



2024 Greenport BID Annual Presentation Celebrating 30 years of Service

Wednesday, June 26, 2024



Tonight's Agenda

- Welcome
- Our Mission & Who We Are
- Election Results
- 2024/2025 Budget Vote
- Committee Reports
 - Government & Advocacy
 - Beautification
 - Marketing
 - Events
- Questions & Comments
- Greenport BID 30th Anniversary Celebration

Our Mission

We seek to enhance the economic and cultural vitality of the Greenport Village Business District. Our work is the foundation and commitment to our Stakeholders through marketing, government relations, special events, and beautification projects. We establish a reason in every season to live in, work, and visit the Village of Greenport.



2023-2024 BID Leadership

OFFICERS (as of March 2023)

President

Nancy Kouris

BIDPresident@greenportvillage.com

Vice President

Brendan Spiro

BIDVP@greenportvillage.com

Treasurer

Deborah Rivera Pittorino

BIDtreasurer@greenportvillage.com

Secretary

David Serure

BIDsecretary@greenportvillage.com

BOARD MEMBERS

Owners & Owner Representatives

Linda Kessler (Kessie)

Brendan Spiro (Greenhill Group)

David Serure, (Ralph's / 37 Front St.)

Deborah Pittorino (Property Owner)

Tenants

Linda Sweeney (ELIH)

Nancy Kouris (Blue Duck Bakery)

Stephen Karl (Daniel Gale SIR)

Kim Loper (Harbor Pet)

Appointees

James Shuford (Resident)

Mario Corrado (Menhaden)

EMPLOYEES

Tech Support & Website Administrator

Steve Benthall

support@greenportvillage.com

Office Admin

Lisa McElroy

bidoffice@greenportvillage.com

The Board Structure & Responsibilities

- Board is 11 Members
 - 4 Owners
 - 4 Tenants
 - 3 Appointees
 - 2 of which are property owners in the District
- 2 year terms
- Commercial owners vote only for Directors representing commercial owners and residents or tenants vote only for Directors representing residents and tenants
- Officers are elected by the Board at the meeting following the Annual Meeting
- Board members are expected to attend all monthly meetings
- Are required to join a committee

Who votes?

- There are four classes of voting membership
 - Owners of commercial property (including apartments) located within the District
 - Commercial tenants leasing space within the district
 - Residents in one- or two family homes and all apartment complex tenants
 - Representatives appointed by Mayor, Trustees and Village Treasurer
- There is one class of non-voting membership (those with an interest in the welfare of the district (such as exempt properties))

Voting for 2024/2025 Terms Election Results

Proposed Budget

Budget Overview

- Since its formation 30 years ago, the Greenport BID has been funded by a two percent, commercial property tax assessment.
- In 2022-2023 the BID received \$52,990 in Village Tax Assessments
- An additional \$12,869.44 has been raised through fundraising efforts. The aggregate of the last three years of fundraising has resulted in a reserve for a new website to benefit members and residents
- The BID is an IRS recognized non-profit organization created to focus on the events, beautification and support of the Village tax base.
- Fiscal year for the Greenport BID is June 1 - May 31

Proposed Operating Budget

OPERATING BUDGET 2023

Tax allocation:	\$52,990
Advertising:	\$ 12,500
Sponsorships:	\$ 7,500
Total:	\$73,000

PRIDE - EVENTS:

Advertising/Promotion:	\$18,000
Event Support:	\$ 8,000

SMILE - MARKETING:

Website Rebuild:	\$17,000
Web Admin/Tech Support:	\$13,000

SOBO - BEAUTIFICATION: \$8,000

GATE - ADVOCACY: \$17,368.45

ADMINISTRATIVE & OPERATING: \$5,000

OPERATING BUDGET 2024

Tax allocation:	\$52,990
Advertising:	\$ 12,500
Sponsorships:	\$ 7,500
Total:	\$73,000

EVENTS:

Advertising/Promotion:	\$10,250
Event Support:	\$ 8,000

MARKETING:

Website Maint:	\$ 3,000
Web Admin/Tech Support:	\$13,000
Social Media Manager:	\$12,000
Content Contract:	\$ 250
Total:	\$28,250

BEAUTIFICATION: \$15,750

ADVOCACY: \$5,000

ADMINISTRATIVE & OPERATING: \$5,000

Budget Vote

All in Favor Raise Hands



Committee Work

We make our impact through the work of our committees

Marketing

Social Media, Information and Leading Engagement

Events

Public Relations, Identity of District and Events

Beautification

Sidewalk Operations, Beautification and Order

Advocacy

Government Activities, Transportation and Enforcement



2023/2024 Committee Members & Volunteers

Beautification

Dave Abatelli
Kim Loper
Kelly O'Shea
Betsy Liegey

Advocacy

Nancy Kouris
Brendan Spiro
Dave Serure
Deborah Rivera

Marketing

Brendan Spiro
Kim Loper
Mario Corrado
Stephen Karl
James Shuford

Events

Linda Kessler
Kim Loper
Nicki Gohorel
Nancy Kouris
Ryan Farrell
Stephen Karl
Linda Sweeney



Committee Commitments

Meet regularly

1 - 2 hours per week

Board members are required to join

All District members encouraged to join

Join a committee —
make an impact!



Advocacy Committee

Government Activities, Transportation and Enforcement

Highlights

- In 2022 and 2023 the BID engaged in fundraising and grant writing to recover the expenditures made by the BID and it's members, from COVID. Additionally, we looked to the future and applied for Suffolk County Revitalization grants. Plans are underway to reapply next year in partnership with the Village

A Village for all Seasons

Winter Revitalization

- Christmas lights –The Greenport Village BID allocates almost 25% of the annual budget on lighting the Village for the winter holidays.
- Collaborate with the Village on expanding lighting Mitchell Park with Friends funds.

Grant Writing & Fundraising

- Was not awarded revitalization grant/instructed to partner with the Village
- FEMA Grant finalist for COVID mitigation and recovery reimbursement



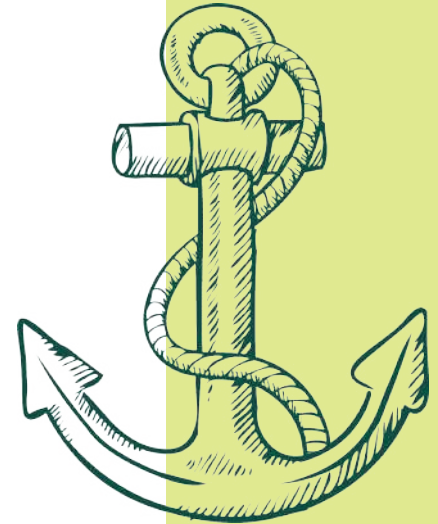
Defense of property rights & bringing bylaws up to new date

- The Advocacy committee conducted an RFP and interviewed at least four sets of attorneys in Suffolk County. Greenport Village BID retained Farrell, Fritz, P.C., as a result of their experience in defending property rights of owners at the state level.
- During the course of three months, the GP BID invested over 20 percent of its budget and successfully defended the parking exemption for property owners in the downtown district
- Greenport Village will adopt the proper method for a special assessment (impact fee). As a result, a special fund will be created by the Village for parking improvements in the BID district
- The Advocacy committee was inspired by the actions of the Village of Greenport to rewrite the LWRP. Greenport BID retained counsel to revise BID by laws that were decades old to reflect current business standards and practices of communication for the businesses and residents of the district



Future Priorities

- Additional beautification and sanitation management with additions to seasonal decorations and collaborate with Village on high season trash management schedule
- Expand local events and fundraising for off-season
- Explore additional infrastructure grants
- Explore ways to enable Peconic Jitney
- Continue to work with Village leadership on Park Mobile and traffic plan
- Finalize welcome packet



Beautification Committee

Sidewalk Operations, Beautification and Order

Highlights

Flower Planters

- Built and placed 26 planters with the help of NJROTC cadets and leadership
- The project is a collaboration jointly funded by the Village and BID, and executed by the BID
- We have a placement plan that was reviewed and approved by the BID Board and Village that specified placement in areas for lowest risk of car damage
- Moving a planter filled with dirt may damage the planter and void the product warranty, so please reach out to the Beautification Committee with any questions or comments



Highlights

Weed & Trash Clean Up

- Worked with the Village to clean up weeds around the district
- Continue to keep it clean of trash, weeds and cigarettes

Litter Pick

- Organized community-powered litter pick throughout the Village
- Greenport Harbor Brewing Co. generously “sponsored” with a free beer for all volunteers



Future Priorities

- Community-powered litter picks (seeking businesses to “sponsor” by offering something for volunteers)
- Further Explore Mural Project
- Plan expansion of holiday Lighting into Mitchell Park, in Collaboration with the Village & Friends of Mitchell Park
- Maintaining Planters
- Securing Holiday Trees
- Welcome Monument
- Potential Sponsorship of Planters



Call for Beautification Committee Volunteers

Do you love gardening?

Are you interested in keeping the Village beautiful and safe for pedestrians?



Marketing Committee

Social Media, Information and Leading Engagement

Highlights

New Website Is LAUNCHING SOON!

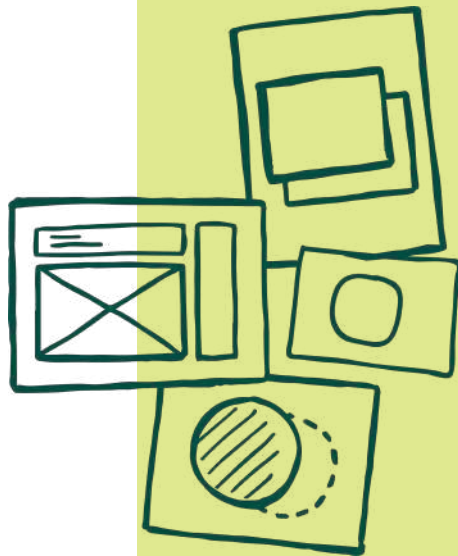
- Interactive, Searchable Map Highlighting Businesses, Services and Points of Interest
- Member Portal
- Events Calendar & Explore by Season
- Resources & Documents

Phase 2

- Online Retail Shop
- Opportunities for Advertising

Other

- 3-Year Licensing Deal w/ Local Photographer for Website and Social Content



Highlights

Village of Greenport at 2024 New York Travel Show

- The Greenport Village BID represented the the businesses and hundreds of years of waterfront history to over 100,000 attendees
- Collected raffle donations from local businesses
- Collected hundreds of new names for database and social media
- Increased views on instagram with reels of raffle winners



A large and engaged audience



Website Visitors

75k/year
11k/peak
2.5k/low



Social Followers

8k IG
New FB

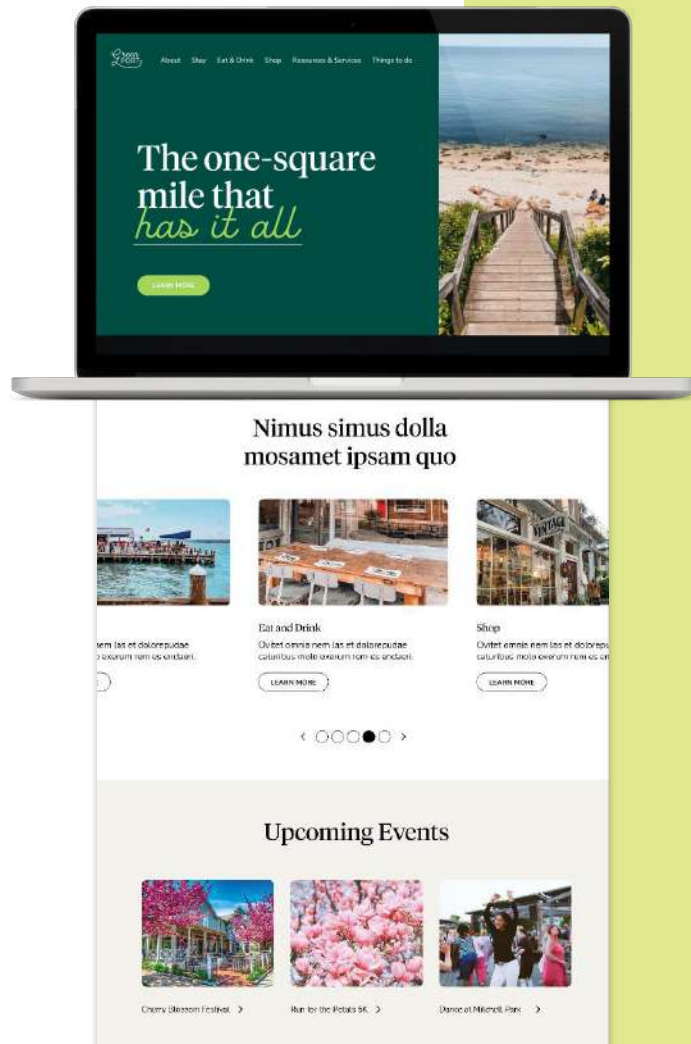


Email Subscribers

4500

Future Priorities

- Hiring social content manager for Instagram & Facebook
- Phase 2 of Website Rebuild
- Membership and Visitor surveys to learn more about priorities and perceptions
- Quarterly newsletter



Call for Marketing Committee Volunteers

Visual Designers — Content Creators — Social Media Savants — Verbal Communicators



Events Committee

Public Relations, Identity of District and Events

First... Thank you to all the businesses
that sponsor and participate in our events
throughout the year!



Events Committee Report

Year round events that bring the fun

- Spring
- Summer
- Fall
- Winter



Fall Highlights

- 5th Annual Greenport Haunted Village
- 8th Annual Halloween Parade sponsored by Greenport Village and Floyd Memorial Library
- Trick or Treating
- Skeletons in the Closet Scavenger Hunt





Winter Highlights

- Annual Greenport BID Holiday Village Lighting
- 4th Annual Snow Globe Scavenger Hunt
- 6th Annual Winter Wonderland Design Contest
- 4th Annual Spend to Win Raffle
- 7th Annual Greenport BID Holiday Crafts and Letters to Santa
- Shell-a-bration
- 12 Pages in The Express Holiday Book, Greenport Special Section



4th Annual "Spend to Win Raffle" was a big success

- Shoppers earned a chance to win for every \$25 or more sale
- 3 Winners of local gift baskets



Businesses
Donated



Businesses
Participated



Tickets
Received



Generated an estimated
minimum of

\$40k

in Village Business
Revenue

Spring Events



8th Annual Egg Roll



AgroCouncil Cherry Blossom Festival, Petal Walk Map & Petal 5K Run

AgroCouncil generously contributed to the BID from Map Proceeds.

98

RUNNERS

\$9,420

RAISED



Summer Events

- 2nd Greenport **PRIDE** Parade,
Greenport BID partnership with the
LGBT Network, June 22nd, 2024

The word "PRIDE" is written in large, bold, capital letters. Each letter is filled with a different color from the rainbow spectrum: P (red), R (orange), I (yellow), D (green), E (blue), and E (purple). The letters have a slightly textured, painterly appearance.

greenport's got it

The North Fork Pride Parade
comes to Greenport

Future Priorities

- More fundraising into our already successful events
- Create new opportunities to Fundraise
- Return of our Greenport Eats Auction as a bi-annual Fundraising Event
- Development of Off-Season Event (Winter/Spring)
- Roll out of Interactive Map for Events & Website with information provided directly from BID Businesses. (Forms on Member Portals on Website in conjunction with Marketing Committee)



Call for Events Committee Volunteers

Like bringing people together? Interested in community? Love creating fun events?



~How to reach us~

[HelloBID@greenportvillage.com](mailto>HelloBID@greenportvillage.com)



HAPPY 30TH ANNIVERSARY

GreenPORT
BUSINESS IMPROVEMENT DISTRICT