Sunnyside By The Numbers

Population
50,414

Median Household Income
$55,501

Education
35% of residents have college or graduate degrees

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

11k people per day entered 40th Street–Lowery Street Station

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 (2011–2015).

Subway ridership data is sourced from the MTA Average Weekly Subway Ridership, 2015

9 New Businesses Opened in 2016
Boon by Moldova
Coffee & Top
Cumbia and Sabor
Dayboat
Idar’s Nearabout
Paris Baguette
Pelican Chicken
Sunnyside Natural & Fresh
Sunnyside String School

Financial Statement

Support and Revenue

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<thead>
<tr>
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<tbody>
<tr>
<td>Special Assessments</td>
<td>$360,000</td>
<td>$360,000</td>
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<tr>
<td>Grant Income</td>
<td>$87,108</td>
<td>$63,500</td>
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<tr>
<td>Program Fees</td>
<td>$24,653</td>
<td>$25,349</td>
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<tr>
<td>In-Kind Contributions</td>
<td>$625</td>
<td>$0</td>
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<tr>
<td>Contributions</td>
<td>$19,326</td>
<td>$19,663</td>
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<tr>
<td>Other Income</td>
<td>$556</td>
<td>$7,556</td>
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<tr>
<td><strong>Total</strong></td>
<td>$492,268</td>
<td>$476,068</td>
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Expenses

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<tr>
<td>Program Services</td>
<td>$119,962</td>
<td>$115,191</td>
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<td>Marketing</td>
<td>$158,632</td>
<td>$147,731</td>
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<td>Sanitation</td>
<td>$144,514</td>
<td>$155,385</td>
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<td>Supportive Services</td>
<td>$57,533</td>
<td>$57,737</td>
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<td>Management</td>
<td>$6,547</td>
<td>$5,632</td>
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<td><strong>Total</strong></td>
<td>$487,188</td>
<td>$481,676</td>
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**Total** $492,268 $476,068

Contact Information
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Thank You to Our Funders in 2015–2016

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

Sunnyside Shines
Business Improvement District

Annual Report
2016
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 and Promotions**
We produce events, promotions and ongoing efforts to promote the commercial district and encourage shopping local in Sunnyside.

**Streetscape Improvements and Plaza Management**
We work to improve the district’s streetscape with the addition of tree guards, hanging flower baskets and benches, as well as the maintenance of Bliss and Lowery Plazas.

**Supplemental Sanitation**
We sweep the sidewalks and bag trash seven days a week throughout the district, including monthly graffiti removal from storefronts and gates.

**Holiday Lights**
We provide festive lights each holiday season along Queens Boulevard and Greenpoint Avenue.

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**What We Do**

**Promoting Our Local Business District**

**PROMOTING SUNNYSIDE AS A DINING DESTINATION**
Our signature annual events, the Taste of Sunnyside and Sunnyside Restaurant Week, have the dual goals of promoting Sunnyside as a dining destination and showcasing individual local restaurants. This year’s Taste of Sunnyside was another sold-out festival featuring the best local bites from Sunnyside restaurants and beverages from several local breweries and beverage purveyors. We expanded the 2016 Sunnyside Restaurant Week to a full week this year and included a contest to encourage people to dine out multiple times during the week. It worked! More than 400 people entered the contest by dining at least three times. Restaurants report that both events draw new customers and increase sales.

**ENCOURAGING SUNNYSIDERS TO SHOP LOCAL**
In 2016 we encouraged residents to shop local with two new promotions: the Shop Sunnyside card and the Shop Local Holiday Passport. The Shop Sunnyside card is an ongoing discount card that enables the cardholder to receive deals and discounts at more than 30 local businesses. Our Shop Local Holiday Passport encouraged Sunnysiders to shop local for the holidays with deals inside local retailers and a contest to collect passport stamps with each local purchase.

**ACTIVATING OUR PUBLIC SPACES**
Thanks to funding from Council Majority Leader Jimmy Van Bramer and the Queens Art Fund, we presented 26 events in Bliss and Lowery Plaza over the spring and summer, consisting of music performances, arts workshops, pop-up libraries and large games. Bliss and Lowery Plazas are new public spaces managed by Sunnyside Shines that feature tables, chairs and colorful planters and serve as a welcoming entrance to Sunnyside.