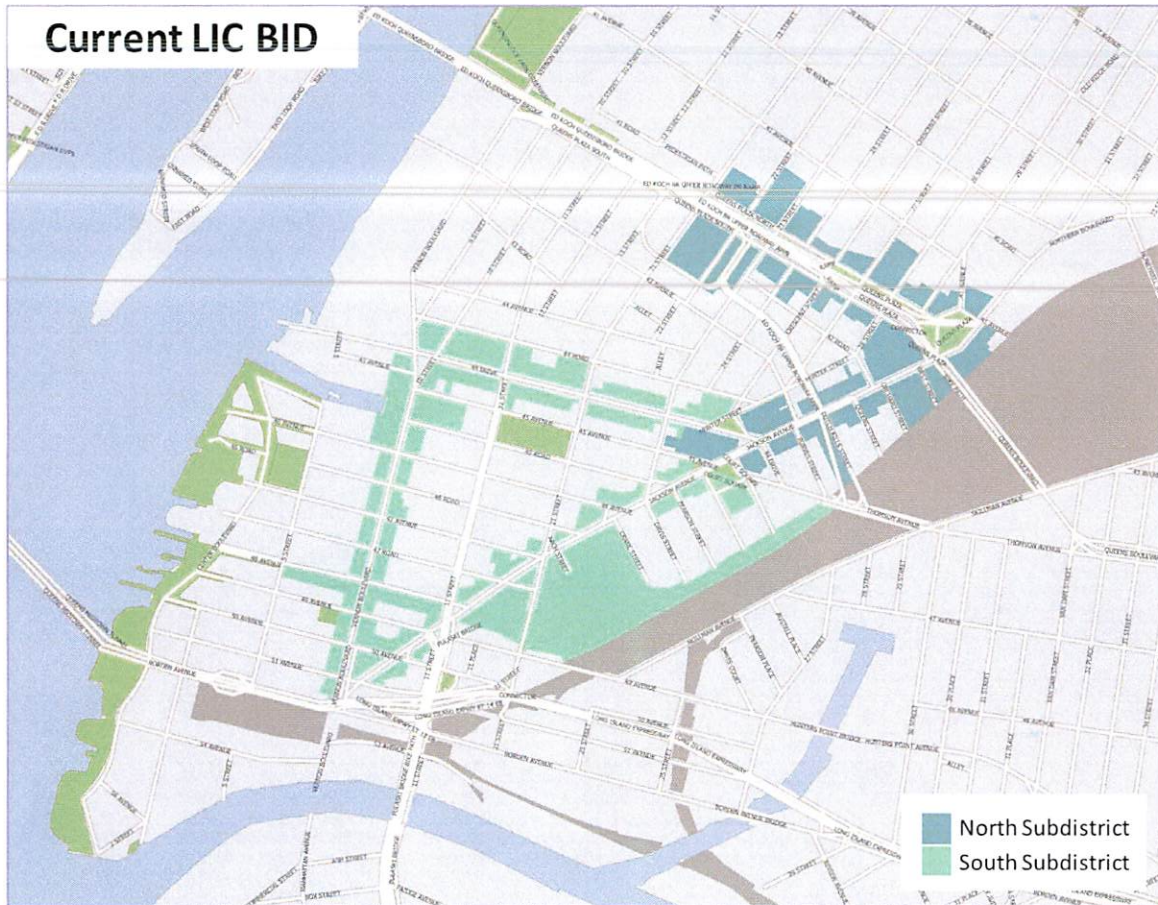


# LIC BID BID Expansion

CB 2 Land Use Committee Meeting  
June 21st, 2023

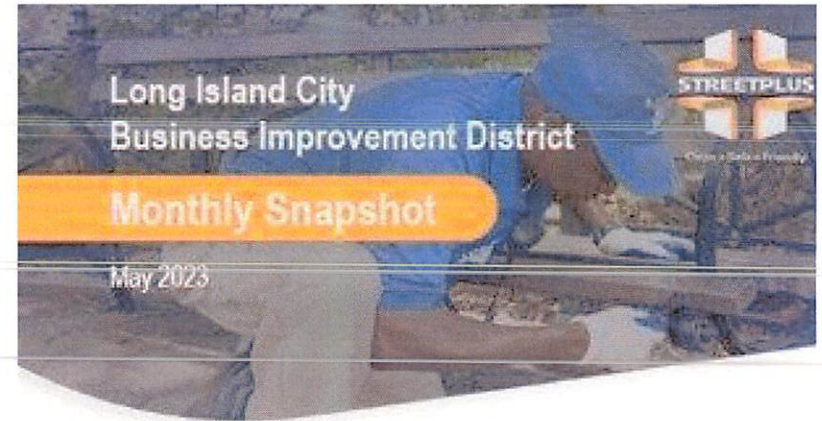
# What is the LIC BID?



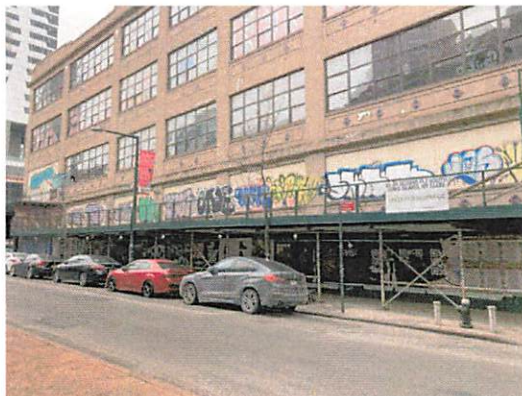
- Created in 2005; expanded in 2017
- Managed by the Long Island City Partnership
- Provides supplementary sanitation, beautification and visitor services and carries out community development and marketing initiatives that benefit the greater neighborhood
- North Subdistrict and South Subdistrict each have their own service budget but shared management and administrative costs
- Assessment formula recently updated
- Total budget of \$1 million

# Sanitation

Arch Street Yards Graffiti Removal: MTA and LIRR



23-10 Queens Plaza South Graffiti Removal : Property Owner



# Neighborhood Connectivity and Promotions

- **LIC BID Textedly platform:** for business owners to receive emergency weather notifications and updates on city regulations
- **LIC Info Textedly platform:** for residents to receive early access to info about new business grand openings, special discounts, and local events
- **Shop Small Holiday:** contests and promotions
- **LIC Community Gift Card:** 99 Businesses signed up, \$24,000+ Purchased and spent in the community



**LIC Shop Small Holiday Bingo**  
 Saturday, Nov. 19 - Tuesday, Dec. 13  
 For Participating Businesses Only; See Reverse for Details & Rules

take your friend to dinner	go to a happy hour	sign up for a rewards program
buy ingredients for a homemade meal	buy an LIC gift card for a neighbor	try a new activity
order takeout for a friend	chat with a business owner	stay warm with a hot
buy something made in LIC	share this event on Instagram	post a photo of your meal
post a photo of a store display on Instagram	buy a gift and have it wrapped	get your favorite

Questions?  
 Email [bid@licpartnership.org](mailto:bid@licpartnership.org)

**Exclusive to LIC BID Business Owners:**  
 Text LICBID to (929) 269-8848 to receive updates on city policies, emergency weather notifications, and early access to the latest information on new business grand openings in LIC.

Long Island City  
 Business Improvement District

**Exclusive to those who live and work in LIC:**  
 Text LICINFO to (929) 269-8848 to receive early access to the latest information on new business grand openings in LIC, special offers, and neighborhood events.

Long Island City  
 Business Improvement District

**THE Wonderful World of LIC**

LOOKING TO ENJOY THE HOLIDAYS IN LIC?  
 WE'VE GOT YOU COVERED!

Long Island City  
 Business Improvement District

# Retail Support

## Business Assistance

- BA helped three businesses receive the NYC Small Business Opportunity Fund.
- BID Business Ghaya located in the JACX received 100k

## Additional Marketing Initiatives

- Tourism Ready: LIC with NYC Tourism + Conventions (Ongoing).
- Next Meeting – July 13
- Culture x Real Estate with PS1 – April 27



Liked by anghart and 117 others

licqns May is #SmallBusinessMonth and #AAPHeritageMonth! Please join us to show some love and support to the small businesses that keep Long Island City running. Stop by the owner Suraj. Learn more about becoming a business owner and how we can help.

"We wanted to be in Queens so diverse it is and we wanted to run that it's a melting pot. There's a lot of people here, we'll add or take off what we want. Everybody is happy. You don't have to be from Manhattan or Brooklyn to have a business here. We opened up in Long Island City."



Liked by anghart and 100 others

licqns May is #SmallBusinessMonth and #AAPHeritageMonth! Please join us to show some love and support to the small businesses that keep Long Island City running. Amber, the owner of @multisweet\_inc at 21-52 44 Drive, specializes in both authentic and modern Chinese desserts to bring a taste of home to Queens.

"I'm from China originally and I came to New York for my master's degree in 2017. The first place I lived when I came to NYC was Long Island City. I really like this neighborhood and I chose to have my business here because I feel that people here are very open-minded towards different cultures and they appreciate different kinds of food and diversity and also it's safe compared to other neighborhoods in NYC."

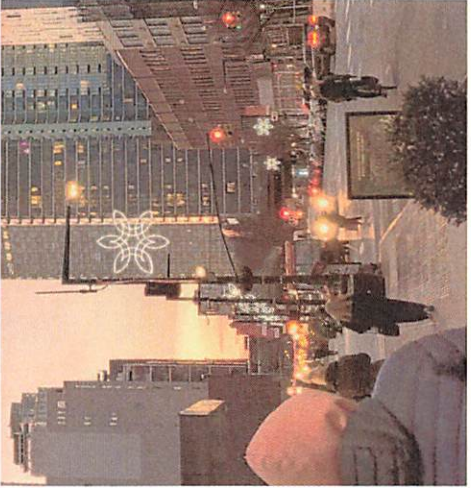
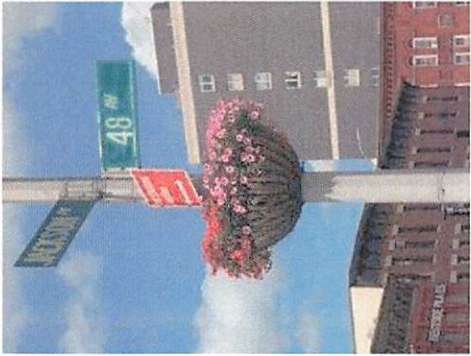
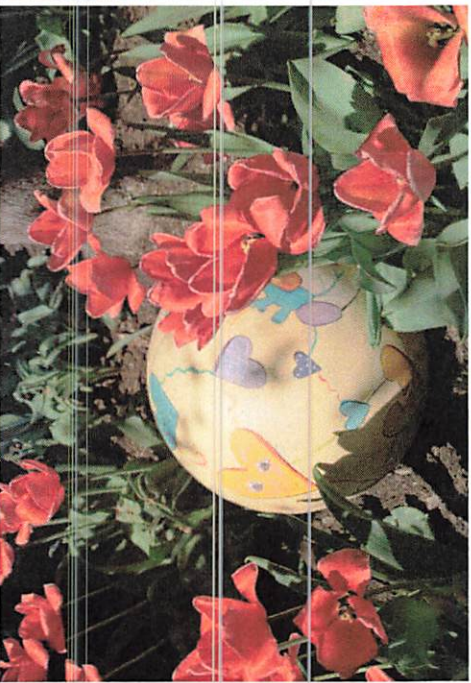


Liked by and\_frew and 100 others

licqns May is #SmallBusinessMonth and #AAPHeritageMonth! Please join us to show some love and support to the small businesses that keep Long Island City running. Andy and Wink, the owners of @aimartinc at 21-61 44th Drive, are bringing specialty Asian fruits, vegetables, snacks, drinks, and other grocery items to LIC.

Andy: "We chose to open Ai Mart in Long Island City to help sustain the growing Asian population here and at the same time spread awareness about our food to the non-Asian community as well."

# Beautification



# Streetscape + Public Realm Improvements

## Extended Tree Pits, New Trees, and Tree Guards



Before



After

## Queens Plaza Improvements

- 10 seconds added to pedestrian signals
- Additional street lighting to be installed



## New Tree Pit Guards Jackson Avenue



Before



After

## DSNY Poison Ivy Removal at Court Square



Before



After

# Community Volunteer Days

Fall and Spring flower-planting volunteer days throughout the District

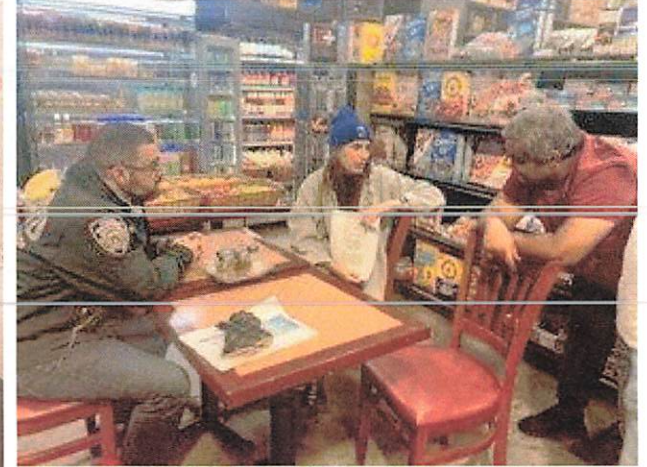


Graffiti Removal





# Public Safety



- Attend monthly Build the Block and Community Council Meetings
- Coordinate walking tours between NYPD Community Affairs and business owners so they can communicate directly
- Whatsapp group with business owners/ property managers + textedly
- Advocate for increased patrols in targeted areas that experience the most incidents

# Combined Boundaries



# Supplemental Services

The supplemental services listed below are those currently provided in the LIC BID boundaries.

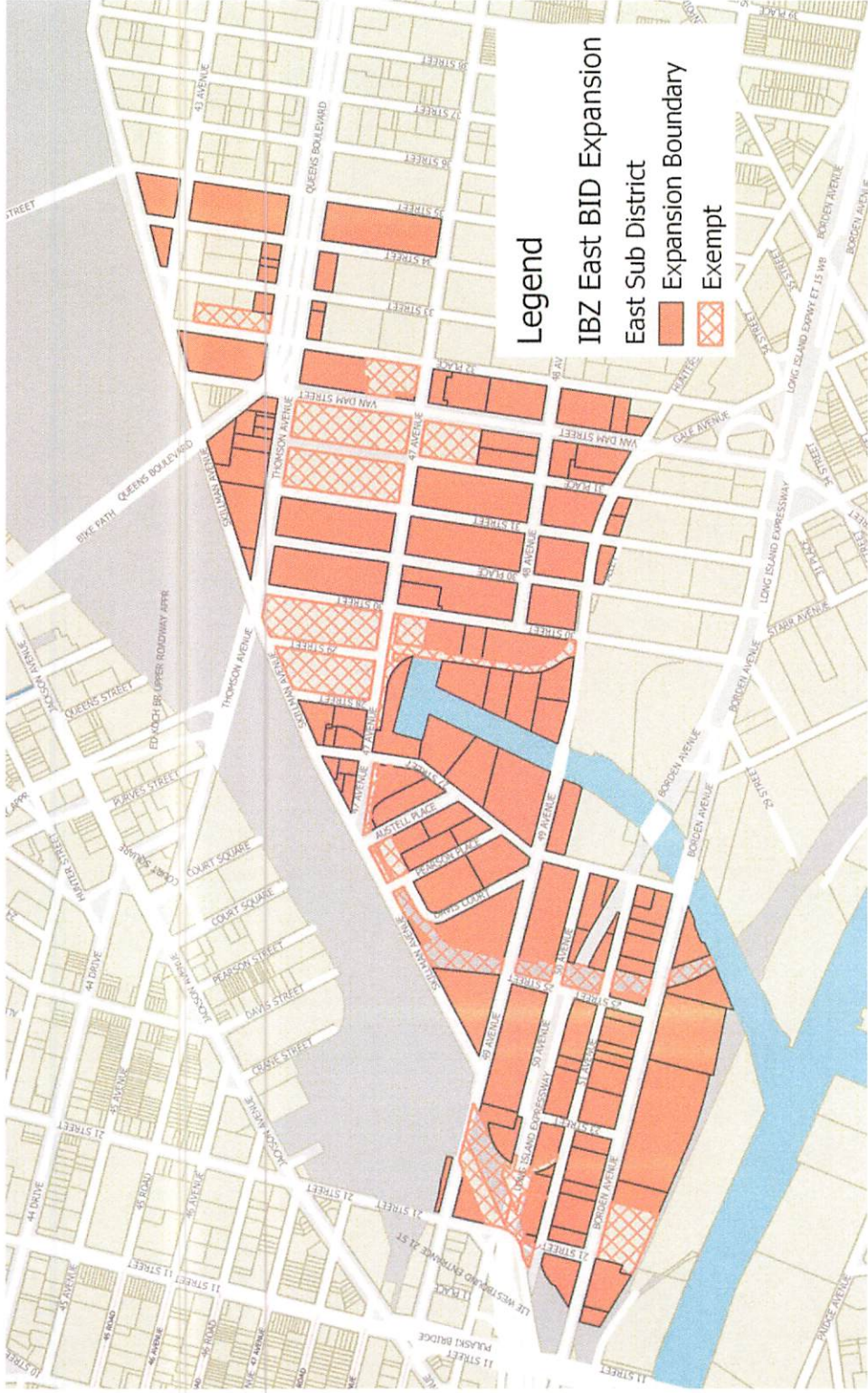
- District Ambassador
- Coordination with City agencies on quality of life (NYPD, MTA, DHS, DOT, DOHMH, etc.)
- Supplemental sanitation (sidewalk cleaning and snow removal)
  - The LIC Partnership is proposing reduced service on the side streets, due to less foot traffic and fewer infrastructure needs, while still maintaining the same level of quality.
- Graffiti removal
- Maintenance
- District marketing
- Beautification/Horticulture (includes hanging baskets and tree pits)
- Winter lighting

# East Expansion Budget

EXPENSE		
<b>Programs</b>		
	Dedicated District Ambassador	\$54,500
	Targeted Sanitation (sidewalk cleaning, weeding, snow removal, and graffiti)	\$494,700
	Marketing	\$10,000
	Winter Lighting	\$47,200
<b>Total Programs</b>		<b>\$606,400</b>
<b>Total Administrative Expenses</b>		<b>\$7,600</b>
<b>Contingency</b>		<b>\$10,000</b>
<b>TOTAL EXPENSE</b>		<b>\$624,000</b>
<b>One-time Capital Expense/Equipment</b>		<b>\$26,000</b>

Total Budget =  
\$650,000

# East Expansion Boundary



## East Steering Committee Members

- Innovo Property Group (Co-Chair)
- Atlas Capital Group (Co-Chair)
- Werwaiss & Co (Co-Chair)
- TEI Group (Co-Chair)
- Related Companies
- LaGuardia Community College
- Coffee Project
- Dv Depot
- Mana Products
- Truffleist
- Eva Nosidam
- Savanna Fund
- Vanbarton Group
- Alexandria Real Estate Equities

# East Statement of Support Progress

**Goals:**

- 51% "Yes" of all tax lots OR
- 51% of all assessed value (AV)
- Broad-based support from commercial tenants

**Progress**

- 68% of all assessed value (AV)
- +15 businesses and +8 properties have signed since March meeting

**Statement of Support Percentages**

<b>Total Properties</b>	<b>133</b>
Percentage of Properties	34%
Percentage of AV	68%
<b>Total Tenants</b>	<b>150</b>
Commercial	21%





# Newly Proposed Budget with Additional Properties

## Current

Programs	
Additional Staffing	\$55,600
Supplemental Sanitation	\$165,000
Maintenance	\$54,000
Marketing	\$13,600
Winter Lighting	\$21,000
General Admin	\$18,000
<b>Total Programs</b>	<b>\$327,200</b>
One-time Capital Expense/ Equipment	\$47,800

Total Budget = \$375,000

## Proposed

Programs	
Additional Staffing	\$55,600
Supplemental Sanitation	\$200,000
Maintenance	\$54,000
Marketing	\$13,600
Winter Lighting	\$21,000
General Admin	\$18,000
<b>Total Programs</b>	<b>\$362,200</b>
One-time Capital Expense/ Equipment	\$47,800

Total Budget = \$410,000

\*Median Assessment: \$555

# West Expansion Steering Committee Members

- Brause Realty
- RXR Realty
- Carlyle Group
- Fisher Brothers
- Heatherwood Communities
- Rockrose (Co-chair)
- Stawski Partners
- Stonehenge
- GFP
- King Street Properties
- Ravel Hotel
- Power Cooling
- The Foundry
- Sculpture Center
- Barone Management (Co-chair)
- Shalom & Zuckerbrot
- SB Development
- Werwaiss
- Materials For The Arts
- Foodcellar (Co-chair)
- Court 16
- Fortune Society
- Montana Data
- Jenna Gang

# West Statement of Support Progress

## Goals:

- 51% "Yes" of all tax lots OR
- 51% of all assessed value (AV)
- Broad-based support from commercial tenants

## Progress

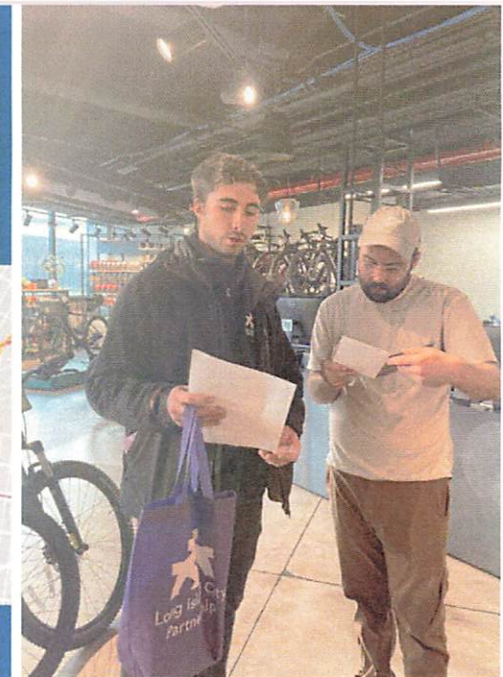
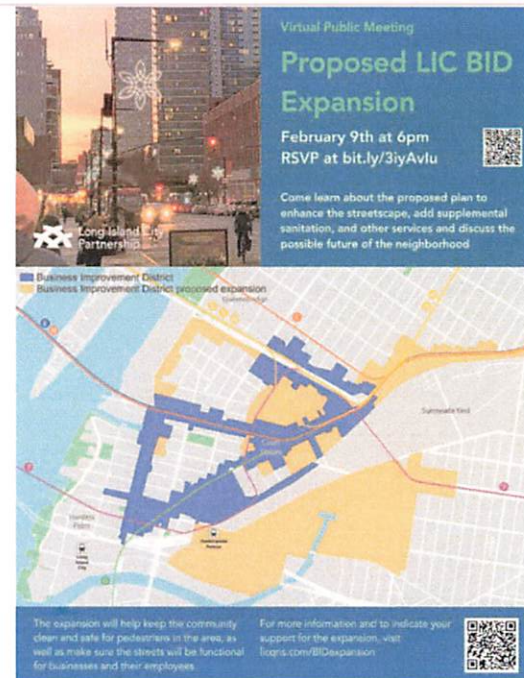
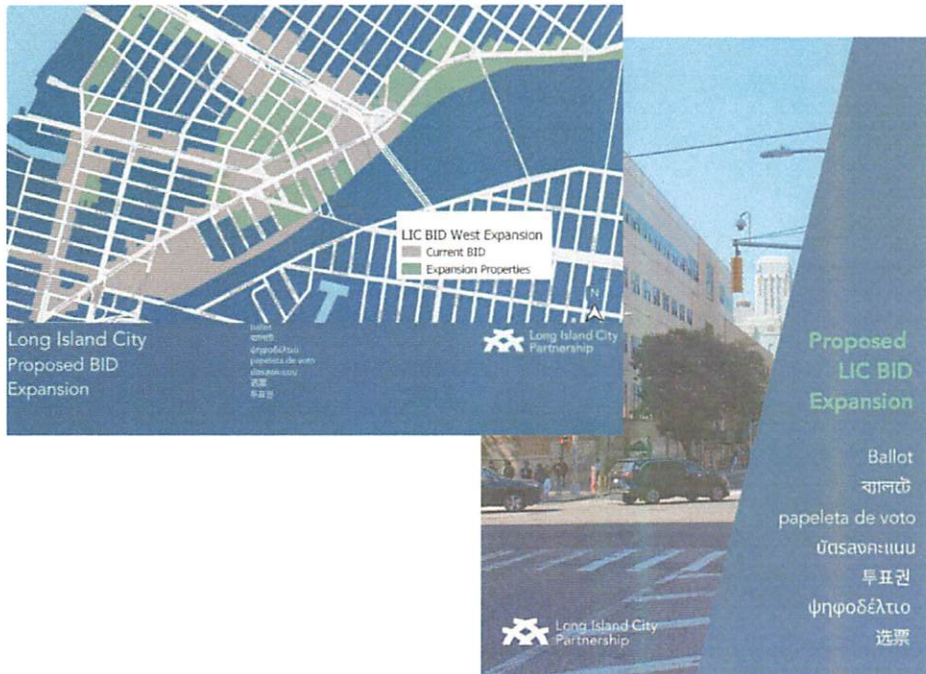
- 62% of all assessed value (AV)
- +17 businesses +13 Properties from our last meeting in March

### Statement of Support Percentages

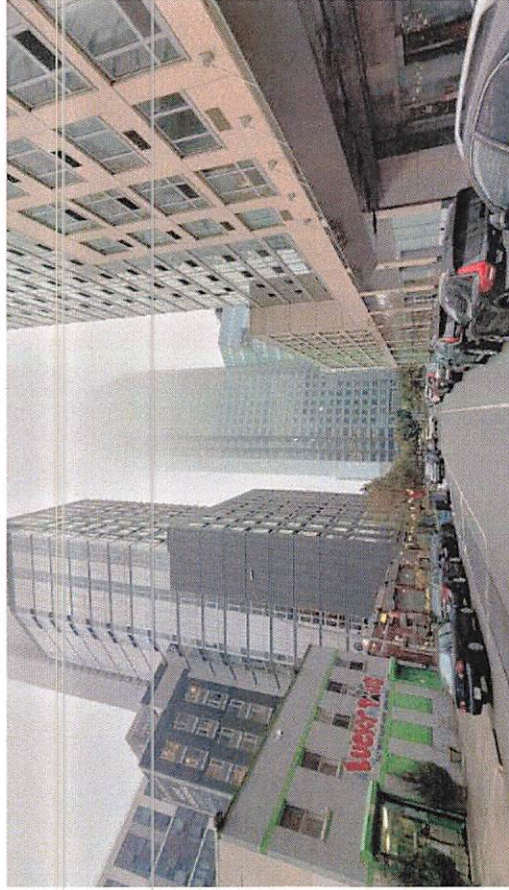
<b>Properties</b>	<b>166</b>
Percentage of Properties	30%
Percentage of AV	62%
<b>Tenants</b>	<b>206</b>
Commercial	25%
Residential	80 ballots

# Outreach Strategy

- Email, phone call and stopping by in person
- Sent out a mailing to the stakeholders in the boundaries
- Held 5 Public Meetings
- Had an article in the LIC Post
- Social Media Posts and posted it in the Newsletter



## LIC Partnership Plans Major Expansion of its Business Improvement District



The Long Island City Partnership is planning to expand the boundaries of its Business Improvement District. It will hold meetings over the next two weeks for the public to weigh in on its plans. If the new proposal moves forward, the BID would include properties along Crescent Street, between 42nd Road and 43rd Avenue, pictured, and much more. (Photo by Michael Dorgan)

Oct. 24, 2022 By Michael Dorgan

Search ...    

## CB1's Land Use & Zoning Committee Meeting

January 04, 2023

BY RICHARD GENTILVISO



The proposed western expansion of the Long Island City Business District (LIC BID) within Community Board 1 is on the agenda at Community Board 1's Land Use & Zoning Committee meeting, scheduled to be held tonight, January 4, via Zoom at 6:30 pm

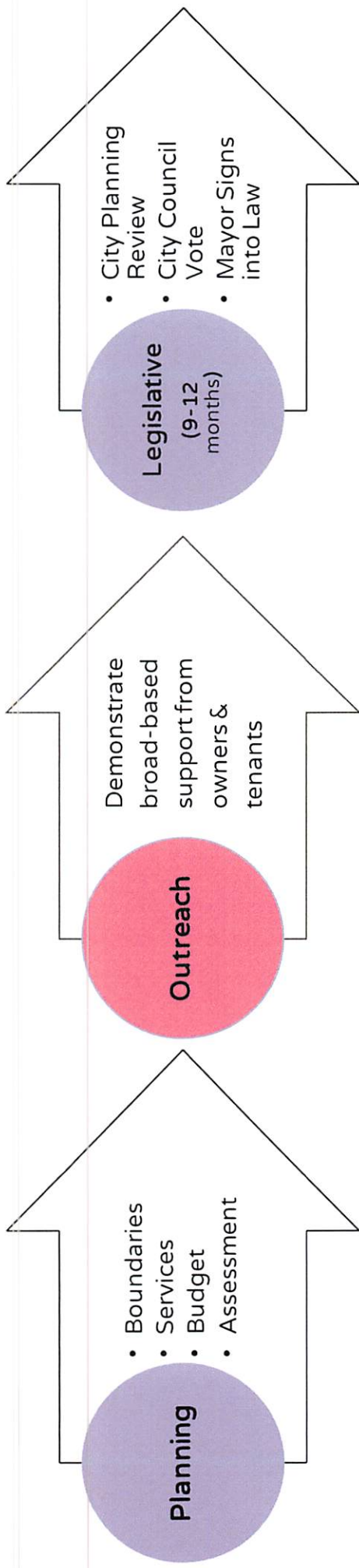
The proposed expansion includes properties with frontage on Northern Blvd., Jackson Ave./23rd Street, Queens Plaza South, Vernon Boulevard, 41st Avenue, as well as properties on Queens Street, Purves Street, 24th St., Crescent Street, 27th Street, Hunter Street, 46th Avenue, Pearson Street and Court Square West

General services of BIDs are sanitation, public safety, marketing, and beautification. City services, by law, cannot be reduced because of a BID. BIDs are managed by an elected volunteer board of directors who are property owners

"The Proposed Expansion includes the surrounding areas of current (BID) boundaries that have experienced increased business activity and pedestrian traffic. We are proposing to expand our current services to cover these additional locations in the neighborhood. The expansion will allow us to bring our current services to more of the neighborhood, with the goal to make sure that are businesses are supported, our streets are clean, and our community is safe and advocated for," said LIC Partnership, managers of the LIC BID

In the second item, 26-50 Brooklyn Queens Expressway West Rezoning, will be considered for a public hearing recommendation. The application to rezone property bounded by Borough Place, 27th Avenue and BQE West (Block 1019, Lots 1 and 2) from M1-1 zoning district to M1-2 in the Woodside neighborhood of CB

# BID Formation & Expansion Phases



# Next Steps

Continue distributing statements of support

Meet thresholds laid out by SBS

- Support from 51% of all assessed value in the expansion area OR
- Support from 51% of all tax lots in the expansion area
- Demonstrate broad-based support from commercial & residential tenants

Collect letters of support from Councilmember Julie Won

Once threshold is met, the effort goes into the legislative phase

Goal: BID to provide services by Summer 2024

# Additional Languages & Translations

Information on the expansion and the ballot is available in several languages including

- English
- Spanish
- Greek
- Bengali
- Thai
- Chinese
- Korean

La información sobre la expansión y la boleta está disponible en español.

Πληροφορίες για την επέκταση και το ψηφοδέλτιο είναι διαθέσιμες στα ελληνικά

সম্প্রসারণ এবং ব্যালট সম্পর্কিত তথ্য বাংলায় পাওয়া যায়

ข้อมูลการขยายบัตรและบัตรลงคะแนนเป็นภาษาไทย

有关扩容和投票的信息有中文版

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# Feedback and Questions?

Thank you