



# The City of Elmira Business Improvement District



**Elmira**  
DOWNTOWN

PARTNERS  
for a  
VIBRANT  
COMMUNITY



# GREETINGS

## From The President

As the city of Elmira celebrates its 150th birthday, the Board of Directors of Elmira Downtown welcomes you to its 2014 Annual Report. The past is alive in each of the Business Improvement District's 58 blocks, with a diverse collection of commerce: retail shops and services, restaurants, financial institutions, business and governmental offices, museums and entertainment. This year's Sesquicentennial celebrations remind us that a dynamic city is constantly changing. It is the mission of Elmira Downtown to enhance the evolving downtown environment, to create special downtown events that attract people from throughout the region, and to provide services to the B.I.D. constituents. This report highlights the many activities we have undertaken to support that mission.

Thank you for being a partner for a vibrant community!



Michael Kenna, President  
Elmira Downtown

## From The Executive Director

Elmira Downtown continues to work hard to put Elmira back on the map – by creating a vibrant center city with continual activity drawing all generations including our visitors. Our vision for a healthy downtown continues – we are committed to make Elmira a place for people to live, work, play, and move around—all in a healthy, clean environment.

Our job at Elmira Downtown is to transform the way people see, perceive, and experience Elmira. This is no small task, but it is happening. Every day we are making great progress through our programs and our services that we offer to the community. Though we seldom get much time to truly reflect on all that has happened in the heart of our city, writing this report has been an ideal reminder of the many things we have done in the last twelve months and how far we have come. My hope is that you will enjoy reflecting with us – that these pages will communicate the vibrancy and impact of change.

As 2014 unfolds, the primary work of the Elmira Downtown staff will be to continue pursuing the programs that have made us successful in the past, while undertaking new initiatives for the year. The main focus for 2014 is Elmira's Sesquicentennial - The City of Elmira will celebrate its 150th birthday this year. Plans are already underway to honor both the City's rich heritage and bright future during this year. Elmira Downtown will play a leading role in assisting with these activities to make sure that Elmira is celebrated in the way she deserves to be celebrated.



Our community has a sense of pride for our city and this is the year to let it shine.

So, as we celebrate, we will also continue to work with our partners to preserve what is best about our neighborhood, to fix what is broken and create what is missing. From the streetscape enhancements, marketing communications to our annual special events, such as Wisner Market, Twin Tier Jazz Festival, Elmira Street Painting Festival, and so much more – our goal is to make downtown Elmira a gathering place for our community and embark on the voyage of keeping Elmira as a true asset to Chemung County.

Let me end with a Thank You – a Thanks to our members, sponsors, partners, and the community – for believing in our mission of enhancing the environment of Elmira's downtown and all its merchant districts through programs, promotions, and seasonal events.

Sincerely,



Jennifer Herrick  
Executive Director

**ELMIRA DOWNTOWN DEVELOPMENT, INC**

Statements of Activities

Year Ended  
December 31.

	Unrestricted		Restricted	Year Ended	
	Operations	Merchants	Operations	2013	2012
<b>Support and Revenues</b>					
City of Elmira - Assessment district	\$ 127,322	\$ -	\$ -	\$ 127,322	\$ 127,322
Merchants - events income	-	64,314	-	64,314	55,922
Grant - City of Elmira - CDBG	10,149	-	-	10,149	7,584
Grant - Rees Fund	950	-	-	950	-
Interest	50	-	-	50	107
<b>Total Income</b>	<b>138,471</b>	<b>64,314</b>	<b>-</b>	<b>202,785</b>	<b>190,935</b>
Net assets released from restrictions	-	-	-	-	-
<b>Total Support and Revenues</b>	<b>138,471</b>	<b>64,314</b>	<b>-</b>	<b>202,785</b>	<b>190,935</b>
<b>Expenses</b>					
<b>Personnel:</b>					
Personnel	76,675	-	3,000	79,675	71,672
Employee Benefits	9,263	-	-	9,263	5,804
Payroll Taxes	5,887	-	-	5,887	4,728
<b>Office:</b>					
Rent/utilities	7,685	-	-	7,685	9,863
Insurance	6,383	-	-	6,383	5,956
Auditing and accounting	3,445	-	-	3,445	3,818
Phone/web design & maintenance	2,777	-	-	2,777	3,183
Office supplies/expenses	2,548	-	-	2,548	3,810
Equipment, rent/maintenance	1,517	-	-	1,517	699
Depreciation	1,378	-	-	1,378	1,011
Printing	538	-	-	538	1,485
Moving	-	-	-	-	4,302
<b>Program/Other:</b>					
Merchants - events expense	8,840	71,248	-	80,088	64,539
Improvement project costs	5,780	-	-	5,780	3,789
Special events	3,409	-	-	3,409	7,509
Operation Green Streets	2,649	-	-	2,649	2,044
Contingency Maintenance	2,200	-	-	2,200	2,000
Dues/memberships	1,952	-	-	1,952	1,040
Meetings/travel	1,379	-	-	1,379	2,054
CDBG Expenses	-	-	-	-	752
Project engineering - NYMS	-	-	-	-	65
<b>Total Expenses</b>	<b>144,305</b>	<b>71,248</b>	<b>3,000</b>	<b>218,553</b>	<b>200,123</b>
<b>Change in net assets</b>	<b>(5,834)</b>	<b>(6,934)</b>	<b>(3,000)</b>	<b>(15,768)</b>	<b>(9,188)</b>
Transfer of Net assets	(8,500)	-	8,500	-	-
Net assets, beginning of year	123,828	(817)	-	123,011	132,199
<b>Net Assets, End of Year</b>	<b>\$ 109,494</b>	<b>\$ (7,751)</b>	<b>\$ 5,500</b>	<b>\$ 107,243</b>	<b>\$ 123,011</b>

# ABOUT THE BUSINESS IMPROVEMENT DISTRICT

A Business Improvement District (BID) is a formal organization made up of property owners and commercial tenants within a defined boundary, dedicated to promoting business development and improving an area's quality of life. A special assessment paid by property owners within the district provides funding for a BID's services. These services offer streetscape enhancements, Façade/Signage Improvements, New York Main Street, marketing and promotional programs, capital improvements, and beautification in the area.



## Elmira DOWNTOWN

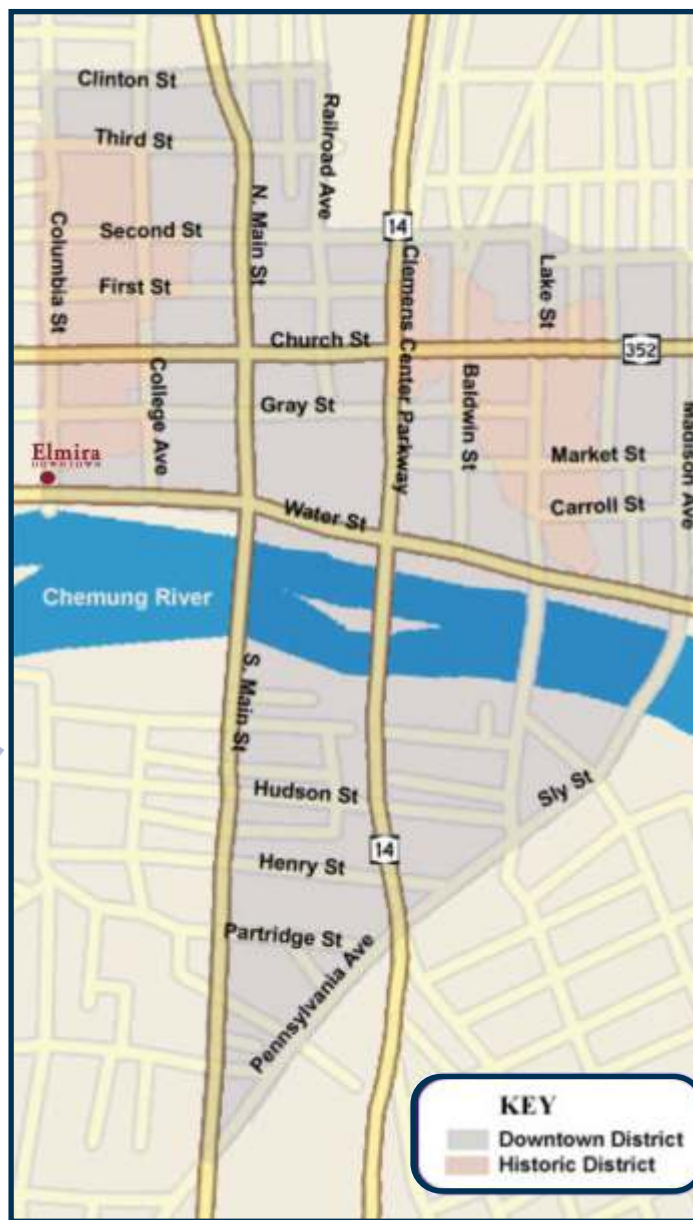
Elmira Downtown Development, Inc.

### Mission Statement

To continually enhance the environment of Elmira's downtown and all its merchant districts through programs, promotions, and seasonal events.

### EDD's vision for Downtown:

A flourishing, attractive destination featuring a mix of businesses, an involved community and dining opportunities.



In the Fall of 2013, Elmira Downtown, with the City of Elmira and our prominent partners initiated the plans to celebrate Elmira's Sesquicentennial – our goal is to celebrate Elmira's rich heritage and bright future. Please visit [www.iloveelmira.com](http://www.iloveelmira.com) to view the calendar of events #iloveelmira

# SPECIAL EVENTS

At Elmira Downtown, we know how critical it is to give city residents and visitors a special experience downtown. Throughout the year Elmira Downtown produces and promotes events designed to bring people to downtown and support the business environment. In addition to our partner events, our four major Spring, Summer and Fall events bring roughly 15,000 people to downtown Elmira, and produces activity within the heart of the city and the local businesses.

## TASTE OF *Downtown*

### **A Taste of Downtown** - March 27, 2013

The 4th annual Taste of Downtown

Rapidly becoming another signature event in downtown Elmira. The proceeds from this event benefits the Elmira Street Painting Festival. In 2013, the Taste of Downtown raised over \$5,000, which all went towards the production of the Elmira Street Painting Festival



### **The 17th Annual Wisner Market – June Through September**

This longstanding tradition kicked off on June 6 through September 26th – A community event.

The widely-anticipated and successful downtown neighborhood event brings together more than 25 diverse merchants in the historical Wisner Park offering food, fresh produce, arts/crafts, baked goods, and family-friendly entertainers complete the festivities.



### **The Elmira Street Painting Festival - July**

With exceptional weather and growing public awareness, the Elmira Street Painting Festival was a resoundingly successful event for 2013. The event was held on July 12th & 13th. Our guests enjoyed an art-filled, family fun weekend celebrating creativity! What an opportunity for our visitors to watch masterpieces evolving right before their eyes as artists take to the streets with chalk in hand. In addition, they were able to browse the fine regional crafts and artwork of numerous vendors, sample the varied tastes of our local restaurants, step into a pop-up gallery, move to the rhythm of live music, experience all that the festival had to offer. For 2014, the Elmira Street Painting Festival is July 19th & 20th

### **The 8th Twin Tier Jazz Festival - August**



The sweet sound of Jazz will be heard throughout the city streets once again in downtown Elmira on August 16th. The Festival has become one of the most anticipated events of Elmira's summer season and it is free and open to the public. Our guests relax and enjoy the music while sipping a drink, or dance on the streets with friends, making Wisner Park to be the perfect setting for a most memorable summer day.

### **Experience the French Quarter in downtown Elmira**

– The Michelob Twin Tiers Jazz Festival has been a toe-tapping, foot stompin', hip wiggling and dancing-in-the-streets festival since 2006. Featuring the finest local, and regional jazz musicians, the festival has even celebrated Elmira's most famous resident, Mark Twain!

All of Elmira's Community Events are free and open to the public. What a perfect opportunity to bring your lawn chairs, enjoy the shade of Wisner Park, and count on great music, good food and dancing until the sun goes down!

**Partners for a Vibrant Community**

## MARKETING AND COMMUNICATIONS PROGRAM

### Elmira Downtown Marketing and Communications

Program consists of media relations, member communications, e-mail marketing, billboard advertising, poster distribution, marketing publications and digital communications, including the Elmira Downtown BID website and social media channels. Elmira Downtown's programs and events were frequently in the local news, and the Finger Lakes Travel Guide for 2013.

#### Website

Elmira Downtown photographs from Wisner Market, the Elmira Street Painting Festival and other special events have been incorporated into the website. The Elmira Street Painting Festival and Wisner Market have dedicated websites and the websites' contents were updated to reflect the growing programs and services provided and sign-up forms were added to facilitate information sharing about upcoming events and retail-relevant news. Elmira Downtown notifies various

members and groups of upcoming events, alerts, and other notices with regular e-blasts.

#### Online Presence and Social Media

Weekly E-Newsletter and E-Blasts – Elmira Downtown publishes a weekly online newsletter that is distributed to more than 600 people. The newsletter regularly features events, promotions, and activities being hosted by local merchants and not-for-profit organizations in the area. When appropriate, Elmira Downtown will highlight specials being offered by local merchants and welcome new businesses to the area through additional e-mail blasts.

In 2013, Elmira Downtown increased its brand awareness on the web via social media sites Facebook and Twitter. Promotional activity posted prior to events has helped create a buzz leading up to event days, and postevent reporting through images and discussion has resulted in increased engagements on the page. In addition, both Facebook and Twitter began to be utilized to help further promote positive visibility for the businesses and organizations.



## ENVIRONMENT/STREETScape

#### Downtown CleanUp!

For almost 24 years, Over 300+ volunteers dedicate their time to participate in cleaning up the debris left over from a long cold winter. These volunteers, ranging from residents, service organizations, schools, financial institutions, Boy Scouts and Girl Scouts and students together with City of Elmira, Elmira Downtown Development and Kiwanis spiff up the downtown by weeding, sweeping and raking – all to make our downtown a little cleaner and a little greener. The vibrancy of a neighborhood depends on our

community.

**Street Plantings** – Each year, Elmira Downtown and several volunteers plant and maintain 48 large street planters with a dazzling array of flowers which include: Pink and Purple Petunias and Sweet Potato Vines. These plantings bring significant beauty to our main downtown corridors. To ensure these areas are clean, green and sustainable, we contracted with Chamberlain Acres, a local landscaper, to provide regular maintenance of the planters. They assist with new plantings that require minimal maintenance and watering. We are making our environment greener, cleaner, and more user-friendly. Also, with the assistance of

the City of Elmira's Building and Grounds – Elmira Downtown purchased a 14ft Norway Spruce placed in Mark Twain Riverfront Park for the holiday season.

#### New York Main Street

Since 2004, Elmira Downtown has received five (5) New York Main Street Rewards – totaling in 1.4 Million Dollars – In 2013, Elmira Downtown completed the final drawdown for the New York Main Street Fall 2008 Award with the assistance of the City of Elmira, the City of Elmira Buildings & Grounds, Southern Tier Economic Growth, and the following property owners.

These projects included:

- 110-120 North Main Street (First Arena's Corporate Office – formally the Swan Building)
- 111-115 North Main Street (Mid-Town Plaza)
- 226-230 West Water Street (Kingsbury Cyclery, The Annies)
- 207-219 West Water Street (Williams Capital Corporation)
- 155 North Main Street (First Arena)
- 205 College Avenue (First Arena)
- Mark Twain Riverfront Park
- The Promenade
- Big Belly Solar Trash Receptacles

Because of the New York Main Street Program, our downtown buildings have witnessed new life, with significant investment from our property owners. Our hope is to continue the momentum of the progress made.

# ACCOMPLISHMENTS AND GOALS

Throughout 2013, Elmira Downtown undertook new initiatives, enhanced and grew existing projects and programs, advocated for the stakeholders of Downtown and heightened organization efficacy. Here are some of the highlights of 2013 and our plans for furthering our mission and accomplishing our goals in 2014.

## MARKET DOWNTOWN ELMIRA TO OTHER NYS REGIONS AND PENNSYLVANIA

### In 2013 we:

- Expanded our weekly farmer's market and continued to provide one of the region's best markets.

We brought hundreds of people to Wisner Market every week and leveraged new partnerships with organizations and events like the Elmira Street Painting Festival, Twin Tiers Jazz Festival, Music in the Park and other events to expand entertainment offerings and serve as a promotional platform for the city of Elmira.

- Grew the reach of all our Social Media channels, to promote the businesses, cultural amenities and activities that make Downtown such a vibrant place. Promoted all Elmira Downtown activities through Radio, Television, Posters, BillBoard and Newspapers Advertising.



### Our approach for 2014:

- Continue to expand upon our successes by enhancing existing and creating new elements that support Downtown retailers and restaurants.

- Market and produce events that increase the growth and vibrancy of Downtown in unique ways, including the 150th celebration of the city of Elmira.



- Work to grow our audience both of Downtown stakeholders and those interested in learning more about Downtown by providing high-quality content and partnering with a range of organizations to ensure Downtown is marketed well throughout the region.
- Through enhancement and frequent updating, ensure our e-newsletter, website, and FACEBOOK page are the resources for information on events, dining, research and services for all users of Downtown.

## MAKE DOWNTOWN ELMIRA CLEAN, SAFE AND VISITOR FRIENDLY

### In 2013 we:

- We utilized OUR volunteers, Chemung County Probations and the city of Elmira Youth Court to assist us with trash removal and streetscape enhancement and maintenance on a weekly basis in the Spring, Summer and Fall Months.

- Welcomed over 300 volunteer participants who assisted us with growing our Downtown CleanUp program and continue to grow our Operation Green Street Program.



**Our approach for 2014:**

- With support from the city of Elmira, we will encourage our community to keep our city streets and green space clean of litter, including cigarette filters. To continue to build our Downtown CleanUP Program/Operation Green Street Programs.
- Support the redevelopment of Mark Twain Riverfront Park and encouraging the public to use great public space.
- Continue to be a team player in Streetscape Enhancement which includes new street lamps, benches, and tables.

**FOSTER ELMIRA DOWNTOWN'S FAÇADE AND SIGNAGE IMPROVEMENT PROGRAM AND THE ARTS**

**In 2013 we:**

- Completed 9 projects through the New York Main Street and Façade Improvement Program providing over \$300,000 in grant funds and leveraging private funds/ and Community Development Block Grant in support of projects that enliven our streets and preserve our beautiful buildings. Continued partnership with City of Elmira and STEG. Secured a grant from the Arts of the Southern Finger Lakes for an Art Installation in the downtown district.

**Our approach for 2014:**

- Continue to incentivize investments through Façade Improvement Program.
- Encourage additional programs that encourages people to visit and support the growing Downtown business community.
- Launch the Public Art Program POP ART in conjunction with the ARTS of Southern Finger Lakes and the City of Elmira to promote downtown and encourage excellent and accessible public art for everyone.



**BE A RESOURCE FOR COMMUNITY, VISITORS, STAKEHOLDERS, AND BUSINESSES THROUGH MARKETING COMMUNICATIONS**

**In 2013 we:**

- Continued the e-newsletter to keep businesses informed of the various events and activities that impact their business.
- Continued to provide critical information to the business community on events and activities occurring Downtown
- Worked to provide new opportunities for engagement among our Board of Directors.

**Our approach for 2014:**

- Determine ways to better engage the Downtown business community in efforts to get involved more directly in the work of the organization.



# OUR SPONSORS, OUR PARTNERS, OUR VOLUNTEERS AND OUR COMMUNITY



## We are Grateful

Behind every successful non-profit, service-oriented organization stands an involved community as well as both public and private partnerships. To our continuing delight and amazement, the Elmira Downtown staff is daily assisted, encouraged and supported by property owners, businesses, organizations, volunteers, residents and city and elected officials. We consider ourselves

incredibly fortunate and wish to thank each and every one of you. We appreciate the ever-present goodwill and support of the City of Elmira, Chemung County, Southern Tier Economic Growth, The Chemung Chamber of Commerce, as well as numerous other city officials and agencies. Without the generosity of every individual and organization mentioned on this page, Elmira Downtown would continue in name only.

Much thanks go to the businesses, organizations, and property owners who help us bring Elmira the attention it deserves.

Seneca Beverage  
Chemung Canal Trust Company  
John H. Cook Jr. Painting  
I D Booth  
Hilliard Corporation  
FM Howell & Company  
Chemung Supply Corporation  
Brian K. Adams & Associates  
Simmons Rockwell  
Emhart Glass Mfg., Inc.  
Five Star Bank  
McDonalds  
Empower Federal Credit Union  
Williams Honda  
Williams Capital Corp  
Southern Tier Plastics  
Woodbrook Assisted Living  
Elmira Savings Bank  
Edger Enterprises  
Copy Express  
First Arena  
Wegman's  
M&T Bank  
Elm Chevy  
Twin Tier Rentals  
Elmira Business Institute  
Brady's Pub  
Perry & Carroll  
J. H. Design  
Excellus  
The Gold Silver & Diamond Store

## OUR VOLUNTEERS FOR 2013-2014

Thank you, thank you, thank you!



Our committee members outdo themselves EVERY YEAR! We are proud to work with some of the most talented and dedicated volunteers in Elmira. Our events require a great deal of time, and they voluntarily donate it. We know full well how much work goes into each committee, and that all of you have huge tasks. We appreciate your love for our community.

**Elmira Street Painting Festival/Taste of Downtown** - Janis Witchey, Courtney Woods, Maggie Jones, Bruce Perron, Donna Tangorre, Renee Wheeler, Colleen Donahue, Dominic Romeo, Marcia Tinker.

**Downtown CleanUP!** Alison Mandel, TJ Malone, Kiwanis, Robert Pfuntner, Michael Wayne, Marcia Tinker.

**Wisner Market** – Michael Sullivan, Tom Crout, Kelly Mann, Marcia Tinker, Michael Kenna

**Twin Tier Jazz Festival** – Robby Robertson, Lenny DeRenzo, Joe Cavallaro, Marcia Tinker.

**Partners for a Vibrant Community**

## Board of Directors 2013-2014 Officers of the Board of Directors

Thank you to our Board of Directors for the invaluable guidance in all that the Elmira Downtown achieves each year!

Michael Kenna, President, Clemens Center Performing Arts  
Eiron Smith, Vice President, Howell, Liberatore & Associates  
Denise Allen, Secretary, Community Bank, N.A.  
William Hodel, Treasurer, Chemung Canal Trust Company  
Brent Stermer, 2nd District Council Member, City of Elmira  
Kim Middaugh, City Manager, City of Elmira  
Jennifer Miller, Community Development, City of Elmira  
Molly Cagwin, Cagwin Photography & Design  
Shona Freeman, First Arena  
Julie Monahan, Gough Holding Corporation  
Donna Tangorre, Elmira Savings Bank  
Amani Vlastic, Cappy's Gifts

### Staff

Jennifer Herrick, Executive Director  
Marcia Tinker, Marketing Coordinator  
Elmira College Interns  
Lucas Pruch, 2011-2013 – Class of '13  
Paige Kent, 2013 – Class of '13  
Alicia Hough, 2013 – Class of '13  
Bryce Hansen, 2013 – Class of '13  
Molly Hamilton, 2014 – Class of '15  
Ernesto Valverde, 2014 – Class of '14



### ELMIRA COLLEGE STUDENT INTERNS

Our Elmira College Interns provide fresh ideas, especially for special events and the use of technology. They assisted with all marketing, engaged with our downtown members, and act as downtown Elmira's street ambassadors to encourage Elmira College Students to participate in "all things" Elmira. We are lucky to employ an Elmira College Student each year!

## Elmira DOWNTOWN

215 West Water Street, 2nd Floor  
Elmira, New York 14901  
607-734-0341

[www.elmiradowntown.com](http://www.elmiradowntown.com)

[www.elmirastreetpaintingfestival.com](http://www.elmirastreetpaintingfestival.com)

[www.wisnermarket.org](http://www.wisnermarket.org)



Partners for a Vibrant Community