

# Annual Report 2025

Long Island City, Queens, NYC



Long Island City  
Partnership



Long Island City  
Business Improvement District

## Dear Members, Community Partners, Neighbors, and Stakeholders,

**2025** was a transformative year for the Long Island City Partnership (LICP) and the Long Island City Business Improvement District (LIC BID). The milestones highlighted in this report represent the culmination of years of collaborative effort—projects that together are shaping the next great chapter in Long Island City’s evolution.

Our LIC BID expansion went into full effect on January 2 and we now service 26.33 miles—more than any other BID in NYC. This expansion allows us to deliver an unprecedented level of on-street sanitation, beautification, and maintenance services, enhancing the cleanliness and vibrancy of our growing community.

We were also proud to help lead the Downtown Revitalization Initiative (DRI) in partnership with the Queens Borough President’s Office, submitting the winning proposal for the region and serving on the planning committee. The DRI’s selected projects, soon to be funded by the State, will catalyze investment and community improvements throughout the neighborhood.

With grants from Governor Kathy Hochul and State Senator Kristen Gonzalez, LICP is launching a mobility study of Queens Plaza and Jackson Avenue, marking the critical first step toward comprehensive streetscape enhancements along one of Long Island City’s most important corridors.

Another major milestone came with the NYC Council’s approval of the OneLIC Neighborhood Plan, which lays the foundation for 14,700 new housing units, new school seats, nearly two acres of open space, and essential infrastructure investments. This plan provides a long-

term vision for balanced growth that prioritizes both livability and opportunity.

Together, these initiatives are improving Long Island City’s walkability, connectivity, and quality of life for all who live, work, and visit here. They also strengthen our ability to welcome new residents and businesses while ensuring that growth remains inclusive and sustainable.

We are deeply grateful for the continued support of our members, partners, and neighbors. As we look ahead to 2026, we remain focused on implementing these transformative projects, expanding opportunities for local businesses, and advocating for investments that will keep Long Island City dynamic, resilient, and forward-looking.

With appreciation,



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*

## Our Staff

**Laura Rothrock**  
*President, LIC Partnership*  
*Executive Director, LIC BID*

### Business Assistance

**Charles Yu**  
*Vice President*  
*Economic Development*

**Richard Portilla**  
*Manager*  
*Business Assistance*

### BID Operations

**Angel Hart**  
*Senior Director*  
*LIC BID*

**Henry Smith**  
*Senior Manager*  
*Economic Development & BID*  
*Operations*

**Lauren Phu**  
*LIC BID Retail Support Coordinator*

**Erika Tavaréz**  
*LIC BID Field Operations*  
*Coordinator*

### Events & Marketing

**Bari Lasky**  
*Senior Director*  
*Events & Marketing*

**Signe Wurtz**  
*Senior Manager*  
*Events & Marketing*

### Administration

**Ying Huang**  
*Chief Administrative Officer*

**Quinn Dunham**  
*Office Manager*



# Thank you to our Annual Sponsors

Premier



Platinum

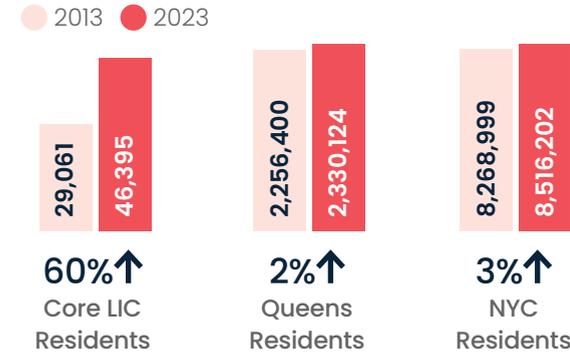


Gold



## LIC at a Glance

### Rapidly Growing Neighborhood



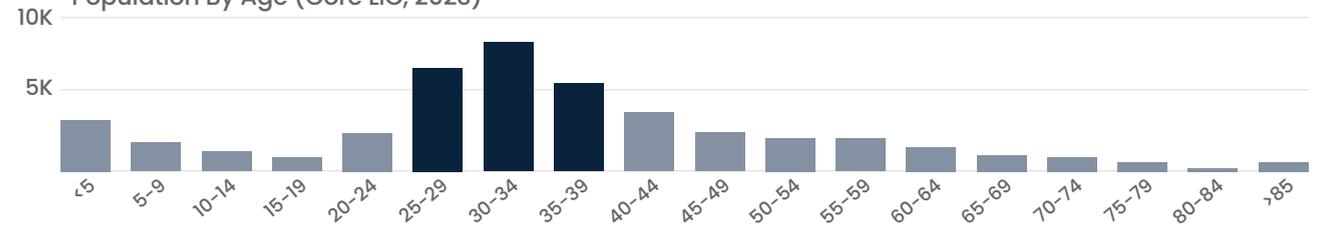
LIC's population skyrocketed by 60% between 2013 and 2023—**growing 20x faster than NYC and 18x faster than Queens!**

This vibrant, fast-growing community is powered by a strong and diverse young professional population, with the largest age group between 25 and 39.



View more data at [licqns.com/data](https://licqns.com/data)

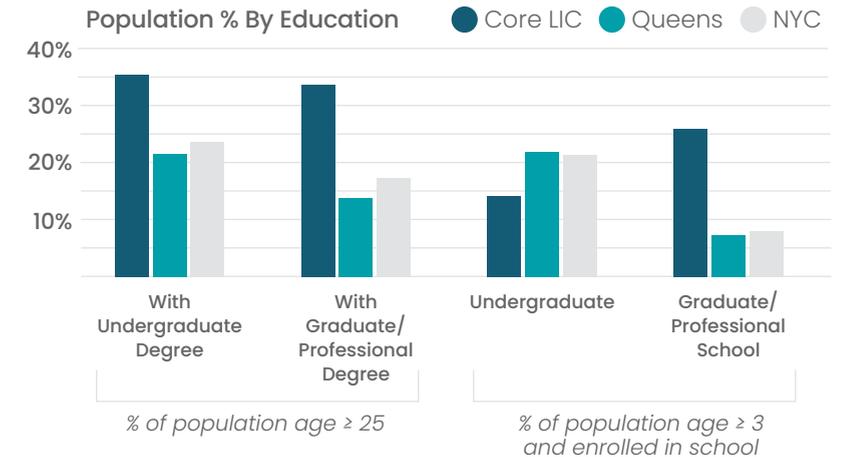
Population By Age (Core LIC, 2023)



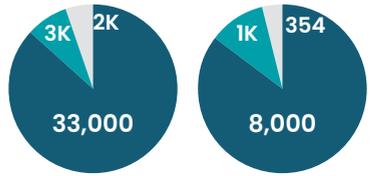
### Top-Tier Talent

LIC is home to one of the city's most highly educated talent pools. Over two-thirds of residents hold a post-secondary degree—well above the NYC average.

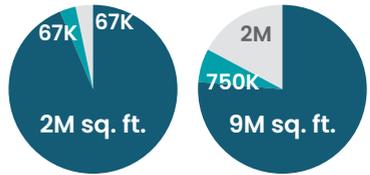
With a strong concentration of graduate students and professionals, LIC offers companies direct access to top-tier talent.



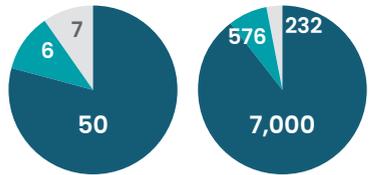
## Development & Projects



Rental Units      Condo Units

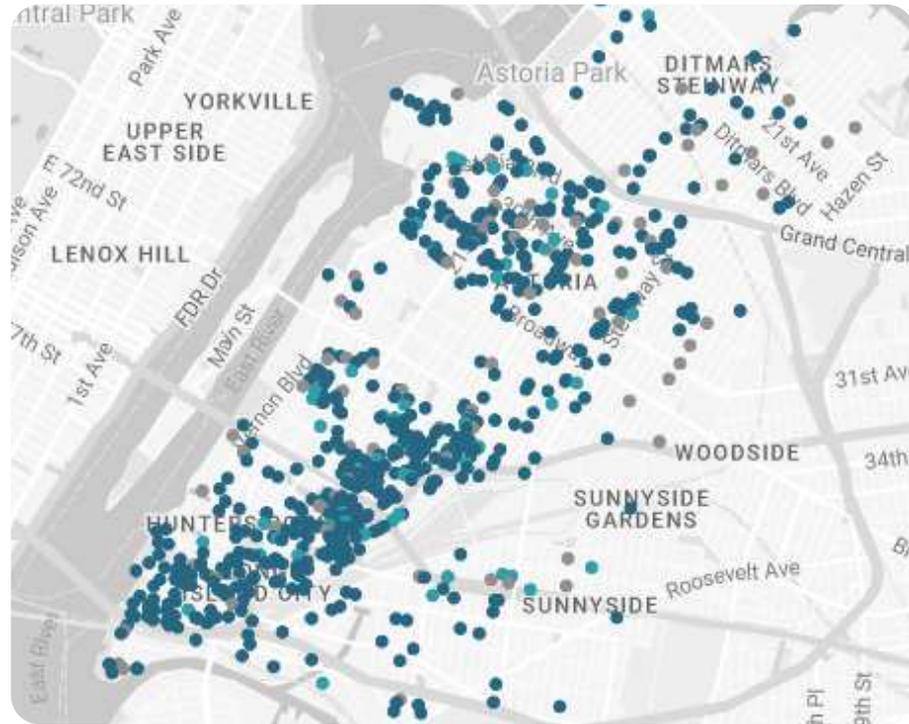


Retail      Commercial  
(office & industrial)

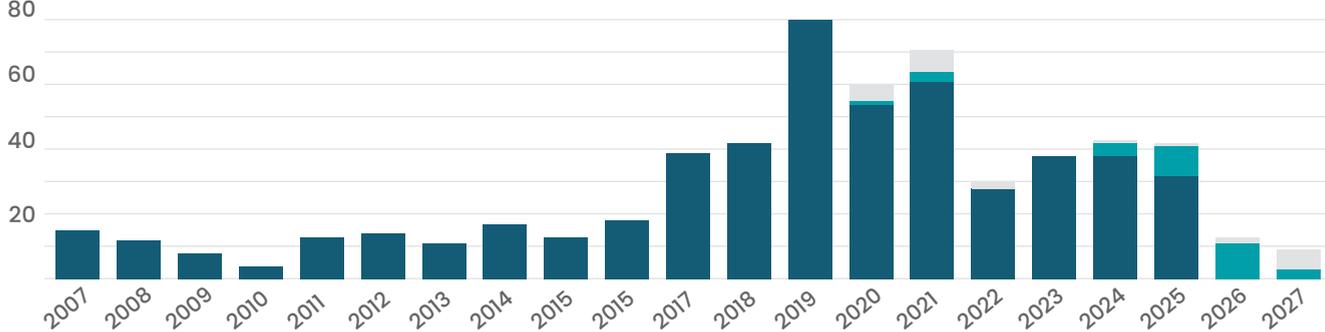


Hotels      Hotel Rooms

● Completed    ● Under Construction    ● Proposed



Projects By Year (Under Construction and Proposed projects are estimates)



## Jobs & Businesses

● 2011    ● 2022



40%↑  
Core LIC  
Jobs

18%↑  
NYC  
Jobs

The number of jobs in LIC grew by 40% between 2011 and 2022—**expanding 2.2x faster than NYC**—highlighting the area's strong economic resilience.

## Community

LIC is the perfect place to live, work, learn, and create.



40+  
Arts & Cultural  
Organizations



3  
Higher Ed.  
Institutions



30+  
Parks, Playgrounds &  
Community Gardens



50+  
K-12 Schools  
(Includes 40 Public,  
11 Private/Charter)



10+  
Major Nonprofits  
& Community  
Organizations



20+  
Health & Fitness  
Studios/Centers

## Transportation

LIC provides unparalleled access to all five boroughs and the region.



8  
Subway Lines



13  
Bus Lines



2  
LIRR Stations



3  
NYC Ferry  
Landings



4  
Bridges



1  
Tunnel



74  
Citibike Stations

Sources: Long Island City Partnership Development Map Data; U.S. Census Bureau, American Community Survey 5-Year Estimates; U.S. Census Bureau, On the Map. Core LIC zip codes include: 11101 & 11109

# 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 2025, we have helped 127 unique businesses—including 25 minority-owned and 14 women-owned businesses—address and resolve their challenges.

## Industrial Business Zone (IBZ)

LICP manages the LIC Industrial Business Zone, 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.

 **6,910**  
Local Businesses



Updated: November 18, 2025



## Business Assistance Cases in 2025

Business Consultation	56
Financing	73
Navigating Government	37
Real Estate Assistance	5
Information Inquiry	7
Referral to Legal & Credit Services	6
Other	6
<b>Total</b>	<b>190</b>

Reporting period: Jan 1–Dec 1

# 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 agencies, 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, our efforts helped renew and create the REAP and RACE business-relocation incentives and secured approval of the OneLIC neighborhood rezoning.

## 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](https://licqns.com/data)



# Success Stories



## Securing Capital

Reef Physical Therapy, a holistic clinic in LIC dedicated to helping the community lead active, healthy lifestyles, from injury rehabilitation to return-to-sport performance, sought to expand their operation to meet growing community demand. With guidance from LICP, the clinic secured flexible financing to support continued growth. The funding is helping Reef enhance patient care, hire specialized staff, and strengthen its position as a premier provider in LIC.

## Fast-Tracking Solutions

Dumbo Market reached out to LICP for pre-opening assistance when facing tight deadlines and complex compliance requirements. Leveraging key agency relationships, we helped fast-track scheduling and set up a no-cost pre-inspection walkthrough, allowing potential issues to be resolved early. The required inspections were completed efficiently, keeping Dumbo Market on track for a timely opening.

## Launching a New Business

The vision for Mimloo began when Gabriel Paredes and Analuisa Rubalcaba saw a vacant storefront and envisioned a friendly and welcoming space for children and families to play and relax. To help achieve their goal, LICP introduced them to several lenders, and guided them through securing an SBA 7(a) loan for acquiring fixed assets and operating capital. We continue to assist with permitting, planning, design, hiring, training, marketing, and other needs.



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

# LIC BID

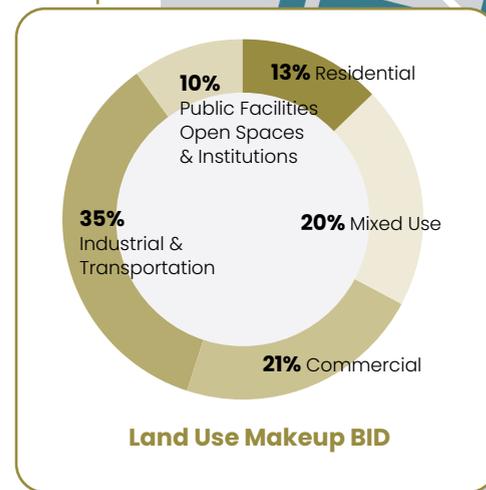
This marks the end of the first year servicing our expanded LIC BID boundary. Throughout 2025, we provided supplemental services to 26.33 miles, making the LIC BID the largest geographic BID in NYC. The expansion added Northern Boulevard, 12th Street, side streets throughout the LIC core, and a new subdistrict east of Sunnyside Yards. This expansion was the culmination of 3.5 years of planning, outreach, and an official legislative phase all to keep up with LIC's growing business, residential, student, and visitor population.

To help manage our growing BID, we have added new staff members to better keep track of the district on the ground, an additional 7 sanitation workers and a sanitation supervisor, an expanded level of service that caters to the new industrial areas we have taken on, and more robust marketing and business assistance efforts to support our growing small business sector.

## BID Financials

	FY2025*	FY2024
<b>Support &amp; Revenues</b>	<b>\$1,570,907</b>	<b>\$1,036,761</b>
Assessment Revenue	\$1,529,489	\$1,000,000
Corporate Contributions	\$18,167	\$16,500
Interest Income	\$23,252	\$20,261
<b>Expenses</b>	<b>\$1,428,308</b>	<b>\$987,684</b>
Program Expenses	\$1,347,729	\$915,659
Management & General	\$80,580	\$72,025
<b>Subtotal</b> Income Over Expense	<b>\$142,599</b>	<b>\$49,077</b>
<b>Net Assets</b>		
Beginning of the Year	\$558,465	\$509,388
End of the Year	\$701,064	\$558,465

\*Unaudited



### Waterfront

Originally launched as the state redevelopment project "Queens West," the Waterfront has transformed into a thriving destination. Over 50 acres of vacant, post-industrial land have been revitalized into a vibrant and dynamic community.

### Industrial Business Zone

The Long Island City Industrial Business Zone (IBZ) is one of the 21 IBZs throughout the city. It is made up of 5 sub-areas that serve as suitable locations for a wide range of manufacturing and industrial companies—new and old!

### Northern Boulevard

The momentum of Long Island City's growth can be seen along Northern Boulevard, which is slowly adapting from an industrial pass-through into a critical mixed-use corridor between eastern Queens and Manhattan.

### Queens Plaza

The epicenter of it all, Queens Plaza brings together 6 subway lines, 13 bus lines, and one of the most trafficked bike corridors of NYC.

### Vernon Boulevard

One of the most unique corridors in Long Island City, Vernon Boulevard hosts a variety of small businesses—a perfect place to grab a drink or dinner and a just short five-minute walk from the LIC waterfront.

### Court Square/Jackson Avenue

You are not in Midtown anymore! Long Island City's core has exploded with growth over the past decade, bringing a plethora of new businesses, residents, and culture. The skyline you see today has appeared over the recent decade and provides a dramatic contrast to LIC's past.

# Cleaning & Sanitation

Our fourteen-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 the intersections throughout the winter.



### Our 14 Ambassadors:

Ben Oumara Barro, Abdou Biteye, Malick Der, Serigne Diakhoumpa (Supervisor), Papa Abdou Dial, Djibril Drame, Mouhammad Drame, Abou Fall, Hagie Jabbi, Chiekh Ndao, Fallou Niang, Gora Sall, Bassirou Seck, Abdou Tine



**23,708**  
Hours Cleaning



**189**  
Trash Cans Maintained



**34,309**  
Trash Bags Filled

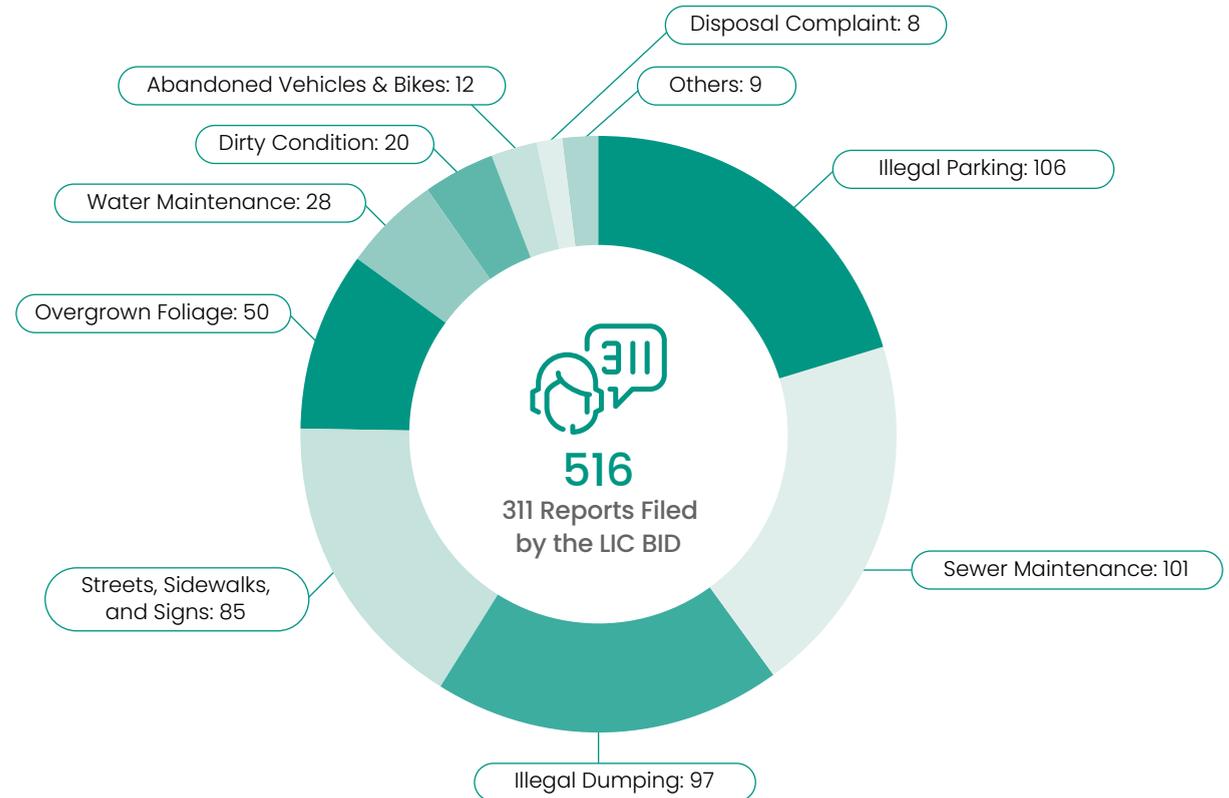


**3,640**  
Graffiti Removals

# Public Safety

We have fostered strong partnerships with the NYPD at the 108 and 114 Precincts, our local Council Member Julie Won, Community Boards 1 and 2, Breaking Ground, and all appropriate city agencies that keep the area safe, clean, and supported. Additionally, we share important information and resources on protection from major weather events, streetscape improvement projects, relevant policies, and news that will directly impact the neighborhood.

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



# 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



**124**  
Snowflake and  
Shooting Stars  
(Winter Lights)



**180**  
Banners in LIC  
(91 in BID)

# Volunteer Days



This year we held five volunteer days in and around the LIC BID. Volunteers helped us plant flowers in 100+ tree pits, perform street tree care and mulching, assist at Smiling Hogshead Ranch, carry out graffiti removals, and paint a mural!

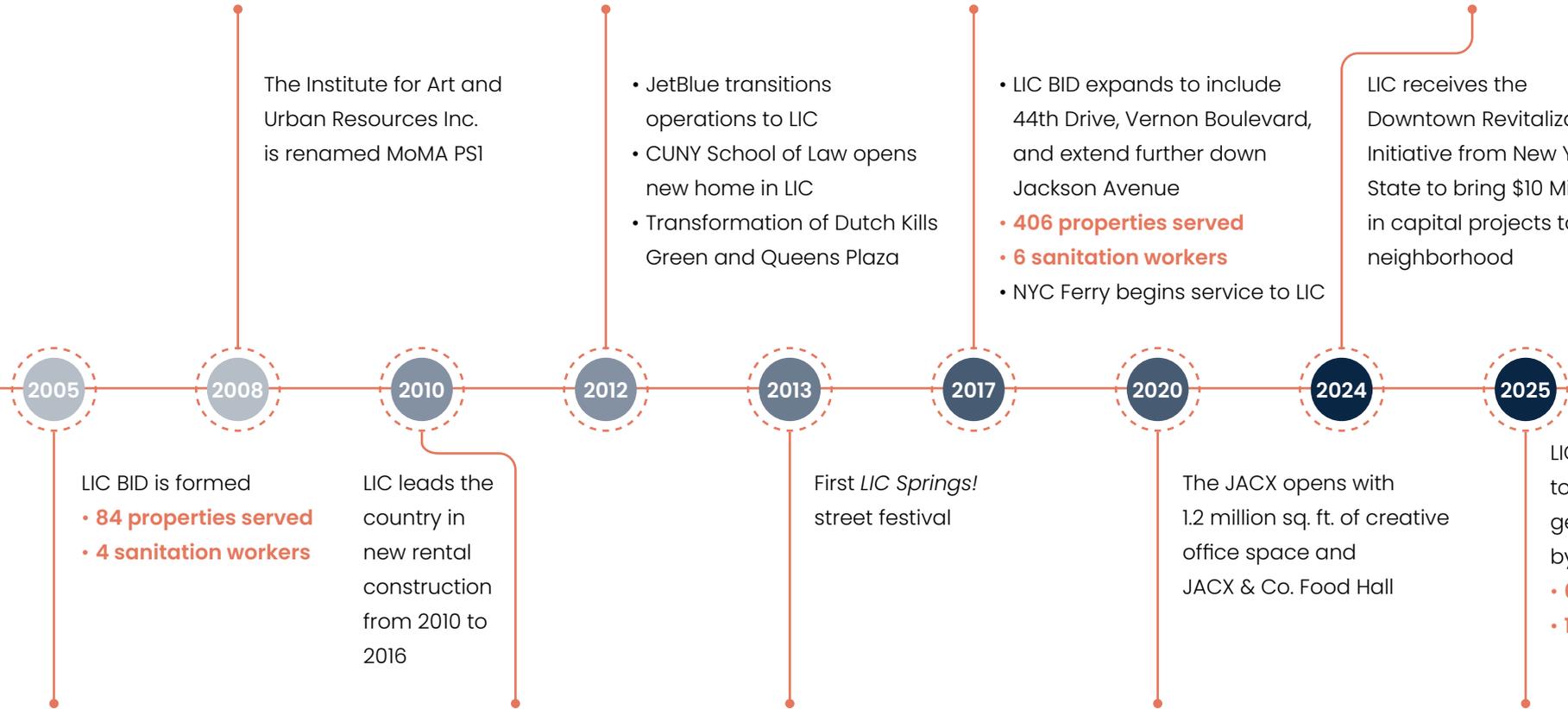
Thank you to Big Reuse, JetBlue, Tishman Speyer, Smiling Hogshead Ranch, and our local community members for their participation and collaboration!

# 20 Years of the LIC BID

As we celebrate **20 years of the LIC BID**, we reflect on two decades of remarkable growth and transformation across this dynamic neighborhood.

Since its establishment in 2005, the BID has helped guide Long Island City's evolution from a primarily industrial corridor into a thriving, mixed-use center for business, culture, and innovation. Within what is now the BID's expanded 2025 boundaries, more than **130 new developments** have been completed — including residential, commercial, cultural, and industrial/tech projects that have reshaped the neighborhood.

The LIC BID has played a vital role in supporting and sustaining that growth — maintaining clean and welcoming streets, improving public spaces, connecting local businesses and property owners, and advocating for smart infrastructure investments. The BID has helped ensure that Long Island City's rapid development is matched by a strong, vibrant, and inclusive commercial district that continues to attract workers, residents, and visitors alike.



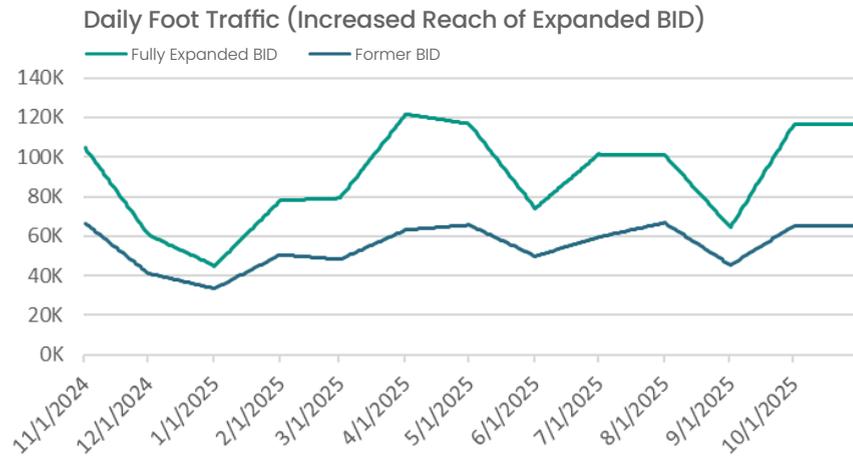
# BID Insights

LICP leverages data to gain clearer insights into activity across Long Island City, which helps us to share programs that better support the community.

"LICP has a great staff and is doing a very good job!"

"We love the community and support that is within LIC!"

Quotes from annual constituent survey



On average, we are serving an **additional 40k people** daily.



Storefront vacancy stood at just 7.1% in Q3 2025—**significantly lower than the citywide rate of 11.7%**—demonstrating the district's strong retail demand.



Subway ridership is at 120% of its prepandemic numbers at Queens Plaza subway station, **the 6th highest recovery across the entire subway system.**

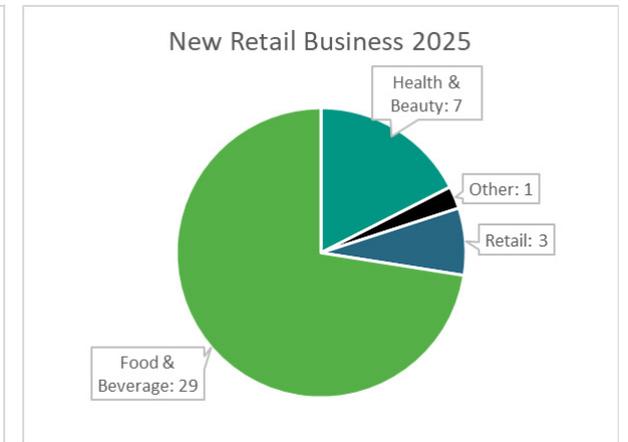
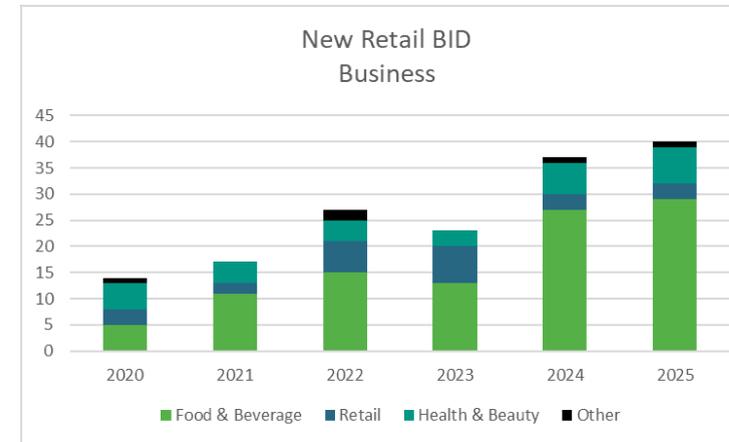


There were **12% more daily visitors** on the weekends in 2025 compared to 2019.

Sources: Placer.ai, Live XYZ, Metropolitan Transportation Authority, Office of the NYC Comptroller

# Welcome to the Neighborhood!

With the expansion of our BID, we now offer services to **over 750 businesses** — 40 of which have opened this year!



## New Businesses

### North Subdistrict (NSD)

- 16.19 Beauty Bar
- ACA Acupuncture and Wellness
- Afterlife KTV
- Afternight BBQ
- Bonchon
- Cyan Izakaya
- Dim Sum Palace
- Even Hotel
- EVEN IHG Sky Lounge and Bar
- Grab & Go & More

- Lady Life Pilates
- Lankee Bubble Tea
- LIC Food Hall
- Matsunori Handroll Bar LIC
- Morning Brunch & Cafe
- Naisnow
- Naya
- Non Stop Style
- Poke Bowl LIC
- Serafina
- Seven Scents BBQ
- Soft Swerve

- Soothr
- The Secret Art Center
- Utopia Bagels
- Westville
- Zain Market

### South Subdistrict (SSD)

- Cafe Coco
- Court Square Barbershop
- Court Square Pizza
- Dexterity Hand Therapy
- Ellee Salon
- Gacha Gacha

- Gyu-Kaku
- Nice Yield
- Saang Thai
- UMIYA
- USWoo Realty
- Wells Fargo

### East Subdistrict (ESD)

- Cafeteria Marketplace

# Public Art

Discover more of our past and present projects at [licqns.com/publicart](https://licqns.com/publicart)

## LIC Arts Connection

LIC Arts Connection is our public art initiative designed to forge creative partnerships among public and private landlords, local businesses, employees, students, residents, and artists. Its goal is to strengthen Long Island City's sense of community—connecting people both physically, through shared public spaces, and socially, through access to arts and culture. As part of LICP's broader effort to link LIC's vibrant mixed-use neighborhood, this initiative supports local artists by helping them find space for their projects, access new opportunities, and collaborate locally.



# Downtown Revitalization Initiative

In 2024, Long Island City was selected to receive \$10 million through New York State's Downtown Revitalization Initiative (DRI) to support projects that strengthen and beautify the neighborhood.

One of these, the Greening and Cleaning Project led by LICP, will add new trees and greenery across the district, promoting a cleaner, more sustainable community for all.

In addition, six other projects were funded that will collectively advance the neighborhood's vision for a more vibrant, inclusive, and connected community. These investments will transform underutilized spaces into creative and cultural hubs, expand access to public amenities, and strengthen the local economy by supporting artists, small businesses, and residents alike.

Enhancements to public plazas and open spaces will create greener, more welcoming environments, while new community assets—such as a modern library branch and improved pedestrian connections—will foster accessibility and engagement throughout the district.

Together, these projects will build on Long Island City's momentum as a leading mixed-use neighborhood and regional destination.



Implement "Green and Clean LIC" Beautification Upgrades

The Long Island City Partnership (LICP) will implement strategic streetscape vegetation improvements and resiliency measures throughout the LIC neighborhood. Work will include the planting of new trees, installation of new tree pits, tree guards, rain gardens, planters, trash receptacles, container signage, dog bag dispensers, as well as upgrading existing tree pits and trees. These improvements will address the critical lack of greenery and adequate sanitation facilities as well as enhance environmental resiliency, aesthetic appeal, and overall cleanliness to stimulate economic activity in LIC's commercial corridors.

Courtesy of licdri.com



# Events & Marketing

The Events & Marketing team plans and carries out initiatives that support LICP’s mission by bringing people together and highlighting the neighborhood both in-person and online.

## 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](https://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 launched a refreshed website. Visit us at [licqns.com](https://licqns.com)



# Membership



## LICP Connect: Transforming Membership

Our Membership Program continues to connect and support the diverse stakeholders that make Long Island City a vibrant community. This year, we added two new member categories to better serve our community—Corporate and Entrepreneur.

Our new Corporate Membership is for industries that benefit from high-level engagement and strategic introductions across LIC—real estate brokers, industrial and logistics companies, multi-location businesses and retail brands, professional services, and large-scale hospitality operators. For these members, LICP provides a way to navigate LIC’s complex ecosystem,

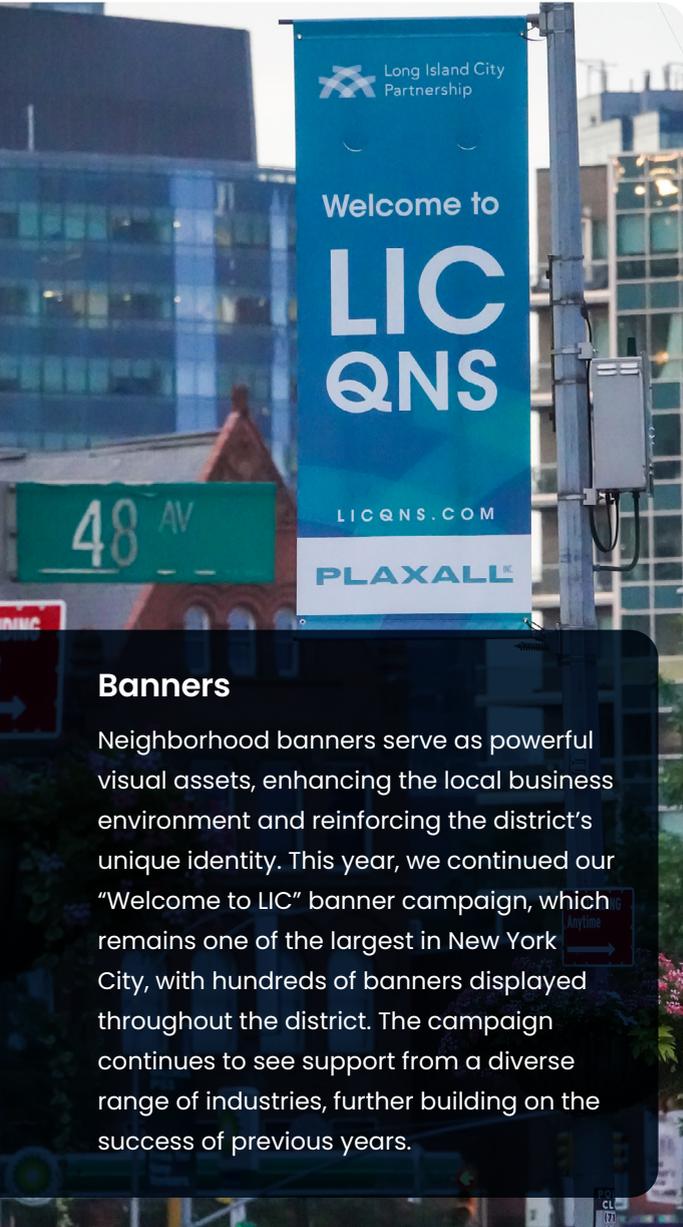
connect with the right partners, and gain insights that support both day-to-day operations and long-term strategic goals.

Our new Entrepreneur Membership supports individuals growing their businesses in Long Island City. This tier is limited to operators without a brick-and-mortar location, whether working from home or a co-working space, and is offered at a discounted rate.

Whether you’re a corporate partner, small business, nonprofit, local entrepreneur, or artist, membership provides invaluable resources, visibility, and connections to thrive in LIC.

Learn more at [licqns.com/membership](https://licqns.com/membership)

# Banners & Perks



## 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 support from a diverse range of industries, further building on the success of previous years.

## LICPerks

This year, we launched LICPerks, our local rewards program designed to support our neighborhood's businesses while offering exclusive deals to residents, workers, and visitors. From discounts at your favorite restaurants to special offers from local retailers and service providers, LICPerks helps you explore more of what makes LIC a vibrant and connected community.

**ANNOUNCING:**

LICPerks<sup>★</sup>

Local Favorites. Exclusive Deals.

New Platform Connecting You  
to Deals at 40+ LIC Businesses

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Learn How it Works

[licqns.com/licperks](https://licqns.com/licperks)

# Events & Marketing Campaigns

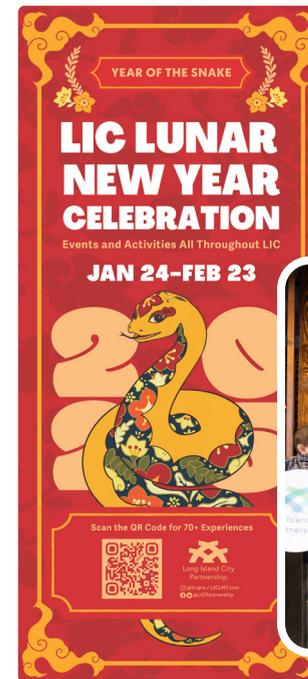
*LICP hosts events and marketing campaigns throughout the year to promote our businesses, build community, share business tools and resources, and promote networking and connection among LIC's many stakeholders.*

See highlights in the following pages and visit [licqns.com/events](https://licqns.com/events) to learn more about our upcoming programming.

## Lunar New Year

For the fourth year, we held the LIC Lunar New Year Celebration, featuring events and promotions from 70+ local 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 Chi Chicken, featuring a traditional fan dance, lion dance, and introductions by local elected officials. The event and celebration at large received coverage from PIX11, NY1, and ABC7, among others.





### LIC Springs!

This year, 10,000 people were introduced to 136 local businesses during the *LIC Springs!* street festival. Throughout the day on June 1, attendees experienced performances, workshops, demonstrations, and activities along 6 blocks of Vernon Boulevard, which was shut down for our free annual celebration of all things LIC.



### Influencer Mixers

This year, LICP hosted influencer mixers in partnership with local businesses Han Dynasty and Sweet Chick to amplify and bring awareness to the LIC Lunar New Year Celebration and *LIC Springs!* street festival respectively.



### Halloween in LIC

LICP's third annual Halloween campaign featured a digital roundup of local events, a virtual map of 50 trick-or-treating locations, and a street closure of six blocks of Vernon Boulevard so thousands of families could safely trick-or-treat at local businesses. Halloween evening culminated in a lively concert from LIC-based band The Only Bay Allstars, headed by 10-year-old guitar prodigy Bay Melnick Virgolino.

A special thank you to Astound, Manducatis Rustica VIG, NYC DOT, The Only Bay Allstars, Velvet Turtle Events, and our local elected officials for joining us: State Senator Kristen Gonzalez, Assembly Member Claire Valdez, and the Office of State Assembly Member Julie Won. Halloween has become a beloved tradition in LIC, and we look forward to growing this program further.



### Celebrating Black History Month: LIC Voices

On February 11, 100+ people joined us at MoMA PS1 for a powerful conversation on Black community & business in LIC. Thank you to our moderator, Queens Deputy Borough President Ebony Young, and our panelists, Rodney "Hurricane" Carter (Trends Dispensaries), Melanie Okuneye-Williams (Pursuit), Bishop Mitchell G. Taylor (Urban Upbound), Aaron Weaver (Record Room), and Jean Woods-Powell (Information Technology High School).

A special thank you to our co-hosts, MoMA PS1 and the Office of Queens Borough President Donovan Richards Jr., and our event sponsor, Rise Light & Power. We were proud to support local LIC Black-owned businesses, including Pine & Ginger and Island Foodie, which provided jerk chicken and other Caribbean favorites, along with Selena's Gourmet, who brought fan-favorite cupcakes, toffee, and more.



### Culture x Real Estate

On May 1, we brought together some of the neighborhood’s most dynamic arts and cultural organizations and the residential real estate community for an evening at MoMA PS1.

Thank you to our speakers: Molly Kurzius (MoMA PS1), Deputy Queens Borough President Ebony Young, Anne del Castillo (NYC Dept. of Cultural Affairs), Jasper Wu (ZD Jasper Realty), and Rana Amirtahmasebi (author of *The Routledge Handbook of Urban Cultural Planning*).

A special thanks to our event sponsor, ZD Jasper Realty, and to local LIC restaurants Dun Huang, Han Dynasty, and Softbite for providing food and drinks.

### Tourism & Hospitality

This year, LICP continued our partnership with NYC Tourism’s Tourism Ready program and hosted two special events meant to connect our member hotels, restaurants, caterers, and residential building managers.

### Nonprofit Roundtable

Ahead of Giving Tuesday, we partnered with Bank of America Private Bank to share insights from the Bank of America Study of Philanthropy with LIC’s nonprofit organizations. 30+ organizations joined us to discuss the latest trends in philanthropic giving and received practical insights into where, how, and why affluent Americans give and volunteer.

### Networking Nights

LICP Networking Nights offer a casual opportunity to meet and mingle among LIC’s business, civic, and nonprofit leaders at one of LIC’s local businesses.

This year, LICP held three networking nights at Han Dynasty, The Borden Complex, and The Greats of Craft. Each event drew between 125 and 175 attendees.



### Business Webinars & Seminars

Throughout 2025, LICP hosted in-person and virtual sessions on important business topics for the benefit of our members. The sessions included topics such as HR and employment law, advertising, and creating a business plan.

Thank you to Citizens Bank, Farrell Fritz, Fisher Phillips, LinkNYC, and M&T Bank for sharing your expertise.



# Signature Corporate Events

LICP'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.



## LICP Real Estate Breakfast

This year's Real Estate Breakfast was held on April 8 in the Brewster LIC Conference Center and featured a panel moderated by LIC BID Chairman David Brause. Speakers, including Yaniv Cohen (Westville Restaurant Group), Helen Paul (Cushman & Wakefield), Jasper Wu (ZD Jasper Realty), and Lin Zeng (NYC Department of City Planning, Queens Office), discussed the recent transformation of LIC and what stands to change with the OneLIC Neighborhood Plan.

## LIC Summit & Gala

The LIC Summit & Gala combined the best of the LIC Summit with a gala reception on October 22 at the Museum of the Moving Image. The evening's keynote panel was moderated by Kathryn Wylde (Partnership for NYC) and featured Deputy Mayor Adolfo Carrión Jr., Joseph Cohen (Infinite Machine), Lloyd Goldman (BLDG Management Co., Inc.), Paula Kirby (Plaxall, Inc.), and Lauren Larsen (Power Cooling, Inc.).

# Meet our Boards of Directors



## LICP Board

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*Rockrose Development Corp.*

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## LIC BID Board

### Officers

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Vice Chair, Patricia Dunphy,  
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Treasurer, Paula Kirby, *Plaxall, Inc.*

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Adam Kaufman, *Alexandria Real Estate*

Stephen Kim, *Innovo Property Group*

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Robert Jaegly, *MANA Products*

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### Class C: Residents

#### NORTH SUBDISTRICT

Ido Simyoni

#### SOUTH SUBDISTRICT

Sarah Weitlauf, *SW! Consulting*

### Class D: Elected Officials

Mayor Eric Adams,  
represented by Zaxx Abraham, *NYC  
Department of Small Business Services*

Comptroller Brad Lander,  
represented by Lei Zhu

Council Member Julie Won,  
represented by Farah Salam

Queens Borough President  
Donovan Richards, represented  
by Shurn Anderson

### Class E: Non Voting Members

Queens Community Board 1,  
represented by Florence Koulouris

Queens Community Board 2,  
represented by Debra 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.

- LIC's population **skyrocketed by 60%** between 2013 and 2023—growing 20x faster than NYC and 18x faster than Queens! This vibrant, fast-growing community is powered by a strong and diverse young professional population, with the largest group aged 25–39.
- The number of jobs in LIC **grew by 40%** between 2011 and 2022—expanding 2.2x faster than NYC—and has now rebounded to prepandemic levels, highlighting the area's strong economic resilience.
- LIC BID's storefront vacancy **stood at just 7.1%** in Q3 2025—significantly lower than the citywide rate of 11.7%—demonstrating the district's strong retail demand.

Learn more on page 5.

## Long Island City Partnership

Long Island City Partnership (LICP) is the nonprofit 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 expanded 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 within the District, and carries out community development, marketing, and beautification initiatives that benefit the neighborhood.

*Book Design: By The Water Studio ([bythewater.studio](http://bythewater.studio))  
Additional Photography: Steven Speliotis*