



WHITE PLAINS BUSINESS IMPROVEMENT DISTRICT ANNUAL REPORT 2016


MESSAGE

FROM THE CHAIRWOMAN AND THE EXECUTIVE DIRECTOR

Things are looking up for Downtown White Plains. Three developments, which have received city approvals, will lead to the construction of approximately 1,500 units of new housing within the next 2-3 years. Since January 2015, leases have been signed for over 476,000 square feet of office space in the downtown. Additionally, the New York Life Insurance Company just announced that it will move 500 jobs into 150,000 square feet of space at 44 South Broadway. The Dannon Company is relocating into 100,000 square feet at 100 Bloomingdale Road, bringing another 440 jobs to our downtown and creating another 150 jobs over the next five years. Thirty new retail leases have been signed in the WPBID since the first quarter of 2015, with more about to be executed for the street level retail space at City Center. With so much happening, the WPBID's supplemental services are more important than ever.

This report highlights our work over the last year, to keep our downtown clean, attractive and vibrant. It illustrates our efforts to promote and market Downtown White Plains and the myriad of businesses that occupy its retail corridors and office buildings. It spotlights our events, which draw thousands of people downtown every year as well as our efforts to improve vacant street level retail spaces with art. Finally, this report shows the impact that a small staff, with a relatively modest budget, can have on a downtown community.

We would like to thank our Board and BID members for their commitment to and support of the WPBID, as well as Mayor Thomas Roach, the White Plains City Council and all of the city departments who work so closely with us in a number of our events and activities. We look forward to a prosperous 2017.



Bonnie Silverman
Chairwoman



Kevin Nunn
Executive Director

AT A GLANCE

Founded in 1998, the White Plains Business Improvement District (WPBID) was formed to improve the general business climate and appearance of downtown White Plains.

The WPBID is managed by the White Plains Downtown District Management Association, a 501(c)(3) not-for-profit corporation. The White Plains Downtown District Management Association is referenced as the WPBID in this report. The WPBID is managed by a Board of Directors elected by the members of the district. The Board includes commercial property owners, commercial tenants, city residents and public officials.

Funds to pay for the WPBID's programs and services are generated from special assessments paid by property owners within the district (BID). The assessments are billed and collected by the City of White Plains and then disbursed to the WPBID, which in turn delivers services and programs to the district. The WPBID also raises revenue through special events, sponsorships, grant writing, and other activities.

BID DATA:

Number of BID businesses	300+
Total Gross Floor Area (sq. ft.)	5,850,269
Total Bid Assessments	\$665,000
Total Number of BID Tax Parcels	142
Average BID Assessment	\$4,683
Average BID Assessment excluding parcels > 100,000 sq. ft.	\$2,478

Source: White Plains BID

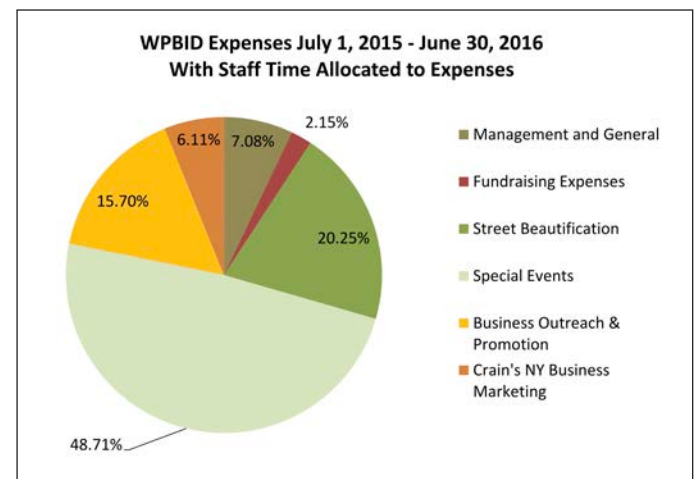
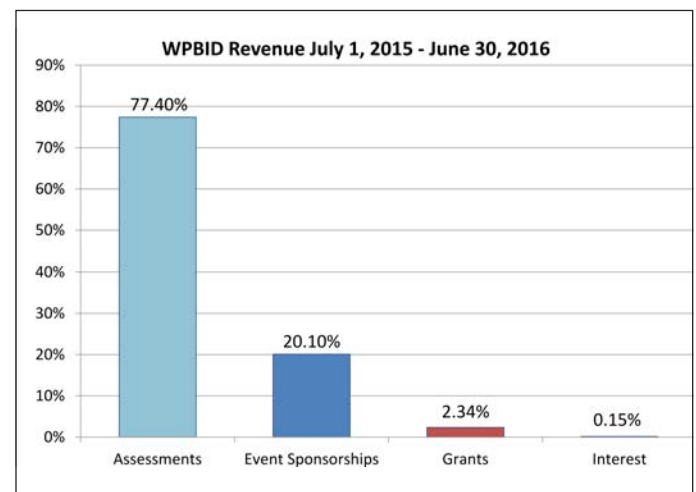
Downtown BID Primary Market Area (PMA) *

Population 2014	19,728
Projected Population 2019	20,459
Median Household Income 2014	\$68,581
Estimated number of employees	40,662
Est. number of Hotel Room Nights 2014	172,224
Low Est. of Annual Retail Spending in PMA	\$569,900,400
High Est. of Annual Retail Spending in PMA	\$830,849,640

Source: ESRI & RESGroup

BID PROGRAMS:

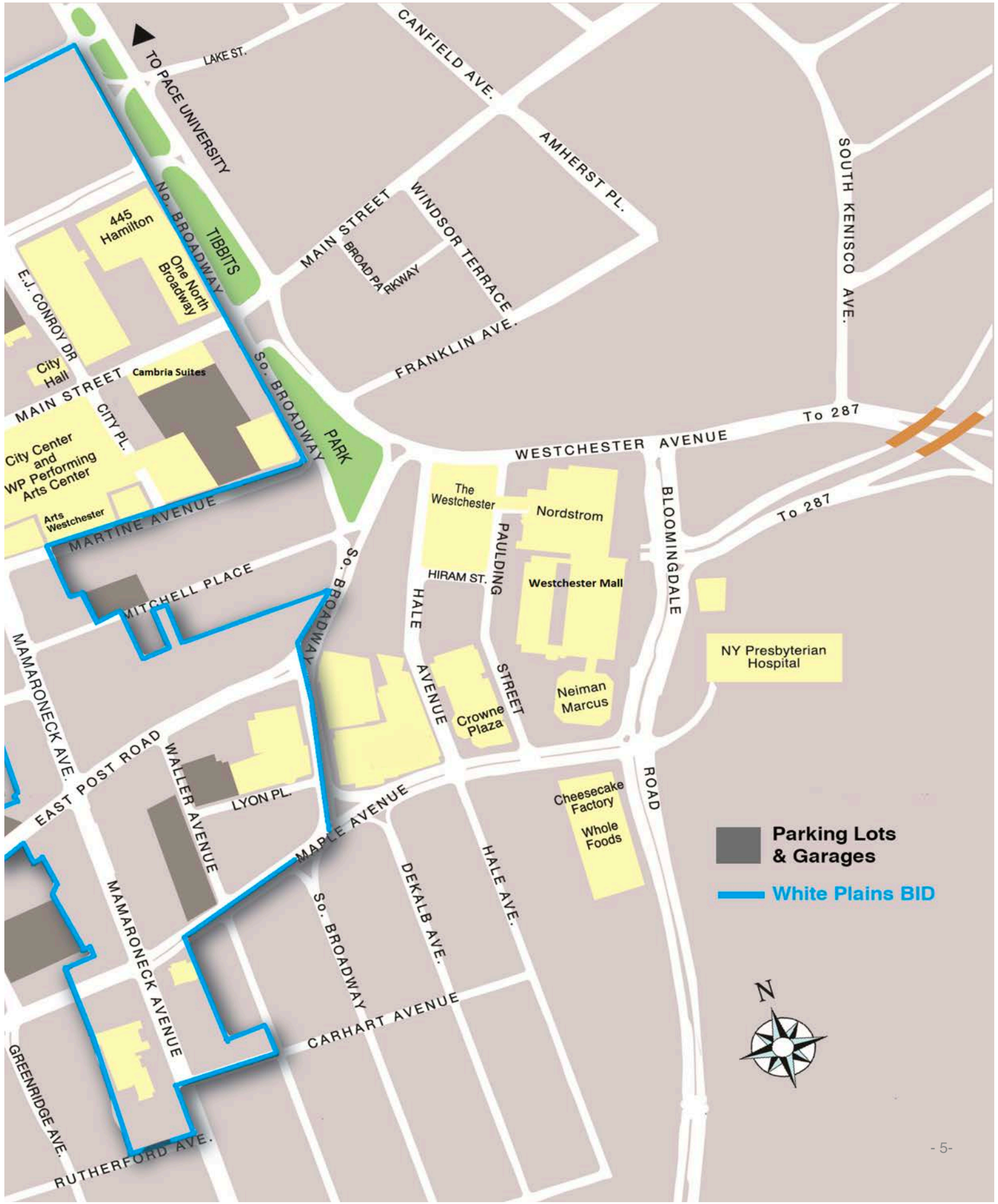
- **Special Events**
- **Marketing**
- **Street Beautification**
- **Business Outreach & Promotion**



* The Downtown BID PMA is comprised of an area within 0.25 miles of the boundaries of the White Plains BID. This area constitutes a reasonable walking distance to the BID.

BID AREA MAP





 **Parking Lots & Garages**
 **White Plains BID**



STREET BEAUTIFICATION

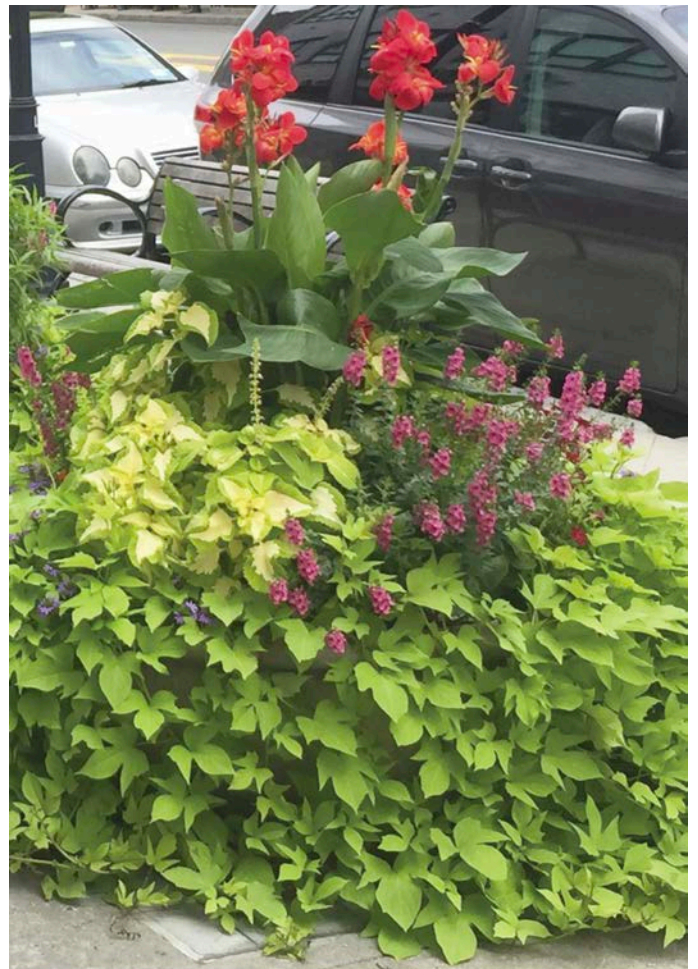
Clean and attractive streets are a primary focus of the WPBID. Our four man Clean Team, clad in highly-visible tee shirts, hats, and coats work four hours a day, 7 days a week, 52 weeks a year to ensure that the downtown's litter baskets are emptied and loose trash on the sidewalk is removed. In 2016, the WPBID's Clean Team removed over 24,000 trash bags from the BID's 99 trash receptacles.

Our Clean Team also spends additional time and effort removing gum from the BID's streets. Gum removal is a laborious and time consuming task as the gum is removed spot-by-spot from the city's sidewalks. The White Plains Business Improvement District (BID) contains over 27,000 linear feet of sidewalk. During 2016, we were able to remove gum from 4,377 linear feet (65,655 square feet) of frontage along both sides of Mamaroneck Avenue from Main Street to Carhart Avenue. At the average of one gum spot per every 15 square feet, over 4,300 gum spots were removed. The work took place between August and October of 2016 and involved 960 hours of labor.

Street planting is another activity that we engage in to help create pleasing and inviting streetscapes. In 2016, the WPBID planted 36 large street planters with a dazzling array of flowers including Canna Pretoria, Nicotiana Saratoga, Coleus, Angelonia, Impomoea and Scaevola. Two tree wells were also planted.

“Just want to say the gum-removal along the stretch of Mamaroneck Avenue in front of Supercuts looks amazing. What a difference! Astounding.”

- Dean Hacoen, city resident



SPECIAL EVENTS

WPBID Special Events are integral to establishing downtown White Plains as an interesting and vibrant place to live and work. Our events bring people downtown to view a parade, listen to music, enjoy a fireworks show, watch a movie, participate in folk dancing and eat delicious food from our restaurants. These events bring downtown residents, employees and visitors together, and the social interactions that occur at them create indelible impressions about our downtown. It takes more than clean, safe and attractive streets, good architecture, diverse shopping opportunities and efficient transportation systems to make a city hum — all of which we have. For centuries all over the world, the cultural power of dance, music, art and food have inspired people to come together. Places without such opportunities are most often labeled as a place where “nothing ever happens.” Who wants to move their residence or business to a place like that?

In 2016, the WPBID managed and/or participated in eight special events which drew over 37,000 people downtown:

- a Saint Patrick’s Day Parade
- an Earth Weekend environmental pledge and art wall, and free film screening of Disney’s *The Jungle Book*
- a Cinco de Mayo celebration with mariachi, Mexican folk dancers and cross-over DJ performance
- a Summer Solstice Concert after work with two up-and-coming, regional bands
- an Outdoor Movie Screening of *Star Wars: The Force Awakens*
- a six-day JazzFest with 13 different musical acts
- an Oktoberfest with German, seasonal food and beer
- a New Year’s Eve Spectacular, complete with a band, DJ, ball drop, confetti and fireworks

These eight events stimulated spending of over \$778,000 in our downtown by attendees on food, parking, hotel stays and other miscellaneous items, and in 2016, WPBID Special Events raised over \$172,000 in sponsorships to help defray event expenditures. Event sponsors are crucial partners and are provided with outstanding opportunities to market their brand and products to the public.

We are proud to have teamed up with the City of White Plains, ArtsWestchester, the White Plains Saint Patrick’s Day Parade Committee and Doug Panero Presents in the New Year’s Eve, Outdoor Movie Screening, JazzFest, Saint Patrick’s Day Parade and Summer Solstice Concert events, respectively.

SUMMER SOLSTICE

“Morningsiders and Lawrence left me impressed! I couldn’t believe that I was experiencing a show with two amazing rising New York bands and for free. So yea, if you ever find yourself in White Plains, NY during the summer, do keep an eye out for events such as these.”

- *Izzy Matias,*
from Manila, Philippines



“Neighborhood jazz festivals don’t get the same buzz as the big-name, long-established fests, but they’re still very important... they give local and touring musicians a place to shine, and reinforce the importance of live music in this world of ever-increasing technology. The White Plains Jazz Fest did all these things brilliantly!”

“This is so much fun. We go every year!”

- Joan Traber, city resident, on Facebook





OKTOBERFEST

**“Had a lot of fun at this year's
#WhitePlainsOktoberfest!”**

- Reuben Wallace, @rwshots on Instagram

“Tons of fun!”

**- John Sussman,
from Bronxville on Facebook**

CINCO DE MAYO

“¡Vamos!”

- *Victor Velazquez, from New Rochelle on Facebook*



Ballet Folklórico Mexicano de Nueva York



Mariachi Sol Mixteco



EARTH WEEKEND

“I can't wait to see this movie!! Free tickets April 23.”

- *Ruth Valdez, from White Plains on Facebook*

NEW YEAR'S EVE SPECTACULAR

“Wow!
No need to visit Times Sq.”

- *Petula Griffith,*
from Westchester on Facebook

“Great time!!
Great Ball!!!♥”

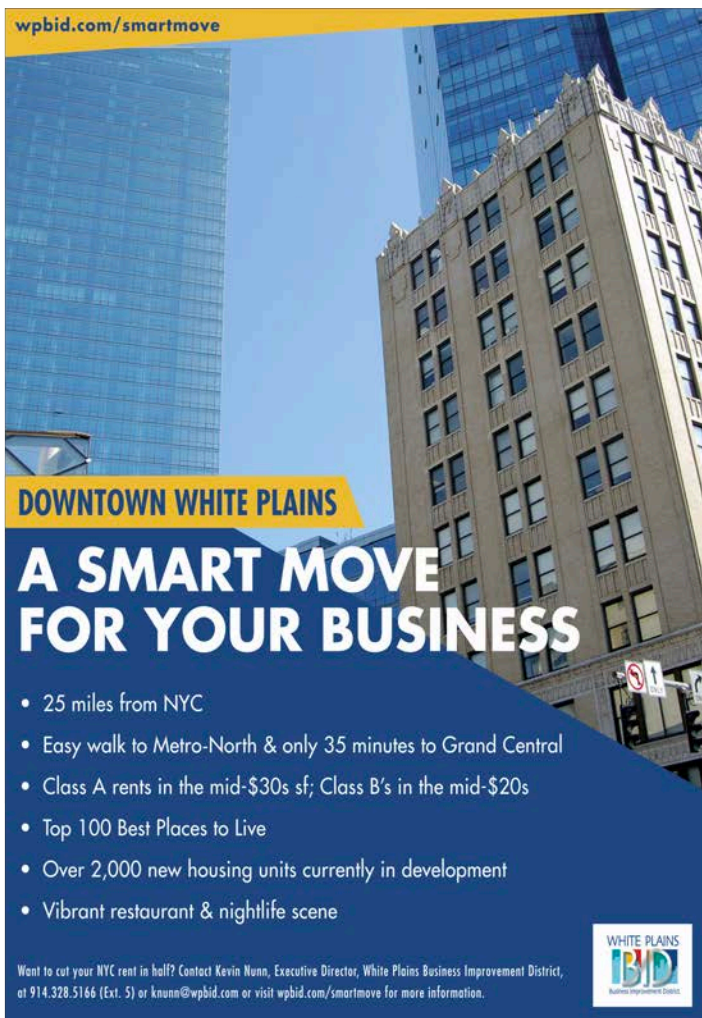
- *Maria Almeida, on Facebook*



MARKETING & BUSINESS PROMOTIONS

In 2016, the WPBID undertook several efforts to market the city's competitive advantages to the region. White Plains is routinely ranked as one of the best places to live by *Forbes*, *Money Magazine*, *Movoto* and *Livability*. Our downtown is well managed, safe and clean. It has many of the amenities that

urban centers several times its size have and it is located close to NYC. Class A office rents in downtown White Plains are half of what they are in Manhattan. With so much to offer, the WPBID felt the time was right to begin a campaign to market our downtown to NYC based office tenants.

A vertical advertisement for downtown White Plains. The top half features a photograph of modern glass skyscrapers. The bottom half has a dark blue background with white text. The URL 'wpbid.com/smartmove' is at the top left. The title 'A SMART MOVE FOR YOUR BUSINESS' is in large white letters. Below it is a bulleted list of five points. At the bottom left is contact information for Kevin Nunn, and at the bottom right is the White Plains BID logo.

wpbid.com/smartmove

DOWNTOWN WHITE PLAINS

A SMART MOVE FOR YOUR BUSINESS

- 25 miles from NYC
- Easy walk to Metro-North & only 35 minutes to Grand Central
- Class A rents in the mid-\$30s sf; Class B's in the mid-\$20s
- Top 100 Best Places to Live
- Over 2,000 new housing units currently in development
- Vibrant restaurant & nightlife scene

Want to cut your NYC rent in half? Contact Kevin Nunn, Executive Director, White Plains Business Improvement District, at 914.328.5166 (Ext. 5) or knunn@wpbid.com or visit wpbid.com/smartmove for more information.

WHITE PLAINS
BID
Business Improvement District

A vertical advertisement for Westchester County. The top half features a photograph of a large, forested mountain overlooking a body of water. The bottom half has a dark blue background with white text. The title 'Discover Westchester' is in large, bold letters. Below it is the text 'Special Advertising Supplement' and 'NYDailyNews.com/services'. At the bottom is a bulleted list of five points. The background of the bottom half shows a photograph of a town with a church steeple.

Discover Westchester

Special Advertising Supplement
NYDailyNews.com/services

- New Rochelle restaurant round up
- Major developments underway in White Plains
- Tapping Peekskill's potential
- Mayoral guide to Yonkers
- Plus a calendar of can't-miss events across the county

752,000 *Daily News* readers in Manhattan, Bronx, Westchester and Rockland Counties, as well as, the Lower Hudson Valley, Fairfield and New Haven Counties.

In December of 2016, WPBID staff once again attended the International Council of Shopping Centers Deal Making Conference at the Javits Center in NYC. The conference is the largest gathering of real estate developers, property owners, retail brokers, lenders, property asset managers and product and service providers on the East Coast. The WPBID had a booth at the Public Pavilion where we marketed the City of White Plains and vacant office and retail spaces within the city. The WPBID prepared an information packet for the event which discussed recent retail and office leasing within Downtown White Plains as well as major sales transactions. Brochures of available spaces, our downtown retail market study and our *Daily News* "Discover Westchester" piece were also distributed.

In the fall of 2016, WPBID staff conducted a ground floor survey of all retail store fronts in the BID. A total of 264 four ground floor storefronts were identified. These storefronts comprise approximately 1,039,728 square feet of space. WPBID staff identified 39 vacant retail spaces in the BID which comprise approximately 158,561 square feet. With this data in hand the availability rate for ground floor retail space in the BID was computed at approximately 15%. WPBID staff also obtained retail availability rates for Manhattan submarkets from Cushman and Wakefield as of the second quarter of 2016. The average availability rate for the 12 Manhattan Districts tracked by Cushman and Wakefield was 17.15%. While everyone at the BID would like to see our retail vacancies filled, the data shows that we are not unique in having to deal with the challenges of a slowly growing economy and ever growing internet sales.

In 2016, WPBID helped to coordinate and promote the grand openings of four new businesses and the reopening of City Center. Our website, social media and weekly e-newsletter provide up-to-date information on happenings within the downtown, including events at entertainment venues and restaurants, new store openings, special promotions, proposed new ordinances, city street closures and much more. Our staff works hard to keep this information current and news worthy.

The WPBID became an American Express Neighborhood Champion in order to promote the small businesses of Downtown White Plains on Small Business Saturday, November 26. As a Neighborhood Champion, we received Shop Small® branded merchandise from American Express and a listing on shopsmall.com. On November 26, the WPBID hosted a table at 30 Mamaroneck Avenue and distributed balloons, buttons, stickers, pens, tote bags, and *Shop White Plains* discount cards to shoppers. The WPBID also gave away parking validation codes for up to 2 hours of free parking through the city's ParkWhitePlains app.

To market Small Business Saturday at no direct cost to the business owners, the WPBID:

- Provided Shop Small® merchandise to small businesses downtown, including doormats, window decals, posters, and tote bags
- Highlighted the special day on wpbid.com, the weekly e-newsletter, and on social media
- Promoted Small Business Saturday on digital signage throughout White Plains and on a banner at City Hall
- Advertised Small Business Saturday in White Plains on Facebook, *The White Plains Examiner*, and *The Journal News*.



FOUNDING PARTNER 

★ ★ ★

SMALL BUSINESS SATURDAY
NOV 26

**Shop Small
Think Big
Get Together**

**From noon to 2 pm, stop inside
30 Mamaroneck Avenue for
two hours of FREE parking,
a Shop White Plains discount card
and more!**

WHITE PLAINS
BID
Business Improvement District

ART IN VACANT SPACES

First launched in 2015, the WPBID's Art in Vacant Spaces program was created to improve the visual appearance of several vacant storefronts, thereby enhancing the overall ambiance and pedestrian experience in the downtown. Art in Vacant Spaces is a collaboration among Purchase College of the State University of New York, the WPBID, downtown property owners, poet Judith Sloan, Professor Warren Lehrer and students attending his Community Design Class.

This year, as in last year, Professor Warren Lehrer's senior level Community Design class created artwork based on poetry by Judith Sloan. Sloan researched and interviewed people in White Plains and wrote site-specific poems for the project which represent the hopes, desires, and memories of people working and/or living in White Plains, leaving room for evocative interpretations by the student designers. The students then visualized the texts using various design elements and tools including typography, color, and shape. This year, for the first time, they also used light, photography, animation, projections, and laser cuts. Four of the 14 artworks on display include these media.

Art in Vacant Spaces 2016 features ten works across one continuous swath of 50 plus windows and doorways at the corner of East Post Road and South Broadway. These pieces were debuted on Small Business Saturday, November 26. Four pieces from last year's program are still on public display throughout the downtown. New this year, the WPBID incorporated an audio tour through the free downloadable public art app *Otocast*. As of December 31, 2016, only a little more than a month over its creation, the guide has been accessed 339 times and the audio clips have been played 37 times.

The WPBID would like to thank Post Broadway Associates, LLC, West-Ex Associates, Glacier Global Partners, The Ritz-Carlton Westchester, the Hudson Valley Gateway Realtors Foundation, PIP Printing and Marketing Services, the City of White Plains and an anonymous contributor for helping make Art in Vacant Spaces 2016 possible.

For more information about Art in Vacant Spaces, visit: wpbid.com/artinvacantspaces

“We are pleased to be able to showcase the wonderful art of SUNY Purchase Community Design students in our downtown. Their work has enlivened our streetscape and created inspiring and thought provoking messages about community and place. Kudos to the WPBID for visioning and spearheading the implementation of the Art in Vacant Spaces project and to SUNY Purchase President Tom Schwartz and Professor Warren Lehrer for their willingness to collaborate and partner on the project.”

- Mayor Thomas Roach

“We had the opportunity this year to create a stimulating art wall along East Post Road and South Broadway, that will be both captivating and transformative. It will be a showcase for how creativity, ingenuity and passion can transform an empty space into a place that inspires and connects our downtown residents and workers to each other and the city.

- *Brittany Brandwein, Director of Events and Art in Vacant Spaces, WPBID*

Before:



After:



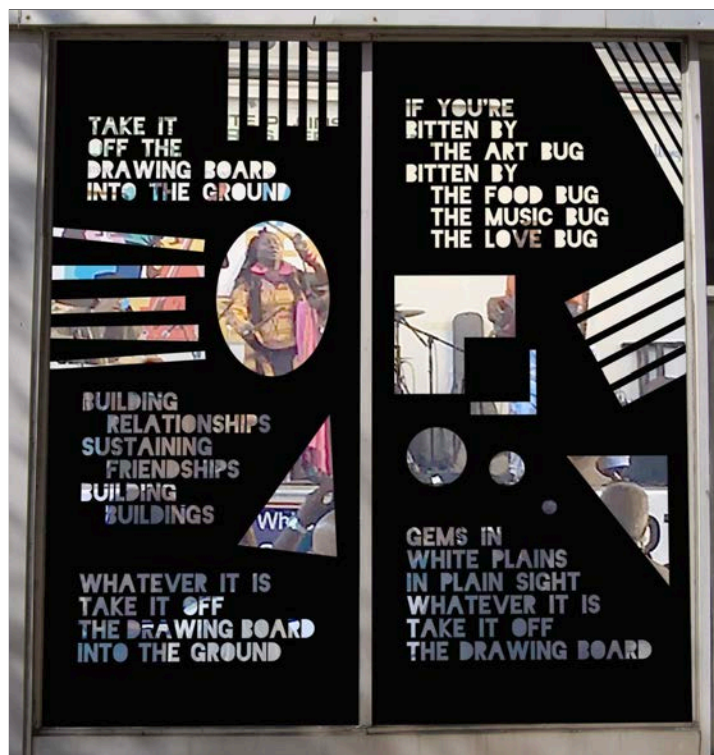
A photograph of a modern building's exterior. The building features large glass windows and doors, reflecting the surrounding environment. A tree is in the foreground on the left, and a sidewalk runs along the building. The glass reflects a blue-tinted image of a building and some text, including "i've been... ca" and "thot g".



Before:



After:



Gunnar Artin - Off The Drawing Board

“At the heart of Community Design is the opportunity to serve the public, while providing students with challenging professional experiences. We’re honored that the White Plains BID once again trusted our students with this important project.”

- Warren Lehrer, Professor Community Design, Purchase College

“It was unlike any other project I’ve done at SUNY Purchase. We had a real client, a real budget, and result that was tangible in the real world.”

- Danielle Foti, Senior Graphic Design Student, Purchase College

OTHER ACTIVITIES

Energy Incentives

The WPBID has been very active this year informing BID property and business owners of the myriad of incentive and rebate programs that are available to them to lower energy costs and/or support clean energy. We informed all property owners of the ability to take advantage of Con Edison's Area Growth Rate Program. This program allows all property owners in the BID to connect to Con Edison's gas system at no capital cost for the associated street work. The BID also distributed information concerning Con Edison's Commercial & Industrial, and Demand Management programs. These programs offer significant incentives for installing energy efficient technologies, including but not limited to, lighting, HVAC, chillers, motors, and controls. A representative from Con Edison came to the WPBID's June 2016 meeting to discuss these programs in detail.

The WPBID also assisted several of its members in obtaining information on utility rates for the Sustainable Westchester Program and Con Edison Rates if they decided to opt out of Sustainable Westchester. Finally, Energize NY attended the WPBID's November 2016 Board Meeting to discuss its financing programs for installing energy efficient technologies. Energize NY offers long-term, affordable financing to commercial building owners and not-for-profits for energy efficiency and renewable energy projects. Access to capital is based on a building's potential energy savings not personal credit. They offer extended loan terms for up to 100% of project costs, repayment as a charge on the property's tax bill, and automatic transfer of the financing to a new owner if the property is sold.

Property Tax Cap

In 2016, the WPBID continued to lead the effort in NYS to have assessments levied on behalf of Business Improvement Districts exempted for the New York State property tax cap. The WPBID helped to draft legislation that would exempt BID's from the tax cap, which was adopted into Assembly Bill 9610 of the 2016 Legislative Session. Unfortunately, in 2016 the upstate New York Business Improvement Districts were not able to get a companion bill passed in the Senate.

Local Ordinances

The WPBID reviews local ordinances for their potential impacts on BID property and business owners and disseminates copies of proposed ordinances to its members for their examination. During 2016, the WPBID reviewed the city's proposed Valet Parking Ordinance and Taxi Ordinance.

Public Notices

The BID regularly sends to its member's notices of important meetings, events and happenings downtown, including street work, snow removal and public meetings concerning the development of the Strategic Plan for the City's Downtown White Plains Transit District.



Grand Re-Opening of City Center



Grand Opening of Cricket Wireless



Grand Opening of Orangetheory Fitness

FINANCIALS

Statements of Financial Position

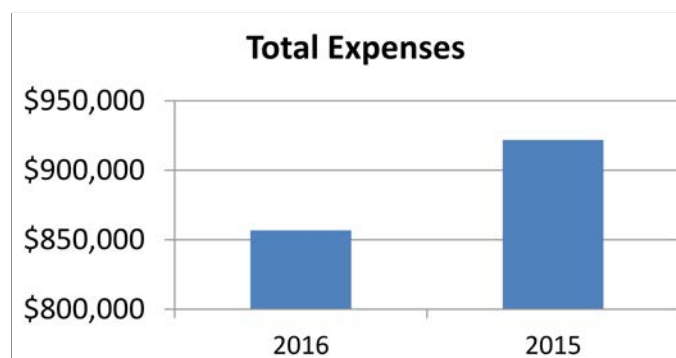
	June 30	
	2016	2015
ASSETS		
Cash and Cash Equivalents	\$ 339,169	\$ 341,361
Accounts Receivable	24,115	24,486
Deposit	8,192	3,536
Property and Equipment, net	33,219	46,792
	<u>\$ 404,695</u>	<u>\$ 416,175</u>
LIABILITIES AND NET ASSETS		
Liabilities		
Accounts Payable and Accrued Expenses	\$ 21,805	\$ 35,727
Net Assets		
Unrestricted		
Undesignated	306,890	302,948
Board-designated	76,000	76,000
Temporarily Restricted	0	1,500
Total Net Assets	<u>\$ 382,890</u>	<u>\$ 380,448</u>
	<u>\$ 404,695</u>	<u>\$ 416,175</u>

FINANCIAL SUMMARY

The financial statements shown are the audited financial statements for the 2015/2016 fiscal year. The WPBID finished the 2015/2016 fiscal year with a \$2,442 change in net assets. Total revenues were up 3.2% over the previous fiscal year due to a \$26,319 increase in sponsorship and contribution revenue. Total expenses were 7.1% less than the previous fiscal year, as the WPBID decreased its staff by one full-time member and did not have to make any expenditure towards a retail market study as it did in the prior year. In fact, total personnel costs declined 5.23% over the previous fiscal year.

As of June 30, 2016, the WPBID had total net assets of \$382,890, accounts receivables of \$24,115 and accounts payables of \$21,805.

The WPBID is well managed and financially solvent. Assessments charged to downtown property owners to support the WPBID's activities have not increased in five years.



Statements of Activities - Year Ended June 30

	2016			2015		
	Unrestricted	Temporarily Restricted	Total	Unrestricted	Temporarily Restricted	Total
REVENUE AND SUPPORT						
Contract with the City of White Plains	\$ 665,000	\$ -	\$ 665,000	\$ 665,000	\$ -	\$ 665,000
Sponsorships and contributions	192,845		192,845	165,026	1,500	166,526
Interest	1,310		1,310	1,290	-	1,290
Net assets released from restriction by program satisfaction	1,500	(1,500)	-	47,681	(47,681)	-
Total Revenue and Support	860,655	(1,500)	859,155	878,997	(46,181)	832,816
EXPENSES						
Direct program expenses	439,071	-	439,071	465,972	-	465,972
Youth Bureau program	-	-	-	47,681	-	47,681
Salaries	250,766	-	250,766	263,548	-	263,548
Payroll taxes	23,878	-	23,878	21,069	-	21,069
Employee benefits	4,350	-	4,350	9,789	-	9,789
Rent	46,721	-	46,721	46,100	-	46,100
Professional fees	31,818	-	31,818	17,109	-	17,109
Travel and lodging	6,488	-	6,488	4,590	-	4,590
Office	16,129	-	16,129	21,955	-	21,955
Telephone	7,219	-	7,219	4,649	-	4,649
Dues and subscriptions	2,843	-	2,843	823	-	823
Postage and printing	2,740	-	2,740	2,380	-	2,380
Depreciation	18,573	-	18,573	9,481	-	9,481
Payroll charges	5,129	-	5,129	4,535	-	4,535
Miscellaneous	988	-	988	2,198	-	2,198
Total Expenses	856,713	-	856,713	921,879	-	921,879
Change in Net Assets	3,942	(1,500)	2,442	(42,882)	(46,181)	(89,063)
NET ASSETS						
Beginning of year	378,948	1,500	380,448	421,830	47,681	469,511
End of year	\$ 382,890	\$ -	\$ 382,890	\$ 378,948	\$ 1,500	\$ 380,448

SPONSORS



A & A Maintenance
AJ Cianciulli
Black Bear Sports Bar
Bob Hyland's Sports Page Pub
Brother Jimmy's BBQ
Buffalo Wild Wings
Calano & Culhane, LLP
Cambria Hotel and Suites
Cappelli Organization
Caspi Development
City Center at White Plains
Constellation Brands
Copper Face Jacks
Coriander Modern Indian
Gaucho Grill Argentinean Steakhouse
Glacier Global Partners
Heineken USA
Hudson Gateway Realtors Foundation
Hudson Grille
Kimco Realty Corp.
Kite Realty
Lazy Boy Saloon & Ale House
LCOR, Continuum White Plains

Lighthouse Living
Lilly's
Lola's Mexican Kitchen
Manhattan Beer Distributors
Minskoff Grant Realty & Management Corp.
North Street Community LLC
Phatburn
Reckson, a Division of SL Green Realty Corp.
Ron Blacks Beer Hall
ShopRite
Silverman Realty Group, Inc.
Simon Properties
Sofrito, White Plains
The Brazen Fox
The Iron Tomato
The Ritz-Carlton, Westchester
T-Mobile
Vintage Lounge & Restaurant
Webster Bank
Westchester Business Center
Westchester One
Whiskey Creek
White Plains Hospital

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White Plains Business Improvement District



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PHOTO CREDITS:

Cover Doris Mady, **Page 6** Alison Malecot, Kevin Nunn **Page 7** Alison Malecot **Page 8** Alison Malecot **Page 9** Brian Bochow **Page 10** Alison Malecot **Page 11** Brittany Brandwein, Alison Malecot **Page 12** Ad Design, A Smart Move, Thundercut **Page 16** Warren Lehrer **Page 17** Alison Malecot, Warren Lehrer, Alison Malecot **Page 18** Warren Lehrer **Page 19** Brittany Brandwein, Alison Malecot

DESIGN:
Doris Mady



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DOWNTOWN WHITE PLAINS

**A SMART MOVE
FOR YOUR BUSINESS**

wpbid.com/smartmove