



DOWNTOWN IMPROVEMENT DISTRICT



2023 ANNUAL REPORT

102 3RD ST. TROY NY 12180

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LEADERSHIP

2023 BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

President: Matt Callahan: Property Owner & Tri-City ValleyCats
Vice President: Jeff Mirel: The Rosenblum Companies
Secretary: Sarah Caciola: Pattison, Sampson, Ginsberg & Griffin PLLC
Treasurer: David Gardell: The Ruck

CLASS A DIRECTORS

Astri Bryce: Trojan Horse Antiques
Kerry Fagan: Innovative Wealth Management
Marie Gavazzi: Property Owner
Angelo Grasso: Hatchet Hardware
James Kehoe: Whiskey Pickle

CLASS B DIRECTORS

Jamie Magur: Troy Grooming Co.
Theresa Van Duyne: T&J Soaps

CLASS C DIRECTORS (de facto seats)

Vito Ciccarelli: Rensselaer County
Seamus Donnelly: Troy City Council
Mayor Patrick Madden: City of Troy
Kimberly Fredericks: The Sage Colleges
Kirk Ives: Rensselaer Polytechnic Institute
Samantha Toews: Resident
Dylan Turek: City of Troy

PROFESSIONAL STAFF

Executive Director: Olivia Clemente
Marketing Director: Tana Williams
Beautification and Street Team: Trevor Shim & Leonard Banks
Intern: Piper Gregory

-  - Parking
-  - ATMs
-  - Finish Line



LETTER FROM THE EXECUTIVE DIRECTOR



Downtown Troy and Troy, NY are an important part of who I am. My family dates back to 1930 when the Clemente Bros. expanded into the ready-mix concrete business, which was located on River Street along the Hudson River, just south of Troy's downtown area. As a fourth generation Clemente, I grew up visiting my grandparents and spending time in Downtown Troy with my family. I've seen the growth of this area and have gotten to know the community around us and how much each of you cares about the success of our downtown.

The Downtown Troy Business Improvement District (BID) is all about change and adapting. In 2020, we were met with a pandemic that made us re-think how we do business and how we communicate. In 2022, we experienced a shift in leadership and the BID began to change the way we engage and connect with you. We began returning to our roots of solid marketing and promotion by sharing your stories and telling you more about us and how to better utilize our services.

2022 was a year of learning for the BID and in 2023 we are listening to YOU.

The Downtown Troy BID is here to work for the businesses and the residents. This means we're making an impact on Troy's economic prosperity and helping local entrepreneurs do what they love by creating a great place to live and visit. In 2023, we are working on initiatives like Adopt-a-Block to clean up streets and storefronts, raising money to help fund more quality of life and beautification efforts, such as decorations, signage, hanging baskets, public art and presentable entryways, expanding our social reach with targeted advertising campaigns showcasing our vibrant downtown and the people who live here, creating events that directly benefits downtown businesses, creating better partnerships with organizations who support us while giving them the opportunity to connect with our residents and businesses.

The Downtown Troy BID is here to support this community and everyone who resides and works here. Our team is here to listen to YOU and help make Downtown Troy a vibrant and enjoyable place to live work and play.

We look forward to an important year ahead as we shift into a new mindset of what the BID stands for and the future of Downtown Troy!

Sincerely,
Olivia Clemente

ACTIVITIES OF THE BID

The Downtown Troy BID is widely recognized in the Capital Region for longstanding family friendly events. After two years of not being able to host events, the BID welcomed back the following beloved events in 2022!

Troy River Festival
Rockin' on the River at the Waterfront
Chowderfest



In 2022, the Chowderfest format was re-worked helping businesses succeed. In years past tickets were sold through the BID and funds were distributed based on the amount of tickets each business had collected.

With the new format, chowder was sold at each establishment for \$2 per sample. Allowing each establishment to keep their share of funds. Our attendance was at an all time high with locations selling out of 30 gallons of chowder in one hour.

The format worked well for each location making close to \$2k+ in chowder sales. This does not include the proceeds raised inside the establishment.

This new format was so successful it will now be used for years to come and for this year's Pig Out fest.



ACTIVITIES OF THE BID

BEAUTIFICATION

The Downtown Troy BID is committed to keeping our sidewalks and parks clean and tidy and downtown in bloom with trees, flowers, landscaping, and seasonal decorations.

In 2022, we:

- Collected and disposed of nearly 2,000 pounds of litter.
- Recycled more than 50 pounds of cigarette waste via our sidewalk butlers.
- Hung or refreshed more than 200 blooming hanging baskets and sidewalk planter installations.
- Added decorations for the holiday season



CREATIVE PARTNERSHIPS

- RadioRadioX provided the stage and music featured at Troy River Festival.
- With support from the city and Troy Music Academy, the BID brought vibrancy to our streets by continuing to support Troy Summer Square and outdoor music and entertainment throughout the district.
- Fitness in the Park was run by The Hot Yoga Studio providing instructors for the event all summer long.
- Helped our merchants make Small Business Saturday customers happy by providing them free Shop Troy canvas tote bags created by Flying Eye Press, printed by Troy Cloth and Paper with support from Pioneer Bank.
- Partnered with the Capital Region Arts Center promoting Troy Glow and hosting the first bar crawl to move people around the district.

ACTIVITIES OF THE BID

MARKETING

- Cut 12 ribbons welcoming new businesses to Downtown Troy.
- Continued to serve as Downtown Troy's media relations bureau, generating dozens of local television hits and news articles.
- Began a series of Shop the Block, Downtown Eats, and Downtown Makers to broadcast businesses and highlight the owners of the establishments making a difference in our community.
- Invested more than \$12,000 in our new holiday "Shop Small, Shop Troy" campaign to support Downtown retailers and restaurants during the winter shopping season.
- Increased our social following in two months from 8.5k on Instagram to 11.5k, and 6.7k on Facebook to 12k. Our average reach was 24,127 people with 32% paid and 68% organic.
- Created partnerships with Two Buttons Deep, MichellaHand, Ashley Salvadore and AroundTroy to help boost our audience and reach a broader range.



QUALITY OF LIFE

In 2022, The BID formed the **Quality of Life committee**, focusing on our commitment to enhancing the quality of life in downtown through communication and partnerships with other community stakeholders. The Quality-of-Life committee meets monthly to discuss how we can come together to provide safer streets and enhanced beautification such as new security measures and fixing lights throughout the downtown.



FINANCIAL REPORT

In 2022, the Downtown Troy BID experienced a year of transitions as we continued to build back from the pandemic and reinvest in events and services. The amount of revenue based events went from five to three and Rockin' on the River went from eight shows to four shows causing a decrease in attendance at events. This pushed our sponsorship funds to offset spending and bridge the gap to cover operational costs.

This year, we created a sponsorship package to help increase the amount of companies and organizations who support the BID. With our new sponsorships we will work with our partners to help market each other to larger audiences and gain more outreach for Downtown Troy.

We are increasing the amount of events we do from three to seven, as well as one-off events to help raise money to help fund quality of life and beautification efforts.

As we move forward in 2023, we will take a more fiscally responsible approach, paying attention to our spending and developing a solid foundation for the course of the future.

INCOME: \$288,696.76

Tax Assessment: \$164,444.43 Sponsorship: \$44,300 Special Events: \$34,952.33 Contributions: \$45,000

EXPENSES: \$339,459.24

Staff: \$193,799.51 Operations: \$118,564.97 Special Events: \$7,757.69
Beautification: \$19,229.07 Misc : \$108.

OPERATIONS NET: \$-50,762.48

TOTAL NET: \$-50,754.82

2023 AREAS OF FOCUS



Downtown Troy BID builds Troy as a destination where businesses thrive and people enjoy a memorable experience.

Warm & Welcoming - Our relationships with each other and our community are the foundations for our work and for downtown's welcoming nature.

Historic Preservation - Our history and historic buildings set us apart from others.

Local First - We support local businesses first in both our purchasing and programs and cherish the abundance of independently owned establishments.

Walkable - Our walkable downtown promotes community connections and customer sharing.

Creating Places - Our communities look and feel and our events and activities uniquely represent the spirit of downtown.

Beautification - We devote many hours beautifying the neighborhood, including hanging baskets, decorations, emptying and picking up trash and watering plants.



**10 ANNUAL
EVENTS**



**10,000+
ATTENDEES**



**MORE THAN 30
SPONSORS**

MEET THE 2023 DOWNTOWN TROY BID STAFF

TANA WILLIAMS
DIRECTOR OF MARKETING



I became a part of the Troy community when I operated a booth at the Makers Market in 2022. As a small business owner without a physical storefront, it was an incredible opportunity for me to get involved Downtown. I looked forward to spending my Saturdays here, I always found a great place to eat and cute stores to shop. It never felt like a full day of work while being here!

As the Director of Marketing, I will create tangible growth through campaigns, events, and consistent branding. This city is full of so much talent and creativity, it is our obligation to showcase all that makes Downtown Troy a great city to live, work, and visit.

2023 is the year we work together to create new successes for everybody in the BID district!

BEAUTIFICATION

TREVOR SHIM



LEONARD BANKS



120 DAYS IN

Downtown Troy Hot Chocolate Stroll

Through a partnership with Upstate of Mind we created a mug for purchase at \$25. We had 250 mugs to sell for this event and SOLD OUT.

Using the Chowderfest concept businesses sold \$2 non-alcoholic samples and \$5 boozy samples.

Mug holders received one free sample of hot chocolate at EVERY participating location.

Amount raised: \$6,250

Night O'Shenanigans

Our continued partnership with Upstate of Mind allowed us to create St Patrick's Day mugs to be used at participating businesses. We had 150 mugs and sold 67.

Restaurants and bars sold 1/2 priced beers to mug holders.

Retail had free samples of Irish Soda bread donated by Placid Baker and O'Malley's Bakery.

Amount raised: \$1,340

Earth Night Out

The BID formed a partnership with DJ's for Climate Action by hosting a fundraising party for our beautification efforts at the Whiskey Pickle.

Tickets were sold at \$15 per person and 100% of ticket sales went back to the beautification committee to work together on a project that needs to get done.

Amount raised: \$1,300



VOLUNTEER CLEAN-UPS

In 2023, we are working to hold more volunteer clean-ups for Downtown Troy. Our first volunteer clean-up was held on Earth Day, April 22. With the help of 20 volunteers we collected 20 bags of garbage and cleaned out our tree beds of leaves.

Our next scheduled clean up is for “518 Day” on May 18 at 11am. Through a partnership with the YMCA of Troy and United Way we are expecting 20+ volunteers to clean-up Riverfront Park and the River Walk from Riverfront Park to 433 River St.

We are planning 4 volunteer clean-up days to occur in the months of July, August, September and October.



ADOPT-A-BLOCK

We have identified the first phase of our Adopt-a-Block program, starting on Congress St between 3rd and 4th street.

The Adopt-a-Block Program will help link residents, resident groups and neighborhoods with community partners to directly enhance the appearance of properties by implementing improvements to landscaping, public art, litter removal, graffiti remediation, security and maintenance to commercial and residential buildings. These improvements will have a significant impact on the appearance, community pride, economic setting, and marketability of the properties and businesses on each block.

Each year we will work to target a block in our downtown that needs to be adopted. We are working with grants and local sponsorships to help raise funds for our initiatives.



FUTURE OF THE BID

SUPPORTING TROY 365 DAYS A YEAR

WALKING GUIDES & SIGNAGE

Creating partnerships with printers while staying fiscally responsible we are creating new walking guides for 2023-2024. Opportunities to advertise your business will be announced in the upcoming months.

Fund will be raised to create new signage and banners for the downtown in areas that are often overlooked, as well as replacing old banners that have faded in color.

FUNDRAISING EVENTS

Creating targeted fundraisers to raise funds to give back to the community. All funds raised for these events will be used to help our beautification efforts, whether it is planting more trees, cleaning up graffiti, hanging more flower baskets, funding an entryway or public art, we will be giving back this year. This will show your money being put to use through targeted efforts.

TARGETED MARKETING

Budgeting paid marketing and brand ambassadors. This year we are working with brand ambassadors of the Capital Region to help spread the message to “Visit Downtown Troy”.

We are working to bring more tourism to our area during the week, we will use funds to create the first “Visit Downtown Troy” commercial to run on TV and on social media.

Our marketing efforts are focusing on bringing people into your establishments.

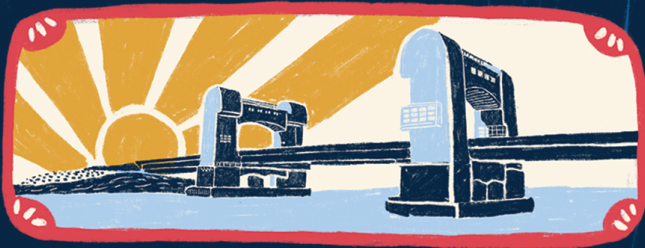
FREE EVENTS

More free events. In 2023 we will host the following events in Downtown Troy:

Monthly Troy Night Outs, Troy River Festival, Rockin’ on the River, Pig Out, Fitness in the Park, Restaurant Week, College Block Party, Chowderfest, Shop Small, Shop Troy - Small Business Saturday.

Each event will focus on our businesses first and bringing foot traffic to the Downtown area.

Troy Night Out will have themes and more attractions to help bring a sense of community to the area.



2023 EVENTS



Troy Night Out

Last Friday of every month
Downtown Troy

Collar City Pop

June 9

River Front Park

Troy River Festival

June 11

Lower River Street



Rockin' on the River

June 28, July 12, July 26, August 9

River Front Park



Fitness in the Park

Every Sunday from July 9 thru August 20

River Front Park

Pig Out

July 16

Downtown Troy



Troy's College Block Party

September 10

Monument Square

Taste of Downtown

September 11 thru September 17

Downtown Troy



*Disclaimer: events are subject to change please stay updated by following us:

Chowderfest

October 8

Downtown Troy

Shop Small, Shop Troy

November 25

Downtown Troy

 Instagram /@troybid

 www.facebook.com/troybid

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THANK YOU!

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