

# Auburn

City of  
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## State Economic Funds Deliver Downtown Development

Business, community, and arts will converge to provide continued momentum for Auburn's downtown revitalization. The Plaza of the Arts is a result of seed money from the 2012 NYS Consolidated Funding Application overseen by the CNY Regional Economic Development Council.

The anchor of the new endeavor is the relocation and consolidation of a local development company's east coast headquarters. Dan Soules and Mark Dunn are partners of Soules and Dunn the company behind Auburn's latest development effort. Their company operates chains such as Arby's, Tim Horton's, and Domino's Pizza. The central operations of the company's headquarters will set up shop in Auburn, relocating from Roanoke, Va. bringing dozens of professional jobs to the downtown scene. The company is also the training facilitator for all east coast Arby's and the new space will be their training headquarters, bringing hundreds of employees through Auburn for 30 day training stints providing an added element to the economic impact the project will have on Auburn.

For Dan Soules making the decision to relocate to Auburn came due to the positive investment and development Auburn has seen in recent years. Addressing a recent community roundtable Soules stated "This whole process was dreamt up about 2.5 years ago. We would drive through downtown Auburn and see the changes and feel the excitement in the city. We felt it was our time to do something. With the theaters, the activities, the arts, and the fellowship we have downtown it really will allow us to grow."



The project also includes retail space which will feature a restaurant row and public event space. The local popular Downtown Deli will establish a new additional presence in the downtown scene, as well as, a bakery-coffee shop concept and other mixed retail. The public event space will be focused on providing the community with one additional venue for community and artist offerings.

Jennifer Haines is the City of Auburn's Director of Planning and Economic Development; she reports that the state funding was combined with incentives such as a PILOT Agreement, Sales Tax Exemption and Mortgage Tax Exemption made available by the Auburn Industrial Development Authority (AIDA).

Auburn's Mayor Michael Quill commented on how the project came together. "With support from the State of New York and AIDA we were able to effectively channel these economic development funds into a local project that will have an immediate and dramatic impact for Auburn. Thanks to the investment made by Soules and Dunn Auburn will see an influx of jobs and new business that will deliver a significant economic ripple effect throughout the community."

### **A Look at the numbers: Auburn's Plaza of the Arts**

- \$3 million – 20,000 square foot new commercial / retail building in Downtown
- 144 new jobs – professional, restaurant and retail
- 85 construction jobs
- \$700,000- WST33 LLC for Plaza of the Arts Building Project awarded through the 2012 NYS Consolidated Funding Application overseen by the CNY Regional Economic Development Council
- Projected \$320,000 in State and local sales tax for first year
- New and retained jobs will create \$3.7 million in payroll

## AUBURN RECEIVES NYCOM LOCAL GOVERNMENT ACHIEVEMENT AWARD FOR PANGO

The Pango pay-by-phone parking initiative which was launched last year in Downtown Auburn has received recognition from the New York Conference of Mayors (NYCOM). The City of Auburn received a Local Government Achievement Award for cities with population below 50,000 from NYCOM for its successful implementation of the innovative parking program.

The award was presented to Auburn's Mayor Michael Quill and City Manager Doug Selby at the NYCOM annual conference in Saratoga Springs.

"This is great recognition for Downtown Auburn and all of those responsible for implementing the Pango parking project," said Auburn's Mayor Michael Quill.

According to Auburn's City Manager Doug Selby the Auburn City Council approved implementing Pango in the spring of 2013 and during its first year of operation the system has generated over 1,000 users. "Thanks to the city staff that worked on the implementation of the program and to the Auburn Downtown Business Improvement District (BID), which has done a lot to support and promote the program," said Selby.

Auburn is Pango's first research and



development city in Upstate NY. Pango Mobile Parking gives patrons a smarter and easier way to pay and park in Downtown Auburn. No longer will people have to look for change, deal with walking to pay parking meters and kiosks, or worry about getting a parking ticket.

Downtown Auburn BID Director Connie Reilley shared, "It is important that people understand that this option is in addition to what is available now, those who want to use it will enjoy the added convenience, and those that don't, do not need to worry about using something new."

City Manager Doug Selby said, "By offering a pay-by-phone option the City of Auburn takes a significant step forward in making parking more convenient for residents and visitors. Pango is an important element of the City's continuing effort to use technology to improve City services."

Following a simple registration for the Pango service, you can use your mobile phone to pay for parking wherever you see the Pango signs. The program is now in 47 cities nationwide. For questions about Auburn's Pango program, please contact Downtown BID at 315.252-7874, or email [connie@auburndowntown.org](mailto:connie@auburndowntown.org).

## A NEW DIRECTION IN ELDER CARE FOR CAYUGA COUNTY

Cayuga County, Loretto, Mercy Health and Rehabilitation Center and the Sisters of St. Francis have been working collaboratively for some time to evaluate the needs of the aging population in Cayuga County. As a result of this collaboration, a decision was made to combine the strengths of Mercy Health and Rehabilitation and the Cayuga County Nursing Home into a consolidated 300 bed facility in the City of Auburn. The project was made possible with a NYS HEAL Grant.

The Commons on St. Anthony, formerly Mercy Health and Rehabilitation, has been in operation since 1972. The Commons on County House Road, formerly the Cayuga County Nursing Home, has been in operation since 1984. The two facilities have merged and are now owned and operated by Loretto as Auburn Senior Services, Inc.

The Commons on St. Anthony is undergoing a complete renovation and construction of a new addition and will become the sole site of the next generation of skilled nursing and rehabilitation care. Currently, the Commons on St. Anthony concentrates on long term skilled nursing care and The Commons on County House Road specializes on short term rehabilitation.

The Commons on St. Anthony offers a specialized unit for elders with dementias. This secured unit

promotes independence and safety with a wander alert system. Therapeutic and recreational programs are designed for cognitive stimulation and memory enhancement.

Recreational therapy activities on other units vary based on the abilities of the elders, but all of our rehabilitation activities are stimulating, fun-filled and geared towards wellness and independence.

The Commons on St. Anthony is also the site of a 50 person Adult Medical Day Program named Daybreak on St. Anthony. Program participants ages 18 and up are provided with the medical and supportive services they need to maintain their highest level of independence while continuing to live in the community.

The combined facilities provide the most comprehensive, state of the art elder care services in Cayuga County. "This is a good path for continued long term care in our region" said Michael Chapman, Cayuga County Legislature.

Commenting on the magnitude of this collaborative effort, Loretto President and CEO, Kim Townsend said, "Cayuga County is all about community. Everyone at the table has had the best interests of the community in mind. The goal was to create a plan that would best serve the elders in this county, both today and in the future; to essentially change the face of elder care forever."

Prepared by: The Cayuga County Office of Tourism; The City of Auburn Historical & Cultural Sites Commission; The Auburn Downtown BID; The Finger Lakes Musical Theater Festival; The City of Auburn Office of Planning and Economic Development  
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## AUBURN & CAYUGA COUNTY TOURISM FACTS & FIGURES

Economic Impact of Tourism in Cayuga County (source: Tourism economics report provided by I Love NY)

### Direct Sales, 2012

Total Tourism Direct Sales	\$91.70 million
Lodging	\$26.78 million
Recreation	\$3.11 million
Food & Beverage	\$19.07 million
Retail & Service Stations	\$17.12 million
Transportation	\$10.02 million
Second Homes	\$15.60 million

### Tourism Employment, 2012

Direct	1,252
Total (Direct, Indirect, Induced)	1,800

### Tourism-Generated Taxes, 2012

Local Taxes	\$6.34 million
State Taxes	\$5.03 million
Total	\$11.37 million

Tourism provides \$358 in tax relief per Cayuga County household.

## AUBURN HISTORY'S HOMETOWN

Auburn Public Theater  
108 Genesee St.  
Auburn, NY 13021  
315-253-6669  
[www.auburnpublictheater.org](http://www.auburnpublictheater.org)  
Visit website or call for events & show times

Cayuga Museum & Case Research Lab  
203 Genesee St.  
Auburn, NY 13021  
315-253-8051  
[www.cayugamuseum.org](http://www.cayugamuseum.org)  
Tues.-Sun. Noon-5PM

Fort Hill Cemetery  
19 Fort St.  
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315-253-8132  
[www.forthillcemetery.net/](http://www.forthillcemetery.net/)  
Open dawn to dusk

Harriet Tubman Home  
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315-252-2081  
[www.harriethouse.org](http://www.harriethouse.org)  
Tues.-Fri. 10AM-4PM  
Sat. 10AM-3PM

Schweinfurth Art Center  
205 Genesee St.  
Auburn, NY 13021  
315-255-1553  
[www.myartcenter.org](http://www.myartcenter.org)  
Tues.-Sat. 10AM-5PM, Sun. 1-5PM

Seward House Museum  
33 South St.  
Auburn, NY 13021  
315-252-1283  
[www.sewardhouse.org](http://www.sewardhouse.org)  
Tues.-Sat. 10AM-5PM  
Memorial Day-Labor Day Sun. 1-4PM

Willard Memorial Chapel  
17 Nelson St.  
Auburn, NY 13021  
315-252-0339  
[www.willardchapel.org](http://www.willardchapel.org)  
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Business Improvement District

Downtown Auburn, known as History's Hometown, offers many delicious fine dining options, plus upscale bars, boutique shopping & live entertainment. Finger Lakes Musical Theatre Festival is in its 3rd exciting season, plus there are outdoor festivals & concerts galore! Our PANGO mobile parking program makes parking so easy.

Check out [auburndowntown.org](http://auburndowntown.org) or call 315.252-7874 for more details on our fun city.



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# DOWNTOWN AUBURN'S RENAISSANCE IS IN FULL SWING!

In the past few years, Auburn has seen the addition of numerous entertainment, living, retail, holistic wellness and eatery venues. This development trend has raised the bar, offerings are more high-end, with many filling niches that were previously not available. Downtown now also offers outdoor festivals and events all year long.

Here's the short list of what there is new to see, do and eat in downtown Auburn. Plus, by the end of summer, downtown will welcome new cafes & bakeries, a local microbrewery, a NYS wine & spirits lounge and more!

Plaza of the Arts is a \$3.5M new construction project that will create 23 new jobs and relocate a corporation headquarters to Auburn, to host training sessions and workshops for the northeast. Cayuga Milk Ingredients, located just outside the City, is a \$101M new construction project that will create 57 new jobs, and now has their main offices in the heart of downtown. These multi-use spaces mix business & pleasure very well!

New downtown entertainment options include Auburn Public Theater, Auburn Public Studio & Auburn Regional Media

Access, and the Creation Station. New wellness options include Adonia Health & Beauty, and Adonia Salon & Spa, Coco & Company Salon, Downtown Shag, Downtown Barbershop, EKA Center for Yoga & Creativity, Hairs to You, Organicure Salon and Tiki Sauna Studio.

Also, there's been outskirt rehabilitation work done at the Center for Wellness, Seward House Museum, Theater Mack and the Orchard Street neighborhood. The City's contributed in redoing Market Street Park, State Street & Exchange Street Plaza- and don't forget Veteran's Memorial Park & downtown's seven mosaics installations. The Downtown BID has a Public Art Trail brochure in the works to help guide visitors to these colorful sites.

Downtown BID's also added flowers, benches, bike racks and trash receptacles to the streetscape, and awarded dozens of businesses renovation funds. Come experience how far downtown Auburn has come! Plus, we can look forward to the development of Schwartz Performing Art Center.

State of the City Reports a Year of Progress



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The Finger Lakes Musical Theatre Festival presents "Broadway in the Finger Lakes," for the third time this summer with a variety of regional premieres, Broadway Classics, edgy comedies, and the next generation of musical theatre.

The upcoming season is projected to bring over 60,000 patrons to the Auburn area at the Festival's flagship location Merry-Go-Round Playhouse, and the MGR Downtown series at Auburn Public Theater along with the new musical series The PITCH at Theatre Mack on the grounds of the Cayuga Museum.

To purchase tickets, for show descriptions, and more information about the Festival go to [FingerLakesMTF.com](http://FingerLakesMTF.com).



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## Introducing **The Commons** A New Direction in Elder Care for Cayuga County

Thanks to a collaborative effort of Cayuga County, Loretto, Mercy Health and Rehabilitation Center and the Sisters of St. Francis, two Auburn area skilled nursing facilities have become one.

During renovations and building at the consolidated site, we will maintain two campuses.

### The Commons on St. Anthony

- Skilled Nursing
- Daybreak's Adult Medical Day Program

### The Commons on County House Road

- Short Term Rehabilitation

For information

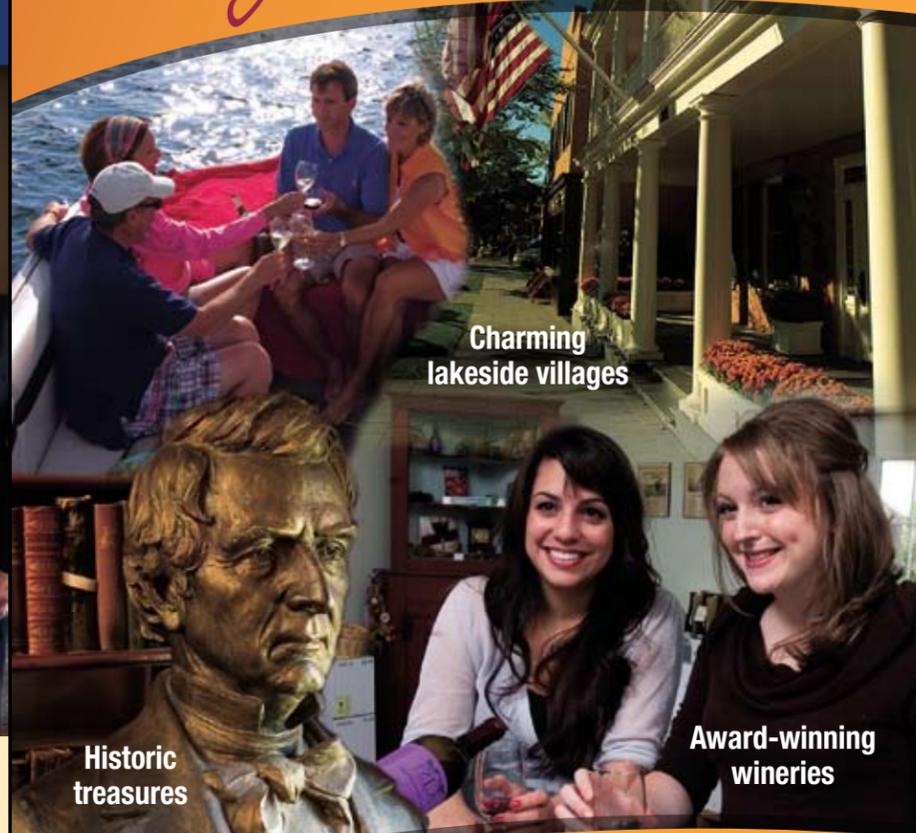
**call 253-0351, ext. 244**



John Ognibene, Administrator and Karen Dec, Director of Nursing are pictured here at The Commons on St. Anthony, which will become the site of the consolidated facilities.

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