

# Department of the County Executive

2022 Executive Proposed Budget

# Core Programs & Functions

- Being good stewards of the Office of the County Executive, including protecting tax payer resources and advancing the interests of the people of the County. During the COVID-19 crisis this has taken on an enhanced importance.

# Budget Summary (0100)

ITEM	2021	2022
Operating Positions	27	28
Trust Positions	2	1
<b>TOTAL POSITIONS</b>	<b>29</b>	<b>29</b>
Personal Service	3,128,624	3,105,843
Equipment		
Materials & Supplies	118,989	31,200
Contractual Expenses	269,905	287,00
Inter-Departmental Charges		
<b>TOTAL EXPENDITURES</b>	<b>3,494,737</b>	<b>3,562,048</b>

# Budget Summary (0100)

ITEM	2021	2022
Inter-Departmental Revenue	110,000	110,000
Departmental Revenue		
State & Federal Aid		
<b>TOTAL REVENUE</b>	<b>110,000</b>	<b>110,000</b>
<b>DEPARTMENT TAX LEVY</b>	<b>3,384,737</b>	<b>3,452,048</b>

# Budget Summary (0800)

ITEM	2021	2022
Operating Positions	7	7
Trust Positions		
<b>TOTAL POSITIONS</b>	<b>7</b>	<b>7</b>
Personal Service	740,186	744,319
Equipment		
Materials & Supplies	8,863	8,700
Contractual Expenses	93,170	107,300
Inter-Departmental Charges		
<b>TOTAL EXPENDITURES</b>	<b>842,648</b>	<b>860,759</b>

# Budget Summary (0800)

ITEM	2021	2022
Inter-Departmental Revenue		
Departmental Revenue		
State & Federal Aid		
<b>TOTAL REVENUE</b>	<b>0</b>	<b>0</b>
<b>DEPARTMENT TAX LEVY</b>	<b>842,648</b>	<b>860,759</b>

# New Initiatives & Highlights

- Provided coordination, communication and leadership throughout the pandemic
- Established pop up vaccination sites to ensure that all Westchester residents had that ability to receive a vaccination
- Aided in the vaccination of essential workers including police, fire, and teachers
- Helped Westchester achieve a 90% vaccination rate for residents 18 and older
- Implemented a grant system for small businesses to remain open and sustain their workforce

# New Initiatives & Highlights

- Began implementing recommendations from the Police Reform and Re-imagination Task Force
- Population passed one million for the first time in County history
- Cut taxes 3 years in a row
- Switched buses to electric from diesel
- Passed legislation to require that all fleet vehicles will be electrified and will require installment of charging stations throughout the County

# Office of Economic Development

2022 Executive Proposed Budget

# Budget Summary (0710)

ITEM	2021	2022
Operating Positions	4	4
Trust Positions		
<b>TOTAL POSITIONS</b>	<b>4</b>	<b>4</b>
Personal Service	484,189	580,055
Equipment		
Materials & Supplies	9,007	8,500
Contractual Expenses	6,122,240	21,069,500
Inter-Departmental Charges	22,714	22,231
<b>TOTAL EXPENDITURES</b>	<b>6,638,150</b>	<b>21,680,286</b>

# Budget Summary (0710)

ITEM	2021	2022
Inter-Departmental Revenue		
Departmental Revenue	302,630	371,308
State & Federal Aid		19,000,000
<b>TOTAL REVENUE</b>	<b>302,630</b>	<b>371,308</b>
<b>DEPARTMENT TAX LEVY</b>	<b>6,355,520</b>	<b>2,308,978</b>

# Core Programs and Functions

- Provide assistance to businesses seeking to remain, expand or relocate within Westchester.
- Communicate available resources to businesses and to assist start-up, small, minority- and women-owned businesses, service-disabled, veteran-owned businesses and disadvantaged business enterprises.
- Promote Westchester as a premier business location through external outreach, such as digital communications, advertising, events, public relations, seminars, etc.
- Promote Westchester as a great place to live, work and play/visit to talent of all ages, but specifically to a younger workforce.
- Communicate and meet with businesses to offer all available resources and services.
- Respond to individual requests from County residents and businesses for business information and assistance.
- Collaborate with business and community leaders to respond to and address concerns regarding business opportunities.

# Accomplishments in 2021

- Began the implementation of the recommendations in Comprehensive Economic Development Strategy (CEDS) report. (In final stages of approval.)
  - Began Implementing workforce and business development strategy that focused on four key sectors: Biosciences, Advanced Manufacturing, Clean Energy and Technology (health tech, fin tech and other technologies.)
  - We established Biosciences and Advanced Manufacturing sector desks which are a single point of contact for businesses in these sectors.
  - We also created task forces with employers and other key stakeholders in these sectors to better understand what is needed to help these businesses grow.
  - The initiatives for Clean Energy and Technology are in progress.
- The sector-based approach allowed OED to focus human and financial resources in a targeted way to ensure a comprehensive and coordinated process to attract and retain businesses, create and retain jobs. It also enables us to focus key marketing messages to promote economic development within the County and market Westchester County to external markets.

# Accomplishments in 2021 continued

- Continued Element 46, the County's startup business incubator, to encourage more startups to launch and grow their businesses in Westchester County. This year's cohort aligns with our economic development strategy in that the entire cohort consists of technology startups.
- Continuing from 2020, implemented and grew the Launch1000 program. Launch1000 provided up to 1,000 Westchester residents the opportunity to participate in a self-paced, remote program to help them turn concepts and ideas into business plans and start-ups. Free loaner laptops and Wi-Fi were provided to those in need.
- Continued the Westchester County Biosciences Accelerator by adding another cohort of 12 startups.
- Developed and implement additional programs to foster the biosciences sector in Westchester. Held seminars/panels to showcase the breadth of organizations and resources in this sector in the County. Implemented a biosciences-focused weekly newsletter.

# Accomplishments in 2021 continued

- Using recommendations from the CEDS, developed and implemented a marketing plan to attract businesses and talent to Westchester. This included paid advertising in the region, social media marketing and updates to the website.
- Developed and implemented new sections of the website for the Office of Economic Development (OED). Added Business Relocation page consisting of data and information desired by site selectors. Added pages with content on our four key sectors.
- Responded to COVID-19 to help our business community by conducting webinars on various state and federal programs providing grants and loans.
- Developed and chaired the County Executive's Reopening Task Force to provide guidance and assistance as we reopened the economy. The Committee met weekly from June 2020 through June of 2021.

# Plans for 2022

- Conduct study to determine best approach for ensuring broadband access throughout the County.
- Continue to implement recommendations from the Comprehensive Economic Development Strategy (CEDS).
  - Small Business Sector
    - Improve the ED website so it is easier for small businesses to find the resources they need.
    - Coordinate with the County Clerk to better understand their interactions with small businesses and determine ways to leverage that process. For example, when a business registers with the County Clerk, perhaps the Clerk could provide them with information about the services available through the Office of Economic Development.
    - Launch a Westchester County Small Business Resource Center that provides business advisory services pro bono to small businesses
    - Enhance our ability to provide access to capital for small businesses.

# Plans for 2022 continued

- **Biosciences Sector**
  - Analyze the supply chain, identify gaps and determine best approach for filling those gaps.
  - Define and implement a suite of funding opportunities for startups and businesses in this sector.
  - Identify workforce needs of biosciences companies and implement programs/training to meet those needs.
  - Develop a plan to address the real estate needs in the biosciences.
- **Clean Energy**
  - Identify opportunities for Westchester County businesses in all lines of business under the clean energy sector.
  - Form task force to address workforce and other needs in the in all lines of business in the clean energy sector.
- **Advanced Manufacturing**
  - Implement and grow the programs to train entry-level workers to be prepared to work in this sector. Look for other ways to build this sector.
- **Technology**
  - Launch a series of Founder Dinners for tech startup founders, with the goal of learning what the needs of this sector are and how the County can foster growth of this sector
  - Engage the investment community in understanding the wealth of tech startups here in Westchester, perhaps with a series of pitch events, to draw more investment capital into the County.

# Plans for 2022 continued

- Continue to grow Element 46, the County's startup business incubator, to encourage more startups to launch and grow their businesses in Westchester County.
- Enhance and evolve the Launch1000 program by potentially offering wraparound services for those in need and more services for the graduates.
- Continue to grow the Westchester County Biosciences Accelerator by adding another cohort of 12 startups.
- Continue to implement marketing plan to attract businesses and talent to Westchester. This includes paid advertising in the region, social media marketing and updates to the website.

# Office of Energy Conservation and Sustainability

2022 Executive Proposed Budget

# Budget Summary (0730)

ITEM	2021	2022
Operating Positions	1	1
Trust Positions		
<b>TOTAL POSITIONS</b>	<b>1</b>	<b>1</b>
Personal Service	170,950	170,950
Equipment		
Materials & Supplies	100	100
Contractual Expenses	10,500	10,500
Inter-Departmental Charges		
<b>TOTAL EXPENDITURES</b>	<b>181,550</b>	<b>181,550</b>

# Budget Summary (0730)

ITEM	2021	2022
Inter-Departmental Revenue		
Departmental Revenue		
State & Federal Aid		
<b>TOTAL REVENUE</b>	<b>0</b>	<b>0</b>
<b>DEPARTMENT TAX LEVY</b>	<b>181,550</b>	<b>181,550</b>

# New Initiatives & Highlights

- Continued fleet electrification through legislative action
- Adding charging stations for public use at County facilities
- Added additional charging stations for our own fleet
- Expanded the demand response program with two additional programs
- Created the Community Solar Partnership program
- Continued engagement with municipal partners

# New Initiatives & Highlights

- Looking to establish a systematic plan for the conversion of the County's landscaping equipment
- Continue with fleet electrification
- Continue with municipal partnerships
- Continue to construct vehicle charging stations
- Establish the consortium of NYS counties to purchase electric vehicles
- Launch Planting Westchester

# Office for Women

2022 Executive Proposed Budget

# Core Programs & Functions

For over 40 years, OFW has worked to ensure equal rights for all women. We support women in difficult circumstances and celebrate their strengths and achievements. We advance the cause of women, support them in their choices and serve their needs.

The OFW is Westchester County's central resource for all kinds of information concerning women and families – domestic violence, sexual assault, stalking, sexual harassment, legal issues, employment, child care, education, equal pay, financial planning, women's health, caregiving, and aging.

The OFW promotes equal rights, independence, dignity and equity for Westchester County women and their families through education and research, direct and contracted services.

# Core Programs & Functions (cont'd)

OFW oversees the Women's Advisory Board, which provides recommendations to the County Executive on women's issues; and chairs the Domestic Violence Council, which meets monthly with victim service agencies, County departments, law enforcement, the courts, survivors and the community.

OFW provides State-mandated non-residential services for victims of domestic violence per [NYS Social Services Law, Article 6A 18](#) [NYCRR Department of Social Services Section 462.1 et seq.](#)

Five core services include:

- 1) Information and referral
- 2) Advocacy
- 3) Counseling
- 4) Community education and outreach
- 5) Helpline services

# Budget Summary

ITEM	2021	2022
Operating Positions	7	8
Grant Positions	0	0
<b>TOTAL POSITIONS</b>	<b>7</b>	<b>8</b>
Personal Services	\$666,113	\$762,996
Equipment		
Materials & Supplies	\$2,500	\$2,500
Expenses	\$1,193,365	\$1,332,967
Inter-Departmental Charges	\$137,307	\$254,691
<b>TOTAL EXPENDITURES</b>	<b>\$1,999,285</b>	<b>\$2,353,154</b>

# Budget Summary

ITEM	2021	2022
Inter-Departmental Revenue	\$557,693	\$654,974
Departmental Revenue	\$0	\$0
State and Federal Aid	\$22,000	\$22,000
<b>TOTAL REVENUES</b>	<b>\$579,693</b>	<b>\$676,974</b>
<b>DEPARTMENT TAX LEVY</b>	<b>\$1,419,592</b>	<b>\$1,676,180</b>

# COVID-19 Response

When COVID-19 first hit our area, our phones became eerily silent. “Sheltering in place” meant safety for some, but elevated the risk for victims of domestic violence and their children now trapped in their homes with their abusers. While the phone calls decreased, the intensity of cases increased; when we did get calls from victims or friends reaching out on their behalf, the abuse was so intolerable that clients were willing to take the risk of COVID by reaching out.

Our office was the hub for partner service providers, law enforcement and the community. We prepared and disseminated a weekly resource list (which we now do monthly) with important phone numbers, we helped organize and staffed food drives, and we were in constant contact with Health Commissioner Amler and local law enforcement, providing our cell phone numbers and answering calls beyond Monday-Friday 9-5. Our relationships, especially with police chiefs, have strengthened because of this. We have also worked with a group of survivors that call themselves “Survivors on Call” who respond to victims in need of immediate advocacy.

In June 2020, we developed a comprehensive Return to Work Plan for all staff, which included health & safety protocols as well as policies & procedures for sanitizing workspaces, external meetings, contact with the public, mail delivery and in-office work schedules. This plan helped keep our office functioning in a safe, structured manner without any interruption of services. We were also able to continue our DVHRT police training throughout the pandemic.

Due to the small number of DV emergency shelter beds, we recently requested and received \$54K from NYS Office of Children & Family Services to secure safe housing (including hotels) for victims and their families fleeing abuse.

# New Initiatives & Highlights

## 2021 Highlights:

- Awarded a grant from the NYS Office for the Prevention of Domestic Violence to enhance housing for Westchester survivors of domestic violence.
- Developed a comprehensive countywide resource list in partnership with the Women’s Mentoring Network.
- Trained an additional 20 Westchester municipal police departments and identified domestic violence liaisons for each as part of the countywide Domestic Violence High Risk Team (DVHRT) program.
- Conducted four virtual town hall meetings on relevant women’s issues in partnership with the Westchester Women’s Advisory Board and presented recommendations to the County Executive.
- Expanded DV council stakeholders to include more members of the judiciary and other stakeholders including Mt. Vernon Youth Shelter and Lower Hudson Valley Perinatal Network.
- Participated in Fordham Law Women panel discussion on domestic violence response in a COVID-19 era.
- Presented our original work “Behind Closed Doors” at a national crime victims conference, mandatory statewide attorneys for children conference, County departments, Monroe College and community-based organizations.
- Created a regional daily count of domestic violence shelter beds for DVHRT clients.
- Awarded a \$1 million grant from the U.S. Department of Justice, Office on Violence Against Women to fund the implementation of the countywide DVHRT.

# New Initiatives & Highlights

## 2022 Initiatives:

- Expanding OFW services for victims in the New Rochelle Family Court catchment area.
- Expanding services for victims in the Yonkers Family Court catchment area through broadening of current program to include community-based organizations.
- Expanding Women's Mentoring Network Program to four additional cities in Westchester to provide assistance to women who want to enter/re-enter the workforce and/or receive training and education to achieve self-sufficiency and a livable wage.
- Training remaining police departments as part of the countywide DVHRT aimed at reducing the risk of homicides and serious harm for high-risk victims.
- Working with New Destiny housing to facilitate the housing of 70 newly-built apartments designated for domestic violence victims.
- Collaborating with not for profits receiving HUD CoC funding to provide housing for domestic violence victims.
- Applying for NYS Office of Victim Services funding for newly-authorized Victims of Crime Act (VOCA) prevention programs.
- Providing training to health and mental health professionals throughout the County on domestic violence and risk assessment.
- Advocating, facilitating and providing training for all members of the judiciary.
- Partnering with the Women's Advisory Board, hold virtual town hall events on issues affecting women throughout the County,
- Expanding outreach to immigrant populations through community events with partners to provide information and referral.

# Youth Bureau

2022 Executive Proposed Budget

# Core Programs & Functions

- Identifies and analyzes youth trends, needs, assets, and gaps in services
- Deploys financial technical, and relevant resources to improve child welfare and prevent children and youth from entering various systems
- Designs the Comprehensive Youth Services Plan to support psychosocial and positive youth development
- Performs contract development and management
- Manages all financial allocations, claims, and reimbursements
- Evaluates and monitors performance on local programs
- Fund Development
- Aides in capacity building for youth service providers
  - Technical assistance
  - Professional development training
  - Data collection
- Resource Directories and Networking Sessions

# Core Programs & Functions

## Invest in Kids Programs (Tax Levy)

- **11K** youth served
- **57** funded programs (**38** CBO)

## Youth Development Programs (NYS Office of Children and Family Services)

- **87K** youth served
- **58** programs (**17** CBO and **28** municipals)

## Sexual Risk Avoidance Education Program (NYS Line Item)

- **120** served
- **7** Municipal Youth Bureaus and **1** CBO

## Runaway and Homeless Youth Act Program (NYS OCFS-RHYA)

- **160** served

## Summer Youth Employment Program (NYP- Private)

- **45** served

## Youth Advisory Boards and Councils

- Youth Board-**13** adults and 3 youth members
- Youth Empowerment Council for Change (YECC)- **40+** youth ages 12-18
- Youth Councils- **100+** youth ages 10-21

# Budget Summary

ITEM	2021	2022
Operating Positions	8	8
Trust Positions		
<b>TOTAL POSITIONS</b>	<b>8</b>	<b>8</b>
Personal Service	786,150	815,975
Equipment	0	0
Materials & Supplies	4,224	3,600
Expenses	2,738,138	3,287,026
Inter-Departmental Charges	150,979	162,703
<b>TOTAL EXPENDITURES</b>	<b>3,679,446</b>	<b>4,269,304</b>

# Budget Summary

ITEM	2021	2022
Inter-Departmental Revenue	609,958	670,795
Departmental Revenue	0	0
State & Federal Aid	120,295	119,886
<b>TOTAL REVENUE</b>	<b>730,253</b>	<b>790,681</b>
<b>DEPARTMENT TAX LEVY</b>	<b>2,949,193</b>	<b>3,478,623</b>

# COVID-19 Response

- Worked with Operations to support remote learning centers
- Managed contract process and reimbursements of CARES Act funding for 17 agencies and 21 programs
- Staff serves as Food Insecurity Liaison
- Staff supported WC and NYS vaccine clinics
- Held multiple educational town halls and webinars
- Ensured safety protocols for Runaway and Homeless youth Shelter
- Executive Director served on Westchester Medical Center Equity Taskforce
- Collaborated with Westchester Medical College for Childrens Environmental Health Day

## NEW INITIATIVES

- **Public Private Fund Development (2021)**
  - **\$110,772** secured from New York Presbyterian Hospital for SYEP
  - Legislative grant was increased to **\$260K** for SRAEP
  - IDG donations from Apple Bank (\$2500) and Girls Inc (\$1500)
  - Pending **\$25K** grant writing (DCMH lead for Systems of Care)
- **Gun Violence Prevention Program (NYS Governor's Office 2021, 2022)**
  - **400K**
  - 11 grassroots organizations
- **Mentoring Programs (2021, 2022)**
  - Four new pilots for court involved and/or at-risk youth
  - Grandpas United expansion
- **Community Youth Needs Assessment (2021, 2022)**
  - Issued RFP and created a CYNA Committee
- **Youth Upliftment Program (2022)**
  - **500K** (tax levy) collaboration between DSS and Parks

# Office for People with Disabilities

2022 Executive Proposed Budget

# Core Programs & Functions

- Act as a clearing house of information for people with disabilities, families and advocates while also act as the ADA Coordinator for Westchester County Govt. advising county departments on compliance with state and federal laws that prohibit discrimination based on disability in activities of local government. Providing site surveys related to equal access.
- ParaTransit, accessing the application process of approving new ridership for ParaTransit. Partnering with the Dept. of Transportation overseeing the day to day operations in providing the disabled community with public transportation services through the Bee Line Bus system.

# Budget Summary

ITEM	2021	2022
Operating Positions	6	6
Trust Positions		
<b>TOTAL POSITIONS</b>	<b>6</b>	<b>6</b>
Personal Service	517,155	523,711
Equipment		
Materials & Supplies	8,000	7,800
Contractual Expenses	18,000	16,800
Inter-Departmental Charges	264,269	209,827
<b>TOTAL EXPENDITURES</b>	<b>807,424</b>	<b>758,138</b>

# Budget Summary

ITEM	2021	2022
Inter-Departmental Revenue	232,460	232,460
Departmental Revenue		
State & Federal Aid		
<b>TOTAL REVENUE</b>	<b>232,460</b>	<b>232,460</b>
<b>DEPARTMENT TAX LEVY</b>	<b>574,964</b>	<b>525,678</b>

# COVID-19 Response

- Provided staffing to assist in the vaccination distribution at the Westchester County Center and Westchester Community College.
- Departmental Services were maintained during this period through staff working virtually on a regular basis.
- During this time period staff transitioned to a part time in office work schedule and part time virtual work schedule until returning to the office full time.
- Due to the pandemic the office was closed to the general public. All interactions were handled via phone or virtually.
- Coordinated ParaTransit trips for registered and non registered riders to obtain their vaccinations free of charge.

# New Initiatives & Highlights

- Establishment of the Council for People with Disabilities.
- Coordinating ParaTransit services for registered and non registered riders to obtain the COVID-19 vaccination through out Westchester County free of charge. This initiative is still in effect.
- Coordinating ParaTransit services to the Disaster Recovery Centers free of charge to individuals impacted by Hurricane Ida.
- National Disability Employment Awareness Month awards celebration was again held virtually this year recognizing both employees with disabilities and the employers who provide employment opportunities.
- The Miracle League of Westchester continued being proactive in holding many virtual events for our players in 2021. Slowly began league play for the children's program taking all necessary precautions.
- Continuation of working with County Departments as it relates to requests for accommodations from county personnel.
- Coordinated with the Dept. of Health and Emergency Services in arranging for Language Line Services to provide sign language interpreters when receiving their vaccinations for COVID-19.
- Coordinated with the Dept. of Public Works & Transportation, Budget Dept. and Dept. of Information Technology the new ParaTransit RFP for the new 2022 contract. ParaTransit services for 2022 will transition to a new scheduling software to provide enhancements for our ridership.

# Tourism & Film

2022 Executive Proposed Budget

# Core Programs & Functions

Westchester County Tourism & Film (WCTF) is the county's official tourism marketing organization. Its mission is to generate economic benefits by promoting Westchester County as a top regional business and leisure destination in New York's Hudson Valley.

WCTF is funded solely through the 3% Westchester County Room Occupancy Tax. In accordance with the Westchester County Room Occupancy Tax law, 15% of the 3% revenue is allocated to Tourism and represents the annual tourism budget.

WCTF is responsible for integrated marketing and promotion of the County's travel and tourism industry by providing research, creating marketing campaigns and partnerships, synergy among hotel properties and attractions, and by providing a forum and acting as a catalyst to promoting tourism product development.

- Market and advertise the county with focused marketing and promotion campaigns showcasing Westchester County as a premier destination for getaways, meetings and events.
- Produce and distribute visitor content: official tourism website ([www.visitwestchesterny.com](http://www.visitwestchesterny.com)); social media; publications including the Westchester Official Travel Guide & Meeting Guide; and other niche brochures.
- Manage and attend trade shows with hotel partners to gain leads for new business; host familiarization trips for meeting planners, group tour operators and travel writers to leverage resources and increase reach.

We work closely with I Love New York, Hudson Valley Tourism and other state industry organizations responsible for the promotion of the Hudson Valley region and statewide.

WCTF encourages and promotes film and media productions, facilitates location scout and producer inquiries, permits County-owned properties and provides assistance and support to production companies and municipalities. Partners with the NYS Film and regional film organizations to further advance the County as a location.

# Budget Summary

ITEM	2021	2022
Operating Positions	4	4
Trust Positions		
<b>TOTAL POSITIONS</b>	<b>4</b>	<b>4</b>
Personal Service	443,425	454,170
Equipment		
Materials & Supplies	10,000	16,200
Contractual Expenses	492,400	4,192,382
Inter-Departmental Charges	3,440	3,595
<b>TOTAL EXPENDITURES</b>	<b>949,265</b>	<b>4,666,347</b>

# Budget Summary

ITEM	2021	2022
Inter-Departmental Revenue		
Departmental Revenue	949,265	937,780
State & Federal Aid		3,400,000
<b>TOTAL REVENUE</b>	<b>949,265</b>	<b>4,337,780</b>
<b>DEPARTMENT TAX LEVY</b>		<b>328,567</b>

# COVID-19 Impact

Westchester County suffered a significant blow as COVID-19 and the economic shutdown resulted in a 43% decline (-\$863.3 million) in visitor spending to \$1.15 billion. All travel-dependent sectors were dramatically affected by the downturn in visitor volume and spending.

The County's position as business and overnight destination weighed heavily with hotel revenues hit hard. In the first twelve months of the pandemic revenues declined 56.3% from the previous twelve months. Hotel occupancy fell to 49.8% of available rooms. The County lost over 1300 rooms permanently during 2020, a 20% decline in hotel inventory over 2019. Permanent closures include the Doral Arrowwood, Hilton Westchester, Renaissance Westchester and LaQuinta in Armonk.

NEW - Launched new BEYOND brand extension campaign in collaboration with municipalities and chambers to cross promote our destinations and jump-start activity in local communities and attract new visitors. "Beyond" templated branded materials as part of a toolkit made available for download on [visitwestchesterny.gov](http://visitwestchesterny.gov) by participating municipalities. To date, over 15 municipality-focused itineraries featured on [visitwestchesterny.com](http://visitwestchesterny.com).

NEW – Created "Dine On Westchester," an initiative to support local restaurants' resilience through the economic challenges of the pandemic. The program, with more than 70 restaurants provided residents and visitors an easy way to search geographically and service options, including take-out, curbside pickup, delivery, outdoor and other.

ARPA funds will make a meaningful and necessary difference both short- and long-term to stimulate the County's tourism economy. Tourism will work with the industry and business community to create a comprehensive plan to mitigate additional hotel closing, amplify marketing to leisure and business prospects as well as develop needed grants for the sectors. In addition, address job retention challenges and workforce training.

# New Initiatives & Highlights

Continuity for the “Beyond” campaign launched before the pandemic and has since evolved into relevant, positive and compelling messaging that appeals to personas and speaks to travel trends such as road trips, outdoor explorations and demand for space for meetings.

As business travel and in-person meetings slowly return, develop an extension strategy of the “Beyond” campaign to welcome group business and meetings that show how Westchester can turn a meeting into a getaway. Produce a new “meetings” sizzle reel that features the County’s experiential offerings and value proposition as a regional destination for business travel.

Sharpened focus on SEO to enhance visitwestchesterny.com and across digital channels with thematic content to target specific audience interests such as dog-friendly things to do, top places for ice cream, outdoor dining and events like Revolutionary Westchester. In addition, a new pressroom page to highlight media articles.

Enhance new Tourism Partner Instagram Takeovers and Reels to nurture brand ambassadors via paid and organic social to grow and engage audiences. Examples include Bronxville, Pound Ridge, and Rye featuring Playland and Edith Read Sanctuary.

Film, television and commercial production is big business for Westchester. The economic impact of film activity in Westchester is more than \$45.7 million.

Enhance film section of the website with new information of Covid-safe spaces and location images for film scouts, location managers and producers. In addition, produce a combination of testimonials and video vignettes to increase visibility for Westchester as a premier stage for filming.