

# Peekskill Business Improvement District



**Tuesday, February 27, 2018**



## Bill Powers, Executive Director Peekskill Business Improvement District

- Former Executive Director HVGCC
- Chairman Emeritus, Board of Directors, HVGCC
- Former Communications and Marketing Manager City of New Rochelle
- Former Corporate Director, Competitive Media Strategies, Cablevision
- Currently President of Powers PR Video
- NY Emmy Nominated TV Producer
- Founding members of the Peekskill BID

## **Board of Directors**

### **Peekskill Business Improvement District**

- John Sharp – President of the BID Board
- Giovanni Stiefleman – Vice President of the BID Board\*
- Brendan Fitzgerald – Treasurer
- Frank Pugliese – Secretary
- City Appointees: Anne Scaglione, Jim Pinto, Kathie Talbot
- Tenant reps: Jeorjia Shea, Roya Z.\*
- Property reps: Sean Kearney, Louie Lanza\*

# Peekskill Business Improvement District



**Marketing and Advertising**

**Beautification**

**Special Events**

**Business Assistance & Development**

# Peekskill Business Improvement District



**Peekskill First BID in  
Westchester County**

**Self Taxing District  
by Property Owners**

**Small budget: \$100,000**

**11 Board Members: 6 Property  
Owners; 3 City; 2 tenants**

# Peekskill Business Improvement District



## MARKETING & ADVERTISING

**Valentine's Day**

**St. Patrick's Month**

**Open Studio Tours**

**Peekskill Farmers Market**

**Peekskill Flea Market**

**Cinco de Mayo**

**Fall Foliage**

**Holiday shopping, dining, events**

# Peekskill Business Improvement District



**MARKETING & ADVERTISING**

**WHUD**

**The Peak Radio**

**The Examiner**

**Westchester Business Journal**

**HVGCC Chamber Directory**

# Peekskill Business Improvement District



## MARKETING & ADVERTISING

**2018: More social media outreach**

**2018: Apply data from shuttle surveys**

**Mainly TimeOut and Thrillist**



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## BEAUTIFICATION

**2017: 100 Flower Barrels**

**2018: 50 Flower Barrels**

**Goal: fewer more manageable number  
of barrels more lush overflowing  
flowers and plants.  
Quality over quantity.**

# Peekskill Business Improvement District



## BEAUTIFICATION

**KEON Center Street Sweeping program**

**BID initiative**

**BID Contribution \$5K**

**City Contribution \$5K**

**Wheelabrator Contribution \$20K**

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## BEAUTIFICATION

**KEON Center Street Sweeping program**

**Three days a week**

**Three to five sweepers**

**Program goes through June**

**Seeking to renew program**

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## SPECIAL EVENTS

**BID Initiated events:**

**Peekskill Farmers Market**

**Peekskill Flea Market**

**Peekskill Holiday Tree Lighting**

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## SPECIAL EVENTS



### Peekskill Farmers Market

Consistently brings 1,000 people  
Well-respected  
Market Manager certified  
Nice variety of vendors  
Best market in region

# Peekskill Business Improvement District



## SPECIAL EVENTS

### Peekskill Farmers Market

**2017: Launched Indoor/Winter Market  
@ 925 South Street**

**2018: Move market outside earlier**

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## SPECIAL EVENTS

### PEEKSKILL HOLIDAY TREE LIGHTING, TOY GIVE-AWAY

600 people attended  
Upgraded the performances  
Community inclusive  
750 toys given away

Co-sponsored with HVGCC and Love Holds  
Life Children's Cancer Found.

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## SPECIAL EVENTS

**Peekskill St. Patrick's Celebrations**

**Open Studio Tour Weekend**

**Cinco De Mayo**



# Peekskill Business Improvement District



## BUSINESS DEVELOPMENT

### Free Shuttle Service to/from the Train Station

The shuttle averaged 100 passengers a day during its 48 days of service. July and September were the busiest months, each with over 1,000 passengers.

# Peekskill Business Improvement District



## BUSINESS DEVELOPMENT

**Free Shuttle Service  
to/from the Train Station**

**86% of those taking the shuttle were  
visiting Peekskill for hiking.  
Virtually all of those took the shuttle  
back into Downtown before returning  
to the train station.**

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## BUSINESS DEVELOPMENT

**Free Shuttle Service  
to/from the Train Station**

**92% of the shuttle users were from NYC  
(Brooklyn, Manhattan, Queens).**

**The rest were mainly foreign tourists from  
such places as Germany, Wales, Mexico, Italy.  
Very few were from other parts of the US.**

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## BUSINESS DEVELOPMENT

**Free Shuttle Service  
to/from the Train Station**

**Collected more than 170 positive, outstanding comments. None were negative.**

**Some suggested a bigger shuttle and some suggested more advertising for the service.**

**100% of those surveyed gave the shuttle a five star rating, five stars being best.**

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## 2017 BUDGET/2018 BUDGET

**40% operations**

**20% for beautification**

**20% for marketing & advertising**

**20% event/progam support**

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## 2017 BUDGET



Leveraged our \$100,000 budget

\$5K from city for KEON

\$20,000 Wheelabrator for KEON

\$8K from IDA for shuttle service

\$30K from Flea/Farm Markets

\$25K from city for new holiday  
banners and lights

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## 2017 Accomplishments

- 1. Increased funding sources by 85% to cover expenses and initiatives**
- 2. Supported free shuttle service from train station**
- 3. Implemented and funded street sweeping initiative**

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## 2017 Accomplishments

4. Initiated working relationship with tourism industry
5. Coordinated successful holiday lights, banners and marketing campaign
6. Operated successful Farmers' and Flea Markets



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## 2018 Goals



1. Explore new revenue
2. Relaunch BID website with better and more up-to-date information
3. Fully re-establish social media presence
4. Advocate for streamlined banner placement through the PEP committee

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## 2018 Goals



**5. Pursue tourism opportunities at local, county and state levels**

**6. Support efforts of AIM 2018**

**7. Re-invigorate the flower barrels project**

**8. Seek to expand holiday lights/banners**

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**Thank you for attending.**