CONEY ISLAND FOR EVERYONE!

MERCHANTS

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. We aim to broaden our impact through expanded engagement with you!

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 stretch through the summer and deeper into the shoulder season to increase visitorship!

DISTRICT MARKETING

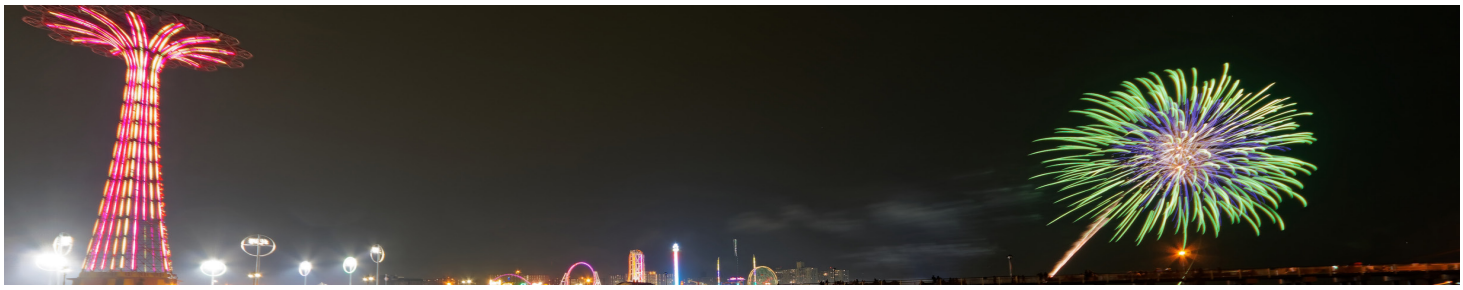
The Alliance aims to attract visitors through placemaking, implementing streetscapes improvements and investing in design and branding strategies to ensure the visibility of the People's Playground!

SANITATION & GRAFFITI REMOVAL

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

ACTIVE SOCIAL MEDIA PRESENCE

We ensure that our social media presence is active and thriving! With almost 300,000 followers, we work to increase brand recognition and interaction with current and potential visitors.



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!

ADDITIONAL RESOURCES & GRANTS

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

PRESS COORDINATION

We work closely with news media outlets and prepare press releases to efficiently market our businesses, showcase our events and publicize our advocacy campaigns!

FOSTERING STRONGER PARTNERSHIPS

To build an empowered and safe district, we collaborate with city agencies to increase police presence, reduce traffic and ensure safety on the boardwalk!

THE ALLIANCE FOR CONEY ISLAND SUPPORTS EVERYONE

Coney Island is not just an amusement park, not just a beach and boardwalk, and not just the last stop on the D/F/N/Q train. Home to over 350 businesses, Coney Island is a collection of independent businesses and attractions, from high-end restaurants, souvenir shops and amusement rides to smaller mom and pop delis and pharmacies, who are dedicated to serving our diverse community, as well as our visitors!

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:

- Improving the quality of life for residents and businesses
- 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 the attention of visitors and residents, as well as to promote our local businesses and attractions to drive visitorship
- Sustaining and strengthening existing year round businesses through commercial revitalization efforts

Learn how the Alliance for Coney Island supports EVERYONE!

WWW.ALLIANCEFORCONEYISLAND.ORG

Alliance for CONEY ISLAND

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