

WELCOME

Annual Meeting

Tuesday, March 5, 2024
Dramatic Hall, Peekskill, NY



Peekskill Business Improvement District

WELCOME

BID Board President Cynthia Del Rosario
Executive Director Bill Powers



Peekskill Business Improvement District

BID HISTORY

Created to promote business activity in downtown Peekskill in 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
- Additional revenue raised from sponsorships and vendor fees

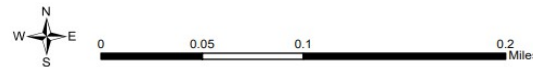
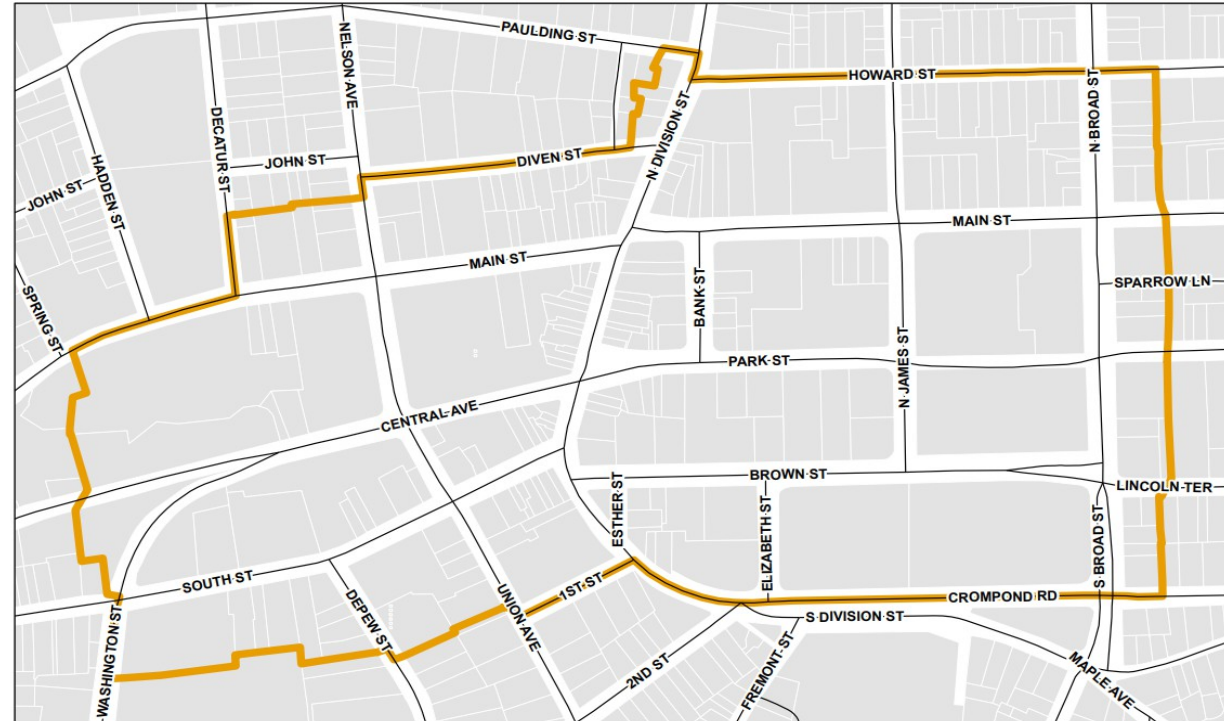


Peekskill Business Improvement District

BID BOUNDARIES



PEEKSKILL BUSINESS IMPROVEMENT DISTRICT BOUNDARY



Map Produced February 2019



Peekskill Business Improvement District

BID

- Budget set @ \$184,000 this year
- Part-time Executive Director
- As needed Administrative Assistant/Translation Services
- 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



Board of Directors Current Officers

(as of 3/5/24)

Property Owner **Cynthia Del Rosario, President**

Commercial Tenant **Ivy Fairchild, Vice President**

City Comptroller Appointee **Toni Tracy, Treasurer**

Property Owner **Drew Claxton, Secretary**

Executive Director (Non Voting) – Bill Powers



Peekskill Business Improvement District



Current Board of Directors (as of 3/5/24)

Artist **Monique Brideau**

Property Owner **Larry D'Amico**

Property Owner **Dorothy Posada**

City Council Appointee **Brian Fassett**

Property Owner **David Kaminsky**

City Manager Appointee **Matthew Rudikoff**

Property Owner **Roger Campos**

Property Owner **Chuck Lesnick**

Commercial Tenant **Richard Rogers**



Peekskill Business Improvement District



City of

PEEKSKILL

NEW YORK



Thank you to the City of Peekskill for...

- Meeting with the BID every two weeks
- Being responsive to requests/complaints
 - Watering the hanging flower baskets
- Providing orange barrels/signs to close off Bank Street for the farm and flea markets
 - Co-sponsoring the annual tree lighting
- Installing and removing the holiday and three season banners
 - Allowing the BID to meet at City Hall

THANK YOU!

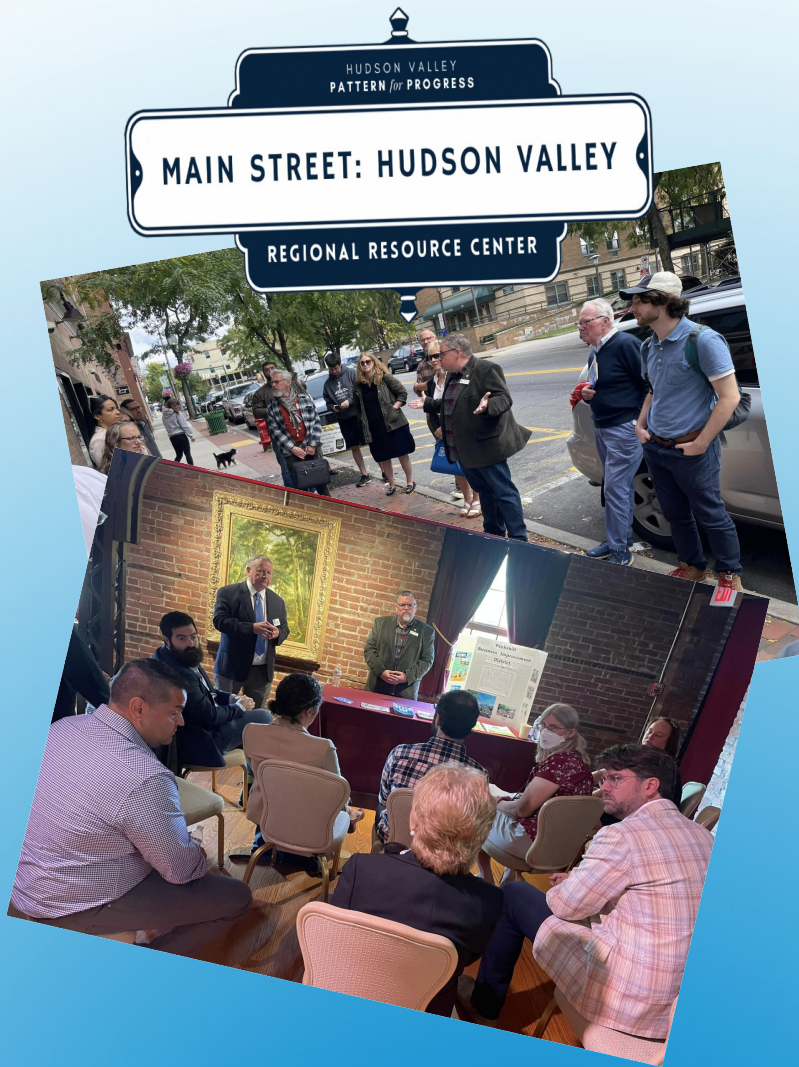


Peekskill Business Improvement District

2023 BID Accomplishments



Peekskill Business Improvement District



2023 Accomplishments Co-Hosted Patterns for Progress Main Street Forum

- Councilman Brian Fassett and Executive Director Bill Powers conducted a round table discussion about the BID
- Councilman Fassett conducted a tour of the downtown
- 50 municipal leaders attended



Peekskill Business Improvement District

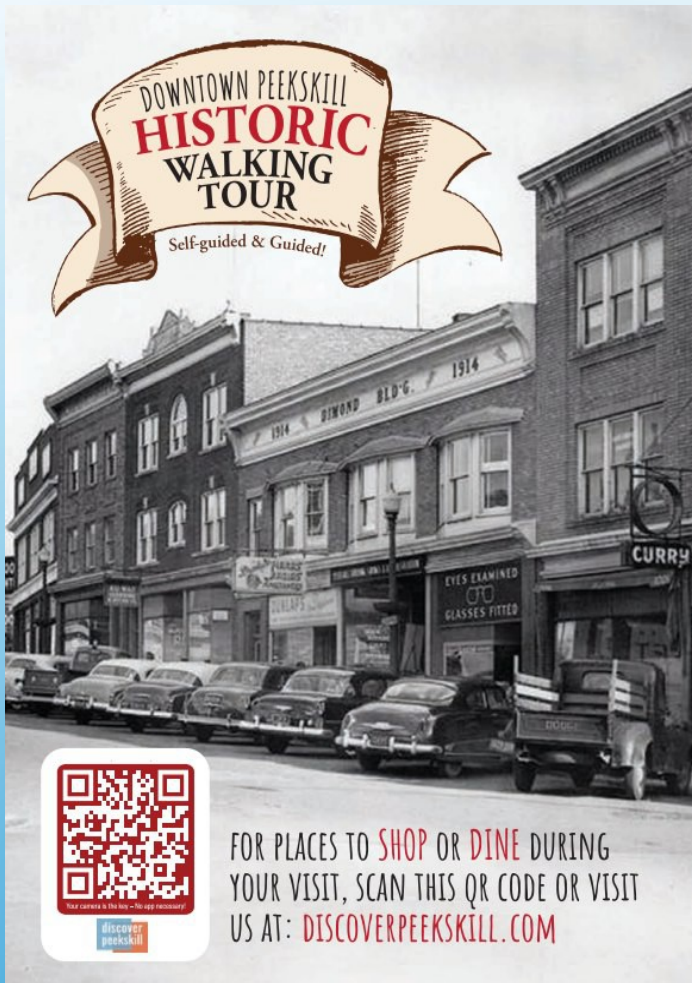
2023 Accomplishments

Advocacy for City Grant Applications

- NYS Department of State Smart Growth Comprehensive Planning Grant Program for Comprehensive Plan Supplemental Study on Workforce Housing
- Historic Preservation Grant for roofing, HVAC and ADA compliance at the Paramount Theater
- NYS Office of Parks, Recreation, and Historic Preservation Grant for additional funding for Pugsley Park & Monument Park
- NYSDOT TAP grant for Central Avenue improvements
- USDOT RAISE grant to make Broad Street safer
- McGregory Brook Drainage Improvements - RISC Grant Application



Peekskill Business Improvement District



2023 Accomplishments Launched Historic Walking Tours

- Researched, created print and online walking tour map
- Self-guided and Guided
- Conceived by and tours conducted by David Kaminsky
- Average # of guests on tour: 15



Peekskill Business Improvement District



2023 Accomplishments Holiday Banners

- Replaced 150 Holiday Banners
- Conducted RFQ/RFD process for local artists to design new banners
- John Gutierrez and Carol Wax Chosen - Each received a \$1,000 stipend
- City of Peekskill DPW installed banners at no cost to the BID



Peekskill Business Improvement District

2023 Peekskill Flea Market Accomplishments



PEEKSKILL UNDER NEW MANAGEMENT

FLEA MARKET

IS BACK FOR 2023!

Sundays, June 4th - November 19th
8am - 4pm Bank Street, Peekskill, NY

Antiques, used, collectible & handmade items...
find your next treasure!

SPONSORED BY **BID** PEERLESS BUSINESS IMPROVEMENT DISTRICT

Contact: Beshir Zahir, Market Manager
Phone #: (914) 527-2256
Email Address: BeshirZahir@yahoo.com

discover peekskill

The flyer features a green background with a yellow base. It includes illustrations of various flea market items like a lamp, a television, a boombox, a radio, a camera, a suitcase, and a shopping bag. There are also two striped umbrellas and a QR code in the bottom right corner.

- Hired new flea market manager
- Doubled the number of vendors from 15 to 30+



Peekskill Business Improvement District

2023 Peekskill Flea Market Accomplishments

A colorful poster for the Peekskill Flea Market. The top left features the word 'PEEKSKILL' in white on a dark blue banner. To its right, 'UNDER NEW MANAGEMENT' is written in white on a green background. Below this, 'FLEA MARKET' is written in large, bold letters, with 'FLEA' in red and 'MARKET' in white. Underneath, 'IS BACK FOR 2023!' is written in yellow on a dark blue banner. The event dates and times are listed as 'Sundays, June 4th - November 19th' and '8am - 4pm' at 'Bank Street, Peekskill, NY'. A tagline reads 'Antiques, used, collectible & handmade items... find your next treasure!'. The central illustration shows a flea market stall with various items like a lamp, a radio, a television, a boombox, and a suitcase. A QR code is visible in the bottom right of the illustration. At the bottom left, it says 'SPONSORED BY' with the BID logo. At the bottom center, contact information for Beshir Zahir, Market Manager, is provided: 'Phone #: (914) 527-2256' and 'Email Address: BeshirZahir@yahoo.com'.

PEEKSKILL
UNDER NEW MANAGEMENT

FLEA MARKET

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Antiques, used, collectible & handmade items...
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SPONSORED BY
BID
PEEKSKILL BUSINESS IMPROVEMENT DISTRICT

Contact: Beshir Zahir, Market Manager
Phone #: (914) 527-2256
Email Address: BeshirZahir@yahoo.com

- Increased foot traffic to 2,000 p/w
- Almost doubled revenue from \$15,600 (2022) to \$31,000 (2023)



Peekskill Business Improvement District

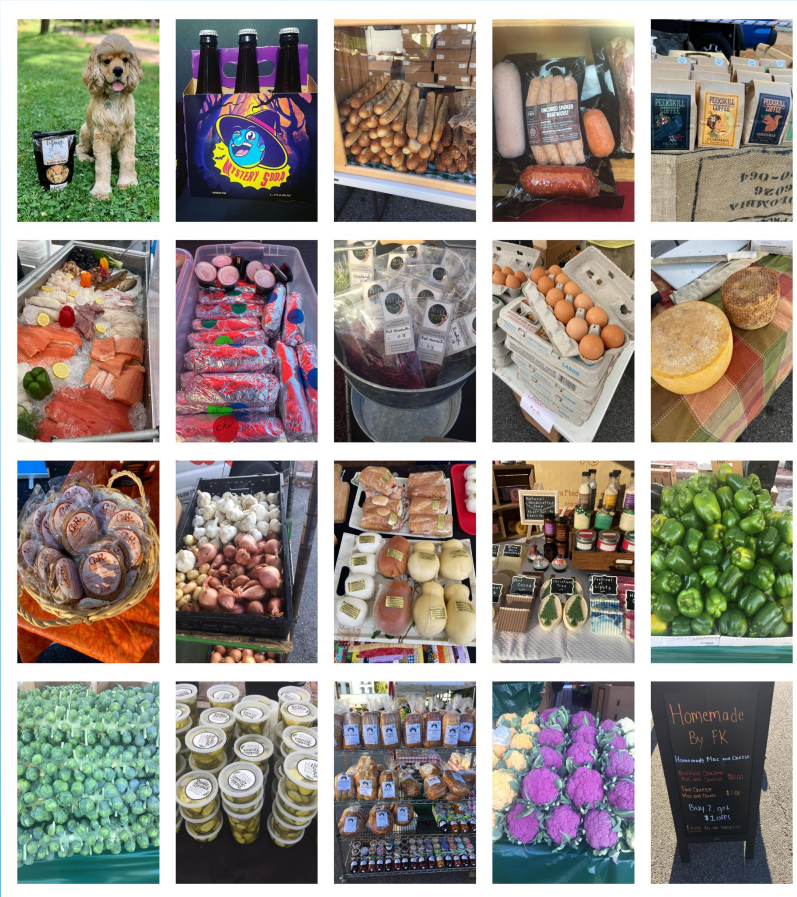
2023 Farmers Markets Accomplishments

- 33 different vendors, 10 were new
- 10 Community Partners, Paw Safe found homes for 12 dogs at the market

(3) Sponsors:

- New York Presbyterian/HV Hospital
- Mid-Hudson Valley Federal Credit Union
- H&R Block

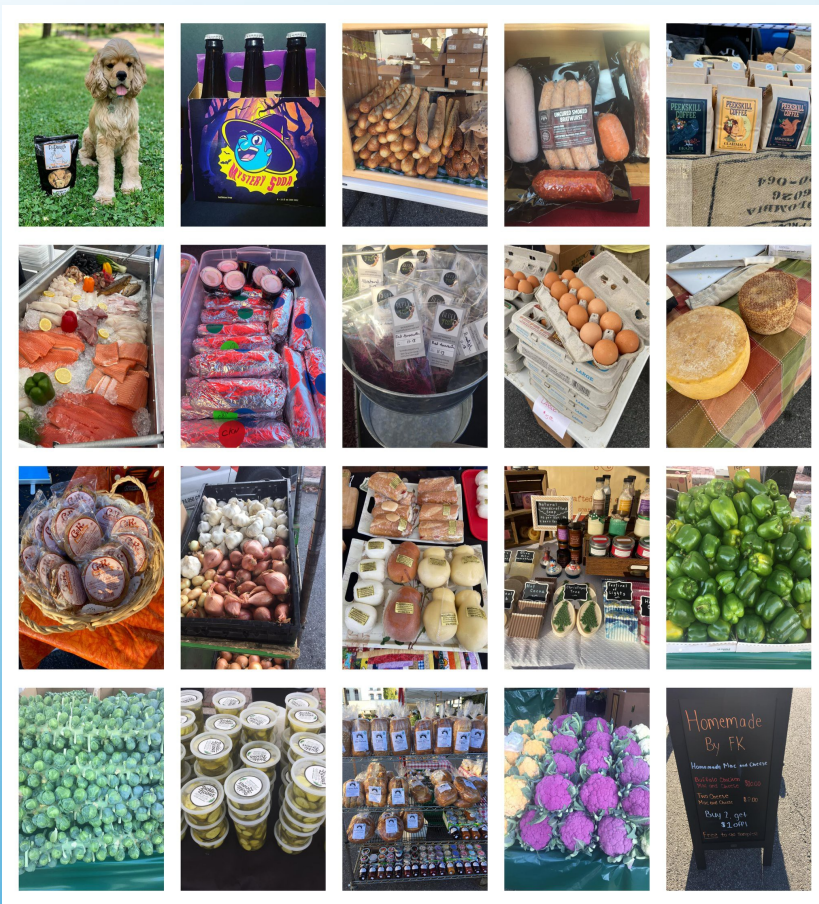
Total Sponsorships for 2023: \$4,450



Peekskill Business Improvement District

2023 Farmers Market Accomplishments

- 2,188 followers on Facebook (an increase of almost 500)
- Customer counts/revenue down from 2022 because we had 9 Saturdays of rain, including one all-out cancellation
- Closure of Burger Diner impacted attendance
- “Personalities” at the booths left



Peekskill Business Improvement District

2023 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 1,000 PMMM Buttons
- Advocated for free four holiday parking in garages



Peekskill Business Improvement District

2023 Accomplishments

Peekskill Makes Me Merry

Performers Included:

- ◆ Doug Feroni
- ◆ Peekskill City Singers
- ◆ The Dance Conservatory Dancers
- ◆ Bria The Artist
- ◆ Just the Place Dancers
- ◆ Antonia Arts Wiz Kids
- ◆ Kiley Center STARS
- ◆ Santa Claus
- ◆ Kacey Morabito from WHUD



**PEEKSKILL
MAKES ME MERRY**

**ANNUAL HOLIDAY TREE
LIGHTING CEREMONY**

**Saturday, December 2, 2023
at 4:00pm**

at the Gazebo on the Corner of Park Street
& Division Street, Downtown Peekskill, NY

Hosted by Kacey Morabito
from WHUD's "Mike & Kacey" Show

Singer, Actor & Recording Artist **Doug Feroni**
Peekskill High School City Singers
Singer, Songwriter, Producer **Bria The Artist**
The Dance Conservatory Dancers
Singer **Amy Reyes**, Courtesy Antonia Arts
Just The Place Dancers
Antonia Arts Wiz Kidz
Kiley Center S.T.A.R.S. Dance Troupe
SPECIAL APPEARANCE BY SANTA CLAUS!

Be sure to pick up your Peekskill Makes Me Merry button!
FREE hot chocolate and cookies while supplies last.
FREE holiday gifts to children under 12 while supplies last.



Scan this QR code for your holiday shopping & dining in Downtown Peekskill or visit shopdine.discoverpeekskill.com!




Peekskill Business Improvement District

2023 BID Support Events


\$25,000+

Antonia Arts presents **OZ ON STAGE** directed by Scarlett Antonia



FRANK AND THE WOMEN OF OZ

A multi-media performance event created by Marcy B. Freedman



SUNDAY, May 7, 2023 at 3pm

Performers include
The WIZ KIDZ
SKIN AGAINST METAL
Marcy B. Freedman
Mary Sofianos
and more!

Tickets: \$20
At the Paramount
Box Office
914-729-0039
Group Discounts
Contact:
-2@gmail.c
-2

DOWNTOWN PEEKSKILL
Self-Guided

STUDIO TOURS

Sat, Sept 23, 2023
12 to 5pm

peekskillartsalliance.org
Sponsored by
Peekskill Arts Alliance & Peekskill BID



2024

New Year's Eve

**PEEKSKILL
NEW YEAR'S EVE
ANNUAL BALL DROP**

Come on down to Peekskill to celebrate the coming of the New Year!

Hosted by Kenny Lewis & Steve Laker
THERE WILL BE LIVE MUSIC
by the band *HERE24*

FIREWORKS, A LIVE COUNTDOWN & THE BALL DROP

THE FUN STARTS AT 10PM

Sponsors:
City of Peekskill, Peekskill Business Improvement District, Hudson Valley Gateway Chamber of Commerce,
Brian Fassett, Sepp Spennhauer, Inn on the Hudson, JK Fence & Highland Welding



Peekskill Business Improvement District

2023 BID Support Events

- Peekskill St. Patrick's Parade
 - Daisy Jopling Concert
- Miss New York Competition
- Peekskill PRIDE in the Park



Peekskill Business Improvement District

2023 BID Support Events

- PAA Open Studios
- Juneteenth Parade & Celebration
- Oz Land Festival
- Summer Shakedown Music Festival



**PEEKSKILL
OPEN
STUDIOS
JUNE 3-4
2023**

peekskillartsalliance.org
24th Annual Open Studios weekend
Sat. & Sun. - 12 to 5 pm rain or shine

**PEEKSKILL
THE EMERALD CITY**

ANTONIA ARTS PRESENTS

**OZ
LAND
FESTIVAL**
Downtown Peekskill

**FOLLOW YOUR DREAMS
ON THE YELLOW BRICK ROAD!**

September 16 2023
South St. Peekskill NY 10566
Time - 12:00 - 6:00 PM

Come enjoy with your family

**1939 THE WIZARD OF OZ MOVIE
WITH JUDY GARLAND**

Music - Singers - Dancers
Wiz Kids - Vendors - Crafts & Retail items

SCARLETT ANTONIA - (914) 393-2382
ANTONIAARTS2@GMAIL.COM • ANTONIAARTS.ORG

Westchester County ARTS W CENTER



Peekskill Business Improvement District



The City of Peekskill Youth Bureau
in collaboration with the
Peekskill Police Department
present

NATIONAL NIGHT OUT
"Fun for the whole family"

Tuesday, August 1, 2023
5:00pm - 8:00pm
Pugsley Park
1038 Main Street, Peekskill, NY 10566

COMMUNITY PARTNERS

Sisters in Support INC. presents:

9TH Annual Kwanzaa Ball

DEC 30 2023

2023 Champion of the People Awards

Colin Smith Esq.
Legislator

Kecia Palmer-Cousins MBA
Entrepreneur

2023 Rising Star Award
Micah Benson
Minister, Artist, Speaker

The Jam Syndicate Band

1141 Main Street, Peekskill, NY.
(Peekskill Fire Dept. Building in Crossroads Shopping Center).
SATURDAY, DECEMBER 30, 2023. Time: 6pm - 11pm.
(Doors Open at 5:45 pm.)

Tickets: Early Bird - \$50.00, until DEC 15th!! Price \$60.00
after Dec 15th. Must buy in advance!! NO TICKETS SOLD AT THE DOOR!! LIMITED CAPACITY!!

Tickets Avail at: The Fern Tree African Gift Shop
13 South Division Street, Peekskill, NY, 10566
For info or tickets contact: 646-765-8819
Dress Code: AFRICAN ELEGANCE (NO JEANS Please)
Live Music, Dinner, Raffles, Scholarships, and Community Service Awards Presentations.

DOWNTOWN PEEKSKILL
Self-Guided

STUDIO TOURS

Sat, Sept 23, 2023
12 to 5pm
peekskillartsalliance.org
Sponsored by
Peekskill Arts Alliance & Peekskill BID

2023 BID Support Events

- PAA Mini Open Studio Weekend
- PAA Holiday Boutique
- Peekskill Kwanzaa Night
- New Years Even Ball Drop
- National Night Out



2023 Financial Report



Peekskill Business Improvement District

2023 BID Income

| Description | Actual Revenue |
|----------------|----------------|
| Tax Assessment | \$100,000 |
| Farmers Market | \$30,073 |
| Flea Market | \$31,230 |
| Total Revenue: | \$161,304 |



Peekskill Business Improvement District

2023 BID Expenses

| Description | Expense |
|---|-----------|
| Executive Director/Admin/Legal/Auditing | \$43,921 |
| Advertising/Website | \$7,928 |
| Postage/Supplies/Printing/Travel | \$10,553 |
| Office Rent/CAM | \$3,425 |
| Membership (Elections) | \$3,218 |
| Supported Activities | \$28,462 |
| Farmers Market | \$32,824 |
| Flea Market | \$20,417 |
| Beatification (Holiday Banners) | \$7,524 |
| Insurance | \$2,975 |
| Total Expenses: | \$161,244 |



Peekskill Business Improvement District

2023 BID Income & Expenses

TOTAL 2023 INCOME: \$161,304

TOTAL 2023 EXPENSES: \$161,244

\$60.00



Peekskill Business Improvement District

2023 Fund Balance

The BID is in excellent financial condition

With a reserve fund balance of:

2022 Fund Balance \$47,349

2023 Fund Balance \$47,409



Peekskill Business Improvement District

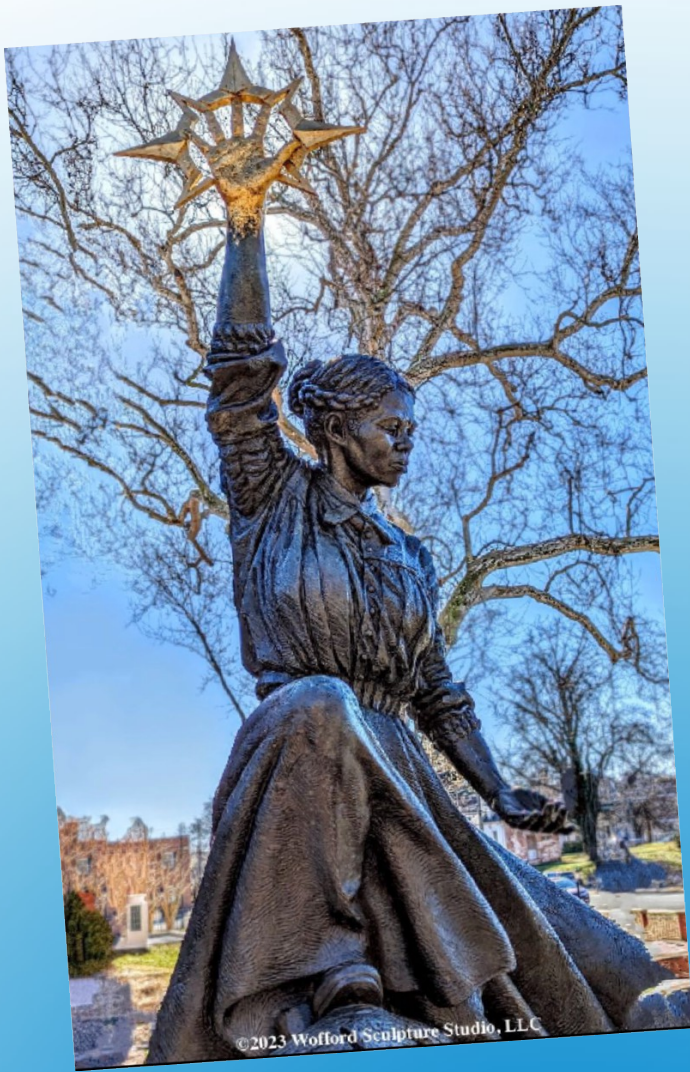
2024 Plans



Peekskill Business Improvement District

2024 Plans

Bring Harriett Tubman Beacon of Hope Statue to Peekskill



Peekskill Business Improvement District



2024 Plans

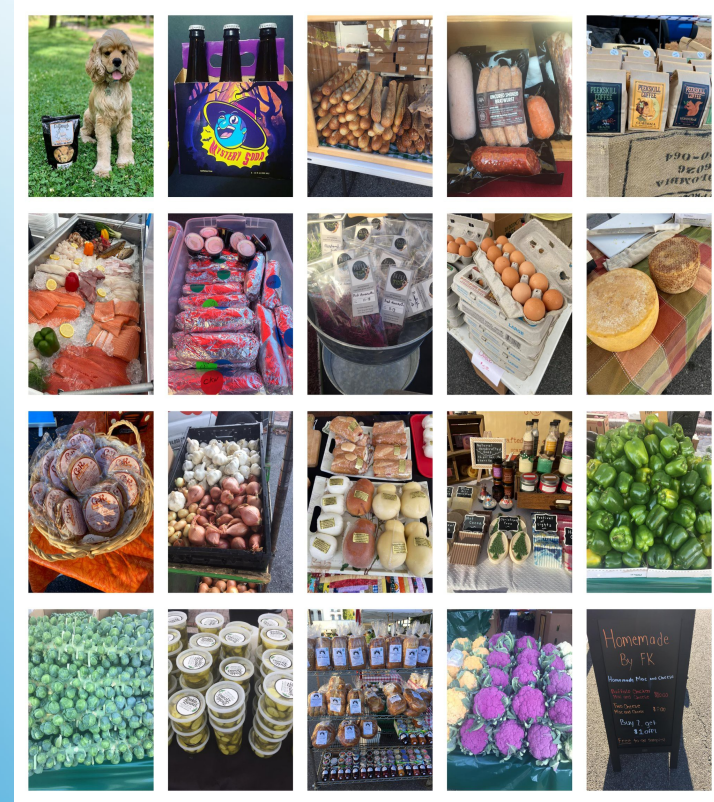
- Expand Flea Market footprint to accommodate more vendors
 - Earlier Start Date
- Pop-Up Flea markets in December, before the holidays
- Explore Introducing Antiques Market
 - Improve social media presence



Peekskill Business Improvement District

2024 Plans

- Introduce dedicated booth space for Business of the Week and Artist of the Week at the Peekskill Farmers Market
- Launch Farmers Market Instagram Page
- Seek new vendors: Latino foods; knife sharpener; meat vendor; seafood vendor



2024 Plans

- Conduct guided tours of historic downtown buildings
- Promote self-guided tours



Peekskill Business Improvement District

2024 Plans

Support Peekskill Film Festival

- Present a panel discussion on the film industry in the Hudson Valley in cooperation with the City of Peekskill



Peekskill Business Improvement District

2024 Plans

Begin Coordination of City's participation in 250th Anniversary of the American Revolution



Peekskill Business Improvement District

2024 Plans

- Work closely with City of Peekskill on Quality of Life Issues like litter & trash
- Reaching out to property owners of vacant commercial spaces
 - Actively participate in and monitor DRI progress



City of
PEEKSKILL
NEW YORK



Peekskill Business Improvement District

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



Peekskill Business Improvement District

2024 Peekskill BID Board of Directors' Meetings

Tuesday, March 5, 2024

Tuesday, April 4, 2024

Tuesday, May 7, 2024

Tuesday, June 4, 2024

Tuesday, July 2, 2024

Wednesday, August 7, 2024

(Conflict with National Night Out)

Tuesday, September 10, 2024

(Second Tuesday due to Labor Day holiday)

Tuesday, October 1, 2024

Wednesday, November 6, 2024

(Conflict with Election Day)

Tuesday, December 3, 2024



Peekskill Business Improvement District

How can you get involved?

1. Register your business and take control of your Brighttr listing
2. Stay Connected, like us on Facebook
3. Bring forth well-thought-out proposals (budget, implementation, etc)
4. Volunteer, serve on one of our committees or help with an event



Peekskill Business Improvement District

Thank you!



Peekskill Business Improvement District

Questions & Answers



Peekskill Business Improvement District