# Sunnyside By The Numbers







45%

of residents have college or graduate degrees



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 1/4 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 Arcobaleno Bajeko Sekuwa Bethpage Federal Credit **Blended Smoothies Empire Shop** Elios Ice Cream Joropo Cuisine Kaprichos Limeña Pisco Bar Masa Madre Maison de Gateaux Mistura Peruana

Moa Coffee Moge Tee Rougue Bar Sunnyside Eats Sigma Brokerage **QBK Sports** Wingstop

### **Contact Information**

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## **Financial Statement**

	2020–2021		2021-2022	
upport 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
xpenses				
Program Services				
Streetscape	\$	126,698	\$	132,693
Marketing	\$	128,811	\$	144,556
Sanitation	\$	197,308	\$	208,365
	\$	0	\$	47,020
Business Emergency Fund	Ψ			
Business Emergency Fund Supportive Services	Ψ			
	\$	107,454	\$	119,920

## Thank You to Our Funders in 2021-2022

\$ 567,019

**BID Property Owners** Queens Borough President Donovan Richards NYC Council Member Julie Won NYS Senator Michael Gianaris Former NYS Assembly Member Catherine Nolan NYC Department of Cultural Affairs NYC Department of Small Business Services NYC Department of Transportation APICHA Community Health Center **Bronstein Properties** Capalino + Company Con Edison Constantinople and Vallone Elmhurst Hospital - HHC

Green Valley Market Independent Drivers Guild L.I.C. Building LLC Lynch Funeral Home Mason Tenders District Council NewYork-Presbyterian Offmiss Space Realty Pickman Foundation Ponce de Leon Foundation Public Health Solutions Queens Chamber of Commerce Romantic Depot Street Plus TD Bank Triad Management, LLC

\$ 659,406



**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

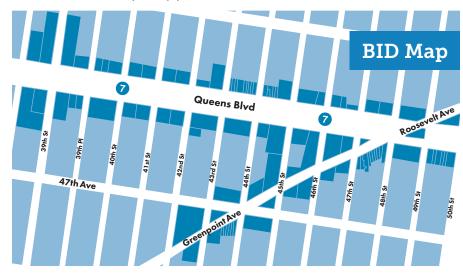
Along with cultural and fitness p ogramming, we maintain the aesthetic appeal of Bliss and Lowery Plazas via daily sanitation, power washing, plaza horticulture, and periodic installations of art.

#### **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 f om storefronts and gates on a monthly basis. Tree guards, hanging flower bas ets 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.