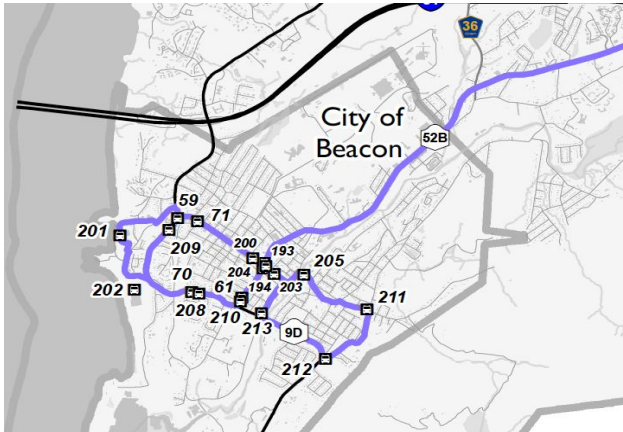
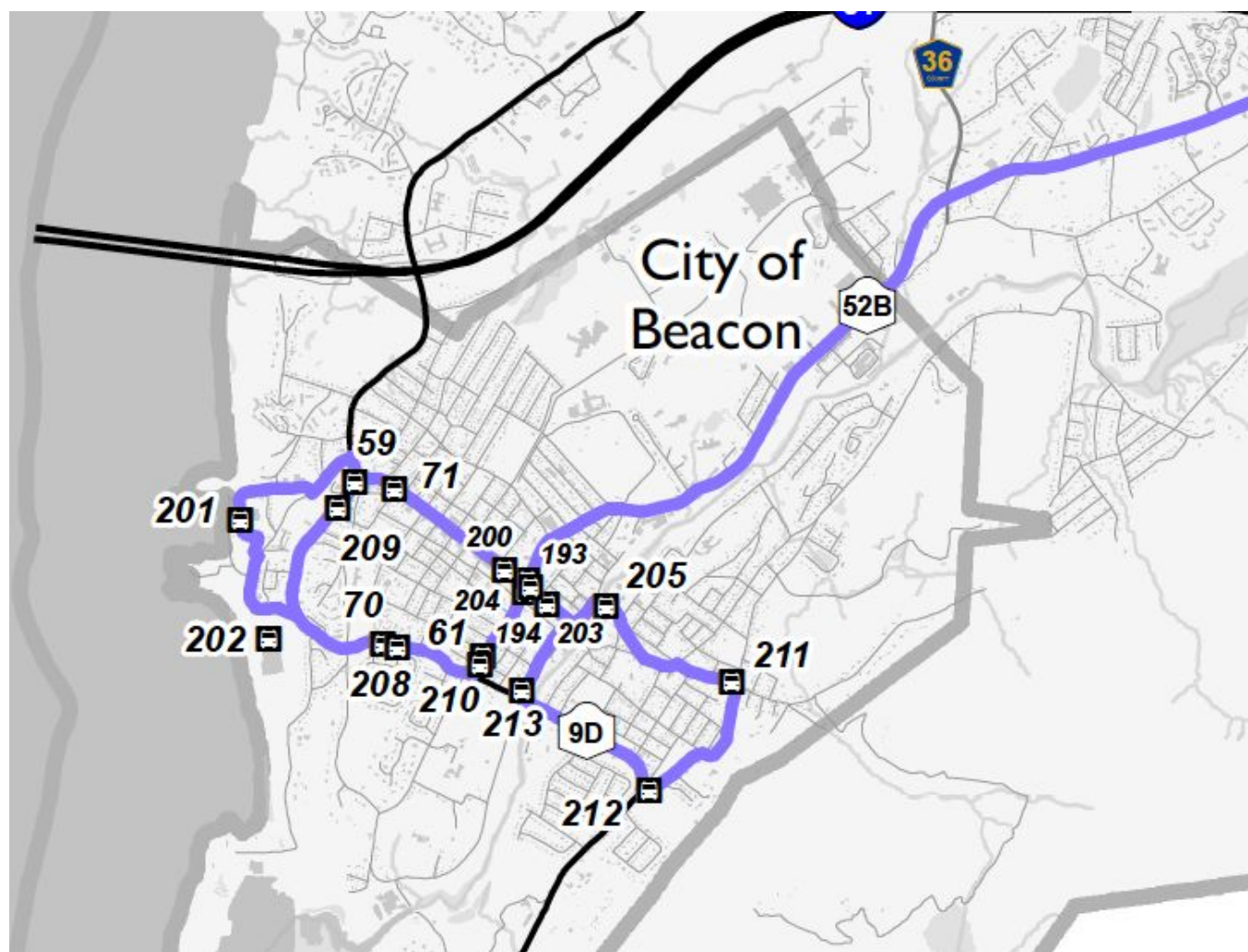


G Loop
Project

Timeline to Present

November 2013: G-Loop introduced, The schedule is Monday through Saturday, from approximately noon until 6:00pm. \$1.75 regular fare; year-round.





Timeline to Present

August 2015: Cold Spring to Beacon Trolley introduced.

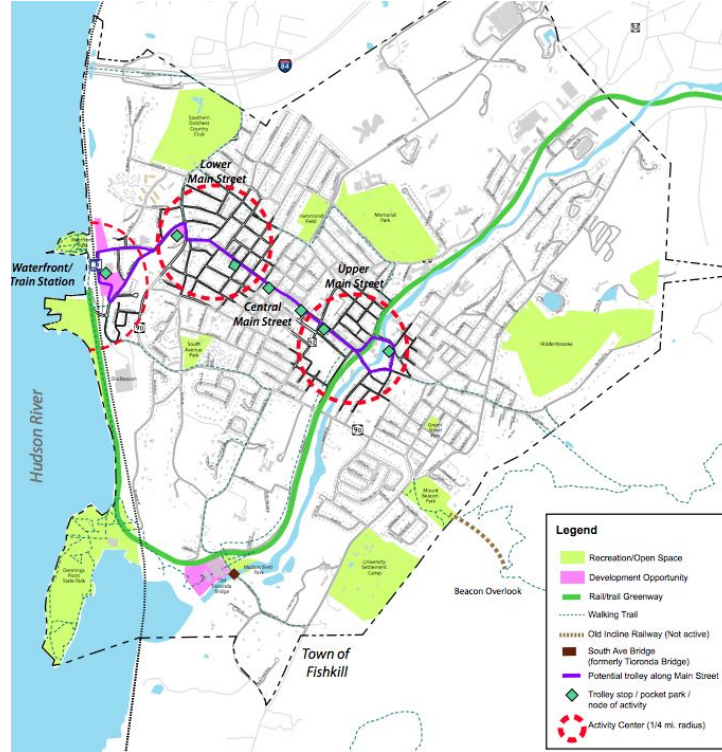
The Trolley links with the G Loop, and on Saturday and Sunday, filling in the Sunday gap for the G Loop. \$2.00 regular fare. May through December.



Timeline to Present

February 2017:

Section 4 of the 2017 Comprehensive Plan calls for improved access and movement for citizens by the establishment of a “trolley” at low cost or free to riders, and to work with the County in providing this service.



Timeline to Present

August 2017: BeaconArts signs a license agreement with the City of Beacon to install artwork at five city bus shelters. The installation is part of Windows on Main Street and in celebration of BeaconArts 15th anniversary.





Veteran's Place Shelter
Anna Bergin
Installed October 2017



Polhill Park Shelter (Main & Rte 9D)
Katie O'Hagan
Installed September 2017





Main & Cliff Streets
Erica Hauser
Installed September 2017



Wolcott & Hudson Shelter
Barbara A. G. Riddle
Installed November 2017





Forrestal Heights Shelter
Grey Zeien
Installed November 2017

Timeline to Present

October 2017: BeaconArts President Kelly Ellenwood proposes expanding the project with the branding and promotion of the G Loop through applying design and arts-based solutions that will appeal to residents and visitors alike.

Budget is initially estimated to be about \$5,000, but does not include cost of wrapping bus or fare subsidy.



Timeline to Present

December 2017: Kelly Ellenwood reaches out to Dutchess County Commissioner Robert Balkind, to find out what the next steps would be.

January 11: A meeting to discuss changes and ideas with representatives from BeaconArts, Beacon Chamber of Commerce, City of Beacon, Town of Fishkill, Town of East Fishkill and Fishkill Village.



Timeline to Present

January 20: Committee of stakeholders from BeaconArts, the Beacon Chamber of Commerce and North Road Communications ride the existing G-Loop, starting at Dia:Beacon to assess the current situation and to make recommendations.



Timeline to Present

February 22: Initial North Road branding/marketing/pr presentation to John Andoh at Marist College.

The budget would include wrapping one bus, although 3 buses was recommended.



Timeline to Present

April 5: Meeting at Marist College with Dutchess County Transportation and City of Beacon to discuss the project and to view the North Road presentation.



Name:

Beacon Free Loop
(alt.: Beacon Free Ride)



Taglines:

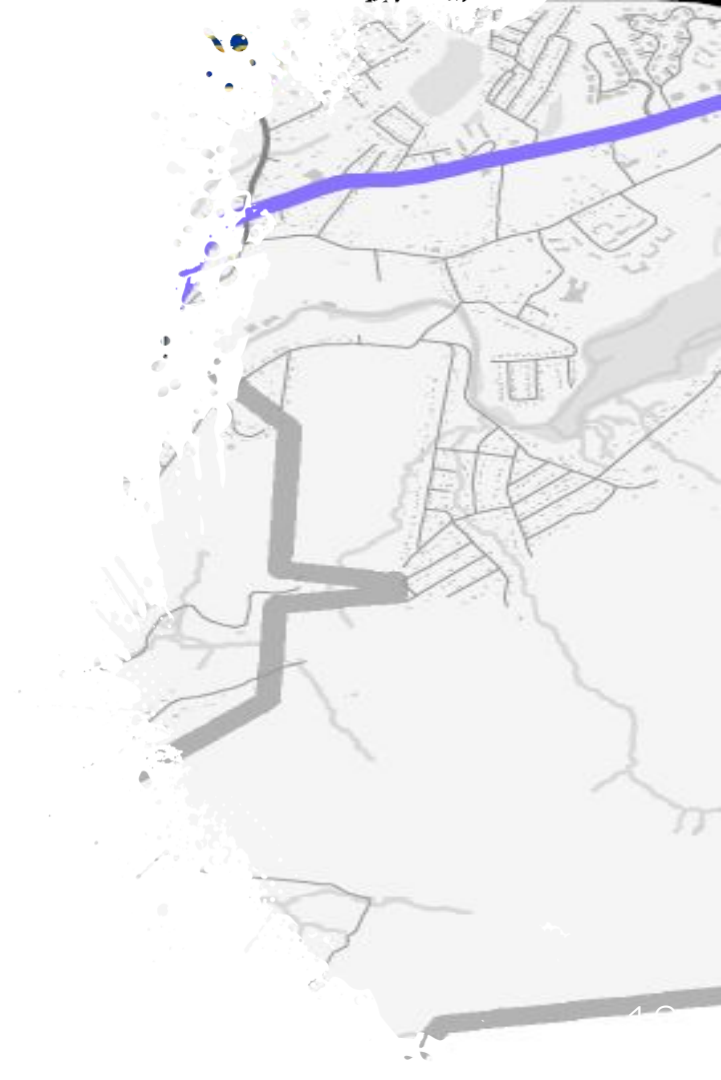
“B Free”

“All Hail the Beacon Free Loop”

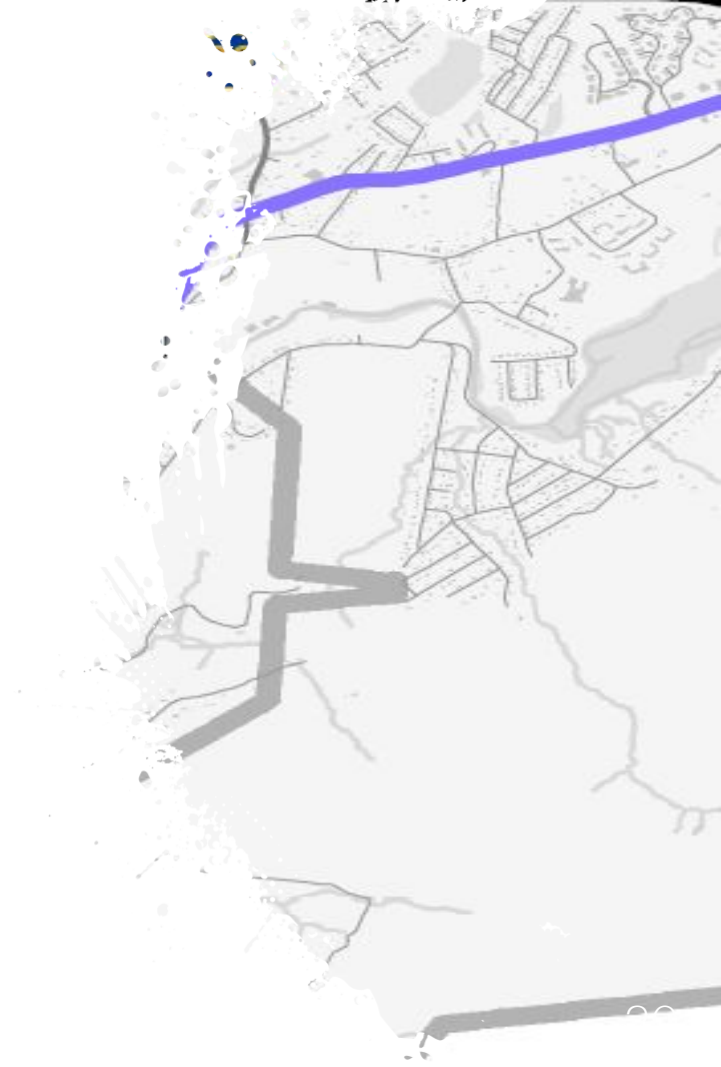
“Come on and take a free ride”



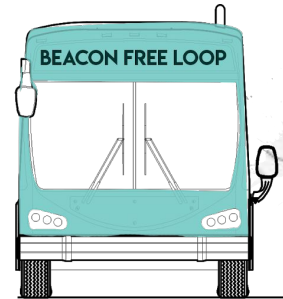
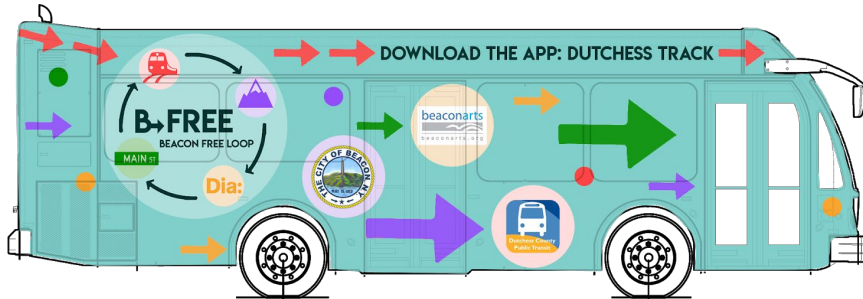
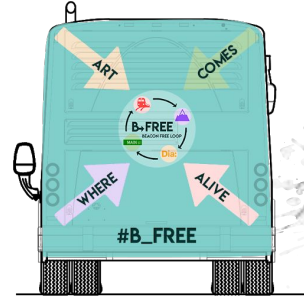
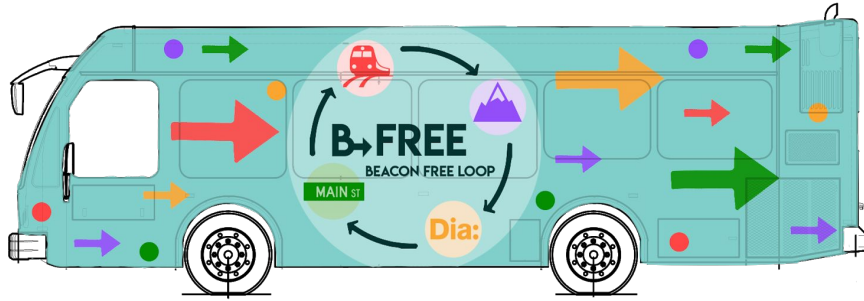
Creative Concepts



Inspiration



Bus Mock Up



Shelters



Rack Cards/ Brochure



Signage

This approximately 12" corrugated plastic disk will be placed on all of the existing bus stops along the Beacon Free Loop route, and at the Metro North Station.



Social Media Campaign

Facebook



- × Will be maintained by BeaconArts volunteer and NorthRoad will assist
- × Will function as website for the Beacon Free Loop
- × Will provide bus schedule, days of operation, hours, updates.
- × Will build awareness about the bus loop and the Dutchess Track app for the community
- × Will link to Dutchess County Transit for information about updates and services changes



Social Media



Instagram

- × Will be maintained by BeaconArts volunteer and NorthRoad will assist
- × Links to Facebook page
- × Campaign featured on bus launch
- × Creative hashtag to get word out
- × Feature people who take picture while using the hashtag
- × Will reference link to Dutchess Transit in the bio for updates on service, etc.



PR Plan: Pitch and Press Release

- Poughkeepsie Journal
- Beacon Free Press/Southern Dutchess News
- Highlands Current
- All local radio stations



PR Plan: Pitch and Press Release

Dear (insert contact's name here),

Hello, (insert contact name). I'm (insert name) from the Marist College North Road Communications IMC firm. My team and I are currently working alongside with BeaconArts in order to promote and launch their new BFree art bus. My team would like to offer (insert company name) the opportunity to be involved in our kick-off event.

The BFree art bus will be free to passengers and make stops at various art hot spots in the Beacon and Fishkill areas. We are planning to host a large kick-off event along Main Street in honor of the first run of the bus on (insert date) and were hoping that (insert company name) would like to be a part of it. We would love to have your company along with others on Main Street be involved by setting up a booth in front of your (insert shop, boutique, restaurant, etc...) on the day of the event. We want the launch of the BFree bus to be a fun event for the whole community with lots of food, drinks, shopping, and art.

Please let us know if you would like to be involved in this fun community event. Feel free to contact us at (insert email) or call us at (insert number?) for more information. Thank you so much for the consideration and we hope to be hearing from you soon.

Best regards,
(insert name)

FOR IMMEDIATE RELEASE

BEACON, New York - *today's date* — The BFree Bus Loop is making its debut in Beacon and Fishkill on (*insert date*). The bus, formerly known as the G Loop, is free to passengers and will stop at various places including the Dia: and Main Street.

Due to Beacon's history of creativity and art, the former president of the Beacon Arts, Kelly Ellenwood, decided it was time to create a town bus to reflect the town. (*insert quote from Kelly*)

This bus is an extension of the bus stop upgrades. The art that will be on the outside of the bus is inspired by the new president of Beacon Arts, Rick Rogers. (*insert quote from Rick*)

For more information, contact:

PR Plan:

Ad Buys (Summer and Fall)

- WAMC (June, July, August and September)
- Highlands Current
- Beacon Free Press/Southern Dutchess News
- Poughkeepsie Journal
- Metro North
- Rack cards in every business on Main Street, Train Station, Dia, Visitor's Center
- Post cards and eblasts to BeaconArts and Beacon Chamber mailing lists.



PR Plan - events:

- Soft opening in May/June with ribbon cutting; “Grand Opening” in September with new artwork, including BCSD student work
- Pop-up lectures live on the bus in conjunction with Windows on Main, Beacon 3D, Historical Society
- Pop-up concerts in bus shelters in conjunction with Keys to the City
- Other ideas still being developed; live promotional activity at HVB can release, etc.



This budget MUST fit to one page.

Organization Beacon Arts Community AssociationProject Title "Beacon Free Loop"/Bus Shelter Project

| PROJECT REVENUE | EXPLANATION (how this amount was generated) | Total Income (\$) |
|--|--|-------------------|
| Earned Income | | |
| Admissions/Box Office: | | \$ - |
| Membership Dues: | 5% of Business Dues | \$ 1,000 |
| Tuition, Workshop Fees, etc: | | \$ - |
| Advertising Sales: | | \$ - |
| Concessions/Parking: | | \$ - |
| Other (Please describe): | | \$ - |
| Contributed Income | | |
| Individual Donations: | | |
| Corporate Donations or Grants (list): | Business Sponsorships | \$ 1,500 |
| Foundation Grants (Please name): | Clara Lou Gould Fund for the Arts (Community Foundation - Pending) | \$ 1,000 |
| Government Grants - other than this grant: | | |
| Fundraising Events: | | \$ - |
| Organization's Contributions: | | \$ - |
| Other (Please describe): | | \$ - |
| In-Kind Donations (these will also be included in expenses below) | | |
| | Printing (1/2 Bus wrap, rack cards) - County Transit | \$ 6,000 |
| | Proposed Fare Subsidy, 1/2 bus wrap - City of Beacon | \$ 11,000 |
| | North Road- socia media management | \$ - |
| | | \$ - |
| TOTAL: | | \$ 20,500 |

| PROJECT EXPENSES | EXPLANATION (Include additional info in budget notes below) | Total Project Expenses (\$) | Grant (\$) | Request (\$) |
|---|--|-----------------------------|-------------|---|
| Administrative Personnel: | 3% of overall cost of project. | \$ 750 | \$ - | - |
| Artistic Fees: | For artwork installation and pop up events | \$ 750 | \$ - | - |
| Technical Fees: | | \$ - | \$ - | - |
| Space Rental: | | \$ - | \$ - | - |
| Equipment Rental: | | \$ - | \$ - | - |
| Consumable art supplies/materials: | | \$ - | \$ - | - |
| Printing/Postage: | Artwork vinyls | \$ 3,000 | \$ - | 3,000 |
| Advertising/Promotion: | Website Content Management & eblasts, postcards, stickers, print ads, % of Beacon Guide, % of WAMC, rack card holders for shelters | \$ 3,500 | \$ - | 1,500 |
| Travel/Transportation: | | \$ - | \$ - | - |
| Other (Please describe): | | \$ - | \$ - | - |
| Remaining Expenses (list): | | \$ - | \$ - | - |
| In-Kind Donations (same as listed in income above) | | | | |
| 0 | Printing (1/2 Bus wrap, rack cards) - County Transit | \$ 6,000 | | |
| 0 | Proposed Fare Subsidy, 1/2 bus wrap - City of Beacon | \$ 11,000 | | |
| 0 | North Road- socia media management | \$ - | | |
| 0 | | \$ - | | |
| TOTAL: | | \$ 25,000 | \$ - | 4,500 |
| Total Expenses (B) | \$ 25,000 | | | ↑ |
| Total Revenue (A) | \$ 20,500 | | | ↑ |
| Grant Request (C) | \$ 4,500 | | ← | SHOULD MATCH |
| Does your budget balance? | YES | | | |
| % of Project Budget that is funded by this request | 18% | | | (Should be 75% or less of total expenses) |
| Budget Notes: Request may not exceed \$5,000 | | | | |

Budget



What's next...



beaconarts



beaconarts.org

Vision:

BeaconArts is the artery through which much of the city's creative efforts flow and manifest.

Mission:

Our mission is to foster and encourage the advancement of the City of Beacon as a center for arts and culture. We work to enable resident artists of all disciplines to live and thrive in Beacon by widely promoting their projects and events, as well as to develop and facilitate inspiring creative experiences and programs that promote a vibrant community and enrich the lives of our local citizens.

