



Annual Report 2021

New Rochelle Downtown Business Improvement District Partners in Transformation During Pandemic

WE ARE IMPROVING OUR DISTRICT

THROUGH DEVELOPMENT AND LEASING

- Work with Property Owners and City to compile list of available space
- Working with City Manager, DPW, Traffic Engineer and NRPD helping businesses with construction sked including coordination of parking signs
- Using regular map updates to keep public positivity high
- Sourced potential new retail establishments
- Maintaining open channels with City, developers and developer agents
- Partnered with City, Chamber to welcome our new businesses



THROUGH IN-STORE/EXTERNAL IMPROVEMENTS

- Started visual merchandising/décor improvement program with multiple businesses for internal and external upgrades evaluation and action plans

THROUGH CLEANLINESS AND BEAUTIFICATION AND SAFETY

- Revised and renewed contract for NRBID Clean Team Program
- Renewed contract for Seasonal Planting Displays
- Worked with City and NRPD to help maintain safe streets for merchant and property owners

WE ARE BRINGING VISIBILITY AND RECOGNITION TO OUR BUSINESSES AND PROPERTIES

THROUGH INCREASED MARKETING AND PROMOTIONS

PROMOTION:

- Established new social media channels and increased awareness/followers
- Strategically eliminated negative online activity by promoting Downtown positivity with updated merchant offerings, beautiful photos, creative content, etc.
- More than doubled Instagram followers through true engagement
- Broadened impact/visibility using regional Social Media Influencers including those with high followers (20,000+)
- Created popular original video content online and on media regionally to go along with major promotions
- Produced regular newsletter with high open rates



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EVENTS:

- **January Renew** featured spa, massage, exercise, healthy food, smoothie establishments
- **February HeARTworks** partnered with NRPS High School PAVE Art Students and featured their art work in 20 merchant windows providing a safe outdoor art gallery tour throughout Downtown District
- **March Restaurant VALUE Week** had high merchant participation and increased business reported by all establishments
- **April Holiday Catering** flyers featured menus for holiday meals
- **May Celebrations Menus** and promoted restaurant catering options
- **June BLOOM & GROW in New Rochelle Downtown** featured four weeks of events including Library Planting Event, well attended Blooming Bubbles Event and popular Floral Essence Cocktails Promotion
- **July Grilling** promotion featured our restaurants
- **August Back to School STORYWALK** partnership promotion with New Rochelle Public Library engaged public with 17 merchant windows in book reading tour. Photo Op kickoff with Legislators, Superintendent of Schools promoted Downtown as a family-friendly destination
- **September Latin Heritage Month** online promotion
- **October re-debut of Halloween Merchants Urchins Children's Costume Parade** attracted 700+ people who walked throughout district and gathered at Library Green's Ruby Dee Park for event in partnership with NRPL and NewRo Parks. Handed out 250 test coupon packets promoting Downtown merchants; Coordinated with ArtsFest, Jazz Concert
- **November Thanksgiving meals** promoted Downtown restaurants dine-in/takeout options
- **December NRBID SAMPLES Program** kept NRBID restaurants visible at new Holiday Market



WE ARE ADVOCATING

THROUGH DEEPENING OUR COMMUNITY PARTNERSHIPS AND MEETINGS WITH:

- NRBID Merchants
- NRBID Property Owners
- Federal, State and County Legislators
- Mayor
- City Council Members
- City of New Rochelle Staff
- New Rochelle City Planning and Development Department
- New Rochelle Parks and Recreation
- New Rochelle Public Schools
- New Rochelle Police Department
- New Rochelle Public Library + Foundation
- New Rochelle DPW
- New Rochelle Fire Department
- County Economic Development/Catalyst
- SBA
- Community Residents
- Community Groups including
 - Chamber of Commerce
 - Rotary
 - New Rochelle Development
 - County BIDs and Chambers of Commerce

