



Village of Mamaroneck
Public Relations Recap Report & Executive Summary
October to December 2025
Submitted by Nicholas & Lence Communications (NLC)

EXECUTIVE SUMMARY

The Village of Mamaroneck, under new leadership, has made communications a cornerstone of its strategy to advance key community priorities, including flood mitigation and parking/economic development. That communication includes revamping the website and social media and developing additional ways with how the Village communicates with residents. To that end, the Village retained a New York City and Westchester-based public relations firm, **Nicholas & Lence Communications (NLC)**, to assist the Village in communicating its priorities with the media, local officials and the general public. This includes drafting press releases, creating media lists to pitch reporters, coordinating potential joint announcements with the County as appropriate and creating a crisis communications protocol.

Under the leadership of Village Manager Kathleen Gill, the Village has adopted a balanced operating budget and has begun to implement its five-year capital program to build the infrastructure necessary to mitigate flooding during both minor and major storm events and that has been one of the main focuses of leveraging public relations.

Since being retained on a short-term, three-month agreement in October 2025, NLC secured a segment that was months in the making with **Fox 5 News** to highlight a project the Village put a stop work order on that if finished, would create additional flooding. NLC also secured local media regarding the Village's economic development strategy, including its **NY Forward application for a \$4.5 million grant** to revitalize the downtown. Additionally, NLC promoted local events from the Turkey Trot to the Holiday market with coverage in **News 12, Westchester Family** and others that are outlined in the report below.

NLC also worked with the Village to tee up announcements in 2026 that help advance its priorities, including a release on the intermunicipal agreement signed between the County and the Village to advance the US Army Corps project (the Army Corps had also recommended a PR firm) and a release on the new restaurant concessioner in Harbor Island Park. The following below is a summary of activities, coverage and initiatives NLC conducted on behalf of the Village of Mamaroneck.

New Zoning, Flood Fixes, Revamped Downtown May Come To Village Of Mamaroneck: Officials

A Westchester County village has announced its intention to transform its downtown business district, make zoning changes, and address chronic flooding that has long affected the community.



The village's initiatives include making zoning changes to the industrial stretch between Rockland Avenue and Plaza Avenue, as pictured above.
Photo Credit: Google Maps street view

Ben Cmic 11/25/2025 12:00 p.m.



SECURED PRESS COVERAGE

Nicholas & Lence Communications (NLC) worked with the Village to secure, facilitate, and/or monitor the following press coverage from October to December 2025. Coverage is listed in chronological order, and please note, this is a summary of highlights.

| Outlet & Date | Story | UVPM, Viewership, Listenership or Circulation |
|--|--|--|
| WNYW-TV, 5 o'clock news October 16, 2025 | Concerns About Solar Project in Westchester Segment 1 | 602,571 |
| WNYW-TV, 10 o'clock news October 16, 2025 | Concerns About Solar Project in Westchester Segment 2 | 602,571 |
| WNYW-TV Online October 16, 2025 | Mamaroneck residents fight solar carport project over flooding fears Pickup – Yahoo! News | 797,787 157,551,199 |
| WNYW-TV, Good Day Wake Up October 17, 2025 | Concerns About Solar Project in Westchester Segment 3 | 602,571 |
| FOX 5 YouTube October 17, 2025 | Mamaroneck residents fight solar carport project over flooding fears Exclusive | 955,000 subscribers |
| Westchester Magazine November 7, 2025 | 8 Westchester Turkey Trots to Help Work off Thanksgiving Dinner | 207,447 |
| New York Family November 10, 2025 | Family-Friendly Turkey Trots in Westchester | 67,399 |
| Westchester Family November 11, 2025 | 59th Annual Turkey Trot & Gobbler Race To Do Westchester | 500,000 |
| Chronogram Magazine November 11, 2025 | 59th Annual Turkey Trot & Gobbler Race Harbor Island Park | 23,000 |
| AllEvents November 11, 2025 | 59th Annual Turkey Trot & Gobbler Race, Harbor Island Park, Mamaroneck | 1,471,744 |
| News 12 Westchester November 23, 2025 | 59th Annual Turkey Trot and Gobbler Race in Mamaroneck | 755,479 |
| Mamaroneck Daily Voice | New Zoning, Flood Fixes, Revamped Downtown May Come To Village Of Mamaroneck: Officials | 314,539 |

| | | |
|---|--|---|
| November 25, 2025 | | |
| AOL.com November 25, 2025 | Pick-up of the Daily Voice story. | 17,360,996 |
| Westfair Business Journal November 25, 2025 | Mamaroneck seeks developer for Civic Center project | 150,000 |
| Candy Cane Run Event Listings & Local Websites December 3, 2025 | <ul style="list-style-type: none"> • Patch.com • Yelp.com • City Spark • American Towns • Evvnt.com/Journal News • Mommy Poppins | 2,672,037 TBD 2,055,731 425,396 36,000 231,403 |
| Holiday Market Event Listings & Local Websites December 6, 2025 | <ul style="list-style-type: none"> • Patch.com • Yelp.com • WPIX-TV Community Calendar • Mommy Poppins • Evvnt.com/Journal News • Westchester Magazine | 2,672,037 TBD 2,055,731 231,403 36,000 207,447 |
| Tree Lighting Event Listings & Local Websites December 6, 2025 | <ul style="list-style-type: none"> • Patch.com • Yelp.com • Mommy Poppins • Evvnt.com/Journal News • Westchester Magazine • Upcoming Events | 2,672,037 TBD 231,403 36,000 207,447 11,000 |
| CBS Mornings December 29, 2025 | Weather hit with CBS Mornings from Harbor Island Park | 1,829,000 |
| PIX 11 News Potential Upcoming | NLC has been in touch with PIX 11 Reporter Greg Mocker for a story on Harbor Island Park, potentially around the new restaurant or the Harbor Island Park Master Plan. Reporter is interested in a story in the early New Year. Like Fox 5, this may take some time to cultivate based on breaking news, crew availability in Westchester and other variables. | 2,055,731 |

PR & COMMUNICATIONS INITIATIVES

NLC spearheaded the following PR initiatives and continued to work with the Village from October to December 2025. Please note these are ONLY highlights.

- **Development of Strategic Plan (October)**

- Over the summer based on evolving needs, NLC worked with the Village on the development of a strategic plan that offered ideas on initiatives and pitching NLC could implement on behalf of the Village.
- The idea of the plan was to provide a short and long-term road map on how the Village communicates with residents and leveraging PR to help amplify ongoing events and initiatives.
- The key focal point of the communications plan was centered around flood mitigation and the effort behind the scenes to start moving these critically needed projects.

- **Fox 5 Segment on Solar Carport Project (Summer)**

- In August (NLC was not under contract), NLC started laying the groundwork for a segment with Fox 5 NY on the Solar Carport Project with Reporter Richard Giacovas. Richard lives in Westchester and thought he might bite at the story.
- NLC had numerous calls with the Village to get the latest project updates, including the stop work order.
- NLC followed up regularly with the reporter to find the right time to do this. Initially he was going to try and do in late August, but he got pulled into breaking news.
- After months of pitching, the reporter finally got the green light to do the interview.
- NLC made the recommendation to have the main focus of the story come from the residents, to highlight alignment between locals and the Village in a shared effort to minimize flood impacts from the project.
- NLC had a briefing call with one of the residents to finalize talking points and hear some of the sound bites she would convey to the reporter.
- NLC also suggested having a spokesperson from the Village, which ended up being the Deputy Mayor.
- NLC coordinated with Fox 5 NY to ensure the latest was an exclusive just to the network. Story ran numerous times and coverage is highlighted above.
- In all, story took about three months to land.

- **Solar Carport Project Statement (Ongoing)**

- NLC and Village finalized statement to have at the ready in response to the Fox 5 NY segment, unsure of how the other side would respond and in case there were any developments.

- **NLC Team Visit to Mamaroneck (October)**

- NLC met in-person with the Village on Wednesday, October 29, to discuss overall communication strategy.
- This includes discussing social media and a way to consolidate the different channels that don't necessarily speak to each other.
- The team also discussed the e-newsletter and the components that should be in there, including a message from the Village Manager, recent events, pulling from old releases with project updates and so forth.
- NLC and the Village did a walking tour of Harbor Island Park, which is a big focus in the month and years ahead, especially from an economic development perspective.

- **Outreach to PIX 11 News on Solar Carport (October)**
 - NLC also reached out to PIX 11 Reporter Eileen Lehpamer who may revisit the Solar Carport story at a later date.
- **Ongoing Updating of Media Lists**
 - In preparation for each announcement and event that is being pitched, NLC updates its pitch lists of reporters depending on the focus. As an example, NLC will pitch family writers and local mommy bloggers for an event or more regional/local reporters if it's related to a key issue such as flood mitigation or new RFP.
- **Harbor Island Park Restaurant Announcement (November)**
 - NLC helped announce the RFP process earlier this year for both a seasonal and long-term concession in Harbor Island Park. NLC drafted a press release and helped distribute.
 - That announcement was covered by [News 12](#), [CT Insider](#), [Patch](#), [AOL.com](#), [MSN](#) and other locals.
 - Following the RFP, the Village advised that the Mariner restaurant was interested in operating in Harbor Island Park seasonally with the potential for year-round expansion.
 - NLC shared a draft release on announcing the vendor and is waiting for the green light expected in January 2026.
 - NLC would recommend sharing renderings with the release, estimated time of opening and brainstorm a food influencer tour.
 - NLC also compiled a media list of food and beverage outlets to reach out to.
- **Intermunicipal Agreement (IMA) on Army Corps Projects Draft Release (November)**
 - NLC attended the 11/23 Board Meeting, where Westchester County provided an update on the US Army Corps. Project.
 - NLC drafted a release on the IMA upon the Village signing it.
 - The team is holding on distributing the release until the IMA is executed in early 2026.
 - NLC reached out to Westchester County to discuss a joint release regarding the IMA that will allow the Village to start the project early.
 - NLC updated its media list for when the announcement will go live in 2026.
- **Flood Mitigation Project Updates (Ongoing)**
 - NLC regularly touched base on updates on flood mitigation projects and storm events to include in existing Village collateral.
 - This includes projects that recently entered into design and engineering.
 - NLC and the Village also discussed updates pertaining to the Capital Program, with year two slated to include additional investments in flood mitigation.
- **Meeting with Village of Mamaroneck Marine Biologist (November)**
 - NLC set up a zoom with Kyle Troy on 11/12 and will be in touch with media opportunities as they arise.
 - NLC suggested pitching Kyle for marine biology media leads received, as well as for profile stories.
 - Additionally in the Spring/Summer, NLC suggested pushing the educational programming at the Marine Education Center.

- **Finalized & Pitched Media Advisory, “Village of Mamaroneck Parks and Recreations Department to Host 59th Annual Turkey Trot & Gobbler Race” (November)**
 - NLC began pitching on 11/13, as well as conducting follow ups with news desks and populated event listings.
 - News 12 was supposed to attend the event, but due to breaking news, they had to back out at the last minute. However, the good news was that News 12 still covered the Trot with a segment running about the event numerous times before.
- **Economic Initiatives / NY Forward Release (November)**
 - NLC and the Village discussed the \$4.5 million NY Forward grant the Village was hoping to apply for, highlighting some of the revenue generating opportunities the Village was looking into.
 - NLC and the Village discussed the rezoning of the industrial zone to make way for other revenue-generating uses along with a new Civic Center RFP.
 - NLC drafted the release and participated in a few briefing calls about it.
 - NLC worked with the Village to finalize the release and distributed on Monday 11/24.
 - NLC followed up with the Village after they were called in for an interview about the application shortly after.
 - NLC and the Village discussed an announcement with the State if the application is successful.
- **Engagement with Board of Trustees & Meeting (November 24)**
 - NLC attended the meeting to listen to the presentation by Westchester County Director of Operations Joan McDonald.
- **Finalized & Pitched Media Advisories for Holiday Events (November and December) – NLC pitched and populated event listings to generate buzz.**
 - “Santa’s Coming to Town! Annual Candy Cane Run Brings Holiday Cheer on Wheels to the Village of Mamaroneck” (December)
 - “The Village of Mamaroneck Parks & Recreation Department to Host Weekend of Holiday Happenings at Harbor Island Park” (December)
- **Assisted Village with E-Newsletter (December)**
 - NLC has been working with the Village on developing a regular e-newsletter that is easy to digest with a message from the Village Manager, upcoming events, projects and initiatives and other Village happenings.
 - NLC helped the Village edit the December newsletter and started discussing ideas around the next addition.
- **Discussion of Five-Year Capital Plan (December)**
 - Following the adopting of the five-year Capital Plan earlier this year, the Village discussed year two, which allows for much more investment in flood mitigation and other Village priorities compared to year one.
- **Creation of Mamaroneck Minute / Podcast (December)**
 - NLC and the Village discussed the creation of a Mamaroneck Podcast featuring local businesses, local officials and Village happenings.
- **Assisting Village with Social Media (Ongoing)**
 - NLC has been providing guidance on the Village for advancing social media moving forward.

- **Assisting the Village in Website Development (Ongoing)**
 - NLC has been advising the Village on the new website expected to launch in 2026.
- **Development of Crisis Communications Plan (Ongoing)**
 - NLC has been working with the Village to develop a crisis communications strategy, holding regular meetings with NLC's Editorial Director who is a former Metro Editor at the New York Times.
 - This plan provides guidance on responding to a crisis from an experienced former reporter and editor who thinks like a reporter and is in a unique position to provide perspective on how best to respond and who should do the responding.
- **Engagement with Westchester County (Ongoing)**
 - NLC has been in touch with Westchester County on communications initiatives the Village and County can advance together, including around flood mitigation.
- **2026 Planning (Ongoing)**
 - **NLC and the Village have discussed a few announcements in the hopper for the early part of the New Year including:**
 - Announcing the Mariner restaurant in Harbor Island Park.
 - The IMA with the County to begin work on the Army Corps. Projects.
 - Updates to the Capital Program and the FY 2026 Operating Budget.
 - Pitching stories on the Marine Biologist.
- **Conducted Regular Weekly Zooms (Ongoing)**
 - NLC conducted regular weekly Zooms to review updates, discuss coverage, future initiatives and more along with regular update calls as needed.

###