

# DOWNTOWN WHITE PLAINS

## Welcome to the Neighborhood!

Our nonprofit **Downtown White Plains BID's** mission is to make downtown White Plains a thriving business hub and an enjoyable location to work, shop, dine, live and visit. **This brochure tells you more about who we are and how we can help you, a member of our local business community.** We are also including fliers you can distribute to your employees to help them feel at home in Downtown White Plains. Flyers can also be downloaded in our online welcome packet - [wpbid.com/business-assistance](http://wpbid.com/business-assistance)



## Business Services the BID Offers:

- Listing in our business directory at [wpbid.com](http://wpbid.com)
- New business ribbon cuttings
- Ability to participate in special events and marketing campaigns designed to attract area shoppers (See our events and promotions at [wpbid.com/events](http://wpbid.com/events))
- Help connecting with White Plains City Agencies to problem solve or understand issues (Dept. of Public Works, Parking, Buildings, etc.)
- Extra "cleaning and greening" around your place of business
- Enrollment in *BID Business Blast*, an e-newsletter delivering important news specifically curated for downtown White Plains businesses (such as upcoming road closures, free business courses or networking opportunities, etc.)
- Emergency Business Text Alerts for downtown and business-related emergencies - *Coming Soon!*
- Help promoting your business through our public-facing e-newsletter, *Discover Downtown* and social media feeds
- Sponsorship and tabling opportunities at our events for more exposure

## About Us:

A BID (Business Improvement District) is a nonprofit organization where local property owners pay an assessment to **support and enhance a local business zone/shopping area** through activities such as litter clean-up, beautification, events, and promotions designed to bring more foot traffic to the area, and advocacy for businesses. We are similar to a downtown development corporation or chamber of commerce, but with some differences.



Our boundaries for services roughly run from Barker to the North to Carhart to the south, South Broadway to the east and Court/Dr. Martin Luther King Blvd to the west.

See our exact service map here. [Wpbid.com/map](http://Wpbid.com/map)

## Meet The Downtown White Plains BID Team:

NICE TO MEET YOU!

JENNIFER FURIOLI | EXECUTIVE DIRECTOR

BRIAN REYES | MARKETING AND EVENTS MANAGER

EDREI RAMIREZ | EVENTS AND COMMUNICATIONS ASSOCIATE

MAYA FETIC | ADMINISTRATIVE AND PROGRAM ASSOCIATE



# Frequently Asked Questions

## How can I get more involved in BID activities?

Your first step is to learn about everything that we do. **Start by reading our most recent annual report at [wpbid.com/publications](http://wpbid.com/publications)** and familiarize yourself with our annual calendar of events and promotions that support our business community. Take time to visit our website and to **sign up for both our regular (public-facing) e-newsletter, *Discover Downtown: wpbid.com/ newsletter* and our business-specific business blast (email [Brian@wpbid.com](mailto:Brian@wpbid.com))**. Follow us on social media too! Once you identify some programs of interest to you, reach out to us: [Jenn@wpbid.com](mailto:Jenn@wpbid.com).

After you get to know us, consider becoming a "registered" member. This means that you can vote for Board members to represent your interests. A membership form can be sent to you upon request.

Be sure to attend our **Annual Meeting** in late winter/early spring. This breakfast event offers a chance to network with your fellow business owners, property owners and civic leaders and learn more about our organization's activities and the state of our downtown. And if you'd like to **sponsor** an event, we can help you achieve your visibility goals while supporting Westchester County's most vibrant downtown.

We have even created a **welcome packet for your employees** to help them get comfortable in their new place of work (included in your welcome package and online at [wpbid.com](http://wpbid.com)). Please distribute it to them!

## I want to do a ribbon cutting for my new business. Where do I start?

Start with us! Email our Executive Director [Jenn@wpbid.com](mailto:Jenn@wpbid.com). We will help set a date on the Mayor's schedule for a ribbon cutting, invite the Common Council and the County Executive on your behalf, issue a press release before the event, provide the ribbon (and some really big scissors!) and capture it all for social media. We recommend that you consider offering a menu of light bites and beverages (though not mandatory, it's a nice way to introduce yourself and make your special day festive) and compose your own guest list of individuals you would like present to celebrate your special day.

## I have an issue/question about trash pick-up or business regulations. Who do I talk to?

The City has prepared a helpful one-pager outlining some of the FAQ's and "need to know's". See your packet. For questions not addressed in that handy one-sheeter, just give our office a call. We are happy to share our knowledge

and direct you to the right City department. **Whatever you do, don't intentionally flout city rules!**

## Can you help me fight a ticket, negotiate my rent, or give me a grant/loan?

We do not fight business tickets, but if you have a question as to why you may have received a citation, we can help you find the answer and the applicable regulations. We also can not help you negotiate your rent or provide grants or loans. But we can connect you to free services via other support partners dedicated to just such endeavors. See "Additional Helpful Business Resources" section below.

## Additional Helpful Business Resources

**For City of White Plains forms, permits, departments and zoning information,** visit [wpbid.com/business-assistance/](http://wpbid.com/business-assistance/)

**For information on nearby free business support counselors, grants, workforce and procurement resources, minority, women-owned, and/or veteran-owned business resources throughout Westchester County,** visit [westchestercatalyst.com/doing-business/business-assistance/](http://westchestercatalyst.com/doing-business/business-assistance/)

**Business Council of Westchester:** [thebcw.org](http://thebcw.org)

**City of White Plains Common Council Contacts:** [cityofwhiteplains.com/144/Members](http://cityofwhiteplains.com/144/Members)

**Your local police officers for the downtown central business district are:** Officer Horgan & Officer Lynch  
914-422-6160  
\*911 for emergencies



Follow us:

[@whiteplains.bid](https://www.instagram.com/whiteplains.bid)  
[WhitePlainsBID](https://www.facebook.com/WhitePlainsBID)  
[WhitePlainsBID](https://www.tumblr.com/WhitePlainsBID)  
[whiteplains.bid](http://whiteplains.bid)



Get in contact with the BID:  
914-328-5166  
[Info@wpbid.com](mailto:Info@wpbid.com)  
[wpbid.com](http://wpbid.com)