



Yorktown Town Hall
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December 3, 2021

Dear merchant,

I hope your holiday season has enjoyed a robust start.

As part of Yorktown's effort to help our local retailers during the pandemic, we began waiving fees for sidewalk sales and outdoor dining permits in 2020. This policy remains unchanged, so if you believe that your business will benefit from having sidewalk sales, I encourage you to take advantage of this opportunity.

The fee waiver for sidewalk sales is one of several efforts that Yorktown has employed to maintain a business-friendly environment. For example, on Black Friday we launched a shop-local promotion.

Yorktown: Your Home Base for the Holidays is a multi-platform promotion that celebrates local shopping, dining, and entertainment. The campaign's goal is to showcase Yorktown as a destination for holiday shopping and entertainment. It includes social-media videos that target various consumer groups and a vanity website called www.yorktownholidays.com that directs the public to the Destination Y site listing the businesses featured in the videos.

The five-week hyper-local campaign runs from November 26 to December 31 on social media, digital and print platforms. The consumer targets are residents of Yorktown and surrounding communities in northern Westchester and Putnam counties. The social videos target different demographics, including millennials, families and empty-nesters.

We would love your feedback on our shop-local promotion, especially ideas on how we can enhance it for next year.

Regards,

Matt Slater, Yorktown Town Supervisor

Bob Giordano, Yorktown Small Business Association President

Sergio Esposito, Yorktown Chamber of Commerce President