KINGSTON
Past, Present & Future
WHY Kingston
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 Downton Revitalization Initiative Grant

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

**Population by Race and Ethnicity**

- **White**: 2000 - 62%, 2016 - 77%
- **Black**: 2000 - 15%, 2016 - 12%
- **Hispanic or Latino**: 2000 - 16%, 2016 - 6%
- **Asian**: 2000 - 3%, 2016 - 2%
- **Other**: 2000 - 4%, 2016 - 3%

**Employment by Industry of Kingston Residents**

- Agriculture, forestry, fishing & hunting, and mining: 2000 - 26, 2016 - 103
- Construction: 2000 - 511, 2016 - 595
- Manufacturing: 2000 - 683, 2016 - 950
- Retail Trade: 2000 - 1,274, 2016 - 1,566
- Transportation & warehousing and utilities: 2000 - 639, 2016 - 501
- Information: 2000 - 245, 2016 - 160
- Finance & insurance, and real estate & rental & leasing: 2000 - 856, 2016 - 570
- Professional, scientific, & management, & administrative & waste mgmt. services: 2000 - 902, 2016 - 938
- Educational services, health care & social assistance: 2000 - 3,442, 2016 - 3,457
- Arts, entertainment, and recreation, and accommodation and food services: 2000 - 1,147, 2016 - 1,073
- Other services, except public administration: 2000 - 546, 2016 - 622
- Public administration: 2000 - 506, 2016 - 682

Source: 2016 American Community Survey; 2000 Decennial Census

Source: 2015 American Community Survey
Anchors in the Kingston Community:
WMCHHealth & 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

Develop a marketing strategy to attract young professionals
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
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**
Thank you!

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