



B.I.D.

NORWICH BUSINESS
IMPROVEMENT DISTRICT

Newsletter

Summer Edition - June 2010

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One City Plaza - Norwich, NY 13815

Phone: (607) 336-1811
E-Mail: bid@frontiernet.net

A Message from the BID Board President

We recognized Sharon Jeffer this year with our Commitment to Community Award. After the event I was asked what criteria we use to select an individual or business for the award and thought I would take this opportunity to list some of the qualities we look for and found in Sharon.

1. For the smile that's always there
2. Hands that are always willing to help
3. An extra mile effort
4. A winning attitude
5. Creativity
6. Being part of and committed to the team
7. Commitment to the customer
8. A 'whatever it takes' philosophy
9. Ethical behavior
10. Strong leadership
11. Perseverance
12. Big dreams
13. For doing everything that's asked -and then some
14. Seizing the opportunity
15. Overcoming insurmountable odds
16. For believing and then succeeding
17. For never quitting
18. Having the courage to push ahead
19. Making tough choices
20. Overcoming fears and failures
21. Always giving of time and effort
22. Having the vision to make it happen

Sharon's shop has 'sweetened' our district and a visit will brighten your day.

Have a safe and happy Fourth of July!

Deb Sylstra



Events Brochure Now Available

The 2010 Chenango Events brochure is printed and available in many downtown locations. Thank you to John Blenis for the great design.

This publication is a 'one stop' guide to the happenings and events throughout the county. Be sure to pick one up today at a local merchant or the Tourist Information cart located in East Park.

Speaking of the Tourist Information cart; it is an excellent resource to merchants when customers traveling from out of the area come in to your store wondering what there is to do or where they should eat while visiting the greater Norwich area. Point your visitors in the direction of East Park and they will be able to pick up restaurant guides, events guides, travel brochures and so much more. There is also a new Tourism rack located in the Norwich Family YMCA. This brochure rack has all the same pamphlets, guides and tourism related materials as the brochure cart in East Park. The BID is very grateful to Audrey Robinson from Commerce Chenango for her assistance with all the BID's tourism efforts.

In this issue ...

Lunchtime Live! Schedule	Page 2
Life's A Beach Sidewalk Days.....	Page 2
BID Annual Dinner	Page 3
Calendar of Events	Page 4



CHICKEN BAR-B-Q



Support the Norwich Pumpkin Festival

by purchasing some delicious Brooks' BBQ Chicken
Cost: \$6/half

During Gas Macker Registration on Friday Night, July 9th

Pre-Sale Tickets are on sale now at the following locations:
• Service Pharmacy - Norwich
• McLaughlin's Department Store - Norwich
• Pennysaver - Norwich • YMCA - Norwich

Pick up will take place at the Norwich Fire Station - East Main Street
Friday, July 9, 2010
Guaranteed Pre-Sale Pick-Up: 4 pm to 6 pm
General Public Sale: 4 pm until Sold Out
www.norwichpumpkinfestival.com

BID Annual Meeting Recap

Opting for a different venue than the past few years, the BID held it's annual meeting on the morning of June 4th at Park Place Restaurant. Over 40 BID members enjoyed a buffet breakfast and listened to Pegi LoPresti, BID Executive Director, provide a recap of BID activities for 2009. Board President, Deb Systra, presided over the BID business meeting and then proceed to announce Sharon Jeffer, from Parson's Daughter, as the 2010 BID Commitment of Community award recipient. "Sharon has been an active part of the community for many years", commented Systra. "This award is well deserved."

LoPresti then introduced Dave Emerson, who presented a case study on community involvement. Emerson spoke of active versus passive involvement and the fact that the type of involvement is not important - just getting involved is! Through the years he has learned three valuable keys to being involved: the opportunity to network and work with new people is invaluable; you can pay it forward; and it doesn't cost a cent to mentor or share your thoughts, time and enthusiasm. Dave then presented his top 10 reasons for getting involved:

Dave's Top 10 Reasons for Community Involvement

- #10 - It's a break from the norm/status quo.
- #9 - You pay back others who volunteer for you-without any \$\$\$!
- #8 - Fact: Too much sleep is bad for you!
- #7 - Earn valuable rewards without a membership card.
- #6 - Get back more than you give - always!
- #5 - Lose weight-you get lots of exercise & have less time to eat.
- #4 - Meet new people and friends
- #3 - Learn things without going back to school.
- #2 - Feel good about yourself without doing drugs.
- #1 - Make your community a better place-at no cost to taxpayers!



Pictured: Deb Systra (right) presents the 2010 BID Commitment to Community Award to Sharon Jeffer.

Another Successful Cruise-In

The BID held our 9th Annual Pre-Memorial Day Cruise In on Friday, May 28th which was sponsored in conjunction with the Service Pharmacy, Nina's Pizzeria and Christman Motors, and presented by the Norwich BID, the Merchant's Association, The Evening Sun and Norwich & Sidney Pennysaver. We were pleased to welcome over 125 vehicles & motorcycles and hundreds of visitors to our event.

Thank you to Pam Jones, Dick Talbot, the Norwich City Police Department, Chief Joseph Angelino, Frontier and volunteers Tom & Mary Davis and Brian LoPresti that assisted with the event. Congratulations to our "lucky number" prize winners that walked away with various cash prizes, compliments of the Norwich BID. The BID would also like to thank the many merchants that donated items for the goody bags that were given to cruise-in participants, the bags were very much appreciated.



Main Street Sweep Downtown Clean-Up

The BID hosted our Annual Main Street Sweep on Saturday, May 22nd and we were pleased to have over 25 volunteers assist with sprucing up the BID District and downtown Norwich. Thank you to all our volunteers that so graciously donated their time and efforts ... the results are very noticeable!

The BID would also like to thank Carl Ivarson, Mark Williams and the City of Norwich work crew for their help with repairs to our brochure cart, mulch for the tree wells, banners & planters being hung and flower planting in Gordon Park. Your assistance is vital to the BID's efforts to keep downtown Norwich beautiful.
Thank You!!



Stop, shop, dine & spend a day in beautiful Norwich, NY.
Chenango County Welcomes You.

Life's A Beach ...



The Norwich Merchants Association "Life's a Beach Sidewalk Days" dates have been set! This year's festival will be held on July 29th, 30th & 31st. We are encouraging all merchants to participate outside on the sidewalk! This is our chance to show our community the best downtown Norwich has to offer in shopping, dining and services.

Activities include music, demonstrations and free family entertainment. In addition to our downtown merchants, our street will be filled with informational tables from various community partners.

If you are a member of a community group, vendor, or area merchant and would like a space on the streets downtown, please contact Anna McLaughlin at 607.334.7040 for more information or to add your activity to the schedule of events that will be printed in the local papers. Limited space is available and you must provide your own table and tent covering if desired. We'll see you on the sidewalk!

BID Lunchtime Live! Music in the Park

The Norwich BID, in conjunction with the Norwich Farmer's Market, is proud to announce the following performers for the 2010 Lunchtime Live! music in the park concert series. All concerts are FREE and open to the public; from 12-1, rain dates are the following day (Thursday).

- July 7th - The Tweedlers
- July 14th - Joe Lombardi
- July 21st - Ron Palmer & Jeff Rasmussen
- July 28th - Tom Rasely
- August 4th - Emilee Smith
- August 11th - Aaron & Claudia Karppala**
- August 18th - Pamme Swan
- August 25th - Ted Davenport

*This project is made possible with public funds from the New York State Council on the Arts, administered by the Chenango County Council of the Arts.

** No Rain Date.





Downtown Happenings

- July 5 Independence Day Holiday - BID & City Offices Closed
- July 8 Norwich Merchants Assoc. Meeting at 8:30am - Cafe' Connection
- July 9 Brooks' BBQ Chicken Sale during Gus Macker Registration at the Fire House & in front of East Park - 3pm-'til gone
- July 10&11 Gus Macker Basketball Tournament East Main Street
- July 29-30 Life's A Beach Sidewalk Days throughout downtown

And ... don't forget ... each Friday evening from July 9th through August 13th the Norwich City Band will be performing in East Park starting at 7pm! (In case of rain, concerts are held in the Norwich Fire House)

Welcome

Mike's Barber Shop: Located at 10 American Avenue, Mike's specializes in offering men's facials, haircuts and shaves. Owner Mike Titus, along with CJ Williams are both certified master barbers. Walk-ins are always welcome and the shop is open Monday -Saturday.

Cyber Tech: Operating at 31 South Broad Street, Cyber Tech offers both commercial & residential computer repair, networking, WiFi, video surveillance systems, alarm systems, logo design, vinyl graphics and signs; in addition to webhosting and low to high end website development. For more information call 607.241.6557.

Thymely Treasures: Offering an "eclectic collection of gifts and home decor" will officially open on July 10th at the corner of South Broad and East Main Street. Store hours will be 10:30am - 5:30pm Tuesday through Saturday, except for Thursdays when the shop will remain open until 8pm.

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