

# BID Tidbits

Volume 3, Issue 2

Downtown Auburn Business Improvement District Newsletter

April - June 2004

## Marketing Downtown Auburn

The Downtown Auburn BID wants to help you get more for your advertising dollar!! In an effort to do this, we have created the following programs, where the BID takes on the majority of the cost of advertising and marketing to allow your business the opportunity to advertise in a fashion that previously you were unable to or to enhance your existing advertising and marketing campaign.



The Downtown Auburn BID has sponsored a **Merchant Night with the Auburn Doubledays on Friday, August 27, 2004.**

This evening will be promoted in the Citizen, B104.7 FM, 620 WHENAM, The Radio Group stations, Doubledays Pocket Schedule, Val-Pak mailer and on the Doubledays website as the Downtown Auburn Merchants Night.

As a member of the Downtown Auburn BID you will have the opportunity to be a part of this night to market your business or service to the fans that attend the game that night in one of the following ways:

### Downtown Auburn Merchant Night Affiliate- \$35

You will receive:

- \* a business card size ad in the special Downtown Auburn game program insert
- \* (25) general admission tickets for customers and/or staff
- \* space to hang banner
- \* PA announcement thanking each participant

**You would need to supply one prize with at least a \$10.00 value for live on-field prize giveaways.**

### Downtown Auburn Merchant Night Sponsor- \$50

You will receive all the items that an Affiliate receives **PLUS** the chance to setup a table in the main concourse during the game to sell your products or services or hand out information/coupons/prizes from your business.

Our goal is to have at least *TWENTY* Downtown Auburn BID merchants participate in this night. The more merchants and the more prizes that are given away, the better the night will be for everybody.

The game starts at 7:05 PM and the Doubledays are playing the Batavia Muckdogs.

**The Downtown Auburn BID hits the airwaves!** The BID has partnered with The Radio Group and created the **BID Bonanza!**



The program is simple, the first **TEN** Downtown Auburn BID businesses that sign up for the **BID Bonanza** will receive **(50)**, yes I said **FIFTY**, ad tags on The Radio Group for the low, low price of only \$300 for the year, that is only \$6.00 an ad.(regular ad prices range from \$15-\$18 an ad).

Through the program we will run approximately 83 ads every other month from July 2004 - June 2005.

We are looking for businesses that currently have little to no radio advertising campaign to take part in **BID Bonanza.**

The fifty ad tags will be at the end of generic Downtown Auburn BID ads and will contain all your businesses pertinent information. For more information call 252-7874.

continued on page 3

**Inside**

**2**

Customer Service Corner

**5**

Worker's Comp Reform

**7**

Businesses in the News

# Customer Service Corner



STOP SEARCHING... START SHOPPING.

**shoppingguru.com** is a Downtown Auburn BID business that offers a number of .com services such as ecommerce consulting if you are interested in developing online sales for your website or they also act as a search engine for shoppers.

Andy Morabito is the owner of the business and can be reached at 952-9804.

His website, **shoppingguru.com** has approximately 2000 visitors a day from around the nation, all of these visitors could be potential customers for your business.

To be listed on his website you need to have an electronic shopping cart on your website (or wish to have one and have Andy help you set one up).

If you want to be listed on his website you can either pay a monthly fee or you can pay a percent of sales from people who buy from you that were directed to you from his website.

Just another avenue to bring sales into your business and support a local downtown business.

## CUSTOMER KEEPERS

1. 1% of your customers die, but 68% go elsewhere because of an attitude of indifference by the owner, manager or an employee.
2. The five basic needs of customers are to feel welcome, to be understood, to be comfortable, to gain respect and to feel important.
3. To be a customer service super star simply requires that you maintain an eager, ready to help attitude and that you be a good listener. It really is that simple!
4. Your basic customer service goals should include keeping your customers happy so they speak well of you and attract new customers. An equally important goal is to remember to promptly resolve complaints, realizing that a customer who voices a complaint, is doing you a big favor.
5. 96% of customers never complain and 91% of them will not be back. You can retain over 90% of complaining customers if you act quickly to resolve the problem.
6. Use magic words like "It's my pleasure", "Let me suggest", "I'd be happy to", etc.
7. Avoid killer phrases like "It's not my job", "you'll have to", "I don't know", etc.
8. The employees comes first. If you do not have happy employees, you simply will not have happy customers.
9. Remember that you communicate only 7% via the words you see, 55% with body language and 38% with the tone of your voice. Don't be "nasty nice".
10. SMILE! SMILE, when you answer the phone, it shows.
11. Answer the phone with a buffer, such as "good morning" before stating your name or company's name. The first couple of words are usually "lost". Obtain and use the customer's name as soon as possible.
12. When speaking on the phone, emphasize mouth movement for a better enunciation, lower your voice, slow down, be sensitive to the volume and stand up to talk.
13. Take clear messages. Be proactive to minimize phone tag, by making an appointment for the call to be returned.
14. Remember it is the little differences that make all the difference in the world. You can be twice as competitive by being just 5% friendlier than your competition.
15. Manage the "moments of truth" for a happier customer and a happier YOU!

Contact: Barbara Wold, (949)675-8845;  
[bwold@ix.netcom.com](mailto:bwold@ix.netcom.com)  
P.O. Box 5755, Balboa Island, CA 92662  
International Speaker, Author, Business Strategist  
October 2002 Wold on Retail & Consumer Success

**DOWNTOWN AUBURN BID  
CUSTOMER SERVICE FRIENDLY BUSINESS**

This quarter the Downtown Auburn BID would like to recognize *Mark Lawn Optician* for their attention to their customers needs and wants.

**CONGRATULATIONS! Mark Lawn Optician-**  
Keep up the Good Work!

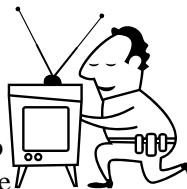
# Marketing Downtown Auburn

continued from front cover



The Downtown Auburn BID places an ad in the Citizen and The Post Standard each month, generally on the third Thursday so that it is placed in the special pull out section. We have also created 4 commercials that aired on Adelphia last year, they were generic downtown Auburn commercials that spoke about all the wonderful things we have to offer.

If you would be interested in a program similar to the the **BID Bonanza** but with newspaper and cable, please let the BID Office know. If we receive enough feedback that this would be beneficial to your business, we will work with our local representatives and devise a program that will enhance the presence of not only your business but the whole of Downtown Auburn.



If you have any questions about your marketing opportunities with the BID, please call us at 252-7874 or email at [aubdpbid@adelphia.net](mailto:aubdpbid@adelphia.net).

## Postcards For Sale!!!! \$1.00



2002 Cover



2003 Cover



2004 Cover

Postcards of the Experience Downtown Auburn Brochure artwork painted by local artist Tom Hussey are now

## FREE Technical Assistance

**Ever Wish You Had a Rocket Scientist to Help With Your Business? For FREE?**

If your small business is faced with a technical challenge, the Space Alliance Technology Outreach Program (SATOP) wants to help.

SATOP can provide up to 40 hours of FREE technical assistance for qualified requests, utilizing the vast engineering expertise of NASA and participating Alliance Partners (NASA contractors, sub-contractors or Universities).

Contact your local SATOP office for more information or visit [www.satopny.com](http://www.satopny.com).

1201 E. Fayette St  
 Samuel Williams Business Center, Suite 13  
 Syracuse, NY 13210  
 Phone: 315-701-0685  
 Fax: 315-701-0729  
 Email: [beth@spacetechsolutions.com](mailto:beth@spacetechsolutions.com)



## Need Permit Assistance?

If you need assistance with regulatory or permit issues for your business, the Governor's Office of Regulatory Reform (GORR) provides a pamphlet that is available to you through the Cayuga County Chamber of Commerce. Or you can call the permit assistance helpline at 800-342-3464 or online at [www.nys-opal.com](http://www.nys-opal.com).

## MicroBizNY

MicroBizNY was founded in December of 2003 and is NY State's first association of microenterprise organizations, practitioners and supporters dedicated to promoting enterprise opportunities for primarily low-income people and communities. The association provides a forum, information and a voice to its members and constituents. MicroBizNY develops the resources and capacity of microenterprise development organizations throughout the state.

1.5 Million microenterprises employ 19% of NY States workforce and 17.6% of Cayuga Counties. For more information call Ron Deutsch at (518) 463-5576.

# Alliance for Affordable Services



The Alliance For Affordable Services is a not for profit association that is dedicated to serving all Americans who embrace the entrepreneurial spirit by providing a wide variety of benefits and services that will help you drive down the cost of running a business and raising a family. The Alliance represents more than 100,000 small business owners and individuals nationwide.

The Alliance also provides a powerful voice in Washington, D.C. because every piece of legislation Congress enacts affects the way you live, work and plan for the future.

## MISSION

The mission of the Alliance for Affordable Services is to enhance the quality of life for American families that embrace the ideals and philosophy of entrepreneurship.

The Alliance empowers its Members to succeed by providing quality benefits that educate and inform them about personal, professional and financial matters.

To fulfill its mission, the Alliance for Affordable Services has created programs and benefits designed especially for small-business owners and their families.

The following is a brief overview of some of the most widely used programs and benefits.

## Legislative Program

To strengthen the impact of its advocacy efforts, the Alliance joined forces with the Small Business Legislative Council (SBLC), which represents several associations with similar goals and interests. Through its combined efforts with the SBLC, the Alliance has made a significant impact upon legislation affecting its members. Just this past year, the Alliance and the SBLC were influential repealing the ergonomics legislation that would have been costly for small businesses. Estate taxes were also reduced with passage of the Bush Tax Cut.

## Scholarship Program

With the establishment of the Scholarship Program, the Alliance is fulfilling its purpose by providing a meaningful program to help ease the burden of operating a small business and raising a family. The Alliance realizes that large corporations often have scholarship programs for their employees and thus created the same type of opportunity for Alliance members and their dependents in 1996. Since the program's inception, the Alliance has awarded \$169,000 to 135 students across the U.S.

## Business Professional Benefits

The Alliance also offers a vast array of benefits designed to help entrepreneurial families succeed. Many of these benefits provide discounts on popular products and services while others supply important business information needed to survive and thrive. Family Lifestyle Benefits

## Publication

Alliance Guidance magazine is the official publication for the Association. It is published four times a year and offers members a wealth of valuable information about national issues, finances, taxes, management, marketing, customer service and benefits.

For more information on the services provided and the cost involved, visit [www.affordableservices.com](http://www.affordableservices.com)

The Downtown Auburn BID will continue to pass on information that could be beneficial to your businesses success in Downtown Auburn. If you know of programs such as the above, that other businesses in Downtown Auburn would be able to take advantage of and that might help keep operating costs down or allow for some perks that most businesses are unable to offer, please let the BID office know at 252-7874. Remember your input is important for the success of our organization. The Downtown Auburn BID is...

# Quarterly BID Meeting

## April 14, 2004 5:30 PM

This is your chance to get updated on all that is happening within the BID and ask questions in regards to upcoming seasonal changes and events.

Topics of discussion will include, but not be limited to: parking issues, spring cleanup, downtown flower program, Marketing coop information and Beautification Crew duties.

The meeting is scheduled for **Wednesday, April 14, 2004 at 5:30 PM at Meyers Bookbinding Service located at 35 Market Street.**

Please call 252-7874 if you will be attending. We look forward to your input!!!

Thank you to all those who attended the January 14, 2004 Quarterly meeting. It was a small group, but a lively one. Mayor Lattimore was in attendance making it his first BID meeting as Mayor.

**THANK YOU.**

## WELCOME Visitors!

We have contacted the Downtown Auburn BID hotels to find out when large groups will be in the Downtown area, so that you, as a downtown business, can *WELCOME* them to the community, by offering special discounts on your products or services during their stay with us or by something as simple as putting a sign in the window of your business welcoming them.

The following groups will be in town and staying at the Holiday Inn:

**May 13-15, 2004**

NYS Church Ushers Association

**June 10-13, 2004**

District 7410 Rotarians Conference

Call the Holiday Inn at 253-4531 for more information.

## Downtown Auburn BID Meetings

The Downtown Auburn BID committees meet on a monthly basis, the following are when and where they meet this quarter. If you are interested in getting involved in a committee, please call 252-7874.

**Appearance/Government Relations Committee**

9:15 AM at the BID Office

- \* Wednesday, April 28
- \* Wednesday, May 26
- \* Wednesday, June 23

**Business Retention/Recruitment Committee**

8:30 AM at the BID Office

- \* Wednesday, April 21
- \* Wednesday, May 19
- \* Wednesday, June 16

## Worker's Comp Reform

A new union-backed workers' compensation bill has surfaced in Albany, and it poses a great threat to your bottom line. The bill, (S.6135/A.9736), is sponsored by state Senator Guy Velella (R-Westchester) and Assembly woman Susan John (D-Monroe County).

The bill would raise the level of workers' comp benefits to \$625, two-thirds of the state average weekly wage, by December 2006. The Business Council's initial estimate is that this change, alone, could raise employers' rates by 25 percent or more.

What's more, the bill would also allow the unions to choose an employer's workers' comp carrier; create a medical trust fund for employers who do not provide health insurance that compensation bills would be paid out of; permit high-wage earners to purchase additional benefits above the state rate - if the benefits are never used, the money is returned to the worker upon retirement; and allow the Workers' Compensation Board to charge an employer for a claimants attorney fees if the employer has unsuccessfully argued against the claim.

**Could your business stand the cost hikes this bill brings?** None of us can! We need real reform to the comp system, now! If we enact significant reforms, we can afford a benefit increase without increasing our workers' comp premiums.

If you would like to be a part of the fight against this bill, call the BID office at 252-7874 or email at [aubdpbid@adelphia.net](mailto:aubdpbid@adelphia.net) to get a sample letter that can be sent to Governor Pataki, Senator Nozzolio and Senator Nancy Lorraine Hoffmann.

The Workers Compensation problem is real. Business shut-downs are real. Potential cost hikes are real.

**Join the call for reform!**



## Parking in Downtown Auburn

Just a friendly reminder with the good weather just around the corner, the 2 hours of free **CUSTOMER** Parking is still in effect. This means that *employees* should not be parking on street at metered spots, moving their cars every two hours to avoid tickets. Each parking space in Downtown Auburn is a very valuable commodity and will become even more valuable as we start to fill the vacant storefronts with businesses, as we redevelop State Street and as Bass Pro Shops opens at Fingerlake Mall bringing an influx of new potential customers.

As business owners it is *YOUR* responsibility to ensure that your employees are not taking advantage of the parking program designed to be an added benefit to **CUSTOMERS**.

We will be circulating to your business posters and postcards that explain the Parking Program. The posters for you to hang in your employee areas so that you can help us to educate your employees and the postcards to hand out to your customers so they have a handy reference to take home with them and remind them that the next time they come to shop in Downtown Auburn, they have up to **2 HOURS FREE** parking.

If you need the program to be explained to you and the affected area pointed out, please call the BID Office at 252-7874.

# Auburn Classic Race Weekend

Brought to you by the Owasco Velo Club and the Auburn Rotary.

The race will take place on Saturday, May 15th and Sunday, May 16th, 2004. The Sunday portion of the race will be in Downtown Auburn.

The event will take place between the hours of 9:00 AM and 4:00 PM, this is also when Genesee Street between South Street and Dill will be closed off to vehicular traffic.

It is estimated that between 4,000 and 5,000 people will be downtown for the event on Sunday. An excellent opportunity for Downtown Auburn to showcase itself.

This is also an excellent business opportunity. The visitors will be downtown for a few hours and will want to eat, drink and purchase merchandise. Don't miss the chance market your business.

For more information call Dean Furina at 252-9525.

## Letter from the Executive Director



It is finally Spring after a long hard winter and we can see the signs everywhere, from the brightly colored windows of downtown to the flowers pushing up through the ground. Now is the time to think about doing a little *Spring Cleaning* to wash away the remnants left behind by the snow and ice.

Signs of Spring in Downtown Auburn:

- ① A Spring Cleaning in Mid April to get our streets and sidewalks ready for the summer customers.
- ② The construction on State Street Mall began in March and will continue through August of this year, watch daily for changes!
- ③ New and improved planters for our flower pots - decorated by local artists.
- ④ Moveable murals for vacant windows

Keeping our downtown looking clean and beautiful is one of our most important initiatives and one of the most daunting, help us by keeping the area around your business clean.

## "TourCayuga 2004"

- WHO:** "TourCayuga" is sponsored by the Cayuga County Office of Tourism and the Downtown Auburn BID.
- WHAT:** "TourCayuga" includes wine tastings from local wineries, attraction displays, musical entertainment, food samplings, door prizes, and the presentation of awards to recognize some of our most deserving tourism businesses.
- WHEN:** Wednesday, June 30, 2004. 4:00 - 8:00 PM (4:00-6:00 PM is family oriented with punch and cookies served, 6:00 - 8:00 PM is adult oriented with wine tastings, hors d'oeuvres, music and awards)
- WHERE:** Emerson Park Pavilion at Owasco Lake
- WHY:** To generate local awareness of the great tourism attractions in Auburn and Cayuga County and create "tourism ambassadors" for our community.

For more information on "TourCayuga" or to find out how to become a sponsor or exhibitor, call the Cayuga County Office of Tourism at 255-1658.

[www.TourCayuga.com](http://www.TourCayuga.com)  
Cayuga County Office of Tourism



Thank you to James Courtney at the YMCA for providing a space for us to have our monthly BID Board Meetings.

# Downtown Businesses in the News

**James Meyers Bookbinding Service** has expanded their business to include a **BOOKSTORE** that carries books written by local authors and books about local topics. Stop in today, located at 35 Market Street in Downtown Auburn.



**The Mahogany Table**, located at 130 Genesee Street, celebrated it's *One Year Anniversary* on Wednesday, March 24, 2004. Serving Fabulous Global Cuisine including classic American.



Audrey Lukula, chef and owner of The Mahogany Table.

Sheila Barrera, owner of PBJ on the Corner, enjoys the company and cuisine.



**The UPS Store** had their Grand Opening ceremony on Saturday, February 28, 2004. Abner Doubleday and Mayor Timothy Lattimore were on hand to celebrate the opening with the store owners Jean and Glenn Churchill. The store is located at 144 Genesee Street in the Metcalf Plaza.

## HOW TO GET YOUR BUSINESS' SPECIAL DAY OR EVENT IN BID TIDBITS

Let us know if your business is celebrating an Anniversary or has received a special award so that we can recognize the accomplishments of the businesses within the BID.

Having a Grand Opening or an Open House let us help you advertise so that you can have a successful event.

Call the BID office at 252-7874 or email us at [aubdpbid@adelphia.net](mailto:aubdpbid@adelphia.net).

## EXPAND Your Business

### in the Haines Cayuga/Seneca Phone Book

- Complete white and yellow page listings covering all of Cayuga and Seneca counties.
- Distributed FREE to all residents and businesses in the two-county area, from Auburn to Port Byron, Seneca Falls to Waterloo (total distribution of 64,000).
- Bigger yellow page ads for less of an investment.
- High usage rates mean more people see your ad and call your business.

Haines Publishing is a leading independent publisher of phone books in New York and Ohio.  
 To advertise, call 1-866-734-2601.  
 Need additional directories? Call 1-800-255-5900.



**Haines Publishing, Inc.**  
*Where the Yellow Pages®*

**Downtown Auburn Business Improvement District**

131 Genesee Street, ste 2  
Auburn, NY 13021-3617  
USA

Presorted  
Standard  
US Postage Paid  
Auburn, NY  
Permit #150

RETURN SERVICE REQUESTED

**BID Board Minutes**

**Officers & Executive Board**

Carl Yoensky - President  
Tony Piccolo- Vice President  
Sharon Fanelli - Treasurer  
Kyle Hierholzer - Secretary  
David Contiguglia - member at large

**Board Members**

John Bouck  
Jay Pearson  
Meg Vanek  
Bill Jacobs  
Mike Antonacci  
Sue Palmer  
Roger Mills  
Lucy Cacciotti  
Joe DiVietro

**Ex Officio Members**

Cindy Aikman  
Frank Howe  
Lynn Jordan  
Terri Bridenbecker

The Board meets every month on the second Wednesday at 8:00 AM at the YMCA.

# Auburn's BID staff

Sandra L. Craner  
*Executive Director*  
Dan Schuster  
*Intern*

If you would like to contribute to **BID Tidbits**, please contact the BID office at 252-7874 or by email at [aubdpbid@adelphia.net](mailto:aubdpbid@adelphia.net).

Extra copies of **BID Tidbits** are available for distribution by calling 252-7874. The extras are distributed on a first come first serve basis for BID members.

**Downtown Auburn Business Improvement District**

131 Genesee Street, ste 2  
Auburn, NY 13021-3617

Phone/fax: 315-252-7874 ♦ E-mail: [aubdpbid@adelphia.net](mailto:aubdpbid@adelphia.net)  
website: <http://www.auburndowntown.org>

**OUR MISSION**

The Downtown Auburn Business Improvement District (BID) is a membership organization of residents, business owners, property owners, not-for-profit organizations, and government entities. By means of research, advocacy, marketing, promotion, event planning and collaborative efforts, the BID is committed to enhancing the appearance, economic viability and quality of life of the community.

