



Sunnyside By the Numbers

 Population
49,034

 Subway Ridership
12.8k
people per day entered
46th Street–Bliss Street Station

 Median Household Income
\$60,072

9.9k
people per day entered
40th Street–Lowery Street Station

 Education
42%
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 (2013-2017)*

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

New Businesses Opened in 2019

Chakra Cafe
D & H Discount Store
Fuyu Ramen
GGI Brokerage
Hira Thread & Lash
Lens World
LaQueen Nails
Mario's Barber Shop
The Original Chicken #2
Simply Divine Beauty

Contact Information

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Financial Statement

	2018–2019	2017-2018
Support and Revenue		
Special Assessments	\$ 360,000	\$ 360,000
Grant Income	\$ 171,041	\$ 118,147
Program Fees	\$ 51,651	\$ 40,413
In-Kind Contributions	\$ 3,000	\$ 3,000
Contributions	\$ 171,988	\$ 10,467
Other Income	\$ 12,030	\$ 10,722
TOTAL REVENUE	\$ 770,281	\$ 536,776
Expenses		
Program Services		
Streetscape	\$ 135,109	\$ 132,270
Marketing	\$ 180,903	\$ 164,615
Sanitation	\$ 189,615	\$ 171,167
Business and Emergency Services	\$ 180,187	\$ 0
Supportive Services		
Management	\$ 60,966	\$ 64,517
Fundraising	\$ 6,039	\$ 5,129
TOTAL EXPENSES	\$ 752,818	\$ 542,698

Thank you to Our Funders in 2018 - 2019

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
NYC Parks Department
NYS Assemblywoman Catherine Nolan
Pickman Foundation
Ponce de Leon Foundation
Queens Borough President's Office
Street Plus
TD Bank
Triad Management, LLC



Sunnyside Shines BID

Annual Report 2019



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, and local shopping incentives and programs. We also offer direct services to our merchants, including marketing assistance and liaison services to City Agencies to help them scale up and thrive.

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.



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 annual Sunnyside Spa and Salon Fest promotes and celebrates 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 2019 Sunnyside Shines continued to innovate new ways to activate the public spaces under our management for the benefit of our residents. For the first time, we received funding to offer extensive free programming in Lou Lodati Playground and Thomas F. Noonan Playground, including outdoor movies, dance presentations, and a silent disco.

In our Public Plazas, the "Beats in Bliss Plaza" series brought 5 months of free, accessible arts and cultural programming to the heart of our neighborhood. In Lowery Plaza, we debuted "Sunnyside Date Nights", combining free dance lessons with prix fixe dining specials at nearby restaurants. Our Pop Up Market Program provided a chance for local artisans and entrepreneurs to sell their products at Lowery Plaza; we enhanced each market with activities and themes to draw additional interest and foot traffic.

Our public space activations also included visual arts projects. We collaborated with a local collective of social practice artists to bring the "Two Minutes to Midnight" Co-Creation Lab to Bliss Plaza in October 2019. Finally, our participation in the DOT's Community Commissions Program enabled us to showcase the work of a local artist, Soonae Tark, in Bliss Plaza as a special vinyl applique entitled "Magic Carpet". Our FY2019 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 New York City Parks Department, 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 2019, working with community volunteers, we mulched tree pits and planted daffodil bulbs along Greenpoint Avenue and planted Queens Boulevard with perennial plantings to provide weed control and beautification for years to come.