

## PROMOTION

1. Composed and posted article to IMBY.com announcing opening of Eat. Sip. Smile in Kinderhook. Article was reposted and distributed via Facebook.
2. Continued liaison with Linda Mussman of TSL and The School re: bringing film showing to Kinderhook. Met with Rachel Fainter of The School for discussion.
3. Researched, contacted sources, aggregated online links of articles in newspapers, magazines, blogs, etc. about Kinderhook from 2014 to 2016, and composed new feature for village website called "Kinderhook in the News." Feature includes links to articles relating to Living + Lifestyle, Arts + History, and Kinderhook Authors In Print and Online. Feature to be set up so that future additions and revisions can be done in-house by village personnel.
4. Met with Carrie Walsh of Eat. Sip. Smile and gave her a tour of upstairs of village hall as an introduction to encourage her to consider rental for children's programming, for example, she may consider children's fitness class
5. Composed and posted new article on IMBY.com for Dyad. Dyad reposted to Facebook and had the largest numbers of hits on their Facebook page for any posting.
6. Contacted Peter Blandori, graphic designer who designed village walking-tour brochure, to pursue pricing for revision (correcting errors and making back page generic) and reprinting of brochure in March.
7. Began collecting information for "Discover the Charm" Village of Kinderhook summer-events rack card.

## EVENTS

1. Requesting follow-up from Board of Trustees on scheduling "Name the Upstairs of the Village Hall" contest.
2. Continued liaison and discussions with KBPA re: upcoming summer events
3. Liaison with Garden Club of Kinderhook re: scheduling of Spring Home & Garden Day

## COMMUNITY OUTREACH – TURNING AROUND THE PERCEPTION THAT KINDERHOOK IS NOT BUSINESS FRIENDLY

1. Delivered "Welcome to Kinderhook" (business) packet to Eat. Sip. Smile.
2. Met with The School to keep up to date and gather information on exhibition scheduling and opening of new exhibition in order to compose article for IMBY.com.

3. Met with Fred Schroeder of Schroeder Arts to welcome his business to Kinderhook and to solicit ideas and possible help re: potential Kinderhook Arts Center and promoting arts activities in the village.
4. Continued discussions with PCJ Development re: business recruitment for 5 Hudson Street and 6 Broad Street
5. Liaison with new director of Columbia County Historical Society to encourage collaboration with CCHS and economic development office and to be informed and up to date about upcoming new plans and events at CCHS that will impact Kinderhook as visitor destination, as well as to offer coordinated promotion assistance as appropriate
6. Supplied information link to PCJ Development and The School re: ADA tax incentives for ADA compliance
7. Sent out email reminders to relevant businesses in Kinderhook re: listing their businesses and events on Columbia County Tourism's app
8. Sent out emails to Kinderhook businesses providing link to Hudson Valley magazine's annual "Best of Hudson Valley" survey and encouraged businesses to send out to their customers and post on Facebook in order to encourage voting for Kinderhook businesses and raise profile of local businesses

#### RESEARCH AND LIAISON FOR UPCOMING GRANTS

1. Main Street Grant – (a) Composed summary of use of upstairs of Village Hall and then contacted and requested determination from Crystal Loffler of Office of Community Renewal based on that summary whether interior of upstairs of Village Hall might be eligible for Main Street grant application. The upstairs was deemed ineligible.
2. Main Street Grant – (b) Determination came through from Office of Community Renewal that municipal parking lot lighting would not be eligible as "streetscape" improvement in Main Street program.
3. More research to be pursued in upcoming months re: grants for parking lot lighting.
4. Contacted owners of vacant building on corner of Chatham Street and Albany Avenue re: Main Street program.
5. Setting up informational session re: Main Street program with local businesses to come in month of March.

#### NEW BUSINESS RECRUITMENT

1. Scheduled and met with board of Columbia County Council on the Arts (CCCA) and Paul Calcagno for a showing and meeting about possible leasing of 5 Hudson Street for CCCA to be anchor tenant for developing the building as the Kinderhook Arts Center. Provided CCCA with information packet re: building.
2. Contacted Art School of Columbia County re: PCJ Development developing 5 Hudson Street as Kinderhook Arts Center. Offered to be

- liaison and to set up showing of the building. (Showing has not happened yet.)
3. Liaison with PCJ re: possible leasing terms for 5 Hudson Street.
  4. Provided CCCA and Art School of Columbia County with possible leasing terms for 5 Hudson Street.
  5. Contacted Time and Space Limited of Hudson for the organization to view 5 Hudson Street. TSL came to Kinderhook to view the building and R.S. provided floor-plan layouts to TSL.
  6. Composed and finalized promotional copy for businesses to consider Kinderhook as a business location and focused this cold emailing effort on 6 Broad Street. Sent out via email promotional copy targeting craft distilleries. This promotional copy is adaptable and revisable for other types of targeted businesses and specific business locations upon request.
  7. Sent out promotional targeted emails to ten New York State craft distilleries re: 6 Broad Street. More to be sent out in March.
  8. Provided information and marketing packet re: 5 Hudson Street to village resident who will be acting as a "Kinderhook ambassador" and providing information to specialized sewing-center businesses outside of Kinderhook to recruit them to the area

## CONFERENCES

1. Attended and participated in Columbia County Economic Development Corporation Planning Session at Columbia-Greene Community College.
2. Completed follow-up survey from Columbia County Economic Development corp. on strengths, weaknesses, and goals for Columbia County

## BUDGET PREPARATION – FISCAL YEAR 2017

1. Discussed with N. Heeder budgeting proposal for economic development office for fiscal year 2017. Submitted proposed budget to N. Heeder.