

BID POLICY ON SOCIAL MEDIA CONTENT & POLITICAL POLICIES

The Greenport Village Business Improvement District is a business advocacy organization made up of small business owners, property owners and residents at its core. What the BID should not be is principally a political organization.

While our mission is to enhance the economic vitality, cultural vibrancy, and overall quality of life within the Village of Greenport, the line between advocacy and political policy is a narrow one.

When events occur and opinions are offered, they can cross the threshold of business advocacy into political policy and we must remain vigilant on walking that fine line. Through advocacy and relevant information, we support our local merchants, promote tourism, strengthen community engagement, and ensure the best possible health of our commercial district.

But public statements on politically sensitive matters can be perceived as inflammatory and may unintentionally position the BID in a role outside of our intended mission. While we are not insensitive to the impact of those events or validity of those opinions, we represent a broad and diverse cross-section of business owners, residents and visitors.

Therefore, in order to avoid undermining the trust we are tasked with maintaining, we must proceed thoughtfully and deliberately. If matters of public policy are to be addressed, they will be carefully vetted and discussed by the full Board to ensure alignment with our mission and responsibilities. Our focus must remain on serving the entire community through economic support and positive, inclusive initiatives that strengthen Greenport as a whole.