

2020 ANNUAL REPORT
DTR



Image credit: riverhead local

DOWNTOWN RIVERHEAD BUSINESS IMPROVEMENT DISTRICT
MANAGEMENT ASSOCIATION
[BIDMA]

STAFF MEMBERS

Kristy Verity, Executive Director

Brian Hanlon, BID Ambassador

BOARD OF DIRECTORS

Steven Shauger, President

Hyatt East End, Preston House & Hotel

James Lisanckie, Vice President

Sunny's Riverhead Diner & Grill

Isabelle Gonzalez, Secretary

BID District Resident

David Barczak, Treasurer

Bridgehampton National Bank

BOARD MEMBERS

Tara Archer

People's United Bank

Michael Butler

North South Development LLC

Sean Kenna

Cucina 25 + Craft'd

Dee Muma

Dark Horse Restaurant

Larry Oxman

East End Commercial Real Estate

John Peragine

Perabell Food Bar

Cheri Wirth

Diggers Ales 'n Eats

Mark Amendolare

Full Care Security

John Eilertsen

Bridgehampton Museum

Tim Hubbard

Town of Riverhead Liason

Dawn Thomas

Town of Riverhead Liason

About the BID...

MISSION

(revised January, 2020)

The mission of the Riverhead Business Improvement District (BID) is to expand sustainable economic activity in historic downtown Riverhead, create and expand business, and develop jobs for community residents.

The Riverhead BID was established by the Town of Riverhead to foster downtown revitalization and economic development while maintaining the unique sense of community.

The BID aims to improve business for merchants, bring additional foot traffic and customers to historic Downtown Riverhead (DTR), attract additional merchants that will complement and advance the commercial landscape, and create a vibrant and mixed-use neighborhood.

Through the BID website [downtownriverhead.org], events, advertising, marketing, and more - the BID will raise awareness of DTR's cultural, economic, tourism, and commercial happenings and potential, while honoring the unique and diverse community.

downtownriverhead.org



A letter from our President...

Our Downtown has faced unprecedented adversities and hardships throughout this past year. Businesses have had to reflect on how they have conducted business in the past, think outside the box, and implement operational changes in order to survive. It is their tremendous resiliency that will help us through this pandemic and I couldn't be prouder of our businesses for the incredible job they have done navigating these tough times.

As the BID continues to evolve, one of our primary goals is to increase involvement from the businesses within the BID. I challenge each business to ask themselves, "How can I be more involved with the BID?" This could mean anything from attending a virtual board meeting, participating with one of our committees, volunteering at a community event, offer suggestions on downtown improvements or simply reach out to us to express the challenges that you are facing. There are great things happening within the BID and the more involvement we have from businesses like you, the more impact we will make.

I would like to thank the Riverhead Community for their continued support and patronage of BID businesses. You play a pivotal role in our revitalization and we thank you for making a difference. If you are a community member that doesn't utilize the wonderful businesses within our downtown, I ask that you break the norm and support a downtown business that may not be the first option that comes to mind. Enjoy one of our fabulous independent restaurants rather than a chain, have your shoes repaired at our cobbler instead of replacing them with an online purchase, pick up the tools required to finish that long overdue task at our hardware store instead of from a big box store. There may be easier and more economical ways of fulfilling a need, but going a little out of your way to show support makes a world of a difference to the amazing people that make our downtown special.

- Steven Shanger

Notes from our community...

"2020 has been a trying year to say the least. The Riverhead BID has been great in making sure that the local businesses get some means of support. The communication with businesses, gift card/credit card purchase, grant money; the BID is doing all they can to uphold the brand and purpose of the BID. I am honored to be a part of this board and look forward to contributing even more in 2021." - Tara Archer, BIDMA Board Member, People's Bank

"The Riverhead BID was essential for my business throughout the pandemic. BID President, Steven Shauger kept businesses well informed on how to stay covid compliant. With the help of executive director, Kristy Verity, the BID provided us with knowledge of resources and programs that have been essential to our survival. Kristy and Steve put together a grant program to help downtown restaurants expand outdoor dining. It's been a tough 12 months, but the BID has been there to help my business get through the dark days. For that, I am extremely thankful." - Jerry Dicecco, Restaurant Owner, Jerry and The Mermaid

"We are disappointed that we were unable to host any Art in the Park, Reflections events in 2020. We are however energized to light up everyone's 2021 with three new pieces of art for the park. With the continued support from the B.I.D and a arts and culture grant from Suffolk County, two new pieces are being created, and one is near completion with installation planned for June. Additionally we have secured some funds from Empire State Development and Discover Long Island to bring an Octoberfest (in September) bringing our local breweries/eatery to the Park which will coincide with a luminating evening. I look forward to seeing you all there."

- Bryan DeLuca, Executive Director/Cofounder, East End Tourism Alliance
and Executive Director, Atlantis Holdings LLC

Who is the Downtown Riverhead BID?

2 Employees

4 Board of Directors

11 Board Members

Generous Sponsors

Awesome Volunteers



**Commercial Property Owners +
Tenants of Commercial Property**



Residents within the BID district



What does the BID do?



We make connections, answer questions, and find resources for local groups, organizations, and downtown businesses



We initiate economic development and retention strategies in response to small business and community needs



We engage with our community and beyond by implementing marketing, advertising, outreach, event and tourism initiatives



We are the 'feet on the street,' providing public service, cleanup, beautification, and capital improvements downtown

Hand in hand with local committees...

DOWNTOWN REVITALIZATION

On behalf of BID district stakeholders, businesses and residents, we actively participate with multiple Town of Riverhead committees by attending meetings and offering constructive feedback on district projects, the Downtown Pattern Book and Master Plan

TOWNSCAPE

The BID and Townscape work together toward the beautification of our downtown with planters, lighting, pole banners, while also organizing fundraisers and events throughout the year

VETERANS COMMITTEE

We've partnered with the Town of Riverhead Veterans Committee to design and install banners featuring local Veterans in honor of Memorial Day and Veteran's Day

EAST END TOURISM ALLIANCE

We partner with EETA to organize events that bring people to our park and riverfront downtown. The BID sponsors EETA annually in support of *Reflexions: Art in the Park*, the walkable light art exhibit in Grangebél Park

LONG ISLAND SCIENCE CENTER COMMITTEE

Helping to bring the new, expanded Science Center to our Main Street

RIVERHEAD CHAMBER OF COMMERCE

The BID and Chamber work closely to connect the community and together serve as downtown representatives at events, meetings, and tourism initiatives

TOWN OF RIVERHEAD

The BID and town work together on multiple activations to keep downtown thriving



MAINTAINING AND IMPROVING PUBLIC SPACES DOWNTOWN

BID AMBASSADOR

Employee since September 2019

BID Ambassador, Brian Hanlon acts as our eyes and ears on the street. Brian is the BID's right-hand man; assisting with downtown cleanup, snow removal, improvements, safety, events, and so on. Brian maintains the BID's supply building on Heidi Behr Way and looks after high traffic areas such as Main Street, Grangebel Park, the Riverfront, parking areas, and train station.



780 hours cleaning



381 bags of trash bags filled and removed from our streets



6 days of snow removal

A look back at 2020...

this is downtown



downtownriverhead.org

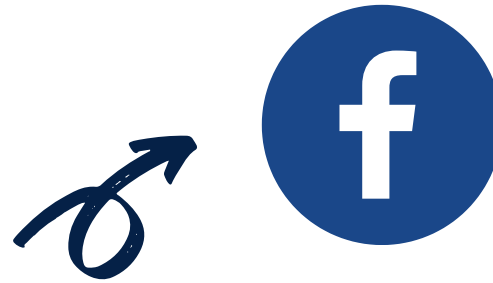
Same BID, New Brand

The Riverhead BID kicked off 2020 with the unveiling of our crisp new website [downtownriverhead.org] and new branding to match.

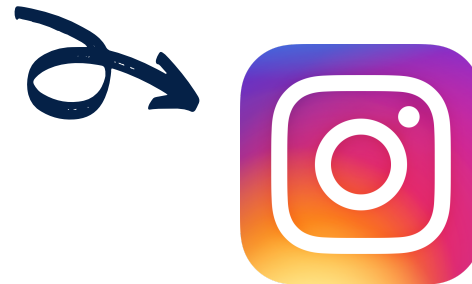
Riverhead BID  **Downtown Riverhead**

Our goal is to promote downtown as a destination and grow brand loyalty to the community. DowntownRiverhead.org was developed to streamline Riverhead's history, culture, hospitality, activities, events, business and residential resources, downtown gift card program, news, and future programs.

Staying connected...



@DowntownRiverheadBID



@DowntownRiverhead

The BID has been at work growing our social media audience on Facebook and Instagram. We've introduced digital advertising into our marketing strategies and connected with over 76,000 people in 2020.



#downtowndouble

<https://www.northwellcovid.com/team/downtowndouble>



Peconic Bay Medical Center
Northwell Health

COVID-19

#downtowndouble community kitchen program

A BID sponsored double-impact fundraiser aimed to assist hospital workers fighting on the frontline of the COVID-19 crisis, and to support downtown restaurants during the shutdown.

Public donations were recruited to fund the program. 100% of the funds were used to purchase gift cards from downtown eateries, then donated to Peconic Bay Medical Center, Northwell Health and distributed to on-campus hospital employees.

The Riverhead BID raised \$32,911 and purchased 658 (\$50) gift cards

\$32,911 went directly to our downtown eateries

SUMMER, 2020

Outdoor dining on Main Street



Live music
25 eateries
Open-air dining
Socially distanced

Dine on 25 was an innovative solution-based event series hosted by the Riverhead BID to help our local eateries and downtown businesses recover losses after the COVID-19 shutdown. The 4-event series was a welcomed success in stimulating our downtown economy following COVID-19.

sPower sponsored Dine on 25 with a \$5,000 donation

The Riverhead BID covered the costs of furniture rental and live music to alleviate the financial burden on struggling business owners



OUTDOOR DINING GRANT

The Riverhead BID repurposed \$20,000 of unused event funds to offer an emergency assistance grant to food and beverage establishments needing to enclose outdoor space in an effort to expand serving areas through the colder months. Through an application process, businesses have applied for reimbursement for items such as umbrellas, seating, plastic, and heaters. A portion of the funds will be put toward DTR marketing, promotions, and business improvement action to drive traffic and benefit all area business owners.

10 businesses have each received \$2,000

The BID continues to source donations and grants to assist businesses heavily impacted by COVID-19

Finding your way downtown...



WAYFINDING SIGNS

The BID worked collaboratively with the Town of Riverhead on the downtown wayfinding signage project, installed in 2020.

Throughout our downtown district, you'll see welcome boards and signs directing guests to tourist attractions, parking areas, commerce, and our riverfront picnic area.

The striking blue colors celebrate our community spirit, embracing the Riverhead School District's 'Blue Waves' athletic team colors; while mirroring the Peconic River flowing between the forks of Long Island.



Keeping local dollars local:

Downtown Dollars

RIVERHEAD

downtownriverhead.org



COMMUNITY GIFT CARD PROGRAM

Introduced December 2020, the BID-sponsored 'Downtown Dollars' gift card program allows a person to purchase one e-card and use it at any of the participating downtown merchants.

The BID's goal is to streamline the spending of local dollars directly into local businesses. Internally, the application offers reporting where the BID can track spending by factors such as locations and campaigns. The BID may then utilize consumer trends toward future marketing and tourism campaigns - keeping local, and global, dollars in Riverhead's downtown district.

Looking toward our future while remembering our past...



**REMEMBERING FORMER BID
PRESIDENT
AND PIONEER OF
DOWNTOWN RIVERHEAD**

MR. RAYMOND PICKERSGILL

The Riverhead BID was honored to support the family and friends of Ray Pickersgill by planting a Crepe Myrtle tree and dedicating a park bench along the Peconic riverfront in honor of his dedication to the BID and his enormous heart shared with all of the Riverhead community. Alongside family, friends, colleagues, and locals we hosted a memorial and dedication service December 2020. Ray will be sorely missed, but never forgotten.

Sadly, we lost Ray to COVID-19 on April 20, 2020



Making the news...

Local, regional, and international media outlets noticed and shared Riverhead BID's news throughout 2020. We thank them for their continued support.

RiverheadLOCAL

[BID and PBMC launch 'downtown double' fundraiser to support healthcare workers and downtown restaurants](#)

[Riverhead BID's 'downtown double' fundraiser sends hundreds of gift cards to hospital employees](#)

[Dine on 25 debuts in downtown Riverhead Thursday evening](#)

['Dine on 25' event draws visitors downtown](#)

[Riverhead will honor its veterans with tribute banners on Main Street](#)

[BID looks to help downtown restaurants survive cold weather with grants for tents & heaters](#)

[Downtown Riverhead rolls out new digital gift card program in time for holiday giving](#)

[Remembering Ray Pickersgill: Riverhead BID hosts memorial for former president lost to COVID-19 in April](#)

[Riverhead Business Improvement District unveils new website to promote downtown businesses](#)

[A message from the Riverhead BID](#)

[Riverhead BID sponsoring fundraiser to benefit both PBMC workers and downtown restaurants](#)

[Riverhead BID plans LED light display, bench dedication in memory of Ray Pickersgill](#)

[‘Dine on 25’ may replace Riverhead’s popular ‘Alive’ series this summer](#)

[First installment of ‘Dine on 25’ to begin in downtown Riverhead tonight](#)

[Applications sought for ‘living tribute’ to honor Riverhead veterans](#)

[Riverhead BIDMA will offer grants to help restaurants with outdoor dining](#)

[Local union hands out gift cards to members; BID sponsors ‘Downtown Dollars’](#)

[Bench, tree dedicated to memory of Ray Pickersgill, who spearheaded downtown Riverhead’s revitalization](#)



[Riverhead gifts restaurants with business, health workers with meals](#)

[Downtowns Deflated: Small businesses vs. COVID-19](#)

[Riverhead BID Gift Card Program Helps Hospital Workers & Restaurants](#)

[Riverhead's Dine on 25 Launches Thursday](#)

[Two More Chances to Dine on 25](#)

[Veterans to Be Honored in Downtown Riverhead](#)



['Dine On 25' Transforms Downtown Riverhead For 2 More Nights](#)

[LI Community Leader Remembered For 'Enormous Heart,' Dedication](#)



[COVID-19: A Letter From The Riverhead Business Improvement District - And A List Of Restaurants Providing Takeout/Delivery](#)

[Riverhead BID And Peconic Bay Medical Center, Northwell Health Partner For "Downtown Double" Campaign](#)

Seen on TV and video... **news 12**

northforker

DISCOVER
LONG ISLAND
NEW YORK