

DOWNTOWN *White Plains*

BUSINESS IMPROVEMENT DISTRICT



ANNUAL

2025

REPORT



Message from the Chairwoman and Executive Director

As we reflect on another year for the Downtown White Plains Business Improvement District, we are proud to share the progress we made in keeping our streets clean, building community, and supporting our local businesses.

Beautifying and improving our public spaces remains central to our mission. Beyond our daily sanitation program, we continue to look for ways to elevate the public realm. This year, we were thrilled to learn that the BID was awarded a **\$225,000 Downtown Revitalization Initiative (DRI)** grant to install decorative and creative streetlighting, a project anticipated to begin sometime in FY27. We also congratulate our fellow White Plains stakeholders, including: ArtsWestchester, The Play Group Theatre, and Eight Chester, to name but a few, who received DRI funding for transformative projects that will enhance the cultural and physical vibrancy of downtown. Additionally, many other projects the BID advocated for on behalf of the city were approved. In the coming years, these initiatives will transform the look and feel of the heart of our City.

Bringing people downtown—and bringing them together—remains a top priority. After a decade of successful Oktoberfests, we set out to **expand our footprint in 2025 with Alpine Village**, a new family-friendly extension designed to activate an entire additional block. Even when high winds forced us to cancel, we pivoted quickly and returned just two weeks later with “Block-toberfest,” preserving the magic and momentum of the season. We look forward to debuting the full Alpine Village and Oktoberfest format next year. We also continued presenting fan favorites, such as our Rock the Block dine downtown concert series and the inimitable Wing Walk, our own culinary moveable feast!

This year also marked the **launch of the Downtown White Plains eGift Card**—introduced just in time for the holiday season—giving residents, employees,

and visitors a simple way to support more than 30 participating downtown businesses.

Our **residential and retail boom** continued in 2025. Ave Hamilton Green’s second tower at 5 Cottage Place (joining the first at 25 Cottage), 51 S. Broadway, and Eight Chester opened their doors, further strengthening and adding foot traffic to our downtown community. The owners of 1 and 10 Lyon unveiled their vision for the new Teachers Village, bringing educator and public-sector workforce housing, as well as significant senior housing, to the heart of White Plains.

Plans for one of Westchester’s largest projects, the redevelopment of the former Galleria Mall into the residential mixed-use **District Galleria** also progressed, with the City releasing updated zoning recommendations based on the substantial public input gathered during the SEQRA and rezoning processes.

With so much activity reshaping the built environment, we are taking a thoughtful look at how the BID can best serve a changing downtown. For years, businesses just outside our boundaries have asked to be included in our district. The BID was established in 1998—when the definition of the Central Business District looked very different than it does today. Boundary expansion requires careful outreach, analysis, and government approval. In the coming year, we will be evaluating our district plan and potential expansion scenarios to better respond to the needs of our growing business community.

As the downtown continues to evolve, one thing remains constant: the strength we gain when we work together. **Whether you’re a property owner, business, resident, or enthusiastic advocate—we invite you to stay connected, get involved, and help us shape what comes next. Together, we can build the most vibrant, welcoming, and resilient downtown White Plains yet.**



BONNIE SILVERMAN
CHAIRWOMAN



JENNIFER FURIOLI
EXECUTIVE DIRECTOR

DOWNTOWN 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. 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.

At A Glance

WPBID Programs:

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

Number of BID businesses	300+
Total Gross Floor Area (sq. ft.)	5,119,011
Total BID Assessments	\$900,000
Total Number of BID Tax Parcels	141
Average BID Assessment	\$6,382
Average BID Assessment excluding parcels >100,000 sq. ft.	\$3,677

Source: wpbid.com

LEARNING AND SHARING DOWNTOWN INFORMATION



In September, the WPBID staff attended the **International Downtown Association (IDA) World Congress Conference** in Washington, D.C. IDA is the leading professional organization for downtown management practitioners, providing education, research, and peer exchange for professionals working to strengthen urban centers.

The conference program focused on key issues impacting downtowns nationwide, including special event planning and management, placemaking strategies, creative approaches to downtown marketing, and innovative methods of supporting small businesses. Over the course of three days, our team participated in educational sessions, workshops, and networking opportunities with downtown leaders from across the country and around the world.

Through these conversations and shared experiences, we identified new ideas and best practices that can be adapted for White Plains, while also gaining valuable perspective on the strength of our existing programs. In particular, initiatives such as **Rock the Block** and our social media and digital marketing efforts were recognized as forward-thinking and effective, serving as inspiration for peer organizations facing similar challenges. This exchange of ideas reinforced the WPBID’s position as a leader in downtown programming and provided fresh insights that will continue to inform and enhance our work in White Plains.

Major Moves For Downtown

With continued investment, evolving development plans, and new public-private partnerships taking shape, downtown White Plains remains in motion. From updated residential projects to major public initiatives already underway, the City and its partners are advancing efforts that will shape the look, feel, and function of the central business district in the years ahead.

District Galleria

Originally opened in 1981, the now-shuttered 870,000-square-foot Galleria Mall is steadily advancing toward its transformation into District Galleria, a joint redevelopment initiative led by the Cappelli Organization, Pacific Retail Capital Partners, SL Green Realty Corporation, and Aareal Bank Group. The proposed project envisions the redevelopment of approximately 11 acres of land into a vibrant, mixed-use community. The plan includes seven residential buildings of varying heights comprising 3,001 residential units, including at least 360 affordable units, 96,350 square feet of commercial space, 5.91 acres of publicly accessible open space, including a 30,000-square-foot City Green, and more than 3,000 on-site parking spaces. Collectively, the development is designed to significantly enhance pedestrian circulation and connectivity to downtown's primary thoroughfares, replacing the inward-facing walls of the outdated shopping center that currently inhibit efficient pedestrian movement.

The Common Council, serving as Lead Agency pursuant to the New York State Environmental Review Act ("SEQRA"), conducted a multi-year environmental review of the rezoning petition and associated Conceptual Development Plan ("CDP"). This process culminated in the Council's adoption of an Environmental Findings Statement on September 2, 2025, which concluded that the proposed project avoids or minimizes potential adverse environmental impacts to the maximum extent practicable through the implementation of identified mitigation measures.

In recognition of the multitude of public comments received throughout the SEQRA hearings on the Draft Environmental Impact Statement ("DEIS"), Final Environmental Impact Statement ("FEIS"), and zoning amendment hearings,



Photo: District Galleria

coupled with an effort to ensure consistency with the recently adopted One White Plains Comprehensive Plan, the final zoning text was revised to incorporate, among other provisions, a density bonus mechanism to ensure specific public benefits are included within the development program (affordable housing, meaningful open space, and a municipal entertainment/event space).

Notably, on December 1, 2025, the Common Council: (1) adopted an ordinance to amend the City's zoning ordinance to establish the new TD-2 Transit District; (2) amended the City's official zoning map to rezone the former Galleria Mall property and Lexington-Grove East and West municipal parking garages from the existing B-6 Enclosed Mall District to the new TD-2 District; and (3) adopted the Conceptual Development Plan dated April 1, 2025. The City anticipates the submission of a site plan for the project early next year.

Key materials related to the project 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, the busiest hospital in the county, and one of downtown's largest employers. In May of 2025, the hospital held a groundbreaking ceremony for its largest-ever campus transformation project: a 10-story, approximately 500,000-square-foot expansion that will nearly double the size of the hospital when it opens in 2028. This significant growth will add a total of 240 additional, private, single-bedded inpatient rooms, nearly doubling the total number of licensed inpatient beds, add a dedicated operating room floor with space for 10 additional state-of-the-art OR's equipped with the latest technology and a new Emergency Department that will more than double the size of its current space. The White Plains Common Council was recently shown plans for a new parking garage on East Post Road that White Plains Hospital would construct across from its campus, improving access for patients, staff, and visitors while supporting ongoing hospital expansion efforts.



NY State Downtown Revitalization Grant

In early 2024, the City of White Plains was awarded a coveted \$10 million Downtown Revitalization Initiative (DRI) grant from New York State. The DRI program, launched in 2016, supports transformative downtown investments through a competitive process that funds both large-scale public infrastructure projects and targeted grants for private property owners, businesses, and nonprofit organizations within designated boundaries. Throughout 2024, the White Plains BID played a key role in conducting outreach and education to ensure downtown stakeholders understood the DRI process, grant eligibility, and opportunities to apply for capital improvement funding. In addition, the BID submitted its own proposal to install creative decorative street lighting downtown.

During summer 2025, the State announced its DRI funding decisions, including approval of the BID's proposed project to illuminate parts of downtown with whimsical decorative lighting, along with awards to several other major downtown initiatives such as protected bike lanes and pedestrian safety improvements on Hamilton Avenue, expanded streetscaping, upgrades to the Play Group Theatre and the creation of ArtsWestchester's new Makerspace. As the City begins to roll out its larger infrastructure projects and prepares the next phase of grant opportunities, the BID looks forward to continuing its partnership during this transformative period for downtown White Plains.



Teachers Village

Teachers Village at Lyon Place reflects an updated vision for the residential development planned on Lyon Place in downtown White Plains. Originally approved as a market-rate apartment project by the Beitel Group, the plans were re-envisioned in 2025 with the addition of RBH Group, the development partner behind the successful Teachers Village model in Newark, New Jersey. The revised proposal maintains a strong residential focus while introducing a broader mix of unit types, including housing oriented toward educators, municipal employees, and seniors. As the Lyon Place project continues through the City's review process, it represents how approved developments can evolve through new partnerships while continuing to contribute to downtown White Plains' residential growth and long-term stability.



Photo: Teachers Village, White Plains

New York Power Authority Headquarters Begins Construction

Construction is underway on a new headquarters for the New York Power Authority (NYPA) in downtown White Plains, representing a significant long-term investment in the city's commercial core. NYPA—the largest state-owned public power organization in the United States—has maintained a longstanding presence downtown and is one of White Plains' major employers. The new 16-story, approximately 310,000 square-foot headquarters building at 220 Hamilton Avenue is planned to be a modern, purpose-built facility designed to support its workforce and future needs, and is expected to retain over 1,000 NYPA jobs in White Plains and Westchester County. Construction began in 2025 following a project labor agreement and is anticipated to be completed in 2027, with NYPA planning to relocate at that time. The project is anticipated to strengthen daytime activity, employment, and economic vitality in the central business district.



Photo: Cappelli Enterprises

In additional news, in 2025, the Power Authority partnered with the City of White Plains to bring six high-speed electric vehicle fast chargers (up to 350 kW) to the Chester-Maple parking garage in downtown. Located adjacent to one of the city's most vibrant retail and dining corridors, the chargers are expected to attract drivers passing through the area while providing a boost to nearby businesses and restaurants as vehicles charge.

How to Stay Up To Date

As Downtown White Plains continues to make significant inroads on local development, there are many resources available to help stay up to date. The City's Planning Office hosts a comprehensive page for real estate projects and proposals—[see the QR code](#). Agendas for all Common Council meetings, including supporting materials, can be found at cityofwhiteplains.com/AgendaCenter, and of course our very own newsletter pushes out newsworthy development information as well—be sure to subscribe at wpbid.com/newsletter.



Learn More

Business Support

The White Plains BID works diligently to support local businesses on a day-to-day basis through a range of targeted initiatives designed to help them succeed.

A Warm Welcome

When new businesses open downtown, they may not yet be aware of the resources available to them. To ensure they feel supported from day one, the BID conducts in-person welcome visits to introduce our organization and deliver a comprehensive **New Business Information Packet**. This packet includes information about the downtown community, BID programs, and key contacts for local elected officials and city agencies. In addition, the BID maintains a dedicated business resources page on our website, featuring links to the Westchester County Economic Development Corporation, technical service providers, sanitation codes and regulations, and other essential tools. Our Warm Welcome services also include complimentary ribbon cuttings—complete with scissors, ribbon, and invitations to local elected officials and VIPs—to help businesses launch successfully.



Download our Business Welcome Packet

Advocacy and Technical Assistance

When businesses face challenges, the BID serves as a trusted advocate and connector. We regularly assist business owners in navigating city agencies, identifying appropriate points of contact, and staying informed about new ordinances or regulations that may affect their operations. In February 2025, the BID's Executive Director advanced this advocacy at the state level by traveling to Albany twice—once with a coalition of statewide downtown organizations and once with the Westchester Business Council—to meet with elected officials and highlight issues impacting downtowns and small businesses across New York.



Business Support Case Study

As artificial intelligence has become an increasingly important tool for small businesses, the BID partnered with The Acceleration Project to host a “Eat, Network, and Learn” breakfast workshop in October. The program featured experts who provided an overview of AI fundamentals, ethical considerations, and real-world case studies, equipping local businesses with practical strategies to effectively integrate AI into their operations.

Downtown Apartments

Downtown's apartment scene continues to grow, making the core of our City a center for the live, work and play lifestyle. Here are but a few of many apartment buildings impacting the skyline of Downtown White Plains.



AVE Hamilton Green

25 Cottage Pl & 5 Cottage Pl, White Plains, NY 10601

AVE Hamilton Green presents a new pair of high-rise communities at 25 and 5 Cottage Pl, delivering studio, one-, two-, and three-bedroom, loft, and penthouse-style luxury apartments with in-unit laundry and pet-friendly policies. Flexible-Stay Furnished Apartments are available for stays of 30 days or more – perfect for relocation, travel, or life in transition. Amenities include an indoor pool, business center, lounges, fitness facility, remote-work spaces, and 24/7 high-touch resident services. With a walkable location just minutes from Metro-North and downtown, it offers a premium living experience.



Hamilton Crossing

440 Hamilton Ave / 50 Barker Ave, White Plains, NY 10601

Hamilton Crossing brings sophisticated suburban-urban luxury with pet-friendly studio to two-bedroom apartments featuring in-unit laundry and designer finishes. At 440 Hamilton, experience expansive layouts, soaring ceilings, and industrial elegance. At 50 Barker, enjoy open floor plans, oversized windows, and a sleek, contemporary vibe. Community amenities include a two-story fitness center, rooftop pool, grilling stations and lounge, coworking spaces, game rooms, and simulators. Ideally located near Mamaroneck Avenue and downtown, it offers both convenience and refined design.



25 North Lex

25 North Lexington Ave, White Plains, NY 10601

25 North Lex, a new 500-unit luxury residence, delivers studio through three-bedroom apartments fitted with quartz-finished kitchens, in-unit washer/dryers, floor-to-ceiling windows, and upscale designer interiors. The amenity lineup is rich: fitness center, yoga studio, work-from-home spaces, conference and private dining rooms, sports lounge, game room, children's playroom, and a dog spa. Just a short walk to the Metro-North station and downtown shops, it's a social-club atmosphere mixed with luxury living.



51 South Broadway

51 S Broadway, White Plains, NY 10601

Located at 51 S Broadway in the vibrant heart of White Plains, 51 South is an all-new eight-story luxury rental building offering studio to two-bedroom homes with upscale finishes like in-unit laundry, quartz countertops, GE appliances, and spa-style bathrooms. Residents enjoy elevated amenities – a rooftop green, pool deck with cabanas, coworking lounge, game room, and pet-friendly perks like a dog spa, plus conveniences like a bike room. With a walk score of 96 and easy Metro-North access, it's urban convenience meets modern comfort.



The Juliette

250 Mamaroneck Ave, White Plains, NY 10605

Housed in the transformed former YMCA at 250 Mamaroneck Ave and opening soon, The Juliette offers a blend of classic elegance and modern convenience with studio, one-, two-, and three-bedroom apartments. Its refined amenity suite includes an outdoor leisure courtyard with pool, spa, garden terrace, barbecue grill, fireplace, bicycle storage, and the convenience of a Starbucks on the ground floor – all while honoring the building’s heritage in style. Pet friendly and nestled downtown, it’s crafted for residents seeking urban charm with thoughtful design.

The Duet

99–100 Hale Ave, White Plains, NY 10605

The Duet, at 99–100 Hale Ave, is a boutique luxury community offering studio, one-, and two-bedroom apartments with condo-level finishes. Amenities include a rooftop lounge, coffee station, fitness center, grilling stations, co-work spaces, fire pit, virtual doorman, and covered parking – perfect for modern, active lifestyles. Located steps from restaurant row and nightlife on Mamaroneck Avenue, this pet-friendly building blends convenience with style.



Avalon White Plains

27 Barker Ave, White Plains, NY 10601

Just blocks from the Metro-North station, Avalon White Plains offers studios, one-, two-, and three-bedroom apartments (furnished or unfurnished) with gourmet kitchens, private terraces or balconies, concierge service, and garage parking. Designed for Westchester comfort with easy New York City access, it blends spacious modern living with thoughtful building amenities.

The Mitchell

131 Mamaroneck Ave, White Plains, NY 10601

Located on Mamaroneck Avenue in the vibrant heart of White Plains, The Mitchell offers studio through three-bedroom apartments with designer finishes, quartz countertops, in-unit laundry, smart home features, and detached garage parking. This pet-friendly building boasts a standout rooftop deck with pool, firepits, grilling stations, a biergarten, and screening area, plus amenities like a golf and multi-sport simulator, co-work lounge with coffee bar, fitness studios, children’s playroom, and pet spa and park. Located minutes from shopping, dining, entertainment, and the Metro-North station, it delivers a true walkable downtown lifestyle.



Eight Chester

8 Chester Ave, White Plains, NY 10601

Located at 8 Chester Ave in the lively heart of downtown White Plains, Eight Chester offers thoughtfully designed studio and one-bedroom residences tailored for modern urban living. Residents enjoy curated common spaces including a rooftop deck and lounge with city views – perfect for relaxing or socializing – plus a comfortable community lounge, bike room, on-site parking, and shared laundry facilities. With a prime walk score and everything from dining and nightlife to shopping and transit just steps away, Eight Chester delivers a streamlined, elevated lifestyle for those seeking downtown convenience and contemporary comfort.

District Maintenance: Keeping Downtown Clean & Green

A clean, well-maintained downtown is essential to creating a welcoming environment and supporting economic vitality. District maintenance remains one of the most visible and impactful services provided by the White Plains Business Improvement District and continues to be a core investment in the overall quality and experience of downtown.



Each day, the WPBID Clean Team works throughout the district to supplement municipal sanitation services and address the unique needs of a dense, mixed-use downtown environment. Unlike private buildings or enclosed facilities, cleaning public spaces requires a specialized approach—one that accounts for constant foot traffic, changing conditions, and the shared nature of streets, sidewalks, and public amenities. Our maintenance program is designed specifically to meet those challenges.

The Clean Team provides **daily litter removal, empties overflowing trash receptacles, and responds to sanitation needs across sidewalks, curb lines, plazas, and other public areas**. In high-traffic locations, the team also performs specialized services such as **gum removal** using our gum-busting machine and periodic **power washing** to address buildup that standard cleaning methods cannot effectively manage. These efforts help maintain a polished appearance and contribute to a safer, more pleasant downtown for businesses, residents, workers, and visitors alike.

The maintenance team also undertakes periodic tasks such as repainting street furniture and assisting with the removal of unauthorized flyers, posters, and stickers from poles and streetscape elements.

Cleaning services are provided seven days a week, with schedules designed to match downtown activity levels. The Clean Team operates **12 hours per day, Wednesday through Sunday, from 7:00 a.m. to 7:00 p.m.**, and **9 hours per day on Monday and Tuesday, from 7:00 a.m. to 4:00 p.m.** This coverage allows the team to address early-morning conditions, daytime activity, and evening foot traffic when downtown is at its busiest.

Contract with Streetplus, LLC and the Clean Team

To support consistency, accountability, and best-in-class service delivery, WPBID operates under a three-year contract with Streetplus, LLC, a national public-space maintenance company with roots in New York State. Streetplus specializes in keeping hundreds of downtowns and commercial districts clean across the East Coast and throughout the country.

With decades of experience working directly with downtown management organizations like WPBID, Streetplus brings deep operational expertise, a strong on-the-ground management presence, and a clear understanding of the unique partnership between Business Improvement Districts and municipal services.

This relationship has proven to be the right fit for White Plains. Streetplus's structured management approach and performance-driven model have introduced additional efficiencies, strengthened accountability, and enhanced one of WPBID's most important programs—ensuring that services are delivered reliably, professionally, and in alignment with district priorities.

Three Streetplus-contracted workers contribute daily to cleaning the downtown, led by team lead Souleyman, our on-site supervisor. An account manager also visits regularly to oversee operations and provide additional supervision and support.

Beautification and Horticulture

In addition to sanitation, WPBID continues to invest in downtown beautification. Seasonal plantings and planters along Mamaroneck Avenue, Hamilton Avenue, Court Street, Post Road, and other key corridors add color, greenery, and visual interest throughout the warmer months.

WPBID also remains a sponsor of the garden at Renaissance Plaza, located directly in front of Starbucks. For the second year, this space has been transformed into a flower- and ornamental grass-filled oasis through our partnership with the White Plains Beautification Foundation.



Together, these efforts reinforce a sense of pride in downtown White Plains, support local businesses, and ensure that the district remains clean, green, and inviting year-round.

As always, all WPBID district maintenance services are **supplemental to—and not in replacement of—the cleaning services provided by the City of White Plains**. We are grateful to the Department of Public Works for its continued partnership, support, and responsiveness in addressing larger sanitation issues that require municipal resources.

New Business Openings

Welcome to our new downtown businesses!

Here is a sampling of new openings in 2025:



Bhava Therapy Group (55 Church Street): An integrative, holistic therapy practice supporting clients through anxiety, life transitions, relationship challenges, and personal growth, helping individuals feel more grounded, connected, and supported.

Capo Cigars (108 Mamaroneck Avenue): A premier tobacco shop offering a wide selection of premium cigars, tobacco products, and accessories. With knowledgeable staff and a welcoming atmosphere, Capo Cigars provides personalized recommendations for both seasoned aficionados and curious newcomers.

Clear Mind Wellness (237 Mamaroneck Avenue): A counseling and wellness practice offering compassionate, client-centered care for individuals and families seeking support, emotional well-being, and personal growth.

Coffee Social (193 E. Post Road): Founded by lifelong White Plains residents, Coffee Social is a vibrant café serving premium Coffee Labs Roasters coffee, baked goods, treats, and ice cream from local Westchester makers—creating a colorful, community-centered gathering place downtown.

Dylan and Cherie's (55 Church Street): A creative event space designed for connection and celebration, hosting kids' parties, Moms' Nights, workshops, pop-ups, and special events in a warm, welcoming environment.

IM=X® Pilates White Plains (180 Mamaroneck Avenue, 2nd Floor – South Loft): A modern fitness studio offering high-intensity, low-impact Pilates workouts that combine strength training, core conditioning, and flexibility for fast, measurable results.



La Bocca Ristorante & Vineria (8 Church Street):

A longtime downtown Italian favorite now entering a new chapter under the ownership of the founders' daughter and son-in-law, blending classic Italian cuisine, a thoughtful wine list, and fresh energy while honoring its deep roots.

Legendary Men's Grooming (146 E. Post Road): A modern barbershop offering precision haircuts, beard trims, hot towel shaves, and personalized grooming services, with easy online and app-based booking.

Mashed Burgers (66–68 Mamaroneck Avenue): A casual burger spot known for fresh smash-style burgers, creative sides, milkshakes, Nashville hot chicken, and bold sauces—putting a modern spin on classic comfort food.

Operation Prom National Network (55 Church Street): A national nonprofit dedicated to ensuring students from low-income communities can attend prom by providing free formalwear and accessories through a nationwide donor network.

The Peak 107.1 (31 Mamaroneck Avenue):

Westchester's home for adult alternative music, which relocated its offices to the ArtsWestchester Building.

Smash Music Store (176 Mamaroneck Avenue): A locally owned, independent music shop that stepped in after Sam Ash closed, offering instruments, gear, lessons, repairs, and an intimate performance space that supports the local music community.

Verizon (200 Mamaroneck Avenue): A new downtown location providing wireless services, devices, accessories, and expert customer support in the heart of the city.

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

Reach out to the BID!

Social Media & Marketing



Keeping Downtown Connected

Whether we're sharing event updates or highlighting local businesses, social media and email marketing remain essential tools for keeping the community informed and connected.

In response to growing demand for authentic content, our social media strategy evolved throughout the year, with a strong emphasis on storytelling through short form video, collaborations, and user generated content.

Growth at a Glance

In 2025, our social media channels continued to show steady and impressive growth. **The Downtown White Plains social media accounts experienced a 26% increase in followers, growing from 14k to 17.7k over the course of the year.** Growth remained consistent month over month, with noticeable increases following in-person events such as Wing Walk, Rock the Block, and Block-toberfest.

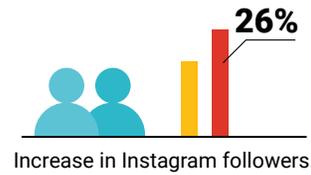
Across platforms, social media content generated over 1.6 million views, demonstrating strong audience interest and intentional engagement. These views reflect users actively watching and interacting with Downtown White Plains content, rather than passive impressions alone.



Email marketing also continued to perform strongly. **The bi-weekly newsletter saw a 9% increase in open rates, resulting in an impressive 50% average open rate.** The newsletter has become a trusted source of

information for community members and local businesses alike, helping keep audiences informed about events, resources, and Downtown happenings.

Together, these metrics reinforce the value of a marketing strategy that prioritizes relevance, consistency, and community connection.



1.6 Million

Social media content views.

Beyond the Numbers

Behind every follower, view, and open is a person choosing to stay connected to Downtown White Plains. Increased visibility allows us to reach a wider audience, while strong engagement shows that the content being shared is meaningful and relevant. This combination helps build familiarity and trust, encouraging people to attend events, explore local businesses, and participate in the downtown community.

By highlighting promotions, events, and stories across social media and email, we help amplify business visibility. We've seen how online interest converts to in-person experiences that benefit both the community and the businesses that call Downtown White Plains home.

Community Comes First

Our community continues to be one of the strongest drivers of our success. The enthusiasm and participation we see across events and campaigns make it clear that Downtown White Plains thrives because of the people who support it. One way we give back is by hosting regular giveaways across our social media channels, offering followers the opportunity to win exciting prizes while staying connected to what's happening downtown.



This year marked an exciting milestone with the soft launch of the **Downtown White Plains eGift Card**. To introduce it to the public, we hosted our first eGift Card giveaway to celebrate Small Business Saturday. Two winners each received a \$50 eGift Card redeemable at participating Downtown White Plains businesses, encouraging recipients to explore new places and support local businesses in a meaningful way.

Moving forward, the **Downtown White Plains eGift Card** will be included in future giveaways and promotions to encourage the community to explore downtown and directly support small businesses.

Community Partnerships

Ongoing partnerships with Westchester-based influencers remain an important part of our event promotion strategy. Influencers are regularly informed of upcoming events in advance, allowing them to authentically share Downtown White Plains activities with their audiences.

Notable accounts we've collaborated with include:

@914popups
@Snacktimetv_
@WestchesterDateNight
@Whats_in_westchester_ny
And many more!



Organic User Generated Content

Organic user-generated content emerged as one of the most impactful marketing tools of the year. Organic UGC refers to original, brand-specific content created and shared freely by users across their own social media platforms. This type of content adds a powerful layer of trust and authenticity, while also serving as a cost-effective way to expand reach and visibility.

The impact of organic UGC was especially evident following Wing Walk, the first in-person event of the year. After attending the event, multiple users created and shared their own videos showcasing their experience. These posts generated positive engagement across Instagram and TikTok, and created a sense of excitement and FOMO among those who were unable to attend. As a result, future events benefit from increased anticipation and organic promotion.

Downtown White Plains continues to see strong organic engagement around its restaurant and food scene. Users frequently tag and add Downtown White Plains as collaborators in posts featuring local restaurants and businesses. This ongoing enthusiasm highlights Downtown as a destination for dining and social experiences.

Realtors as Community Storytellers

One notable trend within organic user-generated content this year was increased engagement from the local realtor community. Many realtors have embraced short-form video as a way to introduce potential home buyers to neighborhoods and local lifestyle amenities.

Downtown White Plains businesses and restaurants are often featured as key highlights, helping future residents get a sense of the community and local favorites.

This content positions the Downtown not only as a place to visit, but as a desirable place to live.

The Power of Storytelling

Social media is evolving. Today's audiences want to feel connected, whether that means being entertained, learning something new, or discovering the people behind the places they love. This concept guided our approach to storytelling throughout the year.

The **Work in Downtown White Plains** series was created to spotlight the individuals who help shape our Downtown, from local business owners to leaders within government and nonprofit organizations. So far in 2025, seven individuals have been featured. The Community response has been overwhelmingly positive, with followers leaving thoughtful comments, expressing appreciation for the individuals highlighted, and requesting additional information about the featured businesses and organizations.

Beyond strengthening community connections, the series has also delivered meaningful exposure for participating businesses. One featured video highlighting Loola Doola Boutique resulted in the business gaining over 100 new followers directly from the reel, demonstrating how storytelling-driven content can generate real, measurable impact.

Building on this momentum, we launched the **Wellness in Downtown White Plains** series to highlight fitness and wellness offerings throughout Downtown. To date, two local studios, Broadway MMA and Pure Barre, have been featured, expanding our content to showcase the many ways people engage in wellness in Downtown White Plains.

As we look ahead, we plan to continue developing new storytelling series that showcase the diverse people, businesses, and experiences that make Downtown White Plains a vibrant and welcoming community.

Are you following us? Start now:



downtownwhiteplains.BID



WhitePlainsBID



downtownwhiteplains



Support Local



Scan Here to Purchase

**DOWNTOWN
WHITE PLAINS**

eGift Card



Are you a Downtown White Plains business interested in joining the eGift Card program?

Scan to Join

This year, we proudly launched the **Downtown White Plains eGift Card**, a digital gift card designed to make supporting local businesses easier than ever.

This electronic gift card works just like any prepaid gift card with simple tap to pay convenience. Once purchased, recipients can add the card directly to their mobile wallet and use it at any participating downtown business.

More than 30 businesses have already joined the program, including Big Apple Smoothie, LeVino Wines, Salon Maffei, Hudson Grille, Good to Go Cafe, The Pamplemousse Project, and Westchester Road Runner. All businesses located within the Downtown White Plains BID boundaries are eligible to participate at no cost.

To launch the digital gift card, we promoted it at our Holiday Market with a dedicated vendor booth, introducing it to the community as a flexible and thoughtful gift option. Throughout the year, we have continued to feature the gift card in social media giveaways to keep the momentum going and encourage more residents to shop local.

Whether it is for birthdays, holidays, teacher appreciation, or a night out downtown, the **Downtown eGift Card** offers a simple way to give someone the freedom to explore and support their favorite local businesses.

2025 Promotions & Events

White Plains Restaurant Month

January 2nd – January 31st

We always begin the New Year with a delicious start.

Every January, our downtown comes alive with the flavors of the city when we host Restaurant Month, a beloved seasonal tradition that invites both longtime locals and curious newcomers to dine their way through White Plains. Participating restaurants offer special prix-fixe menus, providing an affordable, exciting opportunity to rediscover old favorites or explore new culinary spots.

As restaurants submit their curated menus, we post them to our website so diners can explore the offerings and plan their visits. Last year's delicious offerings included Cilantro Chicken Salad, Smoked Pork Belly Burgers, Seafood Pasta, and Bee Sting Pizza to name just a few entrees!

Restaurant Month continues to be a highlight of downtown life – celebrating our community's rich dining scene, supporting local businesses, and giving residents and visitors alike a delicious reason to experience all that Downtown White Plains has to offer.

Restaurant Participants:

- Alex Lounge Bar & Grill
- The Blind Pig of Westchester
- Brazen Fox
- Cantina Taco & Tequila Bar
- Chazz Palminteri Italian Restaurant
- El Primo
- Freebird Kitchen and Bar
- Greca Estiatorio
- Hudson Grille
- Lazy Boy Saloon
- Lilly's
- Morton's The Steakhouse
- O.M.C. White Plains
- Red Horse by David Burke
- Ron Black's Beer Ha
- Shiraz Kitchen & Wine Bar
- Sundance Kitchen & Cantina
- Tepe's Kitchen
- TVB by: Pax Romana
- Via Garibaldi
- Wolf & Warrior Brewing Company



PRIX FIXE SPECIALS

- Lunch - \$22.95
- Dinner - \$32.95
- 2nd Tier Dinner - \$42.95

RESTAURANTS

- Alex Lounge Bar & Grill
- The Blind Pig
- Brazen Fox
- Cantina Taco & Tequila Bar
- Chazz Palminteri
- El Primo
- Freebird Kitchen & Bar
- Greca Estiatorio
- Hudson Grille
- Lazy Boy Saloon
- Lilly's
- Morton's The Steakhouse
- OMC
- Red Horse by David Burke
- Ron Blacks
- Shiraz Kitchen & Wine Bar
- Sundance Kitchen & Cantina
- Tepe's Kitchen
- TVB by Pax Romana
- Via Garibaldi
- Wolf & Warrior Brewing Co.
- And more...

Saturday APRIL 26TH

12:00 pm to 5:00 pm **RAIN OR SHINE**

Wing WALK

DOWNTOWN WHITE PLAINS

wpbid.com/wingwalk



Downtown White Plains Wing Walk

April 26th

April showers were no match for wing fanatics in Downtown White Plains. On April 26th, nearly 2,000 attendees gathered to sample and rate wings from 16 participating restaurants to find the best wings in Downtown White Plains. This annual tradition filled the streets with Wing Walk lovers of all ages, with attendees smiling through the rain, umbrellas in one hand and wings in the other.

The excitement for Wing Walk began building a month before the event as the team visited participating restaurants and shared photos and videos of featured wing flavors online. Highlights included an interview with Chef Luis of Lazy Boy Saloon, whose Citrus Honey Ginger wings placed third in the People's Choice rankings. These efforts, combined with targeted social media ads, event listings, and email campaigns, contributed to tickets selling out.

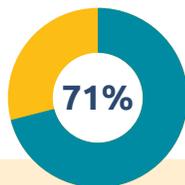
New this year, **the BID introduced VIP tickets** in response to community feedback from past attendees who wanted more time to visit each restaurant. VIP guests enjoyed five hours of wing sampling, a complimentary Stella beverage, and the traditional half dozen wing voucher for \$40. VIP tickets were the first to sell out, showing strong interest in the expanded experience.

To further enhance the event experience, a new **Wing Walk passport** system was also introduced. Each ticket holder received a passport requiring a unique stamp at every restaurant while giving attendees a fun keepsake.

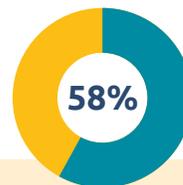
The culinary judging panel returned alongside the debut of a new mascot, **Wingston Lemon Peppa**, who could be seen posing for photos and high fiving children throughout downtown. The judging panel included Chef Ron Gallo, Executive Chef of Happy Monkey, Chef Philip McGrath of Westchester Community College Culinary Arts and Hospitality, Francis Volpe and Nicky Smalls of @Snacktime_tv, and Jason Bertoline of Dana Distributors.

Following the end of the event, submissions were finalized and votes were reviewed. Lilly's was named People's Choice Champion for their Thai Chili Dry Rub wings, while Brazen Fox earned the Judge's Choice Champion award for their Stingin' Honey Garlic wings.

Mayor Tom Roach presented each winning team with a certificate of recognition, celebrating their achievements and contributions to the downtown dining scene.



Respondents who discovered new business.



Respondents who attended with family.

A post event survey showed that 71 percent of respondents discovered new businesses through Wing Walk, and 58 percent attended with family, reinforcing the event's role as a family friendly experience that supports both community engagement and local businesses.

Restaurants brought their creativity to the competition, offering 29 wing flavors in total, with approximately 57,600 wings consumed by attendees.

A special thank you to Stella Artois USA for their generous sponsorship of the event.

2025 Promotions & Events cont'd

White Plains Jazz Fest

September 10th – September 14th

Now in its 14th year, JazzFest White Plains returned as a vibrant celebration of music culture. Presented by Montefiore Einstein Hospital, the five-day festival is a partnership between the City of White Plains, the White Plains Business Improvement District, and ArtsWestchester.

Across five days, JazzFest featured 18 live performances throughout downtown White Plains, showcasing both emerging talent and world-renowned artists. The festival brings people together and provides the community with free and affordable access to world class jazz in the heart of Westchester.



Dinner Under the Stars

(September 10) Dinner Under the Stars returned to downtown White Plains for another unforgettable evening of dining and live jazz. The ticketed event sold out at capacity with 110 guests in attendance. Guests enjoyed a buffet style dinner by Via Garibaldi under the open sky, paired with a live performance by the Wycliffe Gordon Quintet. Wycliffe Gordon, an award-winning trombonist, composer, and educator, is known for his dynamic sound and deep roots in jazz.

Set at the White Plains Plaza, the open-air venue featured a lush garden wall, twinkling lights, and a vibrant atmosphere that elevated the experience. Additional seating was available in a nearby non ticketed area, allowing passersby to stop, listen, and enjoy the music.



The evening concluded with Gordon singing a heartfelt tribute performance of *What a Wonderful World* by Louis Armstrong, bringing the night to a memorable close.

Jazz Stroll

(September 11) The Jazz Stroll invited guests to explore downtown while enjoying live jazz performances at multiple locations. Throughout the evening, attendees moved from venue to venue, enjoying appetizers and cocktails alongside hour-long performances by The Juliet Set, Pablo Mayor Trio, and the Jazz & Poetry Choir Collective.

The stroll began at Shiraz Kitchen and Wine Bar, continued at Chazz Palminteri, and concluded with a final performance at the ArtsWestchester building, creating an engaging and walkable jazz experience throughout the downtown.



Saturday Performance at Freebird

(September 13) This year introduced a new Saturday performance to the JazzFest lineup. Jazz icon Bertha Hope, joined by special guest vocalist Joe Boykin, performed live at Freebird Kitchen. The event successfully drew visitors into the restaurant, filling both indoor and outdoor seating areas.

Bertha Hope is one of jazz's true icons, with honors including the Legends of Jazz Award from the National Jazz Museum in Harlem in 2018, the Lifetime Achievement Award from the Jazz Foundation of America in 2024, and recognition as a Jazz Legacies Fellow by the Mellon Foundation in 2025. Her guest vocalist, Joe Boykin, is well known within the White Plains community, adding a local connection to the performance.

Jazz Fest Culminating Sunday Event: Jazz Al Fresco

(September 14)

The festival concluded with Jazz Al Fresco, the largest and most attended event of JazzFest. This year, the culminating concert moved to restaurant row along Mamaroneck Avenue, from Maple Avenue to East Post Road. From 12:30 to 6:30 pm, five artists and groups performed back-to-back hour-long sets, filling the street with live jazz throughout the afternoon.

The event attracted more than 2,000 jazz enthusiasts, with guests staying an average of 96 minutes. Every seat was taken, with attendees standing under the tent and along the curb to enjoy the performances.

Performers included the Westchester for Jazz and Contemporary Music, April May Webb with Sounds of A&R, Pete Malinverni and His Invisible Cities Quintet, Chembo Corniel Quintet, and Steve Turre Sextet.

With the new location on Restaurant Row, food and drinks were available from participating restaurants offering extended outdoor dining. These included Brazen Fox, Cantina, Freebird Kitchen, Hudson Grille, Lazy Boy Saloon, Lilly's, and Ron Blacks, allowing guests to dine al fresco while enjoying live jazz.

JazzFest White Plains is presented by Montefiore Einstein Hospital. Special thanks to The Cappelli Organization, Argent Ventures, Cambria Hotel White Plains, and The Purple Owl for sponsoring the four events coordinated by the White Plains Business Improvement District.



2025 Promotions & Events cont'd

Rock the Block

June 18th / June 25th / July 16th / August 27th

Rock the Block returned this summer as a vibrant celebration of music, food, and community in Downtown White Plains. Following its successful debut last year, the free concert series once again transformed Mamaroneck Avenue from Maple Avenue to East Post Road into a lively, car free gathering place where residents and visitors could come together to enjoy live performances and open-air dining.



Held every third Wednesday from May through August, Rock the Block quickly became part of the community's monthly rhythm. Families arrived with children, couples settled in for dinner, and groups of friends met up after work. Throughout the street, you could see people smiling, dancing, and nodding their heads to the beat while enjoying al fresco meals, lawn games, and activities for all ages.

The series featured free live music paired with expanded outdoor dining from participating restaurants and activities throughout the block. Guests played cornhole, explored crafts for kids, tested their skills at lawn games, and enjoyed a nine-hole mini golf experience sponsored by local businesses. New this year, attendees also had the opportunity to experience the DryveBox Mobile Golf Simulator, which quickly became a popular attraction for both adults and kids.

Rock the Block's diverse lineup reflected the energy and culture of Downtown White Plains itself. Performers included Tito Puente Jr., Mansa G. Code, The Big Takeover, The Only Bay Allstars, The Wildmans, The Big Happy, Ada Dyer, and Everyday People. From mambo, reggae, ska, and soul to Appalachian folk, jam, hip hop, rock and roll, and R&B, the variety of genres drew audiences across generations and backgrounds.

Across the season, Rock the Block welcomed more than 12,300 attendees, averaging over 3,000 guests per event. On average, people spent just over 100 minutes at each concert, choosing to linger downtown to enjoy the event. These extended visits highlight the series' success in creating an experience that encouraged people to stay and engage with their downtown.

Rock the Block continues to be embraced as a beloved summer tradition that draws people downtown and creates a welcoming atmosphere. We look forward to continuing this series and building on the momentum it has created in the seasons ahead.

Thank you to our presenting sponsor White Plains Hospital, along with our supporters, Argent Ventures, Westchester County, Bruni & Campisi, SRG2 Partners LLC, Cappelli Organization, Saw Mill Stone & Masonry Supplies, LANline Communications, Partyline, and our community partner NYPA.



EATS AND BEATS ON THE STREET

ROCK THE BLOCK

LIVE MUSIC FREE ADMISSION YARD GAMES OUTDOOR DINING

IT'S BACK!

Every 3rd WEDNESDAY 5:30pm – 8:30pm
May thru August in DOWNTOWN WHITE PLAINS
Mamaroneck Ave between Maple Ave & E. Post Rd

FEATURED ARTISTS	
<p>May 21 The Big Takeover The Only Bay Allstars</p>	<p>July 16 The Wildmans The Big Happy</p>
<p>June 18 Tito Puento Jr Mansa G. Code</p>	<p>August 20 Ada Dyer Everyday People</p>

BROUGHT TO YOU and CO-PRODUCED BY:

PRESENTING SPONSOR:

PARTICIPATING RESTAURANTS with Extended Outdoor Seating:

SPONSORED BY:

Special thanks to our Community Partner:

ARGENT VENTURES

wpbid.com/rocktheblock



**SUNDAY
OCTOBER
26TH**

THE PARTY AFTER THE STORM

Block-toberfest

DOWNTOWN WHITE PLAINS

1PM - 6PM
MAMARONECK AVENUE

wpbid.com/oktoberfest

An Event for **ALL AGES**

LIVE OOMPAH MUSIC • GAMES
GERMAN FOOD + BEERS • VENDORS

SPONSORED BY:



Block-toberfest: Keeping the Oktoberfest Spirit Alive

October 26th



By October, it felt like Downtown White Plains had encountered its fair share of weather challenges. After a rain-soaked Wing Walk and postponed Rock the Block concerts, hopes were high that Oktoberfest would be the turning point. However, when a nor'easter set its sights on the region, difficult decisions had to be made. For the first time in more than a decade, Downtown White Plains Oktoberfest was canceled.

While rain had been a recurring obstacle throughout the season, this storm presented a more serious concern. Forecasted high winds posed safety risks, particularly for the large Oktoberfest tent that is central to the event. With community safety as the top priority, the decision was made to cancel the traditional celebration scheduled for October 12.

Prior to the cancellation, plans were already underway to expand Oktoberfest into a more immersive and family friendly experience. A new Alpine Village was set to debut between East Post Road and Quarropas Street, featuring additional food vendors, merchandise, and authentic cultural activities for all ages. Although these plans could not move forward as envisioned, the spirit behind them helped inspire a new idea.

With just one week to reimagine, plan, and promote a replacement event, Block-toberfest was born. Announced the Monday following the cancellation, this one-time special event took place on Sunday, October 26, blending the energy of the Rock the Block series with the traditions of Oktoberfest. While the iconic beer tent could not be recreated on such a short timeline, participating restaurants rolled their tables into the street to offer outdoor table service, seasonal beers, and Oktoberfest inspired menus. Live oompah music from Melina and the Oompah's filled the block, creating a festive fall atmosphere.

This year also marked the first time Downtown White Plains partnered with the German International School of New York, an important step in preserving the cultural roots of the event. Their involvement brought authentic German cultural activities for youth and families, reinforcing the event's commitment to honoring tradition while remaining inclusive and accessible.

Despite having only one week to plan and one week to market the event through social media and a press release, Block-toberfest exceeded expectations. An estimated 5,300 attendees came out to celebrate, spending an average of 123 minutes at the event. Block-toberfest proved that even in the face of unexpected challenges, the Downtown White Plains community shows up, adapts, and keeps traditions alive.

Block-toberfest wouldn't be possible without the help of our cultural partner, the German International School of New York, and sponsors, The Cappelli Organization, RXR, District Galleria, Laura Lulgjuraj of Houlihan Lawrence Real Estate, Century 21 Elite Realty, Party Line Tent Rentals, Jägermeister, Sam Adams Oktoberfest, Captain Lawrence Autumn Blaze, Kona Big Wave, Stella Artois, and Heineken.



Watch the
Recap Video!

2025 Promotions & Events cont'd

Downtown White Plains Holiday Market

December 5th – December 14th

This year, the Downtown White Plains Holiday Market found a new home indoors, creating a warm and festive shopping experience just in time for the holiday season. In partnership with 914PopUps, the Downtown White Plains BID transformed the former Barnes & Noble space inside the White Plains City Center into a lively marketplace from December 5th through December 14th.

Over the course of two weeks, the indoor market welcomed visitors to shop from more than 40 local vendors from Westchester County and the surrounding Tri State area. Shoppers browsed a wide range of locally sourced and handmade goods, including candles, jewelry, accessories, bottled sangria, pastries, and other unique gifts, making it a go to destination for holiday shopping while supporting small businesses.

Beyond shopping, the Holiday Market offered festive activations that made the space feel like a true seasonal destination. Guests enjoyed a 9-hole indoor Candy Cane Mini Golf course, a holiday themed photo booth with free photo sessions on select days, face painting on weekends, arts and crafts activities, and special visits from Santa and friends throughout the week.

In addition to regular marketing efforts, we partnered with Westchester Date Night (@westchesterdatenight) and What's in Westchester (@whats_in_westchester). Together, a joint social media post announced the opening of the market and helped extend its reach to new audiences. As part of this partnership, a food drive was launched on site, with a designated drop off area where shoppers could donate nonperishable food items throughout the market. All donations were collected and distributed to Meals on Wheels, a local Westchester based organization supporting families in need during the holiday season.

Throughout the Holiday Market, several vendors were interviewed and featured across Downtown White Plains social media channels, giving shoppers a behind the scenes look at the small businesses participating in the market. The community also received timely updates on visits from Santa and other holiday characters through Instagram Stories and the Downtown White Plains e newsletter, helping drive repeat visits and keeping audiences informed throughout the season.

The Holiday Market also marked the launch of the **Downtown White Plains eGift Card**. To celebrate the launch, a holiday promotion offered a Downtown White Plains mug with the purchase of a twenty-five dollar or higher eGift Card, creating an easy and thoughtful downtown themed gift package.

The Downtown White Plains Holiday Market was produced by the Downtown White Plains Business Improvement District in partnership with 914PopUps, and sponsored by The Cappelli Organization, City Center, Sharc Creative, Bruni & Campisi, Laura Lulgjuraj of Houlihan Lawrence Real Estate, and Confetti Mom Balloons and Blooms.





Other Events

Lunchtime Live

July 9th

Lunchtime Live was a new midday pop-up event held on July 9th at Renaissance Plaza. From 12:00 pm to 2:00 pm, the New Orleans Brass Band performed live, offering guests a fun and unexpected lunchtime experience.

Attendees enjoyed the performance by dancing in the shade or relaxing at our red bistro tables while eating lunch. The free concert coincided with the weekly Farmer's Market, making it an easy stop for guests coming to and from the market.

The concept was well received by the public. We look forward to continuing similar pop-up events in the future.

Thank you to New York-Presbyterian Hospital for supporting this event.

Financial Reports

The Downtown White Plains BID's 2025 Fiscal Year ran from July 1, 2024 through June 30, 2025



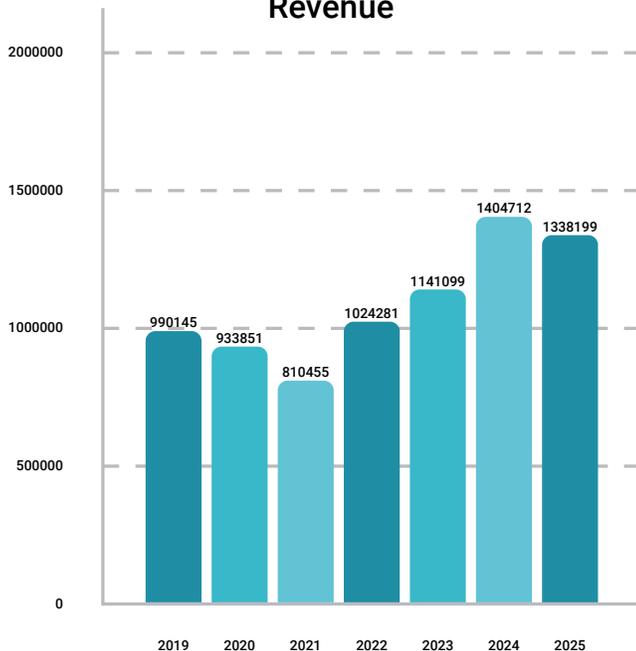
Our organization is thoroughly audited by an external firm (PFK O'Connor Davies) which prepares our end of year financial statements, summarized within this section. Our 990 tax filings can also be accessed for free by the public on [guidestar.com](https://www.guidestar.com). Our Annual Assessment is \$900,000.

We supplement our assessment with a robust corporate sponsorship program and by charging ticket revenue for certain events.

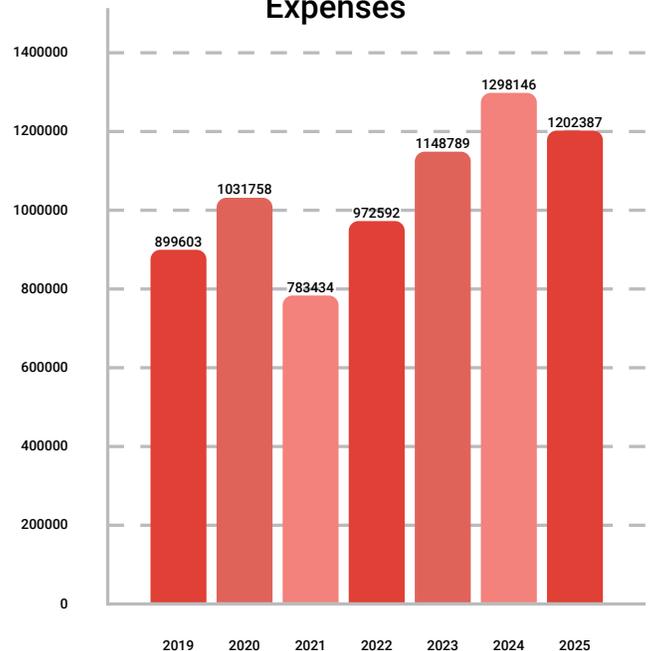
As of June 30, 2025, the BID had net assets of \$782,564. Total liabilities were 205,578, inclusive of accounts payables,

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.

Revenue



Expenses



Statements of Financial Position

	June 30	
	2025	2024
ASSETS		
Cash	\$ 670,018	\$ 556,680
Accounts receivable (less allowance for credit losses of \$0 and allowance for bad debt of \$0)	75,801	58,517
Contributions Receivable	25,436	27,955
Deposit and prepaid expenses	24,460	10,330
Property and equipment, net	100,124	56,676
Right-of-use asset	92,303	138,464
	<u>\$ 988,142</u>	<u>\$ 848,622</u>
LIABILITIES AND NET ASSETS		
Liabilities		
Accounts payable and accrued expenses	\$ 47,839	\$ 42,016
Deferred revenue	63,275	20,000
Lease liability	94,464	139,854
Total Liabilities	205,578	201,870
Net Assets		
Without Donor Restrictions	782,564	646,752
With Donor Restrictions	\$ -	-
Total Net Assets	<u>782,564</u>	<u>646,752</u>
	<u>988,142</u>	<u>848,622</u>

Statements of Activities

	Year Ended June 30, 2025			Year Ended June 30, 2024		
	W/O Donor Restrictions	With Donor Restrictions	Total	W/O Donor Restrictions	With Donor Restrictions	Total
REVENUE AND SUPPORT						
Contract with the City of White Plains	\$ 900,000	-	\$ 900,000	\$ 900,000	-	\$ 900,000
Sponsorships and contributions	298,652	-	298,652	354,610	-	\$ 354,610
Tickets and concessions	116,779	-	116,779	132,740	-	\$ 132,740
Interest	22,768	-	22,768	17,362	-	\$ 17,362
Paycheck Protection Program Loan Forgiveness	-	-	-	-	-	\$ -
Net assets released from restriction	-	-	-	-	-	\$ -
Total Revenue and Support	<u>1,338,199</u>	<u>-</u>	<u>1,338,199</u>	<u>1,404,712</u>	<u>-</u>	<u>1,404,712</u>
EXPENSES						
Direct program expenses	593,755	-	593,755	771,716	-	771,716
Salaries	302,379	-	302,379	301,278	-	301,278
Payroll taxes	22,576	-	22,576	24,529	-	24,529
Employee benefits	42,081	-	42,081	29,062	-	29,062
Rent	52,157	-	52,157	53,078	-	53,078
Professional fees	76,262	-	76,262	35,918	-	35,918
Travel and lodging	5,283	-	5,283	6,451	-	6,451
Office	43,284	-	43,284	28,006	-	28,006
Telephone	5,455	-	5,455	5,677	-	5,677
Dues and subscriptions	4,064	-	4,064	4,479	-	4,479
Postage and printing	5,577	-	5,577	4,630	-	4,630
Depreciation	28,555	-	28,555	21,706	-	21,706
Payroll charges	13,449	-	13,449	9,538	-	9,538
Bad debt expense	-	-	-	-	-	-
Miscellaneous	7,510	-	7,510	2,078	-	2,078
Total Expenses	<u>1,202,387</u>	<u>-</u>	<u>1,202,387</u>	<u>1,298,146</u>	<u>-</u>	<u>1,298,146</u>
Change in Net Assets	135,812	-	135,812	106,566	-	106,566
NET ASSETS						
Beginning of year	646,752	-	646,752	540,186	-	540,186
End of year	<u>\$ 782,564</u>	<u>\$ -</u>	<u>\$ 782,564</u>	<u>\$ 646,752</u>	<u>\$ -</u>	<u>\$ 646,752</u>

Sponsors and Supporters

White Plains Hospital

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Purple Owl

Party Line Rentals

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Hastings Tea & Coffee

Lou Vaccaro of Raymour and Flanigan

Minuteman Press

Orange Bank

Nick Wolff of Howard Hanna Rand Realty

Peroni Building Company

The Acceleration Project

TD Bank & Trust

What's In Westchester

Westchester Date Night

Yoga Six

Captain Lawrence Autumn Blaze

Kona Big Wave

Samuel Adams Oktoberfest

Heineken

Stella Artois USA

We are deeply grateful to our many City Agency partners, including but not limited to Public Works, Parks and Recreation, Public Safety, Parking and Traffic, City Planning, Buildings, Fire, Youth Bureau, and of course the Office of the Mayor and the general administration. A special thank you also goes to our local Common Council members and Westchester County 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!

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*As of December 31, 2025

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Events Manager



Edrei Ramirez
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Administrative and
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Photos: Susan Nagib and WPBID

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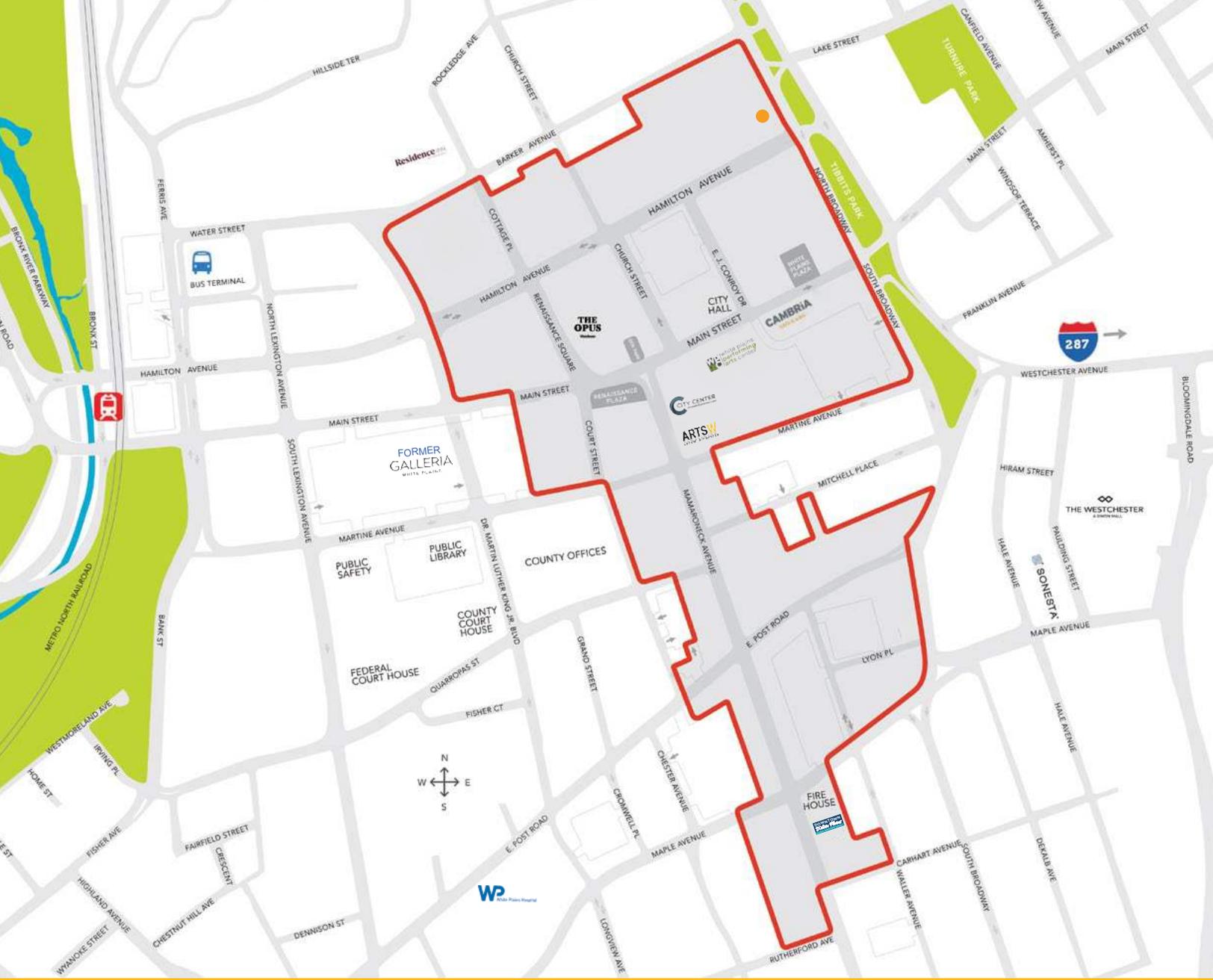
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DOWNTOWN
White Plains
BUSINESS IMPROVEMENT DISTRICT

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White Plains, NY 10605