



Dutchess County Economic Development Corporation

Newsrelease

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Synergy of Beacon Projects Good News for Economic Development

POUGHKEEPSIE, NY - In these days of rising fuel prices, tourists are seeking to bundle their visitor experience by choosing locations that offer multiple and diverse opportunities. The synergy created by the presence in Beacon of *both* the world-renowned contemporary art museum Dia:Beacon and the Beacon Institute for Rivers and Estuaries (known locally as the Beacon Institute) is unique and powerful. Added to this is the attraction of Beacon's antiques shops, galleries, specialty shops, and restaurants

Says Anne N. Conroy, President and CEO of the Dutchess County Economic Development Corporation, "When you think of the City of Beacon, you think restaurants, antiques shops, and galleries—all located in a charming river town." Dia:Beacon is only a short walk (5 minutes) from the Metro-North Beacon

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Railroad station. A trolley will take Long Dock visitors to Beacon's Main Street restaurants, shops, and art galleries.

Beacon fully emerged as a tourist destination with the opening of Dia:Beacon in May 2003. According to Stevan Evans, Assistant Director of Dia:Beacon, "Dia:Beacon has drawn over 430,000 visitors from around the world, to date, averaging 65,000 visitors annually since we opened our doors." Evans adds that the art museum has "increased attendance 3 percent over last year's numbers." It has welcomed over 1,000 group tours since opening in 2003 and averages 4,000 tour-group visitors per year.

International visitors account for 22 percent of the total visitors to Dia:Beacon; 27 percent are from New York City; 38 percent are from the tri-state area other than New York City; and 13 percent are from other locations in the United States. Taking the Metro-North Railroad to Beacon is the choice of 37 percent of the visitors to Dia:Beacon; 8 percent arrive via tour bus; and 55 percent via auto.

Another jewel in the Beacon crown is the Beacon Institute for Rivers and Estuaries. The River and Estuary Observatory Network (REON) is a joint initiative involving the Institute, IBM, and Clarkson University to create the first technology-based monitoring and forecasting network for a major American river and estuary. REON will allow for minute-to-minute monitoring of New York's Hudson River via an integrated network of sensors, robotics, and computational technology distributed throughout the 315-mile river. Once complete, the Institute

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anticipates that the network will be replicated on other river systems. Eventually, REON could provide the type of real-time visualization for river data that we are accustomed to receiving with weather reporting systems. .

In support of REON, Beacon Institute is also actively involved in the revitalization of Beacon Harbor with the siting, design, and construction of a deepwater dock for the Institute's research vessels. This dock and an anticipated shore-side facility will enhance public use and access to the water and accommodate the Clearwater, Woody Guthrie, and other large ships.

Says Marc Moran, Beacon Institute Chief Operating Officer, "Beacon Institute is excited to work with the City of Beacon and Long Dock partners to create an active and vital waterfront and working harbor in Beacon, reconnecting the community with the river. Moran adds, "The Long Dock project is an integral piece of the revitalization."

According to Mary Kay Vrba, Director of Dutchess County Tourism, "The pairing of the *proposed* Long Dock project with Dia:Beacon offers exactly the kind of package that appeals strongly to today's tourists." This is good news for economic development in Dutchess County and the Mid-Hudson Valley Region.

It's good news not only because tourism is a key component of economic development but also because CEOs who find an area especially attractive bring business to the area, and as the businesses grow, the workforce grows and attracts still more businesses. Visitors who like what they see and experience in

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Dutchess County may even move their primary or secondary residence to the area.

Site-selectors for corporations (*the people that corporations hire to suggest the most advantageous locations for a company's expansion and/or relocation*) are increasingly interested in areas that offer cultural and educational advantages in an environment combining the best of country and suburban living with small-city amenities.

Many Beacon visitors spend a full day visiting both Dia:Beacon and Storm King Art Center in Orange County before traveling further north or south for accommodations. Says Matthew D. Rudikoff, President of Matthew D. Rudikoff Associates, Inc. and Partner with Long Dock Beacon Associates, LLC, "With the addition of Long Dock Beacon and its 166-room hotel, housing for out-of-town visitors will take a giant step forward. The convenience of the hotel will encourage tourists to stay overnight."

Steven Evans observes that "the hotel at Long Dock will give prominent arts organizations such as museums and professional groups—curators, conservators, and so on—the opportunity to organize group excursions and conferences related to contemporary art."

It is expected that visitors will increasingly use Beacon as a base to visit not only Dia:Beacon but also Storm King Art Center, Bard College's Hessel Museum and Richard B. Fisher Performing Arts Center, and Vassar College's Frances Lehman Loeb Art Center. Many visitors will elect to also visit Manitoga

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(home of noted designer Russell Wright); Boscobel in Garrison, New York; and Hyde Park, home to the Franklin D. Roosevelt Presidential Library and Museum, and the Eleanor Roosevelt National Historic Site. While they are in the Mid-Hudson Valley area, visitors will also be attracted to the great, Gilded-Age estates along the Hudson River. These fabled residences include the Vanderbilt Mansion and Historic Site in Hyde Park; the Mills Mansion in Staatsburgh, New York, and the Wilderstein Hudson River Historic Site in Rhinebeck, New York.

Says Mary Kay Vrba, Director of Dutchess County Tourism, “The synergy created by the combination of Dia:Beacon, Long Dock, and the Beacon Institute will make the City of Beacon a sought-after tourist destination.”

Beacon is already benefiting from the larger-than-life presence of Dia:Beacon and the well-publicized, successful revitalization of the city’s Main Street. The next step—which will add Long Dock’s green hotel and related amenities and combine this with the advanced opportunities of the Beacon Institute—will be a giant leap for the small city—one that will make it a notably powerful engine of economic development benefiting Dutchess County, the Hudson Valley, and New York State.

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The Dutchess County Economic Development Corporation (DCEDC) is a private, nonprofit organization serving the cities, town, and villages of Dutchess County. Funded annually by the County, the County’s Industrial Development Agency,

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and through private-sector investment, the DCEDC supports and promotes business development in Dutchess County through a variety of business attraction, expansion, and entrepreneurial development programs.

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