



Sunnyside By The Numbers

 Population
50,414

 Subway Ridership
14.4k
people per day entered
46th Street–Bliss Street Station

 Median Household Income
\$58,748

11.1k
people per day entered
40th Street–Lowery Street Station

 Education
37%
of residents have college or
graduate degrees

*All data except for subway ridership is for
census tracts ¼ mile around the BID and
is from the American Community Survey
5-year estimates (2012-2016)*

*Subway ridership data is sourced from the
MTA Average Weekly Subway Ridership, 2016*

10 New Businesses Opened in 2017

B-Focus
Boost Mobile
Brookside Market
Dance Matters
Greenpoint Deli
Q Studiolab
Senso Unico
Sotto le Stelle
United Dhaka Pharmacy
Zen Yai Noodle & Coffee

Contact Information

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Financial Statement

	2016–2017	2015–2016
Support and Revenue		
Special Assessments	\$ 360,000	\$ 360,000
Grant Income	\$ 106,708	\$ 87,108
Program Fees	\$ 35,363	\$ 24,653
In-Kind Contributions	\$ 0	\$ 625
Contributions	\$ 5,829	\$ 19,326
Other Income	\$ 21,857	\$ 556
	\$ 526,727	\$ 492,268

	2016–2017	2015–2016
Expenses		
Program Services		
Streetscape	\$ 126,447	\$ 119,962
Marketing	\$ 175,357	\$ 158,632
Sanitation	\$ 138,957	\$ 144,514
Supportive Services		
Management	\$ 63,942	\$ 57,533
Fundraising	\$ 6,005	\$ 6,547
	\$ 510,708	\$ 487,188

Thank You to Our Funders in 2016–2017

BID Property Owners	NYC Council Majority Leader Jimmy Van Bramer
Bronstein Properties	NYC Department of Small Business Services
Fresh n Save Marketplace	NYC Department of Transportation
Green Valley Marketplace	NYS Assembly Member Catherine Nolan
LIC Building, LLC	Pickman Foundation
Lowery Liquor & Wine Company	Queens Art Fund
Lynch Funeral Home	TD Bank
Mount Sinai Queens	Triad Management, LLC



Sunnyside Shines BID

Annual Report 2017



What We Do

The mission of Sunnyside Shines is to invigorate and enrich the economic life of the neighborhood by creating a safe, welcoming and dynamic commercial district in Sunnyside, Queens.

District Marketing

We promote our commercial district and encourage the public to spend time and money in Sunnyside through special events, light pole banners showcasing our local merchants, and special local shopping incentives and programs.

Plaza Management

Along with cultural and fitness programming, we maintain the aesthetic appeal of Bliss and Lowery Plazas via daily sanitation, power washing, plaza horticulture, and periodic installations of art.

Streetscape Improvements

We work hard to keep the neighborhood beautiful by offering supplemental sanitation services including sweeping sidewalks and bagging trash on a daily basis and removing graffiti from storefronts and gates on a monthly basis. Tree guards, hanging flower baskets and benches are funded to further improve the district's streetscape.

Holiday Lights

During the holiday season we help create a celebratory atmosphere along Queens Boulevard and Greenpoint Avenue by providing festive lights and a lighting ceremony for the whole community to enjoy.

Photo Credits: Beth Westlund, Michael Rapp, Katie Lobel



Promoting Our Local Business District

PROMOTING SUNNYSIDE AS A DINING DESTINATION

Our signature annual events, the Taste of Sunnyside and Sunnyside Restaurant Week, promote Sunnyside as a dining destination, market individual restaurants, and leverage the charisma of the neighborhood to draw in new diners and increase the loyalty and engagement of regular customers. The excitement generated by these events over the years has helped us develop a strong media presence for the event, allowing our organization to secure valuable television, social media, and print media coverage featuring individual local restaurants.



ENCOURAGING SUNNYSIDERS TO SHOP LOCAL

In 2017 Sunnyside Shines published our first business directory with the goal of helping Sunnysiders recognize that local businesses can meet all of their shopping needs. We also added more participating businesses to the Shop Sunnyside Card. With much fanfare and excitement, we provided holiday trolleys on two Saturdays in the lead-up to the holidays. The trolley trips took over 1200 shoppers throughout the district and complemented the Sunnyside Shop Local Holiday Passport which included coupons and promotions at nearly 50 local businesses. Our holiday shopping promotions also featured kids' crafts activities, face painting, and free samples at many local restaurants.



ACTIVATING OUR PUBLIC SPACES

In 2017, Sunnyside Shines expanded cultural and fitness programming in our District's Plazas: Bliss Plaza and Lowery Plaza. From May to September, Sunnyside residents and visitors enjoyed cultural programming and arts & crafts activities in Bliss Plaza, highlighting the creative work of nearly three dozen Queens-based performers, organizations, and businesses. Weekly summer fitness programming in Lowery Plaza was made possible through partnerships with the Long Island City YMCA, Suryaside Yoga, Punk Rope and independent Zumba instructor Gio Romero. Events in our Plazas make Sunnyside an exciting destination and give valuable exposure to neighborhood businesses, organizations and entrepreneurs. Our FY2017 Programs were made possible thanks to generous support from New York City Council Member Jimmy Van Bramer, the Queens Council on the Arts, New York City Department of Transportation, and TD Bank.



GATHERING COMMUNITY INPUT

In 2017, we launched our first satisfaction survey to use local data to improve our program services. 375 community users and 65 BID merchants responded to our survey; here are the trends that emerged:

- A majority of the community is satisfied with the services of the BID. Overall, 68% of merchants indicated their approval, while community users are satisfied across the board with our program services (supplemental sanitation, streetscape and plaza management, and marketing and communication).
- Based on the community survey, while service users indicate satisfaction, we found that for each program at least 30% of overall respondents were unaware of the program.
- Based on the community survey, respondents expressed need for increase in sanitation and maintenance services, especially at the public plazas, and more community outreach/marketing about programs and events.
- Merchants would like to see an increase in resources for marketing support, storefront improvements, financing, and networking opportunities.