MID-HUDSON PATTERN FOR PROGRESS URBAN ACTION AGENDA

MILLENNIAL MARKETING PLAN FOR THE TOWN OF FISHKILL

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New York State of Opportunity
Hudson River Valley Greenway
RESEARCH AND METHODOLOGY

Survey on Town website (135 respondents)
Interviews with residents
Driving tours
Photo tours
Meetings with Town Supervisor and Town Board Member
Online Town records and plans
Online regional and local data
Comparative municipal marketing, demographic, and urban re-use studies
RECOMMENDATIONS

Work to develop a Town identity while establishing strategic directions for future growth.

Boast about the location and how easily accessible assets outside the Town can be.

Engage the population to explain current activities and plan for the future.

Survey existing housing stock and use the assessment as a criteria for new growth.

Maintain the small town feel with attractive growth and zoning targeting strategic directions.

Advertise the strengthened fiscal position with existing and potential residents.
FINDINGS

“THE TOWN NEEDS TO PICK WHAT IT WANTS TO BE.” - ESTABLISH A STRATEGIC DIRECTION AND IDENTITY WILL FOLLOW

THE TOWN IS IN A PRIME LOCATION NEAR MAJOR CULTURAL AND COMMERCIAL ASSETS - BOAST ABOUT LOCATION

RESIDENTS ARE GOING THROUGH CHANGE AND ARE DEMANDING MORE - ENGAGE RESIDENTS TO EXPLAIN AND PLAN

CONFUSION OVER THE SUPPLY AND COST OF HOUSING - SURVEY EXISTING HOUSING WITH A VIEW TO FUTURE GROWTH

RESIDENTS VALUE THE “SMALL TOWN” FEELING - DEVELOP ZONING FOR SMALL TOWN FEEL WITH BIG TOWN PROSPECTS

FISCAL STABILITY IS A HUGE SELLING POINT, BUT MISUNDERSTOOD - ADVERTISE THIS ASTONISHING ACHIEVEMENT
WITH THANKS TO

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• All the supporters of Hudson Valley Pattern for Progress