


Sunnyside By The Numbers

 Population
63,271

 Median Household Income
\$67,359

 Education
45%

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, 2022

New Businesses Opened in 2022/23

Abogado Law office	Moa Coffee
Arcobaleno	Moge Tee
Bajeko Sekuwa	Rouge Bar
Bethpage Federal Credit	Sunnyside Eats
Blended Smoothies	Sigma Brokerage
Empire Shop	QBK Sports
Elios Ice Cream	Wingstop
Joropo Cuisine	
Kaprichos	
Limeña Pisco Bar	
Masa Madre	
Maison de Gateaux	
Mistura Peruana	

Contact Information

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Financial Statement

	2020–2021	2021–2022
Support and Revenue		
Special Assessments	\$ 360,000	\$ 360,000
Grant Income	\$ 196,955	\$ 213,748
Program Fees	\$ 0	\$ 24,966
In-Kind Contributions	\$ 0	\$ 0
Contributions	\$ 14,669	\$ 17,069
Other Income	\$ 1,000	\$ 48,113
Interest Income	\$ 213	\$ 48
	\$ 572,837	\$ 663,944
Expenses		
Program Services		
Streetscape	\$ 126,698	\$ 132,693
Marketing	\$ 128,811	\$ 144,556
Sanitation	\$ 197,308	\$ 208,365
Business Emergency Fund	\$ 0	\$ 47,020
Supportive Services		
Management	\$ 107,454	\$ 119,920
Fundraising	\$ 6,748	\$ 6,852
	\$ 567,019	\$ 659,406

Thank You to Our Funders in 2021-2022

BID Property Owners	Green Valley Market
Queens Borough President Donovan Richards	Independent Drivers Guild
NYC Council Member Julie Won	L.I.C. Building LLC
NYS Senator Michael Gianaris	Lynch Funeral Home
Former NYS Assembly Member Catherine Nolan	Mason Tenders District Council
NYC Department of Cultural Affairs	NewYork-Presbyterian
NYC Department of Small Business Services	Offmiss Space Realty
NYC Department of Transportation	Pickman Foundation
APICHA Community Health Center	Ponce de Leon Foundation
Bronstein Properties	Public Health Solutions
Capalino + Company	Queens Chamber of Commerce
Con Edison	Romantic Depot
Constantinople and Vallone	Street Plus
Elmhurst Hospital - HHC	TD Bank
	Triad Management, LLC



Sunnyside Shines BID

Annual Report 2023



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 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.



Promoting Our Local Business District



PROMOTING SUNNYSIDE'S SMALL BUSINESSES

Our signature annual events, the Taste of Sunnyside, Sunnyside Restaurant Week, Sunnyside Spa and Salon Fest and Get Fit Sunnyside, promote Sunnyside as a dining and shopping destination, market individual restaurants and merchants, highlight our dynamic hair salons, barbers, nail salons and health facilities, 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, as is our social media and website. Our dynamic Program Manager has doubled the size of our social media following, and our new Outreach Coordinator has increased our videography to spotlight merchants. We are increasing our following on TikTok and using our Youtube channel more.



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. We do 21 community events in the plazas and on 46th Street each year.

In our Public Plazas, the "Beats in Bliss Plaza" series brought free, accessible arts and cultural programming to the heart of our neighborhood. We reworked Beats in Bliss and expanded to Lowery Plaza, launching the Sunnyside Community Cultural Initiative (SCCI). We will be relaunching our Pop-Up Market Programs this year. They have provided a chance for local artisans and entrepreneurs to sell their products at Lowery Plaza; enhanced foot traffic to our merchants.

Our public space activations also included visual arts projects. Our FY2023 Programs were made possible thanks to generous financial support from New York City Council Member Julie Won and State Senator Michael Gianaris, New York City Department of Transportation, New York City Department of Cultural Affairs, Ponce Bank 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.