

# MID-HUDSON PATTERN FOR PROGRESS URBAN ACTION AGENDA

## MILLENNIAL MARKETING PLAN FOR THE TOWN OF FISHKILL

Funded in Part by



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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



# RECOMMENDATIONS

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

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

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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.

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

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Advertise the strengthened fiscal position with existing and potential residents.

# FINDINGS

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

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

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

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

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

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**FISCAL STABILITY IS A HUGE SELLING POINT, BUT MISUNDERSTOOD - ADVERTISE THIS ASTONISHING ACHIEVEMENT**

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## WITH THANKS TO

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- All the supporters of Hudson Valley Pattern for Progress