

White Plains Business Improvement District Annual Report 2019



MESSAGE FROM THE CHAIRWOMAN AND THE EXECUTIVE DIRECTOR

WE ARE PROUD TO PRESENT

our 2019 Annual Report, which highlights our activities and accomplishments. This includes 38 different concerts with music of all genres and Rock White Plains, a large free outdoor concert featuring international, multi-platinum band Smash Mouth in July. Rock White Plains was the first time an artist of this caliber has ever performed in the streets of the downtown. Also new this year was a highly successful Wing Walk, a pop-up circus with audience participation and an outdoor yoga event. These events and the many more that are highlighted in this report help bring people downtown to celebrate, socialize, shop and most of all create meaningful experiences with their families, friends, neighbors and co-workers. WPBID events help define downtown White Plains as a special place to be within the city and region.

Our marketing and business promotions provide the public with important and convenient information about the downtown business community. We produce a dining guide to highlight the nearly 100 eating establishments that give our 20 block district a special character and flavor. Our weekly e-newsletter places a spotlight on key happenings downtown, including information on new business openings and promoting the *Shop White Plains* discount card that offers incentives for shoppers to purchase from participating merchants.

Street Cleaning and Beautification remains one of our core programs. In 2019, the WPBID spent almost \$200,000 on trash removal, gum removal and planting of 36 large street planters. This effort was complimented by our Art in Public Spaces Program, which placed artwork on the construction wall of a large residential project on Mamaroneck Avenue and East Post Road. What otherwise would have been a drab construction fence has been transformed into an evocative and colorful wall of art.

Interest in WPBID activities grows every year; indeed, sponsorship revenue has grown 48% over the last four years from \$192,845 in FY 15/16 to \$285,986 in FY 18/19, an indication of the strong corporate support for the WPBID and keen understanding of the marketing and branding opportunities associated with our events. In fact, 91% percent of all WPBID spending is for programmatic activities. We are a lean and highly productive organization.

Our sincere thanks to the WPBID Board of Directors, downtown property owners, merchants, sponsors, Mayor Thomas Roach, the White Plains Common Council and the city agencies with whom we worked throughout the year for their support and commitment to our downtown.



Bonnie Silverman, Chairwoman



Brittany Brandwein, Executive Director

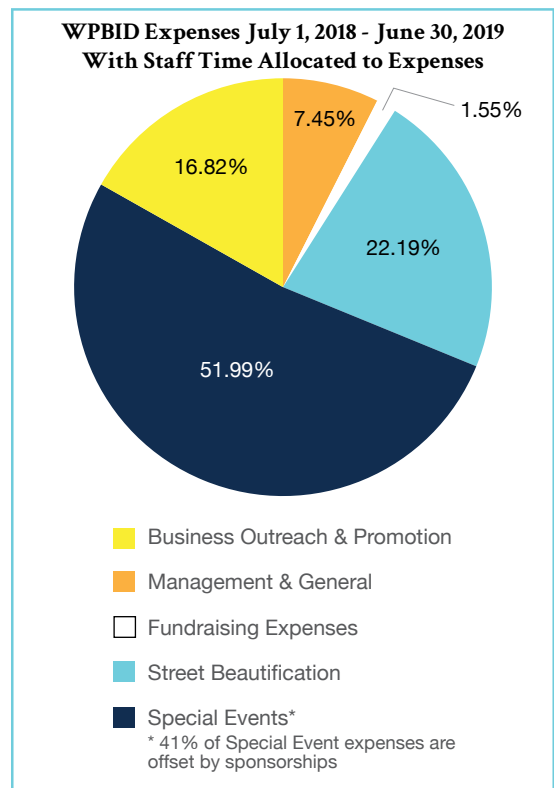
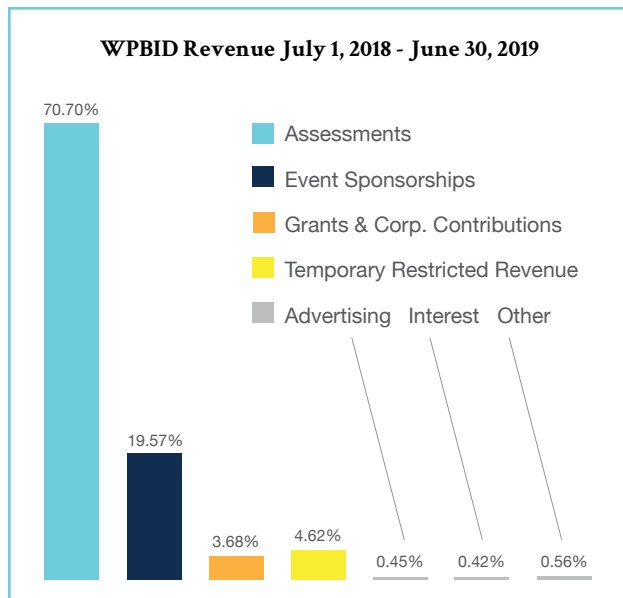
AT A GLANCE

FOUNDED IN 1998, the White Plains Downtown District Management Association is a non-profit, 501(c)3 corporation that offers supplemental services to the White Plains Central Business District to enhance its economic, social, and cultural landscape. 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 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.

There are 14 tax parcels within the BID that are over 100,000 square feet in gross commercial and retail floor area. These parcels account for 52% of all BID Assessments. The remaining 127 tax parcels account for 48% of BID Assessments.

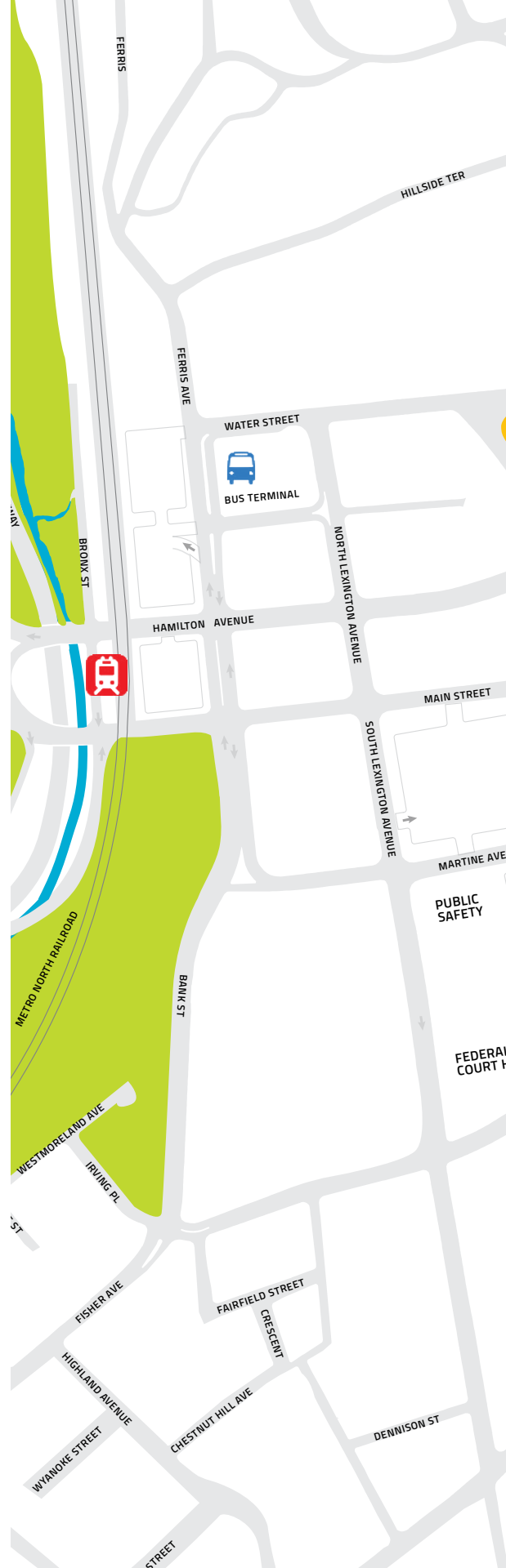
BID Data	
Number of BID businesses	300+
Total Gross Floor Area (sq. ft.)	5,843,330
Total Bid Assessments	\$ 700,000
Total Number of BID Tax Parcels	141
Average BID Assessment	\$ 4,964.54
Average BID Assessment excluding parcels > 100,000 sq. ft.	\$ 2,640.75
Source: White Plains BID	

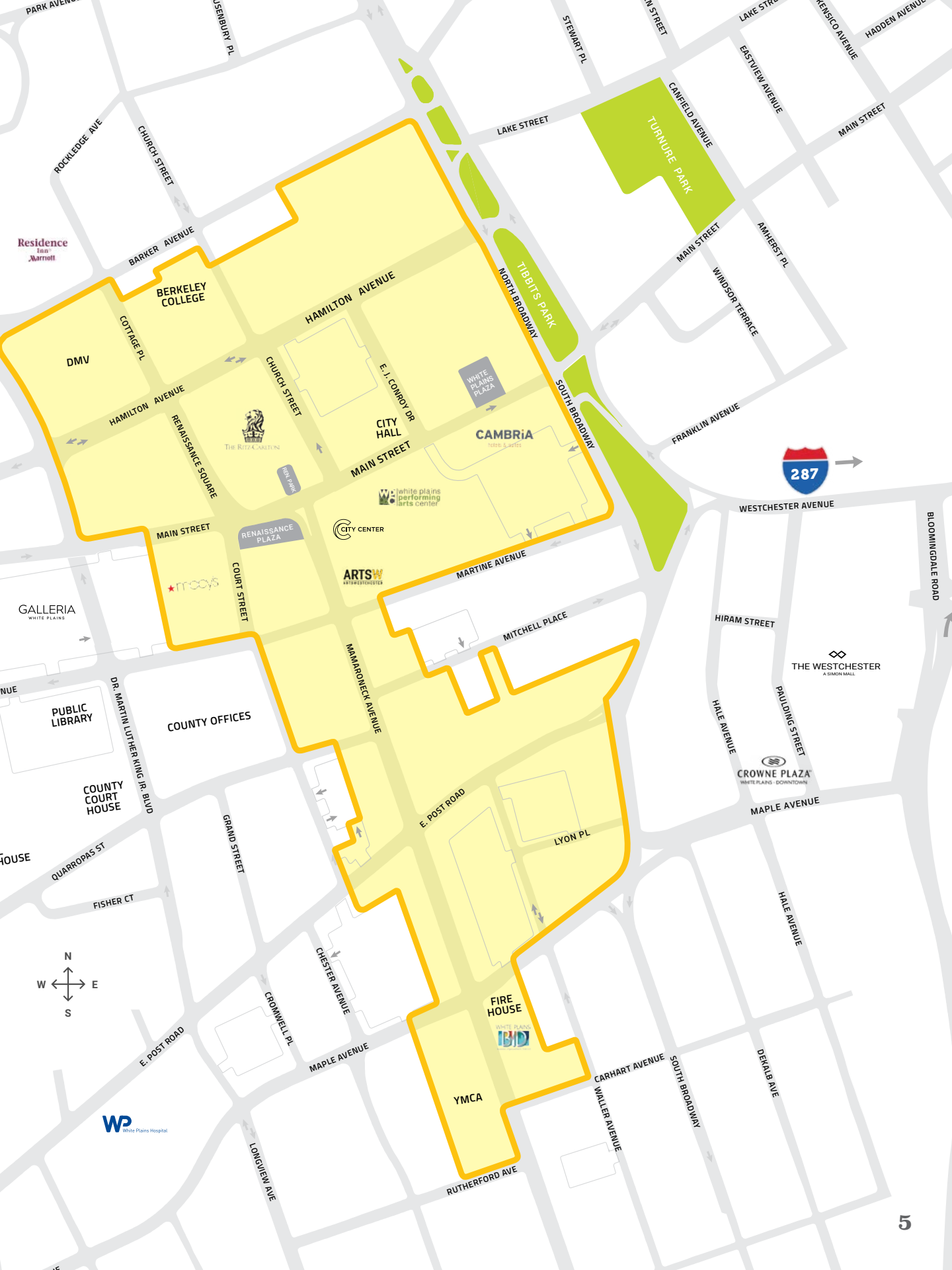


BID PROGRAMS:

- Street Cleaning & Beautification
- Special Events
- Marketing & Business Promotions
- Art in Public Places

BID AREA MAP







STREET CLEANING AND BEAUTIFICATION

STREET CLEANING and beautification is an activity undertaken by virtually every BID. Often, this is one of the major reasons why BIDs are formed, to make an area attractive to residents and shoppers. In White Plains, these services are supplemental to those already being performed by the City of White Plains. The WPBID maintains a four-person Clean Team that is responsible for sweeping up loose litter on downtown sidewalks, as well as replacing trash bags in the 95 trash receptacles that are located within the BID. The WPBID's Clean Team works 4 hours a day, 7 days a week, 52 weeks a year to help keep our sidewalks free of litter. Each week, the clean team removes approximately 500 trash bags from downtown trash receptacles and replaces them with a new empty bag. Full bags are left at the curb for pickup by the City's Department of Public Works.

The WPBID's Clean Team also provides the labor to remove gum from the BID's sidewalks. Each gum spot is removed with a patented machine from Gumbusters. The machine uses a non-toxic solution and steam to remove the gum in an environmentally friendly manner as opposed to power washing, which uses thousands of gallons of water. In 2019, the WPBID treated over

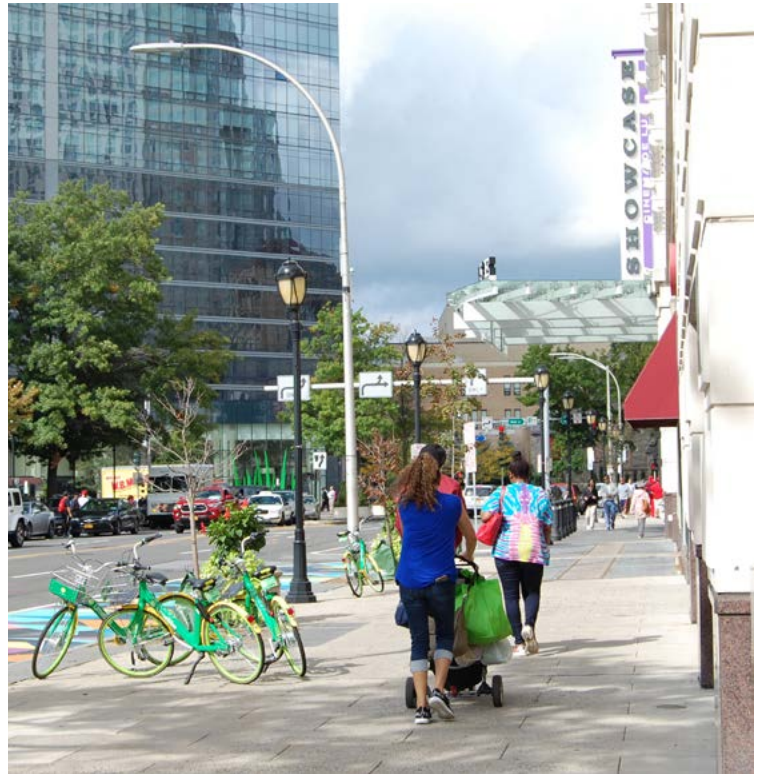
99,000 square feet of sidewalk in the locations shown on the next page for gum removal. This effort resulted in the removal of 6,624 gum spots at one gum spot per every 15 square feet of sidewalk area.

The WPBID purchased six new trash receptacles in 2019 to replace battered concrete receptacles that were not aesthetically pleasing. In addition, the WPBID acquired a second solar powered trash compactor that was placed on the southwest corner of East Post Road and Mamaroneck Avenue. This unit has the storage capacity of 4 regular trash receptacles. The compactor has the added feature of alerting the city's Department of Public Works when it is nearing capacity.

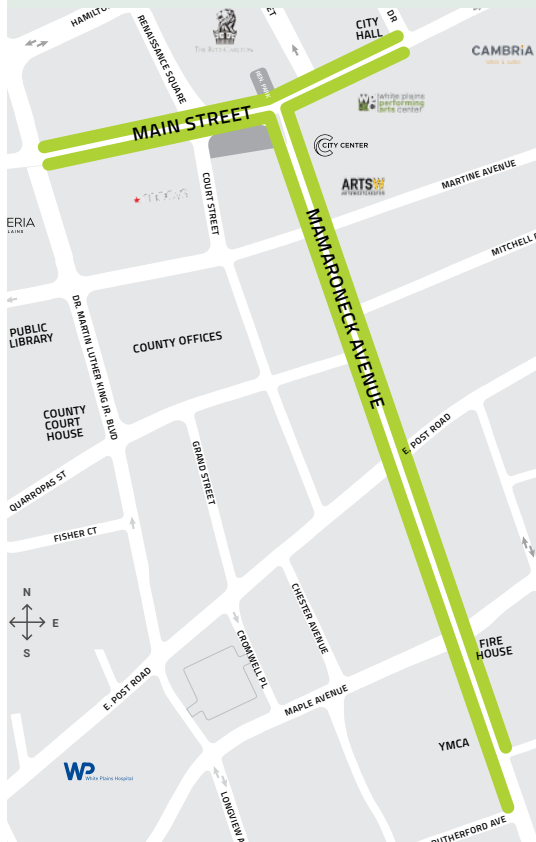
As in previous years, the WPBID also planted 34 large street pots, and two tree wells with a beautiful array of flowers including Canna Pretoria, Nicotiana Saratoga, Coleus, Angelonia, Impomoea and Scaevola. This effort, combined with planting undertaken by the City of White Plains and White Plains Beautification Foundation, create streetscapes that are truly inviting and alive with color during the spring to fall seasons when people are out shopping, eating and strolling through the downtown.



Solar trash compactor on the corner of Mamaroneck Ave. and E Post Rd.



2019 Gumbusting Locations



Both sides of Main St. from Dr. Martin Luther King Jr. Blvd. to E.J. Conroy Dr.

East side of Mamaroneck Ave. from Rutherford Ave. to Main St.

West side of Mamaroneck Ave. from Carhart Ave. to Main St.

 indicates gumbusted sidewalk



Concrete trash receptacle and replacement receptacle below.



SPECIAL EVENTS

EVENTS BRING PEOPLE DOWNTOWN,

and the meaningful experiences they create inspire people to return again and again. These unique opportunities for attendees help strengthen peoples' social connections with one another and their identification with and affinity for the city of White Plains. Events help to create favorable and lasting impressions of the downtown as a vibrant, diverse and attractive place in which to live, work and visit. The WPBID hosts and/or participates in a plethora of events which appeal to a wide array of nationalities, races, ethnicities and age groups. In 2019, the WPBID expanded its event happenings by adding a major concert with the international, multi-platinum band Smash Mouth, a Wing Walk offering participants 37 different wing flavors from 16 downtown restaurants, an outdoor yoga event, and an outdoor circus complete with an aerialist, ringmaster, clowns, and audience participation for children.

WPBID events brought more than 44,000 people to the downtown in 2019. Event attendees expended over \$871,000 on food, drinks, lodging, parking and an array of miscellaneous retail items. This spending was a big boost for downtown businesses. Additionally, many businesses utilize WPBID events as an opportunity to introduce their brand, product or service to the White Plains community by participating in the event or through sponsorships that provide extensive print, digital, cable TV, radio and event day marketing opportunities. In fact, 41% of the expenditures on events, inclusive of staffing and overhead, was covered by sponsorships, an indication of the broad support within the business community for these placemaking activities. This allowed the BID to significantly leverage its scarce assessment dollars by hosting activities that generate income and marketing opportunities for downtown businesses and quality entertainment for the city's residents, workforce, and visitors. Most of all, the image of White Plains as an exciting and competitive community within the region is further enhanced.

In 2019, the WPBID managed and/or participated in the following special events:

- a Saint Patrick's Day Parade with numerous marching bands
- a free film screening of the Disney nature film *Penguins* on Earth Day
- a Wing Walk featuring 37 different flavors of chicken wings from 16 participating downtown restaurants
- a Cinco de Mayo celebration with mariachi, authentic Mexican food, and more at two different downtown locations
- a 5-kilometer road race and 2-kilometer Sunday Stroll throughout the downtown, and a Block Party benefiting the White Plains Hospital Center for Cancer Care
- an outdoor circus with an aerialist, ringmaster clowns, and significant audience participation
- three Concerts at White Plains Plaza, One North Broadway
- a 10-week Summer Concert Series every Thursday night at City Center featuring a wide variety of musical acts
- a major free summer concert in the street with international, multi-platinum band Smash Mouth
- an outdoor yoga event
- a five-day JazzFest with 24 different musical acts, including a downtown Jazz Stroll at four BID restaurants and food from 4 downtown vendors at Sunday's large outdoor festival
- an Oktoberfest celebration featuring an oompah band, DJ, and seasonal German food, beer, competitions and games
- a Zombie Walk commencing inside the Galleria Mall and proceeding through downtown, with special opportunities for participating zombies at several BID stores and restaurants
- a New Year's Eve Spectacular complete with live entertainment, a DJ, a ball drop, confetti and fireworks show

Our partners in several of the above events include the Saint Patrick's Day Parade Committee, City of White Plains, Doug Panero Presents, Galleria White Plains, ArtsWestchester, Kite Realty Group, Ivy Realty Services, White Plains Hospital and the Haunt at Rocky Ledge.

WING WALK

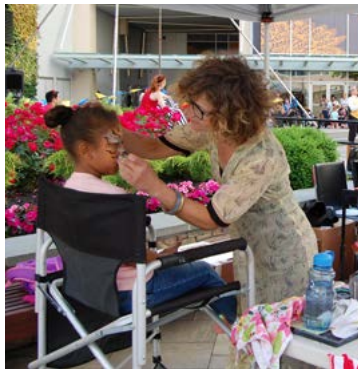


The Wing Walk took me into establishments that I may not have previously tried and now look forward to returning to again.

— Sheila Carnahan from Stormville, NY



CIRCUS FUN DAY



Was very nice.
Thank you so much,
White Plains BID

– M A Scoca Capriolo on Instagram



SUMMER CONCERT SERIES

at City Center



Charley Crockett, July 25

Sammy Rae and The Friends, July 11



SUMMER SECOND TUESDAYS

at White Plains Plaza, One North Broadway



Matt Nakoa, July 9

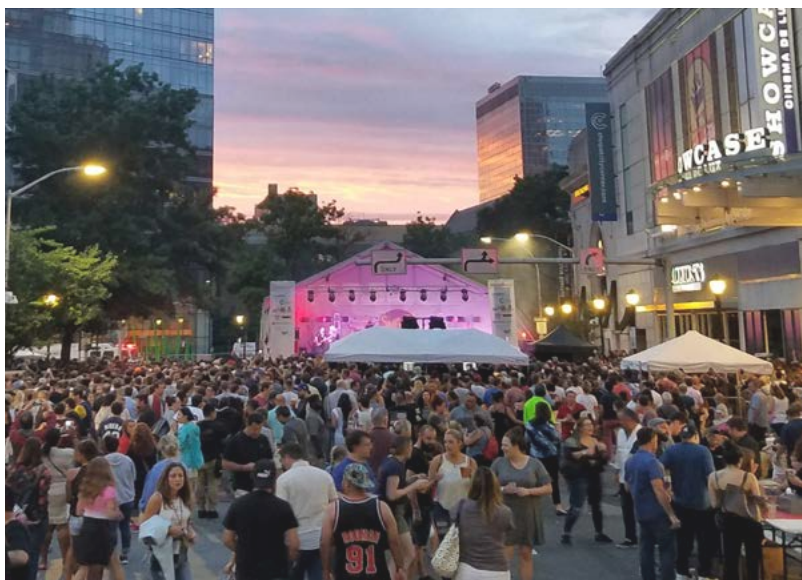


McClain Sullivan, August 13

ROCK WHITE PLAINS

Great show!!!!
Thank you Nikki Hill!!!
And Smash Mouth!!!

– Elizabeth Tuttle from Bronx, NY on Facebook



Smash Mouth



Nikki Hill



OUTDOOR YOGA



JAZZFEST



Alphonso Horne & The Gotham Kings



Loved every minute of it!

– Carol Passariello from Tarrytown, NY on Facebook



Camille Thurman with The Darrell Green Trio

OKTOBERFEST

Alpine Squeeze



Food service by The Iron Tomato

ZOMBIE WALK



I loved it, I recommend
for children and adults

Victor Carillo from New York, NY
on Facebook



NEW YEAR'S EVE SPECTACULAR



The Hey Nows



Larger Than Life





MARKETING & BUSINESS PROMOTIONS

WHITE PLAINS BID DINING GUIDE

There is an abundance of restaurants located in downtown White Plains, one for every conceivable palate and price point from fine dining to fast casual. Restaurants are an important economic driver in our downtown, as they comprise a large amount of our street level properties. Restaurants draw people to an area, and the more that are clustered together in close proximity to one another, the greater the draw and opportunity for success. We are fortunate to have so many restaurants downtown, as they are a perfect complement to the large amount of banking, government and shopping centers located in the BID. Given the prominence of restaurants in our district and their role in creating a distinct feel and brand for our downtown, the WPBID regularly attempts to promote these businesses by including them in our music festivals and street fairs, as well as featuring them in a Dining Guide which is widely distributed throughout the City of White Plains and Westchester County.

The White Plains BID Dining Guide is comprised of a fold out map showing the locations of each restaurant listed in the guide. The maps also show the locations of important business centers, public parking facilities, city hall and the city's Metro North station and downtown bus terminal. In addition to location, the guide notes each restaurant's price point and phone number.

In 2019, the WPBID finished distributing the Fifth Edition of the White Plains BID Dining Guide, and by the end of 2019 completed production of the Sixth Edition. The WPBID receives frequent requests for the guides, which are delivered to hotels, government buildings, residential buildings, and neighborhood organizations located in and around White Plains. They are also available at many WPBID events and displayed on the WPBID kiosk in City Center. Ten thousand copies of the Sixth Edition White Plains BID Dining Guide have been printed to distribute in 2020.

SHOP WHITE PLAINS DISCOUNT CARD PROGRAM

The WPBID's discount card program helps generate traffic to downtown shops and restaurants. *Shop White Plains* cardholders are provided with the ability to obtain discounts on goods and services purchased within the BID. The program is free to participating merchants, of which there were 35 at the end of 2019, an increase from 32 at the end of 2018. Each business owner has the ability to uniquely structure their own promotion, with the majority offering at least a 10% reduction in price. All discounts are advertised on the Shop White Plains page of the WPBID website and the weekly e-newsletter, with each participating merchant's complete contact information easily accessible to cardholders. *Shop White Plains* cards are available for lifetime purchase on the WPBID website for a small fee and distributed complimentary at many WPBID events.

SMALL BUSINESS SATURDAY

In 2019, as in previous years, the WPBID became an American Express Neighborhood Champion in order to promote the small businesses of downtown White Plains on Small Business Saturday, November 30, 2019. As a Neighborhood Champion, the WPBID received Shop Small® branded merchandise from American Express and a listing on shopsmall.com.

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

- Provided Shop Small® merchandise to 16 participating small businesses downtown
- Provided all participating businesses with parking validation codes for up to 2 hours of free parking through the city's ParkWhitePlains app
- 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
- Advertised Small Business Saturday in White Plains on *The White Plains Examiner* and *The Journal News*.



WPBID Google remarketing ad

WEEKLY E-NEWSLETTER AND E-BLASTS

More than 2,000 interested constituents receive the WPBID's weekly online newsletter, *Discover Downtown White Plains*, an increase of nearly 500 since the end of 2018. The e-newsletter regularly features events and promotions from the WPBID, local merchants, and other interesting happenings downtown. In 2019, *Discover Downtown White Plains* received an average Open Rate of 26.32% and an average Click Through Rate of 10.43%. Both exceed the Non-Profit industry average of 19.18% and 7.38% respectively. When appropriate, the WPBID blasts out news, business openings, and important city-wide information.

SOCIAL MEDIA

Social Media has been an effective tool for promoting downtown White Plains and capturing public interest in the area. The WPBID continues to regularly and consistently share posts from BID businesses and organizations to continue a conversation and increase interest and visibility for all events and programs within the BID.

At the end of 2019, the WPBID's Facebook page had 3,952 likes, a 6.4% increase in likes from the end of 2018. The WPBID's 93 Facebook posts throughout 2019 had an average of 1,160 impressions per post. The WPBID's Twitter page had 580 followers, an 11.1% increase in followers from the end of 2018. Over the year, there was an average of 550 impressions per tweet. The WPBID's Instagram page had 1,104 followers, a 109.9% increase from the end of 2018. The WPBID's 104 Instagram posts in 2019 had an average of 743 impressions per post, and 292 Instagram stories had average of 160 impressions each.

OTHER MARKETING AND BUSINESS PROMOTIONS

In 2019, the WPBID continued to use Welcome Wagon for promotions. Welcome Wagon sends new White Plains homeowners a postcard listing all WPBID special events throughout the year and information about the WPBID Shop White Plains Discount Card Program.

The WPBID continued its remarketing campaign through Google Ads in 2019. The remarketing campaign began the previous year in order to bring returning visitors to the WPBID website (WPBID.com). Visitors of the WPBID website receive ads offsite, encouraging them to visit the website again to learn more about downtown White Plains. The WPBID website received over 22,000 return visits through this campaign.



The WPBID e-newsletter is sent weekly and has upwards of 2,000 subscribers.



ART IN PUBLIC PLACES

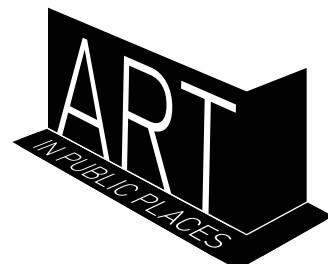
WITH RETAIL AND OFFICE vacancies on the decline and with thousands of residential units in development, downtown White Plains is brightening with Art in Public Places. The White Plains BID has partnered with Professor Warren Lehrer's senior level Community Design class at Purchase College, SUNY for the fifth year. The goal of the project is to enliven the downtown with art, thereby creating a more pleasing and vibrant environment for those who live, work and shop in the area.

The WPBID has responded to a shift in the downtown by transitioning the former Art in Vacant Spaces into Art in Public Places. The project has been redefined to encompass a broader range of public art opportunities, rather than being limited to vacant storefront windows. The logo was also given a refreshed look to reflect this shift.

Art in Public Places 2019 transformed the construction site wall of The Mitchell, a mixed-use, two-tower development in the works from LMC, a Lennar Company. It is located on the corner of Mamaroneck Avenue and East Post Road and extends to Mitchell Place. The street level poetry art enhances

the pedestrian experience along a highly trafficked area of the central business district. The artworks featured are graphic and illustrative interpretations of text; this poetry is inspired by White Plains itself and is built on themes of positivity, resilience and communal hope for the future.

A free audio-visual tour of Art in Public Places is available on the app Otocast. The app is free, and when it is opened, the listing for Art in Public Places can be easily found by geolocation or search. The immersive listing contains photos of the artwork along with descriptions of each piece that are written by the artists themselves and narrated by poet and performer Judith Sloan.



A new logo was created in 2019



From top:

More Than A Roadmap
Design, Austin Wells

Quantum Leap
Design, Isaiah Ship

Rise to the Occasion
Design, Lucas McBath

Poetry by Judith Sloan

“Art brings people together. It is an important part of defining a community and bringing new life to a neighborhood. We are honored to help local artists share their works with the residents of White Plains. We look forward to a continued partnership with the White Plains BID as we find new ways to connect The Mitchell and LMC with our new community at large.”

– Kristiana Wilson, Vice President of Development for LMC, a Lennar Company



OTHER ACTIVITIES

IN ADDITION to the WPBID's core programs, a myriad of additional activities were undertaken during the last year to attract new businesses to the city and assist those that have recently opened to introduce themselves to the White Plains community. Periodically, business owners request assistance finding a place to lease downtown and in 2019, the WPBID helped secure 450 square feet of space for a registered nurse and small business owner to open her foot care practice. The Empire State Development Corporation asked the WPBID to help identify 24,000 square feet of space for a software company with 75 employees. This space request, with special needs, is currently still active and the locations offered by the WPBID are still under consideration. Demographic and retail market data was also provided during the year to a market researcher, as well as a downtown property owner seeking to lease vacant space.

During 2019, the WPBID assisted 12 new businesses with their grand openings. This work included the issuing, and in many cases, drafting of press releases and coordination of ribbon cuttings with the Mayor's Office. The goal of this activity is to attract widespread attention to the new businesses that have opened in the downtown.

The WPBID monitors the impacts of new regulations on the downtown business community. In 2019, the WPBID reviewed a proposed zoning amendment concerning electronic games and e-sports. WPBID staff reviewed the proposed ordinance and testified in

support of its adoption at a Common Council meeting because it would help to strengthen the vitality of the downtown's shopping centers and keep White Plains competitive within the region.

Finally, the WPBID routinely notifies downtown property and business owners of street closures due to public events, street work, inclement weather and other information that may be helpful to them.

2019 Grand Openings:

- Purple Corn (A)
- Wolf & Warrior Brewing Co. (above)
- Cantina Taco & Tequila Bar (B)
- Sunset Restaurant & Bar
- StretchLab (C)
- Little Drunken Chef
- Serendipity Labs (D)
- The ZEISS Group (E)
- Pure Barre (F)
- The Foot Care RN (G)
- Hard Luck Poolhall, Bar & Lounge (H)
- Cigar Corner



FINANCIALS

THE FINANCIAL statements shown are the audited financial statements for the 2018/2019 fiscal year. The WPBID finished the FY 18/19 fiscal year with a \$90,542 in net revenue. Several factors accounted for this, including \$45,725 in revenue received in FY 18/19 that is restricted for events to occur in the following fiscal year. Another \$25,011 in personnel savings was achieved as a result of a staff member being out on leave which was not anticipated. Additionally, in FY 18/19 the WPBID received a refund of \$5,285 from a 2007 insurance policy and an additional \$3,000 in income from higher interest payments received from an account at Webster Bank.

Total revenue was up 9.46% over the previous fiscal year due to an increase in sponsorship revenue for WPBID events, including new events such as the very successful Rock White Plains and Wing Walk. Total expenses increased by 4.25% from the previous fiscal year.

During the last four years, the WPBID has steadily decreased the percent of total revenue derived from property assessments from 77.4% in FY 15/16 to 70.7% in FY 18/19, a decline of 6.7% over the four year period. This has been achieved largely by increasing interest in sponsorships for WPBID events and the generous corporate support of downtown business and property owners.

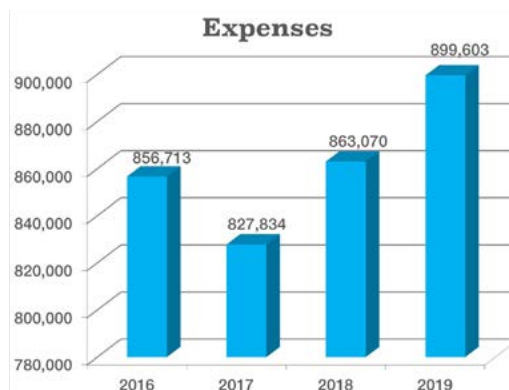
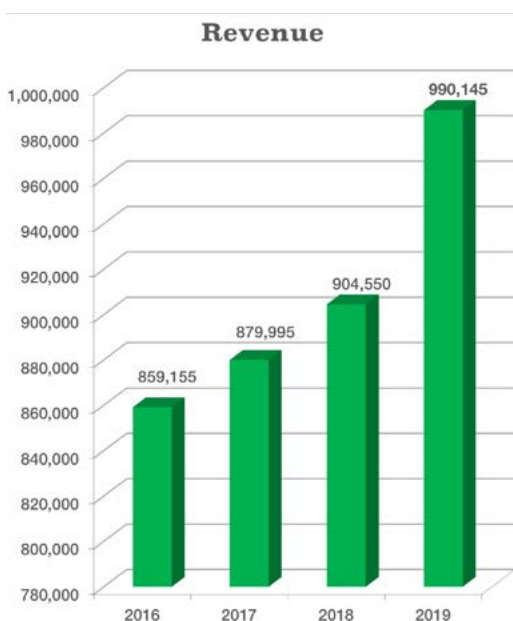
As of June 30, 2019, the WPBID had total net assets of \$590,896 inclusive of \$30,212 in accounts receivable. Total liabilities as of June 30, 2019 were \$23,823 inclusive of accounts payables, accrued expenses and deferred rent. The WPBID uses its cash assets to make yearly investments in downtown street furniture, such as solar powered trash compactors and newer downtown trash receptacles.

Statements of Financial Position

	June 30	
	2019	2018
ASSETS		
Cash and cash equivalents	\$ 520,612	\$ 449,667
Accounts receivable	30,212	14,523
Deposit and prepaid expenses	16,513	7,802
Property and equipment, net	23,559	21,258
	\$ 590,896	\$ 493,250
LIABILITIES AND NET ASSETS		
Liabilities		
Accounts payable and accrued expenses	\$ 20,404	\$ 14,367
Deferred Rent	3,419	2,352
Deferred Revenue	-	-
Total Liabilities	23,823	16,719
NET ASSETS		
Unrestricted		
Without Donor Restrictions	521,348	456,031
With Donor Restrictions	45,725	20,500
Total Net Assets	567,073	476,531
	\$ 590,896	\$ 493,250

Statements of Activities

	Year Ended June 30, 2019			Year Ended June 30, 2018		
	W/O Donor Restrictions	With Donor Restrictions	Total	W/O Donor Restrictions	With Donor Restrictions	Total
REVENUE AND SUPPORT						
Contract with the City of White Plains	\$ 700,000	-	\$ 700,000	\$ 665,000	-	\$ 665,000
Sponsorships and contributions	240,261	45,725	285,986	218,052	20,500	238,552
Interest	4,159	-	4,159	998	-	998
Net assets released from restriction	20,500	(20,500)				
Total Revenue and Support	964,920	25,225	990,145	884,050	20,500	904,550
EXPENSES						
Direct program expenses	484,078	-	484,078	443,770	-	443,770
Salaries	261,663	-	261,663	254,472	-	254,472
Payroll taxes	20,628	-	20,628	21,101	-	21,101
Employee benefits	9,594	-	9,594	8,015	-	8,015
Rent	47,256	-	47,256	38,955	-	38,955
Professional fees	17,421	-	17,421	26,296	-	26,296
Travel and lodging	6,864	-	6,864	8,438	-	8,438
Office	26,714	-	26,714	25,887	-	25,887
Telephone	6,485	-	6,485	8,103	-	8,103
Dues and subscriptions	2,299	-	2,299	2,960	-	2,960
Postage and printing	5,654	-	5,654	4,895	-	4,895
Depreciation	5,320	-	5,320	12,888	-	12,888
Payroll charges	5,302	-	5,302	4,429	-	4,429
Bad debt expense	-	-	-	2,250	-	2,250
Miscellaneous	325	-	325	611	-	611
Total Expenses	899,603	-	899,603	863,070	-	863,070
Change in Net Assets	65,317	25,225	90,542	20,980	20,500	41,480
NET ASSETS						
Beginning of year	456,031	20,500	476,531	435,051	-	435,051
End of year	\$ 521,348	\$ 45,725	\$ 567,073	\$ 456,031	\$ 20,500	\$ 476,531



SPONSORS

7 Renaissance Square

A & A Maintenance

Alex Lounge Bar & Grill

Arrow 1 Taxi

Ballast Point

Blaze Pizza

BMW of Westchester

Calano & Culhane, LLP

Cambria Hotels

Cantina Taco & Tequila Bar

Cappelli Organization

Captain Lawrence Brewing Company

Caspi Development Company

City of White Plains

Constellation Brands

Curan and Ahlers LLP

Delicias del Jireh

Freebird Kitchen and Bar

Freixenet Mionetto USA

Galleria at White Plains

Gaucho Burger Company

Heineken USA

Hudson Grille

Inspira Outdoor Advertising

Ivy Realty Services

KEE Oyster House

Kite Realty

Lazy Boy Saloon & Ale House

Lilly's

Lincoln Land Services, LLC

LMC, a Lennar Company

Manhattan Beer Distributors

Modelo

New Belgium

North Street Community LLC

Party Line Rentals

Paulaner

Pumphouse Wines

Reckson, a Division of SL Green
Realty Group

Ron Blacks Beer Hall

Serendipity Labs

Silverman Realty Group Inc.

Southern Land Company

Sterling National Bank

Sundance Kitchen & Cantina

The Brazen Fox

The Crowne Plaza

The Iron Tomato

The Residences at The Ritz-Carlton
New York, Westchester

Truly Hard Seltzer

Webster Bank

Westchester Bank

Westchester Business Center

Westchester County

Westchester One

Whiskey Lounge

White Plains Hospital

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Kevin Nunn

Executive Director 1/1/2019 – 9/6/2019
Special Advisor 9/6/2019 - Present

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Executive Director 9/9/2019-Present
Director of Events and Business Promotions
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