

# *Downtown* **WHITE PLAINS** BUSINESS IMPROVEMENT DISTRICT

**2023**



**ANNUAL REPORT**

# Message from the Chairwoman and Executive Director

This is an exciting time for downtown White Plains. Just weeks ago, the State of New York awarded White Plains a coveted \$10 million-dollar Downtown Revitalization Initiative (DRI) grant. The choice of the State to invest such a significant amount in our city speaks volumes regarding the capacity and momentum that our downtown holds in terms of development, real estate, and business strength; government, civic, and nonprofit capacity, and our ecosystem of working relationships. This investment will dovetail nicely with the thoughtful strategies for local business support and enhancements to downtown's public realm that have been laid out in the One White Plains City Comprehensive Plan (now in its final draft form at the writing of this report).

One of the biggest stories this year regarding downtown was, of course, the public reveal of plans for the former Galleria Mall. The new concept, District Galleria, contains multiple mixed-use buildings of different heights with upper floor residential and a variety of ground floor retail and services. Nearly 46% of the project calls for publicly available open space in the form of pocket parks, a 1,200-foot promenade running through the entirety of the development, and designated outdoor events space. Additionally, one of our long-anticipated new apartment complexes, Hamilton Crossing (440 Hamilton and 50 Barker) came online for leasing this year, while others such as The Juliette

rapidly progress. Ribbon cuttings continued this year with numerous new retail and service businesses investing in White Plains, while demand for upper floor office leasing remained strong.

Our organization made some exciting investments this year too. This summer, we hired an Events and Social Media Coordinator to elevate our social media platform and provide better exposure for our downtown businesses. The results were undeniable: in less than a year's time, we increased our followers on Instagram by 65% and our Instagram videos collectively amassed nearly 1.2 million views.

Like most, we have been challenged by a notable spike in program costs due to inflation, supply shortages and other factors. For that reason the BID's assessment was adjusted from \$700,000/year to \$900,000, the first assessment increase in five years, effective FY2024.

Thank you for being part of our business improvement district community. Whether you are a business, property owner, event sponsor, downtown customer, or one of our many valued partners, we appreciate you and look forward to building upon the great momentum surrounding downtown in the coming years.



**BONNIE SILVERMAN**  
CHAIRWOMAN



**JENNIFER FURIOLI**  
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 (businesses), 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.

### WPBID Programs:

- Street Cleaning and Beautification
- Special Events
- Marketing Promotions and Social Media
- Outreach, Liaison and Business Assistance Services
- Public Art Programming

Number of BID businesses	300+
Total Gross Floor Area (sq. ft.)	5,232,627
Total BID Assessments	\$900,000
Total Number of BID Tax Parcels	142
Average BID Assessment	\$6,359
Average BID Assessment excluding parcels >100,000 sq. ft.	\$3,644

Source: White Plains BID



# Spotlight on...

## Here are a few projects happening in White Plains that will have an impact on our downtown in the future:

### One White Plains “One WP”

*A comprehensive plan is an official, long-range planning document that provides policy guidance for future growth and development, housing infrastructure and public services. Once adopted by the Common Council, the plan provides the foundation for future decisions on development and zoning, capital spending and general policy decisions. Public input is critical to ensure that the priorities expressed in the plan are consistent with the community's vision for the future. -One WP website*

The City of White Plains last updated its comprehensive plan in 1997 (with updates in 2006 and 2012). With much change occurring in White Plains since, OneWP (the name for the new Comprehensive Plan) was spearheaded to reflect current priorities, demographic and economic trends and recent planning efforts. Built within the current draft plan are many proposals that would address the downtown public realm and support of our businesses within. These include, but are not limited to: creating a City

Economic Development/Business Support officer to help facilitate efforts and technical assistance between City government, Westchester County, the Mid-Hudson Regional Economic Development Council and the White Plains BID; Examine existing business regulations and seek opportunities to streamline (or reduce burdensome) business regulations; and Grow our White Plains BID's capacity to serve more of the downtown with our programming. Numerous streetscape improvements and creative placemaking interventions are also proposed, which would also encourage and extend visitation to our downtown. (Sections of the Plan most frequently addressing downtown proposals are: Connect, Work, Live and Play.)



Learn More

### District Galleria



Credit: District Galleria

Headlining the news this year was the public reveal of plans for the former 870,000 square-foot Galleria Mall. The new concept, District Galleria, contains seven mixed-use buildings of different heights with a variety

of ground floor retail and services and approximately 3,200 apartments. Nearly 46% of the project calls for publicly available open space in the form of pocket parks, a 1,200-foot promenade running through the entirety of the development, and designated outdoor events space. The project proposes to create more porous access between downtown's main thoroughfares, in contrast to the heavy walls of the current outdated shopping center, which prevent efficient pedestrian passage. With proposed plans laid, the project must now go through the State Environmental Quality Review Act (SEQRA) process which will involve public hearings and creation of an Environmental Impact Statement.



More Here

## NY State Downtown Revitalization Initiative Grant

Just weeks ago, the State of New York awarded White Plains a coveted \$10 million-dollar Downtown Revitalization Initiative (DRI) grant. The Downtown Revitalization Initiative was created in 2016 to accelerate and expand the revitalization of downtowns and neighborhoods in all ten regions of the state to serve as centers of activity and catalysts for investment. Each community is awarded \$10 million to develop a downtown strategic investment plan and implement key catalytic projects that advance

the community's vision for revitalization and leverage additional private and public investments. The City (not the BID) is the official recipient of the grant, but our organization looks forward to providing input on how these funds can best support our local downtown shopping district and businesses within and serving as a supportive planning and implementation partner in all areas possible.



Press Release



## DOWNTOWN WHITE PLAINS Business Improvement District

# New Business & Office Openings

This is but a sampling! Follow us on social media and our e-newsletter to learn more about openings.



**Asopao**  
(185 Main Street) Dominican fusion cuisine with some delicious lunch and dinner menus. (Traditional Dominican breakfast too!) Try their pernil, stewed oxtail or mofongo! They also have a variety of fresh fruit juices, perfect for summer refreshments.

**Bonchon Chicken**  
(220 Main Street, Ste. 009B) Hand-battered and double-fried Korean Fried Chicken. Wings, drumsticks and strips available. Also on the menu: Bulgogi Fries and Potstickers!

**Citibank**  
(134 E. Post Road)

**Colombian House**  
(175 Main Street) Instagram-worthy interior and delicious food. This Colombian restaurant offers an impressive cocktail line-up of margaritas and sangrias, ceviche, chicharron, empanadas, delicious soups, and so much more!

**Minuteman Press**  
(190 E. Post Road) Longtime owners Alan and Mary Jane Goldman recently sold their beloved printing shop, Alloy Printing, to new owner Chris Greene (who has renamed the business Minuteman Press). The great customer service, community engagement, and quality print jobs remain true!

**Office of Senator Shelley B. Mayer**  
(235 Mamaroneck Avenue, Ste 400) The Senator's district office has moved to the heart of our downtown.



**4mydogs**  
(185 E. Post Road) Pup... and pup-parent approved! A corner business offering dogs only the best from grooming to doggy day care to necessary accessories. Don't miss the dog/pup parent social events and unique opportunities, such as doggie photos with the Easter Bunny!



**The Opus Spa**  
(3 Renaissance Square) Revel in luxury in this newly-appointed space offering massage, facials, body scrubs and wellness treatments such as a halotherapy salt chamber.

**OMC and Sweet Temptations Espresso and Dessert**  
(181 Martine Avenue) This charming pink striped-awning'd coffee shop and patisserie is as beautiful inside as its latte art and croissants. Slide the flowered vending machine aside to reveal OMC, Westchester's latest speakeasy!

**Playa Bowls**  
(245 Main Street) Grab delicious acai, pitaya, coconut bowls and smoothies for a healthy morning booster or a lunch break.

**Pokemoto**  
(240 Main Street) Diced fresh fish, tofu, shrimp or salmon, with a whole variety of mix-ins, toppings and crunches with your favorite sauces. Enjoy this native Hawaiian cuisine with a boba tea!

**Pose Snap Print**  
(110 Mamaroneck Avenue, Ste 5A) Picture this (pun intended)-- a studio where you can walk in and control the process. Choose from a variety of backgrounds, position yourself in the frame, click the button to control the camera shutter and download the electronic photos after! This self-portrait studio handles it all, soup to nuts!

**Professional Physical Therapy**  
(222 Mamaroneck Avenue) Founded in 1998, Professional Physical Therapy is a leading provider of physical therapy and sports medicine services with clinic locations throughout New England. Now downtown White Plains benefits too!

**Red Horse by David Burke**  
(221 Main Street) Octopus and Chorizo kebabs? Yes, please! Find tantalizing appetizers, elegant cocktails and fine dining in this beautifully appointed restaurant in the heart of our downtown, located at the Opus.

**Shiraz Kitchen and Wine Bar**  
(80 Mamaroneck Avenue) An elegant interior boasting both a sushi bar and a full Mediterranean menu featuring everything from feta stuffed dates to Persian vegetable stew to a roasted lamb shank served with dill and fava bean basmati rice. Delicious!

**Sugared Aesthetics and Wellness**  
(222 Mamaroneck Avenue) Beauty-seekers, this pretty new addition to downtown offers Morpheus8, Forma, DiolazeXL, fillers, neurotoxins and teeth whitening. Thirst IV therapy too!

Are you a new business and would like our help promoting you?

Reach out to the BID!

# Street Cleaning, Beautification & Horticulture

One of the most valuable services we have provided since the inception of our organization is supplementary litter removal from our sidewalks.

Clean streets and sidewalks are the basic foundation to a desirable downtown. With the amount of foot traffic and thriving businesses at all hours, plus the role that downtown White Plains plays as both a transportation hub and the county seat, there is a lot of activity downtown, which sometimes translates to litter, overflowing trash cans, and abandoned objects streetside.

That's why we provide seven days per week, 52 weeks per year cleaning services within the boundaries of our business improvement district. Our Clean Team members have contributed 5800+ hours of service annually. They also replace nearly 2,000 bags per month in the BID's 95 trash receptacles, preventing unsightly and unsanitary spillover.

## Gum Busting

One of the more popular services in the Clean Team portfolio is our annual gum spot removal from downtown walkways. If you've ever walked on the sidewalk and seen black spots that look like tar, look again. These are actually flattened spots of bubblegum and they're difficult to clean. Every year we use a special Gumbusters machine that steams these spots away, with a little elbow grease and scrubbing to supplement. Gum removal requests are frequently received by our office by local property owners and merchants. The Clean Team spent nearly 100 hours during the months of July and August removing gum.

All of the BID's sanitation services are *supplemental to, and not in replacement of*, the cleaning and maintenance activities undertaken by the City of White Plains. We are grateful to the Department of Public Works for their support in keeping our district clean and rapidly and effectively responding to larger sanitation issues raised by our team that we can not confront on our own.



See our gum removal services in action here!



## Downtown Horticulture

What's better than a clean downtown? A clean and *green* downtown. Our horticultural program is designed to enhance the streetscape and delight pedestrians as they traverse our business community. Forty-nine planters containing a variety of evergreens and annuals dot our most populous thoroughfares on Mamaroneck Avenue, Post Road, Court Street, and Hamilton Avenue. These seasonal displays are tended with regular watering and oversight using an outsourced horticultural partner. We also maintain two tree pits. Our efforts are complimentary to the significant plantings also conducted by the City of White Plains and those of the White Plains Beautification Foundation in our downtown.

## New Horticulture Provider

In the spring of 2023, we issued a request for proposals and selected a new company with knowledge and experience in beautifying public spaces in White Plains, Tony Casale Landscaping, to provide horticultural services for our district. Looking forward in the coming years, we plan to expand our planting program to go beyond summer blooms to year-round displays that keep our streets beautiful and visually interesting in the fall, spring and winter seasons too!

# Social Media & Marketing



## Engage, Entertain, Excel: The Downtown White Plains Social Media Revolution!

Over the past year, our social media presence has experienced an incredible transformation. Thanks to our revamped strategy, we've seen remarkable growth in both followers and engagement. Shifting from a simple 'reposting' strategy to creating unique, fun and

engaging content has yielded fantastic results. This new approach has increased our reach and translated into impressive turnouts for events and successful marketing campaigns.

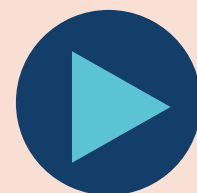
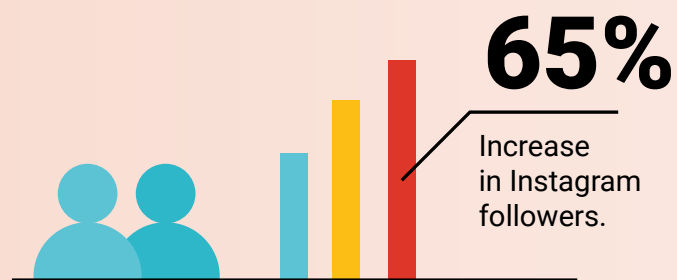
Our social media platforms have become the primary channel for businesses and consumers to stay connected with all things downtown White Plains. Our priority is to create content that is not only entertaining but also informative, keeping our downtown community updated on the latest happenings, offerings, and events.

As we continue to expand across various social platforms, we remain committed to being an invaluable asset. We will persist in generating engaging content while supporting our local businesses in their own social media endeavors. Together, we'll keep our community informed and entertained, fostering a vibrant online presence for downtown White Plains.

## From Likes to Leads: Tracking Downtown White Plains' Social Media Surge

The best way to express our growth is through metrics! Let's start with our biggest following, Instagram, where our followers have increased 65% in the past calendar year. This significant growth

surged in the latter half of the year, escalating from 4,245 in June of 2023 to 7,032 in January of 2024. Moreover, our Instagram videos collectively amassed nearly 1.2 million views. When it comes to reach (the number of individual accounts our page reaches), we truly showcase the breadth of our audience, connecting with over 600,000 accounts throughout the year. These numbers reinforce the transformative impact of social media, not only during our event lead-up campaigns but also in supporting downtown businesses through promotions, sales, and specials.



## 1.2 Million

Instagram video views, collectively.

## Why do all these numbers matter?

The more people that see our content and interact with our pages, the more people are enticed to come to our downtown, shop at our businesses and attend our events. Our goal? Go from likes to leads that convert into real results and sales for our local businesses!

Turning to Facebook, we've observed a 2.5% year-over-year increase in followers. While this growth may not match Instagram's meteoric rise, it's essential to recognize the unwavering loyalty of our Facebook followers, who consistently engage with our posts and event pages.

In the coming year we will be working on growing our TikTok audience.

## Developing Community Loyalty

We use social media to give back to our followers (our online "community"). This keeps them active with our social media accounts, introduces them to new businesses in our downtown, and provides a monetary boost to businesses benefiting from our giveaways.

For example, we frequently offer giveaways tied to entertaining holidays. On National Pizza Day we delighted our followers with complimentary pizza slices from Mario's Pizza! We also host regular *Win It Wednesday* promotions where individuals responding to one of our posts and tagging a friend can become the lucky recipient of a variety of fun goodies, ranging from a \$50 gift card to a local restaurant to free tickets for one of our BID-sponsored events, such as Rock White Plains or Oktoberfest. Local businesses who have been featured in *Win It Wednesdays* include, but aren't limited to: Lilly's, Brazen Fox, Cantina Taco & Tequila, Red Horse, Wolf and Warrior and The Pamplousse Project. If you're a local BID business with a *Win It Wednesday* idea, contact us!



## The Power of Partnerships: Downtown White Plains' Influencer Collaboration Strategy

In today's dynamic market landscape, influencers play a pivotal role in amplifying brand presence and extending reach across diverse markets globally. Recognizing this trend, we've adopted a similar strategy by forging partnerships with local influencers to bolster event promotion and drive foot traffic. Among the notable accounts we've collaborated with are:

- @Westchesterblogger
- @Westchesterdatenight
- @breakfastatetiffany
- @Whats\_in\_westhester\_ny
- @914popups
- @traveling\_bliss
- And many more!

Our collaboration with these influential accounts enables us to achieve a significantly broader reach. By leveraging their sizable followings, not only are we able to share event information to a wider audience, but we also experience a noticeable uptick in our own follower base. We strategically select partners based on their audience alignment with specific events, ensuring optimal results. This approach allows us to diversify our partnerships and maximize our impact in different contexts.

Partnering with influencers has proven to be a highly effective strategy, yielding great results in enhancing event visibility and fostering community engagement.

## Are you following us? Start now:



@whiteplains.BID



@WhitePlainsBID



@WhitePlainsBID



@downtownwhiteplains

# 2023 Promotions & Events

## White Plains Restaurant Month

January 3rd – January 31st (Extended until February 12th)

Welcome to the culinary wonderland of Downtown White Plains, where every bite is a journey of flavors. With over a hundred eateries within the BID's boundaries alone, downtown is a paradise for even the most discerning taste buds. But hold onto your napkins because in January downtown gets even

tastier with our Restaurant Month, a thirty day-long celebration of food and flavors. In 2023, 21 esteemed sit-down eateries pulled

out all the stops, dishing up exclusive deals and mouthwatering promotions that had foodies flocking from miles to dive into the culinary delights of Downtown White Plains.

Each eatery was given creative license in determining their lunch and dinner menus within the given price points of \$22.95 for lunch, \$32.95 for dinner, or \$42.95 for a second-tiered dinner. To spread the word, the BID ran a television commercial sponsored by Westchester Magazine and Heineken®. Various print ads and social media giveaways were also released to generate excitement and attract food lovers to the event.



The success of Restaurant Month exceeded expectations, with the participating restaurants experiencing impressive sales.

In fact, they were so delighted with the response that they requested a 12-day extension, prolonging the festivities until February 12th. This extension not only allowed more gourmands to savor the flavors of Downtown White Plains but also cemented our downtown's status as THE spot for food enthusiasts far and wide.

## White Plains MARCH into Self-Care Month

Monday, March 1st – March 31st



The month of March was transformed into a rejuvenating experience with our MARCH into Self-Care event, a delightful blend of hair, skin, and massage treatments designed to combat the winter blues at time-limited pricing. From March 1st to March 31st, 15 local

salons, barber shops, and spas offered a generous 25% discount on select services, allowing individuals to prioritize their well-being and indulge in self-care at a more affordable price.

In March of 2023, we enhanced our marketing plan to ensure maximum visibility for MARCH Into Self-Care. In addition to our existing print and digital ads throughout downtown, we introduced a captivating TV commercial and utilized ad messengers to reach a wider audience. These strategic marketing efforts generated significant traction and created a buzz around the event.

The feedback from businesses participating in MARCH Into Self-Care was overwhelmingly positive. Many reported gaining new clients, while others expressed their gratitude for the opportunity to show appreciation to their existing clientele. The event not only provided a much-needed boost to local businesses but also allowed individuals to prioritize their well-being and indulge in self-care during the winter season.

Thank you to Westchester Magazine for serving as our 2023 media sponsor!



# 2023 Promotions & Events cont'd

## Downtown White Plains Wing Walk

April 22nd



April 22nd was the day downtown White Plains spread its wings and soared to new heights with the White Plains Wing Walk! Picture this: groups of friends, couples and families strolling through the heart of our vibrant city, savoring the diverse

flavors of chicken wings from various restaurants while channeling their inner food critic to crown the downtown "King (or Queen) of Wings".

Our 2023 Wing Walk wasn't just about feasting on wings; we also amped up the fun by featuring new activities: live outdoor acoustic music adjacent to several of our Wing Walk restaurants and candid photo opportunities with Chuck, our new chicken mascot. Over 800 people flocked to the event and devoured more than 16,000 wings at 15 of our restaurants! Participant wristbands were priced at \$25 each, and earnings were divided equally among the restaurants. Additionally, participants received a voucher to return to their favorite Wing Walk restaurant later in the week for an additional free half-dozen wings to encourage additional patronage of our local businesses. The Downtown White Plains BID and Mayor Tom Roach had a squawkin' good time crowning Alex Lounge's Cilantro Lime wing flavor as the winner of 2023.

Wing Walk generously sponsored by Heineken®.



## Rock White Plains

Tuesday, July 25th



A Night to Remember! White Plains Signature outdoor concert event returned on Tuesday, July 25th, with headliner the Plain White T's rocking their quadruple platinum song "Hey There Delilah," which had the crowd dancing all night long. Despite Mother Nature's best attempts to rain on our parade (literally!), the organizers, bands, and attendees remained undeterred and

the show definitely went on. The opener, Alex Cano, embraced the rain-soaked stage like a true rockstar and delivered a performance that resonated with the 1,800 attendees. The main show with the Plain White T's had audience members singing joyfully to other hits, including "Rhythm of Love," "1,2,3,4" and "Our Time Now." This year, we added to the event by including outdoor games, such as cornhole, life-sized Jenga and Connect Four to the concert venue. Local businesses surrounding the concert were invited to

Rock White Plains was sponsored by SRG2Partners, LLC, Argent Ventures, Cappelli Organization, LoHud/Journal News, City of White Plains, LANline Communications, White Plains Hospital, Heineken®, Westchester County, Cambria Hotels and A&A Elevated Facility Solutions. Additional gratitude is owed to New York Power Authority for their role as Community Partner.



participate and benefit from the audience in their front yard. We helped coordinate take out menu options and special dining opportunities during concert hours with Shah's Halal, Buffalo Wild Wings and the Melting Pot, and our VIP reception was catered by Chazz Palminteri.

**The success of this event isn't just anecdotal. According to the analytics tool Placier.ai, our event increased foot traffic downtown by 88% from the same Tuesday the week before our concert and was higher by 42% than the same date a year prior to Rock White Plains.**

In our post event attendee survey, many of our concert-goers reported being from White Plains or immediate environs, but our event brought visitors from as far as Garden City, Long Island, Danbury and Bridgeport, CT and several northern Westchester towns. Of concert-goers who self-identified as "rarely visiting downtown White Plains", 90% said they would come back more often just to visit the downtown. 85% of surveyed attendees stated that they spent money at a downtown business before, during and/or after the event and 15% of the audience said due to our concert alone, they learned about a new downtown business.



# 2023 Promotions & Events cont'd

## White Plains Jazz Fest

September 6th – 10th



A partnership between Arts Westchester, the City of White Plains and the Downtown White Plains BID, Jazz Fest has become a must-do event in downtown White Plains. Jazz Fest always programs a variety of venues with free or accessibly-priced jazz, ranging from live music at the farmers market to intimate concerts at Arts Westchester to music within and outside of Grace Church and the White Plains Public Library.

**In addition to co-marketing the event with our other partners, the BID was heavily involved in coordinating three of the many events on the Jazz Fest roster:**

### Jazz Stroll

(September 6th) Three of downtown's newest and hottest restaurants—Shiraz Kitchen and Wine Bar, Red Horse by David Burke, and Colombian House, all had the opportunity to convert into an intimate jazz club and introduce themselves to the White Plains community by participating in the downtown Jazz Stroll, a moveable musical feast that presented hour-long sets at each of the three restaurants with the following entertainers: Doug Munro and La Pompe Attack, Joe Boykin & Friends, and L'Artise Lynette Washington.

### Jazz at White Plains Plaza

(September 7th) Thanks to Argent Ventures, the White Plains Plaza (courtyard of 1 North Broadway) was transformed into a vibrant and enchanting setting for an unforgettable evening of jazz with dinner under the stars. The event featured a one-of-a-kind dinner performance by the legendary drummer and 2023 NEA Jazz Master, Louis Hayes, against the backdrop of the plaza's living green wall. Ticket holders were treated to a live performance with prime seating under hanging decorative lights, and a delectable three-course family-style dinner provided by local eatery, Via Garibaldi. The show, produced in collaboration with Doug Panero Presents, was an

echoing success, selling out with over 85 attendees in prime viewing (dining seating) and filling an additional 50 seats in the adjacent free general public viewing area.

### Jazz and Food Festival

(Sunday, September 10th) The culminating event, the Jazz and Food Festival, converted Mamaroneck Avenue between Martine and Main into a jazz club in *plein aire*. This magnet for music lovers drew a crowd of approximately 4,000 people, all eager to immerse themselves in a day filled with multiple sets of captivating music and lively dancing.

Jazz Fest is sponsored by Montefiore Einstein (Presenting Sponsor), Argent Ventures, Apple Bank, Bright Energy Services, Cappelli Organization, Defender, Westchester Center for Jazz and Contemporary Music, Westchester County, WBGO.org, Westchester Magazine and News 12 Westchester.



## OktoberFest

Sunday, October 8th, 2023



Prost! On Sunday, October 8th, over 8,200 residents and tourists celebrated Westchester County's largest OktoberFest in the heart of White Plains. People took delight in the German beers, poured by the ten participating restaurants. The clinking of beer steins and the sounds of laughter echoed through the streets. To complement the beer, Walter's Hot Dogs was present and Sundance Kitchen & Cantina provided seasonal food options including pork schnitzel and a fusion dish of German-influenced tacos, satisfying the appetites of festival-goers. New this year were opportunities to extend the Oktoberfest celebrations: thanks to a sponsorship from Jägermeister, multiple nearby businesses presented pre-event activities in their establishments like trivia nights and post-event specials.

classics, adding an extra layer of authenticity to the festivities. The hot dog toss, stein-holding and alpine horn blowing contest returned with a new challenge this year—a German word spelling bee. Traditional gingerbread heart cookies were distributed to children and attendees sporting authentic German garb, and the BID's outdoor yard games once again made an appearance.

And as the day drew to a close, all joined in a spirited rendition of "Ein Prosit der Gemütlichkeit," raising their glasses in a toast to friendship and good times.

Oktoberfest is made possible by Paulaner München, Jägermeister, Heineken®, Stella Artois, Spaten, Samuel Adams, White Claw, Captain Lawrence Beer Company, and Manhattan Beer Distributors.

And let's not forget the music! Melina & the Oompahs serenaded the crowd with traditional German



# 2023 Promotions & Events cont'd

## Downtown White Plains Holiday Market and Festival

December 6-17th

The Holiday Market and Festival on Court Street brought the magic of the holiday season to life, turning downtown into a bustling hub of festive cheer and twinkling lights. With 46 vendor sheds, the market was a treasure trove of delights, showcasing the craftsmanship of local vendors (cultivated by partner 914 PopUps) and artisans. From glittering handmade jewelry to mouthwatering locally sourced treats, shoppers were spoiled for choice as they searched for the perfect holiday gift.

But this initiative was so much more than a market! Eight private dining igloos served as cozy and intimate spaces perfect for a unique dining experience, allowing visitors to enjoy delicious food delivered by local restaurants or a traditional glass of mulled wine. These igloos became instant favorites, providing a warm and inviting space for friends and families to gather, roast marshmallows with the market's new rentable s'mores kits, or challenge each other to board games available to borrow from the Market Manager's chalet. Two brand-new crackling firepits, courtesy of sponsor Hudson Grille and Lilly's, lured visitors to gather around and warm themselves on chilly winter days, adding an extra dash of coziness to the festive atmosphere.

The fun didn't stop there! With funding made possible by SRG2Partners, LANline, Westchester County and Reckson, our holiday festival brimmed with entertainment from start to finish. Live music filled the air; carolers spread holiday cheer while donning ugly sweaters, stilt walkers added a touch of whimsy, and talented ice sculptors crafted stunning works of art. The Westchester Curling Club introduced market shoppers to a worldwide beloved sport with an onsite curling deck. And, of course, no holiday event would be complete without Santa and his merry band of holiday characters ranging from a snowman, to Rudolph the Reindeer, and the Grinch, spreading joy and laughter to children and adults alike. One of the most popular new entertainment additions? A New Year's Eve wishing wall, where market attendees were encouraged to post a wish onto the wall for the coming year, and for others to read. Wishes were collected at the end of the market, converted to confetti and scattered during the City of White Plains' downtown ball drop.



See our Holiday Market in action here!



## Other Events

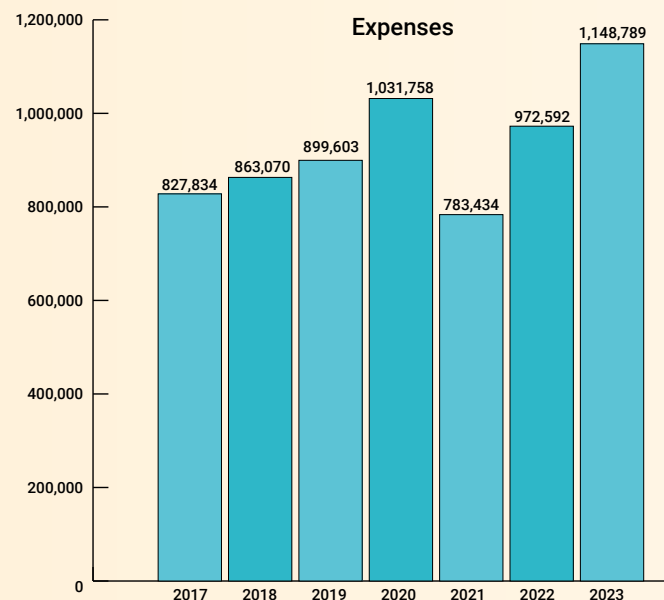
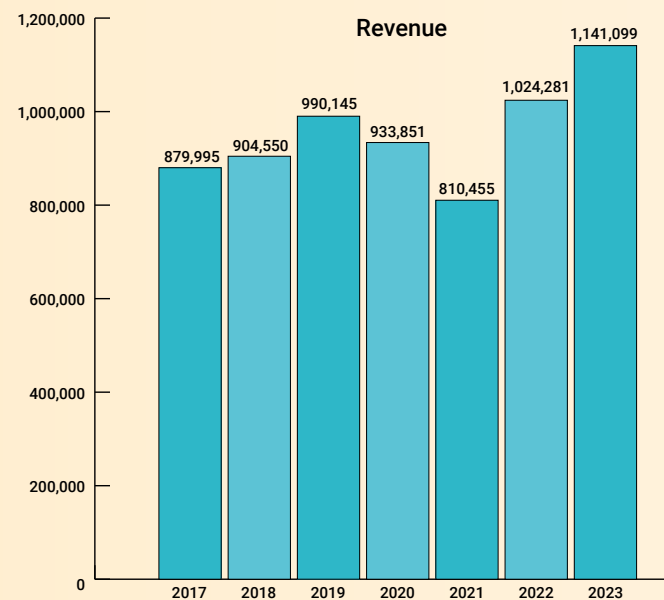
Our BID was pleased to welcome many new businesses, coordinating numerous ribbon cuttings for them over the course of 2023. We also supported a local resident in launching a White Plains version of the popular Mrs. Roper Romp bar crawl sweeping the nation. And, of course, we held our Annual Meeting of the Membership in March of 2023 at Raymour and Flanigan where businesses and property owners were able to network and hear from local elected officials and the BID on matters important to the downtown.

# Financial Reports

## The White Plains BID's 2023 fiscal year ran from July 1, 2022 through June 30, 2023.

In FY23 we were finally able to return to our full roster of events after the pandemic, especially those which brought large groups of people together (specifically, Rock White Plains and Oktoberfest). As such, one can observe in our Statement of Activities an increase in both sponsorship and ticket/concession revenue. Likewise, our direct program expenses also increased with the ability to finally return to normal event operations. Our direct program expenses also increased significantly for other reasons: our sanitation contractor raised their monthly pricing and many of our special event vendors doubled or in some cases tripled their prices over a two-year period, in addition to our organization facing regular inflation increases that have affected individuals, nonprofits and businesses across the board. Sponsorship income stayed steady. Due to economic factors and rising costs, for the first time in several years, we had a negative change in Net

Assets of \$7,690. It has been five years since our organization has received an assessment increase. For the reasons stated above, the BID's assessment was raised to \$900,000 effective FY24 (July 1, 2023), which will allow us to maintain our same standard of programming and remain sustainable into the future. As of June 30, 2023, the BID had net assets of \$540,186. Total liabilities were \$241,384 inclusive of accounts payables, deferred revenue and lease liability (something that is newly required in financial statements, as opposed to years past.) We are pleased to report that once again, our organization maintains healthy ratios of administrative overhead to direct program services. 89% of our expenses are direct program related while only 9% goes towards management and general administration. An independent firm audits our financial statements annually, and our 990 tax filings can be accessed for free on [guidestar.com](https://www.guidestar.com).



### Statements of Financial Position

	June 30	
	2023	2022
<b>ASSETS</b>		
Cash and cash equivalents	\$ 469,061	\$ 466,467
Accounts receivable	38,701	47,531
Deposit and prepaid expenses	24,184	12,250
Property and equipment, net	66,269	93,845
Right-of-use asset	183,355	- 0
	<u>\$ 781,570</u>	<u>\$ 620,093</u>
<b>LIABILITIES AND NET ASSETS</b>		
<b>Liabilities</b>		
Accounts payable and accrued expenses	\$ 28,682	\$ 37,006
Deferred revenue	30,000	35,000
Deferred rent	- 0	211
Lease liability	182,702	- 0
Total Liabilities	<u>241,384</u>	<u>72,217</u>
<b>Net Assets</b>		
<b>Unrestricted</b>		
Without Donor Restrictions	540,186	547,876
With Donor Restrictions	\$ -	\$ -
Total Net Assets	<u>540,186</u>	<u>547,876</u>
	<u>781,570</u>	<u>620,093</u>

### Statements of Activities

	Year Ended June 30, 2023			Year Ended June 30, 2022		
	W/O Donor Restrictions	With Donor Restrictions	Total	W/O Donor Restrictions	With Donor Restrictions	Total
<b>REVENUE AND SUPPORT</b>						
Contract with the City of White Plains	\$ 700,000	- 0	\$ 700,000	\$ 700,000	- 0	\$ 700,000
Sponsorships and contributions	323,133	- 0	323,133	241,330	- 0	241,330
Tickets and concessions	117,669	- 0	117,669	27,985	- 0	27,985
Interest	297	- 0	297	232	- 0	232
Paycheck Protection Program Loan Forgiveness	- 0	- 0	- 0	54,734	- 0	54,734
Net assets released from restriction	- 0	- 0	- 0	- 0	- 0	- 0
Total Revenue and Support	<u>1,141,099</u>	<u>- 0</u>	<u>1,141,099</u>	<u>1,024,281</u>	<u>- 0</u>	<u>1,024,281</u>
<b>EXPENSES</b>						
Direct program expenses	704,195	- 0	704,195	506,702	- 0	506,702
Salaries	238,217	- 0	238,217	266,518	- 0	266,518
Payroll taxes	19,188	- 0	19,188	21,473	- 0	21,473
Employee benefits	16,566	- 0	16,566	30,318	- 0	30,318
Rent	48,936	- 0	48,936	48,466	- 0	48,466
Professional fees	32,228	- 0	32,228	16,400	- 0	16,400
Travel and lodging	1,085	- 0	1,085	2,099	- 0	2,099
Office	39,130	- 0	39,130	46,042	- 0	46,042
Telephone	7,155	- 0	7,155	6,632	- 0	6,632
Dues and subscriptions	2,614	- 0	2,614	884	- 0	884
Postage and printing	4,004	- 0	4,004	6,176	- 0	6,176
Depreciation	27,576	- 0	27,576	13,708	- 0	13,708
Payroll charges	6,156	- 0	6,156	6,779	- 0	6,779
Bad debt expense	- 0	- 0	- 0	- 0	- 0	- 0
Miscellaneous	1,739	- 0	1,739	395	- 0	395
Total Expenses	<u>1,148,789</u>	<u>- 0</u>	<u>1,148,789</u>	<u>972,592</u>	<u>- 0</u>	<u>972,592</u>
Change in Net Assets	(7,690)	- 0	(7,690)	51,689	- 0	51,689
<b>NET ASSETS</b>						
Beginning of year	547,876	- 0	547,876	496,187	- 0	496,187
End of year	<u>\$ 540,186</u>	<u>\$ - 0</u>	<u>\$ 540,186</u>	<u>\$ 547,876</u>	<u>\$ - 0</u>	<u>\$ 547,876</u>

# Sponsors and Supporters

- A&A Elevated Facility Solutions
- Argent Ventures
- Cambria Hotels White Plains
- Cappelli Organization
- Chazz Palminteri
- City of White Plains
- Defender
- Galleria White Plains
- Greca
- Heineken USA®
- Hudson Grille
- Jägermeister
- LANline Communications
- Lilly's
- LoHud/Journal News
- K5 Equities
- Manhattan Beer Distributors
- News 12 Westchester
- New York Power Authority
- Paulaner
- Raymour and Flanigan
- Reckson
- Ritz Westchester Residences
- Rose Associates
- SRG2Partners, LLC
- The Premier Collection
- Westchester County
- Westchester One
- Westchester Retail Network
- White Plains Performing Arts Center
- Westchester Magazine
- White Plains Hospital

Additional funding support provided by Minuteman Press (downtown White Plains location) and Nick Wolff of Howard Hanna Rand Realty.

We are especially grateful to our many City Agency partners (including, but certainly not limited to: Public Works, Parks and Recreation, Public Safety, Parking and Traffic, City Planning, Buildings, Fire, Youth Bureau and the general administration. Thank you also to our local council members for their support of our local business community. And we appreciate all local businesses, fellow community organizations and area stakeholders who have partnered with us this year to make our activities possible!

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\*As of December 31, 2023

## Staff



**Jennifer Furioli**  
Executive Director



**Jennifer Tillerson**  
Events Manager



**Brian Reyes-Martinez**  
Marketing and Events Coordinator



**Martha Sabogal**  
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- Graphic Design: Susan Nagib, SUSA Designs
- Photos: Susan Nagib, Louis Vaccaro, and WPBID
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WHITE PLAINS



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