

Coxsackie NY Forward Revitalization Goals

Arts & Culture



Develop local arts & cultural activities

Open Space



Leverage open space and the Hudson River to provide an abundance of recreation opportunities for residents and visitors of all ages

Youth



Ensure the future of Coxsackie by integrating the needs of youth

Mobility



Improve accessibility and safety for pedestrians and bicyclists on public roads and sidewalks

Housing



Provide greater housing options and affordability to grow the full-time community

Food & Commerce



Support local food & beverage and commerce to reactivate the historic downtown buildings



Create a Downtown Branding and Marketing Campaign



Project Location:

Downtown / Riverfront Area

Project Type:

Branding and Marketing

Project Sponsor:

Village of Coxsackie

Property Ownership:

Village of Coxsackie

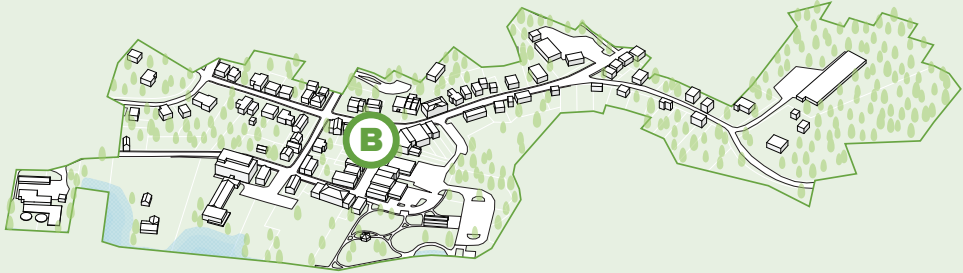
Funding Estimate:

\$250,000
 Total NYF Funds Requested
 \$250,000
 Total Project Cost
 100%
 % of Total Project Cost

Project Overview:

Incorporate historic, Hudson River, small business, and other unique destination assets into a fresh branding and marketing campaign. Design of a Logo and historic signage unique only to downtown and creation of an online/social media presence. Creation of an App for downtown/waterfront for finding historic sites, restaurants, and sites of interest and recreational activities. Include historic Hudson River related tours and strategically placed kiosks for information. Funding would be secured from NYS and other tourism funding marketing programs in partnership with the local business community and Greene County. The process will be driven by the Village of Coxsackie in partnership with the Greene County Office of Tourism, NYS I Love NY and other regional partners.

Create a Downtown Branding and Marketing Campaign



Location: NY Foward Area

What are the Existing Site Conditions?

There is poor signage in and around the historic downtown area. No online/ media presence that anyone can reference for information about the downtown/ waterfront area. The area is not currently branded nor does it have any identifying logo or symbols.

How Does the Project Consider/Incorporate Resiliency?

N/A

What are the Anticipated Revitalization Benefits?

A Branding/Marketing Initiative would allow people to find the destination area of Downtown/Riverfront Coxsackie through social media, encourage them to download an app which would be filled with information on the area and encourage people to visit. It would drive traffic to the destination target area increasing flow to businesses, historical and recreational sites.



Above: Branding, Signage, and wayfinding examples as part of the City of Long Beach's comprehensive wayfinding program for major gateway entries, streets, and pedestrian spaces. (Photo: City of Long Beach)

Left: Downtown Troy's BID website. (Photo: Downtown Troy BID)

Project Category:



Branding and Marketing

Project Size:



Small

NYF Funds Requested:



\$250,000