



Long Island City  
Partnership

# ANNUAL REPORT

2023



# Dear Members & Neighbors:

Long Island City continues to thrive as a hub of creativity, innovation, and transformation. This report stands as a testament to the collective initiatives led by Long Island City Partnership to uphold and enhance these attributes. Explore the following pages to learn more about the impactful initiatives, inspiring success stories, and positive changes that have shaped both our work and dynamic community over the past year.

From our business assistance programs to events and campaigns that bring neighbors together, every aspect of our work is geared toward fostering a resilient local economy and improving quality of life.

Our achievements are not just organizational; they are a reflection of the steadfast individuals who make up Long Island City. Looking ahead, we see a future brimming with possibilities, thanks to the groundwork laid this year.

We extend our heartfelt gratitude to our sponsors, partners, and the entire Long Island City community for their unwavering support. Stay connected with our ongoing efforts at [licqns.com](http://licqns.com), by reading our newsletters, and following us on social media. Your involvement is integral to the continued growth of LICP and our thriving community.

Sincerely,



A handwritten signature in black ink, appearing to read 'Laura Rothrock'.

**Laura Rothrock**  
Executive Director



A handwritten signature in black ink, appearing to read 'Patricia Dunphy'.

**Patricia Dunphy**  
Chair



# Long Island City Partnership

Long Island City Partnership (LICP) is the Local Development Corporation (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.

## 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, 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.

# Thank You to Our Annual Sponsors

## PREMIERE



## PLATINUM



## GOLD







*Dog Island Summer Public Art Installation*

# 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 variety of issues, including: financing and incentives, real estate, operational issues, energy savings, and staff training.

This year, our team acted as a lead source of support for businesses impacted by the lasting challenges of the pandemic. To date in 2023, we have helped 92 unique businesses—including 45 minority-owned and 23 women-owned businesses—to resolve issues.

## Industrial Business Zone (IBZ)

LICP also manages the LIC Industrial Business Zone (IBZ), established in 2006 by New York City, to protect existing manufacturing districts and encourage industrial growth citywide. In addition to direct business assistance, we advocate to improve the streetscape to better serve businesses operating in the IBZ.

Our work brings functional improvements to this area, including cleaner sidewalks and streets, more trash cans, and better lighting. We also partner with local stakeholders to host lively community events.

BUSINESS ASSISTANCE CASES IN 2023	
Financing	60
Navigating government	17
Real estate assistance	10
Connection / Referral	19
Information inquiry	23
Street	99
Business planning	12
Marketing	1
<b>TOTAL</b>	<b>241</b>

LOCAL BUSINESS STATISTICS		
	Businesses	Employees
Industrial	2,117	28,523
Commercial	2,771	16,959
Retail	1,913	16,457
<b>TOTAL</b>	<b>6,801</b>	<b>61,939</b>





# Success Stories

## Gantry View School

Safety concerns arose at the Gantry View School during pickup and drop-off times due to vehicles consistently parking unsafely on the sidewalk, endangering students and pedestrians. We addressed the issue by working with the school and the NYC Department of Transportation to install school zone signage at the entrance, significantly improving safety in the school surroundings for students and the local community.



## Knock Knock

Knock Knock, a new dim sum restaurant and café, was experiencing multiple approval delays from city agencies, including the FDNY, jeopardizing their grand opening. Through our established relationship with the department, we were able to expedite Knock Knock's approval process, while also providing clear, step-by-step guidance and communication with the business to ensure that they provided all required materials needed to open on time.



## Stickbulb

Stickbulb, an interior lighting design firm, sought to utilize public programs for NYC manufacturers to fund production equipment upgrades. We connected the business with the Workforce Development Institute, resulting in the successful acquisition of an \$18,000 grant. These funds were pivotal for Stickbulb, enabling them to invest in new equipment, improve training, and enhance overall productivity, reinforcing their competitiveness in the market.





# Economic Development

LICP works to create a dynamic and robust economy in LIC. Our initiatives offer assistance to businesses and entrepreneurs, energizing economic vibrancy and contributing to the distinctive mixed-use landscape of Long Island City.

## Neighborhood Snapshots & Data

Our data-centric approach to economic development gives us the opportunity to gather and analyze an extensive array of neighborhood data. The information ensures that our initiatives are responsive and tailored to create lasting impact for our residents, businesses, and visitors. We publish Neighborhood Snapshots twice a year and share other data on our website to help stakeholders stay on top of the latest developments.

## Advocacy

We actively engage with local organizations, business communities, government, and elected officials to ensure our neighborhood's voice is heard. Our advocacy efforts help champion neighborhood priorities, which range from infrastructure and public safety to fostering economic development and promoting community-led initiatives. This year, we focused on improving storm resiliency and creating a more pedestrian-friendly public realm.





# Business Improvement District

The LIC BID provides supplementary sanitation and visitor services, and carries out community development, marketing, and beautification initiatives that benefit the neighborhood.\*

## Beautiful & Clean

The BID enhances the appearance of LIC's streets throughout the year with such activities as horticulture, winter lighting, public arts initiatives, and more. In the past year, we installed tree guards and signs in 40 tree pits to safeguard our plantings.



80

tree pits maintained



15,000

tulip bulbs planted



1,920

begonias planted



18

public art installations

The LIC BID's seven-person team, via Streetplus, works rain or shine, seven days a week, providing supplemental on-street sanitation services, such as sidewalk sweeping, bagging trash, and sanitizing / maintaining street furniture, to keep our thoroughfares clean and functional. They also shovel and salt the intersections throughout the winter.

\* This section showcases activities undertaken within the BID fiscal year: July 1, 2022 to June 30, 2023.



14,112

hours cleaning



112

trash cans maintained



47,173

trash bags filled



963

graffiti removals

# Business Improvement District



## Safety

The LIC BID relies heavily on its partnerships with the NYPD at the 108 and 114 precincts, along with Community Boards 1 and 2, local community partners, Breaking Ground—a homelessness assistance non-profit—and other city agencies that keep the area safe. We share important information and issues with our member businesses on a weekly basis.

The **LIC BID Textedly** platform allows business owners to receive emergency weather notifications and updates on city regulations. Residents can receive early access to information about new business grand openings, special discounts and local events.



**103**  
311 reports  
filed



**17**  
weather advisories /  
safety alerts



Community Safety  
WhatsApp Group

**Text LICBID to  
(929) 269-8848**

Join the LIC BID Texting Service to receive alerts, updates, and news that could help protect and prepare your business.



30  
new businesses

## A Home for New Businesses

Thirty new businesses opened in the LIC BID this year, an almost 30% year-over-year increase. Many of these new businesses reflect the neighborhood’s growing Asian community.





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	 Bingo Bells!	buy a salty snack	buy something LIC themed
buy something made in LIC	share this event on Instagram	buy something new for your home	post three positive reviews on Google	take a selfie in front of a shop
post a photo of a store display on Instagram	buy a gift and have it wrapped	shop with a friend from outside of LIC	buy something sweet	go to an exercise/work out class

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

[licqns.com](http://licqns.com)  
[@licqns](https://www.instagram.com/licqns)

## Retail & Community Support

The LIC Community E-Gift Card features almost 100 area businesses, especially area retailers, and encourages consumers to “Keep Dollars Local.” Corporate partners are encouraged to purchase the gift cards for their clients and staff.

Our holiday BINGO card provided an enjoyable and interactive way for the community to discover participating gift card businesses during the festive season.







100+

volunteers, corporate  
and community



5

Volunteer Days

## Volunteer Days

We thank volunteers from JetBlue and Tishman Speyer, along with students from LaGuardia Community College and other community members who helped make our neighborhood cleaner and more beautiful for all.



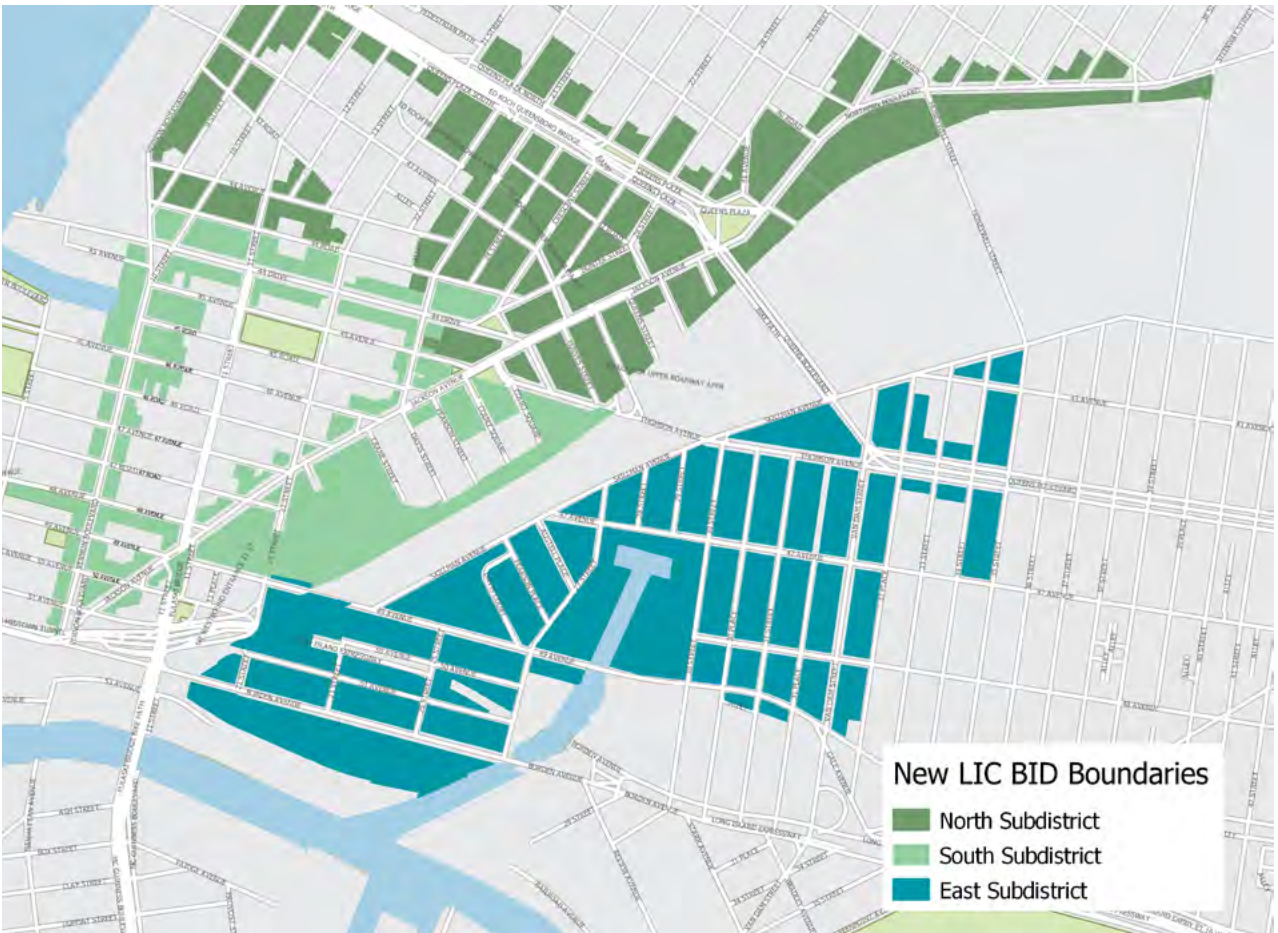
# BID Expansion

Coming 2024

## Bringing More Services to a Greater Area of LIC

Responding to the neighborhood’s growth and feedback from local stakeholders, we launched a formal effort to expand the boundaries of the existing BID. This expansion, covering areas around the current BID and a section east of Sunnyside Yards, is carried out in three phases: Planning, Outreach, and Legislative.

The first two phases are complete, with the Legislative phase, which involves a formal legal process including reviews, public hearings, and votes from Community Boards, the City Planning Commission, and City Council, in progress. Our goal is to commence serving the expanded area by July 1, 2024. Learn more and support our efforts at [licqns.com/BIDexpansion](http://licqns.com/BIDexpansion)





# Public Art

This year, we prioritized community collaboration in our public art series, showcasing local artists and musicians through installations. We partnered with employers and volunteers for fence murals and repurposed construction fencing as a canvas for public art. Discover more at [licqns.com/publicart](https://licqns.com/publicart)

## Las Estrellas Brillarán by Lina Montoya at P4 Skillman

Las Estrellas Brillarán is a mural installation at LIC's P4 Skillman school, featuring an enchanting cityscape created by artist Lina Montoya using 15,000 zip-tied tiles. Volunteers from JetBlue, Tishman Speyer, LaGuardia Community College, and the LIC community collaborated to assemble the project. LICP Annual Sponsor Boyce Technologies provided the tiles at no cost. This initiative adds vibrancy to an area lacking color, while illustrating how schools, BIDs, and companies can unite to enhance the community.

Developers looking to enliven construction sites with murals can connect with our team for comprehensive support. We can assist with:

- **Artist selection**
- **Contracts and workflow design**
- **Artbridge permit processing**
- **Marketing and promotion**







## Dog Island Summer

Dog Island Summer, our marquee 2023 art installation, brought life to Raffle Triangle, a public park in Court Square. Celebrating Long Island City's vibrant dog community and businesses, the installation featured creative elements like a dog bone-shaped bench and a large dog collar. Queens-based artists Ashley Betito and Kerri Bocard crafted these pieces, which were complemented by three-foot, crank-style music boxes featuring voices from P.S. 111 Jacob Blackwell School's Broadway Junior team and Argentinian jazz artist Yanko Valdes. Explore the corresponding marketing campaign on page 19.



# Marketing & Communications

The Marketing & Communications department leads the development of strategic programs and campaigns that champion LICP's mission. It oversees membership sales, event fundraising, graphic design, website development, social media, collateral and content curation, partnerships, public relations, and more.

## 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](http://licqns.com/subscribe)

## Social Media

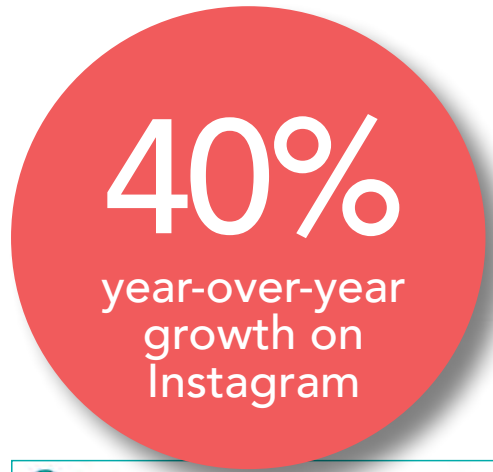
Our social media accounts feature real-time updates, ranging from crucial government announcements to the hottest restaurant openings. On Instagram we showcase local businesses, and produce special features for annual observances like Black History and Pride Month, and Shop Small Saturday.

## LICQNS.com

LICP's website boasts resources and insights for businesses and community members alike. Visit [LICQNS.com](http://LICQNS.com) to explore dynamic programs, networking opportunities and essential information to maximize your experience in LIC.

## New Member Portal Launches

This summer, we launched LICP Connect, our innovative online member portal. The platform features a detailed member directory, news feed, and access to a variety of LICP resources, and enables LICP staff to send alerts to all members, ensuring that they are immediately notified of upcoming events and time-sensitive opportunities.



10,000

Instagram followers  
@licqns



4,500

X followers  
@LICPartnership



3,700

Facebook followers  
@LICPartnership



10,000

Newsletter  
subscribers



## Banners

Neighborhood banners function as visual and promotional assets, elevating the local business atmosphere by contributing to the district's identity and fostering a distinct sense of place. This year's "Welcome to LIC" banner campaign marked our largest to date, featuring 220 banners—more than any NYC BID—strategically placed across the district. The campaign not only attained record-breaking sponsorship, but also exceeded its income goal by over 22%, surpassing the most recent campaign results by more than 50%.

## Tourism Ready: LIC Program

Sponsored by NYC Tourism + Conventions and LICP, Tourism Ready: LIC is a targeted workshop series for Long Island City businesses, designed to harness the economic impact of tourism in NYC and educate small businesses on how to work with tour operators and travel advisors. LIC was selected as the inaugural neighborhood for this customized initiative due to its many attributes that make it ideal for tourism development. More than 40 businesses have undergone training. The program will extend into 2024 and feature a Q1 trade show. LICP also supports tourism via its hotel working group, which convenes throughout the year to discuss issues surrounding tourism development, safety, and visitor experience.

## Public Relations

In collaboration with our agency partners, LICP initiatives have garnered coverage in various media outlets, including Time Out New York, Crain's New York Business, NY1, News 12, ABC 7 NY, and numerous hyperlocal publications.







New York City Council Member Julie Won with Chef Jianwei Nie of Dun Huang Noodles

## Lunar New Year

For the second year, we held the month-long LIC Lunar New Year Celebration (January 20– February 19), which featured 50+ participating 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.





## Dog Month in LIC

To complement our Dog Island Summer installation and celebrate National Dog Month, this campaign encouraged residents to explore Long Island City's dog-related businesses, and support its status as a top dog-friendly community in NYC. Throughout August, businesses featured special promotions and activities. Our commitment to promoting dog experiences continued with an end-of-year neighborhood-wide dog photo contest in collaboration with The Greene LIC.

## Halloween

LICP's first-ever Halloween campaign highlighted a virtual map of 70+ trick-or-treating locations, accompanied by window flyers at businesses to guide revelers throughout the neighborhood. Our website, featuring a comprehensive list of October's spooky activities, recorded its highest traction ever for this time of year.



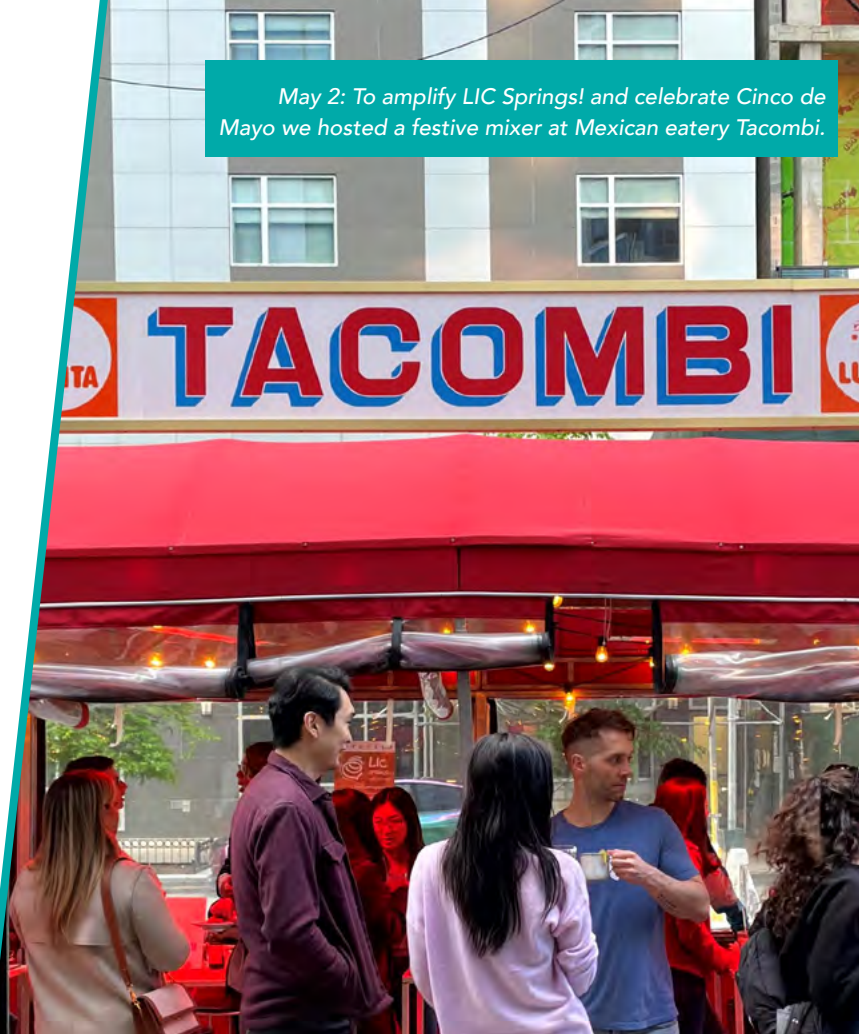


# Annual Theme: Connected Community

## Influencer Mixers: Tacombi and Court 16

LICP partners with local businesses to co-host exclusive seasonal mixers, targeting neighborhood social and in-real-life (IRL) influencers. These events support local awareness, promote LICP initiatives, and foster a strong sense of LIC pride within the community. Both gatherings this year drew 60+ attendees each, generating hundreds of thousands of social media impressions.

May 2: To amplify LIC Springs! and celebrate Cinco de Mayo we hosted a festive mixer at Mexican eatery Tacombi.



Nov 17: We organized a mixer at LIC racquet club Court 16 to spotlight the neighborhood's distinctive sporting facilities and promote Small Business Saturday.





## ABOUT SOCRATES

Located on the East River waterfront in Long Island City, Socrates Sculpture Park produces dynamic public art exhibitions – often commissioning new work created on-site – and offers free activities and events that range from cultural celebrations, to fitness classes, to family-friendly art workshops, and more.

The Park is open 365 days a year and admission is always FREE.



*Courtesy of MoMA PS1/Marissa Alper*

## Inaugural Culture x Real Estate Program

Inspired by the Arts & Culture panel at the 2022 LIC Summit, LICP initiated its first-ever event in April to bridge the gap between the arts and residential real estate communities in Long Island City. Hosted by MoMA PS1, and supported by several cultural organizations and real estate sales & marketing firm Modern Spaces, the event brought together more than 50 community managers, leasing agents, hotel concierges, employee engagement leads and others crucial to connecting local arts and culture with the people of Long Island City. Similar events are planned for 2024.

# Events

LICP hosts year-round events to build community, educate and promote businesses, and support our partners. See highlights below and visit [licqns.com/events](http://licqns.com/events) to learn about our upcoming programming.

## Signature Corporate Events

Long Island City Partnership's signature corporate events are key platforms for fundraising, networking and fostering partnerships, attracting local businesses, elected officials and sponsors. These gatherings provide a valuable opportunity to raise awareness about the Partnership's work, facilitating connections with parties that share a commitment to the area's economic development. The annual Real Estate Breakfast and LIC Summit not only exceeded their attendance goals, but also set new fundraising records, underscoring their continued relevance to our stakeholders.

## Annual Real Estate Breakfast

More than 300 attendees met, mingled, and learned from neighborhood leaders at the annual Real Estate Breakfast on April 19. LIC BID Chairman David Brause moderated the panel session, which featured speakers from East Egg Project Management, Cushman & Wakefield, Sotheby's Inc., and local restaurants SAPPS and SHI.



## LIC Summit

The LIC Summit took place on October 17 at the Museum of the Moving Image. Over 400 guests enjoyed panel discussions featuring prominent business and civic leaders, including: Deputy Mayor Maria Torres-Springer; Chief Public Realm Officer Ya-Ting Liu; Borough President Donovan Richards; Council Member Julie Won; JetBlue Managing Director of Infrastructure Justin Ginsburgh; BIG Associate Jeremy Alain Siegel; and others who discussed sustainability, the public realm, and LIC's challenges and opportunities as the fastest growing neighborhood in NYC.





Real Estate Breakfast







Aloft Long Island City

## Networking Nights

Around 150 individuals attended each of our summer networking events, which took place at the Aloft Hotel and Five Iron Golf in June and August, respectively. The events not only encouraged networking, but introduced our membership to unique venues in the neighborhood.

## Business Webinars & Seminars

We hosted sessions—both in-person and virtually—for the benefit of our members and local business community, including three LICP Talks Labor and Employment webinars with Farrell Fritz, three marketing webinars, and business roundtables with Bank of America.



Five Iron Golf





## LIC Springs!

Despite rainy conditions, an estimated 4,000-5,000 people attended LIC Springs! on May 18. This annual community-wide celebration of all things LIC offers performances, workshops, fitness demonstrations, outdoor dining, and unique activities for all ages along Vernon Boulevard between 46th and 50th Avenues.

**Visit Facebook (@LICPartnership) and Instagram (@licqns) for more information and event photos.**



# Long Island City at a Glance

LIC's authentic mixed-use urban character offers a rich cultural scene, diverse amenities, and a burgeoning mix of retail and health services. Located at the geographic center of New York City, LIC boasts seamless transit options to the five boroughs, suburbs, and airports. The neighborhood's appeal to employers—from large corporations to startups—lies in its varied building stock, multiple transit choices, access to talent, and dynamic blend of housing, office, and retail spaces. Notable employers in the area include: Bloomingdales, Boyce Technologies, Estee Lauder, JetBlue Airways, Kaufman Astoria Studios, Mount Sinai Queens, Rise Light & Power, Silvercup Studios, VaynerMedia, and more.

- Long Island City's population grew by 40% between 2010 and 2020—**5x faster than the growth rate for New York City**. Jobs grew **twice as fast** in Long Island City as compared to New York City.
- In the past year, the Long Island City BID has welcomed **30 new businesses** to the neighborhood.
- Foot traffic along Jackson Avenue has increased by **more than 300%** since 2007.

More information, including our interactive maps and Neighborhood Snapshots, is available at [licqns.com/data](https://licqns.com/data)

## DEVELOPMENT HIGHLIGHTS

RESIDENTIAL	RETAIL	COMMERCIAL & INDUSTRIAL	HOSPITALITY	
<b>30K</b> Units Completed	<b>1M</b> Square Feet Completed	<b>10M</b> Square Feet Completed	<b>58</b> Hotels Completed	<b>6K</b> Rooms Completed
<b>4K</b> Units Under Construction	<b>209K</b> Square Feet Under Construction	<b>1M</b> Square Feet Under Construction	<b>17</b> Hotels Under Construction	<b>2K</b> Rooms Under Construction
<b>8K</b> Units Proposed	<b>205K</b> Square Feet Proposed	<b>3M</b> Square Feet Proposed	<b>7</b> Hotels Proposed	<b>616</b> Rooms Proposed

## NUMBER OF RESIDENTS

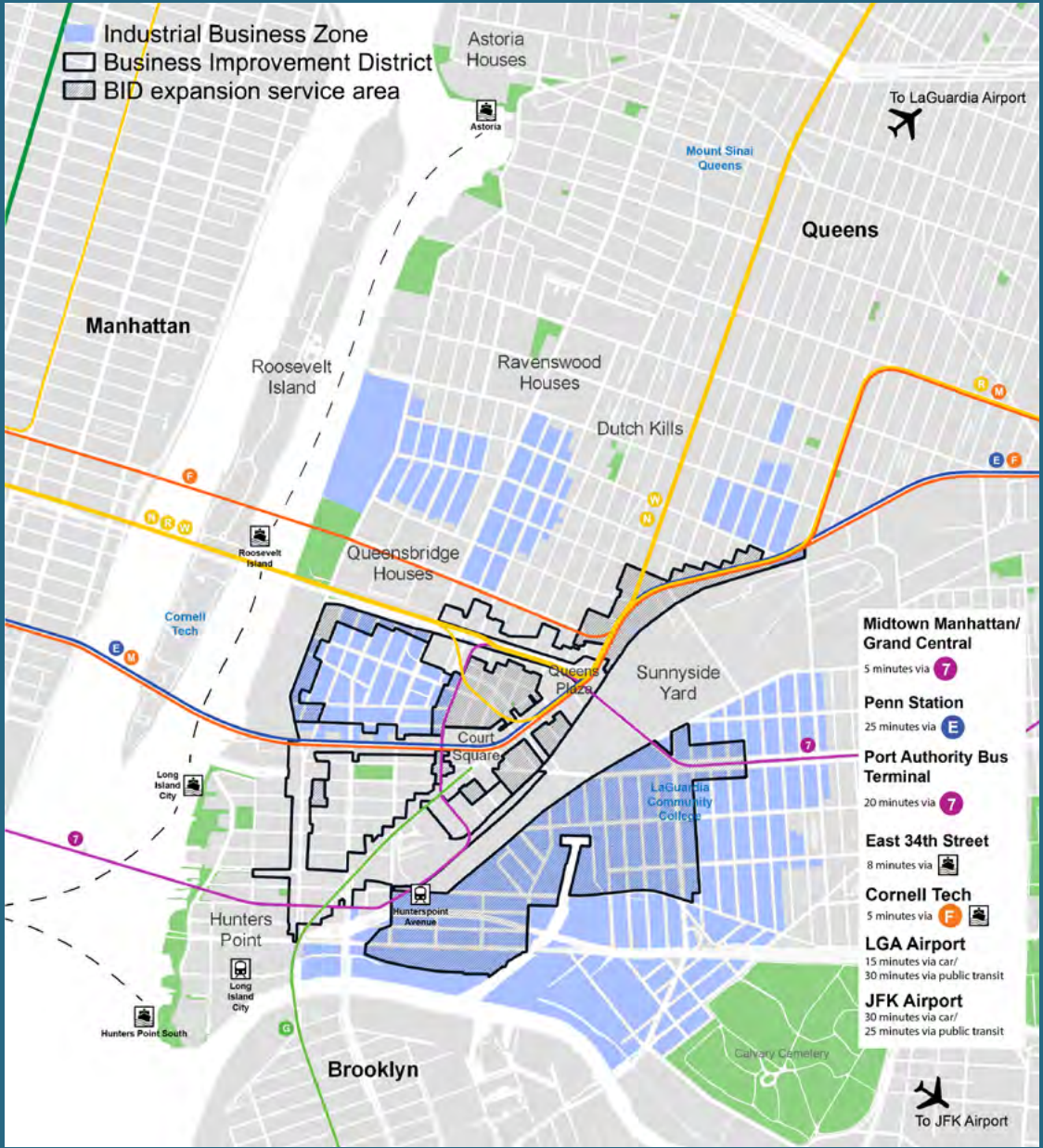
Year	Core LIC	NYC
2020	96,988	8,804,190
2010	69,316	8,175,133
% change	40%	8%

## NUMBER OF JOBS

Year	Core LIC	NYC
2019*	131,693	4,603,187
2010	88,959	3,698,646
% change	48%	24%

\* Source: US Census - On the Map





40+



Arts & Cultural Organizations

3



Higher Education Institutions

10+



Health & Fitness Studios / Centers

50+



K-12, incl 40 public and 11 private / charter schools

30+



Parks, Playgrounds, Community Gardens

10+



Major Nonprofits and Community Orgs

74



Citibike Stations

15



Bus Lines

8



Subway Lines

3



NYC Ferry Landings

2



LIRR Stations

5



Bridges & Tunnel

## Officers

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Frank Amarante Chase Bank	Wil Fisher Rise Light & Power, LLC	Lydia Nikolic Bank of America	Andrew Sommer Hub Truck Rental Corp.
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Long Island City  
Partnership

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## LIC Partnership Staff

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Executive Director, LIC BID

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Director, BID Operations

Alex Hu  
Manager, BID Operations  
and Retail Support

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Osagie Afe  
Senior Manager, Business Assistance

Henry Smith  
Senior Manager, Economic  
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Director, Marketing and  
Communications

Bari Lasky  
Director, Events

Signe Wurtz  
Events & Marketing Coordinator

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Chief Administrative Officer