



SPRING 2002
Volume 1, Issue 1

Inside this Issue

- 1** Parking Information
- 2** New website for the ADP
- 3** Event Calendar
- 4** Board Information
- 4** Volunteer Opportunities

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Auburn Downtown Partnership

Downtown Times

TO PARK OR NOT TO PARK, THAT IS THE QUESTION

Jon Robson, Auburn Document Centre

As many of you are aware, there has been a lot of discussion as to issues faced by people who want to do business in Downtown Auburn. As a result of surveys completed by downtown customers regarding the deterrents for people to do business in Auburn, it was determined that the number one issue faced by our customers is parking. This issue out polled the next nine issues combined. Evidently this is an issue that customers feel very strongly about.

A series of walking studies were conducted to determine the availability and usage of the existing parking spaces and the results were very interesting.

About 70% of the downtown metered spaces are used at any time throughout the day with about **50% of the spaces used by downtown employees who fed the meters all day.**

This hurts each and every one of the businesses in downtown Auburn. We have met the enemy and the enemy is us! So, how do we solve the parking problem in downtown Auburn?



A number of the members of the Auburn Downtown Partnership meet several times in 2001 to discuss just this issue. Several similar size communities throughout Central New York were visited to see how they handled parking in their towns and cities.

The findings from this survey were passed onto City Hall and from this and other information a new parking program for Downtown Auburn was devised and set to go into affect April 1, 2002.

There are five basic items that we hope to accomplish with the New Parking Program for Auburn:

1. Attract customers by offering 2 hours of free parking.
2. Bring awareness to Auburn residents and those who work in Auburn about the Parking garage and the benefits it has to offer.
3. Partner with the City to sponsor grace tickets for first time offenders.
4. Create a maximum of (4) hours for all street parking spaces in downtown.

Continued on page 3

NEW WEBSITE FOR AUBURN DOWNTOWN PARTNERSHIP

Sandra Craner

The Auburn Downtown Partnership has worked to create a website to help promote Downtown Auburn. The site will be up and running April 1, 2002 so check us out at <http://www.auburndowntown.org>.

The site was designed to help business owner and residents of Auburn keep up to date with what is going on in Downtown Auburn. Store and business events will be listed so that patrons can plan their visits to downtown.

The site will also be used to help the

Auburn Downtown Partnership market the area to new businesses and tourists.

Our site will be linked to the City of Auburn's site as well as the Cayuga County Tourism site and the TourAuburnNy.com site.

New Businesses and Accomplishments

There will be an area that highlights those businesses that are new to Auburn, if a business has expanded or if a local business has won a prestigious award.

We want visitors to come away from the site excited about coming to visit the best Small City in Upstate NY, so they will come and stay awhile to take advantage of what we have to offer.

Please visit the site and let us know what you think. Call 252-7874 or email at aubdpbid@adelphia.net with any

comments on how we can make the site the best marketing tool for Downtown Auburn.

WHAT'S NEW IN AUBURN



Auburn Document Centre

Expanded their business and moved to 74 Genesee Street in the Historic Phoenix Building. Visit their new location and see all the new products they have to offer you and your business.

T & K Hardware & Home Center

Opening in the old OTB building on State Street in April 2002. Offering a variety of hardware and home center products.

Empire Tax Express

Is now open at 121 Genesee Street. Accounting services and Human Resources outsourcing is available.

CONGRATULATIONS to the Downtown Deli on the opening of their express store in the Ames Plaza on Grant Avenue.

SYNTHESIS PLAN UPDATE

A Vision for the future

Sandra Craner

The Phase 1 Revitalization projects were presented to the City Council on March 21, 2002 and will be voted on to give the City approval to move to the next step of creating a request for proposal to secure the engineers and architects to begin the process.

For detailed information on the projects call 252-7874

Welcome to our New Executive Director

Reception

A welcome reception was held on Tuesday, March 5, 2002 for Sandra Craner, the Executive Director of the Auburn Downtown Partnership.

Thank You

Thank you to all who attended to officially welcome Sandy to the neighborhood. Thank you also to those companies that donated the hors d'oeuvres and drinks for the reception.

Background

Sandy has been with the Auburn Downtown Partnership since October of 2001. She came to us from The REALTORS® Land Institute in Chicago, IL.

Her background is in event and convention planning and Mall management. Sandy is originally from the UpState New York area. She grew up in Liverpool and attended Bishop Ludden HS and went on to college in Rochester at St. John Fisher College.

If you haven't had a chance to meet Sandy in person, stop by the office at 131 Genesee Street.



Sandra Craner and Carl Yoensky, ADP Board President

WELCOME!

Continued from the cover

5. Create a program that will allow the City parking enforcement staff to accurately track and count parking usage.

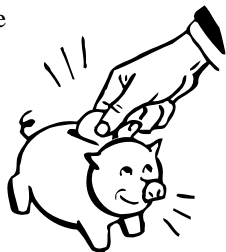
Simply put, if we want to have customers come to our businesses we must be more open to their real and perceived objections about parking and we are going to need everyone's help to change people's perception about shopping and doing business in downtown Auburn.

A couple of recommendations to help with this parking problems are as follows:

- require all employees to park in the parking lots and parking garage. Consider offering a monthly parking pass to your full time staff. Consider it as part of your advertising expense. If your customers can't get to your business then you can't do business with them.
- Buy a parking key at the City Treasurer's office. The rate for this type of parking is only \$.125/hour. That's right only \$1.00/8 hour day. It's a bargain no matter how you look at it.

The only way this parking program, or any other alternative will work is if we all work together to educate our staff on how their parking habits affect downtown businesses and in the long run their job. ♦

Mark your calendars now for the Annual Meeting of the Auburn Downtown Partnership/Business Improvement District scheduled for **JUNE 2002**
Look for more information to be sent to you on the specific date, time and place.



INVEST IN THE FUTURE OF AUBURN

Support from a Community

Sandra Craner

The Auburn Downtown Partnership has been a working organization since 1993 striving to make Downtown Auburn a better place to live and do business. In 2001, through the hard work and dedication of a group of property owners in the downtown area, the Auburn Business Improvement District was formed. As the managers of the Business Improvement District, the Auburn Downtown Partnership is working to develop a more attractive and economically viable downtown community.

As a business in the Downtown Auburn area, investing in the revitalization and rebuilding of the downtown area can and will only benefit you and your business.

Downtown Auburn can be a vibrant city again by combining the businesses that already exist with new businesses and attractions.

Of course, in order to run the programs necessary, we need your help. The Auburn Downtown Partnership is looking for key community members who would be willing to help us make a difference in the revitalization effort for Downtown Auburn. **INVEST IN THE FUTURE OF AUBURN** so that we can continue to work towards the ultimate goal of a viable downtown community.

Donations of any size will help support the program. If you would like more detailed information on how you can **INVEST IN THE FUTURE OF AUBURN** or have any questions, please feel free to call me at 315-252-7874. ♦

Upcoming Events

Mark your calendars now for the **8th Annual STARLIGHT CINEMA Program** on the south lawn of City Hall.

- Wednesday, July 17, 2002**
Who Framed Roger Rabbit?
- Wednesday, July 24, 2002**
Chitty Chitty Bang Bang
- Wednesday, July 31, 2002**
Forrest Gump
- Wednesday, August 7, 2002**
Mary Poppins
- Wednesday, August 14, 2002**
Monsters, Inc.

All movies are FREE and start at 9:00 PM.



Prizes and treats for all.

If you are interested in becoming a sponsor for any of the movies above, please contact Sandy at the ADP office at 252-7874 to have your sponsorship package emailed or mailed to you.

Look for the downtown Auburn Brochure that will be in circulation by the end of April 2002 for an updated listing of events and specials that will be taking place in Downtown Auburn in 2002.

If you have a special event, program or special day planned for your business, please call Sandy Craner at 252-7874 to be included in the Downtown Auburn Brochure event listing.

Auburn Downtown Partnership Board Minutes

Officers and Executive Board

Carl Yoensky – president
Joe DiVietro – Vice president
Sharon Fanelli – treasurer
Wendy Goldman – secretary
David Contiguglia – member at large

Board Members

John Bouck
Tony Piccolo
Maureen Conroy
Jay Pearson
Nick Speno
Chuck Mason
Meg Vanek
Dr. Lisa Ann Homic

Ex Officio Members

Sam DeRosa
Cindy Aikman
Trish Ottley

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



HOW TO GET INVOLVED

Sandra Craner

The Auburn Downtown Partnership needs your help to ensure the ongoing growth of downtown Auburn. All residents of Auburn and Cayuga County have a stake in the economic, social and cultural vitality of the downtown area. If we work together to achieve this common goal, then we all will grow together.

The following are areas that the Auburn Downtown Partnership is looking for volunteers:

Business Recruitment and Retention

Helping the Business recruitment and retention Committee in their efforts to gain new businesses in the Downtown area and devise programs to keep the existing businesses.

Holiday Parade

Help to solicit parade participants, follow up calls after the initial letter has been sent out and helping the day of the parade.

Flower Program

Planting flowers in the spring in planters and beds. Upkeep during the Summer season and then clean up in the fall.

Fundraising

Helping to make contacts and follow up on donation letters. Sending out canvas mailings to secure new funding.

Marketing and Promotion

Helping to organize events and programs to drive business to the downtown area. Duties might include designing posters, putting up signage and delivering information to businesses.

Please call the office at 312-252-7874 for more information. ♦



Auburn Downtown Partnership
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