

BID Tidbits

Volume 4, Issue 2

Downtown Auburn Business Improvement District Newsletter

April - June 2005

Music for Murals

On Sunday, May 22, 2005 State Street will come alive with music and art!!

The Downtown Auburn BID and I.G.N.I.T.E will be hosting MUSIC FOR MURALS, a fund raising event to raise funds to install a mural on the North side of the Nash's Art building located on State Street.

The installation of this mural is the first in a program that the Downtown Auburn BID has been working on over the last few years. "We are hoping that this mural will start the fire and get people interested in art activities and more murals in Downtown Auburn," said the BID Executive Director Sandra Craner.

The artwork that will be installed is a piece of work donated by local artist Peter Mack titled "Field of Hope". This particular Mural will be a building wrap instead of the traditional painted on mural. "For our first mural it is more cost effective and works well in the location that has been chosen," states Dan Schuster the BID Assistant Director.

Sunday May 22, 2005 will be packed full of music, the line up for music is as follows:

- * Private Eye
- * Josh Dwyer
- * Roadside Traveler
- * Static Cling
- * Don Alger & Friends
- * Ryan Coughlin



Private eye is the hosting band with Art Wenzel acting as Master of Ceremonies.

Along with the bands, there will also be local artists displaying and selling their works of art. And let us not



forget the food and drinks served to you by Downtown Auburn BID businesses.

There will be a chance to view a "live mural" in the making by Jacob Roberts from the organization know as THINC in Syracuse.

There will also be mosaic artist Amy Lee on hand selling her creations and creating mosaic works of art right in front of your eyes.

Peter Mack will also be on hand selling pieces from his collection of artwork.

Artists or Downtown Auburn BID businesses interested in being a part of this program can contact the Downtown Auburn BID at 252-7874.

The cost of admission to the days event will be only **\$3.00 per person**. All to benefit the installation of the mural!!

We are also looking for raffle prizes to help raise funds for the mural installation, so if your business would like to donate something for the raffle, please call the BID office at 252-7874.

Spread the word and come on down to the newly remodeled State Street on Sunday, May 22, 2005 from 12 noon - 7:00 PM for MUSIC FOR MURALS, it is an event you don't want to miss!



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Economic Impact Reports Online

The Downtown Auburn BID has added our Economic Impact Study results completed by Cornell University and our Policy for Growth report that was born from the Cornell report to our website.

Each report is available in either PDF format or word so that you can download all the information.

You can find these reports at www.auburdowntown.org on the left side of the home page.

Retail Consultant a success

Through funding from the City of Auburn's CDBG Program the BID was able to hire a retail consultant to meet with our individual businesses and talk about the Economic Impact Report and the statistics that correlated directly to each individual business.

She met with 25 businesses within the BID and presented the findings of the report.

An agreement to share information to help us better market the downtown as a whole has been started with these businesses.



NY Main Street Grant Meeting

On January 12, 2005, Governor Pataki announced those applicants that would be receiving monies from the NY Main Street Program.

The NY Main Street Program is a brand new program administered by the Department of Housing and Community Renewal of NY State.

The Downtown Auburn BID were one of the applicants that were awarded funding through this first round in the NY Main Street Program.

The BID's application was for three of the four available programs within the grant: facade renovation, building renovation and streetscape enhancements. The Grant awarded was for \$200,000. Of this \$200,000, \$21,300 will be used for streetscape enhancements which will include new garbage cans and benches for Downtown Auburn as well as signage on the Arterial directing potential customers to our downtown area.

The remainder of the Grant will be divided up between the Facade and Building Renovation Programs. This will be a competitive process where the BID will take applications for projects and award the money based on criteria set forth by the review committee. The grant is a 50/50 match on all projects.

There will be two information meetings in regards to the NY Main Street monies and the application process. The first will be on Tuesday, April 5, 2005 at 8:00 AM and the second will be on Thursday, April 7, 2005 at 6:30 PM. Both meetings will take place at 95 Genesee Street, right in Downtown Auburn.

These meetings are MANDATORY to attend to receive funding.

At this meeting questions will be answered, the applications will be handed out and the process will begin.

Homesite Development Corporation will be helping the BID administer the grant monies and will be the contact for the individual projects.

The Downtown Auburn BID hopes that the NY Main Street Grant will help to encourage business owners to complete renovations that they may have been thinking about but not able to finance themselves. We are looking to enhance our retail, commercial and residential space to make downtown Auburn a better place to live, work and play!

The NY Main Street Program has now been set up to be an annual funding program and the BID would like to continue to apply so that we can help our businesses. So if your project does not get funded in this first round, please note we will be applying again for funds and hopefully will be chosen as a grant recipient again.

Please feel free to call the BID office at 252-7874 with any questions and especially if you can not attend the two informational meetings, so we can then set up a time to meet and discuss your project with you individually.

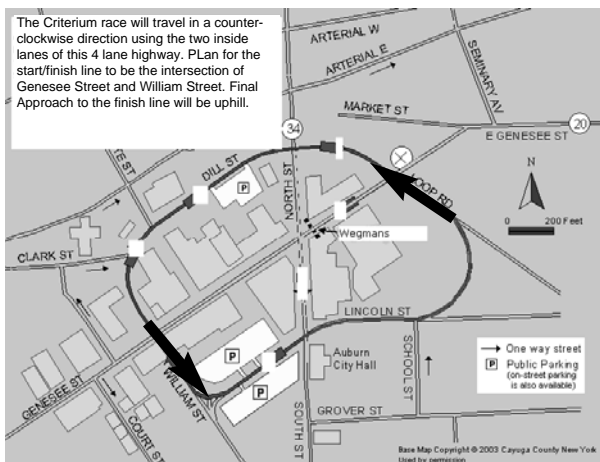
And remember, the Downtown Auburn BID is.....

“Investing in the future of Auburn.”

Downtown Criterium Bike Race

For its second year running, the Prison City Downtown Criterium offers racers a fast paced course around the City's business center. The race will take place on Saturday, May 14, 2005. Starting at 4:00 PM and ending when the racers finish.

Last years race ran in a clockwise direction and carved out one quarter of the Loop Road. This year, race organizers have secured the inner two lanes of the entire 1.5Km oval. Course direction is reversed and will run counter-clockwise. For the icing on the cake, there isn't a sharp corner in site.



We would like to have the Downtown businesses out on the street serving food and drinks to the spectators as well as the racers for this event, so please think about getting involved and being a part of the activities the day of the race.

You can call Dean Furnia at 729-3634 for more information and to get involved on the day of the race.

In addition to the change in course and direction, this year the race

promoters have added some **FREE events for children ages 3-12.**

The **Kids Races** will take place Saturday evening, May 14th during the Prison City Downtown Criterium at 6:30PM, around the Loop Road. The racers will be broken down into age categories: 3-4, 5-6, 7-8, 9-10, 11-12. Race distances for each category are as follows: 3-4: 40 yard dash race; 5-6, 7-8: 1 complete lap of criterium course; 9-10, 11-12: 2 complete laps of criterium course.

Any tricycle or bicycle (with or without training wheels) in working condition is welcomed. Wearing a helmet and sneakers is mandatory.

You can preregister anytime before race day at Rite Aid Pharmacy, 47 E. Genesee St. at the pharmacy counter. Register the day of the event at least 30 minutes before scheduled race time at the registration desk in the Genesee St. Mall lobby.

Both parents must sign a Waiver of Liability Disclaimer. You can download a Waiver and Liability Disclaimer at <http://owascoveloclub.com/KidsRaceApplication.htm>.

At least one parent who signed the Disclaimer must be present during his or her child's Free Kids Race event. All entrants will receive at least 1 prize. Winners will receive metals of recognition

For more details Dean by phone at 729-3634 or by email at info@owascoveloclub.com.

BID Annual Meeting

Mark your calendars now for the BID Annual Meeting Scheduled for **Wednesday, July 13, 2005 at 8:00 AM at the YMCA.**

At this meeting new board members will be voted in, Bylaws changes will be made and the BID Annual Report for fiscal year July 2004 - June 2005 will be presented.

All BID members all **WELCOME**. For more information call 252-7874.

SAVE MONEY with the BID Advertising Programs

Advertise with The Radio Group, where you can choose from 8 radio stations that cover all the demographics for **only \$8 an ad** (which would normally be between \$15 and \$20 and ad). During our *Spring Fling* Radio Promotion, April - June 2005.

The BID has purchased a block of 500 ads and wants *YOU* to take advantage of the **low, low price of \$8 an ad**, by buying a block of at least **50** ads to tell your story during April, May and June!

Advertise in The Citizen on a Downtown Auburn page 2 times a months with a 2.5 X 1.5 b/w ad for only **\$102.74 a 27% savings from regular price.**

Advertise in The Post Standard on a Downtown Auburn page 2 times a months with a 3.25 X 2.5 color ad for only **\$143.00 a 59% savings from regular price.**

Call the BID office at 252-7874 if you are interested in any of the above programs.



OPEN AIR ART: Flower Pot Painting

On Saturday, May 14, 2005 from 10:00 AM - 3:00 PM , the BID is Sponsoring our *2nd Annual Open Air Flower Pot Painting Program.*

The concept is simple, we buy and place flower pots in Downtown Auburn from May - October. Last year we enlisted the help of local artists to come and paint the flower pots to add some extra flair to the program and *WOW* what flair we got. The pots were beautiful.



So, we thought we would try it again this year. We, again, invite artists of all ages and expertise to join us on Saturday, May 14, 2005 from 10:00 AM - 3:00 PM at the City of Auburn's Department of Public Works to paint the pots.

Lunch and some materials will be provided. If you prefer to work in a particular paint, please bring some with you. The pots will be scrapped, primed and ready for painting. So come join us for this day of fun and creativity.

Please call the BID office to **reserve** your pot today! There are two different sizes of pots, small: 24x24x24 and large: 36x36x36. They have 6 sides and are made of concrete. There will be a limited number of pots, so call and reserve yours today!

If you have any questions, please call us at 252-7874 and we will gladly get you the information that you seek.



Downtown Businesses in the News

J.B. Allred & Associates, located at 2 South Street in Downtown Auburn is one of the first businesses in Cayuga County to take advantage of one of the strategies that was born out of the Essential New York Initiative introduced to us a year ago by the Metropolitan Development Association (MDA).

The Essential New York Initiative is a unique and innovative plan to accelerate the transition of the Central Upstate region of New York State to a knowledge-based economy.

The Initiative has six core strategies to help CNY become this knowledge based economy:

1. Cluster Development
2. Leveraging Universities
3. Talent
4. Emerging Companies
5. Entrepreneurship
6. Regionalism

J. B Allred took advantage of strategy #2, Leveraging Colleges and Universities as Economic and Community Growth engines. Working with Cornell University they were able to complete testing on materials that they would have not been able to do on their own.

Congratulations to J.B. Allred for taking advantage of this strategy and using it for the betterment of their company. We hope to see more of the Initiatives strategies used in Auburn and Cayuga County to further our position in the knowledge-based economy.



BID Quarterly Meeting April 21, 2005 6:30 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:

- * The Flower Pot Painting/Flower Program
- * Music for Mural Fund raiser
- * The Downtown Criterium Bike Race
- * The Downtowner
- * Spring Cleaning
- * The NY Main Street Grant
- * Collecting data from businesses such as where customers come from

The meeting is scheduled for **Thursday, April 21, 2005 at 6:30 PM at Eliminator Auto located at 41 Market Street.**

Please call 252-7874 if you will be attending.

Downtown Auburn BID sells Doubledays Merchandise

You can find the following Doubledays merchandise at the BID office for everyone in your family:

- * Doubledays baseball caps - 4 different styles
- * Doubledays winter stocking cap
- * Doubledays 2005 calendar
- * Doubledays key chain

The BID office is open Monday - Friday from 9:00 AM - 5:00 PM and is located at 131 Genesee Street. Checks and cash will be accepted.

Sell Doubledays Merchandise at your business

If you would be interested in featuring Doubledays merchandise at your business year round, please call the BID office at 252-7874.

Visitors look for memorabilia from Auburn and their visit. This would be a way to give them a piece of Auburn and the Doubledays right in downtown Auburn.



The Downtowner

The Downtowner is brought to you this year by the Downtown Auburn BID and The Radio Group.

The bus connects the Fingerlakes Mall with Downtown Auburn and our Historic Sites.

The Downtowner will start on Tuesday, July 5, 2005 and run through Saturday, August 27, 2005. Each day *The Downtowner* will start at the Fingerlakes Mall at 10:00 AM and make the hour long loop until 4:00 PM.

The Downtowner will be making the following stops where you can get on and off and visit the shops, the sites or get a bite to eat:

1. starts at the Fingerlakes Mall driving tour of the Auburn Correctional Facility
2. Holiday Inn
3. Willard Memorial Chapel
4. Downtown Auburn
5. Seward House
6. Harriet Tubman Home driving tour of Fort Hill Cemetery
7. Cayuga Museum/Schweinfurth Memorial Art Center
8. West end shopping district
9. back to the Fingerlakes Mall



The Downtowner is **FREE**.

While you are on *the Downtowner*, listen to the voice over that talks of the historic relevance of the City of Auburn and all the sites you will see while on the shuttle.

On Wednesday, July 6, 2005 the Downtown Auburn BID will be hosting a Merchant Night at Casey Park to help kick off *the Downtowner*. BID businesses are encouraged to participate by having booths at the park on July 6th and by getting involved with *the Downtowner* by advertising on the bus or by putting your information in the brochure rack on the bus.

Come on out on the first day of *the Downtowner*, as The Radio Group will be on hand with a live remote from *the Downtowner*, giving away prizes and letting you take your chances in the **money machine**, so don't miss it!!!

For information on the BID Merchant Night, how to advertise on *the Downtowner* or just general information on the shuttle please call the BID office at 252-7874.

Thank you to I.G.N.I.T.E. for helping the BID distribute our 2005 Experience Downtown Auburn brochures, helping to organize our Music for Murals Event and our Flower Pot Painting program.



Thank you to Art Wenzel for securing the bands to play at our fund raising event, Music for Murals.

Thank you to Mr. Vitale for allowing us to use space at 95 Genesee Street to have our information meetings in regards to our \$200,000 Main Street NY

Grant.

Thank you to Mike Antonacci at Eliminator Auto for hosting our April 2005 Quarterly meeting.

Letter from the Executive Director

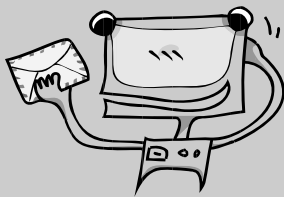
Send us your email address

The Downtown Auburn BID is looking to update our files of all the property owners and business within the BID. We would like to have email as a form of contacting all the BID members when important legislative items come up that you need to be aware of as well as email out a quarterly Newsletter form of the BID Tidbits.

This would also allow us to email information on our Quarterly meetings and Annual Meeting and Election so that everyone has the opportunity to attend and voice their compliments, concerns and complaints.

We would not sell this list, it would be solely used as a means of communication with all the members.

You can email you address to us at aubdpbid@adelphia.net or fax it to us at 252-7874 or just call and let us know at 252-7874. When emailing and faxing please be sure to include the business name.



In the past few months I have had the pleasure of meeting a few new faces that have opened businesses in Downtown Auburn. And I have also stopped in to see some of the businesses that have been in Auburn for many years.

I would love to meet with every business owner and chat for a few minutes during this upcoming spring season. Please look for a phone call from myself or I may just stop by one day while I am out. I think that meeting with you, the business owner, is important to keeping an open line of communication so that if you have a problem or concern you feel comfortable expressing it to me. Please, if you have a concern or questions, do not hesitate to call at 252-7874 or email at aubdpbid@adelphia.net.

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We are also looking to start recruiting new members to the Downtown Auburn BID Board. Starting in July of 2006 we will have one Class A (property owner) and one Class B (commercial tenant) positions open on the Board. These positions all carry 3 year terms.

We are looking for energetic, enthusiastic people to fill these positions. People that will bring an energy to our Board and connect with the current board members. If you would be interested in becoming a BID Board member, please call me at 252-7874 and we can talk further.

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This summer we will be working with two interns and the City of Auburn to catalog our vacant properties and all space be it raw, commercial or residential. This information will be very helpful to us in marketing the Downtown auburn to potential investors and businesses. If you have vacant space, we will be coming to talk with you to get information on how much space, the cost, the condition the space is in, the amenities, etc. If you have space that we might not know about, please let us know so that we can include you on our list.

Gathering this information will also help us in future NY Main Street funding rounds, as we can then begin to address our upper floors and how we can get them filled and up to code to be used. So keep a look out for the BID interns and information that will be mailed/emailed to you in regards to the Vacancy Cataloging Program.

Strategic Planning set for 2005



The Downtown Auburn BID will be taking a look at our Strategic Plan that was created for 2002-2005 this coming year.

We are looking to update our goals and initiatives and create a framework for our Board Members to help in the recruitment and marketing of the BID.

We would like to gather input from all the BID businesses for this process so that we can make sure that we are moving ahead in the right direction for all parties involved in the revitalization of Downtown Auburn.

If you have ideas that you would like us to consider incorporating into the Strategic Plan or you would like to be a part of the Strategic Planning workgroup, please call the BID office at 252-7874.

Downtown Businesses in the News

DOWNTOWN AUBURN BID CUSTOMER SERVICE FRIENDLY BUSINESS

This quarter the Downtown Auburn BID would like to recognize *Finger Lakes Scuba* for their superior dedication to their customers and the dedication they have to introducing the people of Auburn to a whole other world underwater.

It is because of businesses like *Finger Lakes Scuba* that Downtown Auburn can continue to thrive.

CONGRATULATIONS! *Finger Lakes Scuba* - Keep up the Good Work!



Holiday Inn Celebrates 25 Years of Service



The Holiday Inn, Auburn – Finger Lakes recently celebrated their 25th year anniversary. The hotel opened their doors on February 10, 1980. They celebrated by thanking all of their customers for their continued support with a Cocktail & Hors D’Oeuvres party on Wednesday March 9th.

During the event they honored three employees who have been with the hotel since the opening. Congratulations to Judy Mckeen, Executive Housekeeper, Jenny Murray, Falls Room waitress and Jackie Gagliardi, Guest Service Representative. The Holiday Inn looks forward to many more years in Auburn.

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 your event.

Call the BID office at 252-7874 or email us at aubdpbid@adelphia.net

Yesteryears Coffee House & Cafe announces

Folk and Lore Arts Series

Presenting unique Literary, Folk and Original Performance Arts

The PASS: Poets, Authors & Storytellers Series

Thursday April, 7: 00 PM (kick off event)
Martin Walls, Phil Memmer and Lisa Martino

Festive Fridays: 7:30 PM

\$3.00 Cover charge

- April 1: Ryan Coughlin
- April 8: Josh Dwyer
- April 15: Don Alger & Friends
- April 22: Al Caster
- April 29: Nodzo & Van Arsdale

- May 7: Cookie Coogan
- May 13: Sons of the Bunkhouse
- May 20: Lou Nocilly & Jazzitude

Folk Art Saturdays: 8:00 PM

\$3.00 Cover charge

- April 2: Jason Vatter
- April 9: Patti Witten, www.pattiwitten.com
- April 16: Peterson & Dennihy
- April 23: Homeslice
- April 30: Judy Banky, www.judybanky.com

- May 7: John Reilly
- May 14: Dana "Short Oder" Cook & His band
- May 21: Rebecca Keefe

- June 4: Joe Davoli & Harvey Nusbaum Fiddle & Guitar
- June 11: Rik Palieri
- June 18: Larry Hoyt

Yesteryears Coffee House & Cafe is located at 24 State Street.
Call 253-0050 for more information.



Downtown Auburn Business Improvement District

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

Non-Profit
US Postage Paid
Auburn, NY
Permit #129

BID Board Minutes

Officers & Executive Board

Tony Piccolo- President
Roger Mills- Vice President
Meg Vanek - Secretary
David Contiguglia - member at large

Board Members

John Bouck
Jay Pearson
Bill Jacobs
Amy Hikock
Carl Yoensky
Lucy Cacciotti
Joe DiVietro
Fonda Chronis
Jim Meyer

Ex Officio Members

Cynthia 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
Assistant to Executive Director

If you would like to contribute to **BID Tidbits**, please contact the BID office at 252-7874 or by email at 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
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.

