

# Glen Cove Downtown Business Improvement District Annual Report 2000

G l e n C o v e D o w n t o w n D M A , I n c .

## MAKING A COMMUNITY COME ALIVE

FRANCINE A. FERRANTE, EXECUTIVE DIRECTOR

It was a hot July day in downtown Glen Cove. The telephone rang in the BID office at 14 Glen Street, Suite 302. It was a call that got us really excited. Someone in Connecticut wanted to attend our "Jazz in the Square" concert on Friday night and needed information on where to dock their boat and how to get from the dock to downtown. And what about places to go for dinner?

Finally, we had gotten people from off the peninsula to come to our event!

It was a sign that all the "pieces" of our City and all the hard work and effort of the past few years are coming together. A beautiful "whole" is in sight.



Welcome back to downtown!

Proof of the BID's progress was made evident in the two awards it received this year: NYCOM's Main Street Award for Downtown Revitalization and the U.S. Department of Housing and Urban Development Regional Best Practices Award for downtown development. In year 2000, new businesses continued to come to our downtown and existing businesses were able to expand. BID events drew bigger and bigger crowds, making Glen Cove alive and vital.

Our 2000 Board of Directors focused their sights on lighting up the downtown with terrific new holiday lights and decorations. Their vision will be carried through in the upcoming year, too.

The BID is able to implement and execute its many programs through the cooperation of its member core consisting of a record 215 businesses, a very committed volunteer Board of Directors and the many businesses and business people who assist us with their sponsorship.

## A MESSAGE FROM JEANINE DIMENNA, DMA PRESIDENT

### SPECIAL POINTS OF INTEREST:

- First place winner of NYCOM's Main Street Award for Downtown Revitalization
- First place winner of the U.S. Department of Housing and Urban Development Regional Best Practices Award for Downtown Development
- "Light Up The Night" new holiday decorations—Phase I

The past year started on a positive note. The new holiday lights purchased by the BID brightened up our up-and-coming "rising star" downtown. Thanks to the hard work of the BID, Mayor Thomas R. Suozzi, BID Executive Director Francine Ferrante, our BID directors and committee people and the Glen Cove Chamber of Commerce, the vision is growing towards a downtown filled once again with shops and people.

The things going on downtown offer us an opportunity for us to get involved not just as single and separate businesses but to work as a team and as a community. The BID gives businesses a chance to reach their goals with a helping hand through its programs like façade and sign grants, resources, public events and much, much more.

It has been an honor to serve as BID president for the past year and I will continue to support the BID in any capacity that I can. Let's keep growing!

## CAPITOL IMPROVEMENTS/BEAUTIFICATION

The highlight - literally—of the year 2000 for the Capitol Improvements Committee was the installation of fabulous new lights and decorations around the outer perimeter of the downtown. This was Phase I of a two-part plan to bring a new and festive look to the downtown for the winter holidays. The new decorations and decorating plan were the result of much research and many meetings on the part of the Committee.

Capitol Improvements began Phase I in a series of seasonal light pole banners. One season's banners were produced and an Adopt-A-Banner sponsorship program to continue the production got under way

Capitol Improvements continued to provide the beautiful hanging flower baskets in the downtown. Holiday decoration for the planters and parking garages continued as part of Capitol Improvements. They continued to maintain the walkways from the municipal parking lots.

Under the guidance of this Committee, the BID and the Glen Cove Beautification Commission are investigating the replacement of the downtown planters with new, hardier and longer lasting plantings.



The BID lights up the night with new holiday decorations

## ECONOMIC DEVELOPMENT

In year 2000, the BID developed an "Investor's Guide to Downtown Glen Cove" to market the downtown.

On May 19th, 2000, the Economic Development Committee held a huge Economic Development Breakfast at The Metropolitan. This was the second event of its kind since the formation of the BID in 1997.

Drawing real estate developers, commercial real estate brokers, retail brokers, potential new business owners, BID members, government officials and others interested in becoming part of the downtown community, the crowd was addressed by Mayor Thomas R. Suozzi and Leonard Gleicher, a downtown property owner, real estate broker and member of the BID's Economic Development Committee. An information-packed Power Point presentation was developed with the assistance of Dr. Andrew Forman, professor of Marketing, Hofstra University Business Development Center.

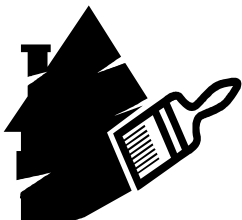
For this event, the BID developed and published an "Investor's Guide to Downtown Glen Cove."

This publication is a gold mine of information on the downtown, the BID and its resources.

## CONTINUED

The BID, through its Economic Development Committee, works with the Glen Cove Community Development Agency to ensure that BID members are aware of CDA programs that are available for signage and façade improvements. Many downtown Glen Cove businesses and property owners took advantage of these programs

The Economic Development Committee also held a "Retail Security Seminar" presented by the Nassau County Police Department as part of an on-going educational program for BID businesses.



Supplying the bricks and mortar and nuts, nuts and bolts of the downtown through Economic Development

## PROMOTIONS

“We’ve finally broken the peninsula barrier!” rejoiced Susan Challender, chairperson of the BID’s Promotions Committee after the first in the series of “Jazz in the Square” free concerts. The crowds for each of the four concerts got bigger each week until the last Friday when people spilled dancing into the street. A survey of the crowd showed that people had come from Queens, Kings Park, Huntington, Massapequa, down South, up North and even from Japan!

In addition to the fabulous success of “Jazz,” the Winter Holiday Festival had its biggest crowd ever when several local choral groups performed during the horse and carriage rides in Village Square. Downtown businesses also came forward to sponsor a first-time free dance concert for our teenagers.

The BID’s “Dinner With Scrooge” had a sell-out crowd for both performances during this, its second year. The BID office already has reservations for the 2001 performance of “Dinner With Scrooge!”

These events, which are great fun but also so labor-intensive, could not be run without the hard work and dedication of the Promotions Committee.

Since the ultimate goal of these events is to draw people into the downtown, we can most definitely be assured that in the year 2000, the BID maintained a very strong upward trend in numbers!



“Jazz in the Square” broke the barrier in the year 2000!

## MARKETING

BID Business breakfasts and after-hours get-togethers encouraged communication among BID members and allowed information to be presented to members about BID programs and events.

Marketing keeps the communications going with *Street Beat*, a BID newsletter; press releases and news stories. BID businesses are getting together to plan out cooperative marketing and advertising campaigns to get the word out about this great downtown.

Marketing Committee has continued its efforts to develop a business directory for BID businesses and has worked with the BID Tourism Committee on plans to target businesses in the downtown.

The Marketing Committee continued to encourage and develop cross-marketing among the downtown businesses.

Research and the development of marketing surveys got under way. The Marketing Committee ended the year 2000 by rallying its resources for a blockbuster campaign to bring the “U” back to “Community” in the upcoming new year.

“One finger cannot lift a pebble.”

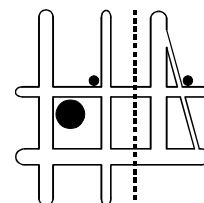
Hopi saying

It takes many to make a community work.

## ZONING — PLANNING IS THE KEY TO SUCCESS

The Glen Cove Downtown BID worked closely with the Glen Cove Planning Board in enacting amendments to the existing zoning laws as they pertained to the B-2 commercial district. The zoning regulations in B-2 had not been reviewed in many years. Current changes in the downtown and changes to come in the foreseeable future necessitated an examination of these laws.

A review of the vision for the downtown and how to enact that vision was the subject of much research and discussion prior to making zoning changes. The BID was included in any changes applicable to the downtown and will work as a partner with the Planning Board on future developments in the downtown.



Good planning and zoning are keys to great downtown

---

G l e n C o v e D o w n t o w n  
D M A , I n c .

Glen Cove Downtown BID  
14 Glen Street  
Suite 302  
Glen Cove, New York 11542

Phone: 516.759.6970  
Fax: 516.656.9725  
Email: gcbid@ix.netcom.com

---

## ANNUAL REPORT 2000

---

The place where good things are  
happening!



### 2000 GLEN COVE DOWNTOWN DMA, INC. BOARD OF DIRECTORS

Jeanine DiMenna, *President*, Page One Restaurant

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

Carol Nelson, *Treasurer*, Glen Floors

Rosemary Teller, *Secretary*, General Manager, Swezey's  
Department Store

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

Hon. MaryAnn Holzkamp, *Glen Cove City Council*

Ian R. Siegel, *Resident*, *Brewster Arms*

Stan Sommers, *Hair Above Salon*

Myralee Machol, *Glen Cove Community Development  
Agency*

Amy L. Tabor, *Mail Boxes Etc.*

Susan Fenech-Challender, *Royal Holiday Travel*

James Smiros, *Smiros & Smiros, Architects*

Kevin Horton, *The Gold Coast Gazette*

Tony Messineo, *Stevenson Printing*

Steve Zilko, *J.D. Gates*

Francine A. Ferrante, *Executive Director*

Elizabeth Fiorentino, *Administrative Assistant*

---