

September 27, 2023  
Land Use & Housing Committee  
Meeting Minutes  
Attachment #1  
LIC BID – BID Expansion



# Long Island City Business Improvement District

## BID Expansion

Public Meeting  
September 27, 2023

# Agenda

1. What is a Business Improvement District?
  - a. Services
  - b. Existing LIC BID
2. Why are we are expanding the BID?
  - a. Expansion Area
  - b. Timeline
3. Current Services in LIC BID
  - a. Expansion conditions vs. BID conditions
4. BID Expansion Plan
  - a. Map of Expansion Area
  - b. Services
  - c. Budget
  - d. Assessment formula
5. Update Outreach
6. Next Steps
  - a. **CB2 votes on BID Expansion to reach the legislative phase**

# What is a Business Improvement District?

Formal organization with set boundaries where property owners pay an assessment used to provide supplemental services determined by the BID:

- Public private partnership with four elected officials and Community Board representation on the Board of Directors
- Acts as a steward of neighborhood
- Assessment of properties to fund BID supplemental services is determined by a set formula
- Some leases allow all or part of any assessments to be passed through to commercial tenants


# BID Services

**Sanitation & Maintenance** 

Supplemental sanitation (sidewalk cleaning and snow removal, graffiti removal + maintenance)

**Streetscape & Beautification** 

Beautification + Horticulture (includes hanging baskets, tree pits, holiday lighting)

**Public Safety** 

Coordination with City agencies on quality of life (NYPD, MTA, DHS, DOT, DOHMH, etc.)

**Business Development** 

One on one business assistance + retail support

**Capital Improvements** 

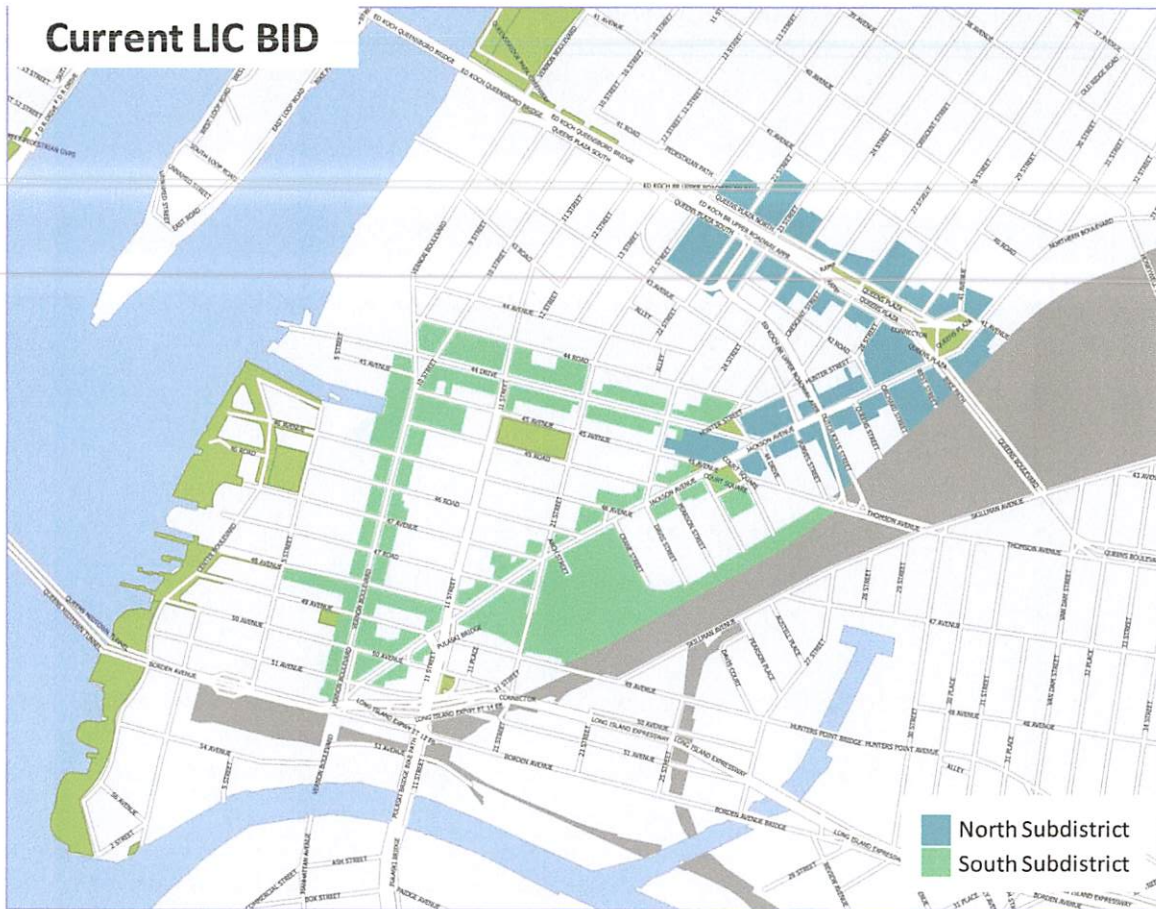
Tree guards + trash receptacles, advocacy for infrastructure improvements

**Marketing & Public Events** 

District + small business marketing and community-based events



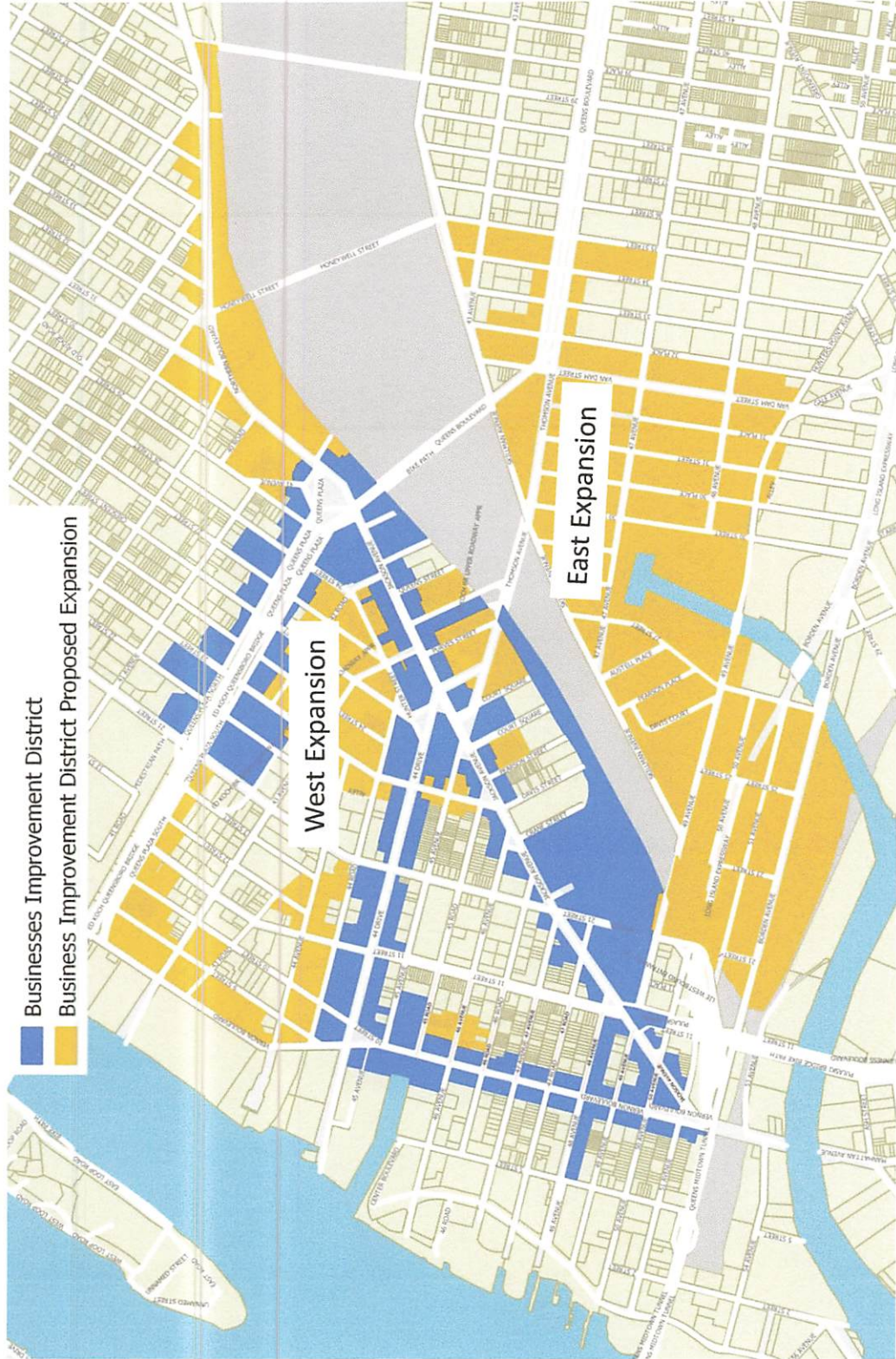
# What is the LIC BID?



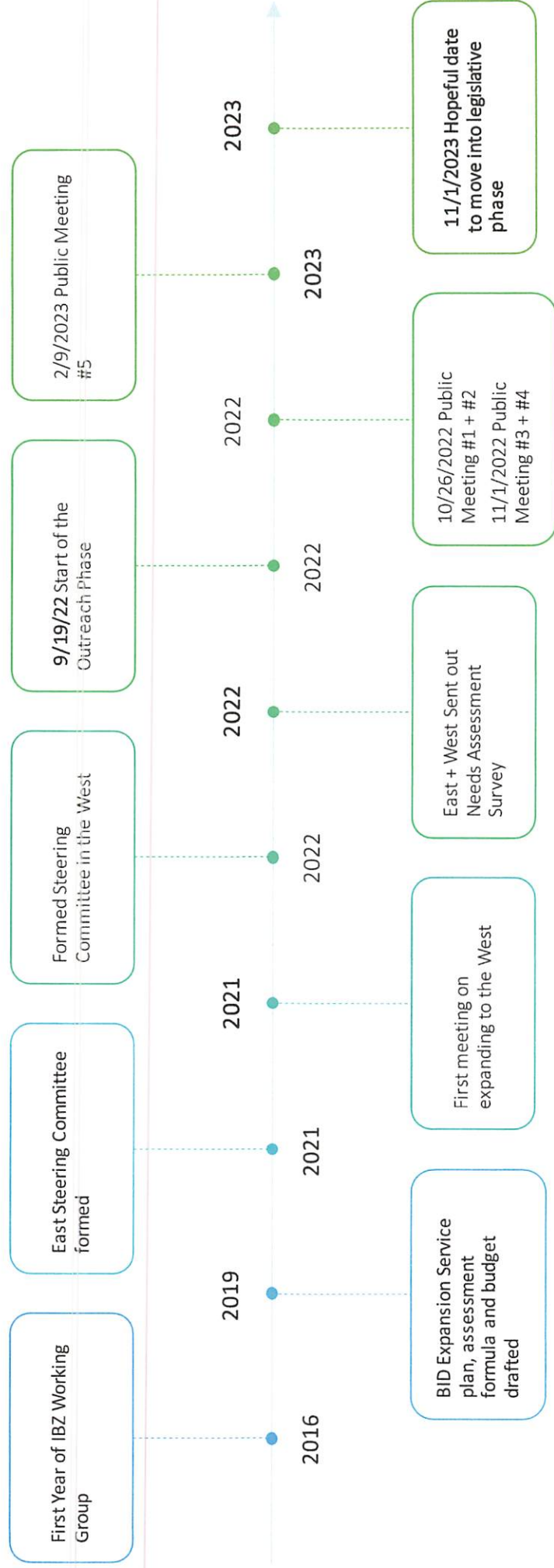
- Created in 2005; expanded in 2017
- Managed by the Long Island City Partnership
- Provides supplementary sanitation, beautification and visitor services and carries out community development and marketing initiatives that benefit the greater neighborhood
- North Subdistrict and South Subdistrict each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



# Combined Boundaries



# Expansion Timeline



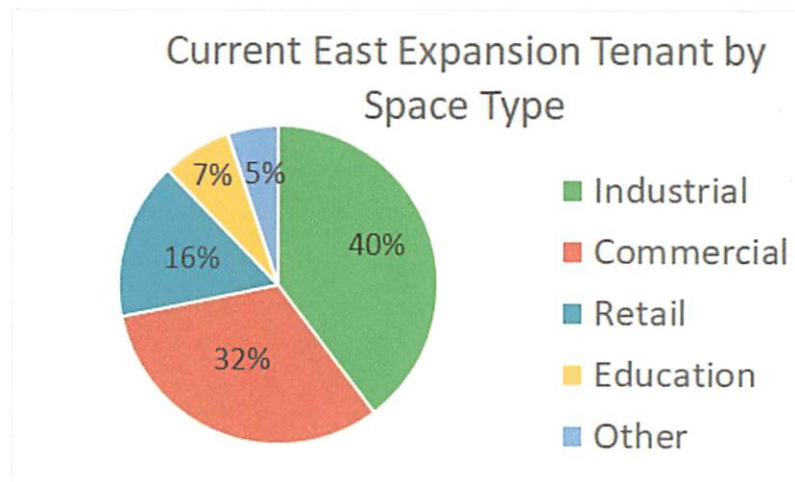
# Why we are expanding the BID?

Year	Job Growth	
	LIC (11101)	NYC
2010	88,959	3,698,646
2019	131,693	4,603,187
% Change	48%	24%

Source: On The Map Census

Year	Population (approx.)
	2010
2020	43,240
% Change	198%

Source: 2020 Census





# Current Services: Sanitation

Arch Street Yards Graffiti Removal: MTA and LIRR removed graffiti



Streetplus Graffiti Removal on 44th Drive



Service hours provided

**1232**



Number of trash bags used

**4035**



Number of Graffiti removed

**104**



Number of street furniture items cleaned and maintained

**1861**

Streetplus team represented by  
Union Local 22 of AFL/CIO



# Streetscape + Public Realm Improvements

Extended Tree Pits, New Trees, and Tree Guards



Before



After

New Planters + Tree Pit Guards





# Retail Support

## Dedicated Retail Support Manager

One on one support with retail businesses daily

- Passing information on new rules from city + state (commercial set out rules, outdoor dining etc.)
- Individual marketing support (Instagram highlights, Textedly blasts, marketing to residents)



## Retail Support Manager connect BID tenants with LIC Partnership services:

### Business Assistance Team

- Provided 24 assistance to BID businesses this year, including helping Ghaya, located in the JACX, received \$100K from the NYC Small Business Opportunity Fund

### Additional Marketing Initiatives

- Tourism Ready: LIC with NYC Tourism + Conventions
- Culture x Real Estate with PS1



# Neighborhood Connectivity and Promotions + Events

- **LIC BID + Info Text platform:** for business owners to receive emergency weather notifications and updates on city regulations + for residents/employees on new businesses, promotions 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 Lights Up :** LIC BID x Chocolate Factory Theatre holiday lights celebration
- **LIC Springs! :** Street festival on Vernon bringing 5,000+ people down the boulevard to celebrate local LIC organizations and businesses



Long Island City Partnership    Long Island City Business Improvement District

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

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

**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





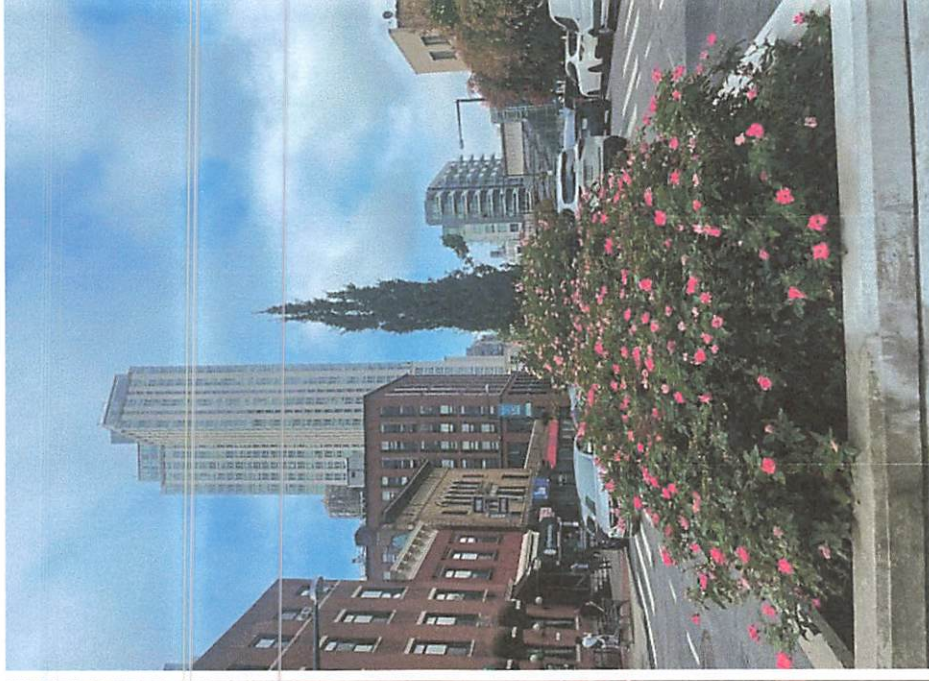
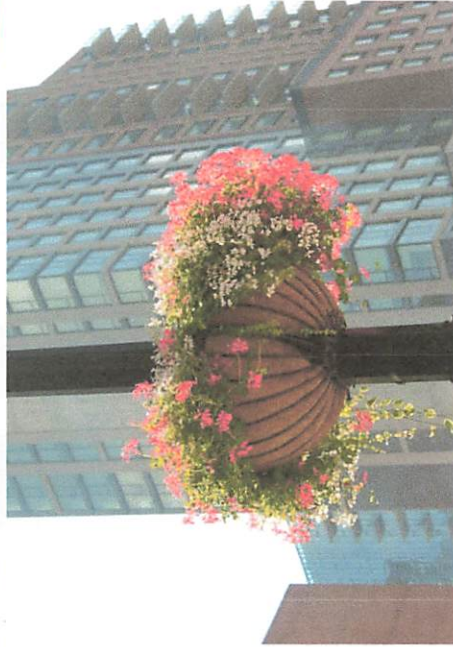
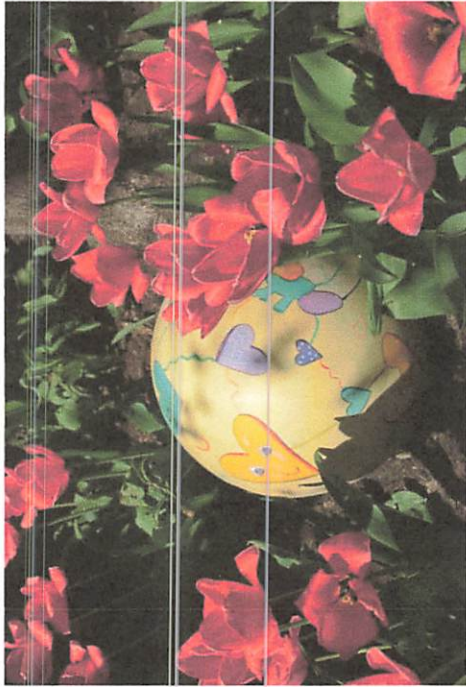
# Public Safety



- Attend monthly Build the Block, Community Council and CB2+CB1 District Services Meetings
- Coordinate walking tours between NYPD Community Affairs and business owners so they can communicate directly
- Whatsapp group with business owners/ property managers + textedly blasts
- Advocate for increased patrols in targeted areas that experience the most incidents



# Beautification

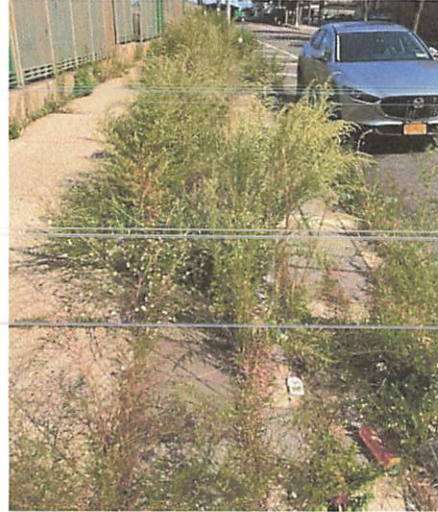




# Conditions in Expansion Area



43rd Street (West Expansion)



Skillman Ave (East Expansion)



27th St (West Expansion)



25th St (East Expansion)

# Conditions in Current BID



Vernon Blvd (Current BID)



## Conditions in Expansion Area



Crescent St (West Expansion)



Hunter St (West Expansion)



Littering on Queens Boulevard Bridge  
(East Expansion)

## Conditions in Current BID



Queens Plaza North (BID)



## Conditions in Expansion Area

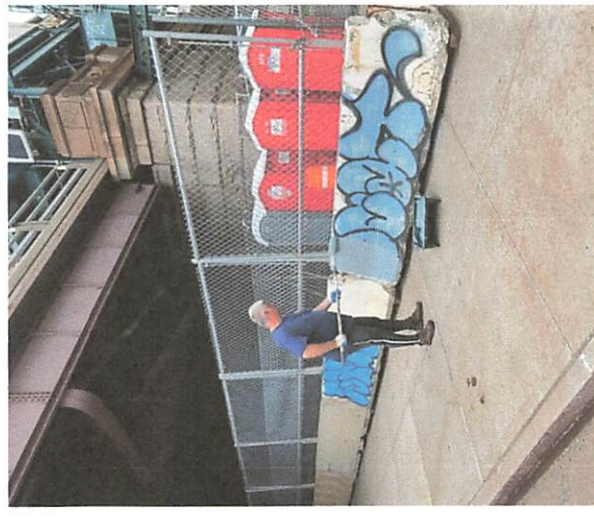
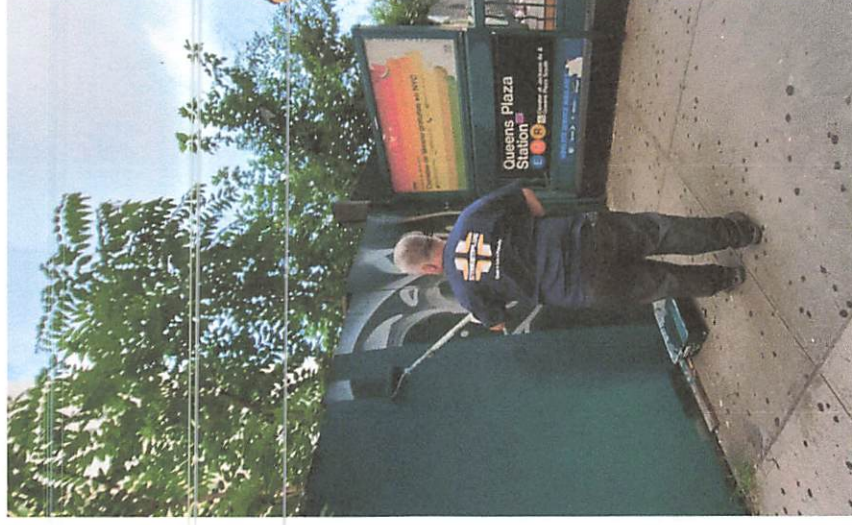


Graffiti on Skillman Ave (East Expansion)



Graffiti on 50th Avenue (East Expansion)

## Conditions in Current BID



Streetplus removing graffiti on Queens Plaza (BID)



# East Expansion Steering Committee Members

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

# West Expansion Steering Committee Members

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

# Budget

EXPENSE		East Expansion	West Expansion
<b>Programs</b>			
	Dedicated District Ambassador	\$54,500	\$55,600
	Supplemental Sanitation	\$494,700	\$200,000
	Maintenance		\$54,000
	Marketing	\$10,000	\$13,600
	Winter Lighting	\$47,200	\$21,000
	General Admin	\$17,600	\$18,000
<b>Total Expense</b>		<b>\$624,000</b>	<b>\$362,200</b>
<b>One-time Capital Expense/ Equipment</b>		<b>\$26,000</b>	<b>\$47,800</b>
<b>Total Budget</b>		<b>\$650,000</b>	<b>\$410,000</b>

# West Expansion Assessment Formula

- **Commercial tax lots (Class A)**
  - Assessment rate = **total budget**/total SF and AV of tax lots
  - SF and AV are weighted differently in the NSD and SSD assessment:

**NSD Class A Rate = 50% AV / 50% SF**

**SSD Class A Rate = 10% AV / 90% SF**
- **Mixed-use properties\*** (Class B) assessed at 80% of the commercial rate
- **Expansion side streets** proposed 66% reduced rate for lots that require reduced service

\* Properties with both commercial and residential uses built after the 2001 rezoning

Median Assessment \$590

25th Percentile : \$170

More than half of the **properties**  
58% pay less than \$1,000 annually

Top ten properties pay for 73% of the budget

Effective rate per SF: \$0.05/SF

**Fully residential tax lots are assessed \$1 annually**



# East Expansion Assessment Formula

## Marginal SF Rate (% of Base Rate)



Median Assessment \$3,220

25th Percentile : \$1,270

50% of the Assessment will be paid by the 20 largest buildings

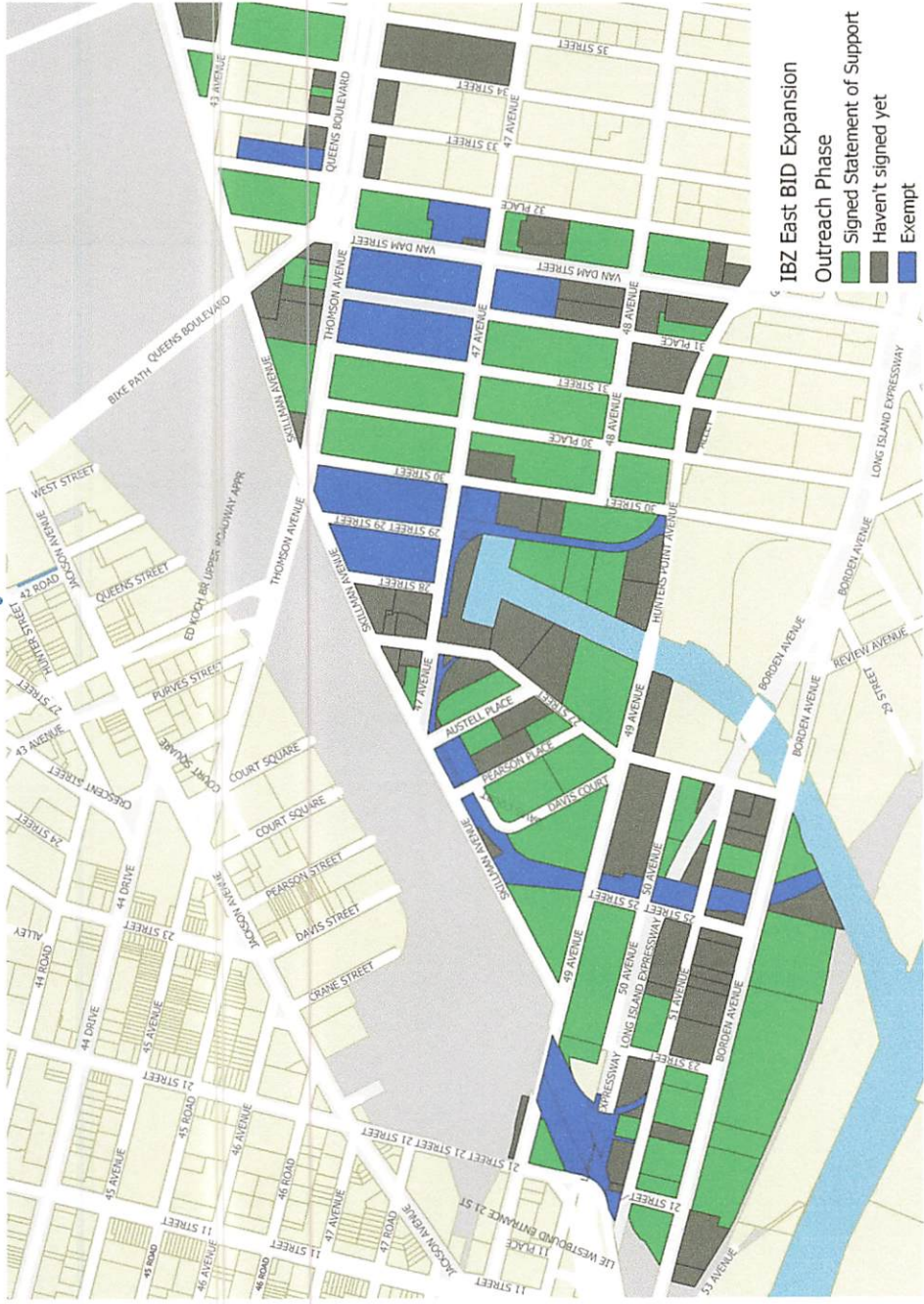
Effective Rate: \$.07/ SF

# Examples of Tenant Pass Through

Proposed Business Improvement District Expansion Assessments By Tenant  
Various Properties

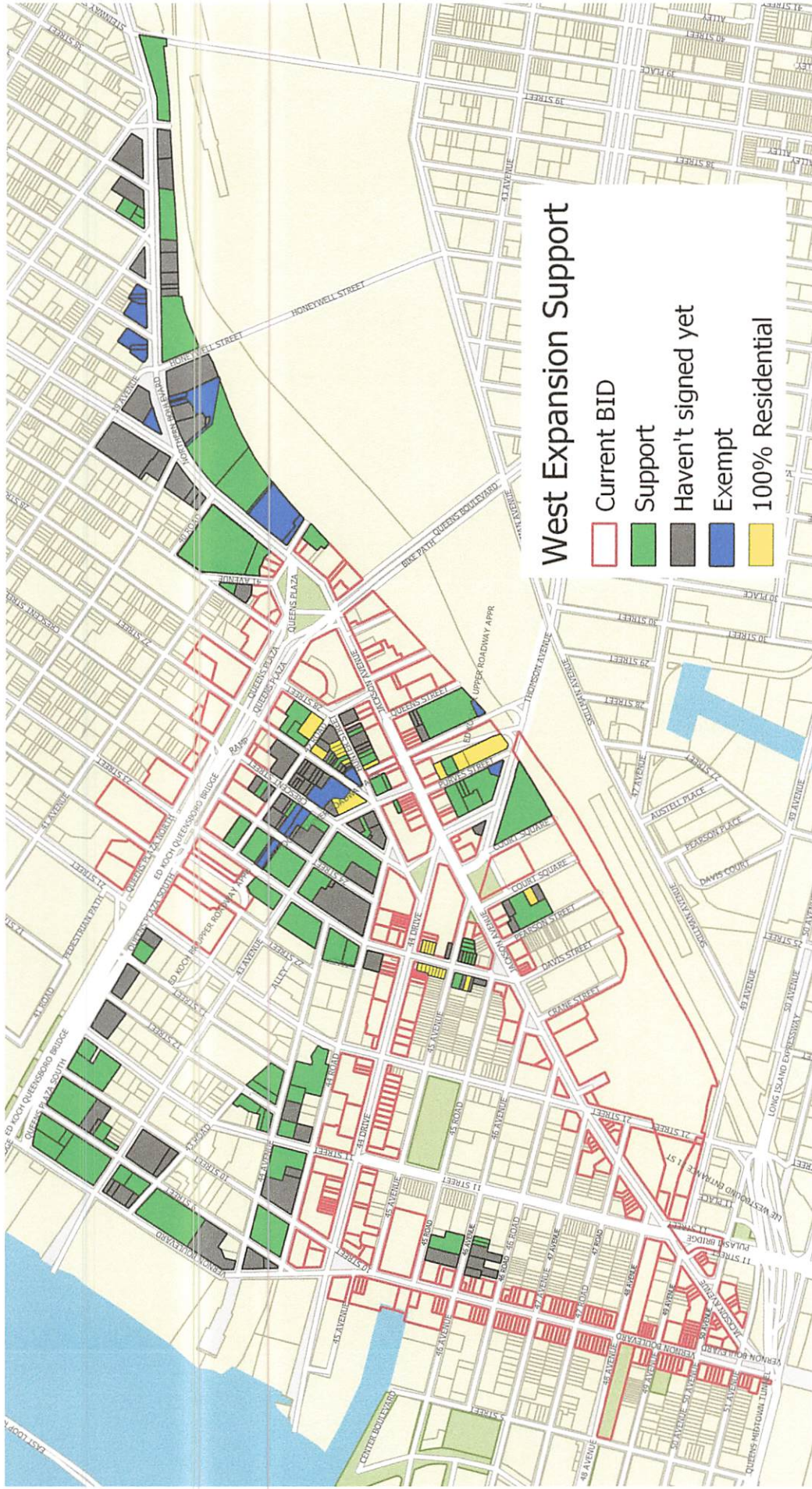
	Square Footage	Tenant Type	Block/Lot	Pro-Rata %	Proposed BID Assessment	Amount to be charged to tenant per lease
1	5,000 SF	Warehouse Storage and Office	110/22	17%	\$3,077.00	\$523.09
	22,500 SF	Sheet Metal Fabrication Warehouse and Office	110/22	83%	\$3,077.00	\$2,553.91
				<u>100%</u>		<u>\$3,077.00</u>
2	10,000 SF	Sheet Metal Fabrication Warehouse and Office	110/38	82%	\$1,227.00	\$1,006.14
	2,300 SF	Video Studio and Office	110/38	18%	\$1,227.00	\$220.86
				<u>100%</u>		<u>\$1,227.00</u>
3	3,000 SF	Coffee Roaster	110/15	100%	\$334.00	\$334.00
				<u>100%</u>		<u>\$334.00</u>
4	17,000 SF	Electronics Warehouse and Office	284/6	100%	\$1,900.00	\$1,900.00
				<u>100%</u>		<u>\$1,900.00</u>
5	4,000 SF	Building Supply Company	68/90	75%	\$1,018.00	\$763.50
	25,000 SF	Moving Truck Parking [Owner]	68/90	N/A		\$0.00
				25%	\$1,018.00	\$254.50
				<u>100%</u>		<u>\$1,018.00</u>
6	0 SF	Outdoor Sign	275/6	N/A	\$882.00	\$0.00
	1,500 SF	Recruiting Center	275/6	N/A	\$882.00	\$0.00
	1,500 SF	Restaurant	275/6	25%	\$882.00	\$220.50
	1,500 SF	Kitchen Commissary	275/6	22%	\$882.00	\$194.04
	3,000 SF	Convenience Store	275/6	45%	\$882.00	\$396.90
		[Owner]		8%	\$882.00	\$70.56
				<u>100%</u>		<u>\$882.00</u>

# East Expansion Boundary





# West Expansion



# Businesses interested in Additional Blocks

Art Strong

AV Crafts

The Bordone

Focal Point

Lady M

The Local

Modega

Ninth Street Espresso

Shine Electronics

Sit Still Kids Salon

SLAM media

Sobremesa

Top Quality

Tutu School LIC

Vorea





# 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 since last presentation to CB2 on June 21<sup>st</sup>

- East Expansion: +11 businesses and +7 property lot owners
- West Expansion: + 45 businesses +13 property lot owners

## Statement of Support Percentages

	East Expansion	West Expansion
<b>Total Properties</b>	<b>133</b>	<b>170</b>
Percentage of Properties	52/133 (39%)	55/170 (32%)
Percentage of AV	<b>72%</b>	<b>64%</b>
<b>Total Tenants</b>	<b>150</b>	<b>291</b>
Commercial	42/150 (28%)	98/291(34%)
Residential	N/A	80 ballots

# List of Commercial Tenant Signees

21st Century Storage  
7-Eleven  
929  
A Bloody Good Recovery  
ACE New York  
APS  
Arbor: A Dental Concept  
Art of the Barber  
Art Services Inc  
Art Strong NYC  
Astound Broadband  
Audio Video Crafts  
Aurielle Graillet Studio  
Barre3  
Beast Next Door  
Bek + Frohnert  
Berk Trade and Business  
Boyce Technologies  
Broadway Stages  
Brooklyn Grange  
Brooklyn Stucco

Catapult Learning  
CB Engineering  
Chercher Floral  
Cine Magic  
City Pickle  
Clear Choice Dental  
Cloud Catering  
Coffee Project  
Con Ed  
Court Square Theatre  
Court 16  
CuppaTea  
Da long Yi Hot Pot  
Department of Health  
Department of Health & Mental Hygiene  
Derrière Letoile Studios  
DFB Sales  
Dog Island City  
DV Depot  
Envisagenics  
Eva Nosidam

Express Employment Professionals  
Faviana  
First Pioneer  
Focal Point Brewing Company  
Freed USA  
Gencove  
Generation Love  
Go Tufting  
Goodwill  
Gulp  
HealthCare Choice  
Hub Truck Rental  
Hugh O'Kane Electric  
Hunters Point Studios  
Igloo NYC  
International Masonry Institute  
Janovic  
Jennie Realty



# List of Commercial Tenant Signees Continued

JK.com  
Joffrey Ballet School  
Lady M  
Lentini Communications  
LIC Vets  
M Wells  
Macy's Inc.  
Maman  
Mana Products  
Master Upholstery  
McVicker & Higginbotham  
Metro Group  
Modega  
Moriet Dogo Pet  
Murray's Cheese  
My Piece of Cake Moving  
Ninth Street Espresso  
NY Army National Guard  
Opentrons  
P4 Skillman School  
Piece of Cake Moving

Powerhouse Gym  
Pursuit  
Quantum Visual Imaging  
Rang  
Ravel Catering  
RenBio  
RS Ceramic Studio  
Seabird Ten  
Shine Electronics  
Sit Still Kids  
Slam Media Inc.  
Slate Studios  
So Fun Noodles  
Sobremesa  
Soft Bite  
Sotheby's  
Specialized Turbo LIC  
Sweet Leaf Coffee  
TEI Group  
The Barone  
The Local

The Penthouse  
The Summer Club  
Top Quality  
Tutu School NYC  
UNFCU  
Up Studio Architecture Design  
USCIS  
Vert Frais  
Vorea Group  
Weickert Industries  
Wesper  
YMCA  
Zirinsky Architects  
Zoltan Restoration  
  
Total 140 Tenants

# List of Property Owners Signees

21st Century Storage	GFP (2)	SB Development
44-15 Vernon Blvd LLC	GFP Real Estate	SCH Lee LLC
60 Guilders (5)	Heatherwood (2)	Sculpture Center
AAA Properties, Audio Video Crafts	Hugh O'Kane Electric	Shine Electronics
Alexandria Real Estate Equities (2)	Innovo Properties (3)	Sholom & Zuckerbrot (3)
Atlas Capital Group	Jennie Realty	Stawsky
Barone Management	JMS Hunter Street LLC (2)	Stonehenge
Boyce Technologies	John Pantanelli	Terreno 9th Street LLC
Brause Realty	KRM Equities	The Foundry
Broadway Stages (6)	LaGuardia Community College	The Hyatt
BSH LLC	Larga Vista	Twenty-Third Realty Associates LLC
Celtic Holdings (2)	Metro Group	VanBarton Group
Charney	Metropolitan Realty Associates	Vorea (4)
Court 16	Murray's Cheese	Wash Club
Drake Street Partners	Power Cooling	Weickert Industries
Durst (5)	Ravel Hotel (3)	Werwaiss & Co (8)
Faviana	Related	
Fein Brothers	Rockrose (5)	Total = 107 lots
First Pioneer (2)	RXR	
Fisher Brothers	Savanna Capital Partners	