

# BID Tidbits

Volume 3, Issue 3

Downtown Auburn Business Improvement District Newsletter

July - September 2004

## is coming...Catch It!

**THE DOWNTOWNER** The Downtown Auburn BID will be launching the first ever *FREE* shuttle bus service that will be connecting the Downtown Auburn businesses and the Fingerlakes Mall.

The Downtowners maiden trip will take place on Tuesday, July 6, 2004, starting the two month service, and run through Saturday, August 28, 2004.

The shuttle will run from 10:00 AM - 4:00 PM Tuesday through Saturday. The following is the route in which the shuttle will run:

1. :00 Start at the Fingerlakes Mall/Bass Pro Shops
2. :06 West Genesee Street - Shopping and restaurants
3. :11 Cayuga Museum/Schweinfurth Memorial Art Center
4. Fort Hill Cemetery - driving tour, no stop
5. :17 Seward House
6. :23 Harriet Tubman Home
7. :30 Cayuga County Office of Tourism/BID Office
8. :35 East Genesee, Farmers Market, Downtown Auburn
9. Auburn Correctional Facility - driving tour, no stop
- 10:41 Willard Memorial Chapel
11. Back to Bass Pro

The full route will take **one hour**. The Downtowner will have indicator banners at each stop that outline the route the shuttle will take as well as the time during each hour that the shuttle will be at each location.

You can get off at any stop, shop and see the sites in the area and catch The Downtowner the next time around.

While on The Downtowner, visitors will be enlightened with area history and information through a recorded message that will be timed to correspond with the individual historic sites and areas of Downtown Auburn. The information for the recording will be taken from a Tour Guide Manual titled The Burned-Over District: People and Sites in and around Auburn, NY created by F. John Kruger IV.

The voice over will be performed by local historian Tanya Warren.

The basic concept of the FREE shuttle bus is for the businesses within the BID to capitalize on the traffic that Bass Pro Shops will bring to the area.

The ability to keep The Downtowner a FREE shuttle bus has been made possible through donations from The City of Auburn, Auburn's Historic & Cultural Sites Commission the Auburn Holiday Inn and the Cayuga County Office of Tourism as well as individual businesses and sites buying advertising on the bus itself.

With this being the first time anything like this has been done, we will be tracking ridership and taking comments on the shuttle so that we can ascertain if it is something that we will continue to do in the following years and what we can add to enhance the experience for all riders.

Please let your customers know about The Downtowner, if you would like brochures at your business call the BID office at 252-7874 and we will deliver a supply to you. And remember,



is coming...catch it!

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# Owasco Riverfront Project OPEN HOUSE

## Wednesday, July 14, 2004 3:30 - 6:30 PM

Come anytime between 3:00 PM and 6:30 PM to meet with the Project Team representatives from Trowbridge & Wolf Landscape Architects, Fisher Associates and City Planning and Economic Development to discuss and comment on the Owasco Riverfront Project.

Review the suggested improvements that have been created from the input received at the June 2, 2004 Public Open House.

The Open House will take place in the Genesee Center Atrium located at 100 Genesee Street in Downtown Auburn.

Contact Stephen Lynch, AICP, Director of Planning & Economic Development for the City of Auburn at 255-4115 or by email at [slynch@ci.auburn.ny.us](mailto:slynch@ci.auburn.ny.us)



## Fun Flings in the Finger Lakes

The Cayuga County Office of Tourism has partnered with a number of attractions, hotels and restaurants to create Getaway Packages for Auburn, Cayuga County and the Finger Lakes area.

The Fun Flings in the Finger Lakes can be found at [www.worldaboutus.com](http://www.worldaboutus.com) as well as on

[www.tourcayuga.com](http://www.tourcayuga.com) and [www.auburdowntown.com](http://www.auburdowntown.com).

The packages were created to help give travelers the easiest way to find out what we have to offer and introduce them to all the wonderful things available to do and see in Auburn and Cayuga County.

If you would like Fun Flings in the Finger Lakes brochures or if you would like to be a part of the program, please contact Meg Vanek at the Cayuga County Office of Tourism at 255-1658. There is a nominal fee to be involved in the program, but well worth it!!!!

## Celebration for HOPE

On November 19, 2004 the Cayuga/Seneca Community Action Agency, Inc. will be hosting the 2nd Annual Celebration for H.O.P.E. (Help Oust Poverty Everywhere) fundraiser. The event will be held at the Highland Park Golf Club from 6:00 - 11:00 PM. There will be entertainment from Bob Piorun and Friends.

If you are looking for a way to get your business' name out in the public while keeping your advertising budget down, take advantage of one of the sponsorship opportunities available for the 2nd Annual Celebration for H.O.P.E.

There are 5 levels ranging from \$2,500 to \$250. It depends on what package you pick as to how much presence at the event your company will have.

Any business looking to sponsor the event or to donate a silent auction prize can contact Toni Daley at 255-1703 ext. 155.



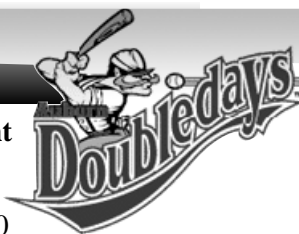
## Piccirillo's gets a Face Lift

Piccirillo's Ristorante located at 16 Genesee Street has a new look. You might have noticed over the past few weeks the facade of the building has been repainted to restore the building back to what it may have looked like 130 years ago.

Vincent Piccirillo, has owned the building for 42 years and has a thriving Italian food takeout and delivery food business.

**Thank you Vincent for helping Downtown Auburn look beautiful and inviting for visitors and residents alike!**

# Merchants Night



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

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

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

**Downtown Auburn Merchant Night Affiliate- \$35** You will receive:

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

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

**Downtown Auburn Merchant Night Sponsor- \$50** You will receive all the items that an Affiliate receives **PLUS** the chance to setup a table in the main concourse during the game to sell your products or services or hand out information/coupons/prizes from your business.

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

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

If interested in getting involved, please call the Doubledays Office at 255-2489 to register your business.

# Protect your Computer & Business

The United States Chamber has partnered with the Internet Security Alliance to create a preliminary online cyber security guide written specifically for entrepreneurs who don't have technical expertise, yet need to protect their information.

The FREE guide can be found at [www.cyberpartnership.org](http://www.cyberpartnership.org).

The guide is easy to read and full of real-world examples of why information security is critical for small firms. AIG eBusiness Risk Solutions, a unit of the property and casualty subsidiaries of American International Group, Inc. has agreed to provide credits on network security insurance policies for businesses that demonstrate that they adhere to the practices outlined in the guide and decrease their network risk.

# WELCOME Visitors!

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

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

**August 9-13, 2004**

Empire Farm Days

**August 22-26, 2004**

NYS School Nurse Orientation

**October 8-10, 2004**

NYS Special Olympics

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

# NY Business Development Corporation

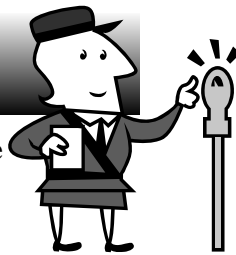
The NY Business Development Corporation can be accessed at [www.nybdc.com](http://www.nybdc.com) or by calling 518-463-2268.

The NYBDC offers loans and financing to businesses. Information on financing can be found on their website.

Businesses have received loans or financing in Watertown, Cortland, Hammond and Carthage.



## Parking in Downtown Auburn



Beginning July 1, 2004, Downtown Auburn **will no longer be offering 2 hours FREE parking.**

In an effort to continue to make parking in Downtown Auburn convenient and cost effective to your customers, we have come up with these suggestions:

1. Provide customers with the quarters to park for the hour or two they need to do business with you, advertise this so they know to come in and get the quarters before putting some in the meter.
2. **Have them park in the parking garage and then validate their parking ticket with 25 cent stickers that can be purchased from the Treasurers Office at City Hall. They can be purchased in sheets of 50 for \$12.50. The Treasures Office is open Monday - Friday from 9:00 AM - 5:00 PM. Please call ahead at 255-4143. All you need to do is put the sticker on the back of the parking garage ticket. Each 25 cent sticker covers 1 hour.**
3. As a business owner in Downtown Auburn require all of your employees to park in the parking garage or in the CashKey long term meters so that they are not taking up spaces that could be used by customers. Electronic or CashKey keys are available for purchase at the Treasurers office. The initial fee for the CashKey is \$60 which includes \$50 of parking and a \$10 deposit for the key. With the initial purchase of \$50, 400 parking hours (12.5 cents per hour) is installed in the CashKey. This equals 2 ½ months of parking for full weeks of eight hour a day parking. CashKey meters are located in the Court Street, City Hall, Dill/Loop, Seminary and Market Street open air parking lots. To recognize a CashKey meter, look for a small circle in the front of the meter.

It doesn't matter if you are a business that relies on foot traffic or not, parking on-street all day in the 2 hour meters is deterring people from stopping and doing business in Downtown Auburn. ***As businesses in Downtown Auburn we all need to work together to make a better Downtown.***

Remember, you can not feed the meters all day long. Each parking space is a 2 hour space and once that time has been used up, even if you put money in the meter, **you will be ticketed.** Now is the time to get used to parking in the parking garage. It costs only \$4.00 to park all day in a covered parking garage or you can buy monthly passes, starting at \$25 per month or \$65 for 3 month with a full year being only \$250. There are also discounted passes for those who park on the rooftop.

With all these options for the employees of the businesses in Downtown Auburn, we should have ample parking available on-street for our **CUSTOMERS!**

If you have any further suggestions on how to make parking more convenient for our Downtown customers, please call the BID office at 252-7874.

Check out the UPS Store for copying and mailing services, but stop in to find out about the ***WIRELESS INTERNET*** Program!



Call the UPS store at 282-0622

# BID Annual Meeting and Election

## July 14, 2004

## 8:00 AM

The BID Annual Report for the fiscal year July 2003 - June 2004 will be presented. Officers will be elected for the next year and elections for the one open BID Board Member spot will take place.

There will also be time for questions as well as a guest speaker, Pamela Thompson, the Geneva BID Executive Director, along with a business representative from the Geneva BID.

The meeting is scheduled for **Wednesday, July 14, 2004 at 8:00 AM at the YMCA located at 27 William Street.**

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

Thank you to all those who attended the April 14, 2004 Quarterly meeting.  
**THANK YOU.**

## Downtown Auburn BID Meetings

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

### Appearance/Government Relations Committee

9:15 AM at the BID Office

- \* No meetings in July
- \* Wednesday, August 25
- \* Wednesday, September 22

### Business Retention/Recruitment Committee

8:30 AM at the BID Office

- \* No meetings in July
- \* Wednesday, August 18
- \* Wednesday, September 15

## Looking for Summer help for your business?

If you are looking to hire some more help for your business this summer, contact Major Ben Viglietta at 315-853-7033 from the Auburn High School Airforce JR ROTC Program. He has a pool of students looking for employment this summer that are ready, willing and able to work for you!!!!

## RIDE for the RED



The RIDE for the RED Motorcycle Rally is a Red Cross Motorcycle Day that will be taking place on **Saturday August 21, 2004.**

This event is a 70 mile ride that will begin at 10:00 AM at NYSEG on Rt. 5 & 20 and will end in Downtown Auburn at approximately 11:30 AM. Registration begins at 8:30 AM at NYSEG. It is \$25 to enter the RIDE for the RED event. The fee includes rider/passenger & meal voucher for the Party.

There will be a Custom Bike Show and Party in Downtown Auburn from 11:00 AM - 4:00 PM in exchange Street Mall and the bottom part of the Parking Garage. There is no entrance fee for the Custom Bike Show.

All proceeds benefit Community Services of the Cayuga County Chapter of the Red Cross located at 213 Genesee Street.

For more information or to participate contact Susan Marteney or Chris Molloy at 252-9596.

**Restaurants are encouraged to participate by having a booth in the event area or setting up in front of their business.**

**The motorcyclist and there families will be looking for places to eat after the event, so the BID encourages you to offer specials for the motorcyclist. And don't forget to include drink specials as well!**

There are also Sponsorship Opportunities for the RIDE for the RED Motorcycle Rally. The following are the sponsorship packages available:

1. **LEADER OF THE PACK \$1000.00** - Named event: Company name/logo in all promotions/posters/handouts, booth at the downtown Party, Recognition Plaque, first/escort motorcycle rider, six tickets for the RIDE for the RED.
2. **SADDLE BAG SPONSOR \$500.00** - Company listing/logo in all promotions /posters/handouts, booth at the downtown Party, Recognition Plaque, four tickets for the RIDE for the RED.
3. **SPOKES SPONSOR \$150.00** - Company name listed on promotions/posters, booth at the downtown Party, Recognition Plaque, two tickets for the RIDE for the RED.

**Door Prizes are also needed for the event.**

**If you are interested in sponsoring the event please call the Red Cross at 252-9596 by July 16, 2004.**

### DOWNTOWN AUBURN BID CUSTOMER SERVICE FRIENDLY BUSINESS

This quarter the Downtown Auburn BID would like to recognize *The Liberty Store* for their attention to their customers needs and wants.

**CONGRATULATIONS! Liberty Store-**  
Keep up the Good Work!



The BON TON ROULET or "Let The Good Times Roll," celebrates its eighth seven-day voyage throughout the beautiful Finger Lakes Region of New York State by bicycle.

A non-competitive cycling adventure, The Bon Ton Roulet will challenge riders of all ages and abilities. And, when you're done, expect exciting new friendships, a wealth of visual memories, and a great sense of accomplishment! For more information contact:

**by phone:**

315-253-5304 or  
607-756-2893

**by mail:**

YMCA-WEIU  
27 - 29 Williams St.  
Auburn, NY 13021  
Attn: Bon Ton Roulet

**by email:**

[btr@bontonroulet.com](mailto:btr@bontonroulet.com)

The Bon Ton Roulet participants, between 350 & 400, will be in Auburn on **Thursday, July 29, 2004** for a day of rest. ***Lets welcome them to the community!***  
[www.bontonroulet.com](http://www.bontonroulet.com)

## Letter from the Executive Director

The past few months have been very busy for the Downtown Auburn BID office.

As you all know we took over the management of the FREE Shuttle Bus connecting the Fingerlakes Mall and Bass Pro Shops with Downtown Auburn. The BID named the shuttle the Downtowner and is hoping that we can capitalize on the people visiting the mall for Bass Pro.

We have hired on a Downtown Beautification Crew Member for the season, who has been with us since May and doing a great job. So, if you see John walking around downtown or driving the electric car say hello and thank him for all the hard work he is doing to keep downtown beautiful.

Construction on the State Street Mall is moving forward and will be completed by September 2004 and will be a wonderful addition and enhancement to our downtown community.

Please remember that the BID Office door is always open, if you have any comments, concerns, compliments or complaints, please let us know so we can correct it or keep doing it! Remember, the Downtown Auburn BID is *"Investing in the future of Auburn"*.

## 15% Off at EZ Internet Solutions

EZ Internet Solutions is located at 2 South Street, suite 414 in the Phoenix Building in downtown Auburn.

EZ Internet Solutions services are as follows:

- \* Website Development
- \* Shopping Cart/ECommerce
- \* ASP/Database Programming
- \* Website Maintenance
- \* Search Engine Optimization
- \* Digital Photos & Scanning

### 15% Off all EZ Internet Solutions Services for Downtown Auburn BID Businesses

Phone: 952-9804      [contact@EzinternetSolutions.com](mailto:contact@EzinternetSolutions.com)

[www.EzinternetSolutions.com](http://www.EzinternetSolutions.com)

Andrew Morabito, consultant



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

Thank you to Tanya Warren for recording the historical tour for the Downtowner Free Shuttle Bus Service this summer.

Thank you to Jim Vivenzio the Coordinator of Electronic Media from Cayuga Community College for letting the BID use their recording machines to record the historical tour for the Downtowner Free Shuttle bus service.

Thank you to all the businesses that participated in the TourCayuga event on Wednesday, June 30, 2004. Your participation helped to make it a very successful event enjoyed by all who attended and all those who displayed their businesses.

# Downtown Businesses in the News



Keep your eye out for **ESPRESSIONS** a new coffee house and cafe opening in Downtown Auburn in July 2004.

**ESPRESSIONS** will serve coffees, espresso, latte, teas and other coffee related items.

They will also have breakfast sandwiches, donuts, bagels, upscale pastries and a full line of lunch items, both hot and cold.

There will be seating but the main focus of **ESPRESSIONS** is on take-out.

Cold lunch items will include: panini and wraps with a full line of "grab-and-go" sandwich items.

Hot lunch items will focus on fresh pastas and sauces, served alone or paired with protein accompaniments.

**ESPRESSIONS** will be located in the bottom of Lattimore Hall on Genesee Street.

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

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

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

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

**Congratulations** to Jon Robson, owner of the Auburn Document Centre. On May 12, 2004 he was awarded the 2004 Small Business Person of the year award through the Cayuga County Chamber of Commerce.

The document Centre is located at 2 South Street in the historic Phoenix Building. Call 255-4664 for information.

## Small Business Takes Center Stage

The U.S. Small Business Administration and the NY Development Corporation recognized Finger Lakes Scuba on April 28, 2004, with an Excellence Award at the 6th Annual Small Business Excellence Awards luncheon.

Finger Lakes Scuba is a full-service snorkeling and dive equipment store, established in 1994 under the management of Henry (Mac) and his wife Joan.

Finger Lakes Scuba is also a Scuba Schools International Platinum Training Facility offering all levels of scuba certification.

The travel division of the business, Coral Reef Adventures, schedules and leads international dive trips.

Call 252-8683 for more information.

**CONGRATULATIONS Finger Lakes Scuba!!!!**



## Seward Curriculum Wins Award

The Seward House was presented a 2004 Award of Merit from the Upstate History Alliance (UHA) for its development of document-based curriculum packets.

The Seward House Curriculum materials includes reproductions of original Seward family artifacts and documents, which students analyze to complete questions and activities in thematic packets.

Topics covered include Abolitionism, the Underground Railroad, Alaskan Purchase, and a 19th Century visit to Alaska.

The curriculum materials, which were designed to be used individually by teachers or in connection with a visit to the museum, were complimented by UHA award reviewers for their ability to reach new audiences and inject life into historic house interpretations.

The Seward House is located at 33 South Street and can be reached at 252-1283 or online at [www.sewardhouse.org](http://www.sewardhouse.org).

**CONGRATULATIONS Seward House!!!!**

**FAREWELL** to Capts. Pauline & Thomas Dressler of the Salvation Army. Thank you for all the hard work and dedication through your 4 years here in Auburn. Good Luck in Allentown, PA.

**WELCOME** Capts. Michael and Deborah Knepp we are looking forward to working with you in Downtown Auburn.

**Downtown Auburn Business Improvement District**

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

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RETURN SERVICE REQUESTED

**BID Board Minutes**

**Officers & Executive Board**

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

**Board Members**

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

**Ex Officio Members**

Cindy Aikman  
Frank Howe  
Lynn Jordan  
Terri Bridenbecker

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



# Auburn's BID staff

Sandra L. Craner  
*Executive Director*  
Dan Schuster  
*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](mailto:aubdpbid@adelphia.net).

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

**Downtown Auburn Business Improvement District**

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

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

