

# BID Tidbits

Volume 6, Issue 2

Downtown Auburn Business Improvement District Newsletter

April - June 2007

## Important Contacts to know

### BID Board President

Anthony Piccolo  
Piccolo Properties  
66 Genesee Street  
253-9751

### BID Board Vice President

Henry MacDonald  
Finger Lakes Scuba  
11 Dill Street  
252-8683  
[mac@fingerlakesscuba.com](mailto:mac@fingerlakesscuba.com)

### City Manager

Lt. Col. Mark Palesh  
Memorial City Hall  
24 South Street  
255-4146  
[MPalesh@ci.auburn.ny.us](mailto:MPalesh@ci.auburn.ny.us)

The BID has met with the new City Manager and we have a very positive feeling on his support for the Downtown Auburn BID and the initiatives that we are working on.

It would reinforce the importance of these initiatives if BID members contacted Mark via phone, mail, email or in person, so if you have time, please make an effort to stop in and meet the new City Manager.

## Retail Recruitment Efforts Downtown

Over the past few years the BID has been taking steps to help recruit new businesses to the Downtown Auburn BID corridor.

Over the summer of 2005, the BID hired on interns to help us catalog the available space within the BID as well as take traffic counts throughout downtown Auburn, so we could have an idea of foot traffic that happens at various times of the day in Downtown.

With this information and the Cornell Demographic Study that was completed in the previous year, we felt that it was time to take the next step and hire a professional company that focuses on business recruitment.

We were able to secure money from the Cities CDBG program as well as through the Empire Development Corporation, with the help of County Planning. With these funds, plus a donation from First Niagara, we were able to hire Buxton. A company out of Texas that offers a program called Community ID.

This program took an indepth look at Downtown Auburn and our surrounding neighborhoods and matched us with just over 200 retail establishments that fit our profile, who like to locate downtown and who were actively seeking to expand in the NY market.

This list was then paired down to (10) prime candidates that the BID would pursue with the new marketing information gathered through Buxton.

The next step of course was to then contact these potential retailers and woo them to come to Downtown Auburn.

For this step of the process the BID has contracted with Lisa Brennan of Hemisphere Holdings.

She will compile all the property information on the available space we have that fits the retailers criteria and take it to the ICSC convention in Las Vegas in May of 2007. This convention is the gathering of all the major retailers in the US as well as the developers.

From this convention we are hoping that we can entice the prospects to come and visit Downtown Auburn and take a look at the space that we have to offer.

Lisa has met with property owners in one on one meetings and we offered a work shop for property owners to come and get this information and let us know of their available space on Tuesday, March 20, 2007. If you have available space and you have not met with Lisa, please call her at 730-2494 so that we can include your property in the packets that we market at the ICSC Convention in May.



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BID Businesses

# Downtown Auburn Holiday Lights

The Downtown Auburn BID is working hard to enhance the Holiday Decorations that are displayed each year in Downtown Auburn, due to the number of comments that we have received from residents and visitors.

An unlikely source was brought to the BID's attention a few months ago, Hamburger Helper.

Hamburger Helper has a program called My Hometown Helper. Through this program they will fund up to \$15,000 for projects like:

- \* Lights or bleachers for the baseball, soccer or football fields
- \* Repairs to the band shell
- \* Computers for the school or library
- \* Playground equipment for the park
- \* **Holiday decorations for Main Street**

So the BID decided to submit an application for the Downtown Auburn Holiday Light Program.

Please go to [www.myhometownhelper.com/ViewProject.aspx?tell=2&id=15150](http://www.myhometownhelper.com/ViewProject.aspx?tell=2&id=15150) to post your support for the project.

Hamburger Helper will be making awards monthly through May 2007.



## How Education Can Launch Your Career: Paving Your Career Path

The Professional Development Seminar Series" with Potluck Dinner will be held on Tuesday, April 17, 2007 from 6 - 8 pm. Call for information on location.

Great Food! Excellent information! A whole lot of fun! Entree from Balloons Restaurant & Catering - along with your specialty "Potluck Dish" to pass. Not a cook? Bring a canned good and we'll donate it to a local food pantry. Dinner will be served at 6:00 PM.

Key note speakers Dr. Phil Gover, Interim President, Cayuga Community College and Sean McLeod, President & CEO, New York Institute of Dance and Education will lead a discussion on educational opportunities in the community that can feed your skill sets and prepare you for the work world, and further discussion about how to identify your assets and your desires to choose a career path that works for you. Presentations will be followed by a question and answer period, involving local professionals that have pertinent resources and networking to help answer the pressing questions of young professionals when it comes to defining their career path.

Come enjoy an evening of food, learning and fun! **Please RSVP to the Chamber by Friday, April 6th 252-7291** by calling (315) 252-7291 or emailing [info@ignite-cny.org](mailto:info@ignite-cny.org) or check us out on our new MySpace: [www.myspace.com/ignitecny](http://www.myspace.com/ignitecny).

## IGNITE tours Cayuga Wine Trail

Saturday, April 21, 2007 • [www.IGNITE-CNY.org](http://www.IGNITE-CNY.org)



IGNITE has chartered a bus to take us around the lake to learn about some of the region's best wines!

You must RSVP for this event by April 11th. Don't Delay! Seating is limited to 40 and will be filled on a first come, first serve basis. Contact the Chamber at (315) 252-7291 to reserve your seats. Cost not yet determined.

## Downtown Auburn Streetscape Update



The Downtown Auburn Streetscape Program is still in full swing. The Request for Proposals were sent out and those that returned bids were opened on Tuesday, March 27, 2007.

The information from the bids will then be presented to City Council at a work session on Thursday, April 5, 2007.

And it is then anticipated to have a resolution on who to award the contract for the construction of the Streetscape Project at the April 12, 2007 City Council meeting. EDR will also be at this meeting to answer any of the City Council's questions in regards to design, etc. Each of these meetings is open to the public and it would be great if BID representatives were present at the meetings to hear the discussion and add comments during public be heard at the April 12th meeting.

If you would like to see the current designs that went out to bid, you can view them at Memorial City Hall in the planning department. Call 255-4115 and ask for Chris DeProspero if you have any questions or comments.

# EVENTS in Downtown Auburn

## SEWARD HOUSE

A National Historic Landmark

located at 33 South Street in Downtown Auburn. Call 252-1283 for more information. The Seward House is closed for the month of January.

### 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 (315) 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

#### April

**April 17:** Digital Camera Assitance - Bring your own

**April 18:** Digital Camera Assitance - Bring your own

**April 19:** PowerPoint - BEYOND the Basics  
**9am - 12 noon**

**April 28:** PowerPoint - BEYOND the Basics  
**Saturday: 9am - 12 noon**

#### May

**May 1:** Resume Writing I & II

**May 8:** Resume Writing I & II

**May 15:** Make Digital Movies without a camera



## Auburn Public Theater

# Performance Schedule

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

### Danny D'Imperio

Sunday, May 6 - 2 shows  
showtime and ticket price: TBD.

Danny D'Imperio is a jazz drummer of great experience who favors the small group bop and hard bop styles. He also has considerable big band experience with bands such as Maynard Ferguson, Woody Herman and the Buddy Rich ghost band

### LIVE in Concert David Wilcox

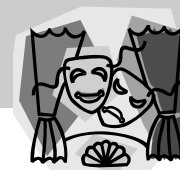
Friday, May 18th, 2007  
8:00 PM

Finding an artist who can speak directly to the soul of his audience is a daunting task, but DAVID WILCOX is such an artist. Watching Wilcox play live is akin to watching Picasso finessing the canvas or watching Ken Griffey Jr. unleash on a fastball.


### Every Tuesday night

from 7:00pm to 11:00pm, area musicians gather at Auburn Public Theater for Jammin' Tuesday, an informal jam session which provides an opportunity for area musicians to perform original tunes and covers with one another. This evening is always free and open to the public.

For more information on the Auburn Public Theater or for a list of performances call 253-6669 or visit the APT on the web at [www.auburnpublictheater.com](http://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](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.

# CALL TO ACTION: Blueprint for our Region's Future

A report facilitated by Senator Michael F. Nozzolio

Our region has a strong tradition of supporting innovation, education, entrepreneurship, freedom and culture. Pioneers in industry, social reform, politics and technology have proudly called Auburn and Cayuga County their home.

The 21st Century presents us with many more challenges than in years past. Gone are the "smokestack industries" and major employers upon which this area has relied. We now face a critically important choice: accept this state of decline, or like those before us, break away from the pack and push forward. In that spirit of innovation and at the suggestion of a group of concerned citizens, a Focus Group of twenty three community members have met since early November 2006 to design a Blueprint for Auburn's future. The mission of the Focus Group was to select a series of key issues confronting our region, identify the necessary action items needed for implementation and strongly encourage broad based community support.

The concepts that were identified that need to be addressed are:

1. Cultural Development is Critical to Revitalize Auburn and the Region
2. Infrastructure Technology: Expanded & Modernized
3. Health Care
4. Riverfront Development
5. Institute for Innovation and Entrepreneurship
6. Protecting our Watershed
7. Community Collaboration and Support for Job Creation

While all these concepts are important for the growth and success of Auburn and our region, one concept is tied more closely to the BID and Downtown Auburn. This concept is the *Institute for Innovation and Entrepreneurship*.

Cayuga Community College, in partnership with an Advisory Council of prominent regional stakeholders, has developed the concept of an Institute for Innovation and Entrepreneurship at the College. Housed within the Institute will be three Centers focusing on related segments of the market. The Centers will facilitate the sharing of intellectual, financial and physical resources, resulting in a synergy never before seen.

The Center for Entrepreneurial Initiatives will work to nurture budding business people. By providing a clearinghouse for information, support services and expertise designed to complement existing agencies, entrepreneurs will be able to transform their dreams into reality. Business plan development will spark emerging enterprises. Neighborhood ventures would be supported to promote revitalization of economically challenged areas.

The Center for Entrepreneurial Studies will provide traditional and innovative educational programs. CCC's students will find courses and entrepreneurial opportunities to pursue, including a student incubator system in which to test and promote new ventures in the marketplace. Public school students will be challenged to explore their dreams in a hands-on learning environment. Internships and work-study opportunities will provide the experiential learning so vital to the educational process.

## Donors of the Decade Named

The Cayuga County Chapter of the American Red Cross and The New York/Penn Blood Region are pleased to announce that two Cayuga County citizens have been named Donors of the Decade. **Livia Falcicchio** of Auburn and **Stephen Anderson** of Locke have each donated 6 times per calendar year from 1997 to 2006 for a total of 60 units of The Gift of Life in ten years. They have each saved 180 lives!

Anyone who would like to attempt to meet this extraordinary feat and is age 17 or older, who weigh 110 pounds or more and are in good general health can donate on:

- \* April 4th from 1 – 6 pm at the Union Springs Fire Department hosted by the Lions and Masonic Lodge;
- \* April 7 from 7:30 am – 12:30 pm at Holy Family Church, Auburn or from 8 am – 1 pm at 2nd Baptist Church, Auburn;
- \* April 19 from 11:30 – 5:30 at 1st United Methodist church, Auburn or from 1:30-6:30 at the King Ferry Presbyterian Church;
- \* April 26 from 10am – 3 pm at CCC hosted by the Student Government Organization.

Persons may donate blood every 56 days.

To register for any blood drive or for more information about first aid and CPR classes, contact the Cayuga County Chapter at 252 – 9596 or [chapter@ccredcross.org](mailto:chapter@ccredcross.org)

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# Open BID Board Positions

The Downtown Auburn BID will have the following Board Positions open for our new Fiscal Year starting in July 2007.

Each Board position is a 3 year term corresponding with our fiscal calendar.

We will have two class (A) Board positions open, which are property owners and two class (B) Board positions, which are commercial tenants. We also have a class (D) Board position that is currently open, which is a residential person that lives within the BID boundaries.

The BID Board meets monthly, on the 2nd Wednesday at 8:00 AM at the Red Cross on State Street. Each board member would also be a part of one of the standing committees:

- \* Marketing & Promotions
- \* Business R & R
- \* Government Relations

If you would be interested in becoming a BID Board member, please give the office a call at 252-7874 to set up an appointment.

We are also looking for anyone interested in being a part of the standing committees mentioned above. Please call us at 252-7874 if interested.

## What's Happening just outside the BID in our Historic & Cultural Sites?

SCHWEINFURTH  
MEMORIAL ART CENTER



### Schweinfurth Memorial Arts Center

205 Genesee Street  
Auburn, NY 13021

315/255-1553 [www.myartcenter.org](http://www.myartcenter.org)

#### Making Movies

Eliza Newman-Saul & Thom Donovan  
Thursday, April 19, 7:30pm

#### Musical Performing Arts Series

February 1st - April 26th

Thursdays 7 - 8:30 PM, musician Bob Piorun explores various styles of music with emerging musicians of all ages, FREE

#### "Drawing on Purpose"

March 10th - April 28th

Tues. - Sat. 10AM - 5PM, Sun. 1 - 5PM, drawing showcase featuring NYS artists, \$3 suggested donation, members & children under twelve FREE

#### Frank A. Barney: A Retrospective

On View May 5 - June 23, 2007

ART pARTy & Special Preview Reception of Frank A. Barney: A Retrospective  
Friday, May 4, 7:30pm, call 255-1553 for more info.

#### Made in NY 2007

Exhibit on view June 30 - August 25

Artists' Reception & Award Ceremony, Sunday, July 1, 4 - 6pm



### Cayuga Museum

203 Genesee Street  
Auburn, NY 13021

315/253-8051 [www.cayuganet.org/cayugamuseum](http://www.cayuganet.org/cayugamuseum)

#### Both Sides of the Wall: Auburn and its Prison

Permanently on display

#### The Streets Where we Live

On View June 15 - September 30, 2007

Through the focus on the city streets, we will explore the history of residents of the city, industries, neighborhoods, and events.

#### Sick of it: Infectious Disease and the Public Health System

On View March 17 - June 17, 2007

Tuesday through Sunday, 12:00-5:00.

This exhibit will take an in-depth look at diseases of the past and present. Home remedies will be showcased alongside the modern medical marvel, the vaccination.

# 1st Annual State of Downtown Luncheon

## Wednesday, July 11, 2007 12 noon at the Holiday Inn

The 1st Annual State of Downtown Luncheon will be a review of the success and initiatives that the Downtown Auburn BID has completed over the past year.

It will also talk about what is to come in the following year as well as keep you up to date on projects such as the Main Street Program and the Downtown Streetscape Project.

A new series of awards will also be given out at the Luncheon to help recognize those people that have been integral in making the programs of the BID successful.

So mark your calendars for **Wednesday, July 11, 2007** from 12 - 2:00 PM.

Look for more information on this event in the April BID Tidbits.

## Letter from the Executive Director



There are a number of transitions happening at the Downtown Auburn BID office this quarter. My last day as the Executive Director was the 22nd of March.

While there has been a search committee formed and the position has been advertised, the new Executive Director will not be in place until at least Mid April or the beginning of May.

And Dan has also moved on to a new position, right down the street at Options for Independence.

Although there will not be a staff person in the office on a regular basis during this transition period, the office will be covered, so if you have any questions or need some information during this time, please contact one of the following: Anthony Piccolo, BID Board President at 253-9751 or Henry MacDonald, BID Board VP at 252-8683 or by email at [mac@fingerlakesscuba.com](mailto:mac@fingerlakesscuba.com).

The search committee is working diligently to hire a new director that will continue to move the BID in the direction that we have been working so hard on for the past 5 years. When the new director is hired, they will let all members know.

While the office staff is in transition, our Beautification Crew member, John Panko, is still out there every day working to keep downtown looking nice and clean. And the BID Executive Committee is working with the new City Manager on an agreement to hopefully fund the Beautification Crew in the coming fiscal year.

Thank you all for letting me work with you over the past five years. It has been a wonderful experience that I will never forget!

## Downtown Auburn Main Street Program

Construction season is just around the corner and hopefully the nice weather with it as well. As this next season begins, we will again see work being done on a number of the Downtown Auburn properties through the Downtown Auburn Main Street Program.

There have already been (7) projects completed, with close to \$300,000.00 invested in the buildings in downtown Auburn.

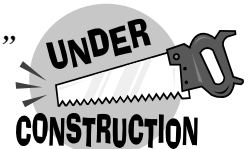
There are a number of projects that will start as soon as the weather breaks and then the remaining that need to be sent to bid. So keep your eyes out for more improvements to the Downtown Auburn BID buildingscape.

If you are a property owner and are interested in taking part in the program, please contact the BID at 252-7874. There may still be monies available.

Also through the Downtown Auburn Main Street Program the BID will be purchasing some new benches and trash cans to be placed throughout the BID. You will be seeing these improvements by the end of summer 2007.

New signage directing travelers and customers from the Arterial will also be installed, both East and West entrances off the Arterial will have signs that say "Welcome to Downtown Auburn" instead of Business District. Hopefully this will invite more customers to come through our downtown corridor and experience the wonderful things that we have to offer.

The Downtown Auburn BID is "Investing in the Future of Auburn,"



# Downtown Businesses in the News

## DOWNTOWN AUBURN BID CUSTOMER SERVICE FRIENDLY BUSINESS

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

**CONGRATULATIONS!** *Hairlooms*- Keep up the Good Work!



### Finger Lakes Business Services, Inc. Achieves Milestone



On January 3, 2007 the Finger Lakes Business Services Inc. received their 10,000,000th call since it's founding in 2002.

The 10,000,00 calls are comprised of many different types of calls for a variety of companies. Calls have ranged from after-hours emergencies to be handled by a clients on-call staff to orders for an internet based client.

Finger Lakes Business Services are located at 42 Westlake Avenue in Downtown Auburn.

The company presented a 26" LCD Flat screen HDTV to Bonnie JOhnson, the operator who handled the 10,000,000 call. Bonnie has been with Communications Group since 1991, which is prior to the acquisition by Finger Lakes Business Services, Inc. in 2003. The companies president, Gardner McLean said, "it is especially rewarding to be able to recognize Bonnie, as she is one of our Senior Customer Service Leaders, a role that involves handling calls, supervising others and dealing with personnel and client issues.

### 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)



Absolutely Everything a Dancer Needs

### Don't miss the Grand Opening of Absolute Dance Apparel on Friday, March 23rd !!

53 Genesee St. Auburn, NY  
For more information, call Lindsay at: 315-224-0445.

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



Local Dining Guide

**Absolute Dance Company Artistic Director Recognized**  
ADC Artistic Director Yvonne Hassett receives a grant for choreography projects from NY State Assemblyman Brian Kolb at this year's FLAGS awards banquet.

ADC is supported in part by Finger Lakes Arts Grants & Services, Inc. (FLAGS)

ADC has also received grant funding from the Cultural Resources Council of Syracuse & Onondaga County, Inc.



## BID Board Minutes

### Officers & Executive Board

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

### Board Members

Roger Mills  
Bill Jacobs  
Nancy Thomas  
Joe DiVietro  
Carey Eidel  
Lydia Powers  
Stacy Tamburrino  
Kevin Dautrich  
Susan Marteney  
Sue Rose

### Ex Officio Members

Cynthia Aikman  
Frank Howe  
Lynn Jordan  
Terri Bridenbecker  
Benjamin Vitale

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

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@centralNY.TWCBC.com](mailto:aubdpbid@centralNY.TWCBC.com)

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@centralNY.TWCBC.com](mailto:aubdpbid@centralNY.TWCBC.com)

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.

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The Center for Workforce and Community Development will develop trainings for existing and emerging organizations. Innovative programs, workshops and seminars will increase worker motivation and productivity, enhancing the efficiency and effectiveness of organizations. The Center will also serve as a testing site with the latest video and audio conferencing and technology.

This will require that the community at large, which includes all business sectors, all economic development entities, the not-for-profit sector and all secondary education institutions to buy into this project providing collaborative opportunities such as internships, service learning and work study programs.

The College is looking to locate the *Institute for Innovation and Entrepreneurship* in Downtown Auburn. This would be a wonderful addition to the Downtown community and it would bring in a great deal of new people to take advantage of the shops, restaurants and services that the BID has to offer.

So, as they are asking for the community to get involved in the Call to Action and the concepts that they will be working on, please remember that the *Institute for Innovation and Entrepreneurship* will be located in your "backyard" and could potentially be the catalyst for helping to revitalize Downtown Auburn.

If you would like more information or want to get involved, please call the Cayuga County Chamber of Commerce at 315.252.7291 or email them at [contact@cayugacountychamber.com](mailto:contact@cayugacountychamber.com)