




Sunnyside By The Numbers

 Population
49,411

 Median Household Income
\$62,403

 Education
42%
of residents have college or graduate degrees

 Subway Ridership
13.6k
people per day entered
46th Street–Bliss Street Station

10.6k
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 (2013-2017)

Subway ridership data is sourced from the MTA Average Weekly Subway Ridership, 2017

New Businesses Opened in 2018

Bajeko Sekuwa
BLVD Din
Cardamom Indian Cuisine
Finest Canine Care
Madagascar Pet Services
Philomena's
Pink Nails
Prime Pharmacy
Pyramid Group
Sofra Mediterranean Grill
Taco Today

Contact Information

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Financial Statement

	2017–2018	2016–2017
Support and Revenue		
Special Assessments	\$ 360,000	\$ 360,000
Grant Income	\$ 118,147	\$ 103,708
Program Fees	\$ 40,413	\$ 35,363
In-Kind Contributions	\$ 3,000	\$ 0
Contributions	\$ 10,467	\$ 5,829
Other Income	\$ 10,722	\$ 21,857
	\$ 536,776	\$ 526,727
Expenses		
Program Services		
Streetscape	\$ 132,270	\$ 126,447
Marketing	\$ 164,615	\$ 175,357
Sanitation	\$ 171,167	\$ 138,957
Supportive Services		
Management	\$ 64,517	\$ 63,942
Fundraising	\$ 5,129	\$ 6,005
	\$ 542,698	\$ 510,708

Thank You to Our Funders in 2017–2018

BID Property Owners
Bronstein Properties
Fresh n Save Marketplace
Green Valley Marketplace
LIC Building, LLC
Lynch Funeral Home
Mount Sinai Queens

NYC Council Majority Leader Jimmy Van Bramer
NYC Department of Small Business Services
NYC Department of Transportation
NYS Assemblywoman Catherine Nolan
Pickman Foundation
Queens Art Fund
TD Bank
The Horticultural Society Neighborhood
Plaza Partnership
Triad Management, LLC



Sunnyside Shines BID

Annual Report 2018



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 and Promotions

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.

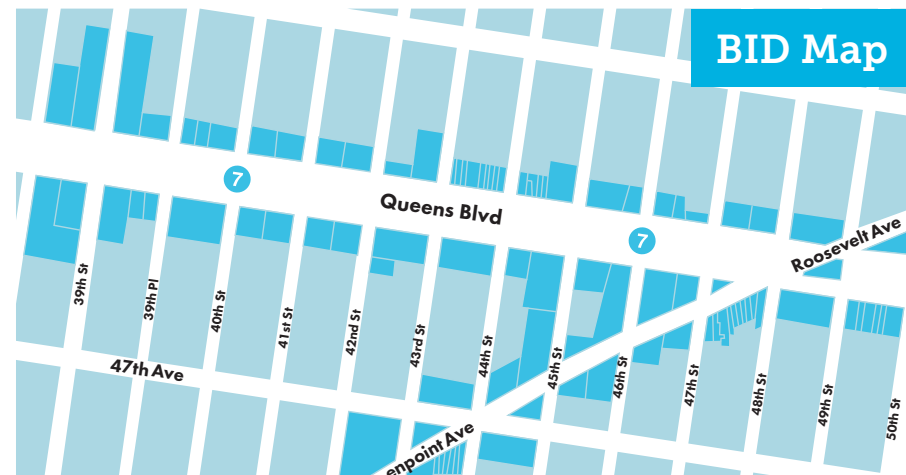
Streetscape Improvementst

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'S SMALL BUSINESSES

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. Our holiday programming enticed local shoppers with free holiday trolley rides, a shopping coupon booklet, and a four-week series of weekend outdoor holiday pop up markets in the heart of the neighborhood. In 2018, we kicked off the inaugural Sunnyside Spa and Salon Fest, celebrating the District's personal care businesses with valuable savings and contests. We also significantly expanded our social media coverage of local businesses, including short videos giving behind-the-scenes, personal insights into our businesses and the merchants who make them thrive..



ACTIVATING OUR PUBLIC SPACES

In 2018 Sunnyside Shines continued to innovate new ways to activate the public spaces under our management for the benefit of our residents. Our Beats in Bliss Plaza series brought 5 months of free, accessible arts and cultural programming to the heart of our neighborhood, and Midsummer Moves in Lowery Plaza brought a variety of activities for local residents to experience better fitness and health through Zumba, neighborhood walks, and other activities. We also introduced two new programs to our public spaces: Bliss Pop Up Markets and A Better World Festival, in collaboration with LOVE, HALLIE Foundation. Bliss Plaza Pop Up Markets allowed us to forge partnerships with local entrepreneurs and artisans, culminating in the Bliss Plaza Holiday Pop Up Market. A Better World Festival brought dozens of non-profit organizations, community groups, and individual changemakers to Sunnyside to introduce youth to various opportunities to improve their neighborhoods and the world. Our FY2018 Programs were made possible thanks to generous financial support from New York City Council Member Jimmy Van Bramer, the Queens Council on the Arts, New York City Department of Transportation, the Horticultural Society's Neighborhood Plaza Partnership, and TD Bank.



A GREENER, MORE INVITING STREETScape

A healthy urban forest and beautified streets make our neighborhoods more attractive places to live, work, and spend leisure time. In 2018, in partnership with the New York Tree Trust, provided structural pruning throughout our district to foster healthier tree growth while preventing interference with storefronts, bus shelters, and other street structures. Together with community volunteers, we mulched tree pits and planted daffodil bulbs along Greenpoint Avenue. We also worked with the New York City Department of Parks to begin planting our Queens Boulevard tree pits with perennial plantings to provide weed control and beautification for years to come. In 2018, we also completed the renovation of the LED lights on the Sunnyside Arch, allowing this neighborhood landmark to shine once again