

BID Tidbits

Volume 3, Issue 4

Downtown Auburn Business Improvement District Newsletter

October - December 2004

Searching the web for vacancies



The Downtown Auburn BID has added another function to our downtown website at www.auburndowntown.com.

Prospective tenants or buyers can now search our vacancy database using the specific criteria they are looking for. If a business is looking for a third floor spot that is 1000 sq. feet for rent for a commercial use, they can click on these items and query our database online and find that perfect place to locate their business.

With the addition of this new search engine on our website it is even more crucial than ever that we have the most up to date vacancy listings for our downtown property owners. We are now able to update the listings ourselves, meaning we can update and change listings as often as we want to keep them current.

Let us help you fill the commercial and residential vacancies in your building by giving us all the information on your vacancies so that we can add them to our list.

If you have raw space let us know as well. We want to have all the space available in Downtown Auburn on our list so we can accommodate any type of space need.

Filling residential units that are available are also an important part of the mission of the BID. Having a larger residential population in our downtown, creates a built in customer base for our businesses as well as bringing life to Downtown Auburn after 5:00 PM.

If you currently have residential space that is not rented or that you have not rented in awhile come talk with us. We will add your residential space to our list or we will

talk with you about why you haven't rented the space in awhile and hopefully be able to help get the space back in the rental market.

Within this new database search capability we also have the capability to add photos, floor plans, etc. to the property listing, and as you know a picture is worth a thousand words. This allows the prospective renter/buyer the ability to see the property in the comfort of their own home while they are surfing the web for possible space.

Having all this information at our finger tips will help the Downtown Auburn BID office in our recruitment efforts as well. We will be able to pull up specific information and include it in recruitment packets on space that would fit the potential new business.

Please take some time in the coming months to take a look at the website and our new function for finding space. If you have never been to our website, please take a moment to browse around and see what is there. If you have any suggestions on what could make the site better, please let us know.

Again, don't forget to give us all your information on your vacant space. If we don't know you have space available we can't help you fill it!

The Downtown Auburn BID is here to work with you. We want you to be successful in your investment in Downtown Auburn. Let us know how we can help you by calling 252-7874.



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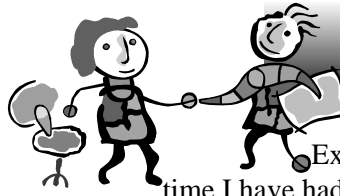
Downtown Auburn BID applies for NY Main Street Monies

The Housing Trust Fund Corporation is making available up to \$20 million in funding for 2004 for the NY Main Street Program. The purpose of the program is to provide financial/technical resources to help NY communities with tier main street revitalization efforts.

The Downtown Auburn BID applied for monies for streetscape enhancements, building renovations and facade renovations. **Any property owner interested in facade or building renovations, please contact the BID office at 252-7874. If our program is funded, property owners will be able to apply for the funding to help with their renovations.** We applied for the maximum, \$200,000.

The application process is competitive and the winners will be announced by November 2004.

At this point they are still saying there will be a second round of funding this year, splitting the \$20 million into two funding rounds, so if we are not funded this time we may have another chance.



Meet the Executive Director

It has been three years since I took the position of the Executive Director of the Downtown Auburn BID and in that time I have had the pleasure of meeting many of the Downtown Auburn BID business and property owners. But I have not met everyone. One of my tasks is to try and get out and meet you all and talk with you awhile about your business, downtown and anything else that comes to mind.

With my busy schedule and your busy schedule it is hard to just drop by and hope that you have time to chat, so I am asking that those of you who would be interested in meeting with me, please give me a call and we can set up a day and time to meet. I will also try and call on my end to continue to meet the wonderful people that make up our Downtown BID, but with all of us making the effort, I will hopefully be able to meet you all and find out about your business in the process.

Please call me at 252-7874 or email at aubdpbid@adelphia.net.

Looking forward to meeting you!



Melodies on Market Street

On Thursday, September 16, 2004, Market Street Park was transformed into an outdoor amphitheatre.

Bob Piorun and Friends along with students from the Schweinfurth Memorial Art Center musical workshops performed to a group of over 200 people for the first in a series of outdoor concerts in Downtown Auburn.

Thank you to the Knights of Columbus, Poppy's Ice cream and The Fun Factory for coming out to the event.

The Downtown Auburn BID will be looking to add concerts such as this one to our event schedule for the summer of 2005. Anyone interested in being a part of the program please call the BID office at 252-7874.

Beautification Crew Full Time

Keep your eyes peeled for our Downtown Beautification Crew member, John Panko. He will be working with us on a **full time, year round** basis from now on.

We will be stepping up our responsibilities and taking care of mowing the grass and weed eating in the BID.

During the winter months John will be on hand to help keep the sidewalk areas and the crosswalk areas free of snow and ice. **Business owners will still be responsible for the areas in front of their business.**

So if you see John, let him know what a wonderful job he is doing and that you are glad he will be with us on a permanent basis.

Make Your business a DESTINATION



What is a destination business?

“Any business, retail or service related, that has the ability to draw consumers to it from beyond their immediate five to ten mile marketplace, time and time again. A destination business distinguishes itself by being the prime choice for consumers, who insist upon visiting it, purchasing from it, and frequenting it, over all other forms of competition.” taken from Destination Downtown Success, 3rd quarter 2004 issue

If you are interested in making your business a downtown destination, go to www.johnschallert.com and subscribe to his free e-newsletter that gives you tips and dispels myths about becoming a destination.

He also offers a program called *Destination Business Boot Camp*. This is a two day session in Orlando, Florida that is “for business owners who want to accelerate their learning curve, receive in-depth instruction, strategies, and specific tactics on how to become a dominant destination business, which can pull consumers past your competition.” taken from www.johnschallert.com

The BID will subsidize any business who is GENUINELY interested in going to this seminar to make their business a destination in Downtown Auburn. So give us a call!

Visual Merchandising Checklist

1. *Does your storefront make a simple yet powerful statement?* A quick glance should tell you what the merchandise is about, what you carry or the services you provide
2. *Does your merchandise make a color statement?* Pull together a display with a single dominant color.
3. *Have focal areas been created?* Group together collections that will create and maintain the consumers interest.
4. *Have you mass-merchandised correctly?* Maximize your mass displays by angling, stacking, patterning or using color.
5. *Have you romanced your merchandise?* Merchandise should be embellished with tender loving care.
6. *Does your store encourage activity?* Displays should lend themselves to action.
7. *Is the customer aware of your merchandise and your service?* Visually let the customer know about the conveniences and services offered within the store.
8. *Is your lighting effectively and properly targeted?* Enhance and highlight your merchandise with proper lighting.
9. *Are your signs selling your merchandise?* Signs should be straight forward, easily read, and most importantly, professional.
10. *Does your store packaging lead to a customer’s repeat visit?* All bags and boxes should have the store logo on them.

excerpt from the Downtown Promotion Reporter July 2004 issue

Fright Night Mansion in Downtown Auburn

Every Friday, Saturday and Sunday in October get scared ~~if~~ in Downtown Auburn at 108 Genesee Street!

Fun for the whole family! A Halloween tradition to go through the Fright Night Mansion to see how scared you can get.

The Mansion is open starting Friday, October 1, 2004:

Fridays:
7:00 - 10:00 PM

Saturdays:
7:00 - 10:00 PM

Sundays:
2:00 - 5:00 PM



Two Part Internet Workshop



The Downtown Auburn BID and the Cayuga County Office of Tourism are co-sponsoring a Two Part Internet Workshop Series this Fall.

WHEN: Wednesday, November 3, 2004
 Wednesday, November 17, 2004

WHERE: Natural Resource Center, Soil & Water Conservation Building,
 7413 County House Road, Auburn

TIME: 11:00 AM - 2:00 PM

COST: \$15.00 each session (includes lunch)

“The Internet Marketplace, Is it for You?”

Wednesday, November 3, 2004

Take a look at the Internet Marketplace with your guides: **Greg Rigby from Localnet.com** and **Andy Baldwin from Thumpernet.com**.

Learn the basics about the internet and how easy it is to get your business online so you can be accessible 24 hours a day 7 days a week.

“Enhancing Your Internet Presence”

Wednesday, November 17, 2004

This workshop is for those businesses that are already online but need to enhance their presence by using different tools available.

Neil Salvage from WSI Net Insights and **Andy Morabito from EZ Internet Solutions** are two local business owners that have the expertise in this area to help you and your business have the best possible presence online.

REGISTRATION FORM

Enclosed is my check, made payable to the *Auburn Downtown Partnership* for \$_____ for _____ people at \$15.00 each for **Session 1: “The Internet Marketplace, is it for you?” on Wednesday, November 3, 2004**

Name(s): _____

Firm: _____

Address: _____

Phone: _____

Enclosed is my check, made payable to the *Auburn Downtown Partnership* for \$_____ for _____ people at \$15.00 each for **Session 2: “Enhancing your Internet Presence” on Wednesday, November 17, 2004**

Name(s): _____

Please return forms to 131 Genesee Street, suite 2, Auburn, NY 13021.

REGISTRATION DEADLINE: WEDNESDAY, OCTOBER 27, 2004

BID Quarterly Meeting

October 27, 2004 5:30 PM

This is your chance to get updated on all that is happening within the BID and ask questions in regards to upcoming seasonal changes and events.

Topics of discussion will include, but not be limited to: Beautification Crew duties (our crew is now a 40 hour a week year round crew, so we need to discuss issues for fall and winter cleanup), Economic Impact Study results, co-op marketing program with The Radio Group and our newly updated vacancy search engine on our website. The new search engine allows a prospective renter/buyer to search using the specific criteria they are looking for. This is also a great opportunity for us to get all our current vacancy information to add to the website.

The meeting is scheduled for **Wednesday, October 27, 2004 at 5:30 PM at the Auburn Document Center located at 74 Genesee Street.**

Please call 252-7874 if you will be attending.



18th Annual Holiday Parade and Celebration

The 18th Annual Holiday Parade and Celebration will take place on SATURDAY, November 27, 2004 from approximately 1:00 PM - 7:00 PM.

Please note the change in date, as it is usually the Friday after Thanksgiving.

We are looking for the Downtown Auburn BID businesses to get involved, either by being in the parade, or offering events and activities in their stores during the day that will bring families out to spend a Day in Downtown Auburn.

Activities such as music, book sales, bake sales, craft fairs, pie baking contests and the like are what we had in mind.

The parade will start at 6:00 PM and end at City Hall for the Tree Lighting Ceremony where Santa will again be available at the Genesee Mall.

Please call the BID office at 252-7874 if your business is interested in getting involved in the Holiday Celebration or if you would like to be a part of the Holiday Parade planning workgroup.



Downtown Auburn Flower Pots

The Downtown Auburn flower season is drawing to an end and it will soon be time to put the flower pots back into storage for the winter season.

With the beautiful works of art that were created during the 1st Annual Open Air Art Program we are offering the public a chance to purchase the flower pots so that they can enjoy the wonderful works of art at their home, business, church, summer home, whatever it may be.

The BID has a photo gallery of all the pots that were painted this year, so you can stop by the office or just call and tell us where the pot is located that you wish to purchase.

The flower pots will be spray coated and then ready to go.

The large flower pots are 36 X 36 X36 and the small flower pots are 24 X 24 X 24. Please call the BID office at 252-7874 if you are interested.

The small flower pots are **ONLY \$50** and the large are **ONLY \$75**, what a bargain for a great work of art!!!!



Postcards For Sale!!!! \$1.00



2002 Cover



2003 Cover



2004 Cover

Postcards of the Experience Downtown Auburn Brochure artwork painted by local artist Tom Hussey are now available for sale at the BID office for **only \$1.00**



Thank you to Pam Flaherty from The Printery for donating the T-Shirts for the Melodies on Market Street event on Thursday, September 16, 2004.

Thank you to Carl Yoensky for his year of service as the BID Board President.

Thank you to The Citizen for printing a number of articles highlighting the initiatives that the Downtown Auburn BID is working on.

Thank you to all those businesses that have taken the time to improve their business.

Thank you to all the Downtown Auburn BID business that participated in the Merchant Night at the Doubledays on Friday, August 27, 2004. Helping to make Auburnites aware of all the business Downtown Auburn has is an important job.

Downtown Businesses in the News

DOWNTOWN AUBURN BID CUSTOMER SERVICE FRIENDLY BUSINESS

This quarter the Downtown Auburn BID would like to recognize *Eliminator Auto* for their attention to their customers needs and wants.

It is because of business like *Eliminator Auto* that Downtown Auburn can continue to thrive.

CONGRATULATIONS! *Eliminator Auto*- Keep up the Good Work!



From left to right: Janet Marsden, student intern for City Planning; Cynthia Aikman, Auburn Planning Department; Reed Chronis; John Salomone, City Manager; Mayor Lattimore; Fonda Chronis, owner; Tony Piccolo, owner of Lattimore Hall.

GRAND OPENING

ESPRESSIONS CAFE AND LUNCHEONETTE held its Grand Opening event on Monday August 30, 2004 at 10:00 AM.

ESPRESSIONS serves coffees, espresso, latte, teas and other coffee related items.

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



From left to right: Mayor Lattimore; Reed Chronis and Fonda Chronis, owner at Espressions Grand Opening ceremony.

Cold lunch items 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 is located in the bottom of Lattimore Hall at 81 Genesee Street.

STOP BY FOR LUNCH TODAY!!!!



The Downtown Auburn BID hits the airwaves!
The BID has partnered with The Radio Group and created the **BID Bonanza!**

The program is simple, the first **TEN** Downtown Auburn BID businesses that sign up for the **BID Bonanza** will receive (**50**), yes I said **FIFTY**, ad tags on The Radio Group for the low, low price of only \$300 for the year, that is only \$6.00 an ad.(regular ad prices range from \$15-\$18 an ad).

Through the program we will run approximately 83 ads every other month from July 2004 - June 2005.

We are looking for businesses that currently have little to no radio advertising campaign to take part in **BID Bonanza**.

The fifty ad tags will be at the end of generic Downtown Auburn BID ads and will contain all your businesses pertinent information. For more information call 252-7874.

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.



Downtown Auburn Business Improvement District

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Auburn, NY 13021-3617
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BID Board Minutes

Officers & Executive Board

Tony Piccolo- President
Roger Mills- Vice President
Sharon Fanelli - Treasurer
David Contiguglia - member at large

Board Members

John Bouck
Jay Pearson
Meg Vanek
Bill Jacobs
Mike Antonacci
Sue Palmer
Carl Yoensky
Lucy Cacciotti
Joe DiVietro
Fonda Chronis
Jim Meyer

Ex Officio Members

Cynthia Aikman
Frank Howe
Lynn Jordan
Terri Bridenbecker

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

Auburn's BID staff

Sandra L. Craner
Executive Director

Dan Schuster
Assistant to Executive Director

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

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

Downtown Auburn Business Improvement District

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

Phone/fax: 315-252-7874 ♦ E-mail: aubdpbid@adelphia.net
website: <http://www.auburndowntown.org>

OUR MISSION

The Downtown Auburn Business Improvement District (BID) is a membership organization of residents, business owners, property owners, not-for-profit organizations, and government entities. By means of research, advocacy, marketing, promotion, event planning and collaborative efforts, the BID is committed to enhancing the appearance, economic viability and quality of life of the community.

