



# 2021 BID ANNUAL REPORT

The Suffolk Times.

Greenport's parklets plan celebrated as a pandemic success story

"There's a reason in every season to visit the Village of Greenport."



[greenportvillage.com](http://greenportvillage.com)  
[@greenportvillagebid](https://twitter.com/greenportvillagebid)  
[explore@greenportvillage.com](mailto:explore@greenportvillage.com)



# Greenport Village BID Mission

The Greenport Business Improvement District (BID) was established in 1994 to promote commerce in the Village of Greenport and to provide a forum to develop long term growth and management tools that incorporate the needs of local businesses and residents alike. We believe that regular communication and collaboration with our Village officials, local merchant members and the community at large is essential in building and maintain a sustainable future for our Village.

## BID Board Structure

The BID Board is made up of 11 volunteers and try to meet no more than twice a month. However, the roll as a member of the Board does require a minimum amount of time and physical attendance at the monthly board meetings.

As we welcome new residents, the BID created a [welcome packet](#) that contains comprehensive info on how to do business in the Village of Greenport. It also welcomes input from the community.

## BID Committee Structure

**SMILE:** Social Media, Information and Leading Engagement

**PRIDE:** Public Relations, Identity of District and Events

**SOBO:** Sidewalk Operations, Beautification and Order

**GATE:** Government Activities, Transportation & Enforcement

## Current BID Board

Rich Vandenburg, President (GATE)

David Abatelli, Vice President (GATE & SOBO)

Julia Robins, Secretary (GATE)

Deborah Pittorino, Treasurer

Linda Kessler (PRIDE)

Kim Loper (PRIDE)

Barbara Poliwoda (PRIDE)

Nancy Kouris (PRIDE)

Nicki Gohrel (PRIDE)

Robin Mueller

Jonathan Weiskopf



# Letter from our President

The past year has been one of unbelievable events. Pandemic impacts from loss of business to loss of security to the loss of a loved one has touched us all. The Greenport Community has had it's fair share but our spirit and fortitude remain strong. While the uncertainty of early 2020 left most of us worried at what lay ahead, we as a business community and a village community as a whole were able to unify behind efforts and initiatives that provided reassuring glimmers of light during a dark time.

The unification behind the Parklet program that afforded our local businesses an opportunity to weather the storm during the peak season helped. The increased vibrancy of the village corridors with greater walking areas and inviting outdoor spaces provided refuge to those visitors and residents alike to move about the village with a measure of comfort. Increased accurate communication through our website that provided details and contacts for programs and benefits to aid those who needed them offered a reassuring connection to those who felt alone or isolated. Innovative and unique community events that were reimagined within the structure of social distancing and pandemic protocols helped our community stay connected and balanced.

All of these efforts are not the result of any one person but of many. I wish to especially thank our BID Board of committed volunteers, our community of supportive residents, village officials and everyone who worked to stay engaged and confident that we would reach the other side of those dark days. The spirit and deep love that we all hold for our village as business owners, workers and residents who call Greenport home is strong and we now emerge from the storm of the pandemic even stronger and more confident that we can accomplish anything in 2021 when we work together.

**-Rich Vandenburg, President**





# Kind Words From Our Community

“Congratulations to all. What a show of public support. -Dave Kapell, Former Mayor

“Glad to see so much support. Good job with the survey. Thanks for the info and the hard work.” - Christine Kuhlmann, Business Owner

“Revel would like to make a donation to the BID. We appreciate the group's continued and tireless efforts on behalf of the entire Greenport community.” - Revel North Fork, Local Business

“Thank you so much, Rich and BID for making it possible to come together as a community to get this done! Wishing everyone a Happy Memorial Day and best of luck this summer!” - Kontiki, Gallery Hotel, Local Businesses

“First off, Rich, you are and have been a great leader of the BID and advocate to and between the business community and the village at large. Thank you so much for that...” - Tora Matsuoka, Business Owner

“Pulling Together to Keep Business Alive, Greenport BID members are our People of the Year” - Northforker, Suffolk Times, Local Publication

— The Suffolk Times. —

## Greenport's parklets plan celebrated as a pandemic success story

10.18.2020 COMMUNITY

Turning Greenport into a Halloween village for a safe celebration amid pandemic

By Tara Smith

northforker EAT DRINK LIVE BREA

BREATH

## Inaugural Winter Wonderland Holiday Walk lights up Greenport

by CYNDI ZAWESKI on DECEMBER 6th, 2018

SOCIAL SHARE





# COVID-19 Initiatives & Greenport Parklets

## OBJECTIVE:

- Collect & distribute important information for small business relief, rental assistance and other guidelines from local, state & federal government agencies.
- Plan, request approvals, fundraise and execute Parklet system in the downtown area to support local businesses with increased outdoor dining & retail space.
- Develop community response by creating BIDAPs (BID Advisory Panels) to increase communication & engagement between the members of the BID and the Board.



## COVID-19 Greenport BID Updates

Home / Home / COVID-19 Greenport BID Updates

### GREENPORT BID COVID-19 RESOURCES



#### GREENPORT BUSINESS IMPROVEMENT DISTRICT

COVID-19 UPDATE

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Updated: 5/27/21

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(5/27/21): GOVERNOR CUOMO ANNOUNCES \$3.5 BILLION IN ASSISTANCE FOR RENTERS AND SMALL BUSINESSES.

\$2.7 Billion Rental Assistance Program to Provide Funding for Eligible Households Experiencing Financial Hardship; Online Applications Accepted Starting June 1



### EXPLORE THE VILLAGE OF GREENPORT

*There's a reason in every season.*

#### GREENPORT BUSINESS IMPROVEMENT DISTRICT

**COVID-19 UPDATE**

Updated: 4/13/20

#### STAY UP TO DATE

Website: <https://www.greenportvillage.com/home/covid-19-greenport-bid-update/>

Facebook Group: <https://www.facebook.com/groups/greenportbidcovid19response>

**BID SPONSORED EFFORT:** The Village of Greenport Business Improvement District is supporting a COVID-19 Defense Fundraiser by local businesses Wm J. Mills Co., and Greenport Harbor Brewery. Southold Town Robotics Team Rice is also contributing. Together, they will produce thousands of face-screens for Stony Brook Eastern Long Island Hospital. [Click here to make a donation.](#) Or to volunteer please e-mail Rich Vandenburg at [rich@greenportbrow.com](mailto:rich@greenportbrow.com).

(4/13): via Village of Greenport Mayor George Hubbard & the Board of Trustees. "Although reports have surfaced regarding the beginning of "curve flattening", we continue to urge adherence to the proper hygiene, social distancing and staying-in-place messages that have been in effect throughout this health crisis. To that end, please note that the Board of Trustees Work Session Meeting scheduled for April 16<sup>th</sup> has been cancelled. As always, Work Session reports and the Work Session agenda will be available on the official Village website: [www.villageofgreenport.org](http://www.villageofgreenport.org)



### EXPLORE THE VILLAGE OF GREENPORT

*There's a reason in every season.*

#### GREENPORT BUSINESS IMPROVEMENT DISTRICT

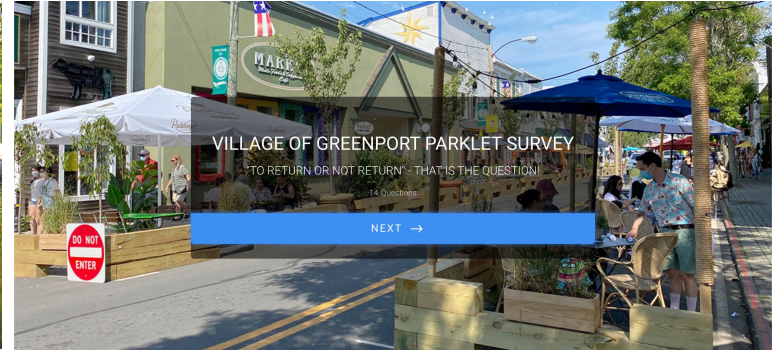
**COVID-19 UPDATE**

Updated: 5/18/20

**IMPORTANT RESOURCES** for business owners in Food & Beverage. Please click below to view documents from the Nassau & Suffolk Outdoor Dining Coalition.

[CLICK HERE FOR INFO](#)

# Greenport Parklets (continued)



## TAKEAWAYS:

- Local business owners attribute Parklets to their survival through the 2019-2020 season
- Parklets received as a “Pandemic Success Story” by local & state representatives
- Received Awards: *People of the Year* by Suffolk Times, and *A Smart Growth Award* from Vision Long Island Organization
- Off-season survey provided 916 responses from local business owners, residents & visitors. Over 750 positive responses for the return of the Parklets
- May 2021, Parklets return to the Village of Greenport



# Communications Report from SMILE

Report by Bill Robins

## Internal Communication

- Keeping the members of the BID informed on all local developments, upcoming events, governmental policies & other useful information to navigate through the COVID-19 Pandemic
- Maintaining and engaging with members through email, social and web

## External Communication

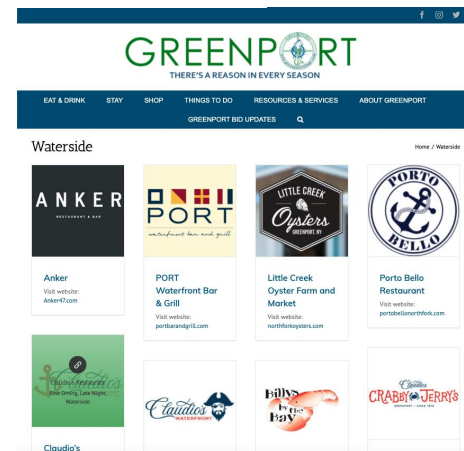
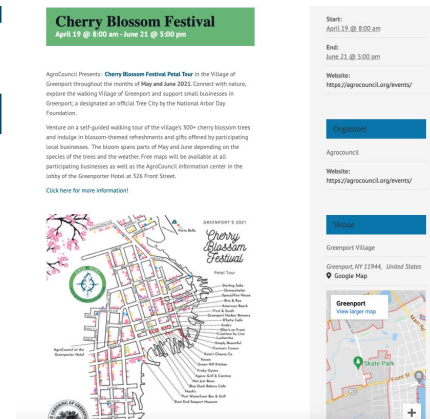
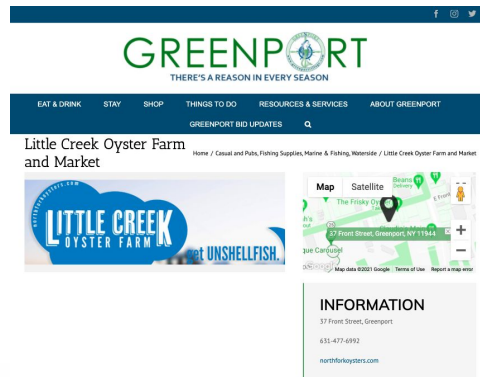
- Ensure the Village of Greenport remains top-of-mind as a lead destination for visitors across the Tri-State area and beyond
- Daily/Weekly social media posts & advertising across Facebook & Instagram
- Bi-Monthly email blasts to a growing list of subscribers
- Maintain website to ensure accurate information is received by potential visitors
- Work with local publications to increase visibility & distribute information





# GreenportVillage.com

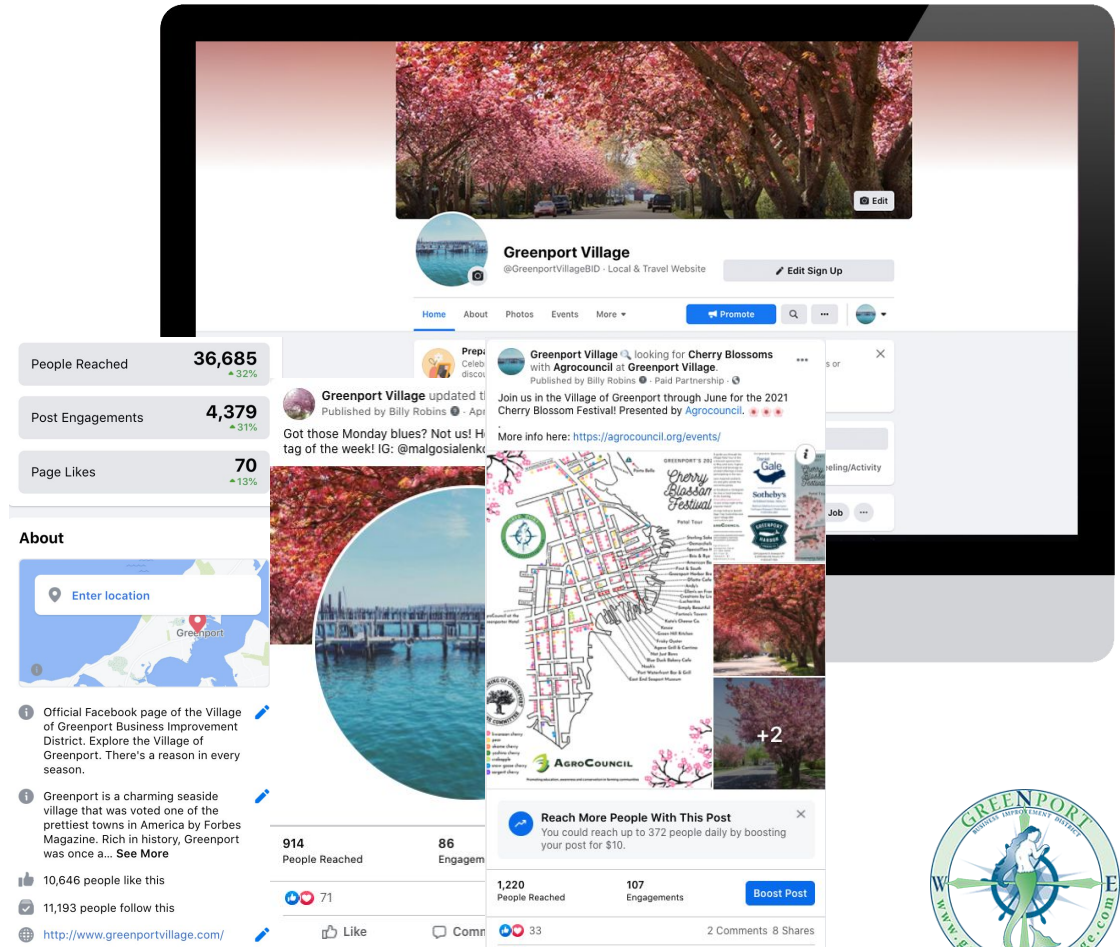
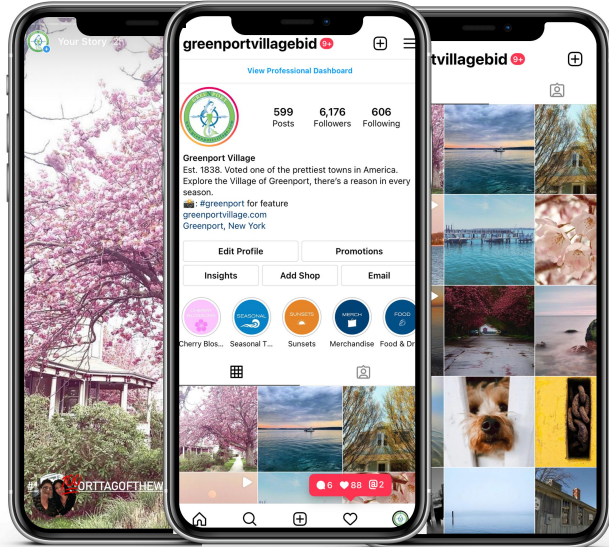
~10,000 active users per month  
 100,000 impressions per month  
 Approx. 4,000 monthly clicks to our member's business listings  
 Strong presence on Google (approx. 2,000 visitors reach site via search per month)



# Social Media Presence

FACEBOOK: 10,673 Likes  
INSTAGRAM: 6,306 Followers

Over 50,000 people reached monthly.



# Email Marketing

Subscribers: 4,823 and growing.  
Internal & external email lists to ensure  
community engagement, provide resources  
and event promotion.

Average 35% open rate, 15% click rate



EXPLORE THE VILLAGE OF GREENPORT  
*There's a reason in every season.*



DOWNLOAD THE FLYER



EXPLORE THE VILLAGE OF GREENPORT  
*There's a reason in every season.*



EXPLORE THE VILLAGE OF GREENPORT  
*There's a reason in every season.*

## THANK YOU FOR YOUR SUPPORT!

Thank you to those who have sent letters of support for the return of the Parklets! The momentum is gaining as we head into this evening's (Thursday, April 15th, 7PM) Board of Trustee Work Session.

If you haven't already written an email or letter of support to the Village Board please do so before tonight's meeting at 7PM. Also, if you can, please attend tonight's meeting at the 3rd Street Firehouse to show your interest and support for the Parklets return!

Please email your letter to Sylvia Pirillo: [spirillo@greenportvillage.org](mailto:spirillo@greenportvillage.org)  
Attention: Village of Greenport Mayor & Board of Trustees  
Subject: Village of Greenport BID Parklets Letter of Support

The Greenport BID thanks you for your participation, and wish you good health as we look forward to a great season in the Village!

All the best,  
Village of Greenport Business Improvement District



## A HUGE THANK YOU TO OUR SPONSORS!





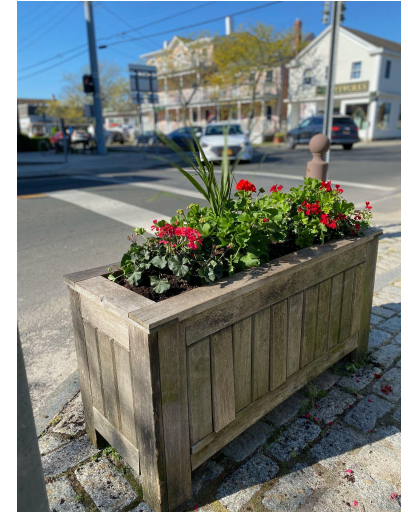
# SOBO Report

## OBJECTIVE

Oversees the maintenance and service provider contracts involved in the public rights of way including sidewalk animation, cleaning, streetscape issues, landscaping design, tree selection, street light standards, holiday decorations, and now COVID-19 related issues. Coordinate with local police and government officials along with private companies within the district as necessary.

## 2021 ACCOMPLISHMENTS

- Installed 28 wooden flower boxes
- Seasonal plantings of various flowers, and trees
- Helped install Parklet system



# PRIDE Report

Report by Nancy Kouris

## OBJECTIVE

Projects would include those that market and promote the District or promote positive aspects of Greenport's business district. Issues may include: branding of the district, public relations, newsletter, walking maps, brochures, website development and maintenance, banner program and social media. Focus and develop potential new public space projects, improving existing public spaces and coordinate special events.

### GREENPORT HALLOWEEN VILLAGE

October 31, 2020

Well promoted.

Trick or Treat, Over 18 Trick or Treat Stations  
Scavenger Hunt, 25 Businesses Participated  
Over 70 Returned Forms for Cookie and Gift  
from Blue Duck Bakery Cafe  
Photo Opportunities around Town  
Food and Drink Specials

### GREENPORT WINTER WONDERLAND

171 Votes

Winners: Harbor Pet, Douglas Elliman  
Real Estate, Greenport Wine & Spirits  
36 Participating Businesses

### SNOW GLOBE SCAVENGER HUNT

November 28-December 19

51 Businesses participated, over 50 forms  
returned for Children's gift and raffle ticket.

### HOLIDAY GRAND PRIZE BASKET

27 Business donated to the Grand Prize  
Basket | 16 actively participated and  
generated over 1100 entries

### EGG ROLL

Over 50 children participated  
Volunteers from BID & local ROTC  
Plastic eggs and candy donated by BID

### GOGREEN VIRTUAL 5K WALK/RUN

October 2020

60 Runners  
19 Local Business Sponsors

### GREENPORT EATS & MORE AUCTION

March 17-March 31 2021  
46 items donated by Greenport businesses  
51 Active Bidders  
\$3,800+ in raised funds









## **GATE is the Governmental Affairs and Transportation Enforcement**

### **OBJECTIVE:**

Liaison with Village and Town Municipal Government and monitor related activities. Issues including COVID-19 initiatives, parking regulations, sidewalk widening and Parklet program, mobility improvements, road closures, outdoor dining opportunities, loading zones and code enforcement issues.

- Dealing with COVID restrictions and updates required close communication and interaction between the BID and the Village government.
- Installation of the Parklets required intensive negotiation and planning with the Village Board in order to obtain final permission from NYSDOT for installation of the parklets.
- Coordinated design, external governmental approvals and implementation with Village Administrator and Village Attorney in obtaining Village Permission and paperwork necessary from businesses using the parklets.
- Facilitated access agreements for every business that used a parklet and provided instruction and guidance to assist Village Code Enforcement Officer.
- Negotiated safety concerns raised by Fire Department and implemented remedial measures for Fire and Rescue access.
- Providing ongoing feedback and communication on proposed loading zones and noise ordinance revisions.
- Ongoing discussions and research on parking enforcement, alternative accommodations and code enforcement.

# How is BID Funded?

Report by Rich Vandenburg, President

- Since its formation, the BID has only been funded by a small real property tax assessment.
- The BID received \$49,460.88 from local BID tax assessments in 2020.
- The BID received \$15,323.69 in additional advertising income in 2020.
- Total revenue prior fiscal year was \$64,784.57 in addition to a \$10,000 donation from Bridgehampton National Bank for parklets in 2020.
- The BID is an IRS recognized non-profit.
- Fiscal Year for the BID is June 1 – May 31.

## Operating Budget 2021

**PRIDE Budget – \$22,000.00**

Advertising/Promotion  
Event Support

**SMILE Budget**

**SOBO Budget – \$5,000.00**

**GATE Budget – \$1,000.00**

**COVID-19 Initiatives – \$35,000.00**

**Operating Expenses – \$2,000.00**

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**TOTAL: \$65,000.00**

## Operating Budget 2022

**PRIDE Budget – \$30,000.00**

Advertising/Promotion – [\$15,000.00]  
Event Support – [\$15,000.00]

**SMILE Budget – \$12,000.00**

**SOBO Budget – \$10,000.00**

**GATE Budget – \$4,000.00**

**COVID-19 Initiatives – \$5,000.00**

**Operating Expenses – \$4,000.00**

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**TOTAL: \$65,000.00**

## Capital Budget

– There are presently no amounts pledged under the capital budget. Potential for Parking Initiatives, Affordable Housing Initiatives.

## Support Your Community

– Funding from the Village of Greenport is limited, we depend on donations and revenue from events and advertising through our website.

# 2021 Greenport BID Board Election

**The Member Terms are 2 years.**

There are two categories for voting:

**OWNER** Board Seats that are open for election: RICHARD VANDENBURGH | DEBORAH PITTORINO

**TENANT** Board Seats that are open for election: GAIL BARLOW | STEPHANIE SACK | DAVE ABATELLI | BARBARA POLIWODA

**NOMINATIONS RAN MAY 27th - JUNE 3rd**

**VOTING BEGAN JUNE 3rd - TODAY (JUNE 10th). RESULTS WILL BE PUBLISHED ON WEBSITE.**





# Introducing: Greenport BID Affiliate Memberships

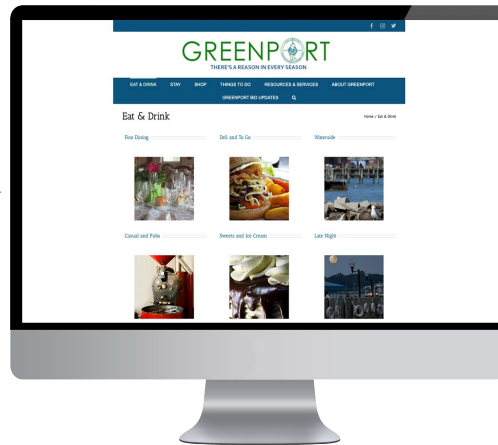
The Village of Greenport BID now offers businesses outside of the district an opportunity to list their business on our website greenportvillage.com. Our website has over a million users annually, and generates traffic & leads for our members. As of July, all businesses that fall outside of the district must pay for the opportunity to be listed on our website.

## EXAMPLE OF THE WEBSITE JOURNEY

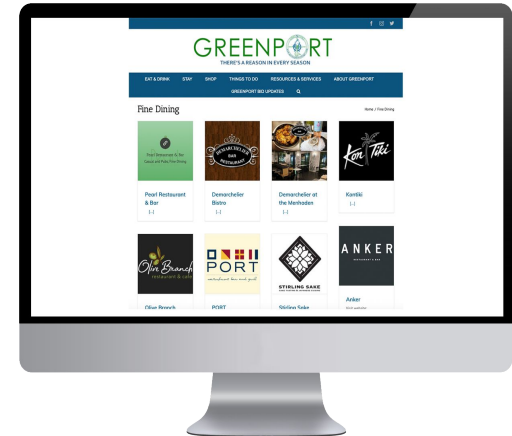
Example: Pearl Restaurant



6,587 home page visits



456 views on food/drink categories page



58 views on Pearl Restaurant

\*Figures based on Google Analytics April 15-May 3

# Greenport BID Affiliate Membership Plans

## **Basic Plan -- \$125**

Local businesses with 1 to 5 employees

From Greenport West to Riverhead

Includes: Business listing on website

## **Associate Plan -- \$225**

Local businesses with 5 to 20 employees

From Greenport West to Riverhead

Includes: Business listing, bi-monthly newsletters, monthly social media

## **Corporate Plan -- \$1,000**

Companies with 20 or more employees with a location on North Fork

Includes: Business listing, bi-monthly newsletters, monthly social media, invitation to bi-annual meeting, annual meeting and other events.



# Contact the Greenport BID Board

Richard Vandenburg, BID President

[Rich@greenportbrew.com](mailto:Rich@greenportbrew.com)

631-513-9019

Kim Loper, BID Board Member

[info@harbor-pet.com](mailto:info@harbor-pet.com)

631-615-9114

Dave Abatelli, Vice-President

[9shawnee@optimum.net](mailto:9shawnee@optimum.net)

Barbara Poliwoda, BID Board Member

[bpoliwoda@gmail.com](mailto:bpoliwoda@gmail.com)

631-335-1878

Linda Kessler, BID Board Member

[lkessey@aol.com](mailto:lkessey@aol.com)

917-863-9766

Deborah Pittorino, BID Treasurer

[drivera@thesuccessiongroup.com](mailto:drivera@thesuccessiongroup.com)

Nancy Kouris, BID Board Member

[nancy@blueduckbakerycafe.com](mailto:nancy@blueduckbakerycafe.com)

631-463-1864

Julia Robins, Trustee/Liason

[jrobins@greenportvillage.org](mailto:jrobins@greenportvillage.org)

631-478-1719

