

# KINGSTON Past, Present & Future



HUDSON VALLEY  
PATTERN *for* PROGRESS

# WHY Kingsston



# Community Overview



**1777 First Capital of  
NYS**

**Three Distinct Districts:**

- **Uptown Stockade District**
- **Mid-Town Broadway Corridor**
- **Downtown Rondout Waterfront**

**County Seat of Ulster  
County**

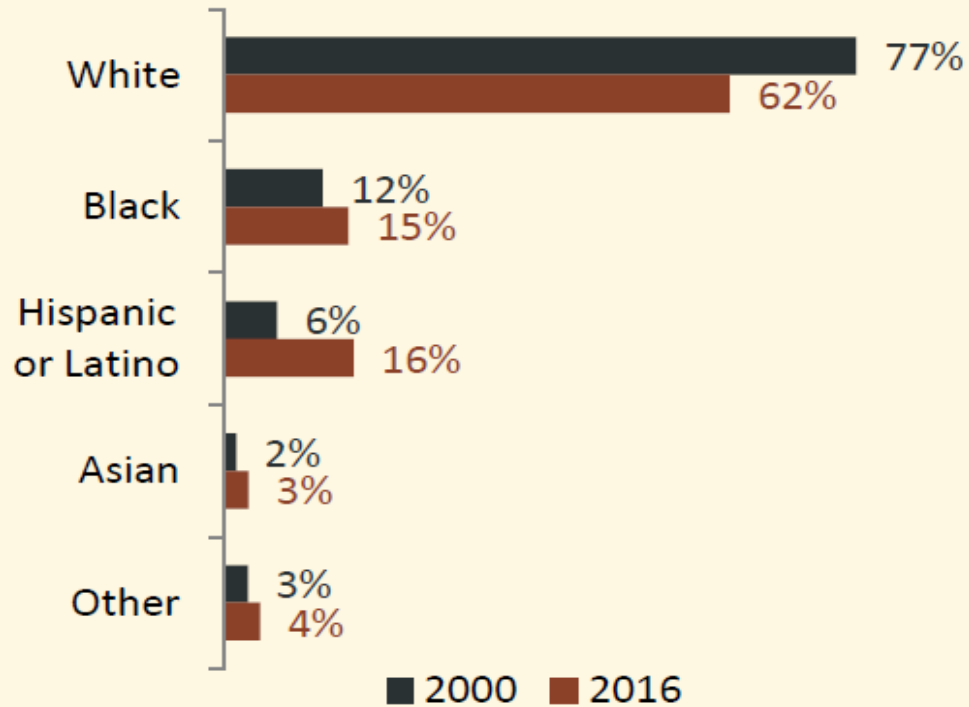
**Mayor Steve Noble**

**Received \$10 Million  
Downtown Revitalization  
Initiative Grant**

**Focus on Linking  
Three Distinct Areas  
Through  
Transportation  
Opportunities**

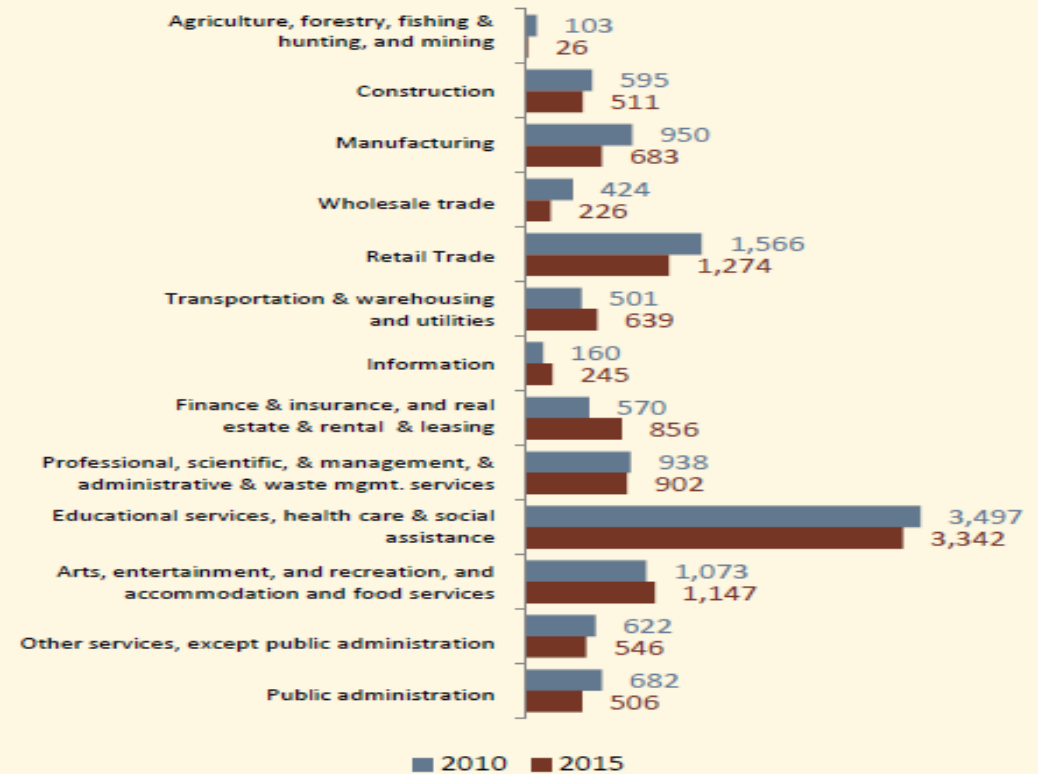
# Demographics

## Population by Race and Ethnicity



Source: 2016 American Community Survey; 2000 Decennial Census

## Employment by Industry of Kingston Residents



Source: 2015 American Community Survey

# Anchors in the Kingston Community: WMCHealth & HealthAlliance

Invest capital, human & intellectual resources in community

Cultivate relationships with community partners

Expand opportunities for local & small businesses

Serve as a community resource

Mission driven to provide the highest quality of care for all residents in the Hudson Valley

Live Well Kingston

Target services for needs of community

O+ Festival

# Research Methodology & Findings

## Interviews:

- Mayor Steve Noble
- Marketing & Housing Professionals

## Patterns for Progress

- City of Kingston Data & Statistics
- Young Professional Research

## Social Media

- Think Dutchess
- GO PK

Culture

Wellness

Develop a marketing strategy to attract young professionals

Diversity

Growth

# Marketing Strategy: Storytelling



**Develop a video for young professionals showcasing the quality of life in & sense of place in Kingston**



**Utilize social media to market video to specific demographics:**

- 20-39 Age Range
- College Graduates
- Occupation groups such as healthcare, arts & entertainment, tech

# Storyboard



**Intro from Mayor Steve Noble & narration of video**



**Kingston's Past- Historic District and value of history- where Kingston came from**



**Continue to Mid-Town for Kingston Present- thriving arts & cultural community**

# Storyboard



**Continue with  
Kingston present  
status  
highlighting  
anchor  
institutions, job  
centers, and  
growth in arts,  
healthcare,  
beverage & tech  
industry**



**Kingston's  
Future is  
Green!  
Highlight green  
space,  
Downtown  
Rondout, plans  
to increase  
walkability,  
bike lanes,  
green initiatives**

# Projected Costs



Average cost of  
video production:  
**\$2500-\$3500**



Cost of promoting  
on social media:

- Facebook: \$1000+
- Instagram: \$500+



**Administrative costs**

# KINGSTON'S FUTURE IS BIKEABLE

83 DOWNS STREET

## Anticipated Outcomes

**20 % View  
Thru-Rate**

**Video utilized  
by business  
to attract  
talent**

**Increased  
investment  
from private  
sector &  
anchor  
institutions**

**Brand  
Kingston as  
an affordable  
city with high  
quality of life**

### KINGSTON'S GREENLINE SYSTEM

- EXISTING SEGMENTS
- PROPOSED FUTURE SEGMENTS
- "COMPLETE STREETS" CONNECTIONS

0 1/2 1

MILES

A photograph of a street scene with stone buildings, trees, and a stop sign. The text is overlaid on the image.

# **Thank you!**

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**Janelle Carr**

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**Diane Passaro**

**Rachel Ronk**