



LONG ISLAND CITY
PARTNERSHIP

7TH ANNUAL
LIC SPRINGS
2020



OBJECTIVES



- Celebrate the community of Long Island City

- Develop strategic relationships with new businesses and organizations in the neighborhood

- Connect with Long Island City Partnership via social media

TARGET AUDIENCE



- Community of long Island City
- Local businesses and organizations
- Members of LIC Partnership
- The local media

TARGET MEDIA OUTLETS/INFLUENCERS



- New York Mets, Twitter @Mets
- Jimmy Van Bramer, Council Member
- Carolyn Maloney, Congresswoman
- NYC Ferry
- CBS Radio
- Queens News and Community, Twitter @QNC



Be a Digital Ambassador for LIC

Share the LIC local things you like to shop, eat, drink, see and experience.

Follow and Tag on Instagram

#LIClocal



Share your LIC local story of our vibrant mixed-use neighborhood.

STRATEGIES



- A full day of activities from business and organizations
- Promote LIC Partnership in social media with the hashtags #LICSprings #WeekendWalks #LIClocal #LICQNS
- Advertising during the event

MEDIA RELATIONS

- Press Releases
- Photography
- Social Media
- Background of Long Island City Partnership



TIME TABLE

- LIC Springs Planning Meeting
February 3, 2020
- Meeting -General information for all participants
May 29, 2020
- PR Plan developed
June 9, 2020
- 7th Annual LIC Springs!
October 3, 2020

