MID-HUDSON PATTERN FOR PROGRESS URBAN ACTION AGENDA

MILLENNIAL MARKETING PLAN FOR THE

TOWN OF FISHKILL

NEW YORK STATE OF OPPORTUNITY.

Hudson River Valley Greenway

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RESEARCH AND METHODOLOGY

Survey on Town website (135 respondents)

Interviews with residents

Driving tours

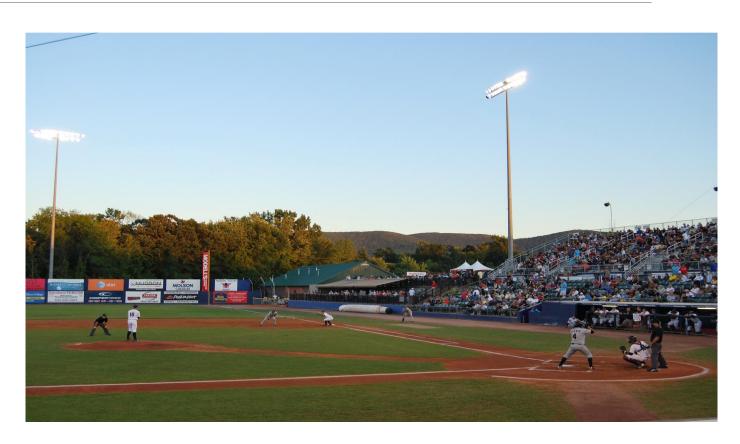
Photo tours

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







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







WITH THANKS TO

- The Town of Fishkill and particularly Mr. Lacolla and Mr. Bachman
- Jonathan Drapkin, Paul Hesse and the Hudson Valley Pattern for Progress team
- Our fellow 2014/15 Fellows and this year's panelists and instructors
- All the supporters of Hudson Valley Pattern for Progress