



## *News from... Peekskill*

**FOR IMMEDIATE RELEASE**  
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### **City of Peekskill Launches Comprehensive Consumer Survey to Identify and Attract Businesses and Meet Consumer Needs**

**PEEKSKILL, NY** – Officials from the City of Peekskill announced today at the monthly Hudson Valley Gateway Chamber of Commerce membership breakfast that the city is initiating a community-wide, consumer-focused survey, and encouraged everyone who lives, works or shops in the Peekskill area to participate. The survey is part of a comprehensive market analysis that will be used to identify opportunities to attract and retain the types of businesses that will compliment Peekskill's commercial districts, enhance the city's quality of life and help meet the consumer demands of the region.

"This is a major first step in collecting valuable feedback that will be used to attract the types of businesses consumers would like to have in Peekskill. Once tabulated, the data will be used to target businesses that would prosper in the city. We will be looking to attract businesses that compliment our existing merchants, award winning restaurants and exceptional professional services," said Mayor Mary Foster.

Printed survey forms will be mailed to 5,000 randomly-selected households in the Peekskill-Cortlandt/Northern Westchester and Southern Putnam area in coming weeks and will be available at participating high traffic locations in the community. It will also be available starting immediately online at [www.peakskillsurvey.com](http://www.peakskillsurvey.com) and a Spanish language version is also available. Si quieres tomar la encuesta en Español, por favor visita el sitio web [www.encuestapeekskill.com](http://www.encuestapeekskill.com). The survey is anonymous and no one will be asked to register or provide personal contact information.

"Completing the survey will take only a few minutes, but the information it yields will have an impact on our economic development plans for the future. We urge everyone to participate because the more participation, the more comprehensive the results. We have added the Spanish language version to gain more complete survey results," said Anthony Ruggiero, Peekskill's Director of Planning.

The survey is part of a Community Insights<sup>SM</sup> market analysis being conducted by Larisa Ortiz Associates, LLC and JGSC Group of Merchantville, New Jersey. Along with the survey, the

program includes interviews with government and civic leaders, business and commercial property owners, and other key stakeholders, evaluations of commercial districts that serve the community, and analysis of economic data for the region.

Work has already commenced and the overall effort is expected to conclude by year-end. Public presentations will be conducted at various stages throughout the process. Larisa Ortiz Associates and JGSC were selected as a result of a competitive bid process based on a RFP issued in 2011 by the City of Peekskill.

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