

Long Island City has taken off.

Here's why you should be aboard.



We're looking for a great place to shop and dine. In fact, we're looking for several.

Long Island City is a vibrant mixed-use community that is located directly across the East River from Midtown Manhattan. We're home to Fortune 500 companies, film and television studios, world-renowned arts and culture institutions and more than 70,000 residents. But that's just one part of our story.

JetBlue just landed here.

We're attracting new arrivals all the time. Most recently, JetBlue Airways, which could have gone anywhere, located their corporate headquarters here. Gotham Center, the first of three planned mixed-use office towers just opened, bringing 3,000 employees of the



New York City Department of Health, to Queens Plaza, and the US Citizenship and Immigration Services is opening a new field office on Jackson Avenue.

The New York Supreme Court in Queens is located here, bringing tens of thousands of litigants, their attorneys, jurors, and court personnel to our door every year. We're also

home to LaGuardia Community College (19,000 students), the Queens branch of the Museum of Modern Art (MoMA PS1), and, this fall, the CUNY School of Law.

Easy access and unparalleled growth.

It's easy to understand everyone's fascination with us. Not only are we located in the geographic center of New York City, but Long Island City is just one subway stop from Midtown Manhattan, and we offer unparalleled access via subway, car, and bus. On a typical day, more than 200,000 cars cross the Queensboro Bridge, and thousands of visitors stay in one of the 16 hotels in the area. Over 5,000 new housing units have been recently completed or are under construction, along with 1.7 million square feet of Class A office space. Another 10,000 units are in the planning stages, including the 5,000 unit Hunters Point South development.



Too many shoppers, not enough stores.

Because of all this growth, we have too many shoppers and not enough stores and restaurants. We could use a specialty grocer, apparel and electronics stores, florists, dry cleaners and more. Plus, there are opportunities for lunch-time eateries, a bookstore and office supplies. And, we'd love to add some restaurants to the area, including a great steakhouse.

We want to put you in your place.

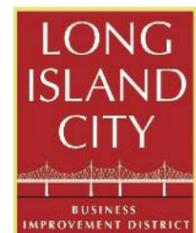
The Long Island City Business Improvement District (LICBID) is a not-for-profit association of property owners, residents, and businesses in Long Island City. We are dedicated to making our neighborhood a better place to live, work, and visit. To help make that happen, we're working to attract the right type of retailers and restaurants.



We've already done a lot of the homework for you. An analysis of our marketplace identified twelve specific types of stores that are missing from our trade area. From clothing stores to electronics and places to eat, we know what we want. Now, we're working with local property owners to identify the best possible locations for you. Our goal is to arrange site visits and tours, and provide you with the information you need to decide if Long Island City is the right location for your next store or restaurant.

That knocking noise you hear is opportunity.

If you're thinking about opening a new store location or restaurant, think about opening it here. Long Island City offers a highly dense population of shoppers, numerous new office and residential developments, and a steady flow of commuters. To get the full story, come see for yourself. To arrange a tour, and receive your free copy of our market data, call Dan Miner at 718.786.5300 ext 27.



27-01 Queens Plaza North
Long Island City, NY 11101
www.LICBID.org

For more information call
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Featured Properties

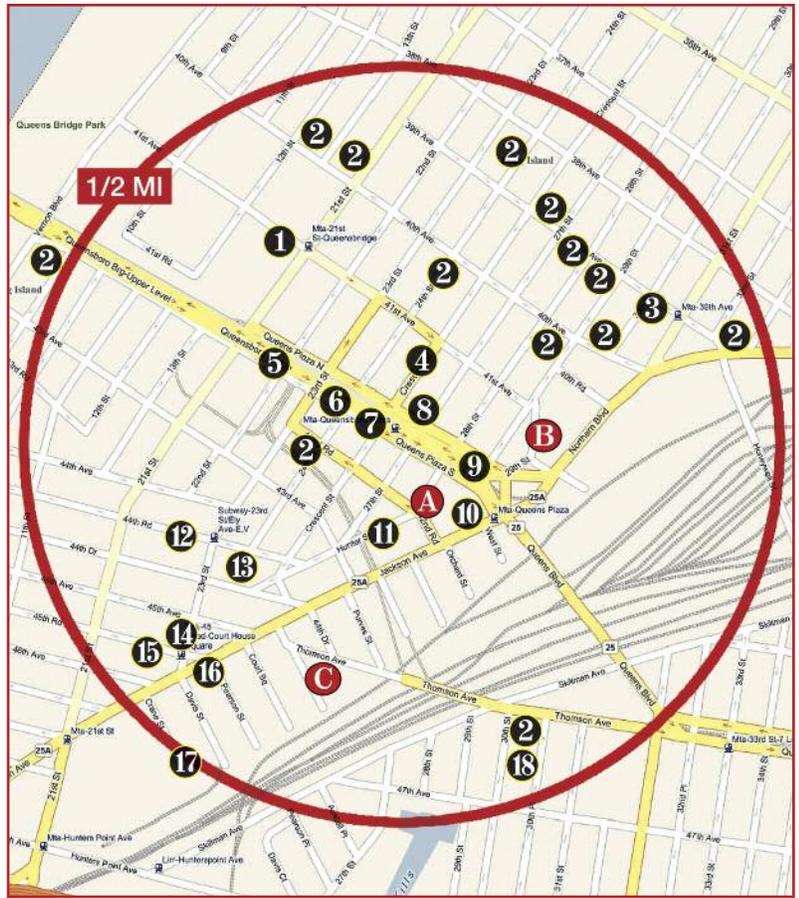
- A. 28-00 Queens Plaza South, Gotham Center – 8,600 SF
- B. 29-27 Queens Plaza North – 9,500 SF
- C. 45-31 Court Square, Arris Lofts – 16,000 SF

Transportation & Access

- 1. 21st Street Subway (F train) 6,450 boardings/day
- 3. 39th Avenue Subway (N/Q train) 2,160 boardings/day
- 5. Queensboro Bridge 201,300 vehicles/day
- 6. Bus routes (20) along Queens Plaza 88,000 daily riders
- 7. Queensboro Plaza Subway (7/N/Q trains) 7,650 boardings/day
- 9. Queens Boulevard 135,100 vehicles/day
- 10. Queens Plaza Subway (E/M/R trains) 6,630 boardings/day
- 12. 23rd & Court Sq Subway (E/M/G trains) 13,370 boardings/day
- 15. 45th Rd & Court Sq Subway (7 train) 6,850 boardings/day

Additional destinations

- A. NYC Department of Health – 3,000 employees
- 2. Hotels (16) – 971 rooms, ± 1,000 daily visitors
- 4. Four (4) new residential towers – 328 residential units
- 8. JetBlue headquarters – 1,000 employees (by mid-2012)
- 11. US Citizenship & Immigration Services – field office
- 13. CUNY School of Law – 500 students and faculty
- 14. Citibank – 7,000 employees
- 16. NY Supreme Court – ± 85,000 annual visitors
- 17. Hunter’s Point – 5,000 new residential units (2012)
- 18. LaGuardia College – 19,000 students and faculty



DEMOGRAPHIC & CONSUMER SPENDING DATA (SOURCE: ESRI, 2010)

LONG ISLAND CITY	1.00 mi	1.50 mi
Population (2010)	57,200	235,500
Households (2010)	21,400	104,200
Average household income	\$57,500	\$92,900
Average disposable income	\$45,200	\$68,200
Total businesses	4,400	10,700
Total employees	71,000	151,000

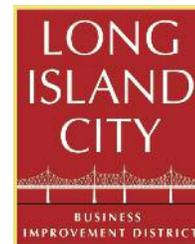
CONSUMER SPENDING (MILLIONS OF DOLLARS)

Total consumer spending.....	\$429.0	\$3,687.1
Spending on men’s clothing	\$5.8	\$45.4
Spending on women’s clothing	\$9.9	\$76.9
Spending on apparel products/services ¹	\$4.6	\$32.1
Spending on reading materials ²	\$2.8	\$22.1
Spending at grocery stores	\$58.5	\$378.7
Spending at specialty food stores	\$8.3	\$71.7
Spending at full-service restaurants	\$21.7	\$181.4
Spending at specialty food stores	\$28.5	\$274.4

RETAIL POTENTIAL (PERCENT OF ADULT HHs)

Visited restaurant/steakhouse in last 6 months	58%	64%
Bought men’s clothing last in 12 months	43%	48%
Bought women’s clothing in last 12 months	38%	40%
Bought cell phone in last 12 months	26%	30%

1. Includes fabrics, notions, shoe repair, laundry, dry cleaning, and tailoring.
 2. Includes newspapers, magazines and books.



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