

Special points of interest:

- September General Meeting: Wednesday, October 21, The Union Grille
- Next Board Meeting is Tuesday, November 3, 8:30 AM at SCAC
- Next General Meeting Wednesday, Nov. 18, "Holiday Party," Lillian's

DBA General Meeting at the new Union Grille

The DBA General Meeting is being held at on Wednesday, September 21, 6:30 PM at Union Grille, inside the Saratoga Hilton at 534 Broadway (attached to the City Center).

The Union Grille is a new restaurant opened by Andy Brindisi (it was Chez Sophie).

Our Special Guest Speaker is Ron Day, General Manager of the Saratoga Hilton. He will be talking about the Conventions business and their importance to Downtown.

Special thanks to the Courtyard by Marriott for hosting the September General Meeting.

General Meeting

Wed., October 21, 2009

6:30 PM

The Union Grille

534 Broadway (inside Saratoga Hilton)

Speaker

Ron Day

**General Manager,
Saratoga Hilton**

Post Your Store Hours

Please send your holiday store hours to Rich@Spa.net. They will be posted on our web site, www.saratogadowntown.com, for the convenience of our customers.

Skidmore Celebration Weekend

October 16, 17 & 18, 2009

The bag stuffing for the Skidmore Celebration Weekend was on Tuesday, October 6, 6 PM at Circus Café. They stuffed approximately 600 bags. The Welcome Packets will be handed out at Skidmore on Friday and Saturday by Skidmore staff & volunteers.

Call Roger Goldsmith at 583-2435 if you have any questions.

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Christmas Tree Lighting Ceremony: Help decorate Sun., Nov. 29, 10 AM

The Christmas Tree Lighting Ceremony is Wednesday, Dec. 2, 2009 at 7 PM.

We will be decorating the tree and cleaning the Santa Cottage on Sunday, November 29 at 1:00 PM. **WE NEED HELP!** Please come and volunteer some of your time that morning to make sure everything is in place for the tree lighting and the Victorian Streetwalk. Allerdice is donating LED light for the tree this year, thanks!

The Annual Christmas Tree Lighting Cere-

mony is being held on Wednesday, December 2, 2009 at 7:00 PM in front of Putnam Wine, 435 Broadway.

Santa and Mrs. Claus will arrive by horse drawn carriage and visit with the children. There will be free hot chocolate and cookies with music by Star 101.3 radio.

Special thanks to Jeff Clark at Ameriprise Financial for chairing this committee.

23rd Annual Victorian Streetwalk

The 23rd Annual Victorian Streetwalk is being held Thursday, December 3, 2009, from 6PM to 10 PM in downtown Saratoga Springs.

The festival is always the first Thursday after Thanksgiving.

The original idea was to invite the folks who support downtown all year long to Saratoga Springs for a fun, free celebration on the first Thursday after Thanksgiving, a concept that has remained until today. It was a huge undertaking and helped Saratoga Springs win several State and National awards for excellence.

The first year about 500 people came; today the number is anywhere from 18,000-21,000, depending on the weather. It has become the biggest and best event of the year sponsored and planned by the Downtown Business Association. The children who are 23 years old and younger have grown up with this festival as a tradition in their families.

For more information or if you have any questions, call Susan Farnsworth, Victorian Streetwalk Coordinator at 587-8635.

Bag Day is back!

Sign up today at only \$79 for this holiday season's best promotion!

Your Saratoga Springs DBA will print up 5,000 high quality shopping bags that will go out to participating members in time for this year's Victorian Streetwalk on December. 3, 2009.

Your customers will then return with these bags for a shopping /dining spree on Sat. Dec. 12th for 20% off any one item at each member location. We are also inviting these fine local customers to return on Sat. Jan. 16th and Sat. Feb. 13th.

This will be our third year doing this event and we expect a great turnout. **Our deadline is Oct. 21st...so don't miss out!**

Simply make your check for \$79 out to Downtown Business Association and mail it to: SSSDBA, P.O. Box 974, Saratoga Springs, NY 12866 or deliver to Paul O'Donnell, Celtic Treasures, 456 Broadway, Saratoga Springs, NY 12866. 583-9452.

Eighth Annual Fall Festival

October 31 & Nov. 1, 2009

Eighth Annual Fall Festival is October 31 and Nov. 1, 2009 in downtown Saratoga Springs.

Christine Cunningham is chairing the 8th Annual Fall Festival.

We would like to encourage everyone to do something in their business, **least of which could be to have candy for trick-or-treating children.**

The festivities include these activities:

- Bouncy Bounce castle, Pony Rides, Petting Zoo, Radio Disney
- Magic Show, Pumpkin Decorating
- Special events on Beekman Street
- “Guess the weight of the Pumpkin” and more at the Farmers Market
- Face Painting, Mr. & Mrs. Bill doing balloon sculptures at G. Willikers
- Hay Bale Maze at Sabina’s
- Carnival Games & Prizes
- Kid’s Costume Parade Sunday
- Pumpkin Rolling Races
- Trick or Treating
- Spooky Trolley Rides
- Kid’s disco dance
- Live Music
- Cupcake decorating
- Pooh, Piglet, Eeyore, Tigger & Magic Dragon
- Doggie bobbing for Hal-O-weenies
- **Curtains**, Home Made Theater.

We are firming up the details and will have the schedule with locations posted on our web site, www.saratogadowntown.com and on Saratoga.com.

If you have any questions, you can call Christine at 587-7287

The Good, The Bad & The Solutions V

The results of our September DBA meeting, “The Good, The Bad and the Solutions V” are on page 5. Thanks to everyone who attended the meeting,

Alpine Sport Shop Fund Raiser for High School Ski Team

The Alpine Sport Shop, will present the 2009/2010 Warren Miller ski & snowboard movie, **“Dynasty”** for the benefit of the Saratoga Springs High School Alpine Ski Team.

The movie will be shown Saturday, November 7, 2009, at 7:00 pm, at the Trombley Auditorium, Maple Avenue Middle School, 515 Maple Avenue, Saratoga Springs, N.Y. Ticket price is \$10.00 per person, and are available at the Alpine Sport Shop, 399 Clinton Street, Saratoga Springs; Minogue’s Beverage Centers, at 16 West Avenue and 624 Maple Avenue in Saratoga Springs, and through the Saratoga Springs High School Ski Team members.

For more information call the Alpine Sport Shop, 518 584-6290 www.alpinesportshop.com All proceeds will benefit The Saratoga Springs High School Alpine Ski Team.

Shop, Dine & Play Holiday Ad Campaign

Once again this year, the DBA and Fran Dingeman are spearheading the annual holiday advertising and marketing campaign designed to comprehensively include print and radio exposure throughout the upcoming season.

The ad campaign will focus on the magic of downtown and the advantage of shopping local. The ads will highlight the fact that many businesses are open extended hours for the holidays and will direct readers/listeners to the DBA website where specific hours for each business will be posted.

The ads will run for four weeks in the Saratogian, Saratoga Today and on Star 101.3fm. There is no better deal for \$75. For every \$75 participant the DBA will donate \$25 additional dollars to the campaign.

Please confirm commitment by email to fran@star1013.com or **send in your check by November 6 for \$75 to The DBA, PO Box 974, Saratoga Springs, NY 12866.**

If you would like to sign up by phone, call Fran Dingeman at 899-3000 x 306. C.O.D. no exceptions!

City Hall Issues

There is a City Budget Proposal that will effect all of us.

There is a public hearing on the new proposed City Budget on October 20. PLEASE PAY ATTENTION TO WHAT IS GOING ON! Make phone calls, write letters to the editor, let your concerns be known. City Hall: 587-3550, Letter to the Editor: letters@saratogaian.com

Important Dates

October 13-16..... NE Souvenir Salesman's Assoc. Commercial Trade Show, City Center
October 16-18.....Skidmore Celebration Weekend, Skidmore College
 October 18.....Saratoga Bridges Annual Harvest Ball, City Center
 October 20-23.....Gaseous Electronics Annual Conference, City Center
October 21.....DBA General Meeting, Union Grille, Saratoga Hilton
 October 22-24.....NYS Physical Therapy Assoc. Annual Conference, City Center
 October 24.....To Life! Annual Pink Ball, City Center
 October 25.....Rotary of S.S. Foundation Brunch & Scholarship Fund Raiser, City Center
 October 23, 24, 30, 31,& 2 p.m. Oct. 25 & Nov. 1.....**Curtains**, Home Made Theater
 October 31-Nov. 1.....DBA 8th Annual Fall Festival, Downtown Saratoga Springs
 Oct. 31 & Nov. 1.....NEACA Antique Arms Fair, City Center
 November 3.....DBA Board Meeting, Saratoga Arts Center
Wednesday, Nov. 18.....DBA General Meeting & Holiday Party, Lillian's
 Wednesday, Dec. 2.....Annual Tree Lighting Ceremony, downtown Saratoga Springs
 Thursday, Dec. 3.....23rd Annual Victorian Streetwalk, downtown Saratoga Springs

The Good, The Bad & The Solutions V

September 2009

The Good

- The City Center expansion
- Rachel Alexander hype was very beneficial
- NYRA Coupons (FREE)—best coupon response ever, Sloppy Kisses received over 200 coupons.
- Saratoga Flower program
- SPAC special programs
- Saratoga Arts restroom for the public
- SaratogaArtsFest growing and has positive impact
- CDTA buses to the track were great
- Fasig Tipton festival was fabulous
- Customer Service seminar was great
- Skidmore is reaching out to the community more—big impact on Farmers market.
- Interest by Skidmore interns in non-profits and local internships
- Moderated prices at the hotels was good for the Convention & Tourism Bureau
- Sheik investing great money in Fasig Tipton—boosted sales and improved the auction
- Adirondack Trust has enhanced, small business loan program—save up to 2% on a loan for a Saratoga Springs city owned business. Call loan officers at Ad Trust.
- Sales at Bread Basket up, wedding cake biz great, labor pool better.
- Global Foundries
- E-mail blasts about bad check good program
- Festivals and special events great
- Local foot traffic for Farmers Market June & July good
- DBA Day at the Track—35 members came.

The Bad

- CDTA ran their Sunday schedule despite track schedule in August.
- Competitive hotel prices affected hotel/motel bottom line.
- Retailers & restaurants need to sponsor & support local festivals.
- Parking for Farmer's Market & other construction sites in town ruins business. Address this issue! No access for customers.
- All restaurants were short staffed.
- Winter maintenance of lots and sidewalks remiss this year.

- Police were very aggressive with tickets for limousines.
- Traffic lights went out and only one person was qualified to fix them, it took TWO days!
- Businesses choosing between Chamber, Convention & Tourism and DBA.
- DOT and SPAC saying, “Don’t Come Downtown” during or after concerts.
- Membership dues come at a bad time.

The Solutions

- Stress to fellow members that they should stay open late during festivals-good for them, good for visitors.
- Make a list of who is open to share.
- Inform members a month in advance that the festivals are coming.
- Remove the “No Parking” signs in construction areas when they are not working.
- Bring in low income housing for restaurant employees.
- Talk to developers about the impact they have on businesses when their construction blocks customers.
- Put parking lot information in ads.
- Evaluate the benefit of belonging to all three—Chamber, Convention & Tourism, DBA
- DBA to do education with media and tell them we can handle the traffic when SPAC has a special event.
- Take responsibility for your own customers—clean you own sidewalks; warn people parking illegally, etc.
- Face time with City Council—DBA liaison.
- Membership billing in July/August when cash flow is good.
- Special Assessment District Projects: The plan to City Council 2010:
 - Church/Division/Woodlawn—Parking Garage
 - Benches, flowers, sidewalk repair—contact SSSAD
 - First Tuesday of each month they meet—come with issues—9:30 City Council Chambers
 - They pay for snow cleaning on sidewalks downtown
 - Minutes go to City Council Members
 - They will purchase new Christmas Decorations

DBA Gift Certificate Program

By now, most of you know that we are changing from paper gift certificates to gift cards.

Susan Farnsworth and Matt D'Abate are delivering the swipe cards in person that allow each business to register to participate in the DBA Gift Certificate Program.

Here is a bullet point procedure which, if followed, will enable your business to accept the New DBA Gift Card:

- **Read, sign and fax back the attached “Merchant Acceptance Agreement” to VISA @ 630-754-4807. Please do not forget to take this step. It is in the packet Matt and Susan deliver to you.**
- Find the VISA card attached in your packet.
- Run it through **each** terminal in your business.
- Each purchase should be processed for \$1.00. VISA will automatically void this charge once the transaction has been accepted and your terminal information has been uploaded.
- If you have more than 5 terminals, call Kelly Franklin at *1 to 1 Card*, (630) 754-4800.
- Once you have faxed the paperwork and swiped the card, you are enrolled in the DBA Gift Card program.
- Questions? Call Susan at 587-8635 or Andy Perry at (914) 329-8625.
- The image below is what the new gift card will look like!

