



Long Island City
Partnership



Long Island City
Business Improvement District

MEMBERSHIP BROCHURE



**LEARN HOW TO
MAKE THE MOST OF
YOUR MEMBERSHIP**

Members of

**LONG ISLAND CITY
PARTNERSHIP**

And

**LONG ISLAND CITY BUSINESS
IMPROVEMENT DISTRICT**

LETTER FROM THE PRESIDENT & EXECUTIVE DIRECTOR



**LAURA
ROTHROCK**

MEMBER STATS

550+

LICP + LIC BID Members

Membership connects you to businesses across industries and disciplines, creating opportunities to grow, collaborate, and stay informed. Whether you're based in LIC or looking to expand your presence here, LICP membership is the perfect way to strengthen your business. Keep reading to see why it's right for you.

Welcome to the Long Island City Partnership (LICP) and the LIC Business Improvement District (LIC BID)! Whether you're joining us for the first time or renewing your membership, we appreciate your commitment to LIC's continued growth and success. As a member, you are now part of a network dedicated to strengthening the local business community and enhancing the neighborhood. Whether you're a small business, restaurant owner, retailer, property manager, or a firm working with LIC businesses, your participation directly supports advocacy efforts, public space improvements, business support programs, and the diverse events that make LIC a thriving hub for commerce, culture, and community.

Our membership tiers are designed to meet the varying needs of businesses and organizations at every level. Smaller businesses and nonprofits can access essential resources and networking opportunities, while larger companies and property owners benefit from data insights, enhanced visibility, and strategic connections.

If your needs change, upgrading your membership can unlock additional tools such as market data and promotional support. Regardless of tier, actively engaging with our events, leveraging available resources, and contributing to the community will help you maximize the benefits of your membership.

If you have any questions or want to explore how membership can best serve your goals, our team is here to help. Reach out to us anytime—we're happy to provide guidance, insights, and recommendations on how to make the most of your involvement. We look forward to working together to build a stronger, more connected LIC.

A handwritten signature in black ink, appearing to read 'Laura Rothrock'.



EVENTS & NETWORKING OPPORTUNITIES



Community & Cultural Programs

Participate in major celebrations such as the LIC Lunar New Year and LIC Springs! street festival—both now exclusive to members—offering unique opportunities for visibility and engagement.

Business Webinar & Volunteer Opportunities

Participate in webinars and seminars to develop new skills and learn updates from subject matter experts. . Plus, leverage LICP volunteer days as meaningful team-building experiences that strengthen your impact in the community.

Member Event Benefits

As a member, you receive priority invitations and discounted registration for all LICP events, along with exclusive access to members-only webinars and roundtable sessions on specific business topics, and the ability to participate in large campaigns such as the LIC Springs! street festival. Members can also promote their own events and announcements through LICP communications, boosting visibility within the community.

Networking & Thought Leadership Events

LICP hosts networking and thought leadership events throughout the year that foster collaboration between local business leaders, developers, and community stakeholders, including the annual Real Estate Breakfast and LIC Summit events. Members receive a discount on event tickets (usually 50%) to help you build relationships, share ideas, and expand your presence in Long Island City.



LICQNS.com/events

MARKETING, PROMOTION, AND SOCIAL MEDIA



Marketing and Promotion

As a Long Island City Partnership (LICP) member, you access valuable marketing opportunities to raise your business profile. We spotlight the unique businesses that make LIC thrive and help you reach broader audiences.

Social Media and Communications

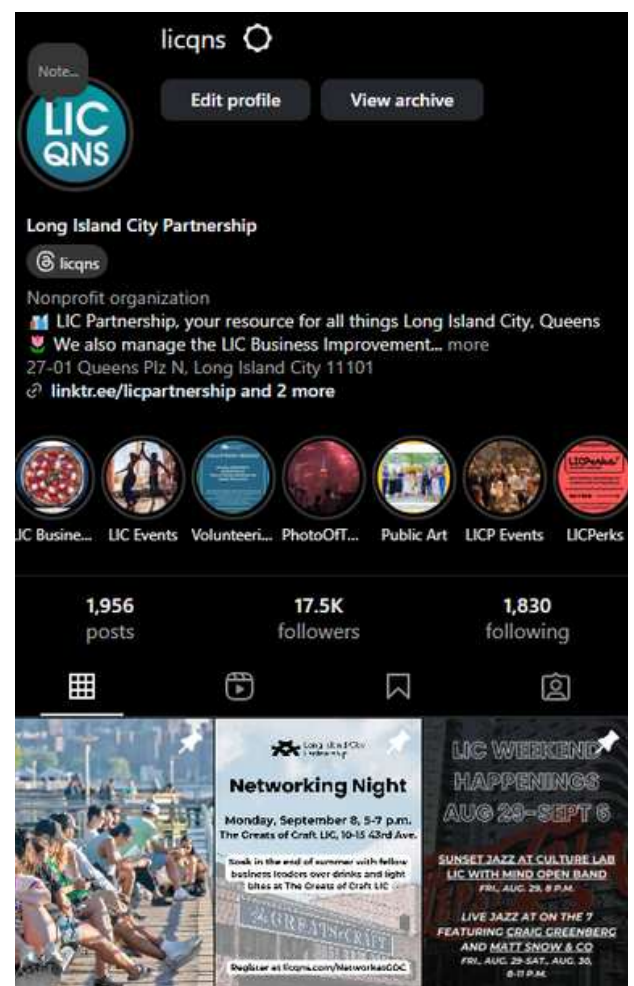
Our Instagram presence has doubled in two years and is vital for consumer-facing businesses like restaurants, retail, and arts & culture. We regularly highlight members, openings, events, and promotions. Our weekly e-newsletter reaches 10,000+ subscribers and shares member updates. Content sharing is at the marketing team's discretion.

Campaigns and Special Initiatives

Join exclusive, high-impact campaigns like the LIC Lunar New Year Celebration, attracting many businesses and thousands of visitors. We also run seasonal and targeted campaigns to promote member businesses year-round.

Website and Membership Resources

Our updated website offers membership info, a business directory, event listings, member spotlights, and promotional tools to support your growth and community engagement.



LICQNS.com/marketing

BUSINESS ASSISTANCE

The LIC Partnership and LIC BID have been working alongside local businesses for decades, helping owners tackle everything from financing questions to day-to-day operational issues. If you're experiencing a problem, we want to hear from you. Reach out to us, and let's work together to find solutions that put your business back on track!

How We Can Help

- Access Financing
- Find Real Estate
- Grow Your Business
- Navigate Incentives
- Cut Red Tape
- Hire and Train Staff
- Save Energy
- Sell to Government
- Get Information
- Area Improvements

Contact:

Richard Portilla

Manager, Business Assistance

718-786-5300 x237

rportilla@licpartnership.org



MEMBERSHIP CATEGORIES

FIND THE CATEGORY THAT'S RIGHT FOR YOU AND YOUR BUSINESS

CORPORATE MEMBERSHIP - \$1,500

Best for: Industries that benefit from high-level engagement and strategic introductions across LIC—**real estate developers and brokers; industrial and logistics companies; multi-location businesses and retail brands; and professional services** (like law firms) and **large-scale hospitality operators**. For these members, LICP provides a way to navigate LIC's complex ecosystem, connect with the right partners, and gain insights that support both day-to-day operations and long-term strategic goals.

- Discounted tickets at the member rate to each event for your team
- Access to LICP data
- Free, exclusive access to LICP Member Webinars on business topics
- Access to LICP Connect member portal
- Enhanced marketing opportunities via the newsletter and social media
- Ability to participate in LICP events and campaigns such as LIC Springs! and the LIC Lunar New Year Celebration

SMALL BUSINESS MEMBERSHIP - \$350

Best for: **Brick-and-mortar local retailers, restaurants, and service providers** looking to connect with the LIC community, showcase their offerings, and stay informed on initiatives that drive awareness, traffic, and partnerships.

- Free, exclusive access to LICP Member Webinars on business topics
- Access to LICP Connect member portal
- Discounted tickets at the member rate to each event for your team
- Enhanced marketing opportunities via the newsletter and social media
- Ability to participate in LICP events and campaigns such as LIC Springs! and the LIC Lunar New Year Celebration

NONPROFIT MEMBERSHIP - \$175

Best for: **Registered 501(c)(3) organizations** in LIC, including **arts and culture groups, social service agencies, and community-based programs**.

- Same benefits as Small Business Membership

MEMBERSHIP CATEGORIES

CONTINUED

We recently updated our membership options for solo operators, offering two clearly defined tiers: Entrepreneur and Artist. The Artist category has been refined to better reflect its purpose, while the Entrepreneur tier supports individuals growing their businesses in Long Island City. These tiers are limited to operators without a brick-and-mortar location, whether working from home or a co-working space, and are offered at a discounted rate. Membership is reviewed annually. Learn more at LICQNS.com/entrepreneurship.

ENTREPRENEUR MEMBERSHIP - \$100

- Free, exclusive access to LICP Member Webinars on business topics
- Access to LICP Connect member portal
- 1 discounted ticket at the member rate to each event
- Enhanced marketing opportunities via the newsletter and social media
- Ability to participate in LICP events and campaigns such as LIC Springs!

ARTIST MEMBERSHIP - \$35

- Same benefits as Entrepreneur Membership, but at a more affordable rate

BID MEMBERSHIP

IS YOUR BUSINESS LOCATED WITHIN THE BUSINESS IMPROVEMENT DISTRICT?

If your business falls within the geographic boundaries of the Long Island City BID and you are a property owner or hold a commercial lease, you may be eligible for BID membership. BID membership includes many of the same benefits as LICP membership because your BID assessment helps fund supplemental neighborhood services such as street cleaning, public safety, beautification, and marketing efforts.

Even if your business is included in the BID, we encourage larger businesses or those looking to take a more active role in the neighborhood to also join LICP. BID membership does not include voting rights at the LICP annual meeting, where the board is elected and other major decisions for LICP are made.

Check to see if your business is located in the BID via the map at LICQNS.com/explore

LICQNS.com/BID

WHAT OUR MEMBERS HAVE TO SAY

CORPORATE



BOB KNAKAL

Chairman & CEO
BKREA

"As a broker with an established NYC track record, particularly in Queens and Long Island City, I joined LIC Partnership for their deep understanding of the city's fastest-growing neighborhood. With a few exciting projects on the way, the timing was perfect to get involved. Being a corporate member keeps BKREA connected with key businesses and stakeholders and provides access to exclusive reports and analysis."

SMALL BUSINESS



LEON DUBOV

Founder & CEO
QBK Sports

"Being located off the beaten path in LIC, QBK Sports benefits from LICP membership by fostering connections with other active lifestyle businesses, participating in highly visible community events like LIC Springs!, and increasing our visibility with residents – critical for the growth and success of our business."

NON-PROFIT



EDJO WHEELER

Executive Director
Culture Lab

"Strong communities are shaped by organizations willing to lead, and LICP is one of them. As non-profit members, we see how LICP's events bring businesses, nonprofits, and residents together, creating real connections across LIC. That convening power strengthens the neighborhood and supports our work. We are proud to be a member, collaborating with LICP to grow and sustain LIC."

ENTREPRENEUR



ALTHEA LABRE

Owner
By the Water Studio

"Through LICP, I connect with fellow residents running independent businesses and find opportunities to grow my own as a brand designer. I value the growing entrepreneur class, since many of us work from home or co-working spaces. LICP connects us to the broader business network and hosts events across the neighborhood, which gets me out of the house and more engaged in LIC."

ARTIST



ERIC QIU

Owner
Magic Q

"Being a magician in LIC has felt like performing for the most inspiring audience—my community and neighbors. LICP has given me a stage to share wonder, laughter, and genuine connections, not only at events but also in everyday encounters with fellow creative professionals. To me, magic is about creating a sense of belonging, and that's exactly what LICP has offered me—a home filled with creativity, love, and a touch of magic."

YOU?

**JOIN TODAY AND
START YOUR
OWN SUCCESS
STORY WITH US**

MEMBERSHIP IS WHAT YOU MAKE IT

LEARN MORE HERE



- ENGAGE ACTIVELY TO
EXPAND YOUR BENEFITS
- YOUR INVOLVEMENT HELPS
US GROW AND ENHANCES
YOUR EXPERIENCE WITH LIC

Long Island City Partnership

LICP is the neighborhood's economic development organization, supporting businesses across industrial, commercial, retail, residential, cultural, and tourism sectors. LICP attracts new businesses, sustains existing ones, engages residents and visitors, and promotes a thriving mixed-use community. It also manages the LIC Business Improvement District (BID) and Industrial Business Zone (IBZ), providing services and assistance.

Long Island City Business Improvement District

The BID serves LIC's commercial corridors, providing supplemental sanitation, visitor services, community development, marketing, and beautification. Created in 2005, it has expanded multiple times, most recently in 2025 to cover a larger area.

Long Island City Industrial Business Zone

LIC IBZ is one of 21 citywide zones, supporting manufacturing and industrial companies. It covers five sub-areas and zip codes 11101, 11102, 11103, 11104, 11106, 11109, and 11120, housing businesses that help power NYC and employ a diverse workforce.

For full about pages, visit LICQNS.com/about