

Glen Cove Downtown Business Improvement District Annual Report 2002

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

WHEN LITTLE THINGS COUNT

FRANCINE A. FERRANTE, EXECUTIVE DIRECTOR

We all love the big splash. Something that makes our heart race, the adrenalin pump, makes us feel like our number's been called on lottery day. It's grand! It's exciting! And it lasts about a New York minute. The next thing you know, you're back to the ordinary, the mundane — doing the every day things that make your life run.

But what happens when you are waiting on line in Dunkin' Donuts and the elderly lady in front of you doesn't have enough money to get a roll with her coffee. And you pay her bill. Or there is a man on the sidewalk in weather that is 9 degrees or lower without a hat or gloves. And you hand him yours. Or the young woman who serves your breakfast every day is struggling to find a better home for her children and the holidays are here. And you wrap a toy for her baby.

No one sees these things. There is no press in the local papers. Announcements aren't made at meetings about your wondrous acts. Yet these little things live on. They grow. These acts become a part of the fabric of our community.

And that is how a community grows and sustains itself. Through the small things. Keeping clean. Planting trees and flowers. Looking out for each other on the street. Helping someone with a question about their taxes or their garbage pick up or their new sign. Taking pride in itself and sharing that sense of pride with others. Others see there is something special about your community. And they want to be here, too.

The Glen Cove Downtown BID has planted the seeds. The BID began with the small things. Over the past year, it has watered the garden by maintaining the programs it successfully established and by taking the steps to initiate new projects such as the new sign ordinance, the Business Directory and Marketing Plan Project. The BID Board of Directors is making serious efforts to ensure that communication between Board members is optimal and they are able to unify with a vision for the downtown that will move the BID forward in the coming years.

Our BID journey began with that infamous single step. Our work continues with the support of our BID members, Mayor Mary Ann Holzkamp and her administration. It continues with every child welcomed into a store, with every smile a customer receives or a helping hand to neighboring business. The BID has built on these small things over its first five years. The foundation is strong. And the BID will move forward from here.

Sincerely,

Francine Ferrante

A MESSAGE FROM SUSAN CHALLENGER, PRESIDENT

Dear BID Members and Friends,

The start of a new year brings to mind many things. It's a time to look back and a time to move forward. This past year has been filled with hard work and achievements for our organization. 2002 began with the Marketing Committee's goal of a new business directory, Capitol Improvements' request for a new signage ordinance, and the idea for two new events: the Halloween Parade and Fall Harvest Craft Festival. This was a prelude to many successful endeavors set out for the year.

When I look back on all the accomplishments of the past year, it brings to mind the number of new and old friends who have helped to make this year such a success. We came together with a common goal, to make Glen Cove "A place where good things are happening." And we *have* made a difference.

This year will begin with a renewed commitment to continue our goal. One focus of this year's Board will be to utilize a grant of \$10,000 acquired through Senator Marcellino's office. We will be moving forward with a marketing plan for downtown and upgrading the technology which runs our office.

Our Board of Directors is set to meet in February for a vision planning session with Leslie Malin of Management by Design. This session will help make the Board center on areas that need to be developed to make downtown a more profitable place to do business.

I am looking forward to this year's challenges and welcome anyone who wants to be a part of making Glen Cove's downtown the "Jewel of the North Shore."

Sincerely,

Susan Challenger, President

CAPITOL IMPROVEMENTS/BEAUTIFICATION

In 2002, Capitol Improvements continued its successful programs of walkway maintenance. Cabo Landscaping was hired to keep the three walkways—between School Street and the Pulaski Street garage, between Glen Street and the Pulaski Street garage and between Glen Street and the municipal lot on Pratt Boulevard — clean and maintain the plantings.

Through continued cooperative efforts with the Glen Cove Litter Prevention Program and the Glen Cove Beautification Commission, litter collection was an on-going project. The old wooden barrel planters which were becoming eyesores, were removed.

Seasonal banners, hanging flower baskets and seasonal plantings, cornstalks and other seasonally appropriate decorations were installed during the course of the year.

Through a grant obtained by the BID and in memory of September 11, 2001, an American Liberty Elm tree was planted at the Mill Pond. A commemorative plaque was installed from the BID and Cabo Landscaping donated a memorial garden in cooperation with the BID, the Glen Cove Beautification Commission and J. Graz Construction.

Capitol Improvements Committee purchased white icicle lights for all street level businesses in the downtown in order to create a new look for the holidays. The Committee also purchased all new, all white lights for the annual tree in Village Square. The effect was spectacular, as nighttime turned downtown Glen Cove into a glittering gem.

Through the support of Mayor Mary Ann Holzkamp and the City's Building Department, the Capitol Improvements Committee was able to have the sign code amended to allow for "swag-style" signs for downtown businesses. This type of sign allows increased visibility from the street and establishes a unique character and flavor in the downtown commercial district.

Keeping the downtown visually beautiful, clean and safe were priorities of the Capitol Improvements Committee in 2002..

SPECIAL EVENTS

Bringing people into the downtown is the goal of the renamed Special Events Committee. And accomplish that goal it did!

In addition to the successful events it has already established, the Special Events Committee, in 2002, added the Fall Harvest Craft Festival and the Halloween Parade. It was hard to tell who had more fun at the Halloween Parade — the children or the business owners who handed out candy! We are ready to do it even bigger and better this year, so get ready!

Jazz In The Square entered into its fifth year of continuing growth. Every Friday night Village Square and the downtown came alive with music, dancing and people having a great time. Plans for 2003 include **live** broadcast of the concerts from downtown and even more exciting talent.

Secretaries Day, held at Page One Restaurant in 2002, was a sell-out. A fabulous fashion show was provided through the efforts of downtown retailers including Swezey's Department Store, Annie Sez, Fabulous Finds, and T.T.N. Dress Corp., along with their wonderful models.

The Winter Holiday Festival, another downtown tradition created by the BID, brought hundreds of people here for horse and carriage rides, entertainment, photos with Santa and much merriment. A beautiful blue spruce tree donated by the Barwick family of Glen Cove filled the Square with its majestic presence and was a beautiful sight dressed up in its new glittering white lights.

Also, now a holiday tradition in Glen Cove, "Dinner With Scrooge" sold out two shows at Page One Restaurant. This year, the winter holiday events made it to Channel 9 and CBS!

All of the events attracted people from out of town as word has spread that Glen Cove is a fun place to be and a great place to do business!



"Jazz in the Square" 2002

MARKETING

One of the main goals of the Marketing Committee for 2002 — a business directory — was accomplished. The presses have begun to roll on the BID's Community Business Directory after much effort on the part of the Committee members.

Marketing continued its *Downtowner* program. This is an advertising vehicle through the *Penny-saver Today* publication that reaches approximately 26,000 households. The goal is to bring business to our BID businesses and keep Glen Cove's downtown fresh in the consumer's mind as a source.

The Marketing Committee continued its programs of direct mail postcards and print advertising at seasonally important times. The Committee put together a package for a marketing study that will ultimately provide the BID with a strategic marketing plan. Working in concert with the BID's Economic Development Committee, the Marketing Committee will have a tool to market the downtown to both consumers and potential investors and tenant businesses.

ECONOMIC DEVELOPMENT

Economic Development continued its programs of "Merchant Breakfasts," which present programs that are educational to small businesses and entrepreneurs. It also kicked off a "Business After Hours" program for business socializing and networking.

The Committee's *Street Beat* newsletter expanded its readership in 2002 by expanding its mailing list. This communication vehicle is important to keep BID members abreast of developments and let them know about programs they may want to take advantage of.

Economic Development is working on a set of retail recruitment tools, business retention and education.

The Downtown BID takes this opportunity to thank our volunteers, our sponsors and supporters. We couldn't do it without you!



Rebuilding the Downtown — success upon success.

**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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Francine Ferrante, Executive Director

ANNUAL REPORT 2002

**The place where good things are
happening!**



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