

**CONEY ISLAND**  
**FOR**  
**EVERYONE!**

**NEW BUSINESS**



**ALLIANCE FOR CONEY ISLAND**

## STRENGTHENING CONEY ISLAND

The Alliance for Coney Island supports merchants with programs and initiatives that foster a vibrant, resilient, and thriving commercial district and aim to provide guidance and direction for new businesses seeking expansion in Coney Island!

OVER

**350,000**  
COMMERCIAL SQ. FT. IN  
DEVELOPMENT



With the significant development of commercial properties here in the heart of South Brooklyn, there are a wide-range of opportunities for new businesses to open or expand in Coney Island!

OVER

**\$325 MILLION**  
CITY INVESTMENT  
INTO CONEY ISLAND



The City has invested in Coney Island with several new projects along with major infrastructure improvements to the area. The City's commitment to New York's only seaside playground and our vibrant neighborhood supports an animated local retail environment!

OVER

**2,200**  
RESIDENTIAL UNITS IN  
DEVELOPMENT



With a large projected population growth and increased subway ridership over the next five years, Coney Island is looking to expand its amenities and offerings to make the neighborhood a more desirable place to be!

OVER

**7.4 MILLION**  
VISITORS ANNUALLY  
AND GROWING



As our annual visitorship grows rapidly every year, Coney Island strives to expand and grow into a year round destination to meet the needs and wants of its growing population base!



### 30+ FREE EVENTS

We strive to develop wide-ranging free public programming, such as the Coney Island Music Festival, Friday Night Fireworks and more that stretches through the summer and deeper into the shoulder season to increase visitorship!



### ADDITIONAL RESOURCES & GRANTS

We actively connect businesses to opportunities and grants that help sustain and grow their businesses, such as NYC Dept. of Small Business Service's Business Prep Resiliency Program and GoTenna for emergency communication!



### REPRESENTATION & ADVOCACY

The Alliance consistently advocates for and organizes campaigns to improve services for Coney Island, such as restoration of the F Express subway and implementation of ferry service, among others!



### SANITATION & GRAFFITI REMOVAL

Since 2017, our supplemental sanitation team has worked diligently to collect over 29,800 trash bags thus ensuring a cleaner shopping environment!

## THE ALLIANCE FOR CONEY ISLAND SUPPORTS EVERYONE

**New York City's legendary seaside playground, centered in a vibrant and diverse neighborhood with multiple anchor institutions, Coney Island is home to over 350 businesses and 50,000 residents, and attracts millions of local and foreign visitors each year. A collection of independent businesses and attractions, from high-end restaurants, souvenir shops and amusement rides to smaller mom and pop delis and pharmacies, and a thriving neighborhood with rapid growth and multi-investment projects, Coney Island has a variety of residential and retail spaces in development and is seeking businesses to cater to our growing community.**

The Alliance for Coney Island was formed in 2012 to provide a vehicle for improved collaboration among the many stakeholders in the success and continued rejuvenation of this iconic neighborhood. Specifically, we introduce and implement initiatives for the betterment of our community at large with a focus on:

- » Establishing and enhancing community safety and cleanliness
- » Transforming Coney Island from a seasonal economy to a more robust year round business district
- » Planning and organizing a widespread array of events to capture attention of visitors and residents, promote our local businesses and attractions, and maximize local spending
- » Sustaining and strengthening existing year round businesses through extensive commercial revitalization efforts

**Learn about available retail spaces the Alliance provides at:  
[www.allianceforconeyisland.org/new-business-opportunities](http://www.allianceforconeyisland.org/new-business-opportunities)**

**[WWW.ALLIANCEFORCONEYISLAND.ORG](http://WWW.ALLIANCEFORCONEYISLAND.ORG)**

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