

Annual Report

Long Island City · 2024



Long Island City
Partnership



Long Island City
Business Improvement District



Dear Members, Community Partners, Neighbors, and Stakeholders,

As we reflect on the past year, we are pleased to share the first-ever combined annual report from Long Island City Partnership (LICP) and Long Island City Business Improvement District (LIC BID). This marks an exciting chapter in our ongoing commitment to the growth and revitalization of Long Island City, uniting the efforts of both organizations into one comprehensive report.

At the core of this year's work has been a steadfast focus on expanding opportunities and strengthening the fabric of our community. Central to this has been our ambitious work toward the 2025 expansion of the LIC BID, which will more than double its size, enhancing services and deepening our impact to ensure LIC remains a welcoming and dynamic place for all. The newly expanded BID will cover more than 25 miles of street frontage, making it the largest BID in New York City in terms of geographic area.

In partnership with the Office of the Queens Borough President, the neighborhood received \$10 Million in capital funding from New York State. The community spent the past 12 months planning for the projects this funding will bring to fruition in 2025 and beyond. These collective projects will enhance the walkability and quality of life in the neighborhood, creating a more vibrant and cohesive LIC.

Through exciting events and campaigns, we've connected and engaged with residents, businesses, and visitors, inspiring all who experience the vibrancy and creativity that make LIC unique. At the heart

of everything we do is business assistance—whether through direct support, fostering economic opportunities, or advocating for resources, we ensure businesses have the tools to succeed in an ever-evolving landscape.

This year's efforts have laid the groundwork for even greater achievements in 2025. From supporting local businesses to advocating for critical infrastructure, the combined work of LICP and the LIC BID is paving the way for a thriving and equitable Long Island City.

Thank you for your continued support and partnership. Together, we will create an even stronger, more resilient future for our neighborhood. .

Sincerely,



Laura Rothrock
President, Long Island City Partnership
Executive Director
Long Island City Business Improvement District



Patricia Dunphy
Board Chair
Long Island City Partnership



David Brause
Board Chair
Long Island City Business Improvement District

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Administration

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Chief Administrative Officer

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Thank you to our Annual Sponsors

Premier





Platinum





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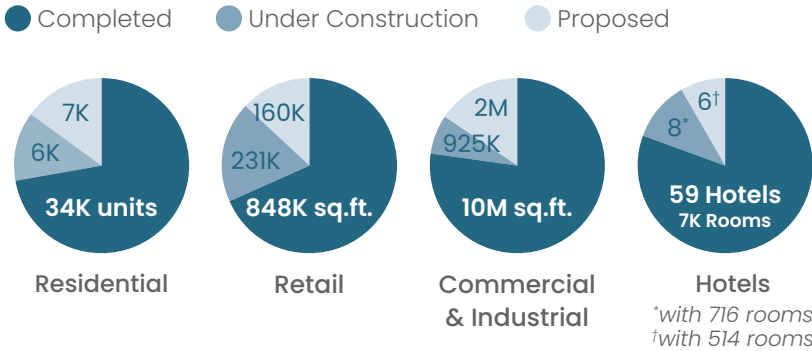




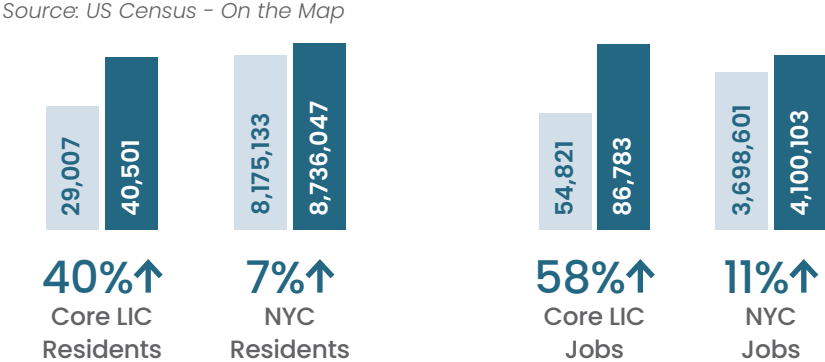


LIC at a Glance

Development



Rapidly Growing Neighborhood





40+

Arts & Cultural Organizations



3

Higher Ed. Institutions



10+

Major Nonprofits & Community Orgs



30+

Parks, Playgrounds & Community Gardens



50+


K-12 Schools
Includes:
40 Public, 11 Charter



12

Health & Fitness Studios/Centers

Transportation Snapshot




8

Subway Lines



15

Bus Lines




2

LIRR Stations




3

NYC Ferry Landings




4

Bridges



1

Tunnel



74

Citibike Stations

View more data at licqns.com/data

Business Assistance & LIC Industrial Business Zone

Business Assistance

Since our founding in 1979, we have provided one-on-one assistance to businesses in the greater LIC area on a wide range of issues, including financing and incentives, real estate, operational challenges, energy savings, and staff training.

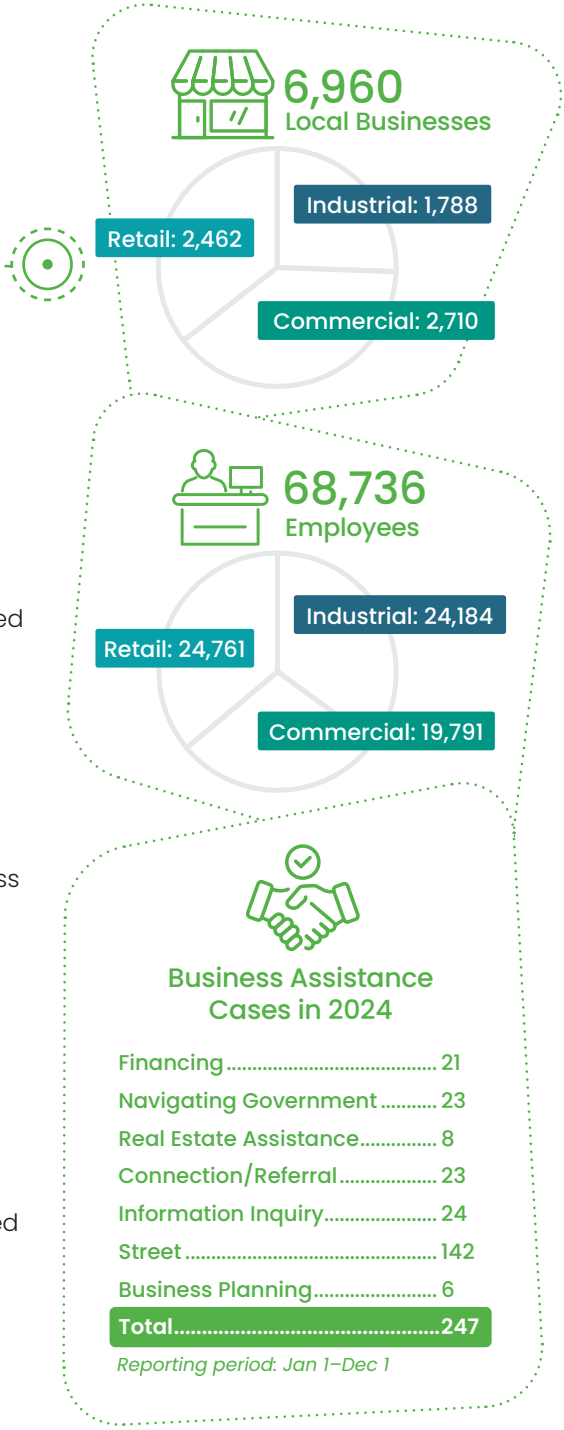
This year, our team has continued to serve as a primary source of support for local businesses. To date, in 2024, we have helped 77 unique businesses—including 37 minority-owned and 14 women-owned businesses—address and resolve their challenges.

Industrial Business Zone (IBZ)

LICP manages the LIC Industrial Business Zone (IBZ), established in 2006 by New York City to protect existing manufacturing districts and encourage industrial growth citywide. Along with providing direct business assistance, we advocate for streetscape improvements to better serve businesses operating in the IBZ.

Our efforts bring functional enhancements to the area, such as cleaner, safer sidewalks and streets, while fostering a welcoming environment for employees and visitors. We also collaborate with local stakeholders to host vibrant community events.

Beginning in January 2025, a significant portion of the IBZ will join our Business Improvement District (BID). The BID will introduce robust, targeted supplemental services and enhanced advocacy to this part of the IBZ, further building on our existing efforts to market the neighborhood and support its growth.



Economic Development

LICP works to create a dynamic and thriving economy in LIC. Our initiatives support businesses and entrepreneurs, energizing economic activity and contributing to LIC’s distinctive mixed-use landscape.

Advocacy

We actively collaborate with local organizations, businesses, government, and elected officials to ensure our neighborhood’s voice is heard. Our advocacy efforts champion priorities ranging from infrastructure and public safety to economic development and community-led initiatives. This year, we focused on enhancing storm resiliency and creating a more pedestrian-friendly public realm.



Neighborhood Snapshots & Data

Our data-driven approach to economic development enables us to gather and analyze a broad range of neighborhood data. This information ensures that our initiatives are responsive and tailored to create lasting impacts for residents, businesses, and visitors.

We publish Neighborhood Snapshots twice a year and share additional data on our website to keep stakeholders informed about the latest developments.



Learn more at licqns.com/data

Success Stories



Navigating Bureaucracy: Helping Han Dynasty Open on Time

Han Dynasty, a new restaurant and bar, encountered delays in obtaining city agency approvals, jeopardizing their opening timeline. They reached out to us, and we provided clear, step-by-step guidance on the required documentation, ensuring all materials were correctly prepared. Leveraging our relationships, we expedited the approval process, helping Han Dynasty cut through red tape and open on schedule, ready to serve the LIC community.



Fast-Tracking Solutions: Expediting Gas Service for Businesses

A building owner reached out to us when their restaurant tenants were impacted by a gas service disruption, forcing them to rely on less efficient equipment. Recognizing the urgency, we used our established relationships to fast-track repair approvals and presented clear and thorough guidance on the required paperwork. Our support expedited the process and helped resolve the issue quickly.



Securing Growth Capital: Empowering Technology Navigators with a \$100K Loan

Technology Navigators, a staffing agency specializing in Technology and Finance, sought our assistance in securing working capital to support their growth. We connected them with Chase Bank and guided them through the application process, resulting in a successful \$100,000 loan. The funding enabled them to invest in new equipment, enhance employee training, and increase overall productivity. With these critical funds, they are now well-positioned for growth and competitiveness in the technology sector.



*We're here to support LIC's
thriving business ecosystem*

BID + BID Expansion

The LIC BID provides supplementary sanitation and visitor services, and carries out community development, engagement, and beautification initiatives that benefit the neighborhood.

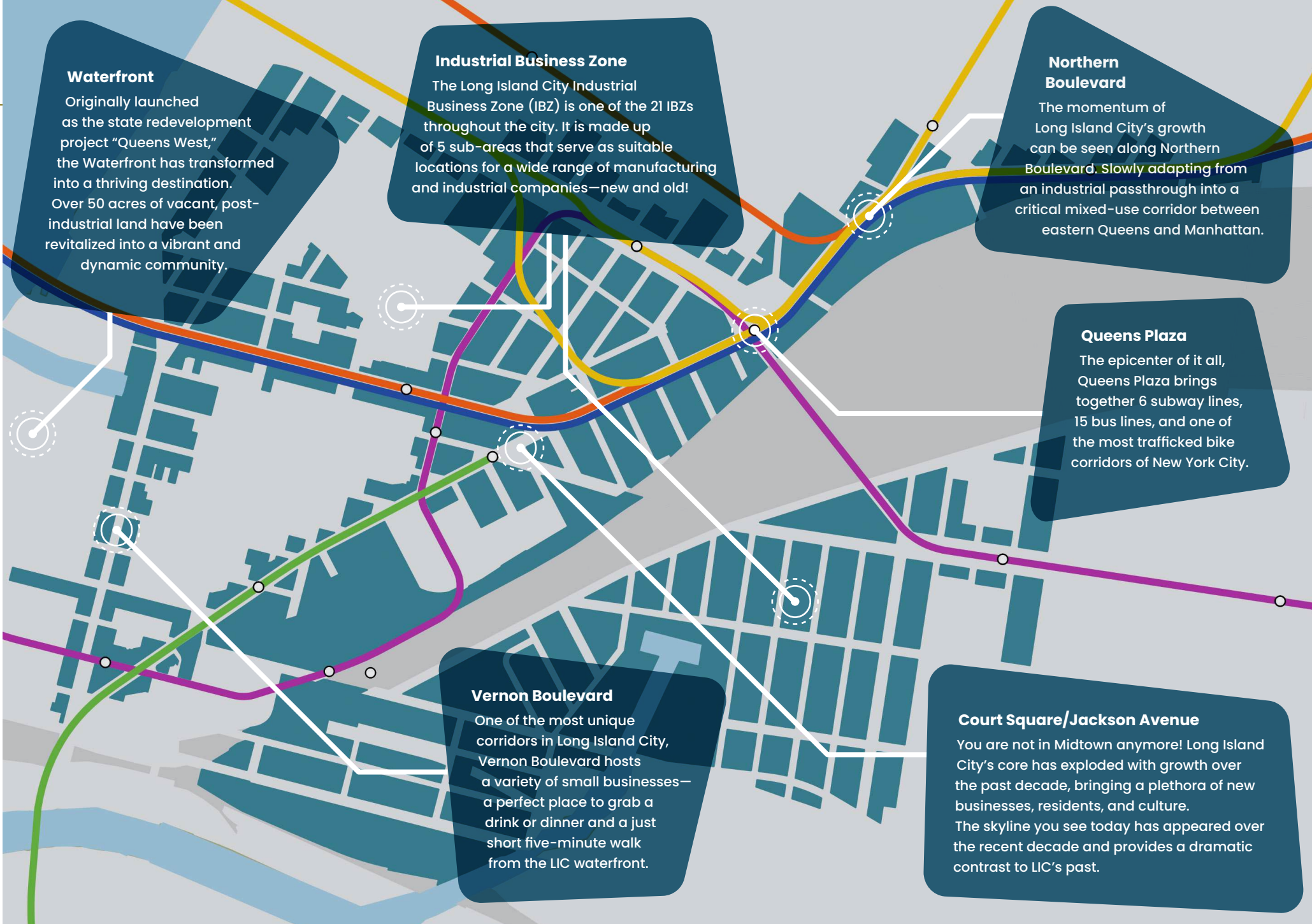
The LIC BID, founded in 2005 and expanded in 2017, provides enhanced sanitation, visitor services, and community-focused initiatives that benefit the neighborhood's major commercial corridors. In response to LIC's rapid growth, the BID has completed its latest expansion after four years of outreach, planning, and legislative approval. With its new boundaries, the BID is set to launch additional services and strengthen support for businesses and residents in these key areas.

The newly expanded BID triples our service area, extending to rapidly growing sections of the neighborhood, including the Industrial Business Zone across Sunnyside Yards. This milestone, made possible by our dedicated Steering Committees, Council Member Julie Won, Queens Borough President Donovan Richards, and the NYC Department of Small Business Services, allows us to provide essential services, support, and resources to an extended network of local businesses, residents, and stakeholders.

BID Financials

	2024*	2023
Support & Revenues	\$1,031,228	\$1,023,984
Assessment Revenue	\$1,000,000	\$1,000,000
Corporate Contributions	\$16,500	\$ 18,273
Interest Income	\$14,728	\$5,711
Expenses	\$982,684	\$1,001,992
Program Expenses	\$916,272	\$938,959
Management & General	\$66,412	\$63,036
Subtotal Income Over Expense	48,544	21,992
Net Assets		
Beginning of the Year	\$509,388	\$487,396
End of the Year	\$557,933	\$509,388

*Unaudited; Reporting Dates: July 1, 2023 to June 30, 2024

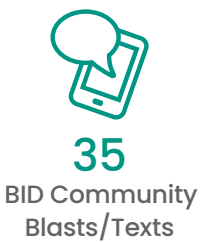


Cleaning & Sanitation

Our seven-person team works, rain or shine, seven days a week, providing supplemental on-street sanitation services such as sidewalk sweeping, bagging trash, graffiti removal, and sanitizing/maintaining street furniture to keep our thoroughfares clean and functional. They also shovel and salt intersections throughout the winter.



Ambassadors:
Nabassin Adedouawongob, Djibril Drame, Abou Fall, Moustapha Keba, Brahima Konate, Yaya Konate, Fallou Niang



FOR BUSINESSES:
Text **LICBID** to (929) 269-8848 to join the LIC BID Texting Service to receive alerts, updates, and news to help protect and prepare your business.

Public Safety & Advocacy

We communicate local safety and quality of life concerns with our partners at NYPD's 108th and 114th Precincts, our local Council Member Julie Won, Community Boards 1 and 2, Breaking Ground, and all appropriate city agencies to keep the area safe, clean, and supported. Additionally, we share important information and funding opportunities to help protect businesses from floods, major storms, and other weather events.



Beautification

The BID keeps the LIC streetscape beautiful year-round through horticulture, winter lighting, public art projects, and more.



100
Tree Pits
Maintained



5
Planters
Maintained



16,000
Tulip Bulbs
Planted



1,920
Begonias Planted



90
Hanging Baskets
Maintained



100
Snowflake Lights
& Skyline Banners



221
Banners in LIC

Volunteer Days

This year, we hosted five volunteer days in and around the LIC BID, thanks to the participation and collaboration of Big Reuse, JetBlue, Tishman Speyer, and our local community members.



What the Business Community is Saying...

Each year, we conduct a survey to gather feedback on our services and identify ways to better address the evolving priorities and challenges of our LIC BID stakeholders. Thank you to everyone who participated —your input truly makes a difference!

Outstanding Service Recognition

Business owners consistently express their appreciation for LIC BID services, which include marketing assistance, permit approvals, sanitation initiatives, and more. The improvements we’ve implemented highlight the strong endorsement and satisfaction from our business community across all sectors.

Businesses Recognition

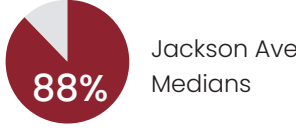
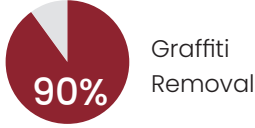
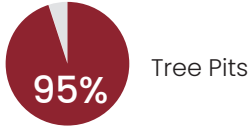
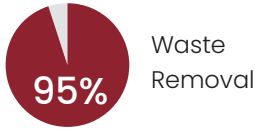
100% of business owners surveyed are very satisfied with our services and enjoy the atmosphere in LIC.

100% of respondents reported they plan to stay in LIC for the foreseeable future.

“I really appreciate the outreach you have done. We felt immediately welcomed to the neighborhood.”

“... We benefit firsthand from a fantastic annual event (LIC Springs) which you make so easy for all of us to enjoy.”

Neighborhood Satisfaction Rate



New Businesses

North Subdistrict

- Ace’s Pizza
- Alidoro
- Birch Coffee
- Clinic
- Debbie’s
- Finback Brewery
- Le Thai
- LL Blossoms Holistic
- Panda Express
- Pueblo Querido
- Red Sorghum
- Solidcore
- Subway
- Warby Parker

South Subdistrict

- Bahnmigos LIC
- City Jiu Jitsu
- Erye Tea Shop
- Han Dynasty
- Hunters Point Dentistry
- Live Hydration Spa

- Look Bubble Tea
- Mercato LIC
- NYC Bud
- Oh! Calcutta
- On the 7
- Overflow Coffee
- ReBrow Design Studio
- Sanidas Academy
- SkyBar Rooftop & Lounge
- Starbucks (Vernon Blvd)
- Tend

Relocated within LIC

- Matted
- Multisweet
- Remix Market

Closed

- Casa Lola
- Icha Boba
- Juice n Bagels
- Khazana
- Murray’s Cheese Bar
- Sinks and Stones

Welcome to the Neighborhood!

2024 was another great year for Long Island City

This year, **30 new businesses** opened in the LIC BID, including 21 new restaurants, four retail stores, and two licensed dispensaries.

Vernon Boulevard is seeing fresh activity with the openings of Overflow Coffee, Mercato LIC, and Live Hydration Spa. Meeting a need and adding diversity to one of our primary thoroughfares, Jackson Avenue continues to expand its unique offerings, from the celebrated flavors of Oh! Calcutta, highlighted by *The New York Times*, to the breathtaking, unobstructed skyline views at Sky Bar.



Get to Know Our Businesses



Safir Mediterranean 47-31 Vernon Boulevard
Mufit Kopran & Cliff Laird, Owners

"Long Island City is at the heart of everything, and being part of this neighborhood makes me think, 'I have to celebrate it.' It's incredible to be part of a place so vibrant. We didn't have any restaurant experience, but opening Safir was a lifelong dream. It took time, but we found the right team—authentic Turkish chefs, great waiters, and skilled managers. Now, we have regulars who feel like family. It's all about community—us, the staff, and the customers. We want everyone to feel welcomed and valued here—that's the LIC way."



BrickHouse Ceramic Art Center 10-34 44th Drive
Ellen Day, Owner

"I enjoy the neighborhood for its interactivity. As an artist, it's valuable to have strong organizations like the LIC Partnership, which consistently offers events and campaigns that help us engage with the community. I also appreciate the unique atmosphere that this neighborhood fosters. I hope I can stay here for as long as possible. As a long-time board member of the LIC BID, it's been great to see the growth of the organization alongside the growth of the neighborhood."



Dutch Kills Bar / Debbie's 27-24 Jackson Ave
Paty & Richard Boccato, Owners

"Long Island City is truly the center of NYC, and the diversity of Queens is felt all around you. We're here to welcome people living, working, or visiting the neighborhood. We've been a destination in LIC long before the high-rises, but we embrace the newcomers while staying true to our roots as a neighborhood bar. This year, we deepened our connection to the community by opening an upstairs bar, Debbie's—a welcoming space where we feature live music and give the neighborhood another creative place to gather and feel at home."



[solidcore] 25-01 Jackson Avenue
Juan Zapata, Head Coach & Community Manager

"In my early 20s, going out dancing and meeting new people was my life. Now, in my 30s, I'm more intentional about the connections I build. Long Island City, with its diverse and vibrant community, felt like the perfect place to form meaningful relationships and contribute to something bigger. The energy here is infectious! The tight-knit community reminded me why [solidcore] belonged in this neighborhood. Our pop-up at LIC Springs only solidified that (pun intended!). Now, as a head coach and community manager, I have the privilege of leading a fantastic team, connecting with amazing clients, and giving back to the neighborhood that has inspired me so much."

Public Art

LIC Arts Connection is our public art programming initiative that fosters non-traditional partnerships among public and private landlords, local businesses, employees, students, residents, and artists. The goal is to connect LIC’s community both physically and socially through access to arts and culture. This initiative is part of LICP’s broader efforts to strengthen LIC’s vibrant mixed-use community.

This year’s exciting installations are featured on this spread.

Lumina Arcana

Lumina Arcana is a public art installation designed to illuminate and revitalize Vernon Boulevard. Spearheaded by renowned LIC-based neon light artist Kenny Greenberg of Krypton Neon, this innovative project aims to bring light to underutilized public spaces and attract visitors to support local businesses along one of Long Island City’s major thoroughfares.

The installation features two pergolas constructed from wooden materials and metal railings, adorned with vibrant neon lighting. These pieces are strategically placed at Vernon Mall and Gordon Triangle, transforming these under-lit areas into lively, inviting spaces. This project was made possible through the Commercial District Lighting Grant from the NYC Department of Small Business Services.



Explore past and present projects at licqns.com/publicart

Summer of Sports

Summer of Sports (July 15–November 15) was an interactive installation featuring six sports-themed, functional art pieces produced by LeMonde Studio in collaboration with students from Information Technology High School. The Summer of Sports theme coincided with a district-wide marketing campaign to support local fitness and lifestyle businesses in LIC.

The installation included one diving board bench, three sports ball benches (soccer, basketball, and tennis), one tennis racket bench, and a photo frame/music box. The artworks wrapping around the music box and diving board were created by members of the Information Technology High School Art Club.

Explore the corresponding marketing campaign on page 27.



Marketing & Communications

The Marketing & Communications team drives strategic initiatives that support LICP’s mission, focusing on building impactful campaigns and programs. The team is responsible for membership engagement, website development, social media management, graphic design, content creation, partnerships, select sponsorship initiatives, public relations, and other key outreach efforts.

Newsletter

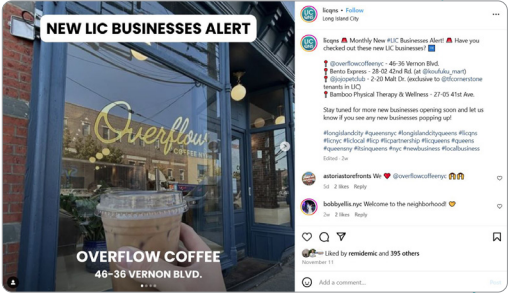
The LIC Update weekly e-newsletter remains the go-to source for all things LIC, featuring cultural activities, important neighborhood developments, opportunities for small businesses and the latest on LICP’s programs and events. Subscribe at licqns.com/subscribe

Digital Engagement

Our social media accounts feature real-time updates, ranging from crucial government announcements to the hottest restaurant openings. On Instagram we showcase local businesses, and produce special features for annual observances like AAPI Month, National Hispanic Heritage Month and Pride Month.

LICQNS.com

Our website remains a valuable resource for businesses, residents, and visitors in LIC, offering essential information on services, programs, and networking opportunities, along with event listings to keep you informed about what’s happening in the neighborhood. It helps you stay connected and access the support you need. This year, our marketing team began developing a refreshed website, set to launch in 2025.



 **13.3K+**
Instagram Followers

 **37%**
YoY LinkedIn
Follower Growth

 **16%**
YoY Newsletter
Subscriber Growth

 **4.5K**
X Followers

 **3.7K**
Facebook Followers



Tourism Ready: LIC Program

Sponsored by NYC Tourism + Conventions and Long Island City Partnership, Tourism Ready: LIC is a targeted workshop series for Long Island City businesses, designed to harness the economic impact of tourism in NYC and educate small businesses on how to work with the travel industry. LIC was selected as the inaugural neighborhood for this customized initiative due to its many attributes that make it an ideal locale for tourism development. Now in its second year, the program continues with workshops, site visits, and extends into 2025. More than 40 businesses have undergone training.

Welcoming Visitors: Driving Tourism and Supporting the LIC Economy

LICP’s hotel working group, comprised of the organization’s hotel members, meets occasionally to discuss key issues and opportunities within the hotel sector, such as conversions, market trends, and traveler demographics, while fostering a sense of community among our hotel partners. As part of this initiative, a pilot program was launched with LIC signs installed at 16 hotels to help visitors explore the local community. The program quickly garnered 625 scans, providing tourists with valuable information about LIC’s attractions and offerings. Given the early success of this effort, we plan to continue exploring tourism-related initiatives that connect visitors to LIC and “keep dollars local.”



Banners

Neighborhood banners serve as powerful visual assets, enhancing the local business environment and reinforcing the district's unique identity. This year, we continued our "Welcome to LIC" banner campaign, which remains one of the largest in New York City, with hundreds of banners displayed throughout the district. The campaign continues to see sponsorship from a diverse range of industries, further building on the success of the record-breaking previous year.

Public Relations

The Marketing and Communications team provides year-round public relations support to elevate the organization's profile and support LIC's growth. Efforts include writing and collaborating on op-eds, pitching press coverage for events, and securing stories in print, online, and TV outlets citywide. The team supports the offices of elected officials, government agencies, and other partners by providing quotes and commentary that contribute to key initiatives. Additionally, we support LIC businesses with strategic communications assistance, helping them amplify their stories and connect with broader audiences.



LICP Connect: Transforming Membership

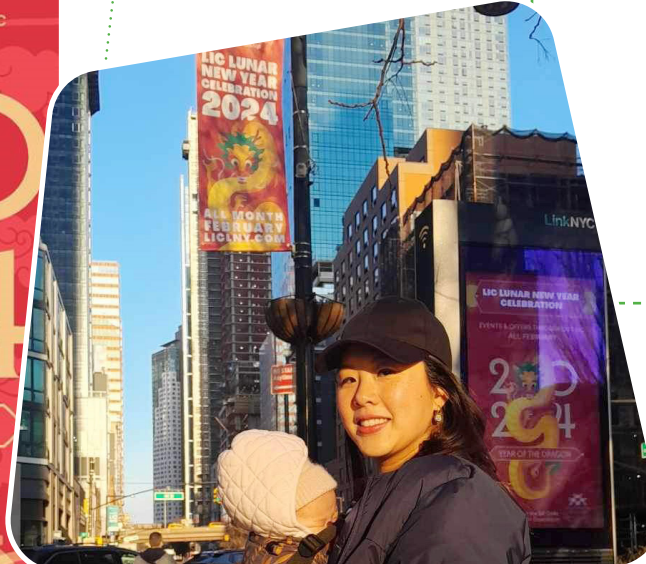
Our Membership Program continues to connect and support the diverse businesses, nonprofits, and artists that make Long Island City a vibrant community. This year, we enhanced member benefits with exclusive access to the LICP Connects portal, expanded marketing opportunities, and events and programs tailored to critical topics relevant to key industries. In 2024, we introduced new initiatives to further engage and support our members, including fresh collaborations and campaigns designed to spotlight their businesses. Whether you're a corporate partner, small business, nonprofit, or local artist, membership provides invaluable resources, visibility, and connections to thrive in LIC. LICQNS.com/Membership

Neighborhood-wide Campaigns

Lunar New Year

For the third year, we held the month-long LIC Lunar New Year Celebration, this time for all of February, which featured a record 80+ participating businesses. As the home to NYC's fastest growing Asian community, the program showcased LIC's diversity through a variety of activities and promotions, welcoming residents, workers, and visitors to experience Lunar New Year across the neighborhood and support businesses during an otherwise quiet time of year.

To kick off the program, we hosted a press launch at new LIC BID business Red Sorghum, featuring a traditional lion dance, water dance, and introductions by local elected officials. The event and celebration at large received coverage from Conde Nast Traveler, NBC's "New York Live," among others.



Summer of Sports Digital Passport Program

Tapping into excitement around the Olympics, this program spotlighted 18 sports and active lifestyle businesses, celebrating the growing number of these businesses in LIC, alongside the Summer of Sports art installation. Over 700 digital passports were created, helping bring the community together and collect valuable contact info for future programs. The campaign culminated in a lively closing event featuring a mini trade show, DJ, and prize giveaways, further solidifying its impact. Coverage by NY1 and hyperlocal press amplified the program's reach and success.



Halloween in LIC Campaign

LICP's second annual Halloween campaign brought the neighborhood together with festive activities for all ages. The campaign featured a virtual map of 95 trick-or-treating locations, complemented by window fliers at local businesses. It also included tabling events at the waterfront, Vernon Boulevard for the annual Halloween March on October 26, and on Halloween Day, where we activated the Lumina Arcana public art installation with cobwebs and photo opportunities, thanks to LIC's Velvet Turtle Events. Our website highlighted a roundup of spooky activities, promoted across social media channels. The digital map alone garnered over 8,000 views by Halloween day and over 22,000 by the time of the annual report's print. Halloween has become a beloved tradition in LIC, and we look forward to growing this program further.



Connected Community

Throughout the year, LICP focused on strengthening its theme of fostering a Connected Community, responding directly to retailers' requests for increased marketing support. Through targeted campaigns, collaborative programs, and tailored resources, we boosted visibility for local businesses and strengthened ties between retailers, residents, and visitors. These efforts reflect our commitment to meeting the community's evolving needs and ensuring Long Island City remains a vibrant hub for commerce and culture.

Retail

In 2024, LICP launched the LIC Mixed-Use Retail Consortium, connecting local retailers across mixed-use buildings and allowing them to share updates directly with building managers. This initiative was a first step in amplifying local promotions and strengthening ties between retailers and residents. Retail support programs will continue to evolve and be a major focus for LICP in 2025.

The LIC Community E-Gift Card, part of our Connected Community initiative, features

nearly 100 local businesses, with a focus on retailers. Encouraging consumers to "Keep Dollars Local," the program supports LIC's economic growth. Corporate partners are invited to purchase gift cards for clients and staff, helping strengthen connections within the neighborhood.

Arts & Culture

Building on the success of the 2023 program at MoMA PS1, LICP continued in 2024 to connect arts organizations with the Long Island City community. The event at Culture Lab LIC featured 13 arts organizations and brought together representatives from



residential buildings, hotels, and local institutions. This initiative provided valuable insights into tenant demographics, building amenities, and visitor needs, leading to greater openness in sharing arts and culture listings with tenants and fostering stronger engagement with LIC. As a result, we've seen a noticeable increase in arts and culture community participation, from posting events on our website to collaborating with LICP to meet engagement goals. Plans for 2025 expansion are underway, creating even more opportunities to connect LIC's vibrant arts scene with its residents, workers, and visitors.

Influencer Mixers

Boosting Local Businesses and Community Pride

LICP hosts exclusive influencer mixers in partnership with local businesses, timed with major campaigns or neighborhood events like the LIC Lunar New Year Celebration, LIC Springs! and Summer of Sports. These mixers are designed to boost visibility for the featured businesses while supporting LICP initiatives. By bringing together a diverse group of influencers—ranging from social media personalities to community leaders, arts and culture advocates, and active parents or mom influencers—these events foster a strong sense of pride in LIC and create valuable connections. Each event highlights a local business tied to the campaign, leveraging the power of influencers to raise awareness and engage the community.



February

Our first 2024 influencer mixer was at Finback Brewery, an Asian-owned business, to bring awareness to the LIC Lunar New Year Celebration.



May

To amplify LIC Springs!, we hosted a festive mixer at Blend LIC, a business located on Vernon Boulevard.



July

To spotlight the Summer of Sports campaign, we organized a mixer at CityPickle, one of the participating businesses.

Events

LIC Partnership hosts events throughout the year to build community, share business tools and resources, and promote networking and connection among LIC's many stakeholders. See highlights below and visit licqns.com/events to learn more about our upcoming programming.



Signature Corporate Events

LIC Partnership's signature corporate events bring together local businesses, elected officials, corporate partners, and nonprofit leaders for networking and conversations about the future of our dynamic mixed-use neighborhood. More than 300 business and civic leaders attended each event which also served as key fundraisers for Long Island City Partnership. Funds raised enable us to continue our economic development and community engagement work year-round.

Thank you to our Sponsors and Partners for helping us sustain programs that meet the diverse needs of our dynamic neighborhood and constituents, and champion activities and advocacy that underpin LIC's exponential growth.



Real Estate Breakfast

This year's Real Estate Breakfast was held on April 16 at the newly renovated Brewster Conference Center and featured a panel moderated by LIC BID Chairman David Brause. Speakers from Barone Management, Butterfield Market, CityPickle, and the Noguchi Museum discussed how the real estate industry and local businesses & nonprofit organizations support each other, and attendees made connections across sectors.



LIC Summit

This year's LIC Summit took place on October 8 at the Museum of the Moving Image and included panel discussions with prominent leaders such as Deputy Borough President Ebony Young, Council Member Julie Won, Chief Public Realm Officer Ya-Ting Liu, REBNY SVP Basha Gerhards, United Group's Crystal Xu and others who discussed what neighborhood amenities are needed to support our growing residential population and the many plans and studies making this such an exciting time in LIC.



Business Webinars & Seminars

Throughout the year, LIC Partnership hosted in person and virtual sessions for the benefit of our members in the local business community, including LICP Talks Labor and Employment Webinars,

roundtables with Bank of America, and marketing webinars with NYC Ferry, LinkNYC, NYS Department of Labor, NYC Hospitality Alliance, and NYC Department of Buildings.

Networking Nights

Networking Nights offer a more casual opportunity to meet and mingle among LIC's business, civic, and nonprofit leaders at one of LIC's local businesses. This year's Networking Nights took place at Red Sorghum and QBK Sports, and were attended by 150-200 people each.



LIC Springs!

This year's LIC Springs street festival introduced over 8,000 people to 130 businesses during our annual community-based celebration of all things LIC. Throughout the day on May 18, attendees experienced performances, workshops, demonstrations, and activities.



Meet our Boards of Directors



LIC Partnership Board

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Rockrose Development Corp.

First Vice Chair, Charles Boyce,
Boyce Technologies

Second Vice Chair, Elliot Park,
Shine Electronics Incorporated

Treasurer, Alvarez Symonette,
Lady M Confections Co., Ltd.

Secretary, Robert S. Altman,
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Vice Chair, Molly Kurzius, *MoMA PSI*

Vice Chair, Paimaan Lodhi,
Tishman Speyer

Vice Chair, Matt Quigley,
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TF Cornerstone

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Werwaiss & Co.

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Board

Kenneth Adams,
LaGuardia Community College

Frank Amarante, *JPMorganChase*

Kris Bagwell, *Silvercup Studios*

Eric Benaim, *Modern Spaces*

David Brause, *Brause Realty, Inc.*

Chris Bresnan, *Altice USA*

Kenneth Buettner,
York Scaffold Equipment Corp.

Gus Buitrago, *Flushing Bank*

Ashley Cho,
AYC Properties/Studio Artego

Andrew Chung,
Innovo Property Group

Sarah Cohen, *Gotham Realty*

Richard David, *Con Edison*

Wil Fisher, *Rise Light & Power, LLC*

Benjamin Goldrich,
RUX Studios/Stickbulb

Cameron Hernandez,
Mount Sinai Queens

Alicia Ishakova,
Wells Fargo Commercial Banking

Ed Jaram, *King Street Properties*

Adam Kaufman,
Alexandria Real Estate Equities

Andrew Kurd, *Savanna*

John Mast, *M&T Bank*

Sohrab Mohebbi, *SculptureCenter*

Frank Monterisi, Jr.,
Related Companies, L.P.

Jeffrey Nelson, *RXR Realty*

Lydia Nikolic, *Bank of America*

Peter Papamichael,
The VOREA Group

Craig Ratigan, *TD Bank*

Hal Rosenbluth,
Kaufman Astoria Studios, Inc.

Henry Rosenwach,
Rosenwach Tank Co., LLC

Joshua Schneps, *Schneps Media*

Greg Smith, *JRT Realty Group*

Sabrina Snyder, *LIC YMCA*

Andrew Sommer,
Hub Truck Rental Corp.

Jane Swanson, *Cornell Tech*

Abner C. Withers, Jr.,
*Courtyard by Marriott
Long Island City*

Judith Zangwill,
Sunnyside Community Services

Irene Zoupaniotis, *Farrell Fritz, P.C.*

Frank Zuckerbrot,
Sholom & Zuckerbrot Realty LLC

LIC BID Board

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Rockrose Development Corp.

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Property Owner LLC*

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Failte Care Corporation

Joe McManus,
47-46 Vernon Boulevard

Paula Kirby, *Plaxall, Inc.*

Richard Nieto,
10-87 Jackson Ave LLC

Jonathan White, *11-50 44th Road*

Class B: Commercial Tenants North Subdistrict

Peter Chie, *Bloomingdales*

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JP Destreza, *Aloft*

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JetBlue Airways Corporation

Runze Yang, *Dun Huang*



South Subdistrict

Ellen Day,
BrickHouse Ceramics Art Center

Donna Fermin, *Woodbines*

Jerry LaSpisa, *M&T Bank*

Jessica Lee, *Taste Crème*

Suraj Patel, *Jungly*

Class C: Residents North Subdistrict

Ido Simonyi

South Subdistrict

Sarah Weitlauf

Class D: Elected Officials

Mayor Eric Adams, rep. by Zaxx
Abraham, *NYC Dept. of Small
Business Services*

NYC Comptroller Brad Lander,
rep. by Lei Zhu

Queens Borough President
Donovan Richards,
rep. by Shurn Anderson

NYC Council Member Julie Won,
rep. by Nick Gulotta

Class E: Non Voting Members

Queens Community Board 1,
rep. by Florence Koulouris

Queens Community Board 2,
rep. by Debbie Markell Kleinert

About Us

Long Island City (LIC), Queens, located at the geographic heart of New York City, is home to a dynamic mix of industries, from creative studios, tech firms, and industrial businesses, to award-winning eateries and innovative cultural institutions. Seamless transit connects to all five boroughs and major airports, attracting a wide range of employers, including Bloomingdale's, Boyce Technologies, Estée Lauder, JetBlue Airways, Kaufman Astoria Studios, Mount Sinai Queens, Rise Light & Power, Silvercup Studios, VaynerMedia, and more.

- LIC's population grew 40% between 2010 and 2021—**5x faster than NYC's growth rate.** Jobs grew twice as fast here as citywide.
- In the past year, the LIC BID welcomed **30 new businesses** to the neighborhood.
- Jackson Avenue foot traffic has **surged over 300%** since 2007..

Learn more on page 5

Long Island City Partnership

Long Island City Partnership (LICP) is the local economic development organization for LIC. LICP champions economic development efforts that benefit the neighborhood at large, along with its members, composed of businesses and organizations reflective of LIC's industrial, commercial, retail, science and technology, residential, cultural, and tourism sectors.

LICP works to attract new businesses to LIC, support and sustain existing ones, engage residents and visitors, and promote a vibrant and authentic mixed-use community. LICP also manages the LIC Business Improvement District (LIC BID) and LIC Industrial Business Zone (LIC IBZ), providing business services and assistance.

Long Island City Business Improvement District

The Long Island City Business Improvement District (LIC BID) serves a diverse and growing community. Created in 2005, the original LIC BID encompassed the commercial corridors along Queens Plaza and Jackson Avenue to Court Square. In 2017, the BID expanded to include the commercial corridors continuing along Jackson Avenue, Vernon Boulevard, and 44th Drive. In 2025, the BID is expanding again to the east and west, tripling its coverage and bringing services to the larger neighborhood. Managed by the LICP, the BID provides supplemental sanitation and visitor services, visitor services within the District, and carries out community development, marketing, and beautification initiatives that benefit the neighborhood.