

# Elmira DOWNTOWN

# ANNUAL REPORT 2022



partners for a vibrant community



400 East Church Street Elmira, New York 14901  
607. 734 .0341  
[elmiradowntown.com](http://elmiradowntown.com)



# MESSAGE FROM EXECUTIVE DIRECTOR AND PRESIDENT



I look back at my tenure as president over the past 3 years and I think not only how fast the last 3 years has gone but how fascinating it was. If I could choose one word that describes the last 3 years it would be “unpredictable”.

I remember it was January of 2020 at our annual meeting and Chris Karam was passing down the reigns to me and I thought, this can't be all that difficult right? I mean, we have a highly experienced Executive Director that has been with the organization for over 14 years. There is no way she is going anywhere. To my knowledge, there was no global pandemic rearing its head around the corner, so all our events should be running smoothly.

So, we played the hand we were dealt and continued to deliver on our mission and vision statement during the pandemic and continued to support local businesses in the bid.

We then conducted two separate Executive Director searches to find someone to replace the irreplaceable.

We have done a great job over the last 3 years overcoming several obstacles in our way and persevering. This clearly couldn't have happened without the great support from all of our board members.

We have a very strong Board and a very strong executive committee and while I am stepping down as President, I will remain not only on the Board but also the executive committee as previous past president.

We are extremely fortunate to have found a great new leader in Kylene who in just a short few months has made a tremendous impact to this organization and community.

I want to thank the stakeholders, sponsors and City/County leaders who continue to support this organization and the community.

Christopher B. Coletta  
President

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Since joining the organization in September 2022, I have been fortunate to receive the support and guidance provided by my executive team, board members and committees which has been invaluable in helping me familiarize myself with the organization's goals, values, and culture.

Everyone has been welcoming, supportive, and eager to collaborate. I have also noticed the strong emphasis placed on community engagement and fostering relationships with local businesses and organizations.

The downtown events scheduled for the upcoming months present an exciting opportunity for the organization to showcase its commitment to the community. I am particularly looking forward to the following events:

- A. Alive After 5: New for 2023 – EDD will open and close the 2023 season, which will generate the much-needed funding for marketing and production cost of this community favorite. I believe our presence at this event will allow us to strengthen existing partnerships and establish new connections that will contribute to the overall growth and success of our organization and future AA5's.
- B. Elmira Street Painting Festival: The second event, known for its vibrant atmosphere and broad appeal, offers an ideal setting to introduce our services to a wider audience. I am eager to contribute to the planning and execution of our participation, ensuring a seamless and memorable experience for artists, vendors, and the community.

I have devised an action plan to maximize our involvement and generate positive outcomes:

- A. Research and Preparation: I will conduct thorough research on each event, including attendee demographics, goals, and expectations. This will enable me to tailor our organization's approach to align with the specific event objectives and enhance our overall impact. I am excited to explore creative ways to integrate our organization into the events and build lasting connections with the diverse community members who attend.
- B. Collaboration and Networking: I will actively engage with internal stakeholders and team members to leverage their expertise and knowledge regarding previous event experiences. By collaborating effectively, we can ensure a coordinated effort that reflects our organization's values and goals.
- C. Creative Engagement: I will brainstorm innovative ideas and strategies to engage attendees at each event. This may include interactive displays, demonstrations, giveaways, or other creative methods to capture their attention and leave a lasting impression.
- D. Evaluation and Feedback: Following each event, I will collaborate with the team to evaluate our performance and collect feedback from attendees. This information will be invaluable in refining our future event strategies and ensuring continuous improvement in our community engagement efforts.

In conclusion, I am excited about the opportunity to contribute to the downtown events and leverage them as platforms to strengthen our community connections. I am committed to making a positive impact.

Respectfully,

Kylene Kiah  
Executive Director

# ABOUT ELMIRA DOWNTOWN DEVELOPMENT



## OUR HISTORY

Elmira Downtown is proud to manage the Downtown Business Improvement District (BID). Our goal is to provide the downtown business area with the resources to develop a strong marketing campaign, increase public awareness of downtown Elmira, and beautification projects in partnerships with the city of Elmira. We work closely with the business community, economic development partners, service organizations, city staff, city schools, and the arts community to make Elmira a better place to live, work and play.

## HOW WE SERVE

The organization serves as a catalyst to improve and promote downtown Elmira through special Events, marketing, economic development and partnerships. The Business Improvement District attracts people to live, work, shop, conduct personal business and seek entertainment in downtown Elmira. We host a series of annual events designed to support our community. Additionally, we fulfill our mission by providing marketing and communications, grant funding to our property owners, businesses, residents and visitors.

## OUR MISSION

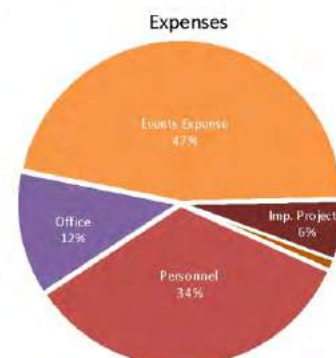
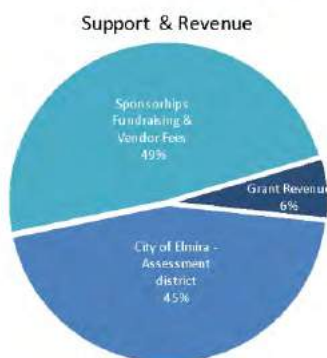
**MISSION:** To continually enhance the environment of Elmira's downtown district through innovative programs, promotions, and partnerships that foster a sense of community while strengthening the economic vitality for our business partners.

**VISION:** Furthering partnerships in an architecturally diverse downtown district to create a vibrant, dynamic, and welcoming place to live, learn, work, shop, and play. The organization plays an essential role to ensure that the heart of the city becomes a vibrant community. Emerging, Evolving and Engaging.

## FINANCIAL REPORT: Small Budget with BIG Results

### ELMIRA DOWNTOWN DEVELOPMENT, INC.

Statements of Activities



December 31,

### Support and Revenues

City of Elmira - Assessment district	
Merchants - events income	
Grant Revenue	17,669
PPP Funds	-
Other Income	-
Interest	6
<b>Total Income</b>	<b>146,277</b>

### Expenses

<b>Personnel:</b>	
Personnel	73,729
Payroll Taxes	6,471
Employee Benefits	4,531
<b>Office:</b>	
Marketing	425
Insurance	4,948
Auditing and accounting	4,419
Office supplies/expenses	3,770
Other Professional Fees	3,600
Rent/utilities	2,600
Equipment, rent/maintenance	1,755
Phone/web design & maintenance	670
Printing	495
Depreciation	-
Interest Expense	-
<b>Program/Other:</b>	
Merchants - events expense	-
Improvement project costs	14,763
CDBG Expenses	1,290
Dues/memberships	910
Meetings/travel	352
Education & Training	70
Operation Green Streets	72
Contingency Maintenance	-
<b>Change in net assets</b>	<b>21,407</b>
Prior Year Adjustment	(2,335)
Transfer of Net assets	-
Net assets, beginning of year	90,470
<b>Net Assets, End of Year</b>	<b>\$ 109,542</b>

Unrestricted		Restricted		
Operations	Merchants	Operations	2022	2021
\$ 128,602	\$ -	\$ -	\$ 128,602	\$ 137,615
-	138,867	-	138,867	131,457
17,669	-	-	17,669	26,364
-	-	-	-	41,789
-	-	-	-	-
6	-	-	6	7
<b>146,277</b>	<b>138,867</b>	<b>-</b>	<b>285,144</b>	<b>337,232</b>
73,729	-	-	73,729	97,527
6,471	-	-	6,471	7,815
4,531	-	-	4,531	7,372
425	8,084	-	8,509	18,917
4,948	-	-	4,948	3,830
4,419	-	-	4,419	4,120
3,770	-	-	3,770	2,875
3,600	-	-	3,600	-
2,600	-	-	2,600	-
1,755	-	-	1,755	2,983
670	-	-	670	1,841
495	-	-	495	494
-	-	-	-	671
-	-	-	-	9
-	115,479	-	115,479	119,288
14,763	-	-	14,763	21,000
1,290	-	-	1,290	20,052
910	-	-	910	5,900
352	-	-	352	1,100
70	-	-	70	899
72	-	-	72	107
-	-	-	-	-
<b>36,711</b>	<b>15,304</b>	<b>-</b>	<b>36,711</b>	<b>20,432</b>
(2,335)	-	-	(2,335)	-
-	-	-	-	-
90,470	1,786	10,479	102,735	82,303
<b>\$ 109,542</b>	<b>\$ 17,090</b>	<b>\$ 10,479</b>	<b>\$ 137,111</b>	<b>\$ 102,735</b>
	\$ 126,632		\$ 137,111	

# OUR TEAM 2021 - 2022



## EXECUTIVE COMMITTEE

### PRESIDENT

#### CHRISTOPHER COLETTA

PROPERTY OWNER, CHEMUNG CANAL TRUST COMPANY  
ONE CHEMUNG CANAL PLAZA • ELMIRA, NEW YORK 14901

### VICE-PRESIDENT

#### KRISTINA CADWALLADER

PROPERTY OWNER, HILLIARD CORPORATION  
100 WEST FOURTH STREET • ELMIRA, NEW YORK 14901

### SECRETARY

#### COURTNEY WOODS

COMMUNITY PARTNER, CORNING CREDIT UNION  
1100 CLEMENS CENTER • ELMIRA, NEW YORK 14901

### TREASURER

#### JANIS WITCHEY

PROPERTY OWNER, EMPOWER FEDERAL CREDIT UNION  
351 NORTH MAIN STREET • ELMIRA, NY 14901

## ELMIRA DOWNTOWN DEVELOPMENT

### DIRECTOR

#### KYLENE KIAH

400 E CHURCH ST. • ELMIRA NEW YORK 14901

## BOARD OF DIRECTORS

### DAN MANDELL, MAYOR

CITY REPRESENTATIVE, CITY OF ELMIRA  
317 EAST CHURCH STREET • ELMIRA, NEW YORK 14901

### BRENT STERMER, 2ND DISTRICT COUNCIL MEMBER

CITY REPRESENTATIVE, CITY OF ELMIRA  
317 EAST CHURCH STREET • ELMIRA, NEW YORK 14901

### MICHAEL COLLINS, CITY MANAGER

CITY REPRESENTATIVE, CITY OF ELMIRA  
317 EAST CHURCH STREET • ELMIRA, NEW YORK 14901

### EMMA MIRAN, COMMUNITY DEVELOPMENT

CITY REPRESENTATIVE, CITY OF ELMIRA  
317 EAST CHURCH STREET • ELMIRA, NEW YORK 14901

## BOARD OF DIRECTORS CONTINUED

### ADAM BUNCE

COMMERCIAL TENANT, TURTLE LEAF CAFE  
315 EAST WATER STREET • ELMIRA, NY 14901

### ALISON DUNCAN

COMMERCIAL TENANT, CRAFT FARM  
228 S MAIN STREET • ELMIRA, NY 14904

### KRISTINA CADWALLADER

PROPERTY OWNER, HILLIARD CORPORATION  
100 WEST FOURTH STREET • ELMIRA, NEW YORK 14901

### PAM BRAYTON

PROPERTY OWNER, FM HOWELL & COMPANY  
79 PENNSYLVANIA AVENUE • ELMIRA, NEW YORK 14904

### MICHAEL MITCHELL

PROPERTY OWNER, COPY EXPRESS  
227 WEST WATER STREET • ELMIRA, NEW YORK 14901

### JENNIFER SWAIN

ELMIRA COLLEGE  
ONE PARK PLACE • ELMIRA, NEW YORK 14901

### CHRIS GIAMICHELLE

PROPERTY OWNER, ELMIRA SAVINGS BANK  
333 EAST WATER STREET • ELMIRA, NEW YORK 14901

### JENNIFER HERRICK-MCGONIGAL

PROPERTY OWNER, CHEMUNG COUNTY CHAMBER OF COMMERCE  
400 E CHURCH ST. • ELMIRA, NY 14901

### ELIZABETH FENNELL,

COMMUNITY PARTNER, EPF INDUSTRIES  
112 STEPHENS PLACE • ELMIRA, NEW YORK 14901

### XAVIER MUSTICO,

RESIDENT, MUSTICO FINANCIAL  
221 WEST CHURCH STREET • ELMIRA, NEW YORK 14901

### COURTNEY SHAW,

COMMERCIAL TENANT, COMMUNITY BANK, N.A.  
300 W WATER STREET • ELMIRA, NY 14901



# DOWNTOWN ELMIRA EVENTS



## SIGNATURE EVENT HIGHLIGHTS

Throughout the 2022 fiscal year, Elmira Downtown Development produced promotions and events are designed to support Downtown businesses by connecting visitors, residents and employees directly with the district's many independent restaurants, shops and services.

**TASTE OF DOWNTOWN:** This one-of-a-kind celebration provides an unforgettable evening at Chemung Valley History Museum, Taste of Downtown has received guests' approval as being the best party/fundraiser in Downtown Elmira. This event brings our community together raises the funds needed to make the Elmira Street Painting Festival one-of-a-kind for Chemung County. Good friends, good conversation & good food – while experiencing one of Elmira's oldest Historic Gems.



**ALIVE AFTER FIVE:** The AA5 annual summer concert series is hosted at various locations in downtown Elmira on Friday nights. Combining live music, adult beverages, and food, this successful event attracts 800 to 1,000 visitors to local businesses throughout the BID. Traditionally AA5 is a 10 event summer concert series, however 2021 gathering restrictions required EDD to postpone to a mid season start. Despite the delay, the community was excited to be back at Elmira's Largest Happy Hour in 2022!



**DOWNTOWN CLEAN UP:** Total DTCU = Over 400 volunteers picked up over 50 bags of winter debris/litter- enough to fill 2 large dumpsters. Enjoyed 10 sheet pizzas, over 400 bottles of water/soda. For over 30 years the Kiwanis Club has volunteered to help with this event.



**ELMIRA STREET PAINTING FESTIVAL:** For over 15 years, ESPF has been one of the premier arts festivals in Chemung County. More than 100 artists from around the region create amazing street paintings on city streets. This event includes children's art activities, interactive performances – and much, much more! The huge influx of residents and visitors ESPF is all about ART and REVITALIZATION in downtown Elmira.



**CHALK IT UP FOR OUR YOUTH:** During the course of four Saturdays this past summer, students from grades 3-12 were invited to attend the Chalk it Up art workshop. Participants in the program received instruction from local artists and art teachers to learn the best practices for creating and applying chalk art to sidewalks throughout the BID. Students who have completed the annual program are encouraged to participate in the ESPF to showcase their emerging talents.

# DOWNTOWN ELMIRA EVENTS



**WISNER MARKET:** Throughout the growing season, The Market features more than 35 vendors selling fresh, seasonal vegetables, baked goods, flowers, plants, handcrafted items and more. The Market also hosts live entertainment from 11:30 am to 1:30. The organization will continue to partner with local organizations to promote wellness and healthy lifestyle programs. Wisner Market celebrates 26 years in 2022.



**SMALL BUSINESS SATURDAY:** November – EDD partnered with small businesses for this national day encouraging people to shop locally. Interns created small commercials for Facebook Small Business Saturday promotional items distributed to participants local businesses offered special promotions for the day



**HALLOWEEN TRUNK OR TREAT:** Trunk or Treat returned to downtown, bringing Halloween fun for everyone. A night where ghosts and goblins fill downtown with the annual Trunk or Treat community event. Families came in their favorite costume for the free and safe Halloween event offered to our community. The event features local businesses and organizations who decorate the trunks of their cars and backs of pickup trucks with spooky goodness for the public's enjoyment as their owners pass out candy to children.



**TREE LIGHTING:** Downtown Elmira becomes magical during the holiday season. Downtown Elmira celebrates the holidays with one signature event, offering a wonderful holiday concert in historic Wisner Park followed by Santa's first appearance of the season to flip the switch on beautiful holiday tree.



**DOWNTOWN ELMIRA HOLIDAY PARADE:** The Elmira Holiday Parade which is 60-plus hometown tradition – with bands, lots of kids and floats created by local non-profits and businesses. The City's DPW, assisted in making this another successful event for our downtown.



# BEAUTIFICATION AND BUILDING IMPROVEMENTS



## OPERATION GREEN STREETS

Beautification Services Delivered: Collect litter and debris, provides weeding and maintenance service to over fifty flower planters and green spaces. \*Acted as street ambassadors to our daily downtown population. \*coordinates with a local landscaper who assists with the watering of the flower planters in the spring/summer month  
\*Purchased \$4,000 of boxwoods and annual flowers for the planters

## SPRING PLANTINGS

In Downtown Elmira Flowers Spread Joy Every Spring, landscapers approach downtown Elmira with flowers, soil and mulch. Sunset Landscaping's owner Doug Bellinger assists EDD with bringing bright array of wave petunias to the heart of our city. Flowers are an important ingredient and with hundreds of flowers scattered throughout Downtown Elmira: maintaining them is an important job that can be tricky. With the help of EDD's Operational Fund and Community Development Block Grant Funds: We work with our partners to ensure that we bring beauty to our downtown environment.

Downtown acts as a grant administrator for targeted areas. Since 2007, the downtown district received eight (8) New York Main Street Grants in the amount of 1.5 million dollars. In 2017, Elmira Downtown Development, Inc. received \$300,000 grant through New York Main Street to continue the work of the DRI. EDD will continue to partner with the City of Elmira and STEG to seek grant opportunities for economic development projects within the downtown district.

## PUBLIC ART in DOWNTOWN ELMIRA:

EDD engages local artists to create designs for colorful pieces of art that exude the vibrancy of color. Downtown Elmira has over 20 hand-painted utility-boxes, all by locals and many with the help of children in the community. In addition, the organization supported one mural in the Mark Twain Riverfront Park (Pump House) that depicts scenes of the city's beloved Samuel Clemens aka Mark Twain as well as a LOVE mural on Jims Gym. In 2021-2022, the organization partnered with Chemung County Chamber of Commerce with additional murals with the theme "Taking flight". These murals are located on the Southside of the BID at the Pennsylvania Ave/Hudson Street overpass. Through the Elmira Street Painting Festival and Chalk It Up for Our Kids – the organization promotes artists in our community and further establishes Downtown as a dynamic space for urban art.





# MARKETING & COMMUNICATIONS



**FAÇADE/SIGNAGE IMPROVEMENT PROGRAM** allocates funding for aesthetic and physical improvements to properties and businesses located in the downtown district. The revitalization of a commercial district often begins with improvements to a single building or storefront. Even simple changes such as the removal of non-historic materials, repairs, or a new paint job that calls attention to the building's original architectural details signal positive change and often stimulate similar improvements in neighboring buildings. The Façade/Signage Improvement Program has been instrumental in assisting property owners with these types of projects by offering to cover a percentage of the cost for improvements.



**ELMIRA ENGAGING:** Telling Downtown Elmira's Story  
Marketing Communications:

**THE WEBSITE** [www.elmiradowntown.com](http://www.elmiradowntown.com)

## SOCIAL MEDIA



With over 8,000 followers on Social media,  
The organization continues to build upon our robust social media presence and traditional marketing initiatives to promote the downtown district and businesses.





# FY23 OBJECTIVES



**RESIDENTIAL ON THE RISE** - Downtown Elmira is quickly becoming the City of Elmira's newest neighborhood, adding over 125 residential units to the inventory, all while Downtown's residential market continues to experience a 97% occupancy rate.



## PUBLIC SPACE OPERATIONS

- Improve and increase services to Business Improvement District.
- Enhance Downtown Elmira with new banners, fresh streetscape and other “greening” projects.
- Continue EDD's Public Art Program – POPART and assist other Public Art Projects from community members.



## MARKETING & COMMUNICATIONS

- Organize, sustain, and promote events, services and products of the BID.
- Increase visitorship.
- Strengthen regional marketing opportunities.
- Continue to refresh EDD website to better promote Downtown's retail, create and implement a strategic social media plan.



## INFRASTRUCTURE

- Continue to partner in the developments and renovation of downtown core to ensure sustainable design and ongoing high-quality maintenance.
- Continue the Public Art Program POP ART through grants, public art, which encourages and markets that ART is accessible to everyone.
- Working with DPW and Streets Department to improve the visual appeal of the downtown.



## ECONOMIC DEVELOPMENT

- Be a strong partner with the Downtown Revitalization Initiative, by advocating, encouraging and supporting development, aesthetic components, new streetscape enhancements, residential living, and commercial space.
- Continue to incentivize downtown investment through Façade and Signage Improvement Program.

## FINANCE/HR/ADMINISTRATION

- Increase fundraising and sponsorship programs
- Strengthen our community partnership relationships and identify new grant opportunities
- Strengthen BID program areas and initiatives through the creation of board of director and community partner committees

# COMMITTEE CLOSE-UPS



## IN THE 2022 FISCAL YEAR, EDD

**We are grateful to our volunteers** – The well-oiled machines of Elmira Downtown Development, Inc.

**ESPF/TOD:** Janis Witchev (Empower Federal Credit Union), Brenda Curren (YWCA), Bethany Bowes (Perry & Carroll), Sue Wagner (Empower Federal Credit Union), Courtney Woods (Corning Credit Union), Brenda Curren (Hampton Inn), Renee Wheeler (Community Bank), Bruce Perron (HardHit Productions), Jennifer Herrick-McGonigal (Chemung County Chamber of Commerce), Katie Boland (Meals on Wheels)



**ALIVE AFTER FIVE:** Chris Coletta (Chemung Canal Trust Company), Janis Witchev (Empower Federal Credit Union), Chris Giamichelle (Community Bank), Courtney Wickham (Chemung Canal Trust Company), Megan Canfield (Chemung Canal Trust Company), Laura Mallette (GST BOCES), Katie Boland (Meals on Wheels), Jennifer Herrick-McGonigal (Chemung County Chamber of Commerce)



**DOWNTOWN CLEAN UP COMMITTEE:** KIWANIS (Alison Mandel, TJ Malone, Mike Wayne), 94 Rock, Katie Boland, Jennifer Herrick-McGonigal

**WISNER MARKET COMMITTEE:** Michael Sullivan, Kelly Mann, Jennifer Herrick-McGonigal, Katie Boland

**NYMS/ENVIRONMENTAL COMMITTEE:** Emma Miran (City of Elmira), Ron Panosian (Elmira Real Properties), Bruce Whitmarsh (Chemung Valley History Museum), Courtney Woods, (CCU) Jill Koski, (STEG)

Downtown has come a long way because of the support we receive from our committee members; We are proud of the long standing commitment from our committee members who invest their time to organization and assisting with the elevation of the Downtown District.





# WE COUNT ON YOU! THANK YOU!




## OUR CORPORATE SPONSORS

Bobby K Entertainment, Bouille Electric, Chemung Canal Trust Company, Chemung Supply Corporation, Community Bank N.A., Corning Credit Union, Dimon & Bacorn, Inc., Elmira College, Empower Federal Credit Union, First Heritage Federal Credit Union, FM Howell, Gannon Associates Insurance, Gough Holding Corporation, John H. Cook Painting Contractor, Inc., Kennedy Valve, Mengel Metzger Barr & Co., Perry & Carroll Inc., Saratoga Eagle, Southern Tier Custom Fabrication, Swan Morss Insurance (Part of The Dunn Group), The Hilliard Corporation, The Mustico Financial Group, Valicenti Advisory Services Inc., Visions Federal Credit Union, Williams Construction.





# Elmira DOWNTOWN



thank you for your support



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