

BID Tidbits

Volume 5, Issue 4

Downtown Auburn Business Improvement District Newsletter

October - December 2006

Did you know that

The BID has received \$400,000 in grant money through the NY Main Street Program that can be used for facade and building improvements?

The BID hires a local company to take care of the flowers in the Downtown Flower Pot Program each year?

The BID offers seminars to its membership on topics that cover issues pertinent to the success of your business?

The BID has a vacancy listing for downtown real estate to help market and fill the vacant spaces available? To get your vacant space listed, please call 252-7874.

The BID has a brochure series to help answer questions about how to start a business and locate in downtown Auburn?

The BID staff is working daily to help maintain and add to the amenities that are offered to businesses and customers in Downtown Auburn?

The BID has been in existence for 5 years?

Downtown Streetscape Project



At the September 28, 2006 City Council Meeting, the Mayor and City Council defeated a resolution to move forward on the Downtown Streetscape Project in the format that it was presented.

The Streetscape project was presented to City Council as one project that encompassed Exchange Street, Genesee Street from Loop Road to Loop Road and the North/South Street areas within the loop road.

Council members have said that they want the Streetscape Project to move forward in downtown, but not as one project, but as several different ones.

Jenny Haines, Cynthia Aikman and Chris DeProspero from the Planning Department have been given a directive from interim City Manager to meet with the Downtown constituents to get a consensus and priorities for what part of the Streetscape Plan should be done and in what order. Please call the planning office to talk to one of these key people to voice your input on the project at 252-4115

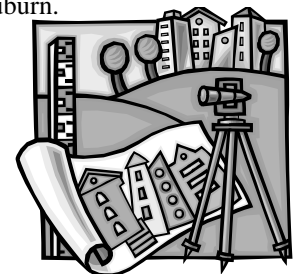
The BID has documentation of what priorities were defined from the public meetings back in 2002. If you would like to have this information for reference, please call the BID office at 252-7874 or email us at aubdpbid@adelphia.net.

The BID is in favor of moving forward with this project and is hopeful that working closely with the Planning Department we will be able to start construction in Spring of 2007.

As we move forward towards improving the Downtown Streetscape, the BID will be sending out periodic updates to the membership to keep you informed in the process. If at any time you have any questions on the project, please feel free to call the BID office at 252-7874, email us at aubdpbid@adelphia.net or call Jenny, Cynthia or Chris at the Planning Department at 255-4115.

The BID also encourages you to let the City Council and Mayor know how important the improvements to downtown are for the continued revitalization efforts of Downtown. If you wish to contact your Council and Mayor, please go the City website at http://auburnny.virtualtownhall.net/Public_Documents/index and click on Mayor & City Council.

Working together we *will* make this program move forward and enhance the look and feel of Downtown Auburn.



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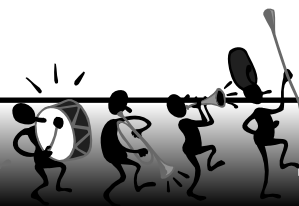
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BID Businesses



20th Annual Holiday Parade

Nominate a Great Hero

The Cayuga County Chapter of the Red Cross is looking for a few Great Heroes to recognize during the Red Cross Great Heroes Luncheon at the Holiday Inn on March 28, 2007.

What is a Great Hero? Someone who has helped a fellow citizen under extraordinary circumstances or who has used the Red Cross First Aid or CPR to save lives or someone who has gone that extra mile to rescue another person. If you know someone who has done any of the above please submit a nomination form.

Nomination forms can be found at the Red Cross located at 11 State Street or by email at chapter@ccredcross.org.



CONGRATULATIONS to the Cayuga County Chapter of the Red Cross, during the Community that Cares Blood Drive on August 17, 2006 they collected 259 units of blood. The challenge was to reach 200 units. There were five other upstate communities which were given the same challenge - and Auburn beat them all!

For more information on how you can donate blood, please call 252-9596.

The **20th Annual Holiday Parade** will take place on Saturday, November 25, 2006 starting at 6:00 PM. The parade will start on the West side of town and will make its way down Genesee Street ending at City Hall for the Tree Lighting Ceremony.

After the Tree Lighting Ceremony everyone is invited to come on over to the Genesee Mall, where Santa and Mrs. Claus will be waiting to take pictures and here what is on your christmas list! Each child will receive a free ornament and polaroid picture with Santa.

Call the Downtown Auburn BID at 252-7874 for more information **or to enter your business in the parade.** It is a fun time for all, and we will again be judging the floats entered into the parade and offering 1st (\$150), 2nd (\$100) and 3rd (\$75) place for the floats that are the most creative with holiday cheer!



Holiday Celebration Activities

For the last couple of years we have been offering events for kids and families during the day leading up to the parade. It has been a huge success, so we will be doing that again this year. If your business would be interested in offering a store special or host an event, please call us at 252-7874.

The following are the activities that we have planned:
Saturday, November 25, 2006

The Seymour Public Library will be hosting an event for the kids. Call the library at 252-2571 for more information.

4:00 - 6:00 PM: **Horse Drawn Wagon Rides** around Downtown Auburn will be offered for FREE. The rides will start at the Genesee Mall.

4:00 - 6:00 PM: **Crafts and activities for Children of all Ages** at the Genesee Mall. Come to the Genesee Mall located at 100 Genesee Street to color holiday ornaments and other activities. All for FREE. Hot Cocoa and baked goods will also be available.

We would also like to encourage any of the businesses to offer specials during the day or the evening for those who come to the parade to take advantage of. Please call the BID office at 252-7874 if your business is interested in getting involved in the Holiday Celebration or Holiday Parade.



Keep an eye out for information on the 2nd Annual Store Decorating Contest and a Holiday Fundraiser for the Downtown Auburn BID!!

EVENTS in Downtown Auburn

SEWARD HOUSE

A National Historic Landmark

located at 33 South Street in Downtown Auburn.
Call 252-1283 for more information.

Holiday Open House

Sunday, December 10, Noon to 5:00 p.m.

A Seward House tradition for over 25 years. Decorations, music and costumed docents create a holiday with Victorian atmosphere. Free admission.

Be Our Guest: Dining with the Swards

Through May 2007

Our gift shop now features an exhibit on dining and entertaining in the 1800's. Learn more about etiquette of the period, as well as the political uses of the dining table.

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 252-1283.



Spirits Tavern & Cafe:

located at 20 State Street in Downtown Auburn
Call 253-2244 for more information.

Call Spirit's and ask about regular live indoor performances on Thursday, Friday, and Saturday evenings. There is typically a cover charge for these shows.

Cayuga-Onondaga Teacher Center

The center is located at 100 Genesee Street in Downtown Auburn. Call 258-5665 for more detailed information on the trainings that are offered through their office.

Classes are from 4-5:30 PM and the instructor is Lillian Morse, computer specialist for the Cayuga-Onondaga Teacher Center

October

October 10: Digital Camera & Using Pictures in PowerPoint

October 12: PhotoShop

October 23: Internet Basics

October 25: Web Page Design using MS Word

November

November 2: Web Page Design using Frontpage

November 7: Advanced Internet

November 27: Web Page Design using HTML

November 28: Flash!

November 29: MS Access Basic

December

December 11: MS Publisher



Auburn Public Theater

Performance Schedule

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

COMEDIAN PETE DOMINICK

Friday, October 13

Saturday, October 14

7:30 & 9:30 p.m each night

Born and raised in Marcellus, NY his act is inspired by his own personal experiences and passions as well as his interest in politics and social issues. For more information go to www.petesbigmouth.com.

THE MOZART MYSTERY

Saturday, October 14

1:00 p.m.

Written by Rachel Lampert
Performed by The Kitchen Theater Company

Tells the story of three American girls on a trip to Salzburg, Austria with their Mozart-obsessed uncle Wolfie.

PERPLEX

Friday, October 20,

Saturday, October 21,

Friday, October 27,

Saturday, October 28,


8:00 p.m.

Written and Performed by Heather MacKenzie-Chaplet

For more information on the Auburn Public Theater or the performances call 253-6669 or visit the APT on the web at www.auburnpublictheater.com.



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 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.



Snow and ice removal: It IS your responsibility



We are coming into the Fall and Winter seasons, which brings with it some different daily responsibilities for the front area of each of your individual businesses.

Our Beautification Crew member, John, does not work to keep the sidewalks and store front of individual businesses free of debris, ice and snow. That is the **RESPONSIBILITY OF THE INDIVIDUAL BUSINESS AND PROPERTY OWNER.**

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 side walks 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.

An Autumn Afternoon of Music

The Willard Memorial Chapel will be hosting a Fall fundraiser titled “*An Autumn Afternoon of Music*” featuring the vocal talents of the Skaneateles Singing Seniors on Sunday, October 22, 2006 from 2:00 - 3:00 PM at the Chapel located at 17 Nelson Street in Auburn.



The Skaneateles Singing Seniors have been performing for about 16 years and perform about 20 times a year.

Tickets for this event are \$5.00 and can be bought on the day of the event. All proceeds from this concert will be used to benefit the continuing restoration and preservation of the historic Willard Memorial Chapel.

For more information, please call the Community Preservation Committee at 252-0239

Quarterly Meeting

October 19, 2006

6:30 PM

INFORMATIONAL TOPICS:

Update on what the next step is in regards to the Downtown Streetscape Project, discussion in regards to the upcoming 20th Annual Parade and Celebration, discussion in regards to revamping the Quarterly meetings and any other topics that are brought up at the meeting.

Your input is always very important to us and we value your input, so please mark your calendars for Thursday, October 19, 2006 at 6:30 PM.

Please RSVP by Monday, October 16, 2006 to 252-7874 or by e-mail at aubdpbid@adelphia.net if you will be able to attend.

Refreshments will be served.



BID gathering testimonials and successful referral stories

The Downtown Auburn BID would like to hear from the retail businesses and services within the BID.

Have you had customers compliment you on your service, product or anything else related to your business?

Have you worked with other Downtown BID businesses to help drive new customers into their location and cross promote your products by referring customers?

If so, please let us know by either sending us an email with the specifics of the compliment or referral to aubdpbid@adelphia.net or by calling or faxing to us at 252-7874.

We would like to use this information in Marketing materials and other information when we are recruiting businesses and just generally marketing our Downtown Businesses.

The BID does receive some of this information first hand but we would also like to hear from the Businesses directly.

This is an initiative that is included in our new Strategic Plan which is available for you to pick up from the BID office located at 131 Genesee Street.



Murals in Downtown Auburn

The Downtown Auburn BID was able to install their first mural in Downtown Auburn, Field of Hope by Peter Mack on the North side of the Nash Art Store building. Installing at least one new Mural a year is part of the BID's Strategic Plan to help beautify Downtown Auburn.



Individual Stores have also contributed to this by have mural painted on their buildings such as Meyer Bookbinding and The Liberty Store. Each painted by Anthony Clubine.

We thank each of these businesses for investing the money to help make downtown look great!



And of course we can not forget our oldest Mural painted by Anthony Clubine on East Hill. What a wonderful scene right in our Downtown!

Downtown meters to be changed over

Residents and visitors to Auburn should be aware that the parking meters in Downtown Auburn will start the change over from 25 cents per hour to 50 cents per hour starting in Mid October.

They will be changing over the meters in sections, and it should take them approximately 6 weeks to complete all the meters, so please pay attention when parking on street in Downtown Auburn over the next few months, to make sure that you are putting in the correct amount of money for the time you intend to stay.

Please make sure that your customers are aware of the change of as well, so that we can alleviate any misunderstandings before they might happen.

Any questions regarding this change over, please call the Auburn Police Chief at 255-4744.



Letter from the Executive Director

Jandee Leanes

Summer certainly went by quickly this year, now as fall and winter approach us we need to start preparing for another season in Downtown Auburn. Please remember that it is the businesses responsibility to clean snow and ice from the sidewalk in front of their business. If you need clarification on this, please reference the City Code on their website or call the BID office.

I am back in the office after a few months off for maternity leave. I have come back to the BID on a part time basis. I will be in the office Tuesday - Thursday from 9:00 AM - 5:00 PM on most days. Dan will be in the office on Mondays and Fridays to make sure things continue to run smoothly. *Thank you to Dan for all your hard work over the summer while I was away.*

Downtown Deli going Gifty!



Looking for that unique gift this year for your employees, freinds or family? The Downtown Deli has what you are looking for. Try giving a gift card to the deli. You can have what ever denomiation giftcard you are looking for and the cards are reloadable. They are only available to use at the Downtown Auburn store, but can be used towards lunch, a snack or even food for a catered event.

So stop in today and check out their new Gift Cards. To fid out daily specials for the Downtown Deli visit www.localinterest.net.

Parking Kiosk to Be Put on State St.

The parking kiosk for State Street has finally been ordered, according to Chief of Police Gary Giannotta.

The kiosk would be put in place on State Street for all the spots, so there would no longer be free parking on State Street. The Kiosk that was ordered does not require the parker to go back to theri car with a slip to show in their window.

This kiosk asks you to pick the number from the spot you parked in - there is a map on the kiosk- and then enter the time and money that you wish to spend parked in that particular spot.

This makes it easier for the person parking as well as for the meter person checking for people parked over in a spot.

The time frame as to when this kiosk will be installed has not yet been astab- lished, but will hoepfully be before the end of the year.

Once this kiosk is installed, the BID will be receiveing the reveunues it takes in to help support our Downtown Cleaning Crew.

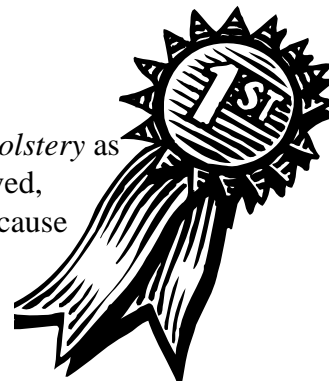
Any questions in regards to this kiosk please call Chief Giannotta at 255-4744.

Downtown Businesses in the News

DOWNTOWN AUBURN BID CUSTOMER SERVICE FRIENDLY BUSINESS

This quarter the Downtown Auburn BID would like to recognize *Fabric Fair Upholstery* as our Customer Friendly Business. From the comments and feedback that we received, they were nominated for her attention to detail and to the customers needs. It is because of businesses like *Fabric Fair Upholstery* that Downtown Auburn can continue to thrive.

CONGRATULATIONS! *Fabric Fair Upholstery* - Keep up the Good Work!



BEFORE

The BID would like to recognize *Parkers Grille & Tap House* for the facade improvements that were done on their establishment. As you can see from the pictures, what a wonderful improvement a simple coat of paint made to their facade.

Thank You for taking the time and money to keep your building looking great!



AFTER

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

Mary Moore from the Auburn Holiday Inn: Winner of the 2006 Motorcoach Distinguished Service Award

On September 28, 2006, Charles A Gargano, Chairman of Empire State Development announced that Mary Moore, Corporate Director of Group Sales for the Auburn Holiday Inn, has been selected as winner of the 2006 *Motorcoach Distinguished Service Award* for promoting New York State as a motorcoach destination.

Mary has more than 20 years of service in the motor coach industry and has helped to increase the motorcoach business at the Auburn Holiday Inn by 600 percent.

Chairman Gargano said: "Tourism is vital to New York State's economy and group travel is an extremely important segment of the industry. I commend Mary Moore for her dedicated service, hard work and her well-earned reputation as a staunch advocate for the group tour industry."

CONGRATULATIONS Mary, keep up the good work!



To find a restaurant in Auburn and view a menu or map to get there go to www.localinterst.net. Check out this site for other exciting local activities too.



BID Board Minutes

Officers & Executive Board

Tony Piccolo- President
Henry MacDonald - Treasurer
Meg Vanek - Secretary

Board Members

Roger Mills
Bill Jacobs
Amy Hickok
Joe DiVietro
Carey Eidel
Lydia Powers
Joe Calarco
Stacy Tamburrino
Kevin Dautrich
Susan Marteny
Bill Knowlton

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.

All Board Meetings are open to the public to attend. There is an agenda item for open discussion where issues, comments and concerns can be brought before the Board.

The following are the BID Committees:

- * Marketing & Promotions
- * Business Recruitment & Retention
- * Government Relations & Public Service

If you are interested in getting involved at a committee level, please call the BID office at 252-7874.

Auburn's BID staff

Sandra L. Craner, scraner@auburndowntown.org
Executive Director

Dan Schuster, 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.

The BID office is open Monday - Friday from 9:00 AM - 5:00 PM.

Downtown Auburn Business Improvement District

131 Genesee Street, Suite 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.