

DIVERSITY AS LONGEVITY ON MAIN STREETS IN THE HUDSON VALLEY

Hudson Valley Pattern For
Progress

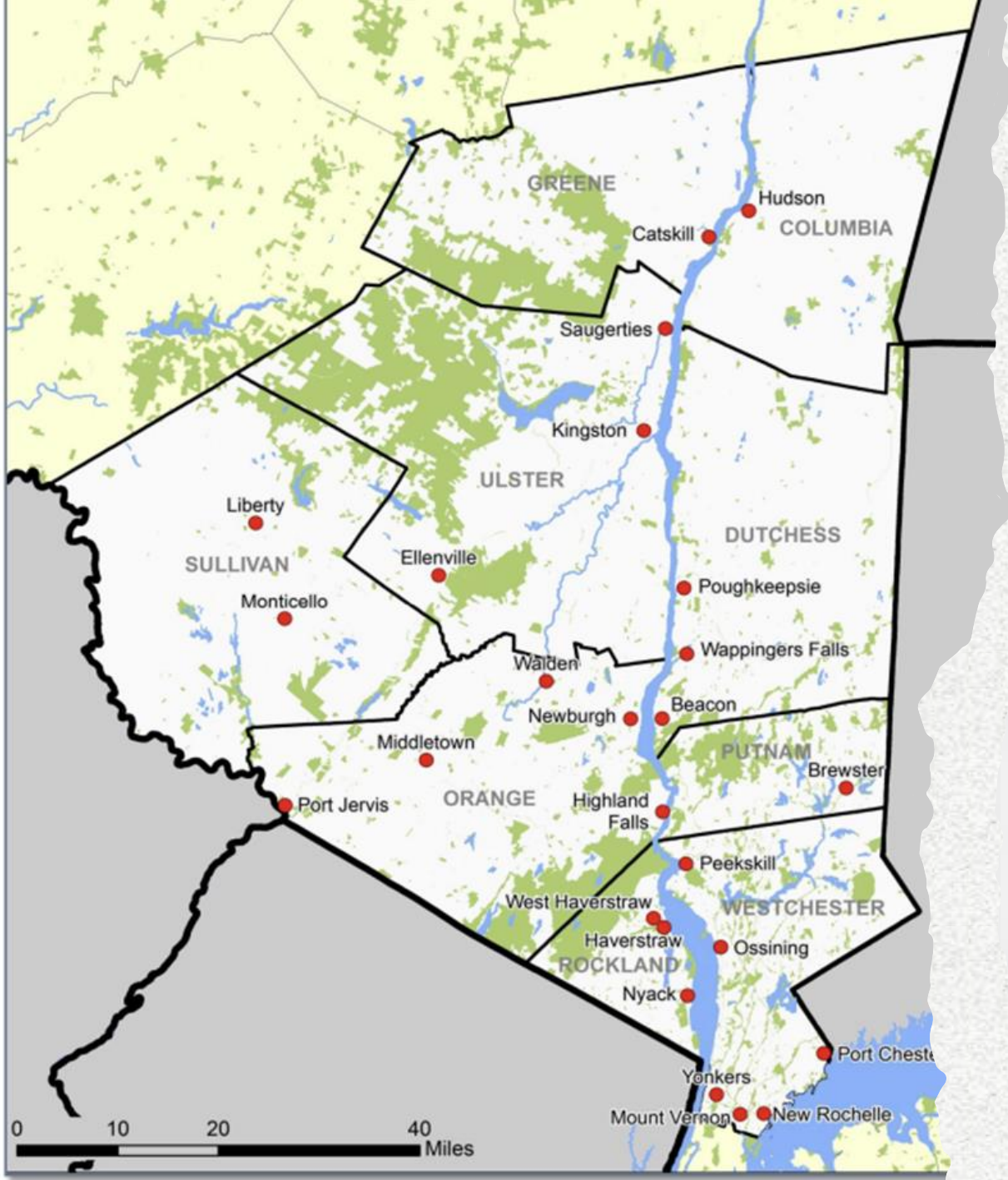
Fellows Class Of 2021-2022

Group Main Street Hudson
Valley

Contributors:

- Kassondra Johnstone
- Jeanne Martin
- Ellen Venugopal





The Nine Counties That Make Up The Hudson Valley

What was business like prior to the covid pandemic?

What did we learn?

What does the sustainability of Main Street in the Hudson Valley look like now?

Diversity & Inclusion

Productivity

Sustainability

Engaged business owners and
consumers



Source: <https://www.gnapartners.com/resources/articles/diversity-equity-and-inclusion-is-more-than-a-catchphrase>

Economic Development on Main Streets - What We Know Works

Essentials of a thriving main street:

Pedestrian friendly

Parking

Visually attractive

Safety

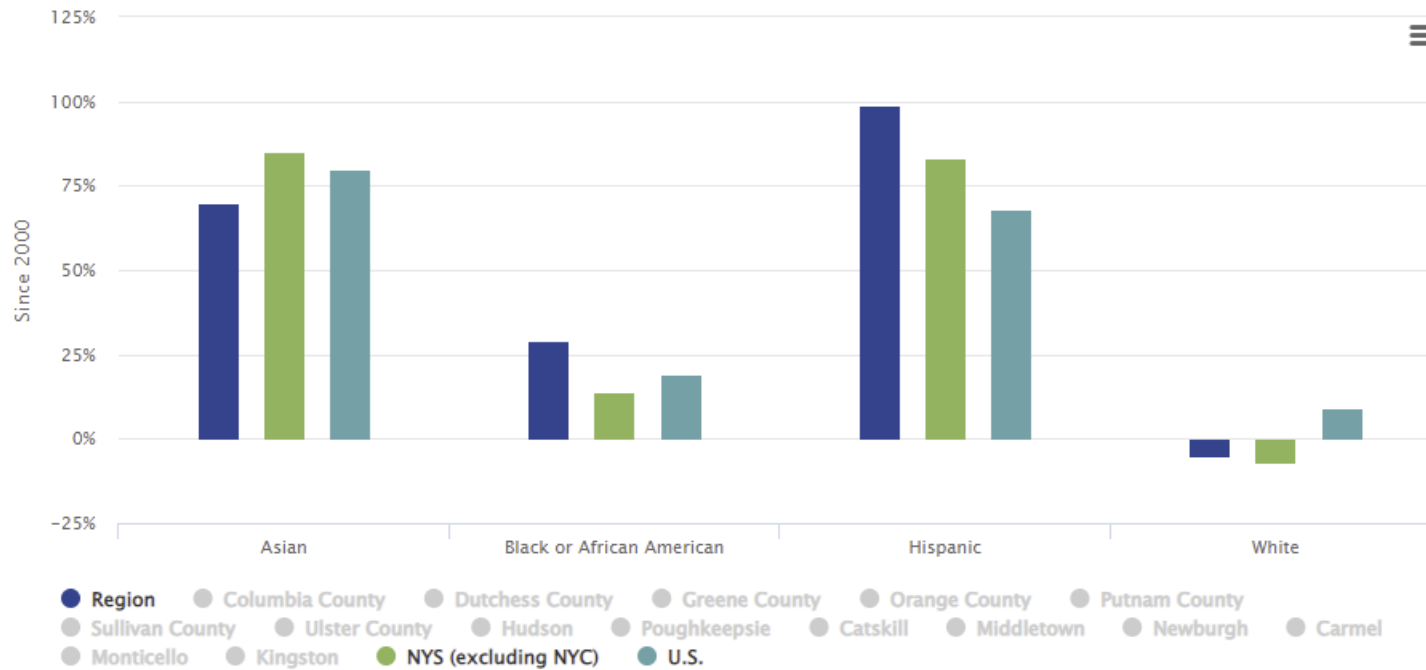
Variety

RIGHT: BEACON, NY Photo: Barry Winiker/Getty Images



THE STATE OF DIVERSITY ON MAIN STREET HUDSON VALLEY

Change in Total Population by Race/Ethnicity, 2016-20



Source: <https://communityfoundationshv.org>

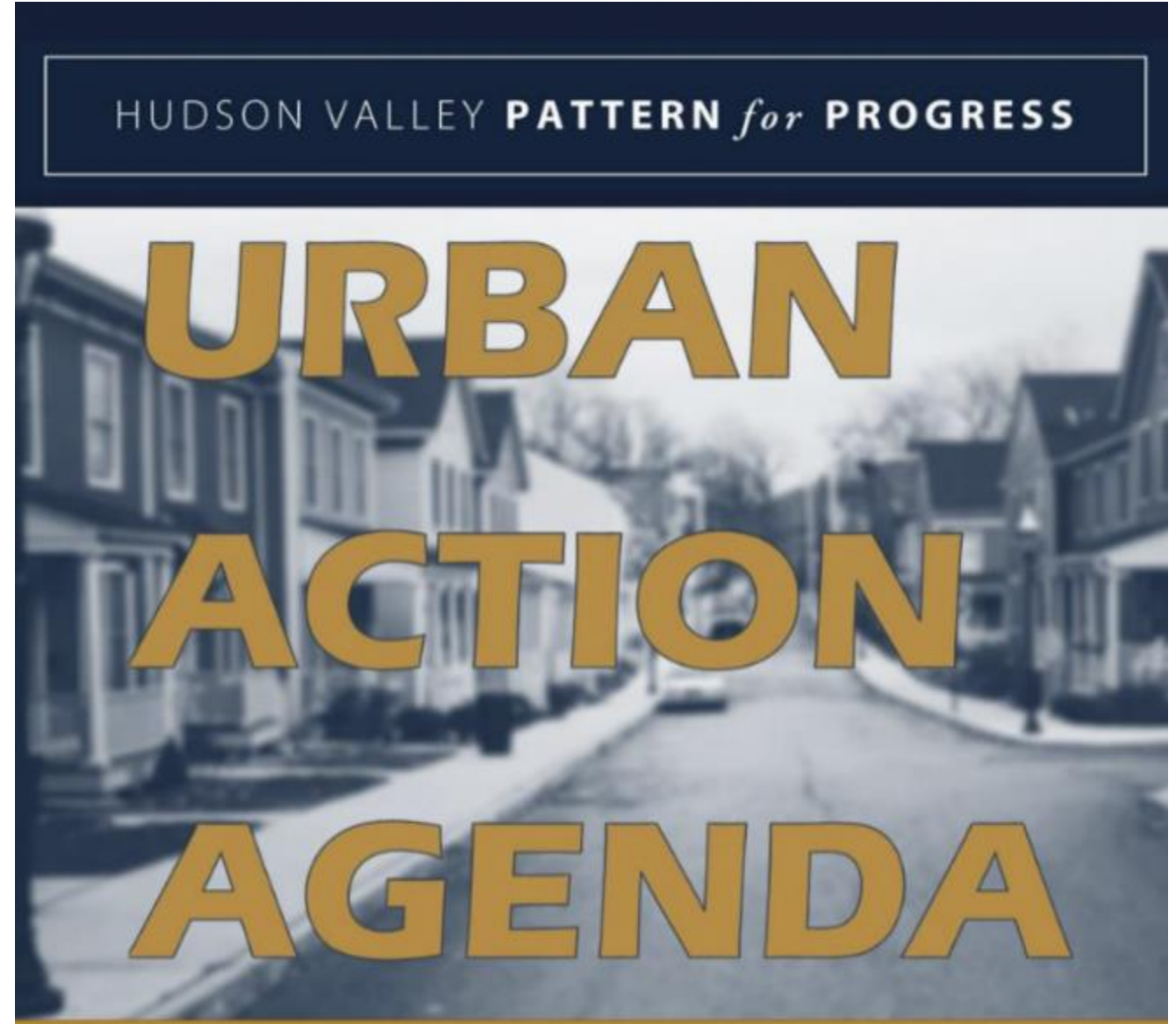
NYS: highest % of women and minority owned businesses

Economic policies, programs, and initiatives need to change with the changing diverse population



Studying minority owned businesses

- In-depth study of Economic Development for Hispanic and Latino Small Businesses.
- Create an action plan:
- Establish consistent networking opportunities
- Provide minority business owners with information and training in Marketing
- Provide training and assistance with legal and regulatory procedures



Assistance for Minority-Owned Business

Minority owned businesses experience multiple obstacles:

- access to capital
- finding space for their business
- networking with community leaders

Available Assistance:

Minority- and Women- Owned Business Enterprise Program (MWBE)

Hudson Valley Gateway Chamber of Commerce: Committee for Equity and Diversity

Business Council of Westchester: Anti Racism Resource Center



Detailed internet presence can make the difference!



Home Main Street Shops & Makers Tap, Table & Cork Events Blog Merch Real Estate Classifieds

WELCOME TO MAIN STREET BEACON!

Most Visited Main Street in The Hudson Valley.

Specialty Shops, Boutiques, Haute Couture, Eclectic Food & Drink, Music, Galleries, Artisan Makers, and Celebrated Events.

Visit, Live, Work, Play: *It's all happening on Main Street!*

FEATURED BUSINESSES

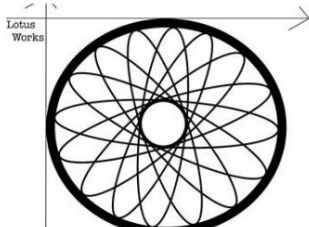
MORE



Heads Up Learning



Main Street Merchandise and Gear



LotusWorks Creative Space



Fridman Gallery | Beacon

Source:<https://www.mainstreetbeacon.com>



Jun
3
Fri

Annual Meeting

Fri Jun 3 2022, 11:00am EDT

Jun
3
Fri

First Fridays

Fri Jun 3 2022, 12:00pm EST to 08:00pm EST

Jun
3
Fri

Women in Business

Fri Jun 3 2022, 06:30pm EDT to 07:30pm EDT

Source:threevillages.org/event-list/#!

Supporting mixed-use development to encourage diversity

- Retail Or Food Service On The Ground Floor, Street Level
 - Upper Floors Are Utilized As Apartments
-

- Encourage Small-scale Manufacturing
- Retail Combined Businesses



DIVERSE TYPES OF BUSINESSES

Not only diverse business ownership
but diversity in offerings



PRE-PANDEMIC CHALLENGES



What Is the Small Business Failure Rate?

20% of small businesses fail in their first year, 30% of small business fail in their second year, and 50% of small businesses fail after five years in business. Finally, 70% of small business owners fail in their 10th year in business.

<https://www.fundera.com/blog/what-percentage-of-small-businesses-fail>

Attracting Visitors to Diverse Businesses in the Hudson Valley

Staples of a thriving Main Street:

- ✓ Anchors
- ✓ Day-to-Day Needs
- ✓ Engage your community
- ✓ Community Mentoring Programs



How do you get people in the door?



crafts
celebration culture
streetfare provisions local musicians
supplies tradition shop local
prize neighborhood antique
sample streetfairs
services heritage



Looking Ahead

