

Glen Cove Downtown Business Improvement District Annual Report 2001

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

CHANGING THE WAY WE LOOK AT DOWNTOWN

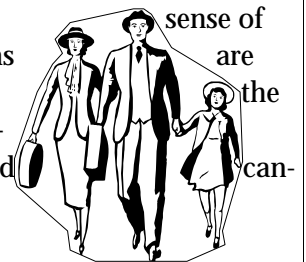
FRANCINE A. FERRANTE, EXECUTIVE DIRECTOR

There is no question that 2001 will be remembered as the year in which the world changed forever for the people of the United States. A blow was struck to our nation that reverberated throughout the world. National and international experts agree that in the wake of disasters — both natural and man-made — the most critical action we can take is setting the business community back on its feet. The consensus of all agencies involved in disaster response is that without the healthy functioning of our business community, our whole community will fail.

Now, more than ever, the importance of a Business Improvement District and what it is able to do for its constituents is evident. The support of our commercial districts on a local level helps create the foundation for our national economy. The goals and mission of the Glen Cove Downtown Business Improvement District, to revitalize, rebuild and maintain business growth and development in the downtown commercial district by integrating operations, marketing and retail real estate development, have been implemented through the various committee activities. These activities are changing focus as the downtown has changed in the past five years. During 2001, while continuing its existing program, it has also been a time to “regroup” and reassess the needs, focus and approach of the B.I.D.s various programs and activities.

Our Special Events continued to be strong with a consistent growth in attendance. New business and investment continued to come into the District. Our campaign of capitol improvements keeps the downtown a welcoming destination. The B.I.D. is able to implement and execute its many programs through the cooperation of its member core consisting of a record 287 businesses, a very committed volunteer Board of Directors and the many businesses and business people who assist us with their sponsorship.

From the national tragedy that occurred on September 11th and subsequent events, a new purpose and identity with our community has arisen. Now more than ever, our downtowns are seen as the place where Americans have their roots. While the downtown may not replace the mall, its unique mix of national retail, local chain, “Mom and Pop,” food, service and professional businesses, it provides a sense of community and comfort that a mall does not and cannot.



Welcome back to downtown!

A MESSAGE FROM JEANINE DIMENNA, DMA PRESIDENT

It is hard to believe that this is the fourth annual report of the Glen Cove Downtown Business Improvement District. Looking back over the past year, it has become obvious that the focus of the B.I.D.'s activities has changed dramatically. Instead of pushing to fill empty storefronts in the downtown, we now must struggle to find the appropriate space to accommodate new businesses. We are now in a position to have more control over our destiny, to attract viable, and quality tenants and to be a strong voice in the community.

We have struggled with all the issues that accompany growth. We have met the challenges head on. We continued to see new businesses open in the downtown. Our community events have shown a continued growth under the direction of the Special Events Committee. Our downtown looks attractive and welcoming thanks to the Visual Improvements Committee. The Marketing and Economic Development Committees continued programs of advertising, direct mail and publicity. All of the committees are developing exciting new plans for 2002.

It has been my pleasure to serve as President along with the other hardworking Board members, dedicated staff and volunteers. It is their commitment that continues to drive downtown Glen Cove's revitalization forward.

Jeanine DiMenna, President



The BID lights up the night with new holiday decorations

CAPITOL IMPROVEMENTS/BEAUTIFICATION

Phase II of seasonal light pole banners was completed with the creation of a Spring banner.

Capitol Improvements continued Phase I of a two-part plan to bring a new and festive look to the downtown for the winter holidays. This required oversight and financial commitment for the removal, storage, refurbishment and reinstallation of the holiday decoration purchased in 2000. Capitol Improvements completed Phase II 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. Adopt-A-Banner sponsors include Marra's Restaurant, Hair Above Salon and Smiros & Smiros, Architects.

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. The Committee also works closely with the Glen Cove Beautification Commission on litter pickup in the downtown.

A SPECIAL THANKS FROM THE COMMUNITY

The Glen Cove Downtown Business Improvement would like to take this opportunity to thank the uniformed services of the City for their presence as the events of September 11, 2001 unfolded.

We have always appreciated the fact that our municipal services are located in our downtown. But those life-shattering events illustrated graphically the lengths to which these public servants go to protect and serve our community.

The Glen Cove Police Department, the Glen Cove Fire Department, Glen Cove Emergency Medical Services, the Traffic Patrol Officers and the Harbor Patrol all sprang into action on that day. They have remained vigilant ever since.

During the Winter Holiday Festival, the Downtown B.I.D. sponsored a cookie bake. Through the efforts of people in the community, the B.I.D. was able to donate baskets of holiday cookies to several agencies as a small way of saying "Thank You."



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SPECIAL EVENTS (F/K/A PROMOTIONS)

Bringing people into the downtown is the goal of the renamed Special Events Committee. And that it did! Each year, attendance at the events grows. This has proven to be an attraction to sponsors. And so our sponsorship has grown, too.

Secretaries Day Luncheon, held at La Bussola Ristorante, proved to be a sell-out event. The 2001 Luncheon featured a fashion show coordinated by Swezey's Department Store and Annie Sez. The restaurant was filled to capacity.

Jazz in the Square was generously sponsored by Fox Navigation in 2001. Also on board were Almond Beach Resorts, Air Jamaica and Celebrity Royal Caribbean Cruises whose sponsorship allowed the B.I.D. to raffle off a free trip to Barbados including airfare. A complete list of 2001 sponsors is enclosed with this report.

Once again, Village Square came alive at the Fall Harvest Festival with pumpkin painting, pony rides and line dancing in the Square.

Holiday cheer filled the downtown starting with the Annual Tree Lighting ceremony and horse and carriage rides throughout the downtown to celebrate the holiday season. The year ended with what has become a Glen Cove tradition — Dinner With Scrooge.



"Jazz in the Square" 2001

MARKETING

Marketing keeps the communications going with *Street Beat*, a B.I.D. newsletter; press releases and news stories. The Marketing Committee revived the *Downtowner* as another cooperative marketing effort for downtown businesses. A direct mail postcard of 10,000 pieces was sent to select households just prior to the winter holidays.

The Executive Director was asked to speak at several outside seminars throughout the year, including the Freeport Chamber of Commerce and the Nassau County Office of Minority Affairs on Business Improvement Districts, Glen Cove's success and business development. A presentation was also made on an international level to a group of Japanese business professionals interested in closer business ties to the United States.

"One finger cannot lift a pebble."

Hopi saying

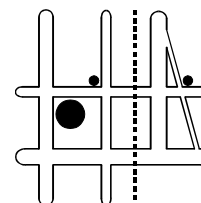
It takes many to make a
community work.

ECONOMIC DEVELOPMENT

The Economic Development Committee hosted a "Walkable Communities" seminar sponsored by the New York Metropolitan Transportation Council and Fleet Bank. This dynamic seminar, attended by Mayors and public officials from all over Nassau County, was a dynamic, hands-on look at making downtowns pedestrian friendly.

Through the Economic Development Committee, we work with the Glen Cove Community Development Agency to ensure that B.I.D. members are aware of CDA programs that are available for signage and façade improvements.

B.I.D. Business breakfasts encouraged networking among B.I.D. members and provided education relevant to business retention. Some of the topics in 2001 included Retail Security presented by the Nassau County Police Department, Window Dressing presented by the window dressers of Swezey's Department Store and Retail Recruitment presented by Jay Addison of AvalonBay Communities, Inc.



Good planning and thinking "outside the box" help to make downtown pedestrian friendly.

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

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ANNUAL REPORT 2001

The place where good things are
happening!



2001 GLEN COVE DOWNTOWN DMA, INC. BOARD OF DIRECTORS

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