



# B.I.D. Newsletter

NORWICH BUSINESS  
IMPROVEMENT DISTRICT

- Fall 2010 -

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## A Message from the BID Board President

Margaret Mead once said, "Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has." In a small community like ours we experience this every day. We have also learned that the key to being successful when implementing a change is collaboration.

I am pleased to say that the Friends of the Parks, the BID, the City of Norwich and the County have come to an agreement on the plans to upgrade facilities in our East and West Main Street parks. Work is scheduled to begin in West Park this fall and East Park in the spring. One of the unique aspects of this work is that it will be accomplished with private funding and predominately volunteer labor. Those directly involved in the project planning put in many hours meeting with residents, investors and government officials to insure all issues and concerns were considered. While it is never possible to fulfill every wish I believe most of them were satisfied.

The special events held in these parks throughout the year bring thousands of visitors and dollars into our downtown. These upgrades will not only benefit the current festivals, they will potentially attract even more events to our district.

While there are many to thank, some of the key people that I would like to recognize are Eric Larsen, Gary Brightman, Pegi LoPresti, Carl Iverson, Steve Natoli, Dave and Matt Burrell for the hours of planning put into this project to get us where we are.

Thank you for your continued support!

*Deb Sylstra*



Halloween is in the air and the **12<sup>th</sup> Annual Pumpkin Festival** will be held in East & West Parks on **Friday, October 29<sup>th</sup> and Saturday, October 30<sup>th</sup>**

This year the Pumpkin Festival Committee will plan for rain once again, with a large series of tents that will cover many of the venues. Come on down to participate in the Bake Off, Creative Carving or Scarecrow Contests. Or, maybe you would like to put on your best Frankenstein attire to join in the Frontier Frankenstein Costume Contest and while you're at it you can bring your pooch to participate in the Doggone Scary Contest. There is something for everyone, **FREE OF CHARGE**, at the Annual Pumpkin Festival. Food vendors, crafters, a children's train ride, bounce houses, a large slide, street performers, palm readers, face painting, caricature artists, and the YMCA Halloween Parade. For a full list of activities and the times for all events, log on to the Pumpkin Festival web site at:

[WWW.NORWICHPUMPKINFESTIVAL.COM](http://WWW.NORWICHPUMPKINFESTIVAL.COM)

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# Norwich BID Receives \$500,000 2010 Main Street Grant Award

The New York State Housing Trust Fund Corporation's Office of Community Renewal (DHCR) announced early in September the Norwich BID has been awarded \$500,000 as part of the 2010 Main Street Program. The application, with eleven potential properties included for consideration was submitted by the BID back in April. This round of grant funding provides matching building renovations grants of up to \$50,000 per building for first and second floor civic and commercial use, plus an additional \$25,000 for each residential unit, which cannot exceed 75% of the total project cost or \$150,000 per building, whichever is less. This is the third round of funding awarding to the BID, with the first two 50/50 matching grant awards being \$200,000 each.

The BID will be hosting a meeting in November to discuss the grant opportunities for interested property owners. If you are interested in attending this meeting please e-mail the BID Office at: [bid@frontiernet.net](mailto:bid@frontiernet.net) or call 607.336.1811 and leave a message.

## Boo Bash Has a New Twist

This extremely popular merchant's event has a new twist this year! For the 8<sup>th</sup> annual Norwich Merchants Association Pumpkin Festival Scavenger Hunt contestants will no longer be looking for trinkets from each participating merchants; they will now be hunting answers to trivia questions instead. The game form will now have trivia questions provided by participating merchant's association members that will have to be answered by contestants and will run the entire week of Pumpkin Festival. Each contestant then drops off the completed form to be entered into a prize drawing on Saturday. In order to be a participating merchant you must provide a trivia question and answer plus a \$20 gift certificate or prize valued at \$20 to Anna McLaughlin at 27 South Broad St. by Oct 11<sup>th</sup>. Any questions please call Anna at 334-7040.

## East & West Parks Project Update

by: Eric Larsen

The BID and Friends of the Parks is happy to announce that the Chenango County Board of Supervisors gave final approval to an agreement that will allow Friends of the Parks to begin the renovation of East & West Parks.

Gary Brightman has been hard at work coordinating contractors and it is anticipated that the work will begin in West Park very soon. Due to the late receipt of our final approval, we will have to defer East Park improvements until Spring 2011.

The last hurdle we have to clear is the bidding out of the work to move the gazebo and construct the new stage in East Park. The requirement that we pay prevailing wage on this portion of the work may well push the cost beyond what we have budgeted. Therefore, if you or anyone you know is interested in contributing to this project, it's not too late! Please download a pledge form from the BID web site at: [www.norwichbid.org](http://www.norwichbid.org) or call the BID office at 607.336.1811.

## FALL GREETINGS TO YOU!



## Snow Plowing - Round 2

*The Norwich BID is once again accepting bids for sidewalk snow plowing and snow removal within the 12-block BID District in downtown Norwich. All interested parties must be insured.*

*For a copy of the specifications please call 607.336.1811 or E-mail: [bid@frontiernet.net](mailto:bid@frontiernet.net)  
Bids will be opened on 11/12/10*

# Reindeer Run is back for a Second Year



Shopping local with rewards is the philosophy behind the Norwich Merchants Association holiday Reindeer Run game. Back for a second year, Holiday Shoppers will be encouraged to pick up a game card at participating merchants and with each qualifying purchase of \$5 or more shoppers will receive a sticker on their game card.

The Rewards program will run from **Nov 26<sup>th</sup> through Dec 31<sup>st</sup>**. After the card has been completely filled with stickers, contestant can then drop off the card at any of the three convenient drop boxes to be entered in a prize drawing to take place on Jan 4<sup>th</sup>. There is no limit to the amount of cards played! Each participating merchant member must provide a \$25 gift certificate or gift equivalent to be included.

**Due to the time constraint on the printing of the game cards any interested business must commit by Oct 31<sup>st</sup>. Please contact Anna McLaughlin at 334-7040 or [annamcl@frontiernet.net](mailto:annamcl@frontiernet.net) with any questions or to be included in this year's game.**

## Sidewalk Sale Days a Success!

by : Anna McLaughlin



The Norwich Merchants Association is pleased to report great success on the revival of the Sidewalk Days downtown. Over 25 different community groups joined the event this year in addition to our downtown merchants. On Thursday children were treated with a visit from the Ross Park Zoomobile and on Saturday over 180 children and their families enjoyed a free movie at The Colonia Theatre thanks to a

donation from NBT bank. Also on Saturday, many community families spent time in West Park, enjoying a bounce house and slide donated by the BID, a puppet show from the Norwich Fire Department, music from the Northeast Classic Car Museum's calliope and a look at "Lillie" the canal boat from the Chenango County Historical Society.

The next Merchants Meeting will be held on **Thursday, October 7th at 8:30am at The Cafe Connection**. During this meeting the main topic of discussion will be holiday promotions. All local area merchants are invited to attend. There is no fee for attending and refreshments will be provided. Plus there will be a drawing for a free business card size advertisement in The Evening Sun.





**MARK  
THIS  
DATE**



## Downtown Happenings

- Oct. 7      Norwich Merchant's Meeting -  
8:30am - Cafe' Connection
- Oct. 11      Columbus Day Holiday - BID &  
City Offices Closed
- Oct. 29&30    12th Annual Pumpkin Festival -  
East & West Parks
- Nov. 2      Election Day - BID & City  
Offices Closed
- Nov. 11      Veteran's Day - BID & City  
Offices Closed
- Nov. 11      Norwich Merchant's Meeting -  
8:30am - Cafe' Connection
- Nov. 25&26    Thanksgiving Holiday - BID &  
City Offices Closed
- Nov. 27      Holiday Parade of Lights 6:30pm
- Nov. 27      Santa's Igloo Opens - Immediately  
Following Parade of Lights
- Dec. 2      Downtown Lighting Ceremony  
6:30pm - Courthouse Steps



**You Are Invited to a Space Walk**  
**When: October 23, 1-4pm**  
**Who: Entrepreneurs, Business  
Owners, Realtors, Investors**  
**Dress: Comfortable**  
**Where: Downtown Norwich**

Imagine the possibilities as you tour the vacant commercial spaces in the downtown Norwich area. Be ready to make new connections and brainstorm ideas. Refreshments will be served along with information on possible incentives and financial assistance.

Please RSVP to Jennifer Tavares at Commerce Chenango at 607.334-5532 or [jtavares@chenangony.org](mailto:jtavares@chenangony.org)

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