

Placemaking in Sunnyside

Food, Arts & Culture



Overview: Presentation

1. Placemaking Goals
2. Objectives
3. Deliverables
4. Measurement
5. Lessons Learned

Overview: Sunnyside



Sunnyside Shines BID | AvenueNYC Placemaking Award | Category Day, June 2014

Overview: Sunnyside



Sunnyside Shines BID | AvenueNYC Placemaking Award | Category Day, June 2014

Overview: Sunnyside

Location: Western Queens, near LIC, Astoria, Woodside + Greenpoint, Brooklyn. Along **7 train** line.

Residential with key commercial corridors:
Queens Boulevard, Greenpoint Ave, Skillman Ave

Residential profile:

- Diverse
- Young adults (25-34) are ¼ of residents
- Younger adults (25-44) are highest earners
- Not eating in local restaurants frequently
(40% of survey respondents dine out 0-3 times/month)

Goal: Promote Neighborhood Brand

Our placemaking campaign will help put Sunnyside on the map as a destination for **food, arts and culture**.

We hope to draw residents and visitors into the neighborhood and its restaurants to taste the best that Sunnyside has to offer.

Objectives

1. Form strategic partnerships with arts organizations for two events
2. New restaurant-focused event with art
3. Brand promotion in the media

Deliverables

1. Sunnyside Summer Strolls
2. Sunnyside Restaurant Week
3. Enhancing Brand in the Media



Sunnyside Summer Strolls



3 dates: July 27, August 3, August 10

Event series highlighting arts, culture, collaboration and local business promotions

Estimated attendance: 1300



Sunnyside Shines BID | AvenueNYC Placemaking Award | Category Day, June 2014

Sunnyside Summer Strolls

Strategic partnerships with arts organizations:

Queens Museum

Bix Beiderbecke Memorial Jazz Committee

Local bands, artists and performers

Local businesses, including Sunnyside Ballet Studio



Sunnyside Restaurant Week



NO LONGER

EMPTY

REVITALIZING SPACE. UNLOCKING CREATIVITY.

First-ever Sunnyside
Restaurant Week

November 4-8, 2013

16 participating restaurants

Art installed in 3 locations
via collaboration with
No Longer Empty



gothamist

Search

GO

OUR CITIES: AUSTIN



The Only Good Brunch Is A Dead Brunch



Ask A Native New Yorker: How Should I Interact With Ultra-Orthodox Jews?



Cabbie Blames Sun After Striking Pedestrian in Soho

Eat Your Way Through Queens At Two Upcoming Restaurant Weeks

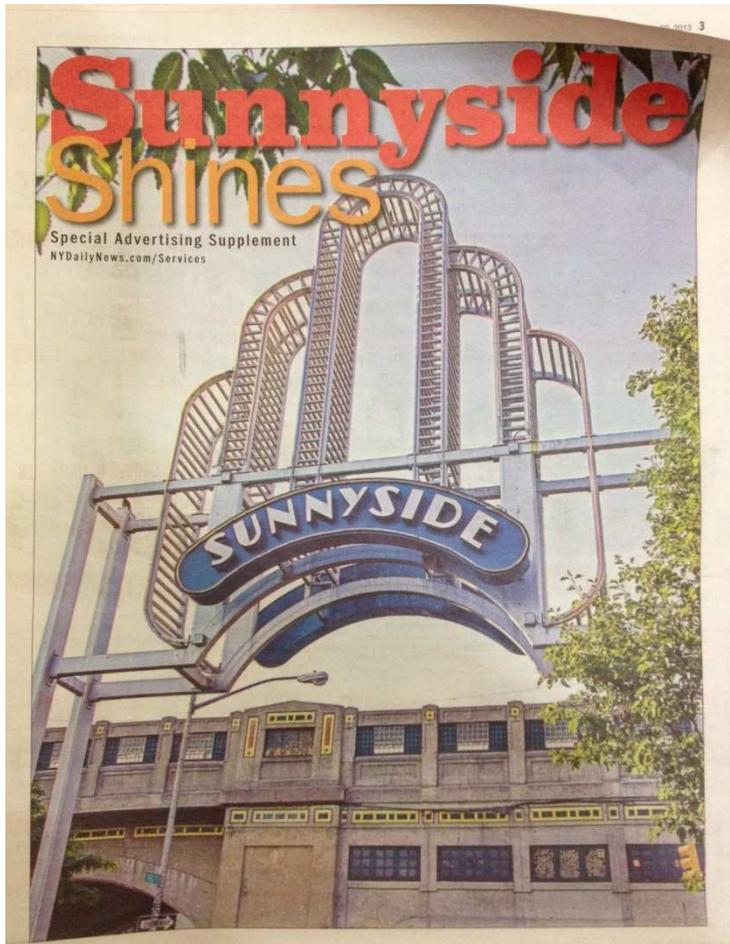


Thali from [Malingo](#) in Sunnyside

Restaurant weeks have become the de facto marketing tactic for neighborhoods trying to increase their foot traffic, and while it's not the sexiest of events it's certainly the most cost-effective way to get a feel for a new neighborhood. Despite its status as the most ethnically diverse of our boroughs, Queens gets a bit of a raw deal when it comes to attracting outsiders, especially since Brooklyn's overpowering ego outshines even Manhattan these days. But two Queens neighborhoods are hoping that some killer deals on lunch and dinner will bring in a



Enhancing Brand in the Media



Plenty of kids turn out for Sunnyside's arts & craft fair



Children's Arts & Crafts Fair

July 30, By Bill Parry

Hundreds of youngsters took over the plaza under the Sunnyside Arch on Saturday to participate in an arts & crafts fair.

The event was the first of three summer events hosted by Sunnyside Shines, with the remaining two taking place on August 3 and August 10.

Enhancing Brand in the Media



Strategy:
Continuously pitch Sunnyside's neighborhood brand to the media.

Examples:

- Press releases for events
- Press releases for holidays (shop local suggestions)
- Daily News special section

Communication Strategy

1. Printed flyers and postcards – distributed locally to commuters, at local businesses, etc
2. Social media (Facebook, Twitter, Instagram), including social media contests
3. E-newsletters (ours + partners)
4. Press releases + article placement
5. Ad purchases



Measuring Impact: Overview

Deliverable: Sunnyside Summer Strolls

1. Survey nearby businesses

Deliverable: Sunnyside Restaurant Week

1. Survey participating businesses
2. Survey customers



Deliverable: Brand Promotion in the Media

1. Analyze web traffic & media coverage

Measuring Impact: Sunnyside Summer Strolls

Business Survey: Sunnyside Summer Strolls **How did it go?**



Sunnyside Shines would like to know how the recent event series on 46th Street, Sunnyside Summer Strolls, affected your business. The events took place on the following Saturdays: July 27, August 3 and August 10, 2013.

1. Did you see any increase in business as a result of this event series?

2. If so, do you have any sales figures you could share with us to demonstrate an increase?

3. Did you distribute materials, menus or coupons during the event, or drop some off for Sunnyside Shines to distribute?

4. What do you think would have made this event series more successful?

Measuring Impact: Sunnyside Restaurant Week

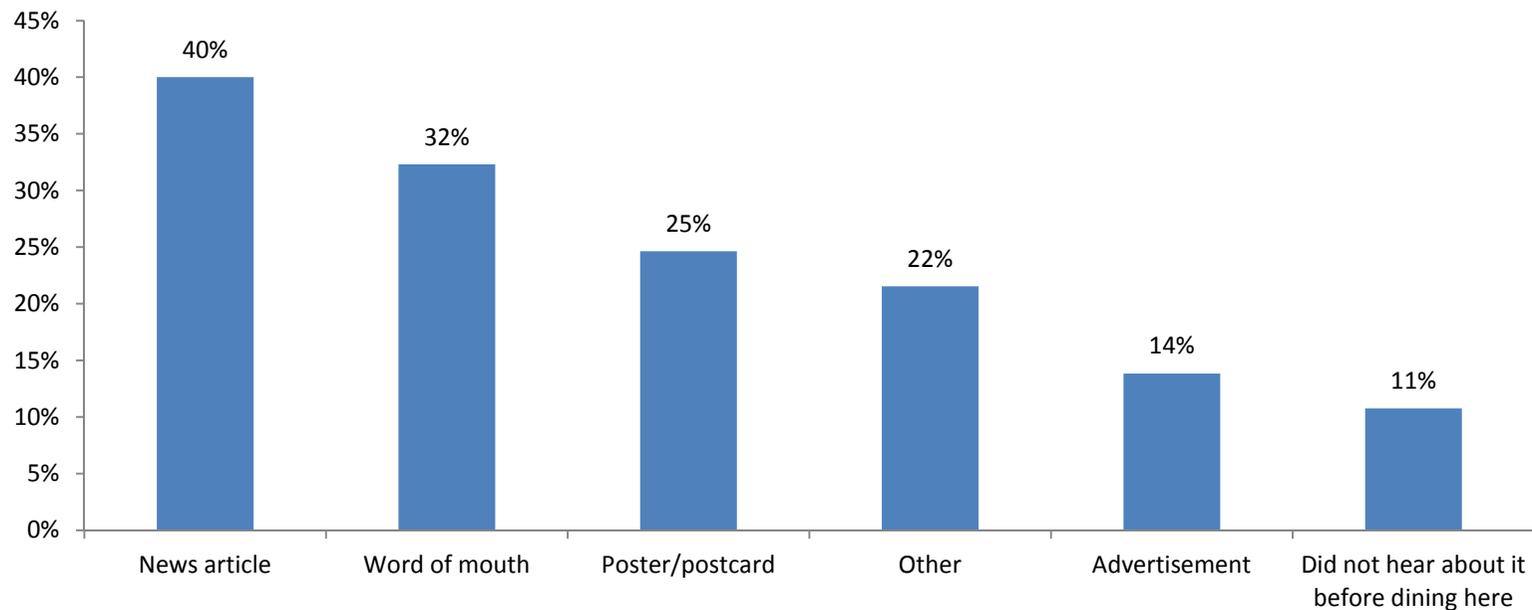
Survey of Participating Restaurants

1. Did you see an increase in business as a result of the promotion? **Answer: 7 out of 8 said YES**
2. Would you participate in a similar promotion in the future?
Answer: 8 out of 8 said YES
3. If so, how often? And how long do you think Restaurant Week should run?
4. Include weekends in Restaurant Week?
5. What do you think would have made this promotion more successful?

Measuring Impact: Sunnyside Restaurant Week

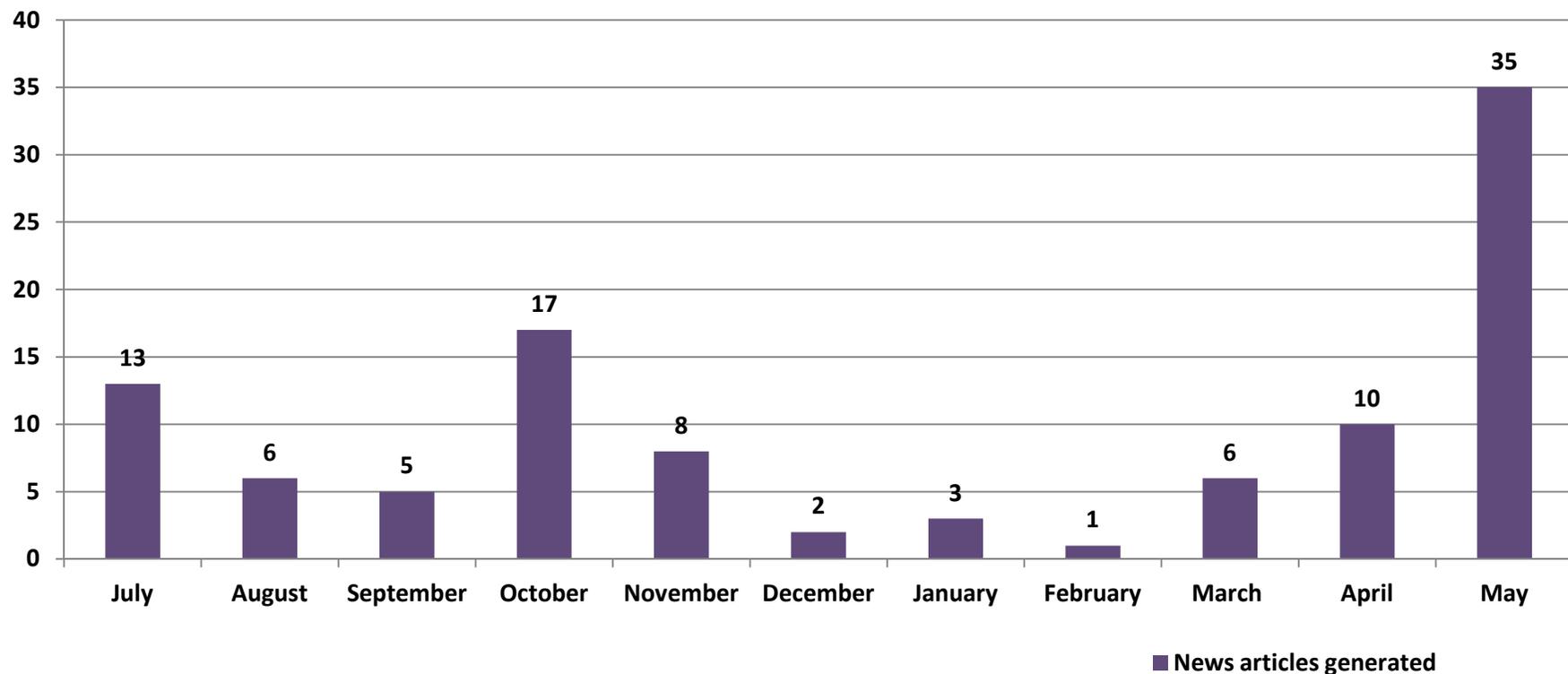
Survey of Customers: 3 quick questions with the bill

- Most customers local (27% outside of ZIP code)
- Most customers (55%) dining for Restaurant Week
- How customers heard about Restaurant Week:



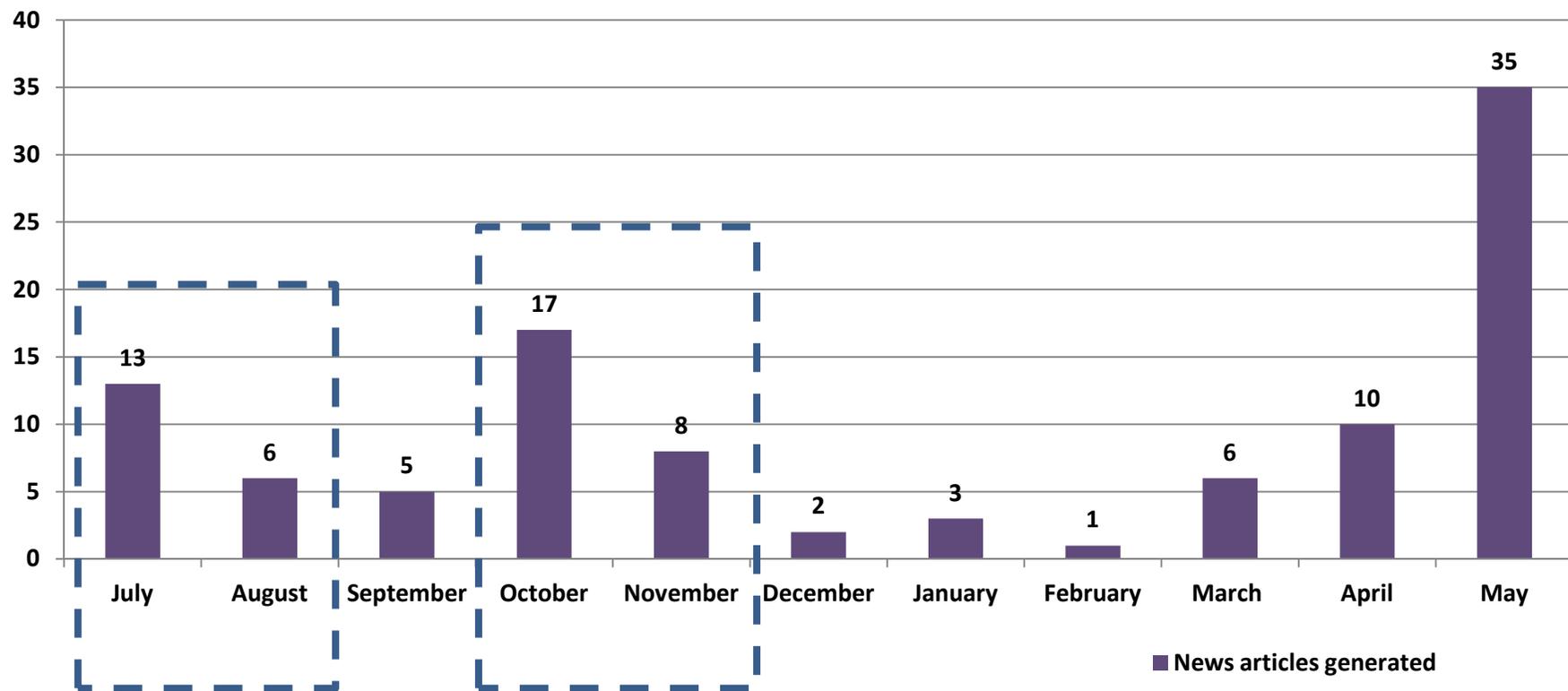
Measuring Impact: Brand Promotion in the Media

Coverage generated



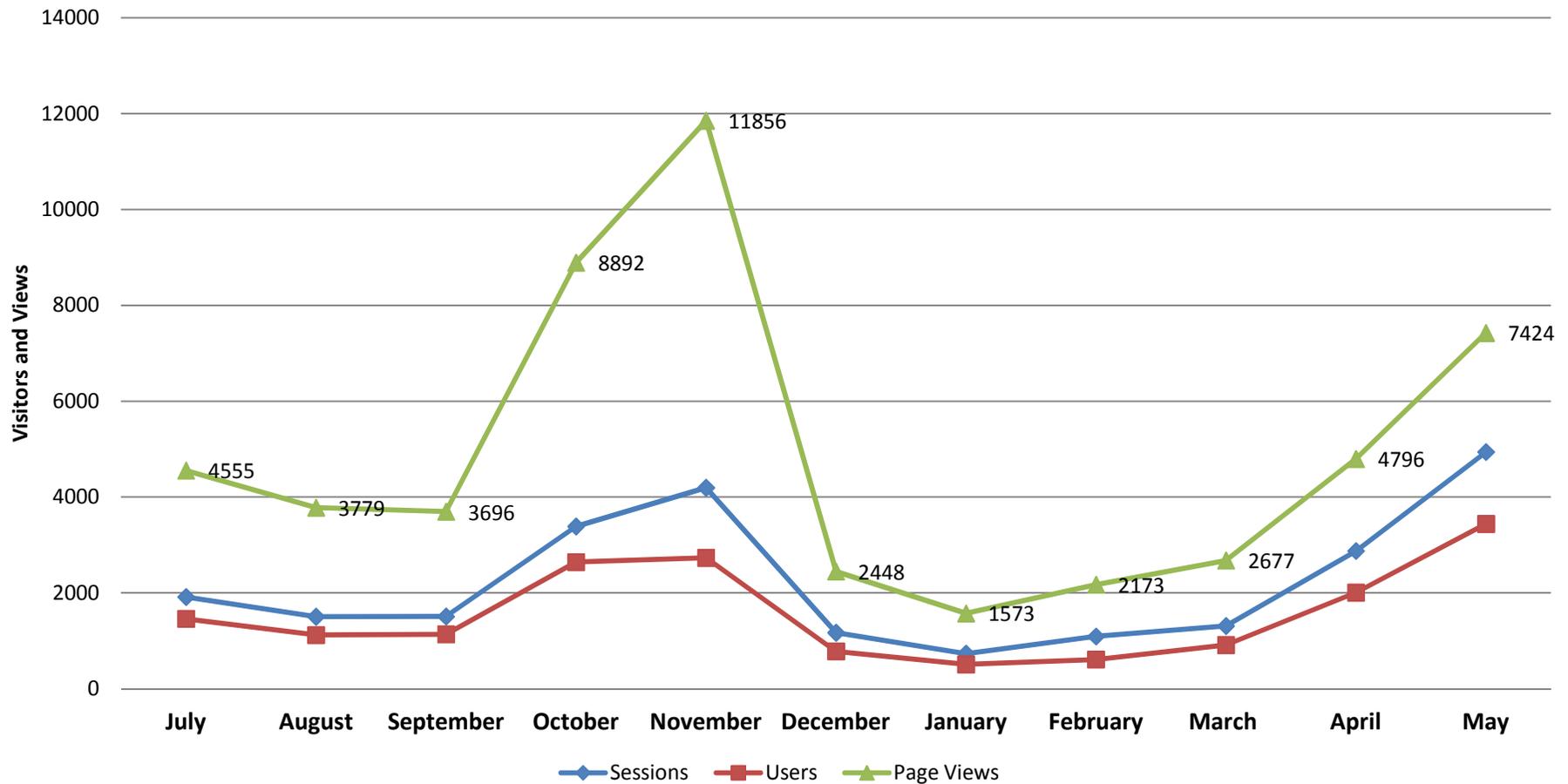
Measuring Impact: Brand Promotion in the Media

Media coverage generated



Measuring Impact: Brand Promotion in the Media

Web traffic



Lessons Learned

- Even brief surveys can yield great results!
- Gather input from local businesses before planning new promotions
- Build relationships with reporters + bloggers
- Write strong press releases before + after events. They will often get published as-is.
- Track data regularly to easily refer back + measure
- Price points are tricky! Consistent messaging & flexibility are both important.

Conclusions: 2014

- Achieved overall goal of building neighborhood brand
- Major successes:
 - Engaged restaurants
 - Formed partnerships with arts orgs
 - Raised brand attention in the media

Looking Ahead: 2015

Growing our neighborhood food brand! Specifically:

- Tailor events to be more inclusive of resident income diversity
- Encourage residents to cross Queens Blvd to discover entire neighborhood
- Utilize new plazas to create connections

