

CITY OF WHITE PLAINS

New York

- F&A prepared *City-wide Comprehensive Marketing and Economic Development Plan* for retail and office sectors, in addition to developing database of vacant office and retail properties. The program consisted of a market analysis that laid the foundation for the development of an economic development and advertising concept to revitalize the downtown. As part of this overall strategy, a full public relations campaign with special events and press was designed and implemented, along with a direct mail program and the development of an 8 page 4 color brochure and inserts.
- Assisted the City in recruiting office and retail tenants and in devising an “ambassadorial” program of outreach to New York City realtors.
- An organizational structure (the White Plains Business Development Corporation) was developed to cultivate the target audience identified as a result of this 2 year program. The City Council has adopted the program which is now being implemented. The White Plains Business Improvement District succeeded the LDC.



Trump Tower at City Center
White Plains, New York



City Center
White Plains, New York