

# Annual Report '99

## 1999 - A Year Of Moving Forward -

Francine A. Ferrante, Executive Director

1999 was a stellar year for downtown Glen Cove. The Glen Cove District Management Association, Inc., known as the Business Improvement District (BID), now completing its second official year and third actual year of operation, was a partner in helping a record number of businesses to open in the downtown.

The BID's role in filling vacant storefronts and countering declining property values through a revitalization program is evident as vacancy signs came down, new buildings went up, large numbers of cars filled the garages, new signs and facades appeared on the street and the number of people on the sidewalks expanded, and attendance rose at BID-sponsored events.



*A return to downtown shopping in an environment of community.*

“Glen Cove looked great for the holidays! I shopped in Swezey’s, lunched at Henry’s and then more shopping at “Accent.” The BID’s efforts were evident in making Glen Cove the place to shop!” was the comment made by James Bellas, Jr., a former area resident.

The BID is able to implement and execute its various programs through the cooperation of its member core consisting of 142 business properties, a volunteer Board of

Directors comprised of 15

business and property owners, City Officials, one downtown resident and served by a staff that operates a full-time downtown office.

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*“I shopped in Swezey’s, lunched at Henry’s and then more shopping at “Accent.” The BID’s efforts ... were evident.”*

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### **A Message from Amy L. Tabor, DMA President**

Greetings!

You hold before you the second annual report of the Glen Cove Downtown Business Improvement District (BID). Building on our foundation of the prior year, we have expanded some of our original goals, changed the focus of others and discovered completely new directions in still other areas.

1999 has been a landmark year for downtown Glen Cove. We have seen many new businesses open their doors, including some national and regional retail and restaurant chains. This reflects the fact that there is room for everyone in our downtown – both the “big box” retailer and the individual entrepreneur.

The BID’s community events, planned and executed by the Promotions Committee, have grown and attracted sponsorship from new quarters bringing a broader base of people to the downtown. The Marketing Committee’s work has culminated in several timely marketing campaigns. Beautification’s efforts are continuing to spruce up the downtown area and the Economic Development Committee is busy making plans for a productive year in 2000. The BID has also formed a Tourism Committee to actively promote Glen Cove as a destination point of interest. This report will more closely

summarize the objectives of each of these committees for the past year.

Thanks to the hard work and cooperation of BID Board members, dedicated staff and volunteers, the merchants and downtown businesses and property owners along with the City government, we have turned the tide in our downtown. The revitalization has truly been a total community effort.

We look forward to continuing this trend by fine-tuning our strategies, attracting the input of the community and investigating all means to creating the sustainable revitalization and development that will make our citizens proud and will make Glen Cove a jewel on the Sound. We ask you to join us, as stakeholders within the downtown, in realizing these goals.

Sincerely,

*“...we have turned the tide in our downtown. The revitalization has truly been a total community effort.”*

*Amy L. Tabor,  
President*

## Beautification

The Beautification Committee continued the work which was started at its inception:

- ◆ Trash receptacles purchased by the BID in 1997 were cleaned and maintained through a cooperative effort by the BID, the City of Glen Cove’s Beautification Commission and the new City of Glen Cove Litter Prevention Program
- ◆ The BID was a participant and sponsor at the City of Glen Cove’s Annual Earth Day Celebration.
- ◆ New plaques were installed on the downtown nautical flagpoles
- ◆ A lighted parking sign was placed by the BID at the entrance to the Brewster Street public parking garage.
- ◆ Beautiful hanging flower baskets during the warm weather and cornstalks decorating the light poles during the fall were placed in the downtown, in addition to red ribbon and bows on barrel planters and garage poles during the winter holidays.

The Committe also supervised the maintenance of public walkways providing access between parking areas and the street, maintenance of flowering planters and

## Economic Development

Economic Development held a Real Estate Round Table to brainstorm with property owners, landlords and the City’s Building Department for ways to improve the downtown and to discover tools needed to help market the downtown.

New businesses welcomed to the downtown in 1999 include Ruby Tuesday, Staples, A.G. Edwards & Sons, Inc., Diana’s Catalogue Outlet, BusyBodies, The Coles House Restaurant & Pub and Cindy’s Nail.

## Promotions

“Bigger and better” was the motto of the Promotions Committee this past year as a final count of over 8,000 attending BID-sponsored events in the downtown was realized. This enhanced exposure is an indicator of the increasing recognition Glen Cove is receiving as it develops into a destination point.

Heavily increased sponsorship by local businesses and citizens allowed the BID to extend and enhance its promotional activities and attract more people to the downtown.

The joint effort between the Beautification Committee, the Promotions Committee and City of Glen Cove Beautification Commission during the Earth Day Celebration kicked off the promotional year. The first annual “Secretaries’ Day Luncheon” was hit as local business people treated their support staff to a lovely lunch experience in the downtown. A Mother’s Day and Father’s Day Contest were introduced featuring prizes from local businesses.

The second year of “Jazz in the Square” series of free outdoor concerts in Village Square ended with an audience count double that of the first year. During the month of July, Friday nights were hopping downtown as people of all ages and interests relaxed and enjoyed themselves to the music of *Keith Marks*, *Fly Barracuda*, *Paul Atherton* and *Vinny St. Martin Group*.

Rounding off the year, Fall Harvest Festival was a truly fun day filled with country line dancing in Village Square, pumpkin painting, free pony rides and more. Winter Holiday Festival ‘99 brought 1999 to a close with free horse and carriage rides through the downtown extended to four weeks, the Annual Tree Lighting produced in conjunction with the Glen Cove Chamber of Commerce ending with a surprise hit, “Dinner with Scrooge.” The BID was able to produce many additional activities during the month-long period thanks to sponsorship by local businesses and citizens.

## Marketing

The Marketing Committee developed several campaigns to keep the BID and downtown Glen Cove visible. In addition to continuing its regular stakeholders publication, *Street Beat*, and *The Downtowner*, which is the downtown’s premier advertising vehicle circulated to 26,000 households, the Marketing Committee produced a BID shopping bag which was distributed at all BID events with coupons and hand-outs from member businesses.

A BID website was produced by the Marketing Committee, along with development and initial mailing of a post card campaign.

A Tourism Committee was developed as an off-shoot of Marketing to begin research into developing the downtown as a destination point.

Press releases were regularly featured in the *Gold Coast Gazette*, *Glen Cove Record Pilot*, *Newsday* and *The New York Times*.

*“The Glen Cove Downtown BID is moving from its infancy into a time of refinement, definition and self-improvement. It’s many positive accomplishments reflect the resurgence of optimism and development of a true community spirit in this City.”*

*Francine A. Ferrante,  
Exec. Director*

## 1999 Glen Cove BID Board of Directors

Amy L. Tabor, *President, Mail Boxes Etc.*

Charles E. Parisi, Esq., *Vice President, Attorney*

Carol Nelson, *Treasurer, Glen Floors*

Jeanine DiMenna, *Secretary, Page One Restaurant*

Susan Challender, *Royal Holiday Travel*

Dr. Mikaele Dorn, *Resident, Brewster Arms*

Hon. MaryAnn Holzkamp, *Glen Cove City Council*

Kevin Horton, *Gold Coast Gazette*

John A. Macari, *Controller, City of Glen Cove*

Myralee Machol, *Glen Cove CDA*

Brian Mercadante, *Accent on the Home*

Tony Messineo, *Stevenson Printing*

Robert M. Pascucci, *Jobco Management, Inc.*

James Smiros, *Smiros & Smiros Architects, LLP*

Rosemary Teller, *Swezey's Department Store*

Francine A. Ferrante, *Exec. Dir.,  
GC Downtown BID*

Marta C. Person, *past Exec. Dir.,  
GC Downtown BID*

Kory C. Tabor, *Admin. Asst.*

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## Annual Report '99

**Glen Cove Downtown BID**  
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**Suite 302**  
**Glen Cove, New York 11542**

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