

Fall 2016

# Developing a Strategic Tourism Plan for the City of Beacon

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## Recommended Citation

Grella, Vincent, "Developing a Strategic Tourism Plan for the City of Beacon" (2016). *Capstone Projects 2015-Present*. 28.  
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# Developing a Strategic Tourism Plan for the City of Beacon

Vincent Grella, Binghamton University, MPA Candidate, Fall 2016

## City of Beacon

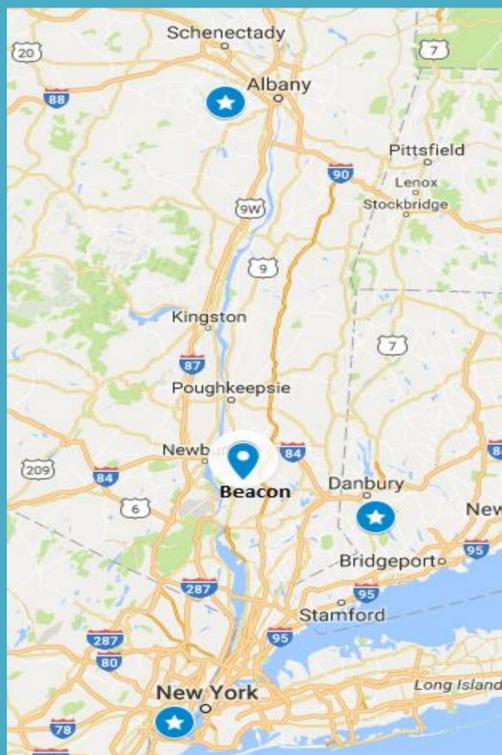
### Context

The City of Beacon is a small post-industrial city along the Hudson River. The local economy is reliant on tourism, as Beacon has become one of the most popular weekend trips for New York City residents and is one of the most frequented destinations along the Metro North Hudson Line.

Beacon also offers visitors:

- Views of the New York City skyline and the Hudson Highlands mountain range
- Access to greenspace including hiking and walking trails
- Dining, entertainment, and retail opportunities along Main Street

By maximizing the potential these assets have, Beacon can effectively diversify the reasons people are visiting, despite being known as an artist community.



### Nearby Major Cities

- 65 Miles north of New York City
- 90 Miles south of Albany, New York
- 45 Miles west of Danbury, Connecticut

### Acknowledgements

I would like to thank Professor George Homsy, City Administrator Anthony Ruggiero, and the City of Beacon for providing assistance and access to information that allowed me to complete my capstone project. I would also like to thank my family and friends for their support throughout the process.

## Strategic Tourism Plan

### What is in a Strategic Tourism Plan?

A strategic tourism plan provides recommendations capable of creating a sustainable tourism economy. Components of the Strategic Tourism Plan include:

- Assessment of existing conditions
- Challenges and opportunities for the City of Beacon
- Goals to strive for to maximize the tourism capacity
- Recommendations for implementation
- Case studies of successful tourism strategies to justify recommendations

### Challenges

- Historically negative regional perception
- Independent store owners lack resources and staffing
- Physical separation between waterfront and Main Street

### Opportunities

- Location and connectedness to major cities
- Established transportation routes
- Natural assets create unique regional destination
- Active community

### Selected Strategic Tourism Plan Elements

#### Dia:Beacon

**Goal:** Incentivize regional visitors to increase tourism revenue in the Business District



Dia:Beacon provides visitors with a sense of the past and the present cultures of the City of Beacon. The museum is located in an old Nabisco Factory near the Hudson River. Dia:Beacon is the largest contemporary art museum in the United States.

### Recommendations:

- Expand on DIA community day to increase spending in local economy
- Promote Beacon-Newburgh Ferry as a way to access Beacon

### Gateways and Signage

**Goal:** Promote attractions to those passing or driving through Beacon



The City of Beacon has implemented maps and wayfinding signs within the City to help direct visitors to attractions. Now, the City of Beacon should focus their attention on signage outside the city that attracts visitors to the City of Beacon.

### Recommendations:

- Promote greenspace and parks on signage surrounding Beacon
- Improve welcome experience for visitors

### Beacon Waterfront

**Goal:** Connect Beacon to the waterfront as well as other communities along the Hudson River



The Beacon River pool was created to connect the people of the Hudson Valley to the Hudson River. Pete Seeger believed that by connecting people with the water that they would take responsibility for keeping the river clean.

### Recommendations

- Utilize existing waterway travel opportunities provided by the Hudson River
- Support the implementation of more River Pools along the waterfront