

BID Tidbits

Volume 4, Issue 4

Downtown Auburn Business Improvement District Newsletter

October - December 2005

Advertising for your Small Business:

How to do it and do it well

At the beginning of 2005, we offered all of the BID businesses the opportunity to meet with a retail consultant and talk about the Demographic report that we commissioned Cornell to do for us. Of those businesses that were visited, there was a reoccurring theme in regards to advertising and we found out that many of our businesses were not sure how to go about advertising effectively for their business, so we are offering the **Advertising for Your Small Business: How to do it and do it well** seminar.

Are you having problems creating ads for your business? Not sure what to say or how to say it, then come to this *Advertising for the Small Business* seminar and learn how to draw traffic to your business, track your responses and how to build a successful ad!

This seminar is broken out into two different segments on two different nights.

WHEN: Tuesday, October 18, 2005

TOPIC: Learn how to track return, gauge ROI, tricks of the trade to make your advertising more effective, how to create an advertising schedule, How this should look, How to say what you need to say in a 2 inch space, etc. from Carol Brandt from Adworks of Skaneateles, Inc. **Bring in your ads, copy or ideas to have Carol look at, critique and give suggestions!**

WHEN: Wednesday, October 19, 2005

TOPIC: Representatives from the respective mediums: Radio, Print, TV, Online will be on hand to talk about how to effectively use their particular mediums.

TIME: 6:00 - 8:00
PM each day

COST: FREE

WHERE: 95 Genesee Street,
Auburn, NY right next to Rent-A-Center

There will be munchies and refreshments served.

Handouts from each session will be given to you to take home as reference material.

Call The Downtown Auburn BID at 252-7874 to register for either night of the *Advertising for Your Small Business* Seminar. Attend each night, send one person from your business to one night and you attend the other. However it works best for you and your business.

Call by Tuesday, October 4, 2005, as seating is limited.

Let us help you and give you the tools to spend your advertising dollars in the most effective way so that you see the return for your investment in your *IMAGE* in the community and your cash register.

This seminar is brought to you by the Downtown Auburn BID in partnership with the Cayuga County Chamber of Commerce and the Skaneateles Area Chamber of Commerce, Inc.



Inside

2

Advertise in BID Brochure

4-5

Holiday Information

7

BID Businesses

2006 Experience Downtown Brochure: Advertise

BID Quarterly Meeting October 26, 2005 6:00 PM

This Quarterly Meeting will give you the chance to come again and comment on the Strategic Planning Process that the BID is currently going through.

At the beginning of August, we asked for your input to help guide us in this planning process. We received a great deal of input that has been used to help us formulate the "DRAFT" Plan that will be unveiled at this meeting where you can comment on the plan.

There will be time for questions and answers in regards to the specifics of the Plan as well as general comments.

This process is very important to the success of the BID and the Strategic Planning Process, so please mark your calendars for **Wednesday, October 26, 2005 at 6:00 PM.**

The meeting will take place at the **BID office located at 131 Genesee Street.**

Please RSVP to 252-7874.

For 2006 we are offering YOUR BUSINESS an opportunity to advertise in the Experience Downtown Auburn Brochure. Take advantage of the 20,000 brochures that are printed by advertising for your business and helping to draw customers to Downtown Auburn to shop, eat and enjoy. The following are your advertising opportunities and prices.

Please check which option you wish to take advantage of in the 2006 Experience Downtown Auburn Brochure.

- \$25.00 Expanded BROCHURE business listing - a 25 word description of your business with your directory listing, including hours of operation
- \$25.00 Expanded WEBSITE business listing - a 25 word description of your business with your directory listing, including hours of operation
- \$50.00 ¼ page ad (2.25 tall X 3.25 inches wide)
- \$125.00 ½ page ad (4 ½ tall X 3.25 inches wide)
- \$250.00 full page ad (9 tall X 3.25 inches wide)

AD SPECIFICS

- * black and white * All artwork due by November 1, 2005 to be included in the 2006 Downtown Auburn Brochure
- * jpeg, tiff, eps or gif format
- * dpi of at least 300
- * ads in any other format can not be accepted * All ads must be in print ready format. The BID can not create or design the ads for you.

If you choose to advertise in the 2006 Experience Downtown Auburn brochure and you choose the **Expanded BROCHURE** business listing as one of your options and your payment is received before Monday, October 17, 2005 you will receive an **Expanded WEBSITE** Business listing for FREE, a \$25 value.

Yes, I would like to participate,

BUSINESS NAME: _____

CONTACT: _____

ADDRESS: _____

PHONE: _____

EMAIL: _____

Please make checks payable to Auburn Downtown Partnership Inc.

Participation Forms and payment must be received by **Tuesday, November 1, 2005.**

BROCHURES ARE DISTRIBUTED AT THE FOLLOWING LOCATIONS:

- * Placed at the Beekmantown Gateway Information Center, I-87 southbound between exits 41 & 40
- * Placed at the Gateway Information Center at Binghamton (I-81 North)
- * Placed at the Thruway Tourist Information Center at Pembroke, I-90 East between exits 48 & 48A
- * Placed at the Thruway Tourist Information Center at Warners, I-90 West between exists 39 & 40
- * Placed at New York's Western Gateway Information Center located on I-90 West between exits 26 (Schenectady) and 27 (Amsterdam).
- * Placed at the Thruway Information Center at the Scottsville Service Area, I-90 East between exits 46 & 47
- * Distributed through the Finger Lakes Tourism Alliance AAA Program
- * Placed at the Fingerlakes Mall Information Center

MUSIC in Downtown Auburn

Yesteryears Coffee House & Cafe:

located at 24 State Street.
Call 253-0050 for more information.

Festive Fridays: 7:30 PM

\$3.00 Cover charge

October 7: Lou Nocilly & Jazzitude

October 14: Julie Howard & Bob Piorun **October 21:** Linda Stout

October 28: see below

November 4: Lou Nocilly & Jazzitude

November 11: Maria DeSantis & Mark Copani

November 18: Swing This featuring Mark Hoffmann, Hal Casey, & Shirley Woodcock-Kolb

November 25: Kevin Dorsey Collective

December 2: "Jingling Jazz Jams" with Lou Nocilly & Jazzitude

December 9: Lyman Strong

December 16: "Christmas Cookies & Song" with Cookie Coogan

Folk Art Saturdays: 8:00 PM

\$3.00 Cover charge

October 1: Paul Killion

October 8: Peterson & Dennihy

October 15: Will Fudeman

October 22: Nuclear Ukulele

October 29: Sunnyside String Band

Yesteryears schedule continued:

November 5: see below

November 12: Patti Warren

November 19: Will Hoppey

November 26: Josh Dwyer & Bob Tamburrino

December 3: "Yuletide Melodies" with Merry Mischief and Al Caster

December 10: Pamme Swan

December 17: Homeslice

Parker's Grille & Tap House:

located at 129 Genesee Street
Call 252-6884 for more information.

Thursday Night Live Entertainment :

8:00 p.m.

No Cover charge

October 6: Rhyne McCormick

October 13: Jerry Martin

October 20: Bone & Doolittle

October 27: Jimmy Rogers & The Lounge Lizards

November 3: Mark Bell

November 10: Nodzo & Van Arsdale

November 23: Rhyne McCormick

December 8: Mark Bell

December 15: Mark Bell

December 22: Rhyne McCormick

December 29: Nodzo & Van Arsdale

Spirits Tavern and Cafe

located at 20 State Street
Call 253-2244 for more information.

Wednesday Night Karaoke Night with DJ Piper

Every Wednesday at 9 PM
Free admission

Friday Night Music: 10:00 PM

Cover charges vary

October 7: Blue Sky Mission Club

October 14: Good Times

October 28: American Monster Band

November 4: Disclaimers

November 11: Lost in Rhyme

November 18: Steve Johnson

November 25: Joe Whiting Band

December 2: Good Times

December 16: Martin Timmons Band

December 23: Dirty Chavez

Saturday Night Music:

10:00 PM

Cover charges vary

October 8: Malachai

October 15: Joe Whiting Band

October 22: Motley Cruton

October 29: Rounders

November 5: Dave Hawthorne

November 12: Dirty Chavez

November 19: Malachai

December 10: Dave Hawthorne

December 17: Rounders

On **Wednesday, November 23:**

Stone Soul Foundation will be playing at 10:00 PM. For cover charge information call 253-2244.

For updated information on these music events visit our website at www.auburndowntown.org and click on *EVENTS*.

To have your event added to our listing on the web and in our Experience Downtown Auburn Brochure, please call the BID office at 252-7874.



Yesteryear's First Anniversary Celebration

JONATHAN EDWARDS and Cliff McCann will be playing at Yesteryears Coffee House & Cafe on **Saturday, November 5, 2005** to help celebrate Yesteryears 1 Year Anniversary!

Edwards returns to CNY with hits "Sunshine (Go Away Today)," "Shanty" and others, for two rare acoustic expeditions into American roots with Seneca Falls native Cliff McCann opening!

There will be two shows at 7:00 PM and 10:00 PM.

Limited Advance Sale Tickets Available for \$35.

On **October 28, 2005** there will be two Special Shows at 7:00 & 9:00 p.m with Comedienne **Mary Anne Nichols** ("The Poster Girl For Menopause" arrives from Delaware)

Limited Seating Per Show - Tickets are \$15. **CALL NOW FOR ADVANCE RESERVATIONS ONLY!**

Advance Tickets Available at Yesteryears, Naumann Chiropractic and Speno Music in Auburn and The Copy Shop in Seneca Falls.





19th Annual Holiday Parade

The **19th Annual Holiday Parade** will take place on Saturday, November 26, 2005 starting at 6:00 PM. The parade will start on the West side of town and will make its way down Genesee Street ending at City Hall for the Tree Lighting Ceremony.

After the Tree Lighting Ceremony everyone is invited to come on over to the Genesee Mall, where Santa and Mrs. Claus will be waiting to take pictures and here what is on your christmas list! Each child will receive a free ornament and polaroid picture with Santa.

Call the Downtown Auburn BID at 252-7874 for more information or to enter your business in the parade. It is a fun time for all, and we will again be judging the flats entered into the parade and offering 1st (\$150), 2nd (\$100) and 3rd (\$75) place for the floats that are the most creative with holiday cheer!



Holiday Celebration Activities

For the last couple of years we have been offering events for kids and families during the day leading up to the parade. It has been a huge success, so we will be doing that again this year. If your business would be interested in offering a store special or host an event, please call us at 252-7874.

The following are the activities that we have planned:

Saturday, November 26, 2005

10:30 AM - 12 noon: at the Seymour Public Library there will be **Christmas Crafts and Storytelling**. Call the library at 252-2571 for more information.

4:00 - 6:00 PM: **Horse Drawn Wagon Rides** around Downtown Auburn will be offered for FREE. The rides will start at the Genesee Mall.

4:00 - 6:00 PM: **Live Remote with the Finger Lakes Radio Group and the Money Machine** at the Genesee Mall. Take your chances at winning money and gift certificates in the Money Machine.

4:00 - 6:00 PM: **Crafts and activities for Children of all Ages** at the Genesee Mall. Come to the Genesee Mall located at 100 Genesee Street to decorate cookies, color holiday ornaments and other activities. All for FREE.

Also look for **Special Offers** at business and restaurants in the downtown area. Lunch and dinner specials. To take advantage of the specials, stop by the BID office and pick up your coupons and don't forget to pick up your ballot for the **1st Annual Store Front Decorating Contest**.

Please call the BID office at 252-7874 if your business is interested in getting involved in the Holiday Celebration or Holiday Parade.

Store Front Decorating Contest!

It is time to get into the Holiday Spirit and start thinking about how you want to brighten up Downtown during the Holiday Season.

The Downtown Auburn BID is sponsoring the **1st Annual Store Front Decorating Contest**.

The contest is very simple, come up with a theme for the windows of your business, let the BID know that you will be participating in the **1st Annual Store Front Decorating Contest**, and have your store front decorated by **Saturday, November 26, 2005**.

On the day of the parade, the public will be voting for the Best Decorated Store Front. They will be picking up ballots at the BID office, or at the Genesee Mall where the day activities will be held.

And to top it all off, there will be a 1st (\$75.00), 2nd (\$50.00) and 3rd (\$25.00) prize given to the business that receives the most votes. Use the money towards a Holiday Party for your staff!!!

Get everyone involved in the decorating and get creative. This is a great way to showcase what your business offers and introduce a number of different people to all of our Downtown businesses.

Please let the BID know by Tuesday, **November 1, 2005** if you will be participating in the **1st Annual Store Front Decorating Contest** by calling us at 252-7874 or by sending an email to aubdpbid@adelphia.net.



Holiday Wreath Silent Auction

Are you one of those creative types, or just like the holiday season? If so, the BID has come up with another way for you to help spread the Holiday Cheer by decorating a Holiday Wreath and entering it in the **1st Annual Holiday Wreath Silent Auction** that will take place on Saturday, November 26, 2005.

Wreaths for this program are \$15.00 and you must call the BID office at 252-7874 to reserve your wreath by **Tuesday, November 1, 2005.**

The wreaths will be available for purchase and pick up the week of November 14, 2005 at Sts. Peter & John Episcopal Church located at 169 Genesee Street or you can call 252-5721.

All proceeds of the auction will go to the Downtown Auburn BID to help support the programs and expand the services that we currently offer.

The **1st Annual Holiday Wreath Silent Auction** will take place from 4:00 PM until all the children have been seen by Santa and Mrs. Claus at the Genesee Mall.

Wreaths must be dropped off to the Genesee Mall by **3:00 PM** on November 26, 2005.



Breakfast with Santa at the Auburn Holiday Inn

You are cordially invited to come on down to the Auburn Holiday Inn on Sunday, November 27, 2005 from 9:00 - 11:00 AM and have a wonderful Buffet style Breakfast with Santa. The cost to visit with Santa and have breakfast is \$12.00 for adults and \$6.00 for kids, all inclusive. Kids under 4 eat for FREE!



To make reservations for Breakfast with Santa at the Auburn Holiday Inn call 253-4531. Seating is limited so call and make your reservation today!!!

Snow and ice removal: It IS your responsibility



We are coming into the Fall and Winter seasons, which brings with it some different daily responsibilities for the front area of each of your individual businesses.

Our Beautification Crew member, John, does not work to keep the sidewalks and store front of individual businesses free of debris, ice and snow. That is the **RESPONSIBILITY OF THE INDIVIDUAL BUSINESS AND PROPERTY OWNER.**

The Following is from the Code of the City of Auburn, NY, Chapter 259, Article I. 259-6: Removal of snow and ice from sidewalks

- A. **Responsibility.** The owner, occupant or lessee of any land lot or lands adjoining any public sidewalk shall keep the same free from snow, slush or ice. In case of failure or neglect to comply with this requirement within 24 hours following any storm depositing such snow, slush, or ice, such may be removed by the Department of Public Works at the Direction of the City Manager. Failure to complete such removal shall not be deemed an act of negligence by the City of Auburn.
- B. **Cindering or sanding.** In the event that snow, slush or ice may become frozen on sidewalks in such a way that removal is difficult or injurious to sidewalks, the sidewalks shall be rendered safe for public travel by use of sanders, sand or other suitable materials and shall be properly cleaned thereafter when weather permits. If any owner, occupant or lessee of lots or lands abutting sidewalks fails to comply with this requirement, the walks shall be rendered safe by the Department of Public Works and thereafter cleaned at the direction of the City Manager
- C. **Work Performed by the Department of Public Works.** ANY work performed by the Department of Public Works pursuant to this section shall be charged against the property owner and shall be billed and collected by the City Treasurer. Such charges shall be a lien on the adjoining realty to the same extent as City taxes. All actual items of work, including labor and materials, plus an administrative and supervisory expense of 50% thereof, shall be charged; provided, however, that the minimum charge for each occurrence shall be \$5 per lot or parcel of land.

Save money with the BID Radio AD Program

Advertise with The Radio Group, where you can choose from 8 radio stations that cover a wide variety of demographics (for detailed information on which radio station reaches what county and what type of person call Gina at the Radio Group at 258-0937) for **only \$6.50 an ad** (which would normally be between \$15 and \$20 and ad). During our **Festive Fall** Radio Promotion.

The BID has purchased a block of ads and wants **YOU** to take advantage of the **low, low price of \$6.50 an ad**, by buying a block of at least **50** ads to tell your story during the next few months.



Call the BID 252-7874 or the Radio Group and ask for Gina at 258-0937 for more info.

What time is best for YOU to be able to attend BID meetings and seminars?

The BID offers at least one seminar for BID members a year as well as (3) Quarterly Meetings, an Annual Meeting and a Board Meeting each month.

We would like to see more BID members at all these meetings, so in an effort to have these meetings at more convenient times for you, we are asking that you complete the following survey and tell us what times are best for you to attend any of the above mentioned meetings.

What time of day would be best to hold the BID board meetings, seminars, quarterly meetings and Annual Meeting?

- 8:00 AM
- 12: noon
- 3:00 PM
- 6:00 PM

Please check only one, the time that you would be most likely to attend a meeting.

Please fax to us at 252-7874 or if you have other time suggestions, please send them to the BID at aubdpbid@adelphia.net.

Letter from the Executive Director



Can you believe that the summer is over and fall is upon us. What a quick and beautiful summer it was for us here in Downtown Auburn.

The BID office has been very busy this summer working to get the Downtown Auburn BID Main Street Program underway. And I am happy to say that we have signed the contract and are moving forward. You should see work starting on some buildings in the BID within the next few weeks.

The BID is in the midst of creating our new Strategic Plan, and our next Quarterly Meeting will be another chance for you to provide us with input and see a draft plan before it becomes final.

Continue to check out the BID website at auburdowntown.org for updated lists of events and happenings in Downtown as well as information on vacancies.

As always, if you have any compliments, concern or complaints, please feel free to call the BID office at 252-7874 or send us an email at aubdpbid@adelphia.net.

Absolute Dance Company is located at 53 Genesee Street, upstairs. The following are live performances that they will be offering at there studio:

Saturday, October 22, 2005: 7:30 PM, this is a FREE performance

Saturday, December 3, 2005: no performance but a Craft Fair.

Saturday, December 31, 2005: performing at Casey Park at New Year's Eve event

Saturday, February 11, 2006: 7:30 PM, Love Theme

Saturday, March 25, 2006: 7:30 PM, Spring Performance

Call 253-0067 for more detailed information on these and other shows.



American Red Cross offers Business services

American Red Cross The Cayuga County Chapter of the American Red Cross has a service that they offer at no cost to area businesses. What they will do is go to any business to check out any current first aid kits, make recommendations for what should be included, give ideas on proper placement and sell kits, if needed. The Chapter has OSHA regulated kits, kits for children, kits for pets...the list goes on! This is a free service and kits range from \$5 - \$50 each.

They also offer training in first aid, automated external defibrillation (AED) and infant, child and adult CPR. They can hold trainings at your business or at the chapter, any day of the week, any time of day. You can choose the right type of training to match your needs and budget and they will guide you through their program choices.

The chapter also sells the automated external defibrillators (AEDs) to any business. They work with the Philips company and they do all of the paperwork and the unit is sent to the business within a few weeks. The chapter will then give you six free trainings in Adult CPR with AED.

If you and your business are interested in any of these programs, you can contact the BID at 252-7874 or call the chapter at 252-9596 and ask for Dawn or Natasha.

Downtown Businesses in the News

DOWNTOWN AUBURN BID CUSTOMER SERVICE FRIENDLY BUSINESS

This quarter the Downtown Auburn BID would like to recognize *Photo Magnum Laboratories* for their superior dedication to their customers that makes their business a destination which brings more customers to downtown..

It is because of businesses like *Photo Magnum Laboratories* that Downtown Auburn can continue to thrive.

CONGRATULATIONS! *Photo Magnum Laboratories* - Keep up the Good Work!



On Sunday, September 11, 2005, The Auburn Holiday Inn hosted a car wash to help the victims of Hurricane Katrina.

This fund raiser was organized by the Holiday Inn's Banquet Manager Pat Poole and Server, Kevin Routhouska.

Linda Knight, Holiday Inn's General Manager, her staff and their families



washed nearly 70 cars and collected \$450 during the event. Holiday Inn's owners, Charter One Hotels & Resorts, matched the amount they raised making their donation to the local American Red Cross \$1080 to assist the victims of Hurricane Katrina.

GREAT JOB!



Carey Eidel and Angela Daddabbo, owners of Daddabbo's Pizza located at 105 Genesee Street, will be opening a Community Theatre right in the heart of Downtown Auburn. Look for more details and performance schedules to come.

Congratulations Carey and Angela!!!



Kawla McLarin, Rebecca McLarin, Imam Abdur-Rahim Muhammad, Lisa Backus and Mariah Overstreet all *SMILES* after staining benches and cleaning & weeding at Freedom Park in Downtown Auburn. Part of an ongoing program sponsored by CWD-Auburn.

THANKS for all the hard work!

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

Downtown Auburn Business Improvement District

131 Genesee Street, Suite 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

Henry MacDonald - Treasurer

Meg Vanek - Secretary

Board Members

Jay Pearson

Bill Jacobs

Amy Hickok

Carl Yoensky

Lucy Cacciotti

Joe DiVietro

Fonda Chronis

Jim Meyer

Lydia Powers

Joe Calarco

Stacy Tamburrino

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, scraner@auburndowntown.org

Executive Director

Dan Schuster, dschuster@auburndowntown.org

Assistant to Executive Director

John Panko

Beautification Crew

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, Suite 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.