



VILLAGE OF DOBBS FERRY BOARD OF TRUSTEES
WORKSHOP MEETING AGENDA

MEETING DATE: January 24, 2023

AGENDA ITEM SECTION: Discussion

AGENDA ITEM NO. : 1

AGENDA ITEM:

Phoenicia Flea/RiverArts

ITEM BACKUP DOCUMENTATION:

1. Memorandum dated January 17, 2023 from Ms. Kendra Garrison/Superintendent of Recreation to Mr. Richard Leins/Interim Village Administrator
2. Phoenicia Flea proposal for June 3, 2023
3. RiverArts information sheet



DOBBS FERRY

• NEW YORK •

Parks & Recreation Department

Kendra Garrison, CPRP
Superintendent of Recreation
Kgarrison@dobbsferry.com

105 Palisades Street
Dobbs Ferry, NY 10522
(914) 693 -0024

MEMO

To: Richard Leins, Interim Village Administrator
From: Kendra Garrison, Superintendent of Recreation
Date: January 17, 2023
Re: Phoenicia Flea/RiverArts Music Tour

Last year, the Village of Dobbs Ferry agreed to host its first ever Phoenicia Flea at Waterfront Park on June 21st from 11am – 5pm. The agreement with Phoenicia Flea was to organize, curate and promote a pop – up market to include an array of independent craft makers, artisans and other vendors, including local individuals and businesses, for a fee not to exceed \$2,500.

This year, the Downtown Committee with the help of the Recreation Department would like to hold this event again at Waterfront Park. We are still in the early planning stages, however, the hope is to join forces with the RiverArts and do it on June 3rd, when they are doing their Music Arts Tour at Waterfront Park to hopefully draw in a larger crowd. There are still several details to be worked out, but I am asking the Village to allocate \$2,575 for Phoenicia Flea, plus the cost of Police and DPW overtime from the Celebrations line.

PHOENICIA FLEA

Phoenicia Flea x Dobbs Ferry Waterfront Park
Cultural Activation Program

Event Date

- Saturday, June 3rd, 2023: 11AM - 5PM

Details

Phoenicia Flea is a nomadic market of makers & merchants from the Catskills, Hudson Valley + beyond. It offers the very best in handcrafted food, beverage, pantry, apothecary, apparel, accessories, housewares, furnishings and well edited vintage.

On June 3rd we will come together at Dobbs Ferry Waterfront Park to celebrate community, small business, modern craft and local trade.

Services

- Marketing and promotion
- Curation of vendors
- Strategic retail partnerships
- Set-up + Breakdown of event
- On-site production management
- On-site vendor coordination

Run of Show

- Saturday, June 3, 2023
- Load In: 8AM - 10:30AM
- Event: 11AM - 5PM
- Load Out: 5PM - 7PM

Use of Space

Phoenicia Flea (PF) will have access, storage, and use of onsite property:

Dobbs Ferry Waterfront Park: 25 Palisade St, Dobbs Ferry, NY 10522

Dobbs Ferry will provide the following:

- Cultural Activation Program fee of \$2500
- One room in Dobbs Ferry village for PF Event Director from June 2-June 4, 2023
- Food Allowance: \$25 for PF Event Director x 3 days
- Access to electrical outlets for Speaker/iPad hook up, etc. and/or PA system
- PF and our vendors will have access to parking in walking distance and on-site restrooms

Logistics

Phoenicia Flea will handle all day-of event setup and breakdown. PF generates very little trash but requests we can dispose of recycling and trash bags in Dobbs Ferry's receptacles.

Phoenicia Flea will offer a discounted vendor fee of \$100 to local Dobbs Ferry Waterfront Park businesses and prioritize their involvement.

Marketing

Phoenicia Flea brings a qualitative experience that furthers Dobbs Ferry's message and reach through our curation process. Our curation process includes our on-site event, Phoenicia Flea, which gives access to our community through targeted marketing campaigns to drive on-site foot traffic. PF curates based on venue objectives, regional aesthetics and taste level. Our marketing campaigns run 1-month prior to the event, with weekly social media pushes, day of real-time and postdate communications.

Newsletter

One-time event announcement with link to your website and promotional mentions in our weekly newsletter leading up to the event.

Consumer reach: 75,000

Social Media

- One IG branded post for event announcement across Phoenicia Flea + all brand platforms
- Two IG branded posts for event date (two weeks out & week of each event)
- One IG Stories post for each event date across Phoenicia Flea + all brand platforms
- Three IG vendor spotlight posts per day for 10 days leading up to event
- Six IG real-time posts during each event
- One IG Stories real-time post per each day of event
- Collective posts from vendors & media partners
- Encouragement and help fostering of vendors to post and promote event

Consumer reach over a 1-month period: 500,000 impressions

Press

PF collaborates with Dobbs Ferry Waterfront Park and existing PR agencies on local media outreach and media invitations.

Radio Spots

PF can create content for local radio promotion in collaboration with Dobbs Ferry Waterfront Park and existing PR agencies at the expense and approval of the venue.

Print Advertising

PF will print flyers of the event poster, that we will design in-house and have them distributed in each city and vendor starting in May. Phoenicia Flea will create and send three (3) 3' x 8' outdoor banners with

wind slits and grommets for the Dobbs Ferry Waterfront Park to display and promote a minimum of two weeks prior to the event.

Marketing Collateral

Phoenicia Flea produces marketing collateral, including flyers, banners and posters, and handles layout and printing costs. PF will distribute flyers and posters with the help of Dobbs Ferry Waterfront Park throughout the region as well as upstate and in New York City.

Cultural Activation Program Fee: \$2500.00

x_____ Date: _____
Phoenicia Flea

x_____ Date: _____
Dobbs Ferry Waterfront Park

About Music Tour

 2022musictour.riverarts.org/about

JUNE 4th

SATURDAY | NOON-9PM

Join us for an unforgettable musical celebration!

The RiverArts Music Tour is a celebration of the depth and breadth of the Rivertowns' music community. This year we are especially excited to bring music alive again and feel the energy and exhilaration of live musical performances throughout our communities.

Featuring music with a rich diversity styles and genres, the Music Tour offers delight and inspiration for all. A chance to hear your favorite local performers and experience something new – from folk to rock; classical to jazz; country to world. Performers range from Grammy Award winning International artists to talented high school students. Forty-minute performances begin every hour on the hour from noon to 9 pm. The event is free to the public and our online map will guide your day.

This event will be held in accordance with Covid 19 protocols – more information to be posted prior to the event.

Rain Date: Sunday June 5th

For further information, please contact:

Adam Hart, Music Tour Producer – musictour@riverarts.org

About RiverArts

RiverArts brings *you* into close contact with the arts. We introduce you to the exceptional artists living right here in our community, give you insights into the creative process, bring world-renowned performers and creators to our villages, provide children with world-class instruction in music and art, and even inspire you to bring out your own inner artist.

RiverArts Needs You

Are you passionate about the arts?

Interested in meeting your creative neighbors?

Or want to be invited to a wide range of arts events in the Rivertowns?

Help us produce this Music Tour, and the Studio Tour, both events free and open to the public.

Donate | Sponsor RiverArts

For information about all of our events and other activities in our area, subscribe to our weekly eblasts.

Subscribe

Can you lend some of your time and expertise to RiverArts? Let us know!

Volunteer

2022 RiverArts[®] MUSIC TOUR

Hastings on Hudson

- 1 Lenoir Preserve Gazebo
19 Dudley St
- 2 Hastings High School Courtyard
- 3 First Reformed Church
18 Farragut Ave
- 4 VFW Plaza
558 Warburton Ave
- 5 Upstream Gallery
8 Main St
- 6 Wild Culture Waffles
579 Warburton Ave
- 7 The Good Witch Coffee Bar
134 Southside Ave
- 8 40 Curry Rd (First Name Basis)
- 9 17 Riverview Pl
- 10 9 Jefferson Ave
- 11 47 Jefferson Ave
- 12 13 Crossbar Rd
- 13 24 Pinecrest Dr
- 14 37 Amherst Dr
- 15 15 Minturn St
- 16 96 Euclid Ave
- 18 7 Zinsser Way
- 19 41 Hollywood Dr
- 33 Reynolds Field

Dobbs Ferry

- 20 Dobbs Ferry Lutheran Church
43 Ashford Ave
- 21 99 Estherwood Ave
- 22 Meadowway
- 23 Keepers House
15 Walnut St
- 24 Dobbs Ferry Waterfront Stage
11 Station Plaza (free parking)
- 25 186 Clinton Ave
- 26 306 Clinton Ave

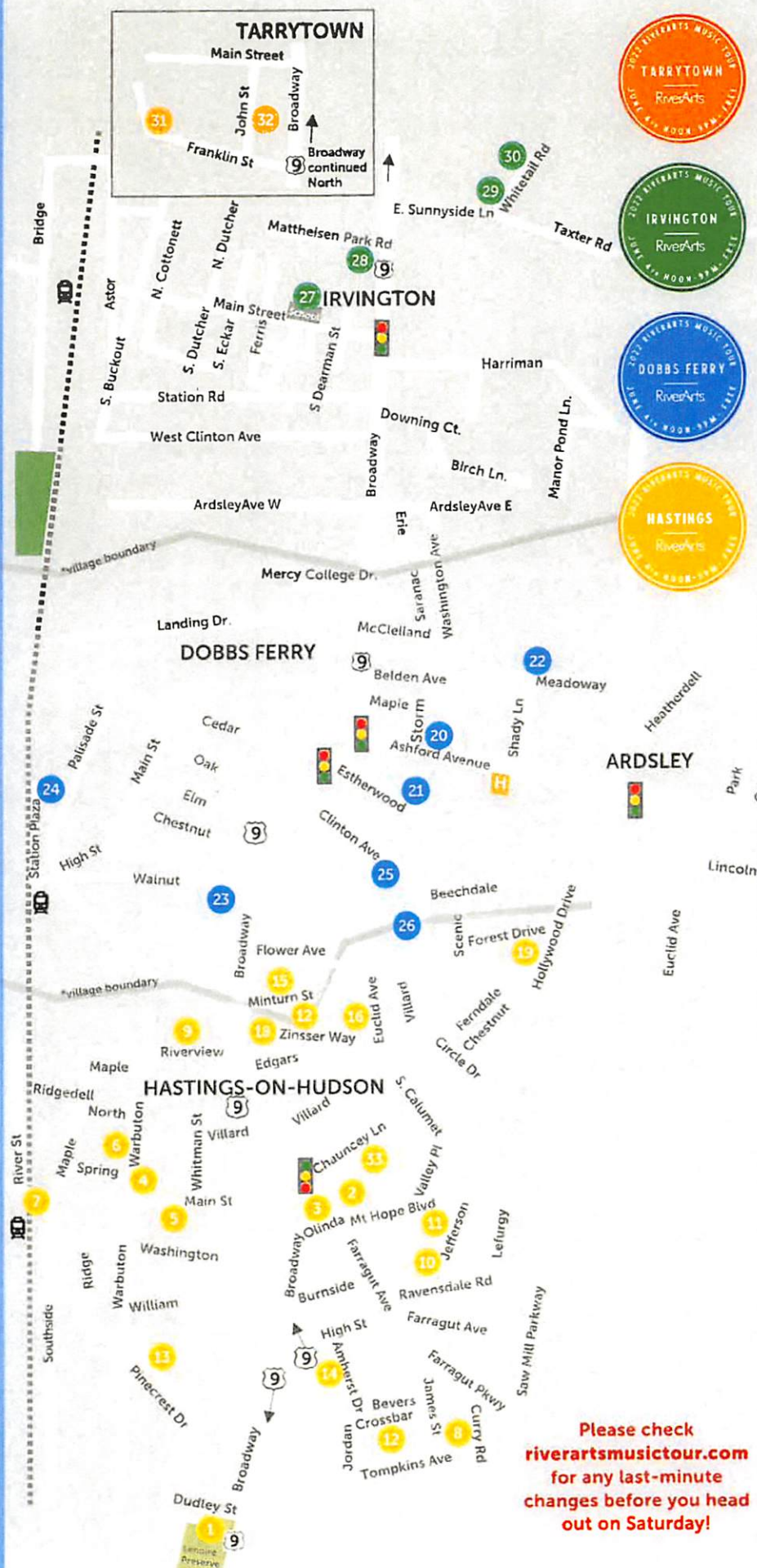
Irvington

- 27 Main Street School,
101 Main St
- 28 Irvington Presbyterian Church
21 N Broadway
- 29 7 Whitetail Rd
- 30 25 Whitetail Rd

Tarrytown

- 31 109 Franklin St
- 32 24 John St

Please check
riverartsmusic.com
for any last-minute
changes before you head
out on Saturday!



12:00

Adam Hart's Acoustic Jam at the Gazebo

1 Lenoir Preserve Gazebo
19 Dudley St ♿

Jenny Murphy and Concerned Families of Westchester

4 VFW Plaza, 558 Warburton Ave ♿

Ella Blicher

6 Wild Culture Waffles
579 Warburton Ave ♿

Avalanche At Dawn

7 The Good Witch Coffee Bar
134 Southside Ave ♿

Erotica

8 40 Curry Rd (First Name Basis) ♿

Westchester Chamber Soloists & Alan Murray, piano

Mozart: Quintet For Piano & Strings
Beethoven: Quintet for Piano & Winds

19 41 Hollywood Dr ♿

The Porch Brothers

23 Keepers House, 15 Walnut St

The Black Capsule

26 306 Clinton Ave ♿

1:00

Jazz Picnic

2 Hastings High School Courtyard ♿

Walkabout Clearwater Chorus

4 VFW Plaza, 558 Warburton Ave ♿

Bruce T Carroll

5 Upstream Gallery, 8 Main St ♿

Jack Serra-Lima

6 Wild Culture Waffles
579 Warburton Ave ♿

Open Book

7 The Good Witch Coffee Bar
134 Southside Ave ♿

Erotica

8 40 Curry Rd (First Name Basis) ♿

Grateful To Be Alive

14 37 Amherst Dr ♿

Westchester Chamber Soloists & Alan Murray, piano

Brahms: Piano Quartet No. 1
In G Minor

19 41 Hollywood Dr ♿

Nick Neff

20 Dobbs Ferry Lutheran Church
43 Ashford Ave ♿

Tom Heany

23 Keepers House, 15 Walnut St

The Black Capsule

26 306 Clinton Ave ♿

2:00

Jazz Picnic

2 Hastings High School Courtyard ♿

Timbila

4 VFW Plaza, 558 Warburton Ave ♿

Ursula Hansberry

5 Upstream Gallery, 8 Main St ♿

Jordan Copland

6 Wild Culture Waffles
579 Warburton Ave ♿

introvertigo

7 The Good Witch Coffee Bar
134 Southside Ave ♿

Gary Smulyan

9 17 Riverview Pl ♿

Grateful To Be Alive

14 37 Amherst Dr ♿

The Arrhythmics

15 15 Minturn St ♿

Andrew V. Craig

18 7 Zinsser Way ♿

Westchester Chamber Soloists & Alan Murray, piano

Dohnanyi: Sextet For Piano,
Strings & Winds

19 41 Hollywood Dr ♿

The Westchester Chordsmen

20 Dobbs Ferry Lutheran Church
43 Ashford Ave ♿

Bachtopus

21 99 Estherwood Ave

Hudson Valley Sally

23 Keepers House, 15 Walnut St

Greetings from Anywhere

26 306 Clinton Ave ♿

The Side Project

27 Main Street School, 101 Main St ♿

Jazz on the Pond

29 7 Whitetail Rd

2022 RiverArts® MUSIC TOUR



3:00

Ted Horan

First Reformed Church
18 Farragut Ave ♿

Steve Addabbo

Upstream Gallery, 8 Main St ♿

Jon Hatch

The Good Witch Coffee Bar
134 Southside Ave ♿

Dave Janeway Quartet

9 Jefferson Ave

Ken Tuccillo and the Cillhouettes

24 Pinecrest Dr ♿

Ella Blicher

37 Amherst Dr ♿

The Arrhythmics

15 Minturn St ♿

Old Dogs New Tricks

7 Zinsser Way ♿

Westchester Chamber Soloists & Friends

Schubert: String Quintet

41 Hollywood Dr ♿

Hastings KIDS and the Play for Peace Bands

Reynold's Field ♿

Senior Moments

Dobbs Ferry Lutheran Church
43 Ashford Ave ♿

Bachtopus

99 Estherwood Ave

Pittson Family Band

22 Meadoway

Greetings from Anywhere

306 Clinton Ave ♿

Five More Minutes

Main Street School, 101 Main St ♿

Jazz on the Pond

7 Whitetail Rd

4:00

Brian Conigliaro

First Reformed Church
18 Farragut Ave ♿

John Henry

Upstream Gallery, 8 Main St ♿

Radio Prison

The Good Witch Coffee Bar
134 Southside Ave ♿

Spruce Street Jazz Project

40 Curry Rd (First Name Basis) ♿

Dorée Gordon

47 Jefferson Ave

Josh Saltzman's Open Bluegrass Jam

& Action Painting Workshop for Children

13 Crossbar Rd

Ken Tuccillo and the Cillhouettes

24 Pinecrest Dr ♿

OTTO

37 Amherst Dr ♿

James G Barry Band

96 Euclid Ave ♿

Open Book

7 Zinsser Way ♿

Westchester Chamber Soloists & Alan Murray, piano,

Thuille: Sextet For Piano & Winds

Poulenc: Sextet For Piano & Winds

41 Hollywood Dr ♿

Hastings KIDS and the Play for Peace Bands

Reynold's Field ♿

Pittson Family Band

22 Meadoway

Ursula Hansberry

306 Clinton Ave ♿

Avalanche At Dawn

Main Street School, 101 Main St ♿

RiverDrummers

25 Whitetail Rd ♿

James John Wilson

109 Franklin St

Bill Kelly and Friends

24 John St

5:00

Jasper Zimmerman

First Reformed Church
18 Farragut Ave ♿

Charlie Rhyner & Friends

40 Curry Rd (First Name Basis) ♿

Bruce T Carroll

47 Jefferson Ave

Josh Saltzman's Open Bluegrass Jam

& Action Painting Workshop for Children

13 Crossbar Rd

Sugar Pond

37 Amherst Dr ♿

East Kill Gypsies

96 Euclid Ave ♿

Matt Turk

7 Zinsser Way ♿

Westchester Chamber Soloists & Alan Murray, piano

Dohnanyi: Piano Quintet

41 Hollywood Dr ♿

Hastings KIDS and the Play for Peace Bands

Reynold's Field ♿

Pittson Family Band

22 Meadoway

Drum Circle with Master Drummer Kofi Dankor

Dobbs Ferry Waterfront Stage
11 Station Plaza ♿ (free parking)

Ache Hitter

186 Clinton Ave ♿

Dr Ex and the Breakups

306 Clinton Ave ♿

Dog Years

Main Street School, 101 Main St ♿

Steve Addabbo

109 Franklin St

Bill Kelly and Friends

24 John St

6:00

Exit 12

40 Curry Rd (First Name Basis) ♿

Grand Honey

47 Jefferson Ave

Josh Saltzman's Open Bluegrass Jam

& Action Painting Workshop for Children

13 Crossbar Rd

Anthony Giaccio and the Assortments

37 Amherst Dr ♿

East Kill Gypsies

96 Euclid Ave ♿

Stardust and the Bliss of Fire

120 Bu **CANCELED**

Westchester Chamber Soloists & Friends

Mozart: Serenade for Winds

41 Hollywood Dr ♿

Hastings KIDS

Reynold's Field ♿

Heartwood

Dobbs Ferry Waterfront Stage
11 Station Plaza ♿ (free parking)

Slingshots

186 Clinton Ave ♿

Fredrick Draper

Irrington Presbyterian Church
21 N Broadway ♿

Dorée Gordon

109 Franklin St

Bill Kelly and Friends

24 John St

7:00

Jasper Zimmerman

40 Curry Rd (First Name Basis) ♿

Tom Heany

47 Jefferson Ave

Bad Art

37 Amherst Dr ♿

Bone Doctor

15 Minturn St ♿

Sarah & Bo & Friends

120 **CANCELED**

Westchester Chamber Soloists & Alan Murray, piano

Dvorak: Piano Trio in F Minor

41 Hollywood Dr ♿

Hastings KIDS

Reynold's Field ♿

Divining Rod

Dobbs Ferry Waterfront Stage
11 Station Plaza ♿ (free parking)

Pass the Poi

186 Clinton Ave ♿

Jon Riss

Irrington Presbyterian Church
21 N Broadway ♿

Brian Gelfand

109 Franklin St

8:00

Jeremy and the Rooster

37 Amherst Dr ♿

Bone Doctor

15 Minturn St ♿

Sarah & Bo & Friends

120 **CANCELED**

Westchester Chamber Soloists & Alan Murray, piano,

Rachmaninoff: Sonata For Cello & Piano / Vocalise

41 Hollywood Dr ♿

Erik Blicher Trio

Dobbs Ferry Waterfront Stage
11 Station Plaza ♿ (free parking)

Company Dumps

186 Clinton Ave ♿

Jon Riss

Irrington Presbyterian Church
21 N Broadway ♿

James John Wilson

109 Franklin St

2022 RiverArts® MUSIC TOUR



Council on
the Arts

ARTSW
ARTSWESTCHESTER

