

BID Tidbits

Volume 7, Issue 1

Downtown Auburn Business Improvement District Newsletter

January - March 2008

Quarterly Newsletter Has Returned

This issue marks the return of the BID Tidbits quarterly newsletter after a brief hiatus. The newsletter will help inform members and the public about the efforts being undertaken by the BID office and about news and activities in Downtown Auburn. It will be available in both hard copy and digital format.

The newsletter will be mailed to all BID members. Also, a PDF version of the newsletter will be sent to all of those on our e-mail list. Hard copies will be available at the BID office and at several Downtown businesses.

We will also mail and/or e-mail the newsletter to anyone else who is interested. To sign up to be added to our newsletter mail or e-mail list, please call the office at (315) 252-7874. Or, send us an e-mail at aubdpbid@CentralNY.TWCBC.com.

We are always interested in hearing from people about how to make BID TidBits better. So, please feel free to contact us anytime with your feedback.

BID Office Has New Location



In January, the BID office moved into its new home. All of our other contact information - phone, e-mail, website, etc. - will remain the same. But, please make a note that our new address is now 2 State Street, Auburn, NY.

For the past several years, we had sub-leased an office space from the Cayuga County Office of Tourism on Genesee Street. This arrangement worked out very well, as we have collaborated with the Tourism Office on numerous programs and initiatives over the years. We look to continue to work closely with the Tourism Office in the future. However, both the BID and Tourism Offices were in need of additional work space. So, it was time for us to find a new location.

Luckily, the perfect opportunity presented itself. At the Cayuga County Chamber of Commerce Annual Dinner this past fall, the Stardust Foundation of Central New York announced its intention to invest millions of dollars in Downtown Auburn. Since then, the Foundation has recently purchased (or will soon close on) a number of properties located on the newly renovated section of State Street. This area, starting at the corner of State and Genesee and moving north, is now known as the "Creative Corridor."

The area will be the site of more development in the near future. Because the BID office will be involved in much of the activity that will take place in the Creative Corridor, we

decided it would make sense to locate our office in what is now known as the Stardust Annex building, located behind First Niagara Bank and next to Nash's Art Supply.

The Stardust Foundation was also very happy to have us as neighbors. "We are very excited to have the Downtown BID locate their offices in what is becoming the focal point for development of the business core of Downtown Auburn," said Stardust Foundation Executive Director Guy Cosentino. "The BID is just the first new tenant in the Creative Corridor. This is just the first step in creating a private sector economic development 'one-stop' for our community."

So, please stop by any time to see us at our new location (*below*). And, keep your eyes open for more information about all the exciting things that will be happening soon within the Creative Corridor.



Inside

3

Events in Downtown

4

New Parking Kiosks

7

Member Survey

Main Street Grant Money Available

The Downtown Auburn Main Street program is a matching grant program that assists property owners who want to fix up their facades or renovate their Downtown buildings. Property owners pay for at least half the project costs, and the balance is paid through grant money from the State of New York. So far, we have administered \$64,703.60 in façade grant funds, resulting in \$154,148.40 in improvements to nine (9) different Downtown facades. And, we have administered \$97,021.95 in building renovation grants, resulting in \$194,755.91 in improvements to six (6) different Downtown buildings. That is a total of \$161,725.55 in grants which have led to \$348,904.31 in improvements to Downtown properties.

Additionally, the streetscape enhancement segment of the Main Street grant has allowed the BID to purchase eight new street benches, eleven new trash receptacles, and two cigarette urns. These are separate from the street furnishings that were recently installed as a part of the City's streetscape renovations. These items will be installed throughout Downtown in the spring.

There is still \$124,646.40 in façade improvement grant money available and \$92,328.05 in building renovation money available. So, if you own property in Downtown and need to do improvements or maintenance work, please contact the BID office at 252-7874 so that we can assist you with funding.

BID Beautification Crew Keeps Downtown Clean

If you see John Panko, our BID Beautification Crew member, on the street picking up garbage or shoveling snow, please take the opportunity to thank him for all that he does to keep Downtown Auburn looking clean.

In the course of a given week, John picks up about a dozen 60-gallon bags worth of litter off the streets and sidewalks of Downtown Auburn. In addition, he has been responsible for emptying the garbage from 28 street trash receptacles each week. Some of these must be emptied multiple times each week to prevent overflow.

All told, John is responsible for removing approximately 1,750 gallons of garbage from the streets of Downtown Auburn each week. In the fall, he also removes an additional 3,000 gallons of leaves from the streets weekly.

This is certainly not all of the garbage and debris on the streets in Downtown. John does not have the time to get it all. But, just think about what it would look like if he was not out there keeping the streets clean.

There is a lot that BID businesses and the general public can do to help John. The easiest thing, of course, is to refrain from littering. There are plenty of street receptacles Downtown. Please use them to deposit your garbage. Also, if you see litter on the street, it would be helpful to pick it up and put it in a street receptacle.

Another way to help is to refrain from putting business or personal residential garbage in the Downtown receptacles. The purpose of these receptacles is to reduce litter and to give pedestrians a convenient way to dispose of coffee cups, food wrappers, or other small items. When businesses or individuals dump large bags of their own garbage in these cans, they fill up quickly and overflow. John then must spend much more time emptying them and picking the overflowing garbage off the streets.

If we all do our part to reduce the amount of garbage John needs to remove from the streets each week, he will be able to attend to the finer details of beautifying Downtown Auburn - such as removing gum and cigarette butts, weeding, sweeping sidewalks, and doing other things that currently he does not have the time to do.

New Truck Purchased For Beautification Crew

You may have noticed that the BID has a brand new truck that will enable John (*below, with new truck*) to do his work much more efficiently. This truck was purchased after amending the contract that the BID has with the City to provide maintenance Downtown.

Under the original contract, the City was responsible for providing a vehicle to the BID so that John could do his job. This vehicle was typically an old vehicle from the Department of Public Works that had already been used beyond its serviceable lifespan. The City and the BID mutually agreed that a better arrangement would be for the City to provide a little more money to the BID each year, as a part of the maintenance contract, that would allow the BID to purchase a new, more reliable and useful vehicle.



EVENTS in Downtown Auburn

SEWARD HOUSE

A National Historic Landmark

Located at 33 South Street in Downtown Auburn. Call 252-1283 for more information. The Seward House is closed for the month of January.

Book Talk: The Case of Abraham Lincoln

Wednesday, February 13th at 7pm
Westminster Presbyterian Church
17 William Street (across from Seward House)

Celebrate Abraham Lincoln's birthday with local author Julie M. Fenster as she reads from her new book, *The Case of Abraham Lincoln*.

Speaking for Themselves: Women of Seward House

First Saturday of each month (Feb-Dec) at 1:00 p.m.

This special tour interprets the lives of the 19th-century Seward women through their letters and diaries. The cost is the regular museum admission fee. To register, please call Seward House at (315) 252-1283.

How Do I Find Out More About Downtown Auburn Events?



In addition to the events listings here, which will be included in each quarterly newsletter, the BID e-mails a listing of Downtown events each week. If you would like to receive this e-mail, please contact the BID office at (315) 252-7874 or aubdpbid@CentralNY.TWCBC.com.

Also, if you are holding a Downtown event and would like it included on our e-mail and/or newsletter event listing, please contact the office to provide us with the relevant information.

Quarterly Meeting & Election of BID Board Members

On Wednesday, February 20th at 6:30 pm, a BID quarterly membership meeting will be held at the new BID Offices located on 2 State Street in Downtown Auburn.

The main purpose of this meeting will be elect members to the BID Board of Directors. Normally, the elections are held in July, but they were postponed for a number of reasons in 2007. The following four individuals will be on the ballot to fill four Board slots, terms to expire in July of 2010:

- *Mike Lynch - Class A Member (Property Owner), Lynch's Furniture
- *Mark DiVietro - Class A Member (Property Owner), Silbert Optical
- *Susan Marteney - Class B Member (Commercial Tenant), Red Cross
- *Dave Chalifoux - Class B Member(Commercial Tenant), Edward Jones Investments

If you are unable to attend the quarterly meeting, please fill out a proxy voting form and return it to the BID office. These forms were previously mailed out to members.

Also, the quarterly meeting will also provide you with an opportunity to tour the new BID office space. Executive Director Dan Schuster will give a brief report about what is happening within the BID. And, there will be an open forum to allow attendees to voice their opinions and concerns.

Light refreshments will also be served. If you plan on attending, please RSVP to the BID office by calling (315) 252-7874 or by sending an e-mail to ctallcot@auburndowntown.org.



Auburn Public Theater

Performance Schedule

Located at 108 Genesee Street in Downtown Auburn. It's all happening Downtown...once again!

“LOW DOWN LIES” written by Jeff Kramer (humor columnist for The Syracuse Post Standard)... Join us for a reading of Jeff’s award-winning play on **Friday, January 25th at 7pm**. Event is FREE.

A dance performance for the whole family ... The Paul Taylor Dance Company of New York City... **Sunday, January 27th at 3 pm...** Ticket cost is \$8.

A night of Tango Dancing... **Saturday, February 16th**

“Emmett & Ella’s Big Apple Escapade,” a children’s show from Ithaca’s Kitchen Theatre Company... **Sunday, March 2nd**

A concert with Snam Kaur, performing with GuruGanesha Singh Manish Vyas & Tanmayo... **Wednesday, March 12th**

COMING SOON TO AUBURN PUBLIC THEATER

- * Comedian Paul Mecurio
- * Singer/Songwriter David Wilcox
- * A Peter Mack Jazz Event
- * “Two Faced” (an original play written and performed by Lynn Adams)
- * Room Full of Sisters
- * More Shows for Children from Ithaca's Kitchen Theater
- * Summer programs for children and teens

For more information and tickets, please call the theater at (315) 253-6669 or visit APT on the web at www.auburnpublictheater.com.



Parking Kiosks Installed



You may have noticed that several parking kiosks have been installed in Downtown Auburn recently. These kiosks are used to pay for on-street parking on Genesee Street within Loop Road and to pay for parking in the Lincoln Street parking lot adjacent to the Seward House. The kiosks now have bags over them. They still need to be programmed and signage needs to be installed before the kiosks become operational. The City currently plans to put the kiosks into use by the end of January. At that time, the parking meters will be removed, and the bags will be taken from the kiosks.

The kiosks are easy to operate. After you park, simply go to the nearest kiosk and insert coins to pay. The rates will be the same as they are currently - 50 cents to park on-street for an hour. Remember, you can only park on-street in one spot for up to two hours. After inserting the desired amount of money, you need to hit the "print receipt" button. A little ticket will be dispensed that will indicate the time at which your parking will expire. For example, if you put 50 cents in the kiosk at 10:25 AM, the ticket dispensed will indicate that your time will be expired at 11:25 AM. After printing the ticket, take it back to your car and display it on the dashboard. When the meter attendant comes by, he will be looking through the windshield for the ticket to see whether you have time left or not. For almost one year now, a kiosk has been used to pay to park on the one-way portion of State Street. The new kiosks are exactly the same as this one.

Kiosks are used in many other cities and have proven to be a convenient and effective way to enforce parking regulations in parking lots and in Downtown areas. The removal of meters will make Downtown look better. And, since crews will have only a few kiosks (as opposed to many meters) to worry about, it will be easier to access them when the snow falls in the winter.

CENTRO Bus Stop Changes Location

The CENTRO bus stop location in Downtown Auburn recently moved from its previous temporary spot near the corner of Loop Road and North Street to its new permanent location adjacent to the City Parking Garage on Loop Road (near Exchange Street).

This change should make riding CENTRO safer and more convenient for the public. Buses for all routes going in all directions will stop on the same side of the street at this new location. So, riders can wait in the same area no matter which bus they are riding. No longer will anyone need to cross a busy intersection to transfer buses.

CENTRO has placed temporary bus shelters in the area for use this winter. In the spring, new permanent shelters will be installed.

A ribbon-cutting ceremony at the new location was held on January 15, 2008 (right).



Seminar to Explore Health Insurance Options for Small Businesses

Are you a small business owner or director of a not-for-profit organization that has a difficult time obtaining affordable, quality health insurance for your employees? Because of this, are you having trouble retaining good employees, who often find jobs at larger organizations that offer better insurance packages? If so, consider attending this seminar on health insurance options for small businesses.

The Downtown Auburn BID and Cornell Cooperative Extension are partnering to offer this useful seminar, which will be held on **Thursday, February 21st from 6:30 to 8:30 pm at the Cayuga County Chamber of Commerce on 36 Soth Street in Downtown Auburn.**

Presenters will be on hand to discuss options available in the following areas:

- *Group insurance plans
- *Child Health Plus program
- *The Healthy NY program
- *Multiple Insurance plans available to businesses from Blue Cross Blue Shield

You may be surprised to learn that there are many options out there that are not only affordable, but that give small businesses an advantage over larger employers when it comes to offering health care plans that meet employees' specific needs.

If attending, please RSVP by February 15th to Christina Selvek, Small Business Development Educator at Cornell Cooperative Extension. Call (315)255-1183 x230 or e-mail cjs268@cornell.edu.

Networking Opportunity

Founded in 1994 and sponsored by Cornell Cooperative Extension of Cayuga County, the Women in Business Network (WBN) is a professional membership organization dedicated to nurturing and supporting women in whatever facet of the business world they may be involved in our community. WBN meets monthly at the CCE Education Center, located at 248 Grant Avenue in Auburn, NY.

The Women in Business Network (WBN) was established to create an opportunity for women to gather on a monthly basis informally and formally. Our goals are to create an active network of informed, concerned members to support and enhance women in their personal and professional lives. Sharing and learning together, members strengthen their business and leadership skills, capacities and attitudes while broadening their understanding of community issues.

Membership is open to any woman who seeks networking opportunities with working women. Women in Business Network (WBN) members include women who own and operate a business, women who want to learn more about owning a business, career women working for a business and those that support women in business in other ways. Yearly membership fee is \$35.00.

The January 2008 WBN monthly meeting is scheduled for Wednesday January 23rd at 5:00pm at the new Make & Take Gourmet restaurant located on Grant Avenue. All are welcome! Visit <http://counties.cce.cornell.edu/cayuga/wbn2.html> for up to date information on WBN meetings & more. Or, call Christina Selvek at (315) 255-1183x230



Women In Business Network
A program of Cornell Cooperative Extension

21st Annual Holiday Parade & Family Fun Day

The 21st Annual BID Holiday Parade and Fun Day was held on Saturday, November 24, 2007. Thousands of people attended. The Auburn Public Theater was jammed packed with people enjoying entertainment provided by Bob Piorun & Julie Howard & Friends. They had the theater rocking! The children's craft table was overflowing with activity with the guidance of Karin Moskov, Director of the Family Wellness Institute, and her friends. Cayuga County Sheriff Deputies and Auburn Police were mobbed with little people waiting to get their photo ID processed. They were a jolly, happy mob! People outside patiently waited in line to ride the horse drawn buckboard provided by Rt. 80 QR Stables from Nedrow, NY. They will have another, larger buckboard built by next year, so the rides should go smoother with two horses working. The Cayuga County Red Cross handed out more than 1,400 cups of hot chocolate. And, if you were really lucky, you got one of the dozens of delicious cookies that were hand made by the Auburn Girl Scouts with the help of their leader, Cheryl McEvers. Everyone's patience and waiting in the cold was appreciated.



Mother Nature provided a brisk, dry evening for the Parade - which had 36 entries sporting lots of music, floats, lights, special effects and sturdy marchers. The City of Syracuse Highland Pipe Band was an exciting addition to the Parade with their kilts and lighted instruments and wonderful music. Henry MacDonald, owner of Finger Lakes Scuba and President of the BID Board of Directors, emceed the Parade. Mayor Timothy Lattimore welcomed everyone and lit the City Christmas Tree. Auburn Civic Band's hardy musicians braved the cold and set the tone with their cheerful holiday tunes. Santa arrived, escorted by the Auburn Fire Department's new ladder truck. Santa was whisked over to the Auburn Public Theater where he listened to every child's Christmas wish, as Bob Lyna led a merry sing-a-long and Reva Rollerdrome characters handed out candy and free Reva coupons. Auburn Fire Department Chief, Mike Hammon, established a new tradition of building a bon fire in the parking lot across from City Hall. Thanks Mike, everyone's looking forward to next year.

Many thanks to the Auburn ARES Amateur Radio Group and Chuck Talbot once again, for wrangling everyone into their Parade spots. Thank you to Stephanie Schuster and Wendy Goldman for judging the Parade. Thank you to all of the sponsors, participants, and everyone who came out for the day and evening. And, thank you to all of the people who really make events happen and keep the City going - the City Department of Public Works employees, and Jerry DeFavero, and John Panko of the BID Beautification Crew.

Executive Director, Dan Schuster said it was the most well attended Holiday Parade since he started with BID in 2003. Plan to come next year for even more family fun.

Congratulations to Best Floats & Raffle Winners

Parade Float Winners:

- *1st: Cayuga-Onondaga BOCES (5th straight year placing first)
- *2nd: Knights of Columbus - Fire trucks owned by Paul and Lee Vanderpool
- *3rd: O'Hara Power Machinery, 480 Grant Ave, Auburn

BID Raffle Winners:

- *Rizzo Family won the decorated Christmas Tree donated by Stephanie Schuster
- *Kristin Cook won the Gift Certificate donated by McEvoy Florists, 27 East Genesee Street, Downtown Auburn
- *Alex Champagne, Rhode Island won the Decorated Wreath donated by Bonnie and Mark Lawn, 13 East Genesee Street, Downtown Auburn
- *Juli Sanders won the Gift Basket donated by Connie Tallcot



Interested in Joining the BID Board?

This July, the first annual BID Annual Luncheon will be held. Look for more information about this in the coming months.

One thing that will take place at the luncheon will be the election of Board Members. There will likely be some vacancies on the Board at that time. So, if you are interested in serving, please contact the office.

One vacancy that currently exists on the BID Board is the slot reserved for a Class D BID member, which is a residential tenant of Downtown Auburn. If you live in Downtown Auburn and are interested in filling this Class D vacancy - or if you know someone else that is interested - please contact the BID office at (315) 252-7874.

And, even if there are no Board vacancies for you, there are plenty of other ways to get involved with the BID. You can always become a non-voting Board Member. Or, you can become involved at the Committee level, working on BID projects and programs.

Never hesitate to call the office if you have good ideas for Downtown Auburn or you want to become involved.

Meet Executive Director Dan Schuster

For those that don't know me, my name is Dan Schuster, and I'm the new Executive Director for the BID. Although I just came on board as Executive Director this past October, I am not new to the Downtown Auburn BID. As many of you know, I served as Assistant Director of the BID from September of 2003 until March of 2007.



Since my return, the office has had a very busy few months. Immediately upon settling in, Assistant Director Connie Tallcot and I had to dive right in and organize the 21st Annual Holiday Parade and Family Fun Day, which was held this past November. As you see in the included article, this year's event was very successful.

After that event was concluded, we immediately began preparations to move the office. The move was finally complete this January. Now that we settled into our new space, we will be ready to move forward with some new initiatives - in addition to continuing some of the important work that the BID has done in the past, such as administering the Main Street program and keeping up the appearance of Downtown Auburn.

In the coming months we will be visiting all BID members to conduct a member survey. In addition to collecting up-to-date contact information, this survey will give us some baseline information about the economy of Downtown Auburn and provide us with ideas about what members want us to work on in the future.

We will also be planning for a Downtown summer concert series, which will be held this summer. Please look for more information about this in the near future.

I am very excited to be back at the BID, and I look forward to working with all of you in the coming years. Please feel free to call or stop by and visit me at any time.

Meet Assistant Director Connie Tallcot

Connie Tallcot joined the BID as the new Assistant Director on October 1, 2007, bringing with her 17 years of small business ownership experience. She was the owner of Tallcot Bookshop in Union Springs. She also co-founded the Route 90 Association which is the sponsor of the annual Route 90 Fifty Mile Garage Sale that runs from Montezuma to Homer during the last weekend of July. This event began in 1987 and has been one of the largest tourism draws in Cayuga County.



As a member of a committee established by the Cayuga County Planning Department, she helped achieve the first New York State Scenic By-Way designation located in the Finger Lakes Region for NYS Route 90 (not the Thruway). This was an extensive process which was accomplished after 15 months of work. She then served as an advisor when Seneca and Tompkins Counties pursued Scenic By-Way designation for Routes 89 and 34.

Connie was the Tourism/Special Events Coordinator at Fingerlakes Mall for two years, which was a position created when Bass Pro Shops opened at the Mall. She is also serving her second term as a board member of the Cayuga County Office of Tourism.

Connie looks forward to providing ways for Auburn and its residents to honor their remarkable past and to forge a new future, making Downtown Auburn a place to make memories, once again.

BID Member Survey To Be Conducted

In the coming months, the BID office will be conducting a survey of members. All businesses and organizations within the BID will be paid a visit by Executive Director Dan Schuster, Assistant Director Connie Tallcot, and/or a member of the BID Board of Directors. This will give everyone an opportunity to meet and talk with members of the BID leadership team if you have not already done so.

When we meet, you will first be asked to confirm and update your business contact information for our records. You will next be asked a series of questions designed to give us a better understanding of the general health of the Downtown Auburn economy.

Much of the information we gather during this first year of the survey will be used as a baseline. Since we will plan on conducting this survey each and every year, we will be able to see how the Downtown economy changes over time - and, perhaps, be able to get a handle on some of the reasons why.

Finally, you will be asked a series of questions that will enable you to provide our office with input on the types of issues or projects you feel we should be working on in the future.

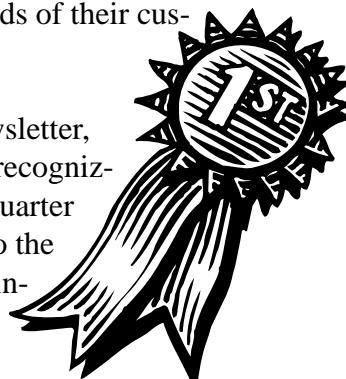
The survey should not take more than 5 or 10 minutes to complete. Of course, you are welcome to spend much more time with us if you would like.

So, look for us to stop by for a visit at some point in the coming months. If you would rather schedule a specific time to meet with us, please feel free to call the office, and we can make the arrangements.

DOWNTOWN AUBURN BID CUSTOMER SERVICE FRIENDLY BUSINESS

Small businesses, like many of those in the Downtown Auburn BID, are often successful because of their commitment to quality customer service. They pay close attention to detail and to the needs of their customers.

Starting with the Spring 2008 edition of the newsletter, the Downtown Auburn BID will once again be recognizing the "Customer Friendly Business" of each quarter in this space. A press release will also be sent to the local media. Information about the quarterly winner will be sent to our e-mail list. The winner will also be recognized publicly in other ways.



Each winner of the award will be chosen based on the comments and feedback that we receive at the office. So, please contact the BID office at (315) 252-7874 or aubdpbid@CentralNY.TWCBC.com to let us know your experiences as a customer of Downtown businesses.

Thanks, business owners, for continuing to make quality customer care a priority!

Succeeding in Small Business Class Offered by Cooperative Extension

For over 15 years, Cornell Cooperative Extension's "Succeeding in Small Business Class" has taught skills to over 250 start-up and existing entrepreneurs. Class participants develop comprehensive business plans during the course to act as a blueprint for future growth. How important are business plans, really?

If you're thinking of starting a small business or expanding, having a good business plan may be the difference between a success or a failure. The business plan is one of the most important tools the small business owner has; it can help attract investors and is required if applying for a bank loan, it also informs employees of the overall mission for the business.

The Succeeding in Small Business Class covers traditional business plan topics including: Industry & Market Research, Legal Structure & Insurance, Bookkeeping, Taxes & Accounting and Funding Sources. In the Spring and Fall 2007 classes, e-Commerce was added as a class topic to educate small business owners about the benefits and drawbacks of having a website and/ or selling on the internet.

The new 3-hour e-Commerce class covers a broad range of topics from the basics of navigating the internet and how to set-up a webpage to conducting online retailing or "e-tailing" and security issues. Class participants are walked through the process of building a website - starting with how to register a domain name and finding a host server. Tips for designing a successful website are also covered.

Succeeding in Small Business Classes will once again be offered in the Spring and Fall of 2008. For more information, contact Small Business Development Educator Christina Selvek at (315) 255-1183x230 or cjs268@cornell.edu.

BID Board Members

Officers & Executive Board

Henry MacDonald - President
Mark DiVietro - Vice President
Nancy Thomas - Treasurer
Sue Rose - Secretary

Board Members

Kelly Gridley
Carey Eidel
Jessica Harkins
Kevin Dautrich
Susan Marteney
Anna Hlywa
Mike Lynch

Ex Officio Members

Tony Piccolo
Jennifer Haines
Terri Bridenbecker
Benjamin Vitale

The BID Board meets the 2nd Wednesday of each month at 8AM in the Red Cross conference room, located on 11 State Street. Meetings are open to the public.

Auburn's BID staff

Dan Schuster, dschuster@auburndowntown.org

Executive Director

Connie Tallcot, ctallcot@auburndowntown.org

Assistant Director

John Panko

Beautification Crew

Downtown Auburn Business Improvement District

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Phone/fax: 315-252-7874 ♦ E-mail: aubdpbid@centralNY.TWCBC.com

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.