

City anticipates big score for baseball's All-Star Game

Economic impact should set record for Midsummer Classic; some cry foul

BY KEN CHRISTENSEN

The 2013 New York Mets have something in common with their 1964 counterparts: Both teams were headed for losing seasons when they hosted Major League Baseball's All-Star Game. One notable difference: This year's events are expected to bring in a lot more money for New York City.

The so-called Midsummer Classic, slated for Citi Field on July 16, will generate about \$191.5 million in economic spending, an all-time high for the 84-year-old event, according to a study by the New York City Economic Development Corp. As baseball's best come to town, so will an estimated 176,000 visitors, shelling out millions of dollars on hotels, transportation, food and other tourist expenses.

"We always strive to extend the

amount of commercial activity more each year," said Tim Brosnan, MLB's executive vice president of business. "New York City is a much bigger metropolitan area, and we generate that much more commerce in a bigger locale."

Going to bat for charity

An unusual beneficiary of this year's game will be post-Superstorm Sandy relief efforts. MLB will try to raise \$1 million to donate to Sandy-related restoration projects, and about 10,000 people are projected to participate in a 5K charity run in Brooklyn's Prospect Park, with all of the money raised to be donated to Sandy relief. The six-day string of events kicks off Thursday, July 11, with the restoration of baseball fields damaged by the October storm in Far Rockaway, Queens.

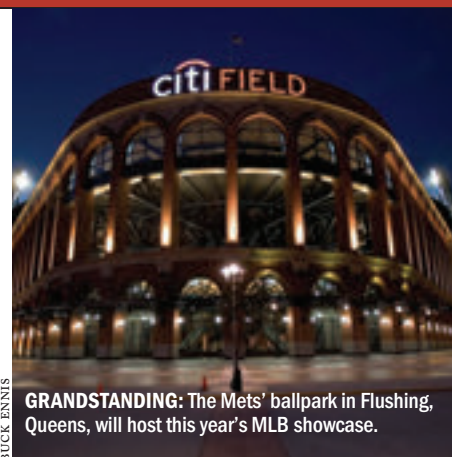
Other activities include a free concert in Central Park featuring an unusual pairing of the New York Philharmonic and Mariah Carey, and a five-day baseball-themed "Fan Fest" at the Jacob K. Javits Convention Center on West 34th Street.

The game's multimillion-dollar impact would not only be a record,

but would also trump the \$148.4 million in activity generated five years ago, when the original Yankee Stadium most recently played host. By comparison, last year's game in Kansas City, Mo., brought in a historically average sum of \$60 million, city officials there said. A typical All-Star Game outside of New York City generates about \$57 million in economic activity, according to figures compiled by MLB.

"The 2013 All-Star Game at Citi Field will provide New York City with a tremendous economic impact due to a number of factors, including an increase in millions of dollars in direct and indirect spending," said an EDC spokesman. "The numerous days of festivities will provide visitors and residents with ample opportunity to take in the past, present and future of America's pastime, while also contributing positively to the economic advancement of our city."

But Victor Matheson, a professor who researches the economics of sports at College of the Holy Cross, cautioned to take Mayor Michael Bloomberg's "economic grand slam" with a pinch of salt.



GRANDSTANDING: The Mets' ballpark in Flushing, Queens, will host this year's MLB showcase.

restaurant chains in midtown Manhattan will see more business, but that won't likely bear fruit in New York workers' pockets.

Nonetheless, Queens Borough President Helen Marshall said her borough will score. "We believe a substantial amount of the All-Star Game's economic impact will be felt in Queens," she said. "The neighborhoods near Citi Field host restaurants offering culinary selections from around the world, and boast of a number of world-class hotels and cultural institutions such as the Queens Theatre, Queens Museum of Art, the New York Hall of Science and the Louis Armstrong House."

Some business owners in Queens, however, aren't preparing for droves of new customers.

"Most of the event is held at the Javits Center," Dian Yu, executive director of the Flushing Avenue Business Improvement District, said. "I'm sure there's a reason, but I wish it wasn't so one-sided." ■

"The general rule of thumb among economists is take whatever the city is telling you and move the decimal point one place to the left," Mr. Matheson said. If he's correct, the city's projections should be closer to \$19 million.

Local vs. national

The 80,000 or so locals estimated to attend the six days of events will spend money at the ballpark rather than throughout the rest of the local economy, he said, adding that much of tourists' spending doesn't actually "stick" locally: National hotel and

CORRECTIONS

IBM Chairwoman and CEO Virginia Rometty is 55 years old. Ms. Rometty's age was misstated in her profile in the June 24 "50 Most Powerful Women in New York."

Jerry Speyer and his son, Rob, control Tishman Speyer. This fact was misstated in the profile of Katherine Farley in the June 24 "50 Most Powerful Women in New York."

Laura Mercier's best friend is battling ovarian cancer. The Laura Mercier Ovarian Cancer Fund's \$200,000 gift to Memorial Sloan-Kettering Cancer Center was a significant donation to the hospital, not the largest to date. These facts were misstated in the June 24 "Buying makeup for a cause."

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Notice of Qualification of Valustrust Solutions, LLC. Authority filed with NY Dept. of State on 6/24/13. Office location: NY County. LLC formed in KS on 8/19/10. NY Sec. of State designated agent of LLC upon whom process against it may be served and shall mail process to: c/o CT Corporation System, 111 8th Ave., NY, NY 10011, regd. agent upon whom process may be served. KS and principal business addr.: 7500 College Blvd., Ste. 600, Overland Park, KS 66210. Cert. of Org. filed with KS Sec. of State, 120 SW 10th Ave., Topeka, KS 66612. Purpose: all lawful purposes.

Notice of Formation of WISDOM GLOBAL PRIVATE, LLC. Arts. of Org. filed with Secy. of State of NY (SSNY) on 06/06/13. Office location: NY County. SSNY designated as agent of LLC upon whom process against it may be served. SSNY shall mail process to Corporation Service Co., 80 State St., Albany, NY 12207, regd. agent upon whom and at which process may be served. Purpose: Any lawful activity.

Notice of Qualification of 212 Fifth Avenue Owner LLC. Authority filed with NY Dept. of State on 6/11/13. Office location: NY County. Princ. bus. addr.: 805 3rd Ave., 7th Fl., NY, NY 10022. LLC formed in DE on 6/4/13. NY Sec. of State designated agent of LLC upon whom process against it may be served and shall mail process to: c/o CT Corporation System, 111 8th Ave., NY, NY 10011, regd. agent upon whom process may be served. DE addr. of LLC: 1209 Orange St., Wilmington, DE 19801. Cert. of Form. filed with DE Sec. of State, 401 Federal St., Dover, DE 19901. Purpose: all lawful purposes.

NOTICE OF FORMATION of Fiechter & Salva LLP. Certificate of Registration filed with the Secretary of State of NY (SSNY) on 02/07/13. Office location: NY County. SSNY has been designated as agent upon whom process against it may be served. The Post Office address to which the SSNY shall mail a copy of any process against Fiechter & Salva LLP served upon him is C/O Fiechter & Salva LLP, 45 Rockefeller Plaza, (630 Fifth Avenue), Suite 2000, New York, New York 10111. Purpose of LLP: to engage in practice of law. Street address of Principal Business location is: Fiechter & Salva LLP, 45 Rockefeller Plaza, (630 Fifth Avenue), Suite 2000, New York, New York 10111.

Notice of Formation of Tigris, LLC. Articles of Organization filed with New York Secretary of State on June 7, 2013. Principal Office Location: New York County. Secretary of State designated as agent of LLC upon whom process against the LLC may be served. Secretary of State shall mail a copy of any process to the LLC at: 146 West 57th Street, #68A, New York, New York 10019. Purpose: to engage in any lawful act or activity.

NOTICE OF QUALIFICATION of Scout Distributors LLC. Authority filed with Secretary of State of NY (SSNY) on 5/15/13. Office location: NY County. LLC formed in MO on 5/26/09. SSNY has been designated as an agent upon whom process may be served and shall mail copy of process against LLC to principal business address: 1010 Grand Blvd., Kansas City, MO 64106. Cert of LLC filed with Secretary of State of MO located: 600 W Main St, Jefferson City, MO 65101. Purpose: any lawful act.

NOTICE OF FORMATION OF LIMITED LIABILITY COMPANY. NAME: 1496 OCEAN LLC. Articles of Organization were filed with the Secretary of State of New York (SSNY) on 10/27/10. Office location: New York County. SSNY has been designated as agent of the LLC upon whom process against it may be served. SSNY shall mail a copy of process to the LLC, c/o Kyle Lavender, 36-15 84th Street, 2H, Jackson Heights, New York 11372. Purpose: For any lawful purpose.

Notice of Formation of DOLLY LENZ REAL ESTATE LLC. Arts. of Org. filed with Secy. of State of NY (SSNY) on 06/20/13. Office location: NY County. SSNY designated as agent of LLC upon whom process against it may be served. SSNY shall mail process to Douglas Danzig c/o Norton Rose Fulbright, 666 Fifth Ave., 30th Fl., NY, NY 10103. Purpose: Any lawful activity.

Notice of Qualification of 781 EIGHTH AVENUE OWNER LLC. Authority filed with Secy. of State of NY (SSNY) on 06/18/13. Office location: NY County. LLC formed in Delaware (DE) on 06/14/13. Princ. office of LLC: c/o Margolin, Winer & Evens LLP, 400 Garden City Plaza, 5th Fl., Garden City, NY 11530. SSNY designated as agent of LLC upon whom process against it may be served. SSNY shall mail process to Wayne R. Lehrhaupt Esq., Eisman Levine Lehrhaupt & Kakoyiannis P.C., 805 Third Ave., NY, NY 10022. DE addr. of LLC: 2711 Centerville Rd., Ste. 400, Wilmington, DE 19808. Arts. of Org. filed with Secy. of State of DE, Div. of Corps., John G. Townsend Bldg., 461 Federal St., Ste. 4, Dover, DE 19901. Purpose: Any lawful activity.

NOTICE OF FORMATION OF 10044.Com LLC. Articles of Organization filed with the Secretary of State of NY (SSNY) on 04/17/2013. Office location: New York County. SSNY has been designated as agent upon whom process against it may be served. The Post Office address to which the SSNY shall mail a copy of any process against the LLC served upon him is 10044.Com LLC, 625 Main Street, 637, New York, NY 10044. Purpose of LLC: To engage in any lawful act or activity.

NOTICE OF FORMATION OF BREAKAWAY HOOPS LLC. Arts of Org filed with Secy of State of NY (SSNY) on 3/28/13. Office location: NY County. SSNY designated as agent upon whom process may be served and shall mail copy of process against LLC to principal business address: 228 W 149 ST APT 6A NY, NY 10039. Purpose: any lawful act.

NOTICE OF QUALIFICATION of PJM WHOLESALE BROKERS, LLC. Application for Authority filed with the Secretary of State of New York (SSNY) on 2/14/13. Office location in New York County. LLC formed in Delaware on 11/15/12. SSNY has been designated as agent upon whom process against it may be served. The Post Office address to which the SSNY shall mail a copy of any process against the LLC served upon him/her is 111 8th Avenue, 13th Floor, NY, NY 10011. The principal place business address of the LLC is 18 Abbott Road, Hamilton, NJ 08690. Certificate of the LLC filed with the Secretary of State of Delaware located at 401 Federal Street - Suite 4 Dover, DE 19901. Dissolution Date: Perpetual. Purpose: Any lawful act or activity.

Notice of Qualification of 19 West 24th Street Owner LLC. Authority filed with NY Dept. of State on 6/11/13. Office location: NY County. Princ. bus. addr.: 805 3rd Ave., 7th Fl., NY, NY 10022. LLC formed in DE on 6/4/13. NY Sec. of State designated agent of LLC upon whom process against it may be served and shall mail process to: c/o CT Corporation System, 111 8th Ave., NY, NY 10011, regd. agent upon whom process may be served. DE addr. of LLC: 1209 Orange St., Wilmington, DE 19801. Cert. of Form. filed with DE Sec. of State, 401 Federal St., Dover, DE 19901. Purpose: all lawful purposes.

Notice of Formation of MALAULALO LLC. Arts. of Org. filed with Secy. of State of NY (SSNY) on 6/14/13. Office location: NY County. SSNY designated as agent of LLC upon whom process against it may be served. SSNY shall mail process to: c/o Ralph R. Hochberg, 8 Tanglewood Lane, Sea Cliff, NY 11579. Purpose: any lawful activity.

Notice of Qualification of FLATIRON LAB VENTURES, LLC. Authority filed with Secy. of State of NY (SSNY) on 06/20/13. Office location: NY County. LLC formed in Delaware (DE) on 06/14/13. Princ. office of LLC: 291 Broadway, Ste. 401, NY, NY 10007. SSNY designated as agent of LLC upon whom process against it may be served. SSNY shall mail process to the LLC at the princ. office of the LLC. DE addr. of LLC: c/o Corporation Service Co., 2711 Centerville Rd., Ste. 400, Wilmington, DE 19808. Arts. of Org. filed with DE Secy. of State, John G. Townsend Bldg., 401 Federal St., Ste. 4, Dover, DE 19901. Purpose: Any lawful activity.