

# BID Tidbits

Volume 5, Issue 1

Downtown Auburn Business Improvement District Newsletter

January - March 2006

## Putting the Culture back in Downtown



**What makes a Downtown a center of activity and the heart of a community?** The answer is clear if you look around NY State and even the country to the thriving cities, towns and hamlets, it is *CULTURE* and *DIVERSITY* combined that bring the types of people who will make a commitment to an area and make it better.

So, how can Downtown Auburn begin to bring *CULTURE* and *DIVERSITY* back into Downtown Auburn? Well, the renaissance has already begun, in small but noticeable ways.

Just a few months ago *Witches Brew* opened its doors at 53 Genesee Street. A restaurant that caters to a healthier lifestyle with all the foods made in house, such as paninis, salads and wraps. They also serve coffees, teas and homemade deserts. Nancy Heath, the owner of *The Witches Brew* practices Wicca, a Neopagan religion in which many of the practitioners are witches. So her store carries herbs and homemade lotions and books on witchcraft and wizardry for that sect of the population.

*Yesteryears Cafe and Coffee House* opened its doors at 24 State Street in November of 2004. They are open from 7:30 AM - 4:30 PM Monday through Friday serving soups, sandwiches and salads, but are also open in the evenings and weekends for their extensive music and poetry schedule. These evening activities give local artists the chance to be a part of the Poets, Authors and Storytellers Series on Thursday nights and to perform their music on Friday and Saturday. Saturday evenings have been dubbed Folk Music Night, allowing for a different genre of music to be heard and appreciated in Downtown Auburn.

**NIGHT LIFE**

You can also have your portrait , your pets portrait or other photographs drawn for you by the resident artist Bradley Cole. He is generally at the Cafe from 11:00 AM - 2:00 PM daily. He can create in oils and charcoal at the cafe, but can also do murals, still lifes, cartoons and much more. Stop by and have your portrait draw today.

Located at 22 State Street you can find the *Homic Advanced Chiropractic* Office owned and operated by Lisa Homic. Dr. Homic not only treats her chiropractic patients with the needed adjustments but offers a variety of seminars that deal with healthy living. Offering them solutions to keeping healthy and happy throughout the year.

These are the types of establishments and services that are sought by the group of people that can help to bring *CULTURE* and *DIVERSITY* back into Downtown Auburn. We all know the statistics in regards to our young people staying in our area, if you look at the places that they move to they are filled with the diverse type of establishments that I have just named, this is what they are looking for to make a better and more fulfilling life, so lets give it to them right here in Downtown Auburn instead of letting them move away to find the *CULTURE* and *DIVERSITY* they seek.

A more recent addition to the *CULTURE* in Downtown is the *Auburn Public Theater* opening their doors right in the heart of Downtown Auburn at 108 Genesee Street. With the space they have available they intend to create a 99 seat Black Box Theatre, a Movie Theater, a cafe

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BID Businesses

# TAX FREE Week in Downtown Auburn

## January 30 - February 5, 2006

What a great time of year to boost your sales, by advertising your merchandise for TAX FREE Week in Downtown Auburn.

Draw new customers to your store and remind your existing customer to come on down and shop by taking advantage of the BID's advertising program, either in the Post Standard or the Citizen or with the Fingerlakes Radio Group all programs offer you a huge discount as a BID business.

Let's make this TAX FREE Week one to remember!



Radio ads for \$6.50 a piece - **WHAT A BARGAIN!** Save 59% off the regular price to advertise in the Post Standard or 39% to advertise in the Citizen. **PRICES THAT CAN'T BE BEAT!**

Call the BID office at 252-7874 for more details! Let us help you stretch your advertising dollar as far as it will go!

## BID receives Tourism Award

At the Cayuga County Convention & Visitors Bureau 10 Year Celebration on December 7, 2005 the Downtown Auburn BID was honored for our "outstanding contribution to tourism" along with 3 other recipients.

The BID's efforts to beautify, promote and revitalize downtown Auburn were what elicited the award from the Tourism Office.



**Thank You to the Tourism Office for recognizing our efforts!!!**

## BID Quarterly Meeting

# January 25, 2006 at 6:00 PM

This Quarterly Meeting will give you the chance to come and see the most up to date plans for the Streetscape Development scheduled for start in Spring 2006.

A representative from the City Planning Office will be on hand to take comments. We will also be asking input on parking meters vs. kiosks.

There will be time for questions and answers in regards to any other issues that needs to brought to the BID's attention as well.

Your input is very important to the project and the issue of meter vs. kiosk, so please mark your calendars for **Wednesday, January 25, 2005 at 6:00 PM.**

The meeting will take place at the **BID office located at 131 Genesee Street.** Please RSVP to 252-7874.



## Parking in Downtown Auburn



Many of you may have already noticed that the auburn Police Department has hired a second meter person to help us keep on top pf the parking in Downtown Auburn. The second person was hired to work part time each day, specifically to help us with problem areas where businesses are abusing the on-street parking. But he will also be walking through downtown as well.

Please remind your customers that they need to put money in the meter whenever the park, it doesn't matter if it is a 15 minute, 1 hour or two hour meter, they all need to have the proper time allotted on it or a ticket will be issued.

The BID is working with the Auburn Police Department in order to get the courtesy ticket reinstated, as we feel that this would be a "friendly" way to great some of our customers that have just gone over time because they are doing business in Downtown Auburn, which is what we want.

Please feel free to call the BID office about any parking issues that might occur near your business, if we don't know about them we can not try to fix them. Please also remember that parking has been an issue for many years and since I have been at the BID businesses have always been asking for help in enforcing the program. We now have more help enforcing the parking in Downtown Auburn, so we are working towards a solution. Please also remember that Auburn is not he only City that has parking issues, it is something that every community struggles with, so as long as we continue to work at it we can hopefully make a difference.

# PERFORMANCES in Downtown Auburn

## Yesteryears Coffee House & Cafe:

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

### THE PAST

#### (Poets, Authors & Story Tellers) Series

Literary begins 7:00 p.m.

FREE ADMISSION

**January 5:** Featuring Activist Ron Van Nostrand

**February 2:** Featuring an eclectic group of local writers and their published works

**March 2:** Featuring regional writers sharing their experiences and works

### Festive Fridays: 7:30 PM

\$3.00 Cover charge

**January 6:** Julie Howard & Bob Piorun

**January 13:** Nuclear Ukulele

**January 20:** Diana Leigh Duo

**January 27:** Israel Hagan

**February 3:** Lou Nocilly & Jazzitude

**February 10:** John Reilly & Mike Burns

**February 17:** Maria DeSantis & Mark Copani

**March 3:** Mimi McHale & Second Wind

**March 10:** Loren Barrigar & Dick Ward

**March 17:** Tathu

**March 24:** Jim Collard & Friends

**March 31:** Rob Falgiano

### Folk Art Saturdays: 8:00 PM

\$3.00 Cover charge

**January 14 :** "Teen Scene" Band Night with PACIFIC

**January 21:** Open Mic Acoustic Night hosted by Art Wenzel

**January 28:** Mark Copani & Ron France

**February 25:** Nancy Kenyon Duo

**March 25:** Homeslice



## Spirits Tavern & Cafe:

located at 20 State Street.  
Call 252-9702 for more information.

### Wednesday Night Karaoke Night with DJ Piper

Every Wednesday at 9:00 PM  
FREE admission.

### Friday Night Music

**9:30 PM**

Cover charges vary

**January 6:** Joe Whiting Band

**January 13:** Lost In Rhyme

**January 20:** Alibi

**February 3:** Stone Soul Foundation

**February 10:** Dave Hawthorn & Tiger

**February 17:** Jamie Notarthomas

**February 24:** The Rounders

**March 10:** Dave Hawthorn & Tiger

**March 17:** Lost In Rhyme

**March 24:** Stone Soul Foundation

**March 31:** Alibi

**April 28:** Jamie Notarthomas

### Saturday Night Music

**9:30 PM**

Cover charges vary

**January 7:** The Jitterz

**January 14:** Malachai

**January 21:** Odyssey

**February 11:** Lost In Rhyme

**February 18:** The Rocket Boys

**March 18:** Jamie Notarthomas



# Auburn Public Theater

## Performance Schedule

Located at 108 Genesee Street in Downtown Auburn, come by and see what is playing!

### WINTER TALES

In association with the Kitchen Theatre Company the Auburn Public Theater presents **Winter Tales** which is part of a performance series created for children and their grownups.

**Saturday, January 7, 2006**

1:00 PM & 3:00 PM shows  
\$7.00 children, students, seniors  
\$15.00 adults

### A Puppet Show with Mrs. McPuppet

A Wonderful and inspiring musical experience for **ALL** ages!!

**Sunday, February 5, 2006**

2:00 PM  
\$3.00 per person

### Stand-up Comedy with Paul Mecurio

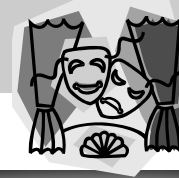
Paul is a rising star on the comedy scene. He was a writer for "The Daily Show" with Jon Stewart as well as being featured on "The Daily Show".

**Friday, February 10, 2006**

**Saturday, February 11, 2006**

7:30 PM & 9:30 PM both days  
\$15.00 per person.

For more information on the Auburn Public Theater or the performances call 253-6302.



## How to get your events and performances listed?

If your business has an event or performance that it would like listed in the BID Tidbits, please contact the BID office at 252-7874 or via email at [aubdpbid@adelphia.net](mailto:aubdpbid@adelphia.net) with the information.

The Tidbits are published quarterly in January, April, July and October and information to be included would need to be to the BID office by the 1st of the previous month. Please call with any questions regarding submissions.

## Interest in Downtown Property increases



Properties in Downtown Auburn are selling for substantially more than their assessed values over the last few months. What does this mean? It means that investors are seeing the potential in Downtown Auburn and putting the money down to prove it

Investors from NY City just purchased the Genesee Mall for \$1,575,000 with an assessed value of \$853,000. The County just purchased 95 Genesee Street for \$1,075,000 with an assessed value of only \$550,000.

Investors come to places like Auburn because they can get more for the money. They also see the potential that Downtown Auburn has to offer. In 2006 the Downtown Streetscape projects will begin, making the downtown corridor a friendlier looking place, with the addition of trees, benches, brick pavers and plantings it will draw customers and new investments to our Downtown BID.

Add to this the development of the Kayak Park at Market Street Park and the improvements to the BID buildings through the Downtown Auburn Main Street Program and we have a recipe for success.

If you want more information on any of these programs please call the BID at 252-7874.

## Putting the Culture back in Downtown - continued

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and with the space left over there is room for a large tenant, which they are working with right now and also space for artists to create and display their artwork. The designs for the newly remodeled Exchange Street will work with the new space and offer display area for works of art. Scheduled to open their doors for performances starting this month, the Auburn Public Theater will bring performances for all ages and theatrical preferences.

Let us not forget our Dance and music centers located right in Downtown Auburn, such as Absolute Dance located at 53 Genesee Street, Donna's Dance center located at 3 E. Genesee and Musical Notes Studio at 3 E. Genesee Street where you can learn the art of playing an instrument.

Auburn is already immersed in *CULTURE* due to its past and we keep that alive through our museums and historical sites. With the addition of shops and services that offer cultural and diverse experiences Downtown Auburn can become a place where our younger generation will choose to stay and start their families and where people from other locations will want to be and live.

Please also remember that in order for these businesses to be successful we must take part in all the wonderful programs that they have to offer, so take in a show or try a new restaurant today and help to bring the *CULTURE* and *DIVERSITY* back to Downtown Auburn.

# Store Front Decorating Contest!

Thank you to all the businesses that took part in our Store front decorating contest. The businesses looked really fantastic this year!

We were happy to give our 1st, 2nd and 3rd place awards to the following businesses, as voted by the public:

### 1st Place



Lynch's Furniture

### 2nd Place



Mark Lawn Optician

### 3rd Place



The Liberty Store

Thank you for your Holiday Spirit!

# NY Main Street Grant Awarded

The Downtown Auburn BID was awarded the second round of funding through the New York Main Street Grant Program in the amount of \$200,000 to be used for facade and interior renovations on properties that fall within the BID.

Currently, the BID has awarded (9) properties with Facade Improvement Grants through the first round of the NY Main Street Grant Program and (4) Interior Programs.

Included in the application for the first round was also money for streetscape enhancements which include signage on the arterial directing potential customers into downtown as well as new garbage cans and street benches.

If you are interested in applying for the second round of funding, please call the BID office at 252-7874 to learn of the time frame for meetings and applications.

Downtown buildings that were awarded Facade Improvement and/or Interior Improvement money through the first round of the NY Main Street Program and have started or finished work to date are as follows:

1. 13 Arterial (Old Byrne Dairy Building)
2. The Liberty Store
3. Subway



## Strategic Plan Completed



After a number of community input sessions and hours of meetings with the BID Board and staff, the Downtown AUBurn BID has completed it's Strategic Plan July 2006-June 2011.

This plan is available at the BID office if anyone is interested in seeing the finished product. Thank you to all the business owners, property owners, residents and customers that gave their input for this plan. We are confident that this PPlan will help to guide our organization into the future and will address all the issues that are important to our Downtown community.

## Snow and ice removal: It IS your responsibility



**PLEASE** keep the areas in front of your business free of snow and ice this winter season. The BID will be working with the City to let them know when this is not taken care of. A letter will be sent and the area cleaned if not taken care of within 24 hours of the snowfall. A bill for services rendered will be sent.

It is the **RESPONSIBILITY OF THE INDIVIDUAL BUSINESS AND PROPERTY OWNER TO KEEP THEIR AREA CLEAN.**

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 *Winter Wonderland* 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.



# 2006 Experience Downtown Brochure Now Available



2006 Cover

The 2006 Experience Downtown Auburn Brochure is available for FREE at the Downtown

Auburn BID office located at 131 Genesee Street.

We will be delivering the new brochures to your business for display and disbursement in the coming months. Please use the brochure as a marketing tool for your business, which is automatically listed in the brochure as one of the amenities of being a BID member.

The BID makes every effort to insure that all the information is correct in this brochure. If your information is incorrect, please call the BID office at 252-7874 or email us at [aubdpbid@adelphia.net](mailto:aubdpbid@adelphia.net). The information will be corrected online immediately and corrected in the 2007 brochure.

Display holders will also be included with the brochure with a number to call when you run out. Please call us and we will make sure to replenish your supply.

## Letter from the Executive Director

Another year has passed here at the BID office and we have some great achievements to show for it!! We were awarded the first and second round funding through the New York Main Street Grant Program which will fix facades and interiors of many of our downtown buildings.

We have been able to complete a new and dynamic Strategic Plan with the input of the BID members and our customers that will take us through the next 3 - 5 years.

We welcomed SIX new businesses to our downtown family and are working to add many more.

We have welcomed a new member to our Board, Carey Eidel, owner of Daddabbo's Pizza has agreed to join us in our efforts to revitalize downtown Auburn.

We hosted our First Annual Music for Murals event on State Street to raise money to install our first new mural in Downtown, installation will happen in Spring 2006.

All in all we have had a great year full of strides forward to our ultimate goal of a totally revitalized Downtown Auburn.

I want to **Thank** everyone that has worked so hard these past 12 months to help make this all happen and I am looking forward to another energetic 12 months in 2006!

### THANK YOU to BID Board

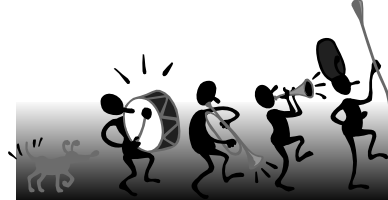
On Thursday, December 15, 2006 the BID Staff hosted our 4th Annual Holiday Party and Celebration for the BID Board Members. For those who were able to attend, they were treated to an evening full of fantastic food prepared by



Audrey Lukula of the Bistro Mahogany Table. This was also a chance for our Board members to mingle with one another on a more casual basis than at meetings. All in attendance had a wonderful time and o course way too much to eat.

For those that could not attend, I hope that you will be able to attend our 5th Annual Holiday Party so that you can be **THANKED** for all your hard work and dedication to the

organization over the previous year.



### 19th Annual Holiday Parade

The 19th Annual Holiday Parade and Celebration was another success! The additional activities that were added this year, such as the Horse DRaw Wagon Rides were a big hit with kids and parents alike.

The **1st Annual Silent Wreath Auction** raised \$300 for the BID, so thank you to all those that purchased wreaths and donated them to the Auction.

The participants in the parade again outdid themselves with their themed floats and entries into the Parade. The folats were again judged and the winners awarded prizes as follows: 1st Place: BOCES; 2nd Place: Tyburn Academy and 3rd Place: Trinity United Methodist Church.

We would also like to thank the Auburn Public Theater for allowing us to use theri space for the childrens activities. Looking forward to the 20th Annual Holiday Parade and Celebration in 2006!

# Downtown Businesses in the News

## DOWNTOWN AUBURN BID CUSTOMER SERVICE FRIENDLY BUSINESS

This quarter the Downtown Auburn BID would like to recognize *Yesteryear's Coffee House & Cafe* for their superior dedication to their customers and the addition of live entertainment that makes their business a destination which brings more customers to downtown.. It is because of businesses like *Yesteryear's Coffee House & Cafe* that Downtown Auburn can continue to thrive.



**CONGRATULATIONS!** *Yesteryear's Coffee House & Cafe* - Keep up the Good Work!



On Monday October 17, 2005 one of the newest members to the Downtown Auburn BID community hosted a ribbon cutting event at their new location in Auburn, 125 Genesee Street. The Sugarman Law Firm has been in business since 1909 and has offices in Syracuse.



**WELCOME TO AUBURN!**

### Holiday Inn, Auburn wins 2005 Quality Excellence Award

The Holiday Inn, Auburn received the International Hotels Group, the world's largest and most global hotel company, 2005 Quality Excellence Award, given to hotels achieving distinction in all aspects of their operation.

The Holiday Inn Auburn is one of only 136 properties selected from the companies more than 3,500 hotels for recognition of overall quality excellence. The other property selected for this award in New York was the Albany Holiday Inn.



**CONGRATULATIONS** to the Auburn Holiday Inn. Keep up the good 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](mailto:aubdpbid@adelphia.net)

### Witches Brew



The Witches Brew, located at 53 Genesee Street opened its doors in October of 2005. Serving a menu catering to the vegetarian lifestyle but with dishes for all to enjoy. The Witches Brew is open for Breakfast and lunch and also has weekend hours. Call 730-8564 for more information.

**WELCOME TO AUBURN!**

**Finess Fashion** opened it's doors in October of 2005. They are located at 4 William Street on the side of PBJ on the Corner.

They specialize in womens clothing and accessories such as purses, belts, gloves and hats.

Stop in and see what they have to offer and welcome them to the Downtown Community.

Call for more information at 515-0295.

**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

Carey Eidel

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 Cayuga County Red Cross.

# Auburn's BID staff

Sandra L. Craner, [scranner@auburndowntown.org](mailto:scranner@auburndowntown.org)

*Executive Director*

Dan Schuster, [dschuster@auburndowntown.org](mailto: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](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, Suite 2 ♦ Auburn, NY 13021-3617

Phone/fax: 315-252-7874 ♦ E-mail: [aubdpbid@adelphia.net](mailto: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.