

Request for Proposal

East Hartsdale / Greenburgh Business District Marketing / Event Coordinator (Part Time)

I. Introduction

The TOWN OF GREENBURGH ("Town") is located in the southwestern corner of Westchester County bordered by the City of Yonkers on the south, the town of Mount Pleasant to the north, and to the east the City of White Plains and the Village of Scarsdale. The western boundary is the Hudson River where the Tappan Zee (Mario Cuomo) Bridge connects Tarrytown with South Nyack in Orangetown,

The Town has a total land area of 36.1 square miles and is home to approximately 93,000 residents. The Town contains six villages (Ardsley, Dobbs Ferry, Elmsford, Hastings-on-Hudson, Irvington and Tarrytown). Hartsdale is a hamlet of Greenburgh, is part of the unincorporated area of Greenburgh and is the focus of this Request for Proposals ("RFP")

This RFP describes the project, the anticipated consultant responsibilities, the consultant selection process, and the minimum information that must be included in the proposal.

II. Background

The East Hartsdale Avenue Business District is at the heart of the Hartsdale community. It includes the businesses between the historic Hartsdale Train Station through and around the "Four Corners" intersection of East Hartsdale Avenue and Central Avenue. The Business District serves the Hartsdale, Edgemont, Scarsdale and surrounding communities. The businesses in the District includes restaurants, pharmacies, service businesses and retail merchants.

East Hartsdale Avenue has several other important characteristics:

- It serves as a major commuter conduit and hub. As one of the key East / West roads in Greenburgh and Westchester, thousands of cars travel East Hartsdale every day.
- It also serves as a mass transit hub with the Hartsdale Train Station on East Hartsdale also serving as a bus terminus for the Westchester Bee Line bus system.

The Commercial Health of the East Hartsdale Business Community is vital to the overall communities that it serves.

III. Past and Current State of the East Hartsdale Business Community

The East Hartsdale business district has been significantly impacted by several key events and circumstances over the past years including a major flooding event, and Covid. While

1. Develop and coordinate marketing concepts, campaigns and events designed to drive customer interest and patronage of the businesses on and in the East Hartsdale business district. Create a seasonal calendar of events while driving implementation of all campaigns and events.
2. Coordinate with the Town and County to align and leverage existing events, assets and infrastructure. For example, - coordinate with a new Farmer's Market operator to publicize the event and coordinate local East Hartsdale business involvement in the event.
 - magnify the attraction of East Hartsdale to participants in the Bronx River Parkway Bicycle Sunday and coordinate with businesses to appeal to that audience.
 - o Similarly leverage other milestones such as "Hallmark Calendar" holidays and events.
3. Work with the East Hartsdale businesses to develop marketing and advertising outreach through multiple media channels including social media, and local press and TV.
4. Coordinate with the Greenburgh staff to leverage Greenburgh communications channels as well as other support that may be available from the Town.
5. Work with the Greenburgh Chamber of Commerce on creating events and opportunities for the East Hartsdale business district.
6. Develop potential sponsorships for key events.

V. Qualifications

1. Demonstrated 3-5 years of experience in the development of community and commercial marketing and events.
2. Experience working with multiple media formats and campaigns including but not limited to Social Media, local press, TV and radio.
3. Experience coordinating with business and government entities to successfully conceptualize and drive events.

VI. Role and Reporting Structure

1. This role is Part Time and will report to xxxxx (clarify reporting)

VII. Compensation

businesses along East Hartsdale re-opened, the Train Station, which previously had Starbucks as a tenant, never reopened and has been closed for over 5 years. Last year, several other important destination tenants left, including Rite Aid. The Farmer who managed the Farmer's Market at the Train Station declined to continue because of poor customer traffic. Compounding those issues has been ongoing construction on East Hartsdale, which has impeded parking availability, and a challenging retail / economic environment.

The loss of key destination tenants and diminished quality tenant "mix" has resulted in fewer customer visits to East Hartsdale, and a "self-fulfilling" paradigm of business challenges. The lack of parking availability, restrictive parking hours, and poor visibility to the parking facilities has been cited by business owners and residents as an impediment to economic growth in the area.

There are "green shoots" of new businesses emerging in the business district but generating healthy, sustainable customer traffic to this area will be vital to attracting and supporting new businesses, while supporting existing businesses and ensuring their economic success.

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Request for Proposal – continued

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IV. Scope of Work - Marketing / Event Consultant (PT)_

This role will be responsible for the following tasks: