



Sunnyside By The Numbers

 Population
52,278

 Median Household Income
\$63,700

 Education
39.8%
of residents have college or graduate degrees

 Subway Ridership
12.7k
people per day entered
46th Street–Bliss Street Station

10.22k
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.

Subway ridership data is sourced from the MTA Average Weekly Subway Ridership, 2019

New Businesses Opened in 2021/22

Bon Café et
Buddha Wireless
Fat Puppies Inn
Fernandez Brothers
FM & BO
Full Moon Café
La Dolce Vita
Parrot Market
Sunnyside Deli
Taste Buds

Contact Information

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Financial Statement

	2019–2020	2020–2021
Support and Revenue		
Special Assessments	\$ 360,000	\$ 360,000
Grant Income	\$ 237,191	\$ 196,955
Program Fees	\$ 5,514	\$ 0
In-Kind Contributions	\$ 0	\$ 0
Contributions	\$ 37,199	\$ 14,669
Other Income	\$ 7,500	\$ 1,000
Interest Income	\$ 351	\$ 213
	\$ 647,755	\$ 572,837
Expenses		
Program Services		
Streetscape	\$ 130,137	\$ 126,698
Marketing	\$ 151,360	\$ 128,811
Sanitation	\$ 195,973	\$ 197,308
Supportive Services		
Management	\$ 118,523	\$ 107,454
Fundraising	\$ 6,442	\$ 6,748
	\$ 602,435	\$ 567,019

Thank You to Our Funders in 2021-2022

BID Property Owners
Bronstein Properties
Fresh n Save Marketplace
Green Valley Marketplace
LIC Building, LLC
Lynch Funeral Home
Mount Sinai Queens
Queens Borough President
Donovan Richards
NYC Council Member Julie Won

Former NYC Council Member Jimmy Van Bramer
NYC Department of Small Business Services
NYC Department of Transportation
NYC Parks Department
NYS Senator Michael Gianaris
NYS Assemblywoman Catherine Nolan
Pickman Foundation
Ponce de Leon Foundation
Street Plus
TD Bank
Triad Management, LLC



Sunnyside Shines BID

Annual Report 2022



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 shop, drink and dine local through special events, and local shopping incentives. 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, Sunnyside Restaurant Week, and Sunnyside Spa and Salon Fest, promote Sunnyside as a dining and shopping destination, market individual restaurants and merchants, and leverage the charisma of the neighborhood to draw in new visitors and increase the loyalty and engagement of regular customers.

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. Our What's in Sunnyside newsletter is now bilingual – English and Spanish, and our social media and website are not far behind.



ACTIVATING OUR PUBLIC SPACES

Sunnyside Shines continues to innovate new ways to activate the public spaces under our management for the benefit of our residents.

In our Public Plazas, the "Beats in Bliss Plaza" series brought 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. Our FY2021 Programs were made possible thanks to generous financial support from New York City Council Member Julie Won and former NYC 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. We work with community volunteers to mulch tree pits and plant daffodil bulbs along Greenpoint Avenue and planted Queens Boulevard with perennial plantings to provide weed control and beautification for years to come.