



Auburn Downtown Partnership

Downtown Times

FALL 2002
Volume 1, Issue 3

Inside this Issue

- 1** Beautification Crew
- 2** Holiday Parade
- 3** Events for 2003
- 4** Board Information
- 4** Update your Business Listing

Looking for Auburn Sweatshirts & T-shirts?

Look no further! Stop by the Cayuga County Tourism Office at 131 Genesee Street or The Printery at 147 State Street. Call 255-1658 for details.

Auburn Downtown Partnership
131 Genesee Street, ste 2
Auburn, NY 13021-3617
Phone/fax: 315-252-7874
aubdpbid@adelphia.net
www.auburndowntown.org

Beautification Crew Works In Downtown Auburn

Since the end of July of this year, we have seen a change in Downtown Auburn, **A change for the better.**

You may have noticed a young man walking the streets pushing a blue cart picking up garbage or you may have seen him diligently working at removing the weeds growing in the sidewalk.

This person is the Auburn Downtown Partnership's one-man "Beautification Crew". This one-man crew is made up of Willis Grant, a resident and native of Auburn, NY.

Hiring Willis was made possible through funding from the City of Auburn. The main focus of this one-man crew is to keep downtown Auburn looking beautiful.

He works Monday- Friday and focuses only on the area within the BID boundary. For the past 2 months he has pulled the weeds from the sidewalks, painted the downtown benches, raked leaves and most importantly picked up the seemingly never ending stream of trash from the sidewalks and streets of Downtown Auburn.

The original funding from the City of Auburn only allowed us to keep Willis on until the end of September 2002. But we have managed to work with the City and other entities, so that we can keep Willis on for the rest of 2002.



In addition to Willis' hard work and dedication to keeping downtown looking beautiful, we will be adding a sidewalk cleaning machine to our arsenal in late fall. The City of Auburn has purchased this machine to be used in the downtown area, so that we can continue to improve on the cleanliness of Downtown Auburn.

The Auburn Downtown Partnership/Business Improvement district is working hard to make Auburn a more beautiful and viable downtown community. With the help from the City, this is becoming more of a reality, but we also need your help.

The service provided through our "Beautification Crew" does not replace the responsibility of you as a resident or business owner to keep your storefront or living area clean. If you need clarification on what is your responsibility you can call me at 252-7874 or refer to the City website at <http://www.ci.auburn.ny.us/> and click on the municipal code link.

Working together we can make downtown Auburn a more attractive and economically viable downtown community. ♦





THE CITY OF AUBURN'S 16TH ANNUAL HOLIDAY PARADE

The signs of Fall are in the air, the temperature has dropped and the leaves are beginning to fall so it is time to start thinking about the upcoming holiday season. The Holiday season brings with it the *City of Auburn's 16th Annual Holiday Parade*.

The parade is scheduled for 6:30 PM on Friday, November 29, 2002 and will follow Genesee Street through the beautiful City of Auburn.

To participate in the City of Auburn's 16th Annual Holiday Parade, complete the form enclosed and return it to the

Auburn Downtown Partnership located at 131 Genesee Street by Friday, November 1, 2002 or fax it to 252-7874 or email to aubdpbid@adelphia.net.

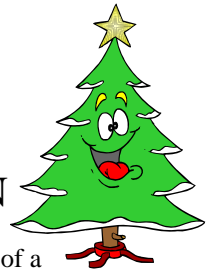
If you have any questions regarding your participation in the parade please call the Auburn Downtown Partnership at 252-7874.

This year there will be drop off points throughout the parade for those who wish to donate to the *Holiday Elf* program.

When Santa and Mrs. Claus arrive they will be whisked off to the Genesee Center so that children of all ages can whisper their Christmas dreams into Santa's ear.

Refreshments will be provided while waiting in line to see Santa. ♦

DECORATE DOWNTOWN



In order to create more of a festive feeling in downtown Auburn, we are offering your business the opportunity to purchase window candles for your upper floor windows and/or donate the use of your front window so that we can have tree and wreath decorating contests.

Emerson Park will no longer be hosting the Festival of Trees, so we have decided to create this type of atmosphere by using the store fronts in Downtown Auburn.

If you are interested in either aspects of Decorate Downtown, please call 252-7874.

WHAT'S NEW IN AUBURN



Absolute Dance

Visit the newest dance studio in Auburn, located at 53 Water Street. If you are looking to learn jazz, ballet, pointe, hip hop and much more this is the place. Call Yvonne Villano-Hasset at 253-0067.

Nate's Barber Shop

Is now open at 11 E. Genesee Street. Stop in for a cut or to welcome them to the Downtown community.

JL Art Wonders Gallery

We invite you to take the time to enjoy a visit to our fine art consignment gallery in your travels through Auburn and the surrounding area. Our Grand Opening is scheduled for November 29, 2002. We hope you have the opportunity to meet one of our talented artists and see a monthly showing of his/her work. "Come Explore the Fine Arts with Us." JLArtWonders@adelphia.net

THANK YOU

Thank You to the Lincoln Gallery for donating their services to help us promote our vacant spaces in Downtown Auburn.

Thank You to Whittings Wallpaper & Paint store for donating the materials needed to spruce up the benches that are placed in Downtown Auburn.

Thank You to Bruce Purdy for all his hard work during the 8th Annual Starlight Cinema Program. Without your help and attention to details, the program would not be so successful.

Thank You to The Liberty Store and Daddabbo's Pizza for donating gift certificates to the ADP for the Chamber trade show.



NEW OPPORTUNITY!!!

The side window at the ADP/BID office is now available for use to promote events, store specials and other occasions. The window faces Loop Road at the corner of Loop and Genesee. Please call for scheduling availability, as spaces will be filled on a first come first served basis. Please call 252-7874 for more details.

Help to Welcome New Businesses to Downtown Auburn

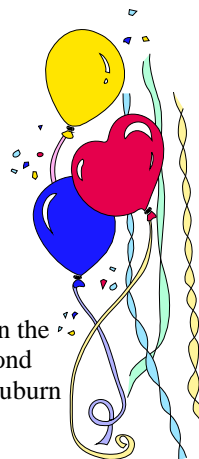
One of the goals of the Auburn Downtown Partnership/Business Improvement District is to recruit NEW businesses to locate in Downtown Auburn. As part of this process the ADP/BID has compiled a "Welcome Packet" that will be distributed to all new businesses that locate within the BID boundaries in Downtown Auburn.

One of the items we want to include in the "Welcome Packet" is a coupon sheet filled with discounts and special offers only valid to the new business and their employees. This way, we feel, they will get acquainted with the businesses and what they offer in their new neighborhood and become more inclined to patronize them on a daily basis. This will also help the new business owners and employees to become familiar with the current business owners and employees in Downtown Auburn.

Don't miss the opportunity to help welcome the new businesses that open within the Business Improvement District in Downtown Auburn. Fill out the enclosed form and return it to the ADP/Bid at 131 Genesee Street or via fax at 252-7874. Please call with any questions. ♦

Please note that there has been a slight change in the address of the Auburn Downtown Partnership/Business Improvement District to the following:
131 Genesee Street, **ste 2**
Auburn, NY 13021-**3617**
Please update your records.

EVENTS FOR 2003



The Auburn Downtown Partnership/Business Improvement District is in the midst of creating our second Experience Downtown Auburn Brochure.

One of the sections of the brochure focuses on events and happenings in the downtown area. If you have any special days, events or programs scheduled for 2003, please fill out the enclosed form and submit back to the Auburn Downtown Partnership via fax at 315-252-7874 or call the office with your event at the same number or mail the form to us at 131 Genesee Street.

What will be considered for inclusion in the EVENTS AND HAPPENINGS section of the brochure? Anything that will draw people to your store and to Downtown Auburn such as; special days, musical events, programs offered, seminars, etc.

The purpose of this brochure is to let people know what we have going on in downtown Auburn and allow them time to plan to attend the special events we have throughout the year. If you are not sure if your special day/event/program would fit into the calendar, please call me at 312-252-7874 and we can discuss it.

If you do not have any special days/events/program scheduled for 2003, now might be a great time to do so. Have an open house to welcome new customers or a customer appreciation day. Think about the benefits of drawing attention to your business!

There are yearly events that you may want to coincide your event with such as the Great Race, The Memorial Day Parade and Duck Derby. These events already provide you with a captive audience, so capitalize on that and give them a reason to visit your business. ♦

Upcoming Events

OCTOBER

Auburn Farmers Market
Every Tuesday, Thursday and Saturday throughout October. 7:30 AM – 2:00 PM Genesee Street.

Wednesday, October 2, 2002

Cayuga County & City of Auburn Economic Development Update Luncheon
Sponsored by the Cayuga County Chamber of Commerce. 12 noon at the Auburn Golf & Country Club. Call Terri at 252-7291 for ticket information.

Saturday, October 12, 2002

October Fest & Flea Market
Vendors and live music. Food and refreshments will be available for sale. 10:00 AM – 2:00 PM at the Auburn Municipal Garage. Call 255-4104 for more information.

Wednesday, October 23, 2002

Business After 5
Sponsored by the Cayuga County Community College. 5:00 – 7:00 PM. Call the Chamber for more information at 252-7291.

NOVEMBER

Friday, November 29, 2002

Holiday Parade & Tree Lighting Ceremony
6:30 – 8:00 PM Genesee Street, Downtown Auburn. Call 252-7874 for more information.

The Arrival of Santa Claus

8:00 PM – 9:30 PM at the Genesee Center. FREE to all ages. Call 252-7874 for more information.

DECEMBER

Wednesday, December 11, 2002

Cayuga County Chamber Holiday Gathering
5:00 – 7:00 PM at the Chamber. Call 252-7291 for more information

Auburn Downtown Partnership Board Minutes

Officers and Executive Board

Carl Yoensky – president
Joe DiVietro – Vice president
Sharon Fanelli – treasurer
Dr. Lisa Homic – secretary
David Contiguglia – member at large

Board Members

John Bouck
Tony Piccolo
Maureen Conroy
Jay Pearson
Nick Speno
Chuck Mason
Meg Vanek
Mike Antonacci
Councilor Bill Jacobs

Ex Officio Members

Lynn Jordan
Cindy Aikman
Trish Ottley

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



Update your Business Listing

The Auburn Downtown Partnership is in the midst of creating the Experience Downtown Auburn brochure for 2003. Now is the time to take a look at the brochure and the Downtown Auburn website at <http://www.auburndowntown.org> to make sure that your business has all the pertinent information listed, such as email and website.

The Business Directory on the website allows us to create live links to your businesses website, as another means of helping to market your business.

The listing in the 2003 Experience Downtown Auburn Brochure and on the <http://www.auburndowntown.org> website is FREE to those businesses that fall within the BID boundary. If you are not sure if your business is in the Business Improvement District, please call 252-7874.

If you need to update your listing on the website and for the brochure, please fill out the enclosed form and mail it to or drop it off at 131 Genesee Street, suite 2. You can also fax the form to 252-7874. ♦



Advertising Opportunities

For the 2003 Experience Downtown Auburn Brochure, we are offering the opportunity for your business to purchase advertising space.

Please see the enclosed advertising form for specifics on size, cost, deadline and graphic information. If you have any questions, please call 252-7874. ♦



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

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

RETURN SERVICE REQUESTED

