



**20 ANNUAL  
24 REPORT**

**DOWNTOWN**  
*White Plains*

**BUSINESS IMPROVEMENT DISTRICT**



# Message from the Chairwoman and Executive Director

The BID's first assessment increase in five years, approved by the Board and Common Council in March 2023, officially went into place at the start of the 2024 fiscal year (July 1, 2023) and we immediately put those extra dollars right back into our community. One of the most notable transformations we hope you noticed, was a **significant increase in our supplemental sanitation program**. We hired a new sanitation company that specifically specializes in keeping downtowns clean and well-maintained, and increased the hours of our sidewalk litter pick-up from the prior 8 a.m. to noon timeframe to 7 a.m. to 7 p.m. Wednesdays through Sundays, and from 7 a.m. to 4 p.m. Mondays and Tuesdays. We also added more district maintenance to our repertoire. For the first time ever, our BID undertook the formidable project of painting all of the chipped street furniture (ex. bench legs, tree grates) on Mamaroneck Avenue, adding a new sheen to the heart of our commercial district.

We also created a brand new event, **Rock the Block**, that closed Mamaroneck Avenue to vehicular traffic four times over the course of the summer, transforming it into a "str-eat-ery": a block filled with tables available for food service from nearby restaurants, live music (courtesy of up and coming bands playing from the City's showmobile), community dance lessons, and lots of play and placemaking—ranging from Adirondack chairs nestled under "palm trees" to hands on art activities with the Arts Mobile, pop-up badminton courts, and see-saws for kids (or kids at heart). This event was free to the public and brought together everything that makes downtown great—the arts, commerce, food, and most of all: community. And it was all free to the public! We are grateful to the City and sponsoring partners who saw the potential in making this a reality.

More residential buildings opened their doors (and then quickly leased up) in 2024. We were happy to attend many of the topping-off's and ribbon cuttings, and look forward to continued progress on Hamilton Green and The Juliette next!

Speaking of development, **the plans to transform the Galleria** to its new iteration—District Galleria—progress. 2024 involved the development team's conceptual reveal, followed by the preliminary steps in the rezoning and the SEQRA process. You can find more specifics in the following section of this report as well as a link to all publicly available information at the time of this annual report's publishing.

The City was also granted a prestigious **\$10,000,000 Downtown Revitalization Initiative "DRI" grant**, which will provide funds for many transformative capital improvements downtown. As a member of the Local Planning Committee for the DRI, we have worked hard to ensure our stakeholders are able to submit input on grant priorities and understand how and when they can apply for funding, if eligible. We also were instrumental in helping White Plains demonstrate community interest for a "small" (less than 75K) grant fund as a subset of the DRI. If approved by the State, our constituents will have the opportunity to apply for grant-funded projects underwriting façade improvements and public art, to name a few; the small grant application will likely open sometime in spring of 2025.

We said goodbye to our beloved Events Manager Jennifer Tillerson over the summer who moved home to her native Germany, but promoted Brian Reyes from within to assume her responsibilities, and also added a new social media specialist (Edrei Ramirez) and a part-time program and administrative assistant (Maya Fetic) to our team. Our small staff is supported by an enthusiastic volunteer board comprised of district businesses, property owners and managers, residents, and City officials and we thank them for their many volunteer hours and wisdom.

Amidst this changing landscape, our clarion call remains constant: if you are a property owner, business or just an enthusiastic downtown advocate—we encourage you to connect with us! Together, we can become our strongest downtown yet!



**BONNIE SILVERMAN**  
CHAIRWOMAN



**JENNIFER FURIOLI**  
EXECUTIVE DIRECTOR

# WHITE PLAINS



Business Improvement District

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.



**DOWNTOWN WHITE PLAINS  
Business Improvement District**

## At A Glance

### 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.)	5,334,000
Total BID Assessments	\$900,000
Total Number of BID Tax Parcels	141
Average BID Assessment	\$6,369
Average BID Assessment excluding parcels >100,000 sq. ft.	\$3,644

Source: White Plains BID

## COMMUNITY SUPPORT WITH COMPASSION



In the past year, our BID has built and strengthened our relationships with the City’s Public Safety Department’s Mental Health and Homeless Outreach team and with Lifting Up Westchester, one of the County’s preeminent social service nonprofits providing support to our community’s most vulnerable. Because the nature of our job requires us to traverse downtown daily to examine district conditions, we are able to also quickly spot individuals who may be in need of specialized assistance for mental health issues or lack of housing. In 2024 we notified Lifting Up Westchester’s new street outreach liaison of several such instances and oriented our local business community on the outreach and social service functions of both Lifting Up Westchester and Public Safety. We look to continuing this important work in 2025!

# A Transformative Period

With a newly approved Comprehensive Plan, progress on the plans to remake the former Galleria Mall into *District Galleria*, the topping off and opening of more apartment buildings, and a \$10 million dollar economic development grant, downtown White Plains continues to change. Here are a few projects that will have an impact on our central business district in the future:

## District Galleria

Originally opened in 1981, the (now shuttered) 870,000 square-foot Galleria Mall is moving ever closer towards becoming *District Galleria*, a joint project of the Cappelli Organization, Pacific Retail Capital Partners, SL Green Realty Corporation and Aareal Bank Group. The proposed 11-acre concept contains **6 residential buildings of varying heights** (31-41 stories) and one mid-sized 9-story building. 3,200 residential units (384 affordable) are anticipated for District Galleria, along with 229,000 square feet of commercial space and 3400 on-site parking spots (384 which are estimated to be City permitted parking spots). 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 space and will 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.

To proceed with construction, the project requires a zoning change from the B-6 designation (enclosed mall) to TD-2, allowing for mixed-use residential and commercial transit-oriented development usage. The project must also undertake the State Environmental Quality Review Act (SEQRA) process, which involves the creation of an

Environmental Impact Statement "EIS".

The draft EIS was completed in December of 2024 and the public commentary process for both the zoning and EIS findings began in early 2025. You can see project renderings at [districtgalleria.com](https://districtgalleria.com) and key materials related to the project (conceptual presentations, zoning petitions, SEQRA EIS documentation) can be found on the White Plains Planning Department's website, linked via the QR code.



[Learn More](#)

## White Plains Hospital Redevelopment

Just blocks outside of the BID's boundaries lies White Plains Hospital, a regional healthcare powerhouse, and one of downtown's largest employers. The hospital is undertaking a tremendous (**nearly 500,000-square-foot**) **expansion** on the parcel between Maple, Davis and Lexington Avenues and E. Post Road. This capital project will more than double the size of the existing Emergency Department to accommodate its nearly 50% growth in inpatient volume since 2010, add more state-of-the-art operating rooms, and offer more private patient rooms with the addition of 144 beds. The project is scheduled to open early 2028 and adds on to other recent advancements at the downtown facility, including, but not limited to: a new family health center in 2019, the Center for Advanced Medicine and Surgery (2021), a renovated ER Entry and Waiting Room (2020) and Updated and Expanded ICU (2022).

## NY State Downtown Revitalization Initiative Grant

In early 2024, the State of New York awarded White Plains a coveted **\$10 million-dollar Downtown Revitalization Initiative (DRI) Grant**. DRI was created in 2016 to accelerate and expand the revitalization of downtowns and neighborhoods in all ten regions of the state and serve as centers of activity and catalyst for investment. Each community is awarded \$10 million to develop a downtown strategic investment plan and implement key



Business outreach meeting for DRI grant.

catalytic projects that advance the community’s vision for revitalization and leverage additional private and public investments. Over the course of the last year, a lead consultant was selected by the State to oversee the White Plains process and a Local Planning Committee “LPC” comprised of community and downtown stakeholders (including the BID) was assembled to assist with community outreach, help set and ensure the DRI process adheres to community priorities for use of grant funds, and to review grant submissions and forward funding recommendations to the State. Multiple community engagement events were held in June and September to ensure stakeholders had the opportunity to provide input on DRI priorities and learn about grant eligibility, categories and the application process. The City of White Plains will receive a significant amount of grant funding to implement large-scale projects. Grants to private entities, that is, property owners, nonprofit organizations or businesses falling within the DRI boundaries, are also possible. The application for large-scale capital improvements closed in late July. Another application for smaller projects, including small façade enhancements and public art projects, will occur in early 2025.



Learn More

## One WP and Vision Zero

In June of 2024, *One White Plains* (“One WP”), the City’s **latest update of its comprehensive plan** (a long-range planning document that provides guidance for future growth, development and zoning) was adopted by the Common Council. Several sections of this plan provide a vision for downtown, primarily in the Connect, Live, Play, and Work sections. Mentioned in these report sections are improvements to downtown’s streetscape (façade grants, pedestrian wayfinding, decorative lighting); increased downtown greenspace and programming within; support for public art (downtown maker spaces, synergy between and support for existing cultural organizations, and the addition of murals); enhanced business support- ranging from friendlier signage regulations to establishment of a new City Economic Development/Business Support Officer, and expansion of the BID so that it can support more small

businesses; and safety (including bulb-outs and mid-block crossings on Mamaroneck Avenue and other areas of high traffic).

In 2024, the City began another important study and public engagement project: Vision Zero, a strategy seeking to eliminate traffic fatalities and injuries. Draft Vision Zero recommendations pulled from public engagement sessions are likely to be ready in the first half of 2025.



Learn More



Learn More

## Residential Developments

In August, we celebrated the topping off of **Hamilton Green’s** first tower and welcomed new residents of the 500-unit apartment community, **25 North Lex**, which began leasing that same month. **Hamilton Crossing’s** residential building on Barker opened in April of 2023 and 440 Hamilton became available in January of 2024. **The Duet** hosted their ribbon cutting in November and it is expected **The Juliette** development at the former YMCA site on Mamaroneck Avenue will come to fruition in 2025.



Hamilton Crossing



25 North Lex



The Duet

Please help us welcome some of our latest additions downtown!

# New Business Openings

The following businesses opened in calendar year 2024:



**Apple Cinemas** (inside City Center at 5 Mamaroneck Avenue) – Apple Cinema’s new theater features next-gen laser projection, a 12-channel sound system, a wrap-around ScreenX theater, self-serve popcorn kiosks, and a BurgerFi restaurant with seat-side ordering.

**City Pizzeria** (250 Main Street-Upstairs) – Frank and Anthony’s City Pizzeria serves up a slice of heaven in the heart of White Plains. With its two-story location and outdoor balcony seating, it offers the perfect spot to enjoy delicious pizza while taking in scenic views of downtown.

**Century 21 Elite Realty** (255 Mamaroneck Avenue) – Century 21 Elite Realty, a Quality Service Award winner, specializes in residential, commercial, and investment properties. Their expert team is dedicated to turning real estate dreams into reality, whether you’re buying, selling, or investing.

**Coral Seafood Restaurant** (19 Court Street) – This restaurant showcases locally-sourced ingredients with a menu that blends traditional seafood favorites and New American fusion. Its dining room features floor-to-ceiling retractable windows looking out onto Renaissance Plaza, offering an elegant atmosphere.

**Dime Bank** (55 Church Street) – As other financial institutions have cut back expansion plans, Dime recently opened an office in White Plains, making it their starting point in Westchester County.

**El Primo** (166 Mamaroneck Ave) – Formerly Archie Grand, this new restaurant specializes in Latin American cuisine and offers a selection of agave spirits and unique cocktails. The restaurant is dedicated to providing a welcoming atmosphere and great service.

**Etain Health** (75 Mamaroneck Avenue) – A medical and recreational cannabis dispensary with a high-end retail concept offering a range of adult-use cannabis products.

**Kung Fu Tea** (184 Martine Avenue) – Specializing in hot, cold and slushy drinks, the nationally recognized bubble tea chain made its way to Downtown White Plains. Their drink menu offers classics as well as limited time seasonal and culturally relevant collaboration inspired drinks.

**Leafology** (244 Main Street) – Offering a wide assortment of products for the cannabis enthusiast and the “cannacurious”, Leafology hosted a ribbon cutting mid-April at its new location at 244 Main Street in White Plains. Products offered include vapes, edibles, flowers, oils, creams, cartridges, concentrates and pre-rolls.

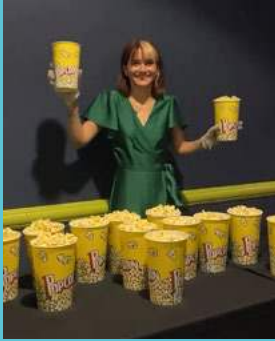
**Maritza Marengo** (48 Mamaroneck Avenue, Suite 6) – Your top destination for Haute Couture dresses in White Plains. The atelier and boutique owned by FIT alum Maritza Marengo, specializes in custom handmade dresses, restyling, and alterations.

**Straight Walk Runway** (100 Main Street, Floor 2) – Specializing in modeling and acting mentorship, this modeling agency is aimed to help empower aspiring talent. Straight Walk runway offers a variety of programs such as private sessions and summer boot camps.

**Tous Le Jours** (125 Mamaroneck Avenue, ground floor of The Mitchell) – Baked fresh every day, this Asian-French inspired establishment offers a variety of pastries and handcrafted drinks. A plus, validated parking for the Mitchell retail parking lot with every purchase.

**White Plains Acupuncture** (280 Mamaroneck Avenue, Ste. 204) – This health and wellness business has served the White Plains community for ten years, and recently located within our BID. Offering acupuncture and integrative healthcare, here you’ll find personalized treatments addressing everything from pain management and digestive health to women’s health, fertility and chronic conditions.

## BUSINESS SUPPORT CASE STUDY



### Apple Cinemas:

When Showcase Cinemas closed the theater at the White Plains City Center in October of 2023, the community was devastated. After Apple Cinemas signed a lease in spring of 2024, the BID stepped in to help

ensure the new movie theater had a successful opening. Our organization helped the theater coordinate a grand opening and ribbon cutting and connected the theater to 914Pop-Ups and other influencers which resulted in a special showing of the *Joker 2*, increasing awareness of the local theater. Further, when Apple Cinemas installed their new ScreenX wrap-around screens in one of their theaters, the BID worked with the theater to create an exclusive showing of *Wicked* for downtown residents, influencers, and community VIP's to ensure that as many people as possible were aware of the latest offering.



### Downtown Living Progresses!

As new businesses opened their doors, so did several new apartment buildings over the course of the last year.

**The Duet** (100 Hale Avenue) – A boutique apartment community in downtown White Plains, the Duet hosted its ribbon cutting in November. Offering modern living and high-end design, this apartment complex is just steps away from our downtown's restaurant row and Mamaroneck Avenue nightlife. Tenants can enjoy amenities like a co-working space, virtual concierge, and keyless entry, all tailored to a dynamic lifestyle.

**25 North Lex** (25 North Lexington Avenue) – A modern-day "social club" apartment community. Highlights include a 17th-floor sky deck, infinity-edge pool with wet bar, and co-working spaces. Walkers rejoice: this complex is ideally located next to the White Plains Metro-North station and a 10-minute walk from downtown. The building began leasing in summer of 2024.

**Hamilton Crossing** (440 Hamilton Avenue and 50 Barker Avenue) – Once a former 13-story office building, this two-building, fully-renovated apartment complex in the heart of White Plains offers luxury studio, 1- and 2-bedroom apartments. Urban luxe meets suburban living with trendy amenities like a rooftop deck, pool, virtual game simulators, and a pet washing station.



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

Reach out to the BID!

# District Maintenance: Keeping Downtown Clean & Green

The White Plains BID has always concerned itself with keeping the downtown business district clean. Since its beginning, the BID's daily Clean Team has been a fixture, regularly removing litter from the streets. The BID for many years has also maintained several potted planters on Mamaroneck and Hamilton Avenues, as well as Court Street and Post Road, adding a burst of color through summer/fall seasonal blooms.

## Growing the Program

Streetscapes that are clean and well-maintained are fundamental to the success of a shopping district. That's why a **large portion of our increased assessment (which went into effect at the start of FY24), was immediately allocated towards expanding, enhancing and improving our district maintenance program.** In 2024 we subcontracted with a new sanitation company to operate our cleaning and district maintenance program and increased our on-site hours significantly (from 4 hours a day to 9 hours a day Monday and Tuesday, and 12 hours a day Wednesday through Sunday!).

We also added more district maintenance to our repertoire. For the first time, our BID undertook the formidable project of **painting all of the chipped street furniture** (notably bench legs and tree grates) on Mamaroneck Avenue, adding a new sheen to the heart of our commercial district, and we began helping the City with the task of removing unauthorized posters, bills, stickers and advertisements affixed to street poles and buildings.

In July, we completed a deep power wash of the length of Martine Avenue between Mamaroneck and Court Streets, and deep cleaned under several trash cans on Mamaroneck Avenue as well as around the bus stop at Mamaroneck and Martine, an area of high foot traffic. As always, in warm weather we break out the gumbuster to steam blast away improperly disposed gum from our sidewalks. Check out one of our most popular gumbusting social media posts from the last year here!



See our gum removal services in action here!



## Meet Streetplus, LLC and Our Clean Team!

Our outsourced sanitation provider, Streetplus, is a national company with roots in New York State that specializes in keeping hundreds of downtowns across the East Coast and country clean. **Streetplus was hired after an extensive RFP process in the spring of 2024.** Cleaning downtowns, and public spaces, requires a specific skill set that's different than cleaning private buildings. Streetplus's decades of expertise in working with downtown management organizations such as ours, their strong management presence, and their deep understanding of the unique relationship between BIDs and how they partner with municipal services has proven to be the right fit and brought additional efficiencies and accountability to one of our most important programs.



## Meet Our Team!

Meet the new Downtown White Plains Clean Team! **Souleyman** (our talented team leader), **Ehab** and **Seydou**, have taken downtown by storm, providing sidewalk and gutter litter removal, ensuring that our trash cans aren't overflowing (removing the extra waste if that is the case) and overseeing several special projects that our BID did not do previously.

The Clean Team has already developed warm relationships with our staff and merchants. They are huge fans of the milkshakes from our downtown business, Walters, and Souleyman has even been recruited to play on a White Plains recreational sports team by members of the community. They are firmly part of our downtown. Their job is not easy and takes place in all kinds of weather, so please be sure to express your gratitude to them when you see them pass by!



Souleyman, our on-site Clean Team supervisor.



"Herbie"

**A New Addition to the Family.** We'd be remiss to leave Herbie the Helper out of this report. Herbie is our new Taylor Dunn vehicle, driven by our Clean Team. With Herbie's help, we are now able to transport larger bags of trash out of the district and transport supplies for additional special projects, like our street furniture painting, that add a little sparkle.

As always, all our BID's district maintenance cleaning services are *supplemental to, and not in replacement of*, the cleaning undertaken the 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.



Newly planted Renaissance Plaza garden.



New City-installed planters in downtown.

## Downtown Horticulture

Did you notice the beautiful new large planters along Mamaroneck Avenue this summer? We wish we could take credit for this new addition, but all credit goes to the City, which invested in their downtown greening significantly this summer through the purchase of dozens of large scale planters! We continued to maintain 30-plus planters of our own on Post Road, Mamaroneck Avenue, Court Street and Hamilton Avenue, and this year we supported the City of White Plains with supplementary maintenance of their new hanging baskets in the central business district.

We were most proud of our **transformation of the garden at Renaissance Plaza**, directly in front of the Starbucks, which we were able to upgrade into a new flower and ornamental grass-filled oasis, thanks to a new partnership with our friends at the White Plains Beautification Foundation.

# Social Media & Marketing

## Keeping Downtown Connected

Over the past year, our social media presence experienced remarkable growth, building on strategies introduced from the previous year and incorporating new approaches. This success was driven by a targeted content strategy that included short-form videos, voiceovers with captions, keyword-rich descriptions, valuable user-generated content, community engagement initiatives such as giveaways and collaborations, and a friendly, approachable brand voice. These efforts helped us cultivate a more engaged and vibrant community.



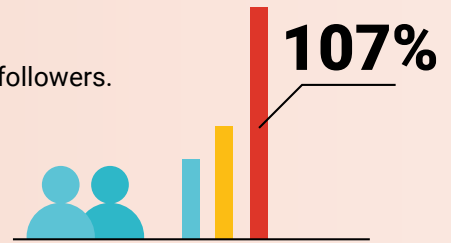
Our social media channels remain the **go-to resource for businesses and consumers to stay connected with everything happening in Downtown White Plains**. The questions we receive through direct messages, such as event updates and restaurant recommendations, highlight the trust our community places in us as their guide to the area. We value these interactions and are dedicated to keeping the community informed about the latest events, offerings, and happenings.

This year, we introduced a new newsletter section called the **"Business Hub,"** which provides valuable resources for business owners. We also enhanced the newsletter with more images and event recaps, including links to "highlight reels" on our social media channels. As the newsletter continues to grow into a bi-weekly community update, we are committed to making ongoing improvements to ensure it remains a key and trusted resource for the White Plains community.

## Turning Metrics into Milestones

Our metrics provide a clear picture of our growth and the impact of our efforts. In 2024, Instagram emerged as our top platform, with a remarkable **107% increase in followers, growing from 6.7K to 13.9K in just one year**. This surge began in May, fueled by the success of our Rock the Block recap videos and promotions, and the growth has continued steadily since. Our Instagram reels alone

Increase in Instagram followers.



**3.56 Million** Impressions from Instagram reels.

reached **over 1 million accounts**, with our profile generating **3.56 million impressions**. These numbers reflect the wide reach and deep engagement of our audience, highlighting the power of social media to connect with both local and broader communities.

In email marketing, we also saw significant progress, with a **7% increase in open rates**, bringing us to an impressive **41% open rate**. This improvement showcases the growing value of our email campaigns in keeping our audience engaged and informed.



Overall, these numbers demonstrate the strong role social media plays not only during campaigns and events but also in supporting our local businesses. By sharing promotions, sales, and specials, we continue to amplify the voices of White Plains businesses and drive their success.

## Why Do These Numbers Matter?

Increased visibility directly translates to more engagement, which ultimately **encourages people to visit Downtown White Plains, shop at local businesses, and attend our annual events**. Our goal is to turn online interactions into real-world results by converting leads into sales for local businesses.

On Facebook, we have successfully **grown our reach by 11.1K**, and we're excited to continue nurturing this growth,



turning this expanded reach into more engaged followers. We remain dedicated to our loyal Facebook community, who regularly engage with our posts and event pages.



## Community Loyalty: The Heart of Our Success

Community is the foundation of everything we do. Our success in events and campaigns is a direct result of the loyal and engaged community that supports us. To express our gratitude, we regularly host giveaways across our social media channels, offering followers the chance to win exciting prizes. This not only strengthens our bond with the community but also introduces them to the wonderful businesses in Downtown White Plains, providing a boost to local businesses along the way.

One example of this was our Rock the Block concert series, where we held multiple giveaways featuring gift cards to participating restaurants. These giveaways encouraged winners to attend the concerts and dine at the local establishments, driving traffic and increasing visibility for these businesses.

We've kept the momentum going with our signature "Win it Wednesday" promotion series, where followers can enter by liking a post, tagging a friend, and following our account. Throughout the year, we've created themed gift sets, such as the Mother's Day giveaway, Father's Day giveaway, and Halloween Boo Basket, all designed to further connect with our community.

To celebrate hitting the **10K follower milestone** in June, we partnered with Cambria White Plains for a special giveaway, offering a free night at the Cambria Hotel along with gift cards to local businesses, creating the ultimate staycation experience for one lucky winner.



"Win it Wednesday" promotion.

Some of the local businesses featured in our Win it Wednesday giveaways include Avenue Salon & Suites, Brazen Fox, Cantina, Catrina Taqueria, Chazz Palminteri, Colombian House, Freebird, Lilly's, LeVino Wine Merchants, Pax Romana, Shiraz Kitchen & Wine Bar,

Whiskey Lounge, Wolf & Warrior, to name just a few. These collaborations continue to showcase the best of Downtown White Plains, reinforcing the importance of community and the impact of supporting local.

## Collaboration is Key

Influencers are vital in amplifying brand presence and extending reach across diverse markets. Recognizing the power of partnerships, we have continued to work with local influencers, building on successful collaborations from previous years. These partnerships have been instrumental in generating excitement around events and driving foot traffic.

### Notable accounts we've collaborated with include:

@914popups

@Snacktimetv\_

@WestchesterBlogger

@WestchesterDateNight

@Whats\_in\_westchester\_ny

And many more!

From lifestyle influencers to travel blogs and foodies, these collaborations allow us to reach a significantly larger audience. By leveraging their expansive followings, we not only share event information with a broader group, but we also see a noticeable increase in our own follower base. We strategically select influencers whose audience aligns with our events, ensuring optimal results and diversifying our partnerships for maximum impact.

Partnering with influencers has proven highly effective, enhancing visibility and fostering community engagement. To build on this success, we plan to develop an ambassador program, recruiting and incentivizing local community members with event access and gift cards to local businesses. This initiative will help generate high-quality, organic user-generated content, further enhancing Downtown White Plains' online presence and deepening community engagement.

## Are you following us? Start now:



@whiteplains.BID



@WhitePlainsBID



@WhitePlainsBID



@downtownwhiteplains

# 2024 Promotions & Events

## White Plains Restaurant Month

January 2nd – January 31st (Extended until February 9th)

Mexican spices and classic Italian flavors to rich Persian dishes and Mediterranean delights. The 2024 Downtown White Plains Restaurant Month once again invited food lovers to indulge in a month-long celebration of the city's diverse dining scene.

23 restaurants participated in our signature savory promotion, each offering at least one of three Prix Fixe Menus: Lunch for \$22.95, Dinner for \$32.95, or a Second-Tier Dinner for \$42.95. Some restaurants went above and beyond by presenting all three menus and curating unique dishes to highlight their culinary creativity. From fine dining establishments to cozy pubs, there was truly something for everyone.

To spread the word, the BID partnered with Westchester Magazine to launch a television commercial. Social media efforts included engaging giveaways and enticing short-form videos of signature dishes, which generated excitement and inspired diners to explore the participating restaurants.

The community response was overwhelmingly positive, prompting participating restaurants to extend their promotions until February 9th, giving food lovers more time to savor the vibrant flavors of Downtown White Plains. This successful campaign further proved that Downtown White Plains is the top destination for culinary experiences in Westchester.

Restaurant Month was sponsored by Heineken Silver.

### Restaurant Participants:

- |                                     |                            |
|-------------------------------------|----------------------------|
| Alex Lounge                         | Lilly's                    |
| Ambadi Kebab & Grill                | Little Drunken Chef        |
| Archie Grand                        | Melt Sandwich Shop         |
| Brazen Fox                          | Morton's The Steakhouse    |
| Bello's Mexican Grill               | Red Horse by David Burke   |
| Cantina Taco & Tequila Bar          | Ron Blacks Beer Hall       |
| Catrina Taqueria                    | Shiraz Kitchen & Wine Bar  |
| Chazz Palminteri Italian Restaurant | Sundance Kitchen & Cantina |
| Delicias del Jireh                  | Tepe's Kitchen             |
| Freebird Kitchen & Bar              | TVB By: Pax Romana         |
| Greca Mediterranean Kitchen & Bar   | Via Garibaldi              |
| Hudson Grille                       | Wolf & Warrior Brewing Co. |
| Lazy Boy Saloon                     |                            |





# White Plains MARCH into Self-Care

## Monday, March 1st – March 31st

This month was all about marching into spring with the right renewal and self-care practices through our signature campaign: MARCH Into Self-Care! Throughout the month, participating establishments offered a variety of hair, skin, and massage treatments designed to help everyone shake off the winter blues and welcome a fresh, rejuvenated spring.

Thirteen spas and salons participated in the promotion, providing a 25% discount on select services. Some establishments even went above and beyond, offering 50% off first-month memberships or \$20 off services, allowing community members to prioritize their well-being and self-care at an affordable price.

In addition to using television commercials and print ads, we enhanced our marketing strategies with social media campaigns. We consistently posted about the promotion and collaborated with the participating salons and spas to drive engagement and excitement. We also partnered with local influencer @how\_many\_hat, The Opus Westchester, and The Opus Spa to host a giveaway for an overnight stay

at The Opus Westchester Hotel, along with a 60-minute Rest and Renew Massage at The Opus Spa. This collaborative post received an impressive amount of 624 entries on social media.

Self-care also means fitness, and for that reason we also offered a free fitness class at Orange Theory, and a yoga class at Farida Studio's new yoga room for the public.

The participating businesses were enthusiastic about being featured on our social media channels and provided positive feedback. Many reported new clients and walk-ins who learned about their discounts through our social media efforts. Overall, this month-long promotion had a positive impact not only on the businesses but also on the community, as it served as a constant reminder to prioritize personal wellness and self-care.

We are grateful to White Plains Hospital for their sponsorship of this promotion, which made physical and mental wellness a priority for the community.

## March into Self-Care Participants:

- |                              |                                |
|------------------------------|--------------------------------|
| Authentic Hair Studio        | Static Hair Salon              |
| Elements Massage             | StretchLab                     |
| Farida Studio                | Sugared Aesthetics & Wellness  |
| Made By Megan                | SYR Men's Skin + Laster Studio |
| Organgetheory Fitness        | The Opus Spa                   |
| Signature Acupuncture Studio | And more...                    |
| Skin Care by Krystal         |                                |



## 2024 Promotions & Events cont'd

# Downtown White Plains Wing Walk

April 20th

White Plains loves their wings! On April 20th, 2,000 attendees gathered for our sold-out Wing Walk to sample unique and different chicken wing flavors from 18 participating restaurants, rating each one to help to determine the best wings in the area. Groups of friends, families, and couples of all ages were seen walking up and down the streets of Downtown White Plains, moving from restaurant to restaurant to enjoy the wings and lively atmosphere, and vote on their favorite wing flavor.

Before the event, our social media channels showcased the wing flavors each participating restaurant would offer in the competition, building excitement and anticipation. Combined with paid social media ads, a partnership with SnackTime (and their then 170K followers) and email campaigns, these efforts raised awareness of our many vibrant restaurants.

This year's Wing Walk featured some new activities. More live music permeated the streets with the addition of a live bluegrass band in Renaissance Plaza, in addition to the return of live music to Mamaroneck Avenue. Buffalo Wing cornhole sets (with chicken bean bags) were available to entertain Wing Walkers in need of a quick respite, while our friendly costumed chicken mascot made his rounds once again for plenty of photo opportunities.

We were pleased to add a new award category to our Wing Walk. In addition to the traditional "People's Choice" (public voting category) for the best wing flavor, this year, **we added a "Chef's Choice" category**, where by culinary experts and



VIPs (Chef Ron Gallo, Executive Chef of Jean George's Happy Monkey in Greenwich; Anthony Goncalves, Executive Chef of Kanopi and a James Beard Finalist for Best NY State Chef; Phil McGrath, Chair, Culinary Arts and Hospitality Management-SUNY Westchester; Westchester Community College culinary student Emily Wada; Mayor Thomas Roach; and Jason Bertolini of Dana Distributors) also determined their top choice.

The People's Choice Award went to Lazy Boy Saloon for their Tequila Citrus Wings, while Lilly's took home the new Chef's Choice Award for their Jerk Chicken Wings.

A special thank you to Etain Health, Dana Distributors, and Stella Artois USA for their generous sponsorship of this event.



WATCH  NOW!



# White Plains Jazz Fest

September 11th – 15th

JazzFest White Plains, presented by Montefiore Einstein Hospital, celebrated its 13th year in the fall with the continued dynamic partnership between Arts Westchester, the City of White Plains, and the Downtown White Plains BID. The five-day festival featured 18 live performances across downtown White Plains, showcasing a mix of emerging talent and world-renowned artists, including four Grammy Award winners and nominees. The festival ran from September 11th to September 15th, concluding with the grand finale, the White Plains Jazz Culminating Event, a vibrant celebration of music and community. Among the heavy schedule of events, the BID was responsible for coordinating the following key components of the festival:



A collage of three event posters for the Jazz Fest. The top poster is for "JAZZSTROLL WED., SEPT. 11" and lists three venues: Shiraz Kitchen &amp; Wine Bar, Chazz Palminteri Italian Restaurant, and Colombian House. The middle poster is for "Selwyn Birchwood THURS., SEPT. 12 | 6:30PM" and is titled "Dinner Under the Stars". The bottom poster is for "White Plains JAZZ &amp; FOOD FESTIVAL SUN., SEPT. 15 | 12:30-7:30pm" and is titled "FREE TO THE PUBLIC".



## Jazz Stroll

(September 11th) The Jazz Stroll offered a unique musical experience, combining live jazz performances with the ambiance of three exceptional restaurants. Attendees enjoyed cocktails and appetizers while listening to hour-long performances by Kristina Koller, Aaron Seeber Trio, and Chembo Corniel Trio. The evening began at Shiraz Kitchen & Wine Bar, continued at Chazz Palminteri Italian Restaurant, and concluded with the final performance at Colombian House.

## Dinner Under the Stars

(September 12th) White Plains Plaza provided a stunning setting for Dinner Under the Stars, with its open-air space surrounded by a garden wall and twinkling lights. The evening effortlessly blended gourmet dining with live music, featuring blues artist Selwyn Birchwood, hailed by Rolling Stone as “a remarkable, contemporary bluesman” and “a powerhouse young guitarist and soulful vocalist.” Ticket-holders savored a seated three-course Italian dinner from Via Garibaldi with prime concert viewing. Anyone who brought their own chair to the plaza could enjoy the concert free of charge while enjoying takeout from nearby restaurants just outside of the dining boundaries.

## Jazz Fest Culminating Sunday Event

(Sunday, September 15th) The White Plains Jazz Fest’s Culminating Event attracted over 3000 jazz enthusiasts, with visitors coming from as far as Florida and Louisiana. A Sunday outdoor concert that was free and open to all, the Culminating Event featured an afternoon series of live performances on Mamaroneck Avenue at the intersection of Main Street by artists such as Anais Reno Quintet, Brandon Sanders, Julius Rodriguez, and Ekep Nkwel. A lively mix of music, food, and dancing filled the block with music lovers. Every seat was taken, and guests could be seen standing under the tent, in their own chairs, and even perched on the curb enjoying the amazing live performances.

Food was available from downtown restaurants Caribbean Thyme and Alex Lounge, as well as from Off the Hook Haverstraw and George’s Firewood Pizza, with picnic tables and a shaded tent available for seating.

We would like to extend our heartfelt thanks to all sponsors who supported our BID-organized Jazz Fest events, including Argent Ventures, Cappelli Organization, The Kensington, Lanline Communications, and Etain. To see the entire line up of events and sponsors from 2024, please visit [wpbid.com/events](http://wpbid.com/events) and click on Jazz Fest 2024.

## 2024 Promotions & Events cont'd

# Rock the Block

May 8th, June 12th, July 10th  
and August 14th

For many years, our organization hosted a large-scale concert one evening of the summer known as Rock White Plains, which featured talent ranging from the Spin Doctors to the Plain White T's. In 2024, in an effort to contain industry-wide escalating event costs and create greater opportunities for community building and support of our local businesses, we pivoted to a series of **four free outdoor "dine downtown" and "open streets" concerts** instead of one large ticketed production.

Held on the second Wednesday of each month from May through August, our revamped concert series, **Rock the Block** (a partnership with the City of White Plains), transformed Mamaroneck Avenue between Maple Avenue and E. Post Road into an oasis of eats, beats, and fun!



**EATS AND BEATS ON THE STREET**

**LIVE BANDS** **ROCK THE BLOCK** **OUTDOOR DINING**

**YARD GAMES** **FREE ADMISSION**

Every 2<sup>nd</sup> WEDNESDAY May thru August in DOWNTOWN WHITE PLAINS  
5:30pm – 8:30pm on Mamaroneck Ave (between Maple Ave & E. Post Rd)  
[wpbid.com/rocktheblock](http://wpbid.com/rocktheblock)

LEADING SPONSOR: **WP** White Plains Hospital

SPONSORED BY: **XX** ARGENT VENTURES, **TEREMANA** SMALL BATCH TEQUILA, **ARTS WESTCHESTER**, **CAPPELLI**, **S&G2 PARTNERS LLC**, **Westchester County**, **etain**, **STREET LEVEL**, **L&A New**, **SHIBBO**

BROUGHT TO YOU AND CO-PRODUCED BY: **WP BID**, **WHITE PLAINS BID**, **DEPARTMENT OF RECREATION & PARKS**

SPECIAL THANKS TO OUR COMMUNITY PARTNER: **DEPARTMENT OF RECREATION & PARKS**

PARTICIPATING RESTAURANTS with Extended Outdoor Seating: **Brazen Fox**, **CANTINA**, **IRON BLACKS**, **ROCK & ROLL**, **BEER HALL**, **LAZY BOY!**, **FRONTIER**, **THE GARDEN**, **THE GARDEN**, **THE GARDEN**



Each concert temporarily closed the block to traffic, converting the space into a pedestrian oasis, featuring a sea of picnic tables serving delicious dishes from downtown's restaurant row... White Plains' very own "Str'eat'ery!"

Guests enjoyed live music from talented bands covering a range of genres, including Latin, rock, soul and hi-lonesome country, with a variety of eclectic bands such as Salcedo's Latin Soul, Sarah Shook and the Disarmers, Scott Tournet and the Spark, and the Olive Street Maniacs, cultivated with the support of Doug Panero Presents, our music curator. Smaller regional and up-and-coming opening acts kicked off each concert. A fan favorite was the rousing Mariachi music from White Plains High School's very own Mariachi band.

In addition to great food and music, visitors could enjoy games like cornhole, badminton, and ping pong. Other activities and event features included the presence of the Arts Westchester Arts Mobile; country line and ballroom swing dance lessons (the latter hosted by downtown's own Arthur Murray Dance Studio); a palm tree oasis, complete with a mini sandy beach and beach chairs; a fishing hole for kids; and even a doggie obstacle course and pup cups at one of the concerts, in partnership with local pet store and pet care business 4MyDogs.

Guests stopped by after work for the perfect opportunity to enjoy an outing with colleagues, friends, or family. This series was a win-win, fostering community connection while driving foot traffic to local restaurants. Eateries reported a significant increase in sales on Wednesday nights compared to other Wednesdays without the concert series.

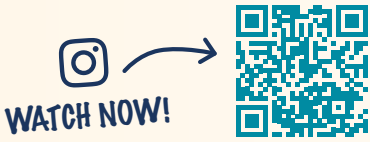




Our concerts averaged over 2,000 attendees each. Businesses and the community voiced enthusiasm for expanding the event with more dates and hours, further highlighting the event's positive impact.



Rock the Block was made possible by: The City of White Plains (with special gratitude to the general administration, Department of Recreation and Departments of Public Works, Safety and Parking); White Plains Hospital, Argent Ventures, Teremana Small Batch Tequila, Lanline Communications, Cappelli Organization, SRG2 Partners LLC, Westchester County, Etain, Partyline Tent Retails and The Cambria. We are also grateful to New York Power Authority for serving as our Community Partner, and for the support of Arts Alive, a regrant program of ArtsWestchester with support from the Office of the Governor, the New York State Legislature, and the New York State Council on the Arts.



## 2024 Promotions & Events cont'd

# OktoberFest

Sunday, October 13th

More than 10,000 Westchester locals and visitors came together to celebrate the rich German tradition of OktoberFest in the vibrant heart of White Plains. Guests traveled from as far as Long Island, New York City, and even Hartford, CT, to join the festivities.

All day long, **Melina and the Oompahs, an authentic German Oompah band**, filled the streets with lively German tunes and sing-along favorites like "Ein Prosit der Gemütlichkeit," while DJ Dan kept the energy high during interludes. The enticing aroma of fresh pretzels and frankfurters filled the air as guests enjoyed **Apfelsaftschorle**, a traditional German apple juice drink, alongside pork schnitzel, bratwurst, and German potato salad from Sundance Kitchen, as well as delicious offerings from Walter's Hot Dog Truck. Local restaurants also featured their regular menus with a festive German twist for the occasion.



Video by:  
Mark Holst  
@holstworld



With over **six beers on tap**, including Stella Artois, Paulaner, Kona Big Wave, Captain Lawrence Autumn Blaze, Sam Adams OktoberFest, and Heineken, plus selections from White Plains' very own Wolf & Warrior microbrewery, there was a perfect pour for every palate.

Our feat of strength, the **Stein-holding competition**, captivated the crowd, with last year's men's champion successfully defending his title for a second consecutive win, while the women's category brought fierce competition and an impressive victory. The **Alpine horn-blowing** contest wowed the audience as the final two contestants showcased incredible lung capacity. Adding laughter to the mix, the hot dog toss competition highlighted the

camaraderie among participants as they gave their best effort to throw and catch as many frankfurters as possible.

In the weeks leading up to the event, local bars hosted German-themed fun and games, courtesy of our pre-party sponsor, Jägermeister.

Our 2024 participating bars and restaurants included Brazen Fox, Cantina, Freebird, Hudson Grille, Lilly's, Lazy Boy, Ron Black's, Sundance Kitchen, Walter's Hot Dogs, and Wolf & Warrior. We are deeply grateful to the City of White Plains for their unwavering support of this beloved event.



A huge Danke! is owed to our generous sponsors without whom this event could not happen: Jägermeister, Manhattan Beer, Dana Distributors, Paulaner München, Craft New York, Sam Adams OktoberFest, Captain Lawrence Autumn Blaze, Kona Big Wave, Stella Artois, Heineken, and the Cappelli Organization.

# Small Business Spotlight

Month of November



Small businesses are the lifeblood of communities, and our White Plains downtown is full of these unique entrepreneurial gems deserving of attention. As the holidays and Small Business Saturday neared, we pounded the pavement seeking out unique and treasured independent businesses to feature within a new **social media campaign** entitled “Small Business Spotlight.”

We conducted in-depth site visits and interviews with a selection of business owners, giving each a dedicated

day in November to shine in front of our thousands of Instagram followers. The profiles for the **Complete Golfer, Chillemi Shoe Repair, Thompson’s Art Supply, Pole Position, GirlAGain, White Plains Acupuncture, Evolve Athletic Club, Westchester Road Runner, and Bead Everything** were well received by the community, with public comments testifying to the strength of the businesses and gratitude for the opportunity to learn about businesses with which they may have not been familiar. The public was encouraged to shop at the businesses and submit photocopies of receipts to the BID, for the chance to earn “BID Bucks” available for redemption at December’s Winter Village and Holiday Market. The campaign achieved a 7.3% increase in social media engagement, driving undeniable greater visibility for these businesses during the campaign.

This campaign was made possible by our generous sponsors, Argent Ventures, The Cappelli Organization, SRG2 Partners, and the White Plains Hospital.

2024 Promotions & Events cont'd

# Downtown White Plains Winter Village & Holiday Market

December 11th – 22nd

As the calendar year came to a close, the Downtown White Plains Winter Village & Holiday Market transformed the City's main events venue, Court Street, into a festive **Winter Village**, with the city's skyline and twinkling street lights setting a stunning backdrop. Featuring over 20 artisan vendors and new attractions, the event expanded beyond the Holiday Market this year, becoming a multifaceted holiday destination.



Each week, the Winter Village offered a magical experience for guests of all ages. Families enjoyed free portraits with Santa and other costumed characters in a **life-sized "selfie sleigh" made possible by District Galleria**; and interactive features like the Lanline Communications-sponsored Wishing Wall, where guests could pin their hopes for the New Year on a communal board and read their neighbors' wishes as well. The Jolly Jumps Seesaw Park and Candy Cane Lane mini-golf attraction—a **nine-hole mini golf course surrounded by a field of six-foot candy canes**- added to the festive atmosphere, while the life-sized Gingerbread Village, sponsored by Reckson, became a favorite, featuring three gingerbread homes and a giant gingerbread statue perfect for photos.

To stay warm, visitors flocked to Chill-ville, sponsored by Wonder, Cappelli Organization and White Plains Hospital where they could relax in one of seven furnished warming igloos to play board games available for rent and enjoy

food from local vendors. Our s'mores packages, available for purchase, and free art kits were popular among young families, while groups of friends enjoyed arts and crafts classes in the igloos by reservation. If igloos were full, no matter! Two outdoor firepits, made possible by Hudson Grille and White Plains Hospital, were toasty spots to warm one's hands in between holiday shopping trips.

Visitors enjoyed selecting a curated selection of gifts from **nearly two dozen vendors** curated by 914Popups at our Holiday Market, which was underwritten by Westchester County. Independent vendors offered unique items such as candles, wines, jewelry, winter accessories, fresh-made sangria, and other handcrafted treasures.

Throughout the event, two supersized ice sculptures, sponsored by SRG2 Partners LLC, dazzled passersby. As they melted, the ice gave way to hidden gift cards to local businesses, providing lucky guests able to pry them loose an extra touch of excitement and surprise.



To promote the event, **we partnered with local influencers** and social media pages such as Westchester Date Night (@westchesterdatenight), What's In Westchester NY (@whats\_in\_westchester\_ny), and 914 Pop Ups (@914popups) for a collaborative post on Instagram that generated over 3,000 likes, 4,500 shares, and 1,000 saves. On opening day, a group of influencers visited the market, promoting the event with social media posts after a kick-off event at nearby restaurant Greca.

The Winter Village & Holiday Market was perfectly timed with the City of White Plains' Christmas Tree Lighting on December 12th, creating a festive opening week for the market. We also hosted a musical performance by the Tinsel Tones on December 13th, who sang popular holiday tunes while bedecked in ugly holiday sweaters. This was followed by the **Ugly Sweater Holiday Bar Crawl** where guests continued the celebration by visiting bars along Mamaroneck Avenue for festive entertainment and drink specials.

The Winter Village & Holiday Market would not have been possible without the generous support of our sponsors, including District Galleria, White Plains Hospital, Lanline Communications, SRG2 Properties, Westchester County, Reckson, Mazda White Plains and the Premier Collection, K5 Equities, Hudson Grille, Wonder, The Cappelli Organization, BJ's Wholesale Club, and promotional partners Westchester Date Night and What's in Westchester.



## Other Events



In 2024, we were thrilled to welcome new businesses, host ribbon cuttings, and help a local White Plains resident bring back the Mrs. Roper Romp bar crawl, which was featured in the New York Post. In March, our Annual Meeting of the Membership at the White Plains Performing Arts Center brought businesses and property owners together to connect and hear updates from local officials and the BID, with special sponsorship support from the Westchester Retail Network and our hosts, the White Plains Performing Arts Center, who allowed us to meet at their lovely facility.

Partnering with 914 Pop Ups, we sponsored a parade of influencers through a number of downtown restaurants in September; and to help raise awareness for the new Apple Cinemas, we co-hosted with 914 Popups a large group of influencers at an exclusive showing of the Joker 2 in October.

# Financial Reports

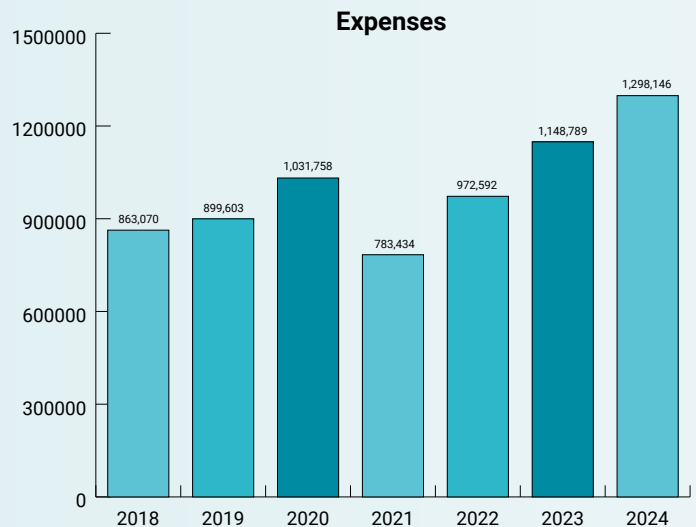
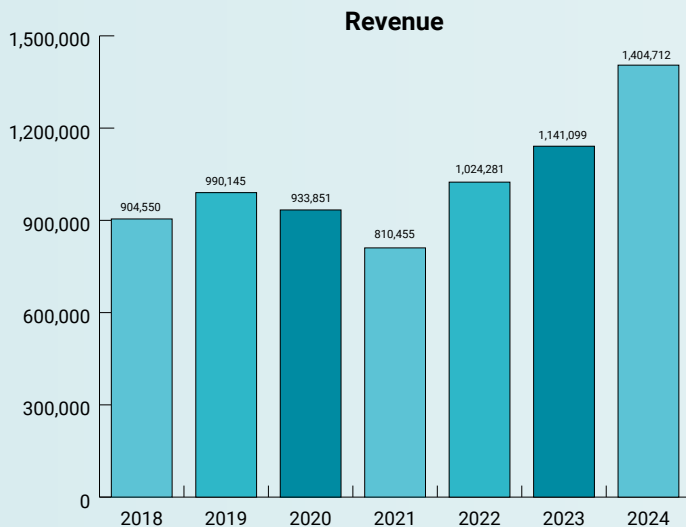
## The Downtown White Plains BID's 2024 Fiscal Year ran from July 1, 2023 through June 30, 2024



Our organization is thoroughly **audited by an external firm (PFK O'Connor Davies)** which prepares our end of year financial statements, summarized within this section. Our 990 tax filings can also be accessed for free by the public on [guidestar.com](https://www.guidestar.com)

After years of battling inflation and spiking program costs, in Fiscal Year 2024 our BID was at last able to enjoy a long-needed **assessment increase** from \$700,000 to \$900,000 (our first in five years), which went into effect on July 1st. Combined with increased sponsorship, new programmatic and administrative efficiencies, and a complete revamping one of our resource-intensive free-standing events (Rock White Plains) into a more solvent event series (Rock the Block), we were able to **expand programming**—for example, **tripling the hours of our Clean Team's presence on the street, and end the year with a surplus**, which will be reinvested back into the business district through future investments and improvements.

As of June 30, 2024, the BID had net assets of \$646,752. Total liabilities were \$201,870, inclusive of accounts payables, deferred revenue and lease liability. Our organization has adequate liquidity and available financial assets to meet future obligations and our ratio of programming to administration is strong.



## Statements of Financial Position

	June 30	
	2024	2023
<b>ASSETS</b>		
Cash	\$ 556,680	\$ 469,061
Accounts receivable (less allowance for credit losses of \$0 and allowance for bad debt of \$0)	58,517	30,693
Contributions receivable	27,955	8,008
Deposit and prepaid expenses	10,330	24,184
Property and equipment, net	56,676	66,269
Right-of-use asset	138,464	183,355
	<u>\$ 848,622</u>	<u>\$ 781,570</u>
<b>LIABILITIES AND NET ASSETS</b>		
Liabilities		
Accounts payable and accrued expenses	\$ 42,016	\$ 28,682
Deferred revenue	20,000	30,000
Lease liability	139,854	182,702
<b>Total Liabilities</b>	<u>201,870</u>	<u>241,384</u>
<b>Net Assets</b>		
Without Donor Restrictions	646,752	540,186
	<u>\$ 848,622</u>	<u>\$ 781,570</u>

## Statements of Activities

	Year Ended June 30, 2024			Year Ended June 30, 2023		
	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	\$ 900,000	\$ -0	\$ 900,000	\$ 700,000	-0	\$ 700,000
Sponsorships and contributions	354,610	-0	354,610	323,133	-0	\$ 323,133
Tickets and concessions	132,740	-0	132,740	117,669		\$ 117,669
Interest	17,362	-0	17,362	297	-0	\$ 297
Paycheck Protection Program Loan Forgiveness			-0		-0	\$ -
Net assets released from restriction	-0	-0	-0	-0	-0	\$ -
Total Revenue and Support	<u>1,404,712</u>	<u>-0</u>	<u>1,404,712</u>	<u>1,141,099</u>	<u>-0</u>	<u>1,141,099</u>
<b>EXPENSES</b>						
Direct program expenses	771,716	-0	771,716	704,195	-0	704,195
Salaries	301,278	-0	301,278	238,217	-0	238,217
Payroll taxes	24,529	-0	24,529	19,188	-0	19,188
Employee benefits	29,062	-0	29,062	16,566	-0	16,566
Rent	53,078	-0	53,078	48,936	-0	48,936
Professional fees	35,918	-0	35,918	32,228	-0	32,228
Travel and lodging	6,451	-0	6,451	1,085	-0	1,085
Office	28,006	-0	28,006	39,130	-0	39,130
Telephone	5,677	-0	5,677	7,155	-0	7,155
Dues and subscriptions	4,479	-0	4,479	2,614	-0	2,614
Postage and printing	4,630	-0	4,630	4,004	-0	4,004
Depreciation	21,706	-0	21,706	27,576	-0	27,576
Payroll charges	9,538	-0	9,538	6,156	-0	6,156
Bad debt expense		-0	-0	-0	-0	-0
Miscellaneous	2,078	-0	2,078	1,739	-0	1,739
Total Expenses	<u>1,298,146</u>	<u>-0</u>	<u>1,298,146</u>	<u>1,148,789</u>	<u>-0</u>	<u>1,148,789</u>
Change in Net Assets	106,566	-0	106,566	(7,690)		(7,690)
<b>NET ASSETS</b>						
Beginning of year	540,186	-0	540,186	547,876	-0	547,876
End of year	<u>\$ 646,752</u>	<u>\$ -0</u>	<u>\$ 646,752</u>	<u>\$ 540,186</u>	<u>\$ -0</u>	<u>\$ 540,186</u>

# Sponsors and Supporters

White Plains Hospital

SRG2 Partners, LLC

Cappelli Organization

Argent Ventures

District Galleria

Jägermeister

Teremana Small Batch Tequila

Westchester County

Lanline Communications

Manhattan Beer

New York State Power Authority

**ArtsWestchester Arts Alive**

A regrant program of Arts Westchester with support from the Office of the Governor, the New York State Legislature and the New York State Council of the Arts.

BJ's Wholesale Club

Cambria Hotel

Captain Lawrence Autumn Blaze

Craft New York

Dana Distributors

Etain Health

Heineken & Heineken Silver

Hudson Grille

The Kensington

K5 Equities

Kona Big Wave

Minuteman Press

Nick Wolff of Howard Hanna Rand Realty

Party Line Rentals

Premier Collection and Mazda White Plains

Paulaner München

Reckson

Samuel Adams OctoberFest

Stella Artois USA

Westchester Magazine

Westchester Date Night

Westchester Retail Network

What's in Westchester

White Plains Performing Arts Center

Wonder

We are deeply grateful to our many City Department partners, including but not limited to Public Works, Recreation, Public Safety, Parking and Traffic, City Planning, Buildings, Fire, Youth Bureau, and of course the general administration, including Mayor Thomas Roach and Chief of Staff and General Counsel John Callahan. A special thank you also goes to our local Common Council members for their ongoing support of our local business community. We greatly appreciate all the local businesses, fellow community organizations, and area stakeholders who have partnered with us this year to help make our activities possible!



# Board of Directors\*

## Executive Board

- Bonnie Silverman**  
Chairwoman, SRG2 Partners, LLC
- Brian Mahon**  
Vice Chairman, Hudson Grille and Lilly's
- Michael Traynor**  
Treasurer, Webster Bank
- Ann Bernstein**  
Houlihan Lawrence Real Estate
- Mitch Bodner**  
Cappelli Organization
- Tom Merolle**  
Kite Realty Group
- Ingrid Richards**  
Senior Advisor to Mayor, City of White Plains
- Sergio Sensi**  
Commissioner of Finance, City of White Plains
- Nicholas Wolff**  
Common Council Appointee, City of White Plains

## Board Members

- Andy Kimerling**  
18 Vickay Realty LLC and  
Westchester Road Runner
- Anthony Hill**  
New York Power Authority
- Chris Greene**  
Minuteman Press of  
White Plains
- Gina Ann Perriello**  
Nicjo Realty Company
- Hannah Best**  
Cambria Hotels
- Jeannie Minskoff Grant**  
Minskoff Grant Realty &  
Management Corp.
- Josiah Brock**  
Marx Realty
- Lauren Morris**  
Loola Doola Boutique
- Manny Polloni**  
Polloni & Weiss Realty Co.
- Michael Calano**  
Calano & Culhane, LLP
- Michael Kessner**  
K5Equities
- Nick Trombetta**  
182 Post Road, LLC &  
Salon Maffei
- Ramona Miller**  
Argent Ventures, LLC
- Stuart Levine**  
LeVino Wine Merchants
- Tammy Cuomo**  
Reckson
- Paul Bergins**  
Esq., Corporate Counsel

\*As of December 31, 2024

## Staff



**Jennifer Furioli**  
Executive Director



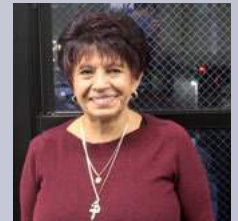
**Brian Reyes-Martinez**  
Marketing and  
Events Manager



**Edrei Ramirez**  
Marketing and  
Communications Coordinator



**Maya Fetic**  
Administrative and  
Program Assistant



**Martha Sabogal**  
Bookkeeper

Jennifer Tillerson: Events and Marketing Consultant

## Design & Photo Credits

Graphic Design: Susan Nagib, SUSA Designs

Photos: Susan Nagib and WPBID

## Follow Us!



@whiteplains.BID



@WhitePlainsBID



@WhitePlainsBID



@downtownwhiteplains

# New Business Welcome Packet

## 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:



JENNIFER FURIOLI | EXECUTIVE DIRECTOR

BRIAN REYES | MARKETING AND EVENTS MANAGER

EDREI RAMIREZ | EVENTS AND COMMUNICATIONS ASSOCIATE

MAYA FETIC | ADMINISTRATIVE AND PROGRAM ASSOCIATE



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

# 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 represents 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  
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**Download the complete Business Welcome Packet here**



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