

Sunnyside By the Numbers



Population

47,526



Median Household Income

\$68,666



Education

33.2%

of residents have college or graduate degrees.



Subway Ridership

5.5k

people per day entered
46th Street–Bliss Street Station

4.0k

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 (2015-2019)

Subway ridership data is sourced from the MTA Average Weekly Subway Ridership, 2020

New Businesses Opened in 2019

Chip City
Green House Farmers Market
First Med Pharmacy
The GOAT
H Beauty Supply
Mad Café
Mad for Chicken
Mamma Mia Delicious Chicken & Pizza
New Castle Deli & Grill

Contact Information

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Financial Statement

	2019–2020	2018-2019
Support and Revenue		
Special Assessments	\$ 360,000	\$ 360,000
Grant Income	\$ 237,191	\$ 171,041
Program Fees	\$ 5,5141	\$ 51,651
In-Kind Contributions	\$ 0	\$ 3,000
Contributions	\$ 37,199	\$ 171,988
Other Income	\$ 7,851	\$ 12,601
TOTAL REVENUE	\$ 536,776	\$ 770,281
Expenses		
Program Services		
Streetscape	\$ 130,137	\$ 135,109
Marketing	\$ 151,360	\$ 180,903
Sanitation	\$ 195,973	\$ 189,615
Business and Emergency Services	\$ 0	\$ 180,186
Supportive Services		
Management	\$ 118,523	\$ 60,966
Fundraising	\$ 6,442	\$ 6,039
TOTAL EXPENSES	\$ 602,435	\$ 752,818

Thank you to our funders in 2019-2020

BID Property Owners
Bronstein Properties
Con Edison
Fresh n Save Marketplace
LIC Building, LLC
Lynch Funeral Home
NYC & Company
NYS Congress Member Alexandria Ocasio-Cortez
NYC Council Member Jimmy Van Bramer
NYC Department of Cultural Affairs
NYC Department of Small Business Services
NYC Department of Transportation
NYC Parks Department
NYS Assembly Member Brian Barnwell
NYS Assembly Member Catherine Nolan

NYS Senator Michael Gianaris
New York Community Trust
Pickman Foundation
Ponce de Leon Foundation
Queens Borough President Donovan Richards
Fmr. Queens Borough President Sharon Lee
Queens Chamber of Commerce
Queens Post
Street Plus
TD Bank
Triad Management, LLC



Sunnyside Shines BID

Annual Report

2020



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

COVID-19 didn't stop Sunnyside Shines from marketing our small businesses. On the eve of the New York State shutdown, Sunnyside Shines launched a dedicated COVID-19 resource webpage to provide information to our area's residents, including information on which essential businesses remained open, and their operating hours. We became even more active on digital media to urge support for our local businesses and to provide exposure for those that remained open.

Although many of our signature annual events were postponed for 2020, we did produce Sunnyside Restaurant Week in October to great enthusiasm. With an emphasis on outdoor dining and delivery/takeout options, we used this event to provide a safety-conscious approach to neighborhood marketing and to educate consumers on the effects that big 'apps' have on small businesses.



SUPPORTING A STRONG RECOVERY FOR SUNNYSIDE

2020 brought severe and unexpected challenges, but within days of the COVID-19 shutdown in New York, Sunnyside Shines activated a virtual merchant support network via WhatsApp, offering information and support in both English and Spanish languages. Well over 200 merchants from across Sunnyside and Woodside used this resource to remain in compliance with constantly changing mandates and to stay informed of emergency resources like loans, grants, and PPE giveaways.

Since the beginning of COVID, we have also assisted dozens of merchants through technical assistance with loan and grant applications and website and social media development. We have also distributed over 80,000 face masks and other PPE resources throughout Sunnyside and Woodside to ensure the safety of small business employees and patrons alike.

Finally, throughout the COVID-19 crisis, Sunnyside Shines chipped in to care for residents hit hardest. We contributed food and supplies to our local neighborhood pantries and helped to arrange for bulk donations of essentials from larger suppliers. Over the December 2020 holidays, we raised over \$10,000 to help support two of our area food pantries, the Mosaic Sunnyside Community Church Pantry and the Los Manos Que Dan, Reciben Pantry in Woodside.



A CLEAN AND SAFE STREETScape

While many parts of New York City saw sanitation service cuts in 2020, we maintained a full, 7-day-a-week supplemental sanitation schedule throughout the BID. Our street team added sanitation protocol to their duties, giving extra care to clean bench and plaza furniture surfaces regularly to keep residents and visitors safer. We also maintained a monthly graffiti-removal schedule to keep the walls, storefronts, and rolldown gates within our BID clean of tags and other vandalism.