



# WELCOME

**Annual Meeting**  
**Tuesday, March 7, 2023**  
**Dramatic Hall, Peekskill NY**



**Peekskill Business Improvement District**

# WELCOME



Cynthia Del Rosario  
BID President



Bill Powers  
BID Executive Director



**Peekskill Business Improvement District**

# BID HISTORY



Created to promote  
**business activity**  
in downtown Peekskill  
in September 1995 including  
marketing, events, beautification  
projects and business advocacy



**Peekskill Business Improvement District**



## BID BACKGROUND

- Self-assessment District
- First BID in Westchester County
- \$100,000 a year from property owners and at least \$100,000 in sponsorships and vendor fees



**Peekskill Business Improvement District**

# BID BOUNDARIES



## PEEKSKILL BUSINESS IMPROVEMENT DISTRICT BOUNDARY



Map Produced February 2019



## Peekskill Business Improvement District

# BID BACKGROUND



- Budget set @ \$205,000 this year
- Part-time Executive Director
- As needed Admin. Assistant
- Volunteer Board of Directors



**Peekskill Business Improvement District**



## 13 Member Board of Directors

- Seven property owners
- Two commercial tenants
- One Certified Artist
- Three City Appointees:
  - City Manager appointee
  - City Council appointee
  - City Comptroller appointee



**Peekskill Business Improvement District**

## Current Board of Directors (as of 3/7/23)

Cynthia Del Rosario, President

LaFern Joseph, Vice President

Toni Tracy, Treasurer

Drew Claxton, Secretary

### Board Members

Monique Brideau

Ivy Fairchild

David Kaminsky

Frank Vasquez

Larry D'Amico

Brian Fassett

Matthew Rudikoff

Property Owner

Seat Open

Executive Director (Non Voting) – Bill Powers



**Peekskill Business Improvement District**



# **2022 BID Accomplishments**

**Registered all participating  
Commercial Tenants in BID District**

**From 130 registered commercial  
tenants to over 220**

**Street Team Outreach by Events to Remember**



**Peekskill Business Improvement District**

# 2022 BID Accomplishments



## LETTER FROM THE PRESIDENT OF THE BOARD OF DIRECTORS

Dear Downtown Business and Property Owners,

I am excited and honored to be the President of the Board of Directors of the Peekskill Business Improvement District. During my tenure, my goals are to increase engagement and to promote Peekskill as a destination especially within the BID. I often get asked, "How do I get involved?" Believe it or not, there are a number of ways you can get involved today and stay informed!

- 1. Register your business.** If you own or lease commercial space for your business within the district, scan the QR Code on the front of this brochure to get started. It's free!
- 2. Attend our monthly Board of Directors Meetings.** Visit [www.discoverpeekskill.com/events](http://www.discoverpeekskill.com/events) for dates, times, locations, log-in information and agendas.
- 3. Stay connected.** Like our Facebook page to find out what our downtown businesses are doing and what events are happening.
- 4. Serve on the Board of Directors.** Eligible BID members may run for the Board during annual elections.
- 5. Volunteer.** Serve on one of our committees to help guide the BID in its decision-making or volunteer to help us present events.

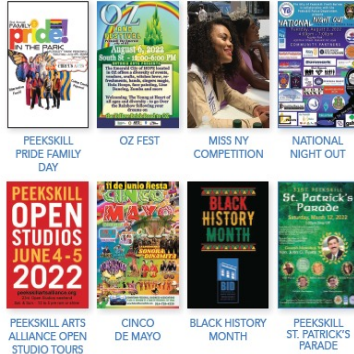
The BID, created in 1995, encompasses downtown Peekskill's Central Commercial District, and serves approximately 160 property owners and more than 200 commercial tenants. The BID is funded each year with \$100,000 generated by a special levy on downtown property owners and is used to strengthen commerce and increase property values.

Want to stay connected, serve on the Board or volunteer? Email us at [peekskillbid1@gmail.com](mailto:peekskillbid1@gmail.com), or call us at (914) 734-5585.

Warmly,

Cynthia Del Rosario, President  
Peekskill Business Improvement District  
Board of Directors

## BID SUPPORT FOR DOWNTOWN EVENTS



## BOARD OF DIRECTORS

**PRESIDENT:**  
CYNTHIA DEL ROSARIO  
Property Owner Representative  
— Class A, 38 N Division St.

**VICE PRESIDENT: LAFERN JOSEPH**  
Property Owner Representative  
— Class A, 13 S Division St.

**TREASURER:**  
MATTHEW ALEXANDER  
Peekskill City Manager—Class C

**SECRETARY: DREW CLAXTON**  
Property Owner Representative  
— Class A, 201 S Division St.

**EXECUTIVE DIRECTOR:**  
BILL POWERS



## BOARD MEMBERS

Monique Brideau  
Certified Artist Representative — Class D  
Larry DiVenico  
Property Owner Representative — Class A,  
901 South St.

Ivy Fairchild  
Commercial Tenant Representative  
— Class B, Landmark Consultants, LLC

Brian Fassett  
Peekskill Common Councilman—Class C

David Kaminsky  
Property Owner Representative — Class A,  
1 North Division St.

Monique Michaels  
Commercial Tenant Representative  
— Class B, Monique Michaels Art  
& Photography

Matthew Rudikoff  
Economic Development Specialist  
— Class C

Frank Vasquez  
Property Owner Representative — Class A,  
900 Main St.

Property Owner  
Representative — Class A Unassigned  
as of 9/2022

**BID**  
PEEKSKILL  
BUSINESS  
IMPROVEMENT  
DISTRICT

**Want to register your business?**  
Scan this QR Code and complete the online registration—it's free and will take just 5 minutes!

[www.discoverpeekskill.com](http://www.discoverpeekskill.com)

Produced the  
BID's first  
comprehensive  
marketing  
brochure



Peekskill Business Improvement District

# 2022 BID Accomplishments

## BID ACCOMPLISHMENTS

In case you missed our biggest achievements, here are some of the highlights:

### Shop, dine Peekskill App

- Launched interactive wayfinding app of downtown businesses—free for BID Members
- Links directly to business websites from smart phones or computers



### We Are Peekskill Somos Peekskill

- BID's first ever Bi-Lingual Campaign
- Consisted of larger-than-life banners at highly visible locations
- Celebrated the diversity of Peekskill's business owners and employees
- Posters distributed to local businesses
- Adapted to promote clean streets campaign & COVID safety



### Peekskill Makes Me Merry

- Coordinates with City of Peekskill to produce annual holiday tree lighting
- Community groups & professional performers sing holiday classics on the showmobile's stage
- Distributes 1,000 PMMM Buttons
- Advocates for and receives FREE four holiday parking in garages
- Professionally decorated Gazebo



### Peekskill Farmers Market

- Managed by professional management team
- Serving the Peekskill area for more than 30 years
- Successfully managed market during COVID with no contact tracing back to the market
- Brings more than 1,000 people to downtown every Saturday, more than 60 percent from outside Peekskill
- Initiated Online Vendor Payment Option
- Added new gourmet food & specialty items

Have something to sell at the market? Complete the farmers market application under the markets and festivals tab at [discoverpeekskill.com](http://discoverpeekskill.com)



### Harriet Tubman Statue

- Funded and brought nationally-touring Harriet Tubman Statue to Peekskill
- Hosted meetings with Park Street AME Zion Church, PNAACP, Sisters in Support, Peekskill City School District, Peekskill Youth Bureau & Field Library
- Spearheaded series of virtual events
- Coordinated with City DPW for placement and Peekskill Police for police escort
- Created dedicated website: [harrietubmanpeekskill.com](http://harrietubmanpeekskill.com)
- Ongoing commitment to African American history in Peekskill



### Special Events

- Presented 2022 Peekskill Music Festival
- Presented Pugsley Park Concerts
- Co-sponsored Pumpkin Decorating event with City



### Peekskill Flea Market

- Up to 30 vendors selling gently used, homemade creations and antiques
- Up to 1,000 customers a day find their next treasure

Have something to sell at the market? Complete the flea market application under the markets and festivals tab at [discoverpeekskill.com](http://discoverpeekskill.com)



### Beautification

- Designed and purchased 150 colorful banners to promote the city's dining, history, arts, shopping and entertainment
- Purchased holiday lighted snowflakes, several over-the-street-holiday decorations, and 100 snowflake banners
- Purchased 100 hanging flower baskets to beautify the city streetscape
- Installed and maintained by Peekskill DPW

### Grand Openings

- Coordinates grand openings and ribbon-cuttings with the Hudson Valley Gateway Chamber of Commerce



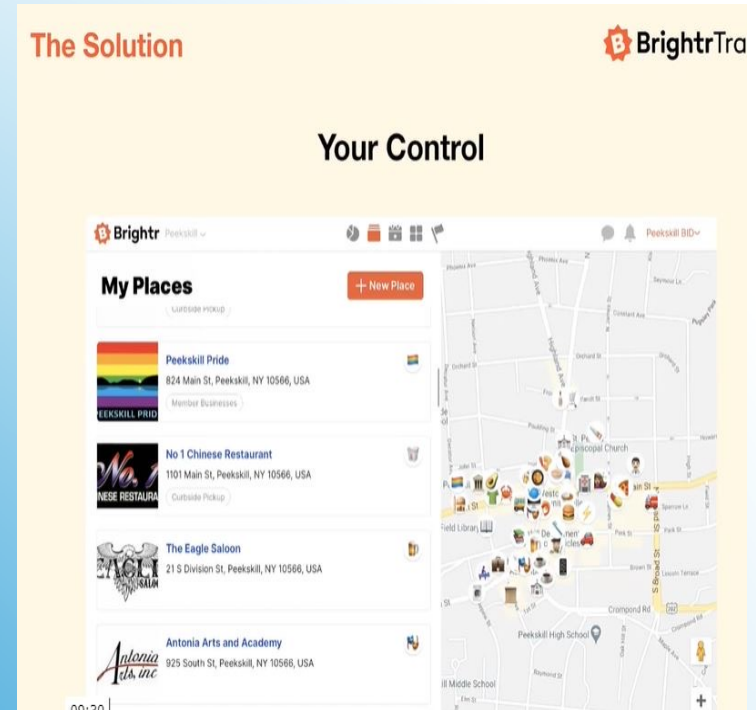
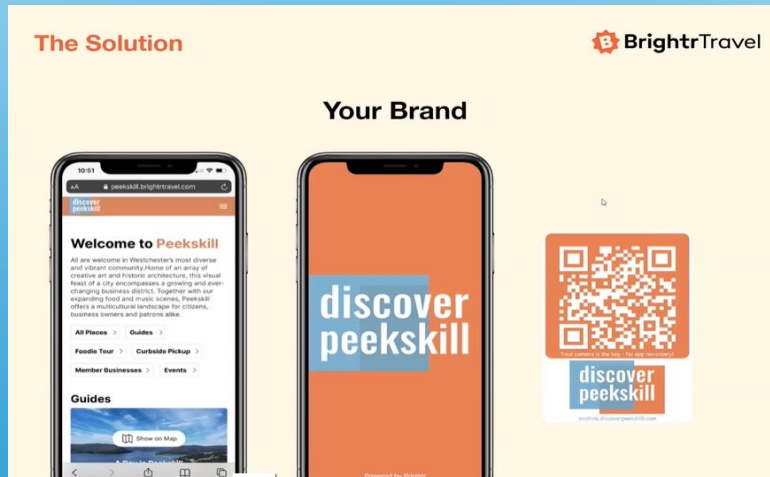
Distributed to  
**NEWLY**  
registered  
BID businesses  
by street team  
in late 2022



Peekskill Business Improvement District

# 2022 BID Accomplishments

- All registered BID Members are on the Brighter Travel App and Map
- Expanded reservations, events and other improvements to Brighter



Peekskill Business Improvement District

# 2022 BID Accomplishments



## Managed by Events to Remember

Chereese Jarvis-Hill

Patrick Buckiewicz

Kimberly Davis



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# 2022 BID Accomplishments

- **1,000 market-goers per week**
- **SNAP/EBT: Rolling Ridge Farm and Do Re Me Farms accepted SNAP and Seniors Farmers Market Nutrition Program vouchers**
- **Online vendor payments: 90% vendors use online payment option**
- **Facebook page created in May 2020 now has 1,715 followers as of January 2023 with a gain of 681 new followers since the start of the 2022 market**



# 2022 VENDORS

(31) Vendors, (9) of which were new:

Babs Baking

Bella Serenity Soaps

Brewed in Solace

Café el Padrote

Cooper's Daughter Spirits at Olde York Farm

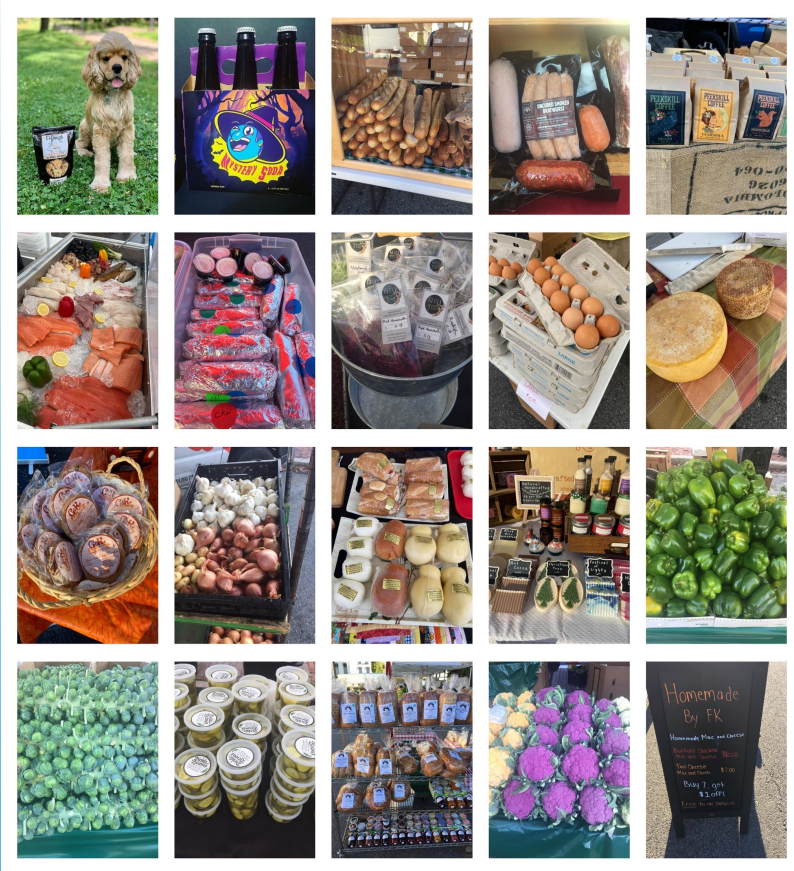
Cooperstown Cheese Company

DoReMe Farms

Earth Tone Farm

Ergo Hemp Co.

Fi-Dough Inc.



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# 2022 VENDORS

Fused Fitness

G&K Sweet Foods

Irvington Delight Market

Jeneric Bags

Joey's Market

Kimarbri's Ginger Delight

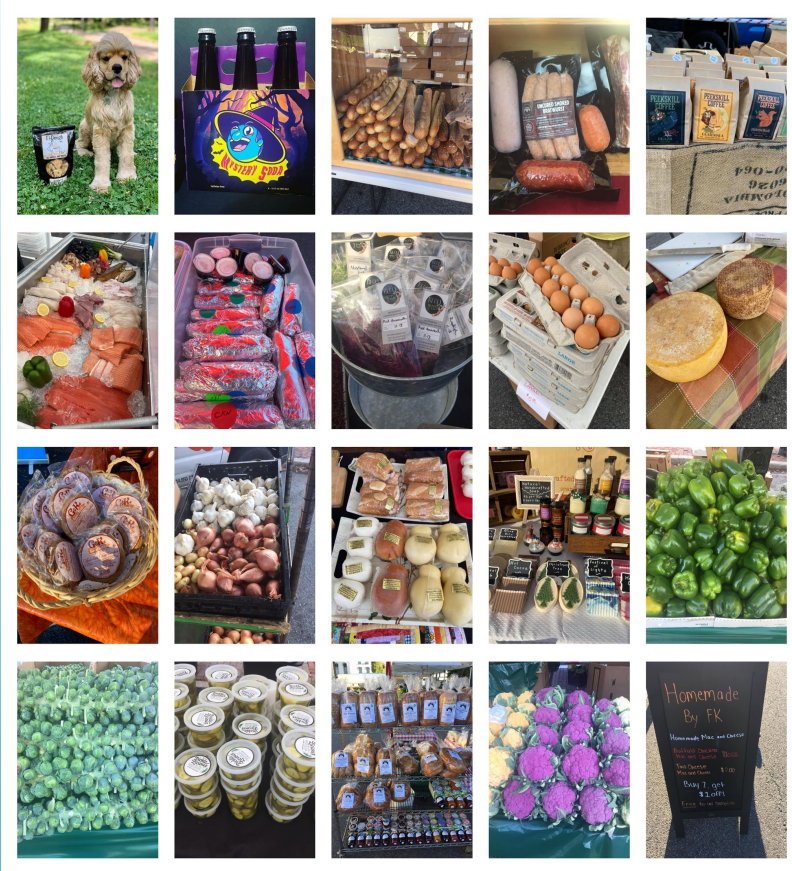
Meredith's Bread

Noomi

OM Champagne Tea

Orlando's Bakery

Picklelicious



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# 2022 VENDORS

Pome Florals

Rebecca's Paradise

Rob's Poultry Supply Store

Rolling Ridge Farm

Signal Fire Bread

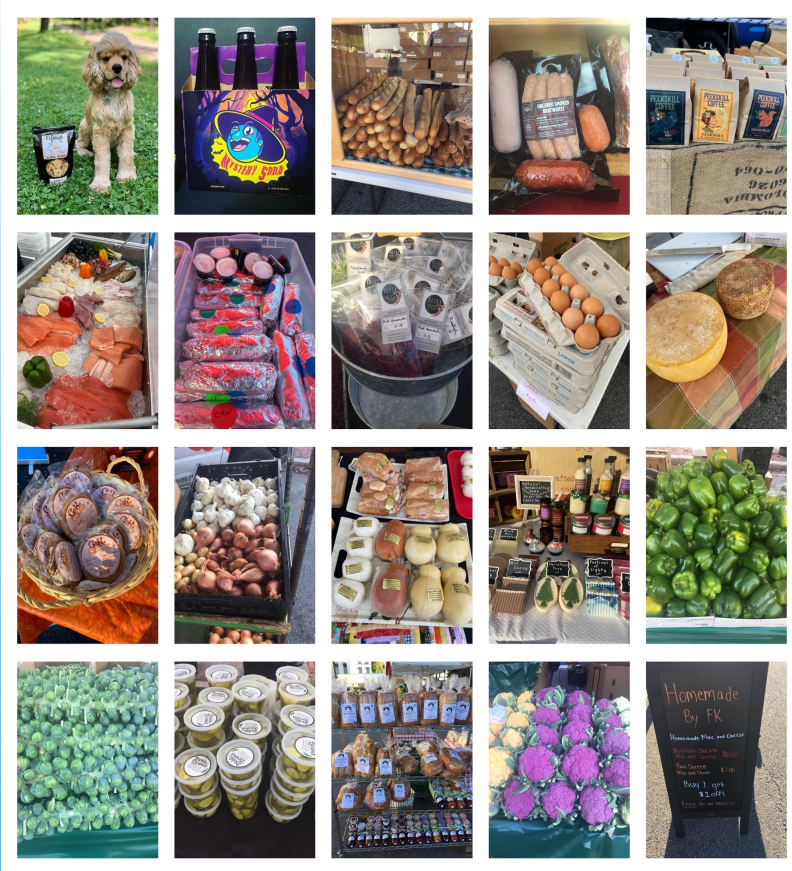
Sweet & Salty Queens

Third Bean Chocolate

Tres Bon Macaron

TwoKnitWits

With Love Jessie's Sweet Treats



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# 2022 COMMUNITY PARTNERS



**(8) Non-Profit Community Partners:  
Caring for the Hungry and Homeless of  
Peekskill**

**Friends of the Peekskill Dog Park**

**New Era Creative Space**

**Peekskill Conservation Advisory Council**

**Peekskill Herald**

**Peekskill Museum**

**Peekskill NAACP**

**The Field Library**



**Peekskill Business Improvement District**

# 2022 SPONSORS



*Champion Sponsor*

**New York Presbyterian Hudson Valley  
Hospital**

*Community Sponsor*

**Mid-Hudson Valley Federal Credit Union**

**Total Sponsorships: \$3,250**



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# 2022 BID Accomplishments: Events



- Pugsley Park Concerts
- Four Intimate Concerts
- Coordinated with restaurant openings and Farmers Market



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# 2022 BID Accomplishments: Events



The poster for the Peekskill Music Festival 2022 features a musician playing a trumpet. The text on the poster includes the Peekskill BID logo, the event title 'PEEKSKILL MUSIC FESTIVAL 2022', the date 'SATURDAY, JULY 23RD', the time '4PM TO 10PM', the location 'DOWNTOWN PEEKSKILL', and a 'RAIN OR SHINE' guarantee. It also lists the 'MAIN STAGE MUSIC LINEUP' and the 'ESTHER STREET MUSIC LINEUP' with their respective start times. On the left side, there are icons for 'BEER', 'VENDORS', 'FOOD', 'CRAFTS', and 'CHILDREN'S ACTIVITIES'.

MAIN STAGE MUSIC LINEUP		
Days of Wild		4:00pm
Anthem Reggae Band		5:15pm
Alex Smith		6:30pm
Chico Alvarez and RAN KAN KAN		7:45pm
Soul Energy		9:00pm

ESTHER STREET MUSIC LINEUP		
Ahlfabet Swing Band		4:30pm
Premik's World Music Ensemble		6:00pm

- Music Festival
- First large scale BID event since COVID
- 7 Bands, Two Stages
- Vendors/Food/Beer



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# 2022 BID Accomplishments: Peekskill Makes Me Merry



## Highlights:

- In cooperation with City Parks and Recreation, produced community tree lighting show
- Distributed 3,000 promotional flyers through the schools
- Distributed 2,000 PMMM Buttons
- Advocated for free four holiday parking in garages
- Launched first-ever Candlelight Tour of Downtown Retailers



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# 2022 Accomplishments: Beautification



## Highlights:

Replaced all three-season banners with brighter colors

Worked with City to coordinate and maintain hanging flower basket program



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# 2022 BID Accomplishments: Supported Events



- Peekskill St. Patrick's Parade
- Daisy Jopling's Annual Student/Professional Performer Paramount Hudson Valley show
- Miss New York Competition
- Cinco de Mayo
- Peekskill PRIDE Family Day in the Park



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# 2022 BID Accomplishments: Supported Events



- PAA Open Studios
- PAA Painting and Poetry
- Peekskill National Night Out
- Oz Festival
- 1 2 Heart U Music Festival
- Pumpkin Decorating @ Pugsley Park
- New Year's Eve Ball Drop



**Peekskill Business Improvement District**

# 2022 BID Accomplishments: Advocacy for Businesses

- President Del Rosario, Executive Director Powers and BID City Council Liaison Fassett attend regular meetings with **Peekskill City Manager Matt Alexander**
- Executive Director Bill Powers elected to Board of Directors, **Historic Hudson River Towns**
- President Del Rosario selected to serve on the **Connectivity Committee of the DRI Grants**



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# 2022 BID Accomplishments: Advocacy for Businesses

- **Issued letters of support** for Complete Street Project-Broad Street, Federal Transportation Grant; ATTAIN (Federal) Grant to implement a micro-transit program in Peekskill and surrounding communities.
- Toured proposed improvements to **Pugsley Park through DRI grant**
- Toured **Main Street (North side) improvements** and other locations along Main Street for improvements
- Toured **Broad Street** and areas around **Park Place** for BID attention and services



**Peekskill Business Improvement District**

# 2022 Accomplishments: Executive

Executive Director elected  
Vice President of the Board of Directors,  
**Historic Hudson River Towns**

Executive Director participates in  
monthly statewide **BID director's meetings**

Executive Director selected to represent Peekskill @ **New  
York State Conference of Mayors** Panel in Syracuse, NY



**Peekskill Business Improvement District**

# 2022 Financial Report



**Peekskill Business Improvement District**

## 2022 BID Income

BID Assessment	Budgeted	Actual	Variance
BID Assessment	\$100,000	\$100,000	
Misc.	\$0.00	\$800	
Farmers Market	\$32,000	\$41,308	
Flea Market	\$23,000	\$15,640	
Event Support	\$50,000	\$10,482	
Total Income	\$205,000	\$168,230	\$36,770



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## 2022 BID Expenses

<b>BID Expenses</b>	<b>Budgeted</b>	<b>Actual</b>	<b>Variance</b>
Exec. Dir/Admin. Staff	\$44,390	\$39,764	
Office/Ins/Print/Web/legal	\$22,130	\$29,339	
Farmers Market	\$31,100	\$36,395	
Flea Market	\$18,350	\$19,626	
Beautification	\$9,200	\$6,600	
Event	\$79,850	\$63,406	
Total Income	\$205,000	\$195,132	\$9,868



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# 2022 BID Income & Expenses

**Summary: - \$26,902**

**TOTAL 2022 INCOME: \$168,230**

**TOTAL 2022 EXPENSES: \$195,132**



**Peekskill Business Improvement District**



## 2022 Fund Balance

Reserve Total Fund balance of:

**Summary: \$48,727**

**The BID is in excellent  
financial condition**



**Peekskill Business Improvement District**



## 2023 Goals and Plans

### Peekskill Flea Market

- Hire new manager or management team
- Boost Social Media Presence
- Move to Online Vendor Payments
- Launch in June, same weekend as Farmers Market



Peekskill Business Improvement District

# 2023 Goals and Plans

**Launch Quarterly Electronic Newsletter to BID Members**

**Create and launch self-guided and guided tours of historic downtown buildings**

**Increase participation in tourist/visitor-related activities through Historic Hudson River Towns**

**Introduce dedicated booth space for Downtown Business of the Week at the Peekskill Farmers Market**

**Continue the legacy of success of the Peekskill Flea Market established by Ferdinand Aiello**



**Peekskill Business Improvement District**

# 2023 Goals and Plans

Return to **In-person** Board of Directors Meetings

Expand services on the **Brightr Travel** application

**Replace Holiday Banners** with  
artist-inspired holiday-themed art

Monitor all **DRI projects** impacting the downtown

Collaborate with **Hudson Valley Chamber of Commerce**

Continue to **support new and established** community events  
that bring people into the downtown



**Peekskill Business Improvement District**

# 2023 Peekskill BID Board of Directors'

## In-Person Meetings

Tuesday, March 7, 2023

Tuesday, April 4, 2023

Tuesday, May 2, 2023

Tuesday, June 6, 2023

Tuesday, July 11, 2023\*

Tuesday, August 1, 2023

Tuesday, September 12, 2023\*

Tuesday, October 3, 2023

Tuesday, November 14, 2023\*

Tuesday, December 5, 2023

\* represents second Tuesday of the month (due to adjacent holidays)



**Peekskill Business Improvement District**

**We CAN'T do this  
without you!**



**Peekskill Business Improvement District**

# How can you get involved?

1. Register your business and take control of your Brighttr listing
2. Attend our monthly Board of Director's Meetings
3. Stay Connected, like us on Facebook
4. Serve on the Board of Directors
5. Volunteer, serve on one of our committees or help with an event
6. Reach out to us if you have a problem or issue



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# Thank you!



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# Questions & Answers



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