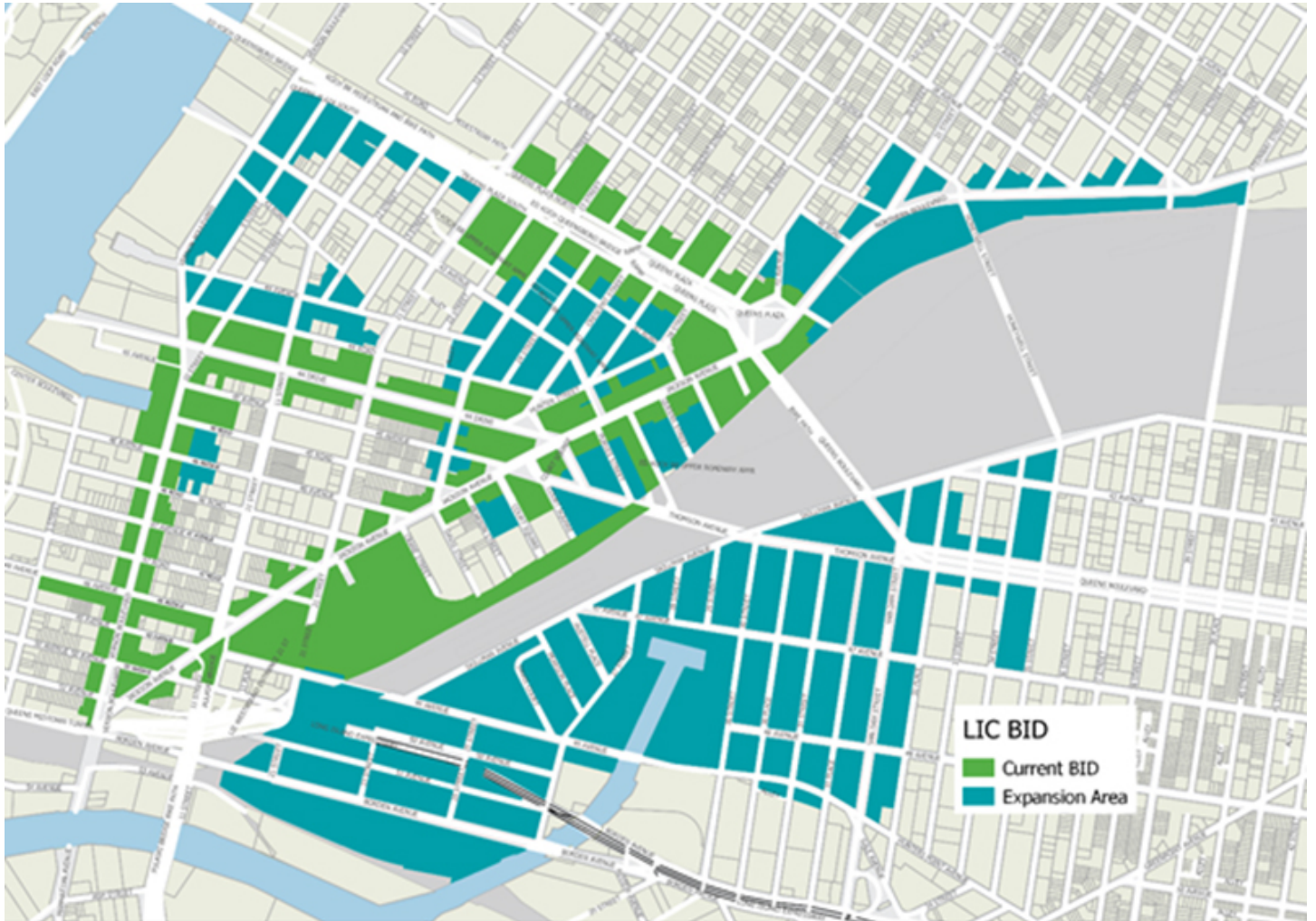




New York City Council approves Long Island City Business Improvement District expansion

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Long Island City, NY The New York City Council has officially approved the expansion of the Long Island City Business Improvement District (LIC BID), following a 48-1 vote. This landmark decision comes at the end of a three-year process, allowing the expansion of services to commence on January 1, 2025.

The expanded LIC BID will become New York City's largest geographic BID, more than doubling the number of block faces it covers — from 73 to 156. This expansion will encompass growing areas surrounding the existing BID and provide essential services, support, and resources to a broader range of local businesses and residents. Enhancements will include improved street cleaning, beautification projects, and promotional activities aimed at stimulating economic growth and

elevating the quality of life in these newly included zones.

Originally established in 2005 and expanded in 2017, the LIC BID's latest expansion effort, initiated in 2021, addresses the neighborhood's growth and evolving needs. Stakeholders outside the current boundaries identified a demand for additional services to support a cleaner, safer, and more connected community. As Long Island City emerges as the fastest-growing neighborhood in both job creation and population, this expansion is essential to accommodate increased foot traffic, retail activity, and mixed-use development beyond the core "downtown" area.

"We are thrilled to see the culmination of our team's hard work over the past few years. Many may not realize the extensive coordination required to expand a BID," said Laura Rothrock, executive director, LIC BID, and president, Long Island City Partnership, which manages the LIC BID. "Since the original BID was established 20 years ago, this neighborhood has grown into a major mixed-use hub. The expanded BID highlights a renewed community and paves the way for future progress. We look forward to enhancing our services, improving street cleanliness, and bridging the gaps to create a more connected and engaged Long Island City."

The BID expansion also comes with support from mayor Adams and the City Council, particularly council member Julie Won of District 26, Queens Borough president Donovan Richards, and Community Boards 1 and 2.

"Congratulations to the Long Island City BID for making this expansion possible. This expansion will bring important services to community members and businesses in my district, including additional sanitation services, community support and outreach, beautification efforts, and advocacy. I look forward to seeing this expansion take action come January 1," said New York City Council member Julie Won.

"The LIC BID has already done a great job of making the neighborhood's mixed-use core more attractive and inviting and has played an integral role in Long Island City's explosive transformation," said Queens Borough president Donovan Richards Jr. "Today's City Council vote to expand the BID will bring the BID's benefits to a wider area and will do much to further Long Island City's growth. This expansion is a big win for the entire neighborhood, so I commend the Long Island City Partnership and all those who worked with us to make this expansion a reality."

"This enormous expansion of the Long Island City BID could not have happened without the BID's long-term demonstration of its capacity and willingness to take on greater responsibility and deliver greater impact," said NYC Department of Small Business Services acting commissioner Dynishal Gross. "SBS is thrilled to offer thanks and congratulations for this milestone achievement and looks forward to closely partnering on all of the good work that is to come."

"As a long-time property owner in both the existing and expanded BID, and as the founding Chairperson of the LIC BID since 2005, I have seen the BID support absolutely transform this neighborhood. I am excited to watch the BID embark on yet another expansion of services to bring more sanitation, beautification and support to the neighborhood," said David Brause, chairperson,

LIC BID and president, Brause Realty.

“As a business owner in an emerging mixed-use area just shy of the current BID, I have witnessed the direct impact their services provide to the neighborhood as well as the difference between areas in the BID and just outside. I am thrilled to have these services expanded to include our block and to watch the neighborhood continue to grow,” said Erica Desai, co-owner, CityPickle.

“The expansion of the BID couldn’t come at a better time, as LIC continues to grow rapidly. It will provide the much-needed services that the business community needs to operate and grow, from enhanced street cleaning to beautification projects. I have witnessed firsthand the positive impact LIC BID has had on our neighborhood and am excited to see the continued transformation of LIC into a thriving, welcoming destination for residents, businesses, employees, and visitors,” said Stephen Kim, director, design & development, Innovo Property Group.

This expansion marks a milestone for Long Island City, reflecting both the neighborhood’s remarkable growth and the BID’s commitment to enhancing community well-being. In the coming months leading up to the expansion, the LIC BID will unveil several new enhancements and initiatives aimed at further supporting local businesses and enriching the community. For more information about the expanded LIC BID and the upcoming improvements, please contact Sierra Brown at sbrown@licpartnership.org.

Long Island City Partnership (LICP) is the Local Development Corp. (LDC) for Long Island City (LIC), Queens. 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, retain those already here, 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.

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 Ave. to Court Sq. In 2017, the BID expanded to include the commercial corridors continuing along Jackson Ave., Vernon Blvd., and 44th D., with a service area that now spans 5.24 miles. Managed by the Long Island City Partnership, the BID provides supplementary sanitation, visitor services within the District, and carries out community development, marketing, and beautification initiatives that benefit the neighborhood.

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