2021
ANNUAL REPORT

DOWNTOWN BUSINESS IMPROVEMENT DISTRICT

102 Third St. Troy, NY 12180
518-279-7997
downtowntroy.org
LEADERSHIP

2021 BOARD OF DIRECTORS

CLASS A DIRECTORS
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
Kerry Fagan: Innovative Wealth Management
Marie Gavazzi: Resident
Angelo Grasso: Hatchet Hardware
James Kehoe: Whiskey Pickle
Jamie Magur: Troy Grooming Co. & Magur Management, Inc.

CLASS B DIRECTORS
Genika Blandshaw: Juice Factory VII
Dan Frament: Muddaddy Flats
Dan Yamin: United Concierge Medicine & Management

CLASS C DIRECTORS (de facto seats)
Vito Ciccarelli: Rensselaer County
Seamus Donnelly: Troy City Council
Kimberley Fredericks: The Sage Colleges
Mayor Patrick Madden: City of Troy
Kate Manley: Rensselaer County Chamber of Commerce
Samantha Toews: Resident
Dylan Turek: City of Troy
Vacant: Rensselaer Polytechnic Institute

PROFESSIONAL STAFF
Executive Director: Geoff Brault
Events and Partnerships: Olivia Clemente
Communications and Marketing: Vicki Robert
Beautification and Street Team: Trevor Shim

VISION
Downtown Troy is an engaged and inclusive neighborhood that provides a unique collaborative environment for all people to live, work, play and thrive.

MISSION
We foster an attractive and inviting environment for businesses to prosper, a community for residents to grow, and a destination for visitors to continually explore.
When I moved to downtown Troy in September 2021, the city’s reputation preceded it - that of a walkable urban core bustling with small business activity, and a town that celebrates its history and takes pride in telling its story. A riverfront that beckons for discovery. A destination home to art, music, food, and culture from around the globe. Two world-class universities. And a place with all the ingredients to capture how people want to live, work, shop, dine, and explore in 2022 and beyond.

Thank you for welcoming me so warmly into this community, sharing your perspective and ideas with me, and being great partners as we together navigate how to be most helpful in propelling our downtown into the future.

Shaping a better tomorrow starts with acknowledging the work of yesterday, and I’m struck by just how much progress Troy has made over the past 15 years since the founding of the Downtown Collaborative, and later the BID. Investment has exploded, perceptions have changed, and the region has taken notice. All the while, the BID has forged vital partnerships, attracted hundreds of thousands to enjoy Troy, built a sustaining fund balance, and carved a niche at the intersection of the public and private sectors where transformative growth so often happens. I’m proud to steward an organization that has played a part in bringing so much positivity to the banks of the Hudson River.

But cities are constantly changing, evolving, and growing. As we emerge from two years of disruption due to a global pandemic, we find a downtown with needs different than those of the past. In 2022, the BID will focus on having a more active role in supporting Troy 365 days per year by undertaking additional beautification efforts, increasing our marketing reach, and developing programs and services that merchants and businesses can utilize every day. We will do this while continuing to run an appropriate family-friendly calendar of events that drive traffic to our city and while serving as an advocate for the interests of downtown when it comes to public safety, economic development, and historical preservation.

Fulfilling our potential takes all of us, as much as it takes each of us. As we work together to intentionally build the Troy of the future, I look forward to collaborating to make a transformative difference in our city. Reach out anytime!

Sincerely,

Geoff Brault
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 2021, we:
- Collected and disposed of nearly 2,000 pounds of litter.
- Recycled more than 50 pounds of cigarette waste via our sidewalk buttlers.
- Hung or refreshed more than 200 blooming hanging baskets and sidewalk planter installations.
- Planted 10 new trees downtown with support from the Raise. Plant. Grow campaign.

EVENTS

While pandemic restrictions and our leadership transition prevented hosting large-scale events in 2021, the Downtown Troy BID still generated tens of thousands of impressions and positive experiences for visitors and residents as we:
- Hosted 11 Troy Nights Out with special “one-night-only” experiences including live music, pop-up dance performances, and unique historic tours.
- Helped the Capital Region rediscover our world-class eateries and cafes during Troy Restaurant Week.
- Brought vibrancy to our streets by continuing to support Troy Summer Square and outdoor music and entertainment throughout the district.
- Kept downtown residents active at eight Fitness in the Park weekend wellness sessions
- Partnered with the Rensselaer County Regional Chamber to market and expand Victorian Stroll Season.

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.

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- Recycled more than 50 pounds of cigarette waste via our sidewalk buttlers.
- Hung or refreshed more than 200 blooming hanging baskets and sidewalk planter installations.
- Planted 10 new trees downtown with support from the Raise. Plant. Grow campaign.
Telling the story of Downtown Troy and the people and businesses that make it special is a primary function of the Downtown Troy BID.

In 2021, we spread the good word when we:
- Cut 12 ribbons to officially welcome new businesses to Downtown Troy.
- Forged a partnership with Chromoscope Pictures to produce five videos highlighting Downtown merchants and with Mele Media to complete photo essays of an additional 10 businesses and their owners. This project was made possible by support from CDPHP.
- Grew our social media following by 8% to now reach more than 40,000 people across all channels.
- Invested more than $12,000 in our new holiday “Shop. Dine. Stroll.” campaign to support Downtown retailers and restaurants during the winter shopping season.
- Continued to serve as Downtown Troy’s media relations bureau, generating dozens of local television hits and news articles.

By partnering with local organizations large and small, we:
- Enhanced Victorian Stroll Season by opening the CDTA Holiday Trolley where downtown shoppers could have gifts wrapped free of charge by volunteers from Honest Weight Food Co-Op.
- Helped our merchants make Small Business Saturday customers happy by providing them free Shop Troy canvas tote bags created by Troy Cloth and Paper with support from Pioneer Bank.
- In conjunction with The Arts Center of the Capital Region and Rensselaer County Regional Chamber, intrigued residents and visitors with Shapeshift, a public lighting art installation seen on River Street in Winter 2021 - produced by artist Adam Frelin.
Thanks to keen financial management and a generous contribution from CDPHP, the Downtown Troy BID was able to successfully navigate a 2021 in which regular operations were disrupted by the COVID-19 pandemic and an executive director search. Due to a savings in staff salaries and operational expenses during the leadership transition, the BID was able to execute a $12,000 holiday shopping marketing campaign and still generate a small annual surplus. Funds from the PPP loan forgiveness and earned income tax credit will be reinvested in the community in 2022 as the BID evolves to support the district in new ways.

**INCOME: $236,876.43**

- Tax Assessment: $163,743.55
- Sponsorship: $21,090
- Special Events: $960
- Contributions: $50,000
- Misc: $1,082.88

**ADDITIONAL INCOME: $68,373.72**

- PPP Loan Forgiveness: $31,958
- Employee Retention Tax Credit: $35,801.60
- Earned Interest: $614.12

**EXPENSES: $229,037.16**

- Staff: $145,094.78
- Operations: $74,180.11
- Special Events: $1,107.93
- Beautification: $8,510.34
- Misc.: $144

**OPERATIONS NET: $7,839.27**

**TOTAL NET: $76,162.99**
Downtown Troy has made amazing progress over the past 15 years. The district is a magnet for new development, abuzz with activity every day, and home to a dynamic spirit of creativity, cooperation and collaboration that makes anything possible. As people flock to the Collar City to live, work, and play, the Downtown Troy BID is evolving to best serve the changing needs of our urban core. In 2022, we will focus on key areas to support this growth.

FUTURE OF THE BID

SUPPORTING TROY 365 DAYS PER YEAR

Dramatically increase our commitment to a beautiful and blooming downtown by planting more flowers and trees than ever before.

Partner to bring exciting new public art projects like TroyGlo to the community.

Be a leader in ensuring visitors to downtown have an experience that matches their expectation by remediating graffiti, improving urban blight, and taking care of the little things that make a big difference.

Modernize the Downtown Troy brand with new on-street signage, banners, and wayfinding to improve our guest’s first impression of the city and create a more functional user experience.

Restart key pre-pandemic marketing initiatives like our downtown walking guides, concierge maps, window posters, kiosks, downtown directories, and more to help visitors easily discover all there is to see and do.

Commit to humanizing the shops and businesses downtown by amplifying the unique stories of our merchants on social and traditional media to create a connection to our people, not just our goods and services.

Beautification and Streetscape

BRANDING, IDENTITY, AND MARKETING

HOST MISSION-DRIVEN EVENTS

Creatively adjust and expand our programming calendar in order to host appropriate, family-friendly events that support our mission and the downtown district. A good event will strive to encourage attendees to discover Troy through their feet while moving about the district, showcase the products and services available in our community every day, and allow us to raise funds to support transformative projects that will make an impactful, long-term difference downtown.
THANK YOU TO OUR SUPPORTERS