

**Mayor
Michael D. Quill**

**Council Members
Terrence Cuddy
Debra McCormick
James Giannettino
Timothy Locastro**

Auburn City Council AGENDA



Mayor Quill and the members of City Council would like to welcome you to Memorial City Hall. At the beginning of each City Council meeting a time is reserved for the public to be heard. If you have come to speak during the public to be heard portion of this meeting the following information will be helpful to you. When you are recognized by the Mayor please approach the podium, state your name and address for the record and speak directly into the microphone. The council is pleased to hear relevant comments that pertain to City government however a 3-minute limit is set by City Council to allow for all of the meeting's business to be conducted. Also, please remember to silence your phones. Requests for accommodations may be made with advanced notice of at least three work days prior to the meeting by calling (315) 255-4100 or e-mailing disabilityaccess@auburnny.gov. As much advance notice as possible is needed to assure that appropriate services can be acquired. Thank you for your interest in City Government.

City Council meetings may be viewed through a live-stream on our city web site.
Use the following web address to view the live-stream: <http://AuburnNY.gov/Channel-A>

Work Session June 24, 2021 5:00 PM

- 1. ROLL CALL**
- 2. PLEDGE OF ALLEGIANCE TO THE FLAG**
- 3. MOMENT OF SILENT PRAYER OR REFLECTION**
- 4. PUBLIC ANNOUNCEMENTS**
- 5. CEREMONIAL PRESENTATIONS AND PROCLAMATIONS**
- 6. PUBLIC TO BE HEARD**
- 7. APPROVAL OF MEETING MINUTES**
 - 7.A. Approval of June 10, 2020 and June 17, 2021 City Council Meeting Minutes
[Council Meeting Minutes Jun 10, 2021 for Council Approval.pdf](#)
- 8. CITY MANAGER'S REPORT**

9. REPORTS FROM MEMBER OF COUNCIL

10. SEQR RESOLUTIONS

11. ORDINANCES

12. LOCAL LAW

13. RESOLUTIONS

14. TABLED ITEMS

15. STAFF/VENDOR PRESENTATIONS

- 15.A. City Historic and Cultural Sites Commission Update on Tourism Marketing - Chuck Mason, City Clerk and Courtney Kasper, Visitor Experience Manager, Equal Rights Heritage Center (ERHC)

[Background Memo for Historic and Cultural Sites Commission Tourism Marketing Presentation June 24, 2021](#)

[Auburn NY Visitor Guide press release June 24 2021.pdf](#)

[Visit Auburn Guide 2021 Web Version.pdf](#)

- 15.B. Cayuga County Office of Tourism Update on Special Project for Harriet Tubman/ Equal Rights Heritage in Cayuga County Communication Plan - Karen Kuhl, Executive Director and Claire Dunlop, Marketing Manager, Cayuga County Office of Tourism.

[Background Memo for Cayuga County Office of Tourism Presentation June 24, 2021.pdf](#)

[Tour Cayuga City Council presentation 06 24 2021.pdf](#)

- 15.C. Auburn Industrial Development Authority (AIDA) Update on Place Branding Marketing - Tracy Verrier, Executive Director of Cayuga Economic and Development Agency (CEDA)

[Background Memo for AIDA Place Branding Presentation June 24, 2021.pdf](#)

[Place Brand package for City Council_6.24.21.pdf](#)

- 15.D. Monthly Bar Graph Reports for May 2021 - Jeff Dygert, City Manager

[2021 May Bar Graph Reports.pdf](#)

16. OTHER BUSINESS FROM THE COUNCIL

- 16.A. American Rescue Plan Funding Discussion

16.B. NYS Touring Road Discussion

17. PUBLIC TO BE HEARD

18. ADJOURNMENT

COUNCIL MEMORANDUM

Memorial City Hall
24 South Street
Auburn, New York 13021

TO: Honorable Mayor and Members of Auburn City Council

FROM: Chuck Mason, City Clerk

DATE: June 24, 2021

RE: Approval of June 10, 2020 and June 17, 2021 City Council Meeting Minutes

Background

June 3, 2020 and June 10, 2021 City Council Meeting Minutes are forthcoming.

Recommendation

Fiscal Impact

**Auburn City Council
Regular Meeting
Thursday, June 10, 2021 5:00 P.M.
City Council Chambers
Memorial City Hall
24 South St.
Auburn, NY 13021**

Minutes

The meeting of the Auburn City Council was called to order at 5:00 p.m. from the City Council Chambers, 24 South St. Auburn, NY by Mayor Quill.

ROLL CALL – The City Clerk called the roll. Councilor Deb McCormick, Councilor Jimmy Giannettino, Councilor Terry Cuddy, Councilor Tim Locastro and Mayor Quill were all present. Councilor Giannettino was excused from the meeting at 6:55 p.m..

The following City Staff was present for the meeting:

- City Manager, Jeff Dygert
- Corporation Counsel, Stacy DeForest
- City Clerk, Chuck Mason
- Police Chief, Shawn Butler
- Fire Chief, Mark Fritz
- City Comptroller, Rachel Jacobs
- City Engineer, Bill Lupien
- Director of Planning and Economic Development, Jennifer Haines
- Director of Municipal Utilities, Seth Jensen
- Police Lieutenant James Slayton
- Senior Planner, Renee Jensen
- Water Meter Service Worker, Joe Sliwka

Pledge of Allegiance to the Flag – Mayor Quill led the Pledge of Allegiance.

Moment of Silent Prayer or Reflection – Mayor Quill asked for a moment of silent prayer.

Public Announcements –

CEREMONIAL PRESENTATIONS –

Mayor Quill and City Council and Fire Chief Mark Fritz welcomed three new Auburn NY Fire Department firefighters to the department. The new firefighters, Jesica Dominguez, Ryan Morrell and Michael Cheney were administered their oaths of office.

Public to be heard: Mayor Quill asked the Clerk read the public to be heard rules. The following individual spoke:

Gilda Brower 40 Grover Street, Secretary of the Human Rights Commission. The city of Auburn's Human Rights Commission is offering implicit bias training from eight o'clock in the morning to 4pm on June 21, or 22nd, or 23rd at the Auburn Public Theater. Some pizza and refreshments will be available, as well, an hour for lunch is part of the day. The training builds upon the bias trainings offered five years ago to our police department, and is now part of most police cadet training. The city manager, thank you, has arranged all city supervisory personnel will attend. And interestingly, you know, bias training is not Democrat or Republican, or male or female. It's not black or white. We all have bias. Bias is part of humanity, and some bias is conscious, explicit and known to us like our preference for our baseball teams or our communities. Some bias is unconscious and therefore unknown to the individual, and that is called implicit bias. Becoming aware of implicit bias allows each citizen to identify for themselves and articulate impacts that were unseen before. There have always been logical and wise individuals throughout time, who could respect and protect their families and their communities. However, the laws passed to protect men, women and children of all genders, races and ages, where it is necessary to address abuse, causes the laws. So, up until civil rights legislation was passed, domestic violence, child abuse, gender and racial injustices were legal and condoned. The past 50 years have allowed civil rights to be applied according to the constitutional right to live with liberty and justice for all. It's interesting to note that the reason why it took 200 years to give women the vote in 1920, when my grandmother was 20, is because women were legally considered the property of their spouses for almost 2000 years. And it took 200 years to overcome the structural implicit bias deeply embedded in our culture against women. And so yes, I am at the end. Thank you. Thank you. I'm so sorry. Please call the Human Rights Commission telephone number 315-252-2929 and will I contact you and welcome you, your congregation, your organization, all are welcome. Thank you.

Tim Lattimore, 63 South Street. Mayor, Council it was nice being with you earlier in regards to the bidge being down by the prison. Years ago I, when I was a younger man, I worked on that bridge. So, has some meaning to me, being in the mud. But congratulations on another bridge completed. Last week, we heard a presentation from city manager and not I've worked with a lot of city managers and county managers and the ones that I really appreciated we're always the ones that put the numbers to the contracts that were being discussed. And hopefully we can get, as I asked for a couple of weeks ago, some kind of fiduciary study in regards to what what is our long term liability to the employees and, and what have you, but I know that we need of public safety. And I think the private public relationships, save the taxpayers money.

Approval of Meeting Minutes –

- May 27, 2021 Council Meeting Minutes
Motion to approve the May 27, 2021 minutes by Councilor McCormick, seconded by Councilor Giannettino. Motion to approve carried 5-0.

Reports of City Officials

A. City Manager’s Report

- The City of Auburn is seeking bids for the following projects:
- Parking Garage Rehabilitation Project; bids are due June 14, 2021.
- Bradford St. Park Improvements Project due June 16, 2021.
- Casey Park Skate Park Design-Build Project due July 2, 2021.
- More information on these projects is available on the City of Auburn webpage under the tab “Bids/RFPs”
- The Nuisance Board will meet regularly on the third Tuesday of each month beginning June 15. The first meeting will be used to discuss goals, process, and responsibilities. There will be a process for staff or community members to recommend a property for consideration. More information will be shared as it is developed.
- A few weeks ago a concern was raised by one of our citizens regarding the use of herbicides near the Mill St. Dam. Our Director of Municipal Utilities, Seth Jensen has researched the concern and the operation and can provide Council with an update on his findings.
- Last Saturday at Falcon Park, the new Auburn Doubledays collegiate baseball team had their home opener. Falcon Park hosted over 2,000 spectators for that game.

B. Reports from members of Council

Matters to Come Before Council

A. State Environmental Quality Review Act Resolutions (SEQR)

B. Ordinances – none

C. Local Laws – none

D. Resolutions – none

E. Staff Presentations –

State Touring Route Program Funding Presentation by Christina J. Selvek, Director of Capital Projects & Jeff Dygert, City Manager

Enacted in the SFY 2021-22 Budget, New York State allocated \$100 million in state funding to create a new transportation initiative entitled: State Touring Route Program. This program directed funds to local municipalities that have capital maintenance responsibilities for signed touring routes. In

the City of Auburn the touring routes are US 20, NY 5, NY 34, NY 38, NY 38A and NY 326. The NYS Department of Transportation (DOT) is the responsible state agency for overseeing the program. Since Auburn is one of 38 Cities in New York that maintain the state arterial highways within its boundaries the City of Auburn was eligible to receive State Touring Route Funding starting April 1, 2021. The City of Auburn's total allocation of State Touring Route program funds is \$1,540,275.44. This is a reimbursement program with the first eligible reimbursement due by July 30th, 2021. The State Touring Route program period will run through December 31, 2022 to allow local governments to complete projects and submit project documentation. State Touring Route Program guidance on eligibility and allocations has been provided through the NYS DOT and is fairly similar to other reimbursement programs including CHIPS, Extreme Winter Recovery (EWR) and PAVE-NY. The State Touring Route program has an established eligible project activities list (see attached). There is a preference for the funds to be used on State highways however funds may be used on an eligible roadway listed on the 2020 Local Highway Inventory (LHI). In addition to the eligible project activities, funds may be used for the following: □Municipal Force Account Construction Reimbursement- projects between \$100,000 and\$350,000; & □Local Match on other State or Federally funded highway capital projects such as: South Street Corridor Enhancement Project (Construction Phase) after April 1st Similar to other NYS DOT reimbursement programs, the State Touring Route Program must comply with ADA Standards and the NYS Complete Streets Act of 2011.

Federal Coronavirus Local Fiscal Recovery Funds Presentation - Jeff Dygert, City Manager and Christina Selvek, Director of Capital Projects

On March 11, 2021 President Biden signed into law the American Rescue Plan Act, also known as ARPA, which directed fiscal recovery funds to local municipalities including the City of Auburn. This authorization is further described in Section 9901 of the Law entitled: Coronavirus State and Local Fiscal Recovery Funds (CLFRF). The U.S. Department of Treasury is the responsible federal agency for overseeing the program. As an Entitlement Community, the City of Auburn's total allocation of CLFRF program funds is \$21,395,055.00. The funds will be released to the City by US Treasury in two tranches. The City has received the first tranche in May 2021. The US Treasury is requiring local governments to obligate funds by December 31, 2024. The CLFRF program period will run through December 31, 2026 to allow local governments to complete projects and submit project documentation. CLFRF Program guidance on eligibility and allocations has been provided through the US Treasury Interim Final Rule. In addition, the NYCOM and National League of Cities have provided additional guidance and FAQs regarding the CLFRF. Based upon these resources, the CLFRF program has established five (5) categories of eligible uses. These are as follows: Replace lost public sector revenue; □Address negative economic impacts caused by the public health emergency; Invest in water, sewer, and broadband infrastructure; Support public health expenditures; Provide premium pay for essential workers. Within each of the 5 categories the City has flexibility in deciding how best to use the funding to meet the needs of the community. The flexibility must align with a long list of predetermined eligible and non-eligible uses of the funds. City staff will be

presenting initial thoughts and recommendations for partial use of the first tranche of City CLFRF program funds. The discussion will focus on the replacement of lost public sector revenue and touch on potential uses in the other four categories.

TABLED ITEMS - none

OTHER BUSINESS –

Executive Session

Councilor McCormick made a motion for executive session, seconded by Councilor Locastro on the following matters:

Two matters made confidential by Federal or State law. (Section 4503 of the Civil Practice Law and Rules which establishes that a confidential communication between attorney and client shall be privileged. Pursuant to this section, Council will be receiving legal advice from its attorney which fulfills the requirement provided in Section 108(3) of the Public Officers Law allowing this exemption.) Councilors McCormick, Cuddy, Locastro and Mayor Quill voted to enter an executive session at 6:55 p.m..

ADJOURNMENT: By unanimous vote the Council adjourned the meeting. The meeting was adjourned at 7:24 p.m..

Minutes submitted by:

Chuck Mason, City Clerk

COUNCIL MEMORANDUM

Memorial City Hall
24 South Street
Auburn, New York 13021

TO: Honorable Mayor and Members of Auburn City Council

FROM: Chuck Mason, City Clerk

DATE: June 24, 2021

RE: City Historic and Cultural Sites Commission Update on Tourism Marketing -
Chuck Mason, City Clerk and Courtney Kasper, Visitor Experience Manager,
Equal Rights Heritage Center (ERHC)

Background

Chuck Mason, City Clerk and Courtney Kasper, Visitor Experience Manager, Equal Rights Heritage Center (ERHC) from the City Historic and Cultural Sites Commission will give an update on Tourism Marketing

Recommendation

Fiscal Impact

COUNCIL MEMORANDUM

Memorial City Hall
24 South Street
Auburn, New York 13021

TO: Honorable Mayor and Members of City Council

FROM: Chuck Mason, City Clerk

DATE: June 24, 2021

RE: City Historic and Cultural Sites Commission Update on Tourism Marketing

Background:

The mission of Auburn's Historic & Cultural Sites Commission is to support its designated organizations to achieve their missions through collaborative marketing, programming, and tourism strategies. The vision of the Commission is to position Auburn as the destination of choice in the Finger Lakes through support and promotion of its history and culture.

While the COVID pandemic certainly impacted our local tourist sites with closures and attendance restrictions, the commission used the time to plan for post pandemic re-openings and created new marketing initiatives to promote Auburn as a prime Finger Lakes tourist destination.

The commission has been utilizing the City's Market NY tourism grants received from the NYS Empire State Development to develop other marketing initiatives such as website, social media and a comprehensive digital media campaign that will run through 2021.

One other visible initiative of the commission is the creation of a comprehensive Visitor Guide for the City of Auburn which makes its public debut in June 2021 just in time for the summer tourist season.

Courtney Kasper is the Visitor Experience Manager of the Equal Rights Heritage Center and administrator for Historic Sites Commission events and promotions. She will present to the City Council along with representatives from the City's tourism marketing contractor TGW Studio of Rochester, NY on the latest tourism initiatives.

**FOR IMMEDIATE RELEASE**

Contact:

Courtney Kasper

Visitor Experience Manager

Equal Rights Heritage Center

(315) 258-9820; courtney@auburndowntown.org

Shining a Light on Auburn, NY**City of Auburn Historic and Cultural Sites Commission Creates New Visitor Guide**

Auburn, NY – In time for the approaching tourism season, the City of Auburn Historic and Cultural Sites Commission created a first-ever Visit Auburn, New York guidebook. The development of the new visitor guide is a first in the Commission's 20-year history.

Based on feedback from visitors to know more about the city's rich history and tourist attractions in walkable downtown, the Commission decided to establish a visitor guide to further inform, educate, and inspire visitors to experience its member cultural institutions and explore the stories of legends like Harriet Tubman, William Seward, and Theodore Case.

The Commission's Marketing Committee undertook the five-month project to create the 24-page guide. The visitor guide committee included Jesse Kline, Auburn Downtown BID; Kirsten Wise, Cayuga Museum of History and Art; Kimberly Szewczyk, Harriet Tubman National Historical Park; Chuck Mason, City Clerk; Maria Welych, Schweinfurth Art Center; Courtney Kasper, Equal Rights Heritage Center; and Karen Kuhl, Cayuga County Office of Tourism.

The visitor guide opens with a welcome letter from City of Auburn Mayor Michael D. Quill, inviting visitors "...to learn more about the sites, places, and people that have earned our city the distinction of "History's Hometown" and to "enjoy your stay in Auburn; we are glad you are here."

In addition to a two-page story focused on highlighting Auburn as a small city with large history, sites featured inside the guide consist of Commission members the Equal Rights Heritage Center, Seward House Museum, Auburn Public Theater, Cayuga Museum of History & Art, Case Research Lab, Schweinfurth Art Center, Seymour Public Library, Fort Hill Cemetery, Harriet Tubman Home, Inc./Harriet Tubman National Historical Park, and Willard Memorial Chapel.

To keep visitors exploring downtown on foot, walking tours like the Auburn Public Art Trail and Historic South Street are featured itineraries, plus a trail of "Lifesize Legends" that highlights prominent statues in the city—Harriet Tubman, William Seward, Thomas Mott Osborne, and Copper John. There is also a page dedicated to the many beautiful city parks like Hoopes, Veterans Memorial, and the Owasco River outlet overlooks. Another need was a walking map that provides visitors with information on parking and walking directions to the historic and cultural sites, plus an entire map of the city to include Owasco Lake and Emerson Park sites.

The visitor guide was designed by The Citizen/auburnpub.com with the cover and map designed by TGW Studio using the Equal Rights Heritage Center's branding palette throughout the book. Local printing company Jacobs Press, Inc. completed the 10,000-piece printing and The



Citizen/auburnpub.com/Amplified Digital managed the placing of advertisements for the publication.

To help bridge support to downtown businesses, the guide was designed to include room for advertising placements for local entities. The first-year advertisers are greatly appreciated for supporting the visitor guide. These businesses are Prison City Brewing, Regenerations, Vape Kult, Evolve CBD, Artistic Impressions, First Student, Taste NY, Sweet Treat Trail, Cayuga County Office of Tourism, Auburn Doubledays, Suzy Q's, The Rev Theatre Co., and AIDA.

Banners featuring the visitor guide cover are installed on both the State Street Bridge and the North Division Street bridge on the city's west side. Free posters of the cover are available at the visitor center and the Commission has plans to create merchandise like T-shirts, tote bags, and more to continue fostering community pride from locals and visitors alike.

The visitor guide is available at the Equal Rights Heritage Center/Auburn, NY Visitor Center, Historic and Cultural Commission Sites, dining, lodging, and retail locations in the greater Auburn area.

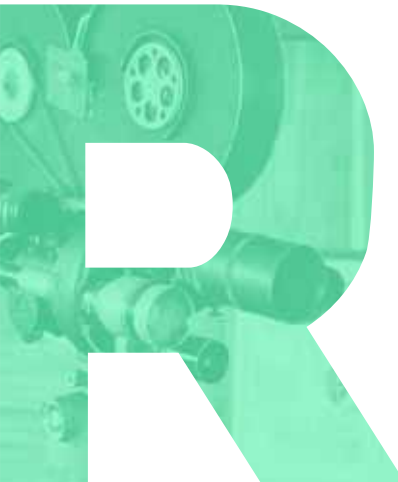
City of Auburn Historic & Cultural Sites Commission

The mission of Auburn's Historic & Cultural Sites Commission is to support its designated organizations to achieve their missions through collaborative marketing, programming, and tourism strategies. The vision of the Commission is to position Auburn as the destination of choice in the Finger Lakes through support and promotion of its history and culture.

Equal Rights Heritage Center

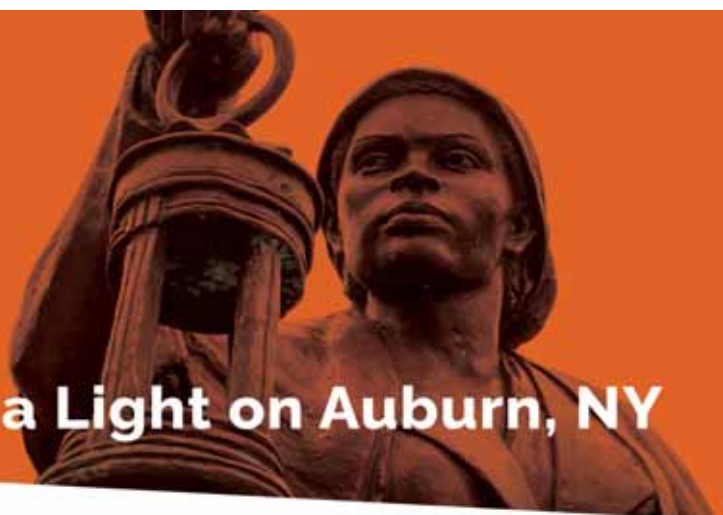
The Equal Rights Heritage Center is the official welcome center and tourism hub for the City of Auburn, NY. It serves to shine a light on New York's equal rights heritage, as well as, the historical, cultural, and entertainment assets the City of Auburn has to offer in a welcoming and educational manner. Learn more: visitauburnny.com

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Shining a Light on Auburn, NY



Visiting Auburn

Begin your experience at Auburn's Visitor Information Center located downtown at 25 South Street adjacent to the Seward House Museum. Here you can...



Find traveler resources, public restrooms, and free WiFi. Our visitor specialists are here to assist you with the latest information.



Learn about the egalitarian history that makes Auburn the incredible city it is today.



Relax in the courtyard that is carefully watched over by our famous Harriet Tubman statue.



Find regionally sourced products at the Taste NY Market.



Auburn, NY Visitor Center

25 South Street, Auburn, NY 13021
visitauburnny.com | (315) 258-9820



Welcome to Auburn

Our location in the Finger Lakes is a truly beautiful region to visit. Auburn's quality of life is the main reason why my wife and I have lived here all of our lives, and we can attest Auburn is a great place to live and visit. (Even *Forbes Magazine* has ranked the City of Auburn as the "Best Small City to Raise a Family" in the northeast!)

Whether you are interested in our famous museums, Auburn Doubledays baseball, flourishing arts, celebrated craft beverage scene, lake activities, or vibrant nightlife, there is truly something for everyone. We invite you to learn more about the sites, places, and people that have earned our city the distinction of "History's Hometown," and

browse suggested itineraries that will appeal to history buffs, outdoor enthusiasts, and families eager to explore Auburn.

Make your first stop at our Visitor Center in the Equal Rights Heritage Center, where you'll find information on all that our city has to offer—there's so much that it'll take a few days to see it all. Our many fine attractions, hotels, restaurants, and retail owners will be more than thrilled to welcome you with top hospitality. Enjoy your stay in Auburn; we are glad you are here.

Sincerely,

A handwritten signature in black ink, appearing to read 'Michael D. Quill'.

Michael D. Quill
Mayor, Auburn



Looking for a place

for your life

for your family

for your business

for your big idea

for your shop

for your next chapter

for your career

for your garden

for your kids

for your dream project

to take root?

AUBURN NY

takerootinauburn.org



Photo: Iwan Baan

NYS Equal Rights Heritage Center

25 South Street | (315) 258-9820 | equalrightsheritage.com


The NYS Equal Rights Heritage Center is the official welcome center and tourism hub for the City of Auburn. It shines a light on New York's pivotal role in progressing social movements, as well as the city's rich history, culture, and events—past, present, and future.

The state-of-the-art "Seeing Equal Rights in New York State" exhibition brings to life the causes and individuals connected to this history through songs, speeches, games, portraits, political posters, animated maps, and video timelines.

Marvel at the building's elegant architecture that frames the attractions beyond and blends into the gateway



to historic South Street. Cozy up to the social justice table and navigate menus of notable events from the 1800s to modern day. Create a custom itinerary of local and statewide sites to see based on interest. Or attend one of the many community programs and events.

Start your journey through Auburn here and discover why the heritage center is more than just a welcome center. 



Small City, Big History

From Harriet Tubman's chosen home to the creation of movies with sound, many of the City of Auburn's attractions are intertwined through world-changing people, places, and inventions.

Take William H. Seward, famous for his purchase of Alaska. He moved to Auburn in 1824 after marrying Frances Miller, and became a state senator, governor, U.S. senator, and secretary of state to Presidents Lincoln and Johnson. The home he and his family occupied is now the **Seward House Museum** (pictured).

Frances Seward befriended Tubman and opened her home as a stop on the Underground Railroad. Frances sold Tubman

a farm at 180 South Street, where she lived for 54 years and created the Harriet Tubman Home for Aged and Infirm Negroes. The site is now part of the **Harriet Tubman National Historical Park**.

Later, Tubman helped build the **Thompson Memorial African Methodist Episcopal Zion Church** on Parker Street. The church is now owned by the National Park Service. Both Tubman and the Swards are buried in **Fort Hill Cemetery**, as are Silas and Jane Bradley, who funded the construction of **Bradley Memorial Chapel** at the cemetery's entrance.

The chapel's architect was Auburn native Julius Schweinfurth, who created a

trust that was used to build the **Schweinfurth Art Center**. Walter Long, director of the **Cayuga Museum of History & Art**, also served as the Schweinfurth's first director.

The Cayuga Museum, a central spoke for historical connections, is located in the former home of the Willards and Cases. Sisters Georgiana and Caroline Willard engaged Tiffany Glass and Decorating Co. to build and furnish **Willard Memorial Chapel** in memory of their parents.

Cousin Willard Case later inherited the Willard home. He and his son, Theodore, converted one of the property's greenhouses into a laboratory, where Theodore Case invented sound-on-film technology. The building now houses the **Case Research Laboratory**, a museum that highlights the invention that forever altered the film industry.

In 1896, Willard Case donated the land and the money to build **Seymour Public Library**, which has information about Tubman's life in Auburn.

In 1936, Ted Case sold his mansion to Walter Long for "\$1 and a box of cigars" to create the Cayuga Museum and later donated his research lab and contents. The property also includes a brick carriage house that Case outfitted with a movie

theater and sound studio. In 1958, the space housed Auburn Children's Theater, which later grew into the Merry-Go-Round Playhouse at Emerson Park, now known as **The REV Theatre Company**.

The playhouse centerpiece chandelier came from the **Women's Educational and Industrial Union**, formerly located across from **Memorial City Hall** where the **NYS Equal Rights Heritage Center** now sits. The Women's Union later merged with the **Auburn YMCA**.

Both the WEIU and City Hall were gifts of **the Osborne family**, whose descendants include agriculture industrialist David Munson Osborne; his wife, Eliza Wright Osborne; and their prison reformer son, Thomas Mott Osborne.

D.M. Osborne & Co. became a world leader in machine manufacturing and was acquired by International Harvester Co. Learn more at **Ward W. O'Hara Agricultural Museum**.

Eliza Wright Osborne—like her mother, Martha Coffin Wright, and aunt Lucretia Mott—made her home a hotbed of abolition and suffrage activity, and founded the WEIU.

Auburn may be a small city, but it is large with history.



Auburn Public Theater

8 Exchange Street | (315) 253-6669 | auburnpublictheater.org

Established in 2005, Auburn Public Theater is a non-profit, multi-venue performing arts center that celebrates diverse voices and artistic expression.

Originally home to Grant's Department Store in the mid-1950s, the two-floor, 26,000-square-foot building houses five rentable event spaces: Main Stage, a 200-seat theater and stage; Auburn Public Cinema, a 65-seat independent movie theater; Stage Right, a 100-seat cabaret space; Auburn Public Studio, an arts education and rehearsal space; and Cafe 108, a for-profit coffee shop whose profits directly benefit the theater.

The theater enriches the social, cultural, and economic

growth of Central New York by bringing people together through affordable access to live performance, cinema, arts education, and community events. It serves more than 16,000 patrons and students annually through its partnerships and runs a regranting program that benefits local artists. The theater also produces the Cayuga Film Festival in association with Cayuga Community College.

By providing a top-notch, intimate venue for artists and audiences, the theater makes worldly performance art a common local experience and offers something for everyone in a space where all are welcome.





Seward House Museum

33 South Street | (315) 252-1283 | sewardhouse.org

The Seward House Museum is the historic home of William Henry Seward and his family. This beautifully preserved home contains one of the largest original collections in the United States and is surrounded by two acres of lush gardens and trees. The interior has been restored to its original beauty and features an unmatched collection of political and travel souvenirs, decorative arts, and photographs that spans Seward's nearly 40-year political career.

Seward was one of the foremost politicians of 19th century America, serving as a state senator, governor of New York, a U.S. senator, and secretary of state in the Abraham Lincoln and Andrew

Johnson administrations. He negotiated the purchase of Alaska, which was given the nickname "Seward's Folly."

The museum also highlights other members of the Seward family, including William Seward's wife, Frances. She played an important role as her husband's advisor. A free-thinker, she supported the Women's Rights movement and hid runaway slaves in her basement while managing Underground Railroad operations in her house. The Seward family also aided Harriet Tubman in her work on the Underground Railroad. With so much to discover, the Seward House Museum is truly one house with many stories. \$ ⌘



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Cayuga Museum of History & Art

203 Genesee Street | (315) 253-8051 | cayugamuseum.org

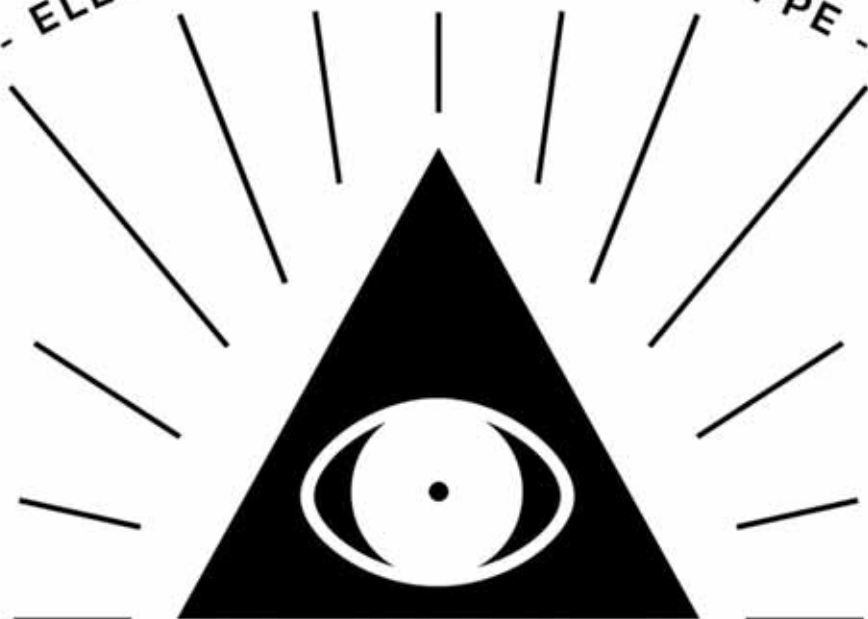
The Cayuga Museum of History & Art operates through a campus of three historic buildings: the 1836 Greek Revival Willard-Case Mansion, the Case Research Laboratory, and the Carriage House Theater, a multi-use performance venue.

Operating as a family estate for a century, the property became home to the Cayuga Museum in 1936. Listed on the National Register of Historic Places, the mansion features many original details, including a stained glass window designed by the Tiffany Glass Co. in 1890. From its founding, the museum has preserved Cayuga County's largest collection of cultural materials.



Today, the Cayuga Museum features a dynamic schedule of programs and changing exhibits on the people, places, and stories that shaped Cayuga County and the nation. The museum also features two long-term exhibits, which explore 19th-century medicine through the collections of the Cayuga County Medical Society, and Auburn Prison through stories of people like prison reformer Thomas Mott Osborne. 

- ELECTRONIC CIGARETTE SHOPPE -



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SUNDAY 10:00AM-5:00PM

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1

NYS Equal Rights Heritage Center & Auburn NY Visitor Center

25 South Street
(315) 258-9820
equalrightsheritage.com

2

Auburn Public Theater

8 Exchange Street
(315) 253-6669
auburnpublictheater.org

3

Seward House Museum

33 South Street
(315) 252-1283
sewardhouse.org

4

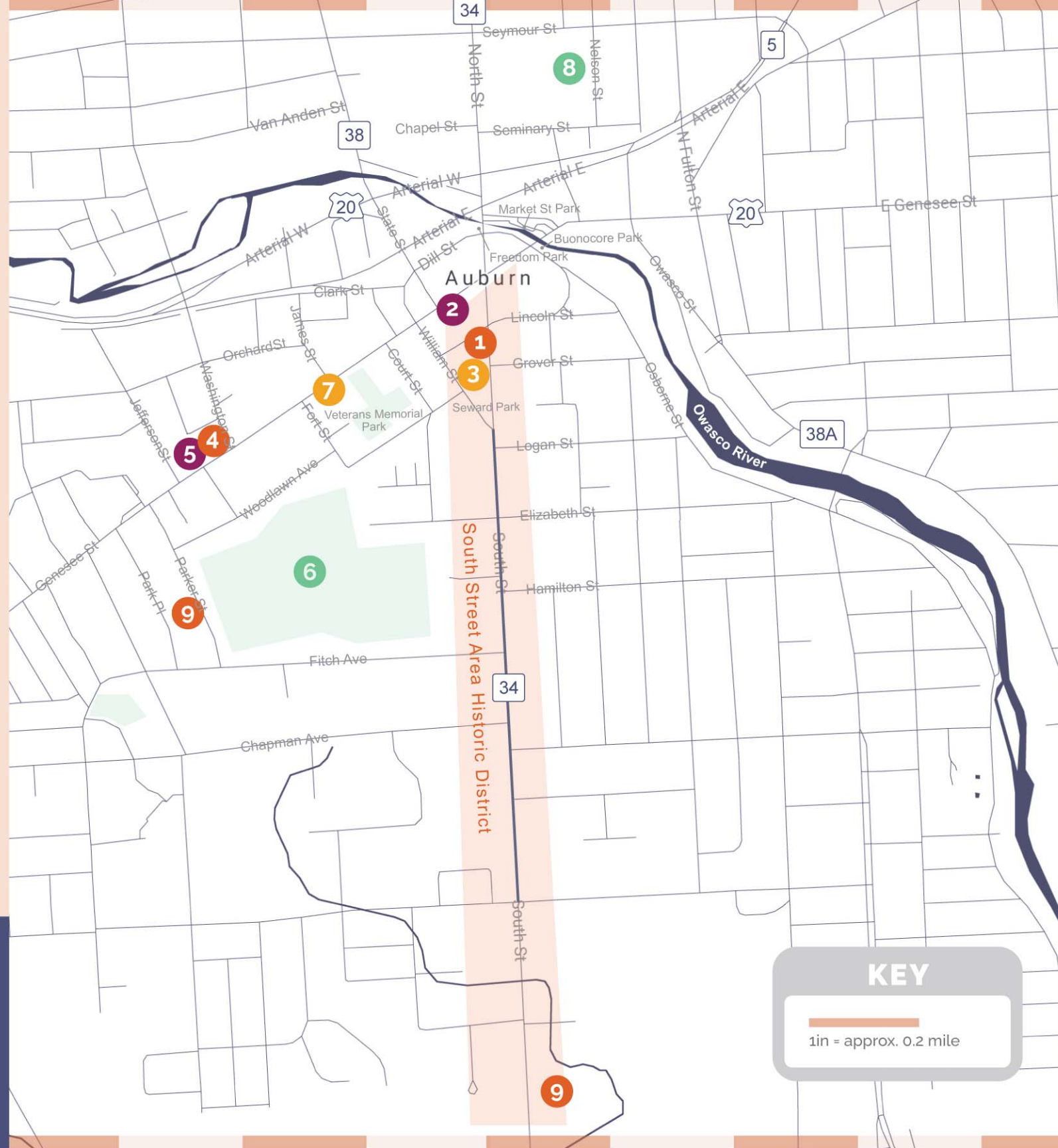
Cayuga Museum of History & Art Case Research Laboratory

203 Genesee Street
(315) 253-8051
cayugamuseum.org

5

Schweinfurth Art Center

205 Genesee Street
(315) 255-1553
myartcenter.org



6

Fort Hill Cemetery

19 Fort Street
(315) 253-8132
forthillcemetery.net

7

Seymour Library

176 Genesee Street
(315) 252-2571
seymourlibrary.org

8

Willard Memorial Chapel

17 Nelson Street
(315) 252-0339
willard-chapel.org

9

Harriet Tubman National Historical Park

A Partnership Park

Harriet Tubman Home, Inc.

180 South Street
(315) 252-2081
harriettubmanhome.com

National Park Service

47-49 Parker Street
(315) 882-8060
nps.gov/hart

KEY

1in = approx. 0.2 mile



Visit auburndowntown.org for info on eateries, breweries, shopping, and lodging.



Visit tourcayuga.com for restaurant, retail, lodging, and itinerary ideas.

PARKING IN DOWNTOWN AUBURN

A The Downtown City Parking Garage is located on Lincoln Street across from the Equal Rights Heritage Center and offers convenient covered parking in the center of downtown. The garage is open 24 hours a day, seven days a week, and is equipped with electric car charging stations. The inside upper levels offer short- and long-term parking options; the first two hours in the inside upper levels are free. The lower level of the garage, next to the Exchange Street Plaza, offers short-term metered and kiosk pay-to-park rates.

B Court Street parking lot is located near the Auburn YMCA and Cayuga County Office Building. A drive-up kiosk services the lot with a maximum time limit of 10 hours.

C Dill Street parking lot is located between Dill Street and Genesee Street. A drive-up kiosk services the lot, which has a maximum time limit of 8 hours. The CENTRO bus stop is also located at this lot and serves as the main transfer location for CENTRO's Auburn bus lines.

D Seminary Avenue parking lot is located behind the building with the iconic Genesee Beer sign. A drive-up kiosk services the lot with a maximum time limit of 8 hours.

On-street parking is available throughout downtown. If an on-street spot does not have a parking meter, look on the block for the parking kiosk. On-street parking can also be paid for via smartphone with the Pango Mobile Parking app. Find all parking information and rates at auburndowntown.org/find-us -or- auburnny.gov/parking

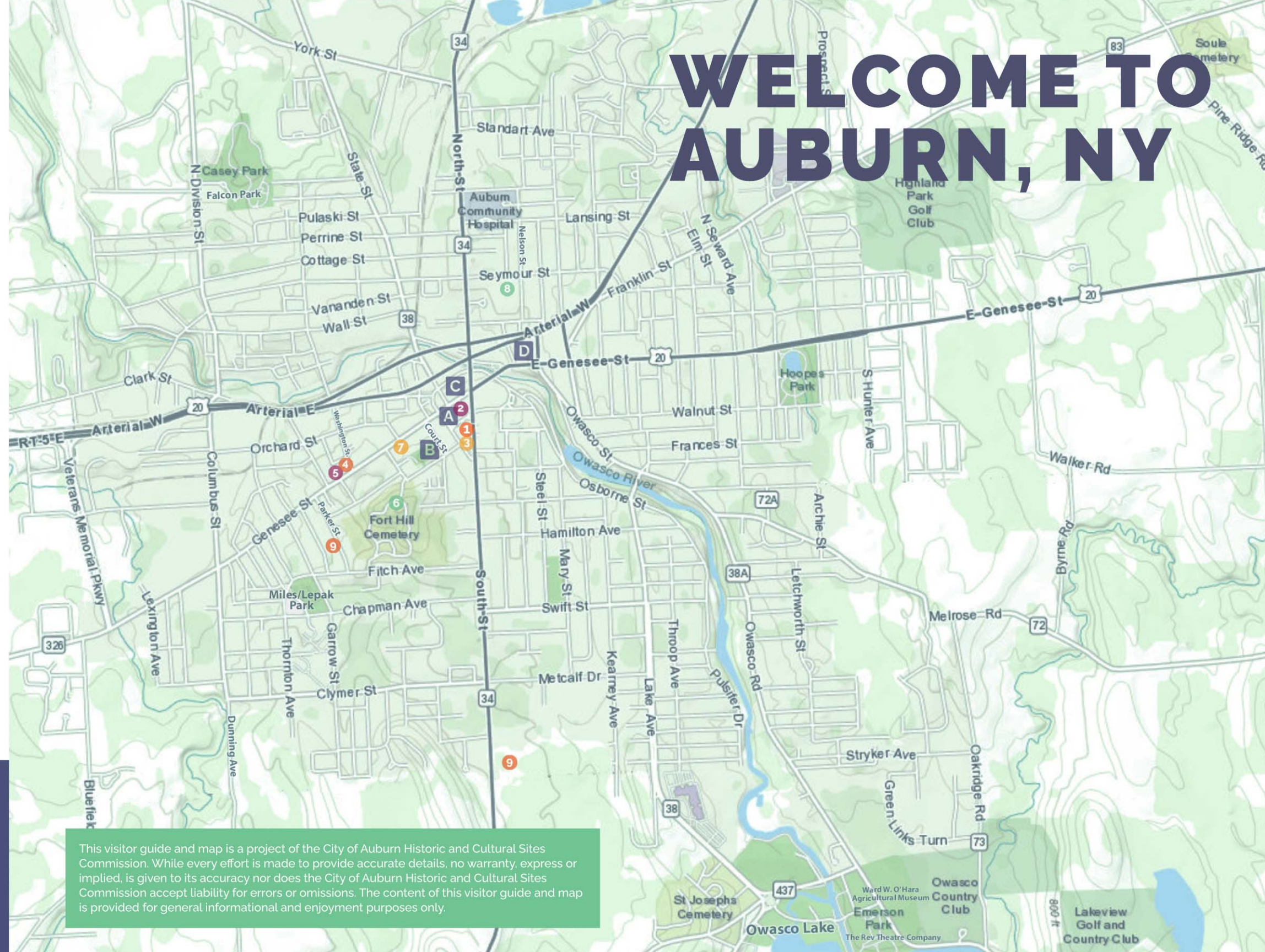


Auburn, NY Visitor Center
25 South Street
visitauburnny.com

Auburn Visitor Information
(315) 258-9820

FOLLOW THE AUBURN NY VISITOR CENTER ON SOCIAL MEDIA FOR THE LATEST INFORMATION ABOUT OUR CITY @[equalrightsheritage](https://twitter.com/equalrightsheritage)

WELCOME TO AUBURN, NY



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Case Research Laboratory

203 Genesee Street | (315) 253-8051 | cayugamuseum.org/caseresearchlab

Case Research Lab Museum is one of the three historic structures maintained by the Cayuga Museum of History & Art. Here, inventor Theodore Case turned his mansion's greenhouse into a fully operational laboratory, exploring many different ways that light and sound could be used in the bustling world of the early 20th century.

The museum exhibits the darkroom, chemistry lab, and recording studio; the first sound camera; experimental recording equipment; and a history of the commercialization of sound film, including such ventures as Phonofilms, Fox-Case Movietone, and Fox Films (now 20th Century Fox).

The collection contains lab notebooks; volumes of technical drawings and photographs; business and personal correspondence; manuscripts and reports; patents, receipts, and scrapbooks spanning the 18-year history of the lab. The collection also includes archival materials from Case's partner, Oscar-winner Earl Sponable.

The artifacts tell the tale of Case's constant experimentation with Sponable, battles over ownership with radio mogul Lee De Forest, and the active push to record the world with Fox-Case Movietone. The lab is also a featured site on the Finger Lakes Film Trail. \$ ♂



Schweinfurth Art Center

205 Genesee Street | (315) 255-1553 | myartcenter.org

A leading art institution in the region, the Schweinfurth hosts more than a dozen exhibitions each year in its three galleries. The art center hosts displays of contemporary art and features local, regional, national, and even international artists.

The art center runs two annual juried exhibitions: *Made in NY*, featuring works by artists who live in New York State, and *Quilts=Art=Quilts*, an art quilt exhibit that draws entries from around the world. Other exhibits include solo shows by local and regional artists, traveling exhibits, and curated exhibits.

The Schweinfurth is known internationally for its focus on fiber arts, and runs an annual art quilt conference, *Quilting*



by the Lake. In addition, visitors from around the country come to Auburn for intensive fiber art workshops taught by top artists.

The art center is an essential part of the local cultural community, participating in citywide events, offering art classes for both youth and adults, and selling unique items in its gift shop. Galleries are closed during installations; check website for up-to-date information.





Fort Hill Cemetery

19 Fort Street | (315) 253-8132 | forthillcemetery.net

Steeped in history, Fort Hill Cemetery is a must-see for history buffs and Underground Railroad enthusiasts. Open year-round from dawn till dusk, Fort Hill is easy to navigate by car or foot.

Due to its geographical location, Fort Hill was used by Indigenous Americans in the 16th century and is regarded as one of the best preserved fortified villages of the Cayuga Nation. The cemetery is also home to the iconic Chief Logan Monument.

Notable people buried onsite include Harriet Tubman, abolitionist, political activist, former slave, and conductor on the Underground Railroad; Theodore Case, philanthropist,

inventor of sound-on-film; William Henry Seward, secretary of state for Abraham Lincoln, abolitionist, New York governor and senator; Martha Coffin Wright, suffragist and political advocate; Col. John Hardenburg, founder of Auburn; and Capt. Myles Keogh, an Irish native who led a successful Union army attack on Stonewall Jackson. Revel in the architecture of Bradley Memorial Chapel, a gothic inspiration that was designed by Julius Schweinfurth.

In 2021, Fort Hill Cemetery celebrated 170 years of service, and continues today as a non-profit organization dedicated to the preservation of this historic site.





Seymour Public Library

176-178 Genesee Street | (315) 252-2571 | seymourlibrary.org

Seymour Library was started in 1876 with money bequeathed by James Seymour, president of the National Bank of Auburn, and was originally located in the Phoenix Building. Since 1903, Seymour Library has been housed in the historic Case Memorial Building.

On the National Register of Historic Places, this monumental limestone and brick building was designed by the New York City firm Carrere and Hastings, designers of the New York Public Library. Like NYPL, Seymour Library has its own set of lions that can be seen from the original Genesee Street entrance. Other architectural features include glass floors, an ornamental iron staircase railing

made by Auburn Iron Works (1938), ornate interior carving and woodwork, a glass roof, and large skylights.

Today, the library serves as the community's hub of learning and discovery. The History Discovery Center at Seymour Library provides research assistance to those seeking local history and genealogical information, genealogical workshops, exhibits, and resources that include maps, pamphlets, images, books, newspapers on microfilm, online research tools, a digital newspaper archive, and more.

Information about upcoming free public programs and events can be found on the library's website.





Willard Memorial Chapel

17 Nelson Street | (315) 252-0339 | willard-chapel.org

Labeled as the “Tiffany Treasure of the Finger Lakes,” Willard Memorial Chapel is the only complete and unaltered Tiffany chapel known to exist in the world.

The chapel and adjoining Welch Memorial Building are the only remaining buildings of the Auburn Theological Seminary, an educational facility founded in 1820. The buildings were used for religious education until 1939.

From 1892 to 1894, Georgiana and Caroline Willard contracted Tiffany Glass and Decorating Co. of New York City to build and furnish Willard Chapel in memory of their parents, Dr. Sylvester Willard and Mrs. Jane Frances Case Willard.

The chapel features 14 opalescent windows, a rose window, a large portrait window, nine Moresque-style chandeliers, a memorial tablet of glass mosaic tile and gilt bronze designed by Jacob Holzer, oak furnishings inlaid with metal and glass mosaic, a ceiling with gold leaf stencils, and mosaic flooring.

In 1990, the Community Preservation Committee purchased the chapel when the then owners considered selling the Tiffany windows and furnishings. The building, which is on the state and National Registry of Historic Places, is used for tours, weddings, concerts, and special events.





Harriet Tubman National Historical Park

A Partnership Park

National Park Service
47-49 Parker Street
(315) 882-8060 | nps.gov/hart

Harriet Tubman Home, Inc.
180 South Street
(315) 252-2081 | harriettubmanhome.com

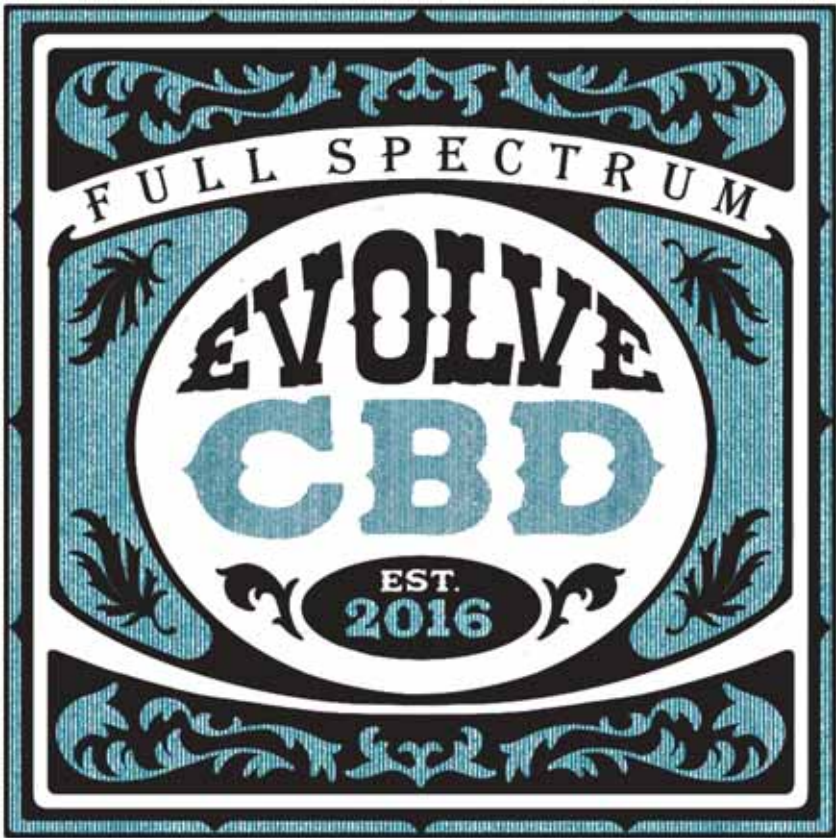
Harriet Tubman was guided by deep faith and devotion to family, freedom, and community. After emancipating herself and members of her family from slavery, Tubman moved them to Auburn and nearby Fleming in 1860. Central New York was a hub for progressive thought, abolition, and women's suffrage where Tubman continued to fight for human rights and dignity during her 54 years of freedom.

Harriet Tubman National Historical Park, created in 2017, is a unit of the National Park Service. The park service works in partnership with the Harriet Tubman Home, Inc., an

independent non-profit established by the African Methodist Episcopal Zion Church to manage and operate the homestead of Harriet Tubman.

The Harriet Tubman Visitor Center, the Tubman Home for Aged and Infirm Negroes, the restored Tubman barn, and the Harriet Tubman Residence are operated by the Harriet Tubman Home, Inc.

The National Park Service preserves the Thompson Memorial African Methodist Episcopal Zion Church, where Tubman attended service for 22 years and was buried from. \$



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LIFESIZE LEGENDS

Harriet Tubman Statue

25 South Street

The 7½-foot bronze statue of Harriet Tubman is the plaza centerpiece at the Equal Rights Heritage Center. The young Underground Railroad conductor holds a lantern in her right hand to light the path forward as she leads slaves to freedom.

William H. Seward Statue

35 South Street

Seward Park was where William H. Seward wrote, thought, and greeted friends. The park features a 9-foot statue of Seward pointing to the heavens, as he did March 11, 1850, when he addressed the U.S. Senate in opposition to the Fugitive Slave Act and declared that there is a “higher law” than the Constitution.

Thomas Mott Osborne Statue

46 North Street

This memorial stands outside the city’s public safety building to honor prison reform pioneer Thomas Mott Osborne. Around the base are 23 figures depicting positions he held during his life, including agricultural leader, newspaper founder, City of Auburn Mayor, warden of Sing Sing prison, and mentor to Franklin D. Roosevelt.

VisitAuburnNY.com

Copper John Statue

135 State Street

This ever-vigilant soldier in a Revolutionary War uniform has stood guard on the peak of the Auburn Correctional Facility Administration Building since 1821. Originally made of wood, the statue was replaced in 1848 with a replica made from copper in the prison foundry. He has been known ever since as Copper John.

SCENIC TOURS

Auburn Public Art Trail

auburnarttrail.com

This self-guided walk through downtown highlights more than a dozen public art pieces. At each location, access the website on a smartphone to listen to the artists’ stories. Print maps are available at the visitor center. (Harriet Tubman Memorial Mosaic pictured)

Historic South Street

bit.ly/HistoricSouthStreet

The South Street Area Historic District contains 164 structures dating from about 1800. Stroll this mile-long street to marvel at Greek Revival, Victorian, and Stick-Style architecture; look for historic markers along the way. Find a brochure at the visitor center or download online.



Urban Retreats

Hoopes Park

100 South Herman Avenue

A lovely park with a central pond, walking path, gardens, and gazebo. (pictured)

Veterans Memorial Park

172 Genesee Street

Honors those who served in the Revolutionary War to the present. Nestled within is Pomeroy Park, a pathway connecting downtown and neighborhoods.

Miles/Lepak Permaculture Park

53 Garow Street

Features an edible garden with fruit and nut trees, berry bushes, vegetables, herbs, flowers, and a living willow sculpture.

Casey Park

150 North Division Street

Complex includes a swimming pool, basketball, pickleball, tennis courts, skateboard park, fitness trails, picnic area, and accessible playground on 44 acres.

Falcon Park, Leo Pinckney Field

130 North Division Street

Home of the Auburn Doubledays summer collegiate baseball team and the Cayuga Community College Spartans.

Catch scenic views of the Owasco River at these downtown locations:

Freedom Park at 17 North Street; Buonocore Park across from Wegmans; Market Street Park on Market Street; State Street Plaza Overlook at West Garden Street; Owasco River Trail at Canal Street.

Cayuga County's Emerson Park

6877 East Lake Road

Located on the northern shore of Owasco Lake, this park offers walking trails, boat launch, playground, public beach, a dog park, kayak and paddleboard rentals, and more. The park is home to The REV Theatre Company and across the road is the Ward W. O'Hara Agricultural Museum. For more information, visit bit.ly/CayugaEmersonPark.

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Cayuga County Tourism continues to make significant positive impact!

**VISITORS SPENT
\$111.9 MILLION
IN CAYUGA COUNTY**

**EACH TAXPAYER SAVES
\$428
IN STATE AND LOCAL TAXES
BECAUSE OF TOURISM DOLLARS**

**1621
TOTAL JOBS GENERATED
BY TOURISM**

**Numbers from the 2019 NYS Oxford Economics Report*



Visit and recommend these other hidden gems to visitors and friends!

- Sterling Little Red Schoolhouse and Heritage Park. Sterling, NY
 - Town of Victory History Center and Museum. Victory, NY
 - Lock 52 Historical Society. Port Byron, NY
 - Cobblestone Monument. Cato, NY
 - Old Brutus Historical Society Museum. Weedsport, NY
 - Montezuma Heritage Park. Montezuma, NY
 - Frontenac Island. Union Springs, NY
 - Howland Stone Store Museum. Sherwood, NY
 - Scipio Lodge. Aurora, NY
 - Ward O'Hara Agricultural & Country Living Museum. Auburn, NY
 - John D. Rockefeller Home. Moravia, NY
 - Rural Life Museum. King Ferry, NY
- *call ahead to confirm schedule*



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COUNCIL MEMORANDUM

Memorial City Hall
24 South Street
Auburn, New York 13021

TO: Honorable Mayor and Members of Auburn City Council

FROM: Chuck Mason, City Clerk

DATE: June 24, 2021

RE: Cayuga County Office of Tourism Update on Special Project for Harriet Tubman/ Equal Rights Heritage in Cayuga County Communication Plan - Karen Kuhl, Executive Director and Claire Dunlop, Marketing Manager, Cayuga County Office of Tourism.

Background

Karen Kuhl, Executive Director and Claire Dunlop, Marketing Manager, from the Cayuga County Office of Tourism will give an Update on the Special Project for Harriet Tubman/ Equal Rights Heritage in Cayuga County Communication Plan.

Recommendation

Fiscal Impact

COUNCIL MEMORANDUM

**Memorial City Hall
24 South Street
Auburn, New York 13021**

TO: Honorable Mayor and Members of City Council

FROM: Chuck Mason, City Clerk

DATE: June 24, 2021

RE: Cayuga County Office of Tourism Update on Special Project for Harriet Tubman/ Equal Rights Heritage in Cayuga County Communication Plan - Karen Kuhl, Executive Director and Claire Dunlop, Marketing Manager, Cayuga County Office of Tourism.

Background:

Tour Cayuga's mission involves increasing the tourism related economic development in Cayuga County. This involves understanding our strengths and promoting them to potential visitors. The Office of Tourism has laid out both in their 5-year strategic plan as well as their annual marketing plan the expansion of our target markets to include a more diverse pool of visitors. In this evening's presentation Claire Dunlop, Marketing Manager from the Cayuga County Office of Tourism will outline the steps that the Office of Tourism has taken and plans to take to move these goals and this initiative further via a new Harriet Tubman/ Equal Rights Heritage in Cayuga County Communication Plan, that sets out to build upon steps already taken by the city.



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Cayuga County Marketing & Strategic Plan

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official visitor guide to
CAYUGA COUNTY

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PLAN FOR
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Cayuga County Marketing & Strategic Plans

Research	Cayuga County Product	Marketing Tactics
<ul style="list-style-type: none"> •Trip Advisor •Facebook Groups •NY Times •I NY •Word of Mouth 	<ul style="list-style-type: none"> •Unique Boutique Shopping •Historical Product •Civil Rights •UGRR •Wine Trails •Cultural events •Harriet Tubman Weekends •Where Brave Women Winter 	<ul style="list-style-type: none"> •Connect with group operators •Leverage partnership with I Love NY •Boost Facebook •Historical, human rights & events •Use Ambassadors to get reviews and feedback on travel sites •Blogs •Sponsored blog posts •Work with influencers •PR

Integrating the Harriet Tubman & Equal Rights Marketing Effort into Our Overall Strategy.

- We are not ceasing the marketing themes that we have always stood on. We are continuing with the great outdoors, excellent wine and culinary experiences, fishing and water activities and the arts and entertainment, we are expanding into a market new to Tour Cayuga to increase visitation and tourism dollars.
- This theme is not new, we are building upon the efforts put forth by the city, historical sites commission, and our partners. This is not a duplication of efforts, rather a melding of efforts to ensure that Cayuga County is a diverse, equitable and inclusive destination.
- https://www.youtube.com/watch?v=wB_92Qbqpl4

Desired Impact of Harriet Tubman & Equal Rights Marketing on the City

- It is the right messaging at the right time – the world is looking to educate themselves and find a place to have peaceful and meaningful conversations about equal rights.
- Economic Development potential – reaching out to a new market to bring fresh tourists and their tourism dollars to the area.
- "None of us are smarter than one of us" this venture is bringing together community-minded leaders to increase the economic environment in Auburn and Cayuga County.

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JANUARY 26, 2021

COUNCIL MEMORANDUM

Memorial City Hall
24 South Street
Auburn, New York 13021

TO: Honorable Mayor and Members of Auburn City Council

FROM: Shelly Lowe, City Clerk

DATE: June 24, 2021

RE: Auburn Industrial Development Authority (AIDA) Update on Place Branding Marketing - Tracy Verrier, Executive Director of Cayuga Economic and Development Agency (CEDA)

Background

Tracy Verrier, Executive Director of Cayuga Economic and Development Agency (CEDA) will give an update regarding the Auburn Industrial Development Authority (AIDA) on Place Branding Marketing

Recommendation

Fiscal Impact

COUNCIL MEMORANDUM

**Memorial City Hall
24 South Street
Auburn, New York 13021**

TO: Honorable Mayor and Members of City Council

FROM: Chuck Mason, City Clerk

DATE: June 24, 2021

RE: Auburn Industrial Development Authority (AIDA) Update on Place Branding Marketing - Tracy Verrier, Executive Director of Cayuga Economic and Development Agency (CEDA)

Background:

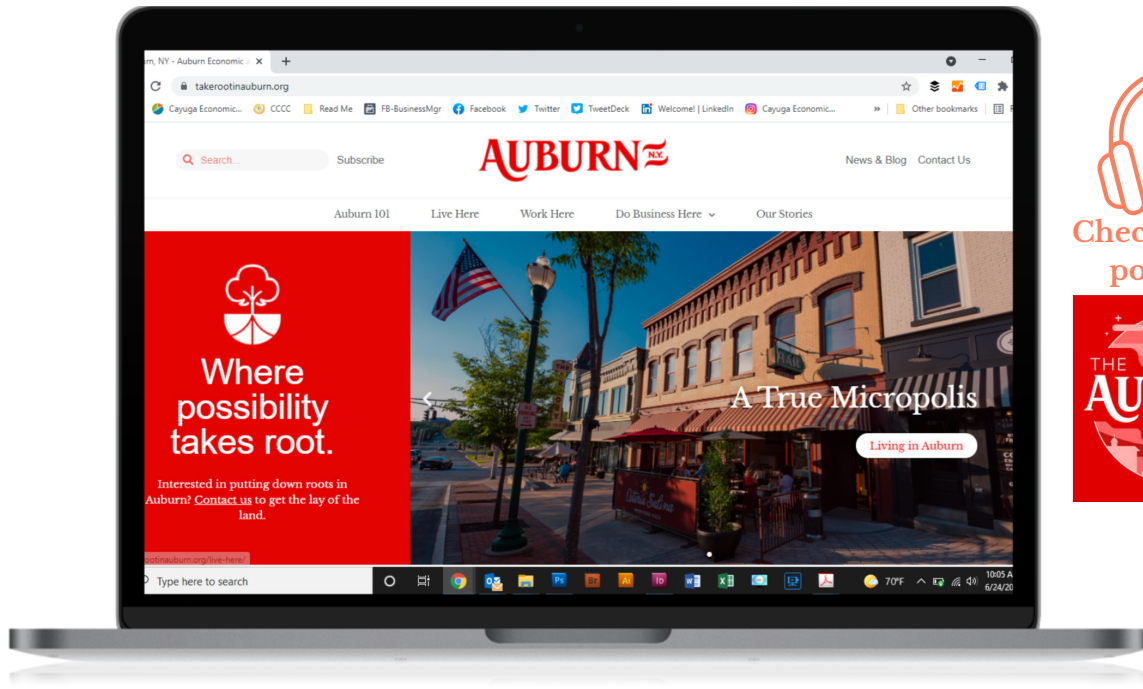
The Auburn Industrial Development Authority (AIDA) recently launched a new brand identity and website, along with social media presence and content generation. The new brand is place-based and showcases the unique benefits of living and doing business in the City of Auburn, NY, positioning it among other comparable cities in order to garner the attention of individuals and businesses considering locating in micro-urban environments. Altogether, the new brand showcases Auburn, NY, as uniquely situated as the place to live and/or locate a business, especially for those considering making a move to a place that offers plenty of fresh air within a day's drive to major metropolitan areas in the northeastern U.S. This presentation will introduce the brand and its elements, as well as how Council and the community can engage with it to promote Auburn.

AUBURN ^{N.Y.}

Where possibility takes root.

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takerootinauburn.org



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Why develop a place brand for Auburn, NY?

To highlight how Auburn, NY is uniquely situated among other small, rural cities as the place to live, work, and do business.

Who is this new place brand and site for?

This site targets small businesses, site selectors, and those interested in moving to a location that offers plenty of fresh air and quick access to major metropolitan areas in the northeastern U.S.

About the new tagline

The tagline, "Where possibility takes root," ties in themes central to the city's identity.

These include Auburn's natural beauty and rural location, the entrepreneurial spirit of its people, the history embedded in its culture, and its nurturing and supportive community that makes it a great place to lay down "roots".

The logomark visualizes this theme with a rooted tree, whose forms mirror that of the swooping "A" in the logotype.

About the new logotype

The new logo uses a typeface inspired by the letterhead fonts from the mid to late-19th century when much of Auburn's historical sites were established.

About the colors

We pumped up the intensity on standard auburn to get to a nice brick red that is evocative of the architecture of Auburn. This acts as the primary color for the brand. Supporting colors are a little softer and speak to Auburn's small town charm. Almost reminiscent of a vintage ice cream shop, these colors give the brand a touch of quirk and quaintness.

FOR IMMEDIATE RELEASE

Editorial Contact:

Tracy Verrier

Executive Director

Auburn Industrial Development Authority

2 State Street

Auburn, NY 13021

(315) 252-3500

tverrier@cayugaeda.org

NEWS RELEASE

Auburn Industrial Development Authority (AIDA) Unveils New Brand

Auburn, New York, April 27, 2021 The Auburn Industrial Development Authority (AIDA) is pleased to announce the launch of its new brand identity and website. The new brand is place-based and showcases the unique benefits of living and doing business in the City of Auburn, NY, positioning it among other comparable cities in order to garner the attention of individuals and businesses considering locating in micro-urban environments.

The City of Auburn, NY, is located in the center of New York State at the dynamic heart of Cayuga County. Auburn, with its influential heritage and recent resurgence of niche businesses, is a micropolis offering the benefits of a low cost-of-living, the natural beauty of the Finger Lakes, world-class food and beverage, and a thriving and dedicated arts and cultural scene. Our “small but mighty” city is getting due attention for being a unique place to live, work, and do business.

The Brand

The brand references Auburn’s historic heritage and pride embodied in those who call the city “home”. Our tagline, “Where possibility takes root,” ties in themes central to the city’s identity including its natural beauty and rural location, the entrepreneurial spirit of its people, the history embedded in its culture, and its nurturing and supportive community that makes it a great place to lay down “roots”.

The new logo uses a slightly decorative typeface inspired by the letterhead fonts from the mid- to late-19th century, when much of Auburn’s historical sites were established. The brick red color evokes architecture throughout the city while nodding to Auburn’s traditional and emblematic maroon color.

Altogether, the new brand showcases Auburn, NY, as uniquely situated among other small, rural cities as the place to live and/or locate a business, especially for those considering making a move to a place that offers plenty of fresh air within a day’s drive to major metropolitan areas in the northeastern U.S.

The Mission

To advance the job opportunities, general prosperity, sustainability and economic welfare of the people of Auburn, NY.
Learn more: takerootinauburn.org.

AIDA was established by a New York State Legislature act in 1969 as a public benefit corporation to serve private sector industrial and business development opportunities. AIDA encourages economic growth through financial incentives. Over the years, AIDA has been a leading force in Auburn’s economic development. We have helped attract and retain innovative businesses including NUCOR Steel, Currier Plastics, and the Auburn Community Hotel (Hilton Garden Inn). We have also helped vital companies expand such as Community Computer Services; Wegman’s Food Markets; Auburn Armature, Inc.; and Carovail.

###

COUNCIL MEMORANDUM

Memorial City Hall
24 South Street
Auburn, New York 13021

TO: Honorable Mayor and Members of Auburn City Council

FROM: Jeff Dygert, City Manager

DATE: June 24, 2021

RE: Monthly Bar Graph Reports for May 2021 - Jeff Dygert, City Manager

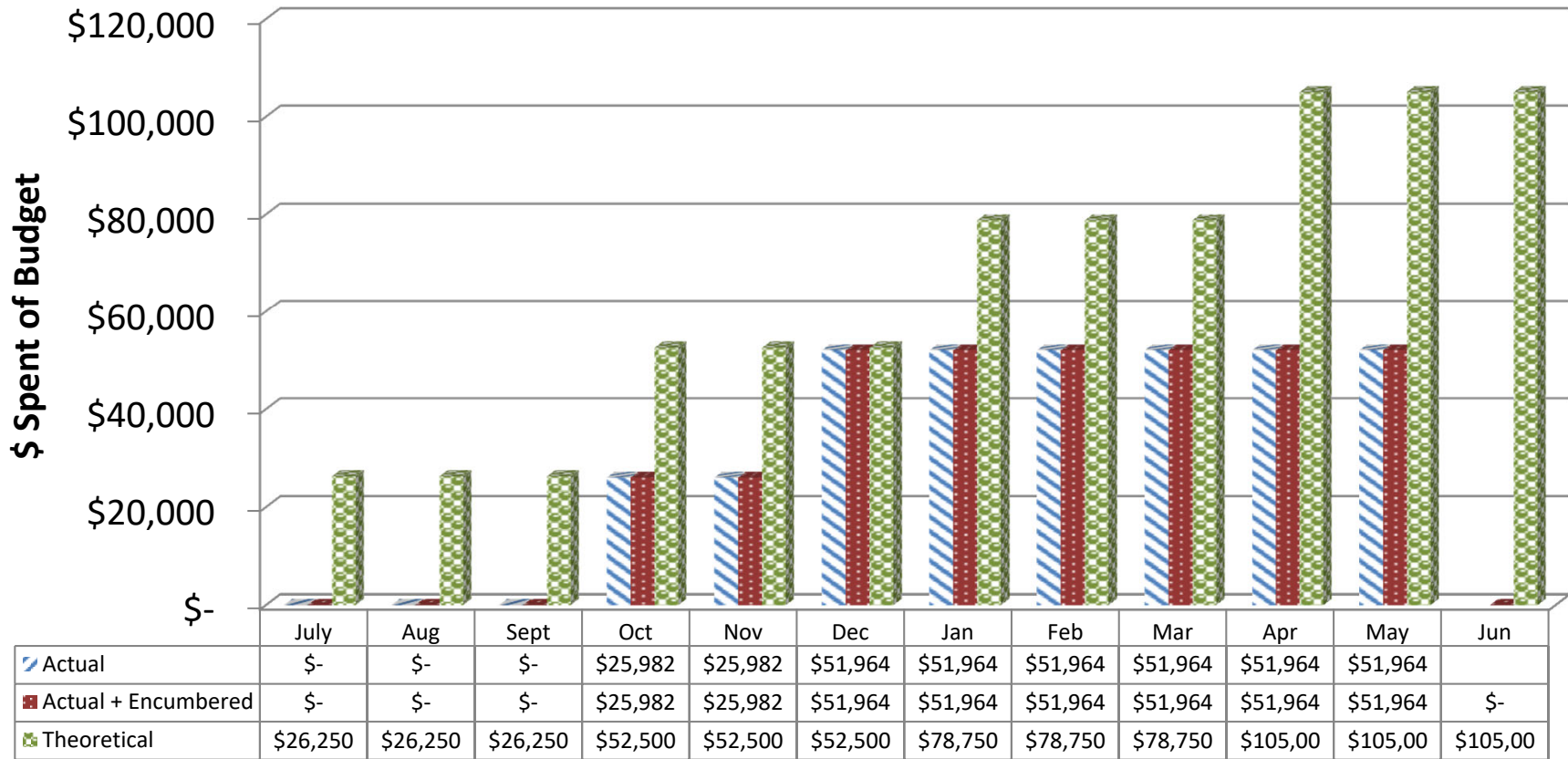
Background

Monthly Bar Graph Reports for May 2021 is attached.

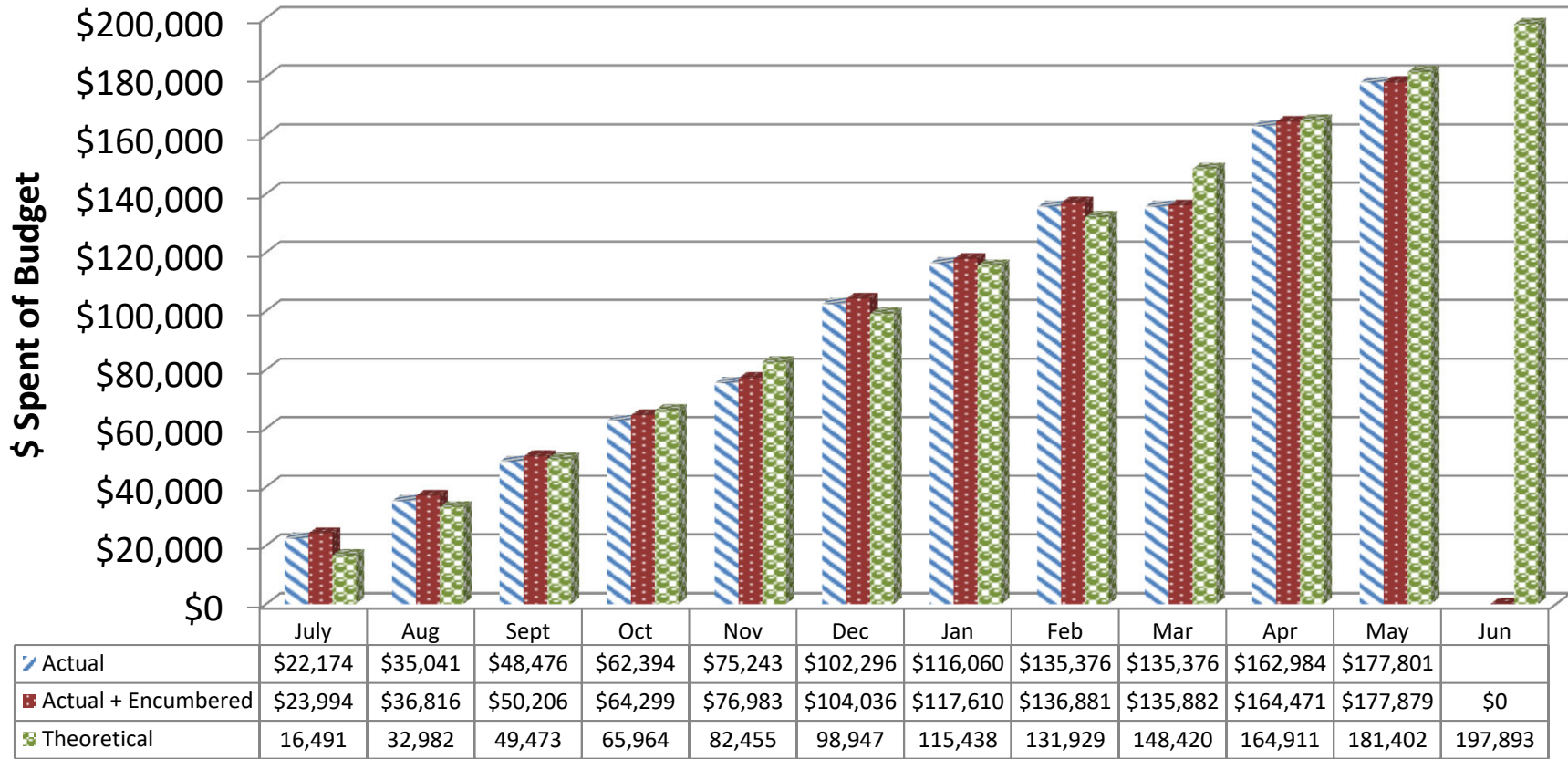
Recommendation

Fiscal Impact

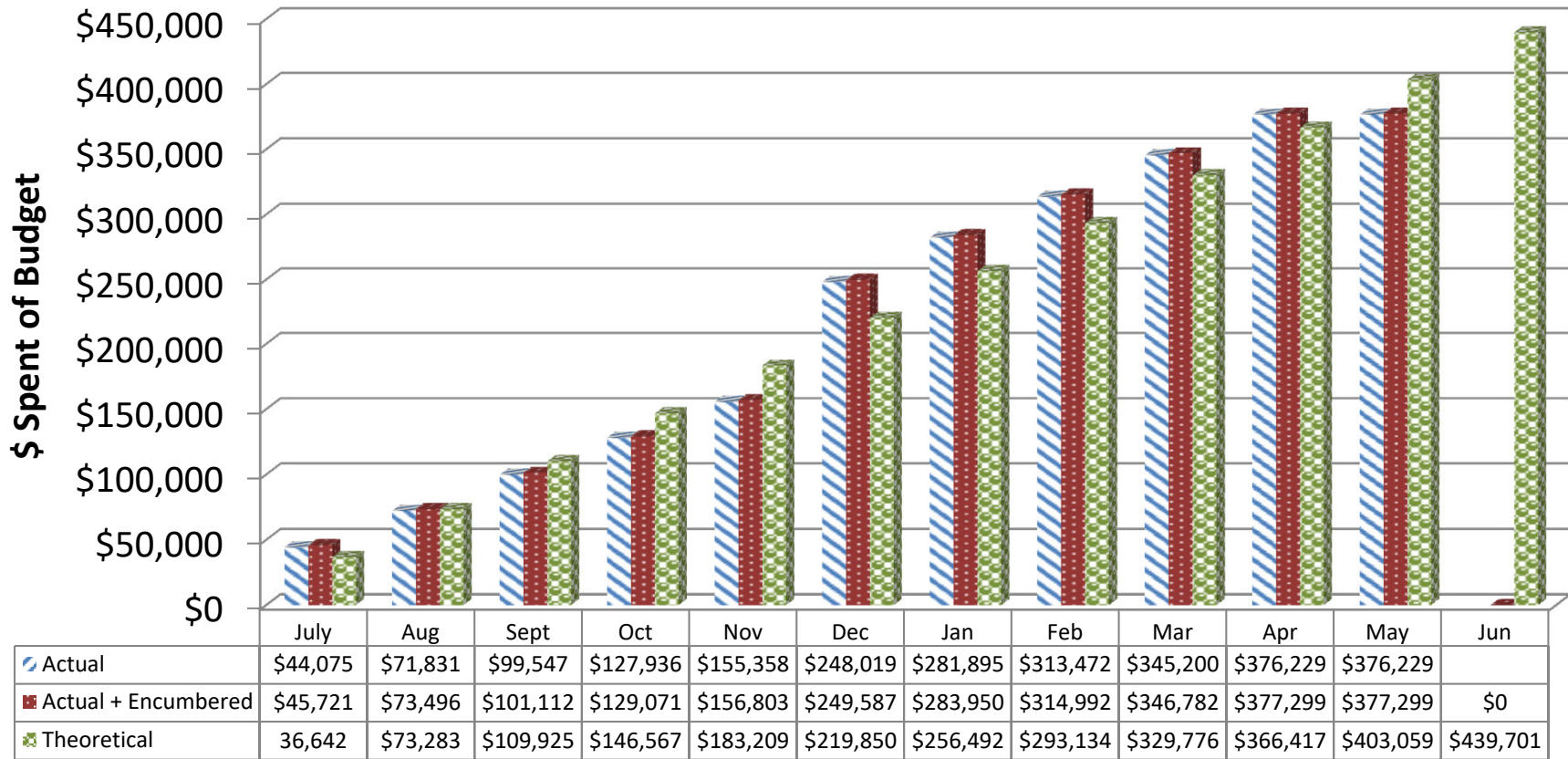
A1110 City Court



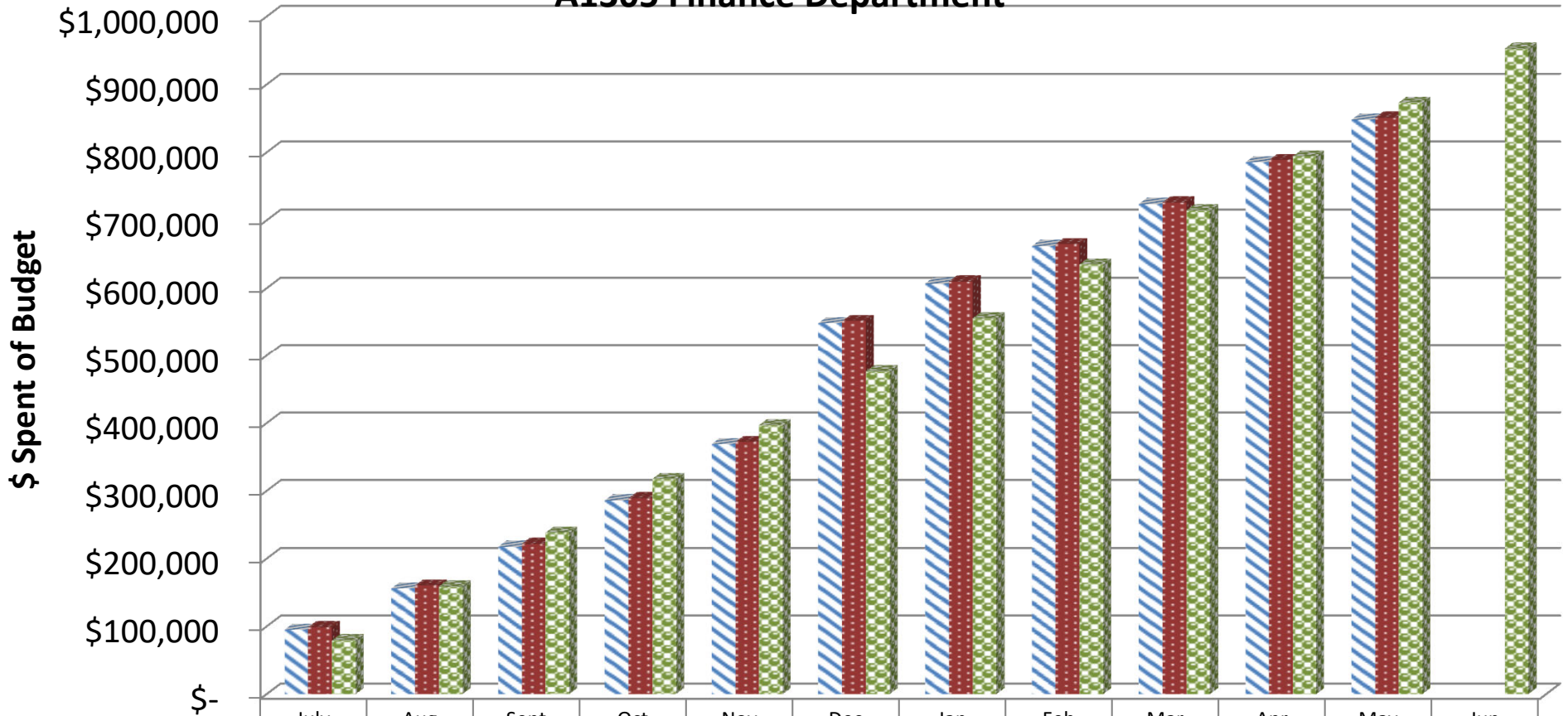
A1210 Mayor and City Council



A1230 City Manager

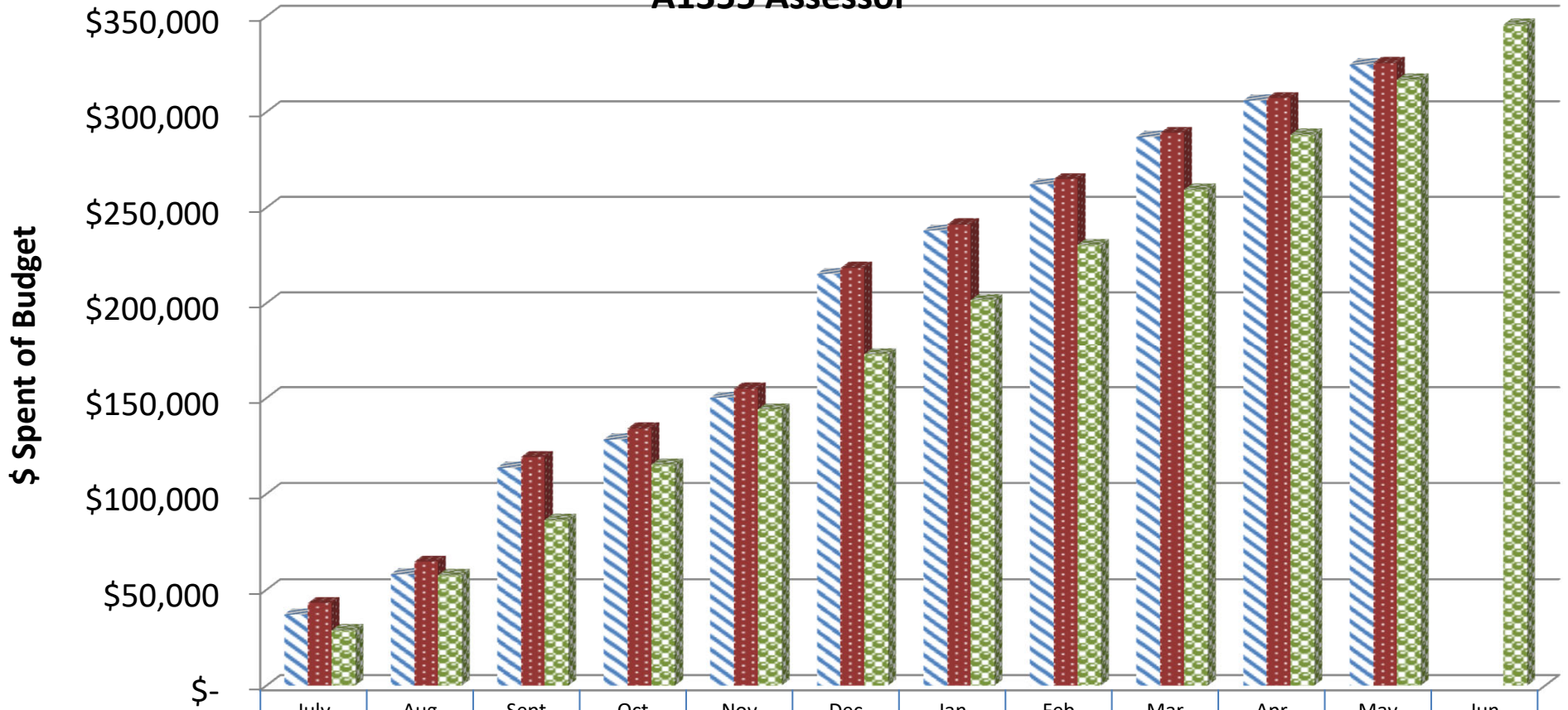


A1305 Finance Department



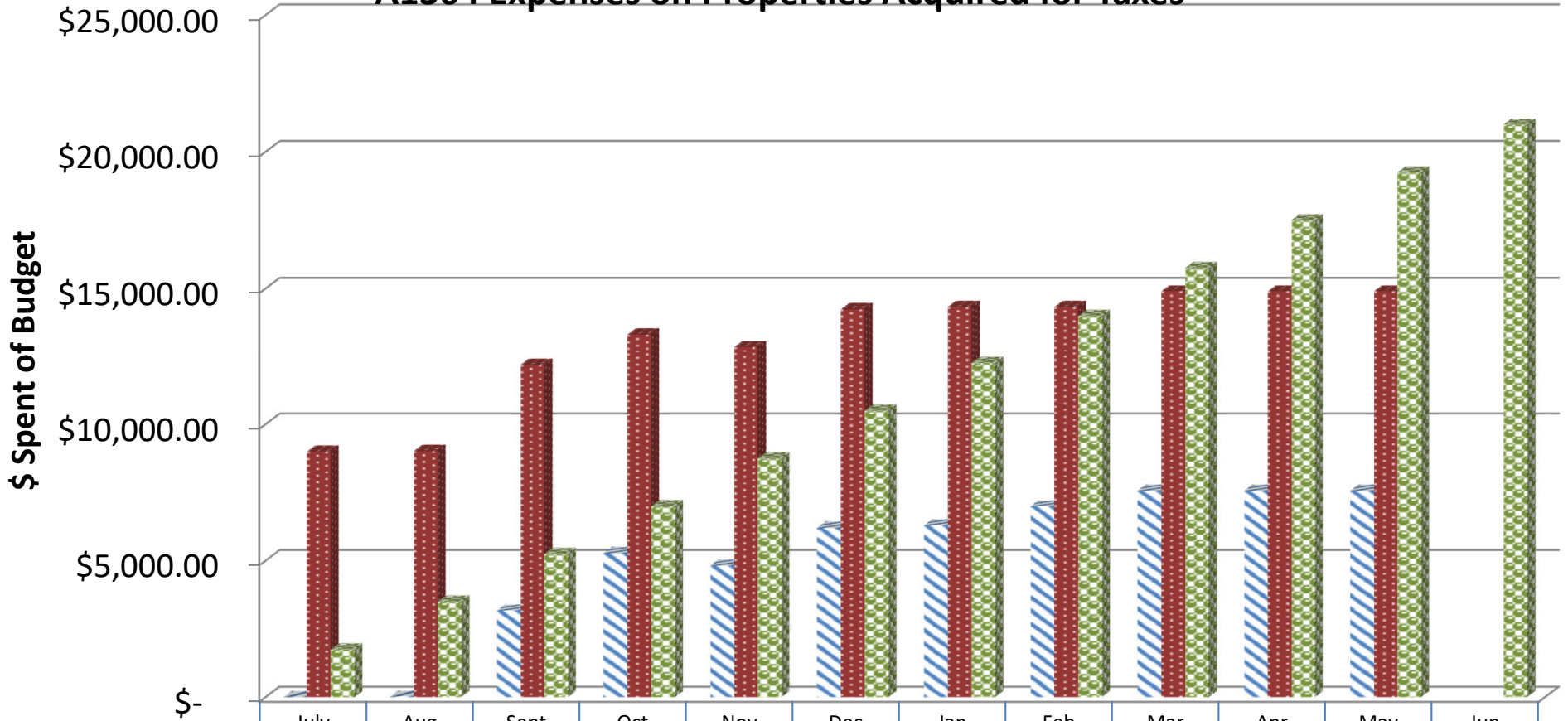
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Actual	\$95,091	\$155,849	\$217,309	\$286,024	\$368,960	\$548,552	\$606,805	\$662,055	\$723,940	\$785,366	\$848,077	
Actual + Encumbered	\$98,812	\$160,176	\$221,849	\$289,090	\$371,961	\$551,511	\$609,914	\$664,896	\$726,253	\$788,576	\$850,954	
Theoretical	\$79,379	\$158,757	\$238,136	\$317,515	\$396,893	\$476,272	\$555,651	\$635,029	\$714,408	\$793,787	\$873,165	\$952,544

A1355 Assessor



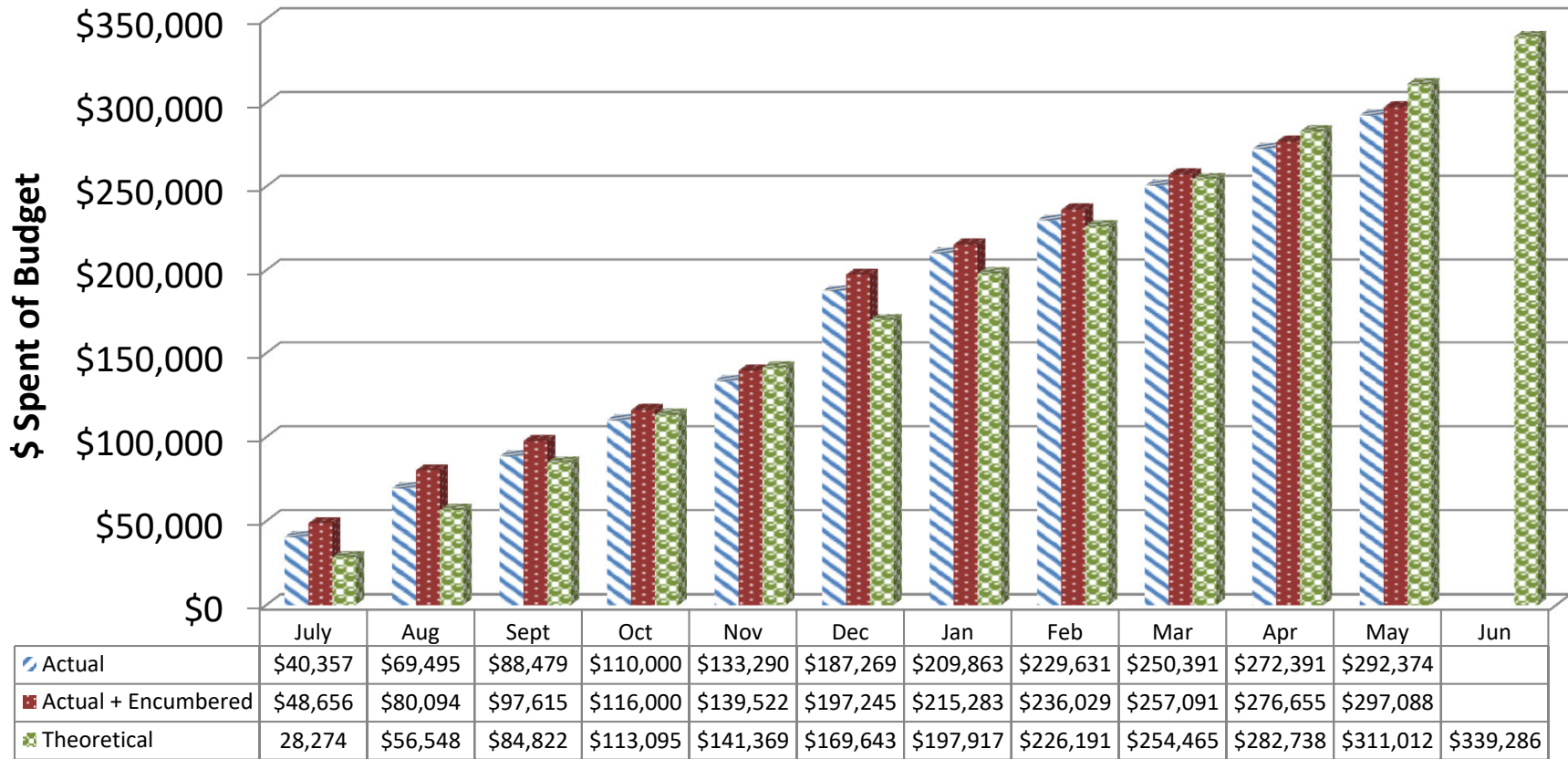
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Actual	\$37,083	\$58,067	\$113,668	\$128,437	\$150,138	\$215,273	\$237,904	\$262,086	\$287,021	\$305,970	\$324,792	
Actual + Encumbered	\$43,043	\$64,646	\$119,187	\$134,129	\$154,889	\$218,405	\$241,145	\$264,831	\$289,050	\$307,174	\$325,583	
Theoretical	\$28,808	\$57,617	\$86,425	\$115,234	\$144,042	\$172,851	\$201,659	\$230,467	\$259,276	\$288,084	\$316,893	\$345,701

A1364 Expenses on Properties Acquired for Taxes

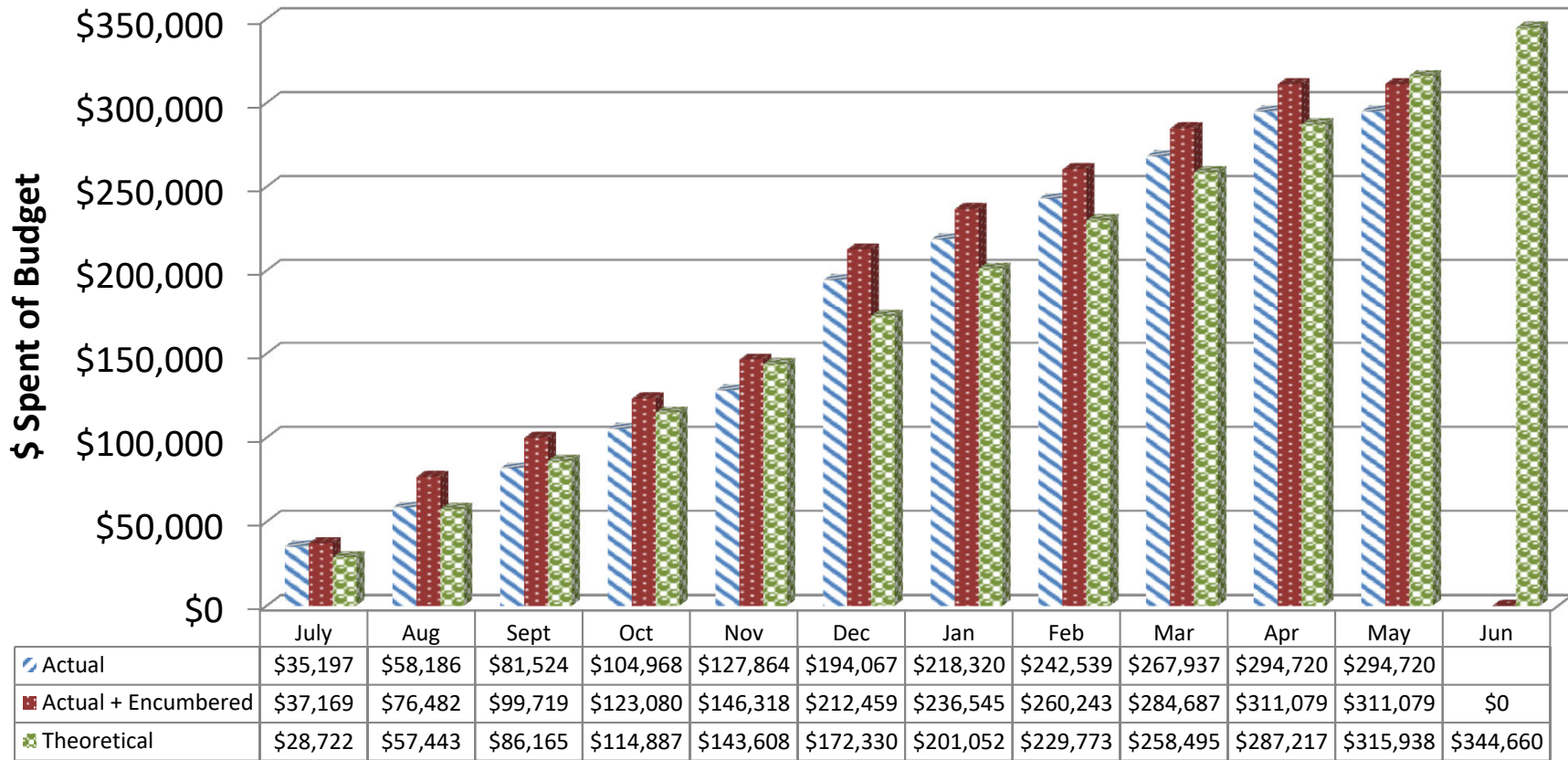


	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Actual	\$-	\$18	\$3,178	\$5,283	\$4,826	\$6,211	\$6,298	\$6,998	\$7,567	\$7,567	\$7,567	
Actual + Encumbered	\$9,000	\$9,018	\$12,178	\$13,313	\$12,856	\$14,241	\$14,328	\$14,328	\$14,897	\$14,897	\$14,897	
Theoretical	\$1,750	\$3,500	\$5,250	\$7,000	\$8,750	\$10,500	\$12,250	\$14,000	\$15,750	\$17,500	\$19,250	\$21,000

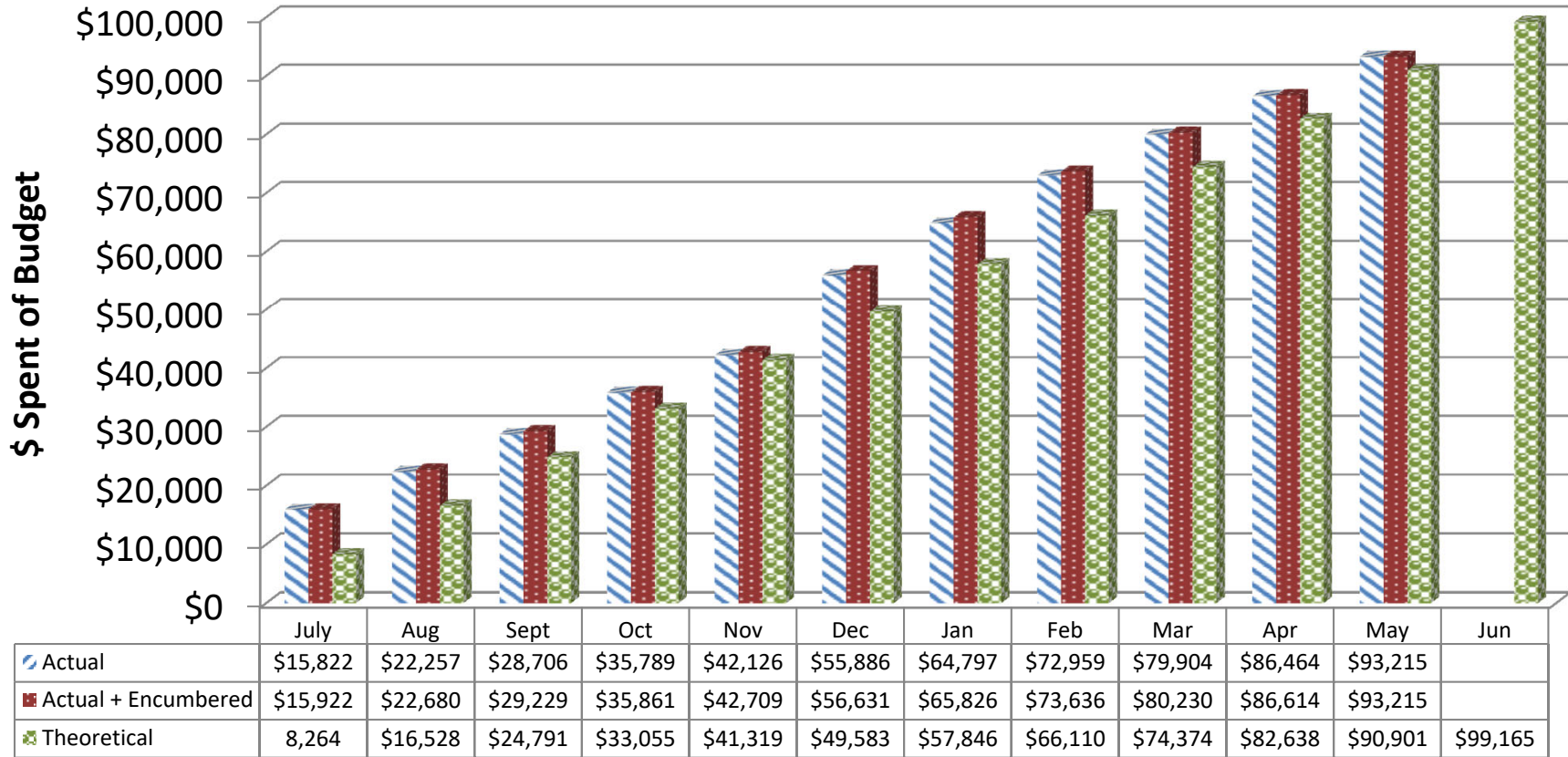
A1410 City Clerk



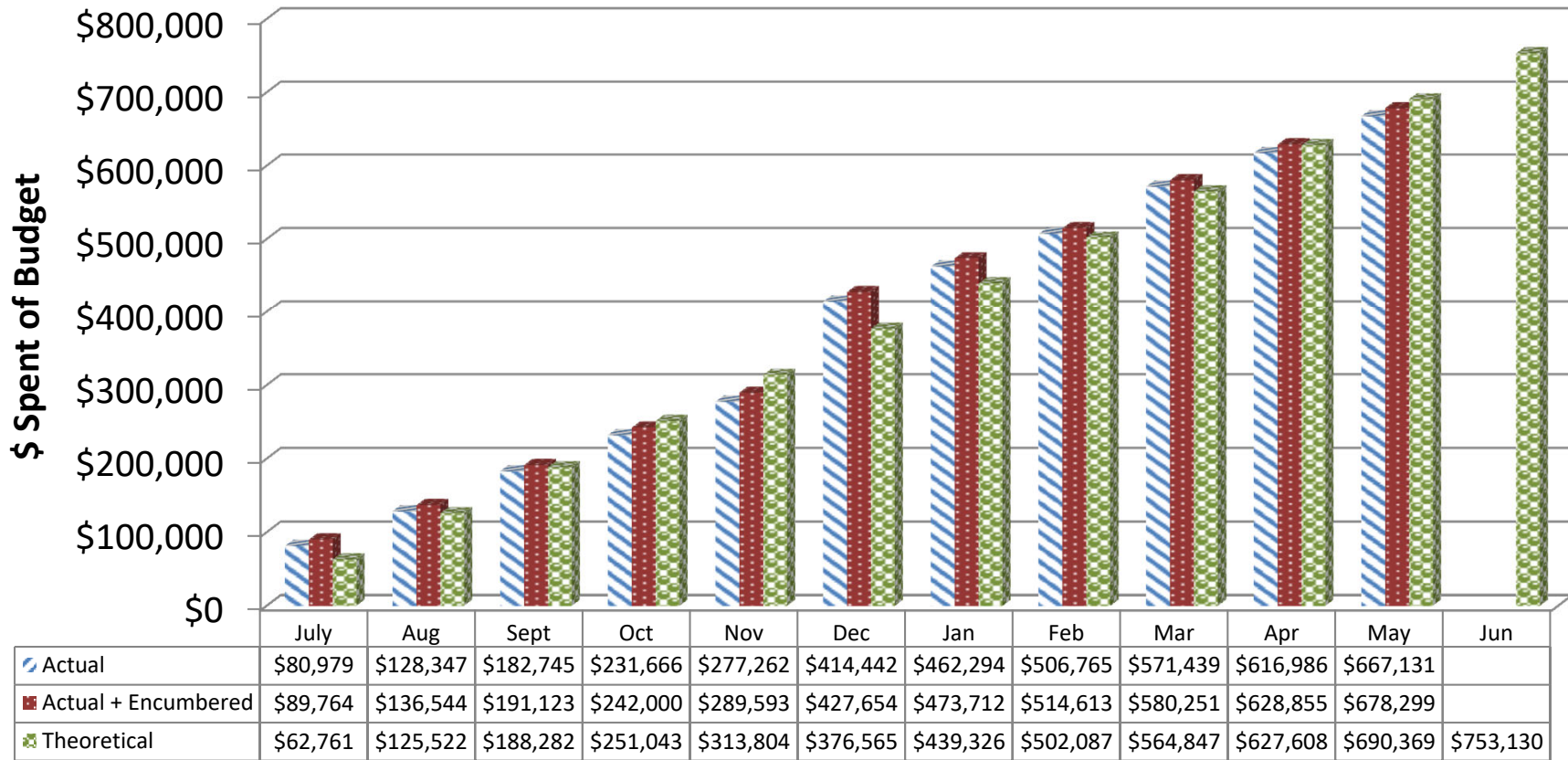
A1420 Corporation Counsel



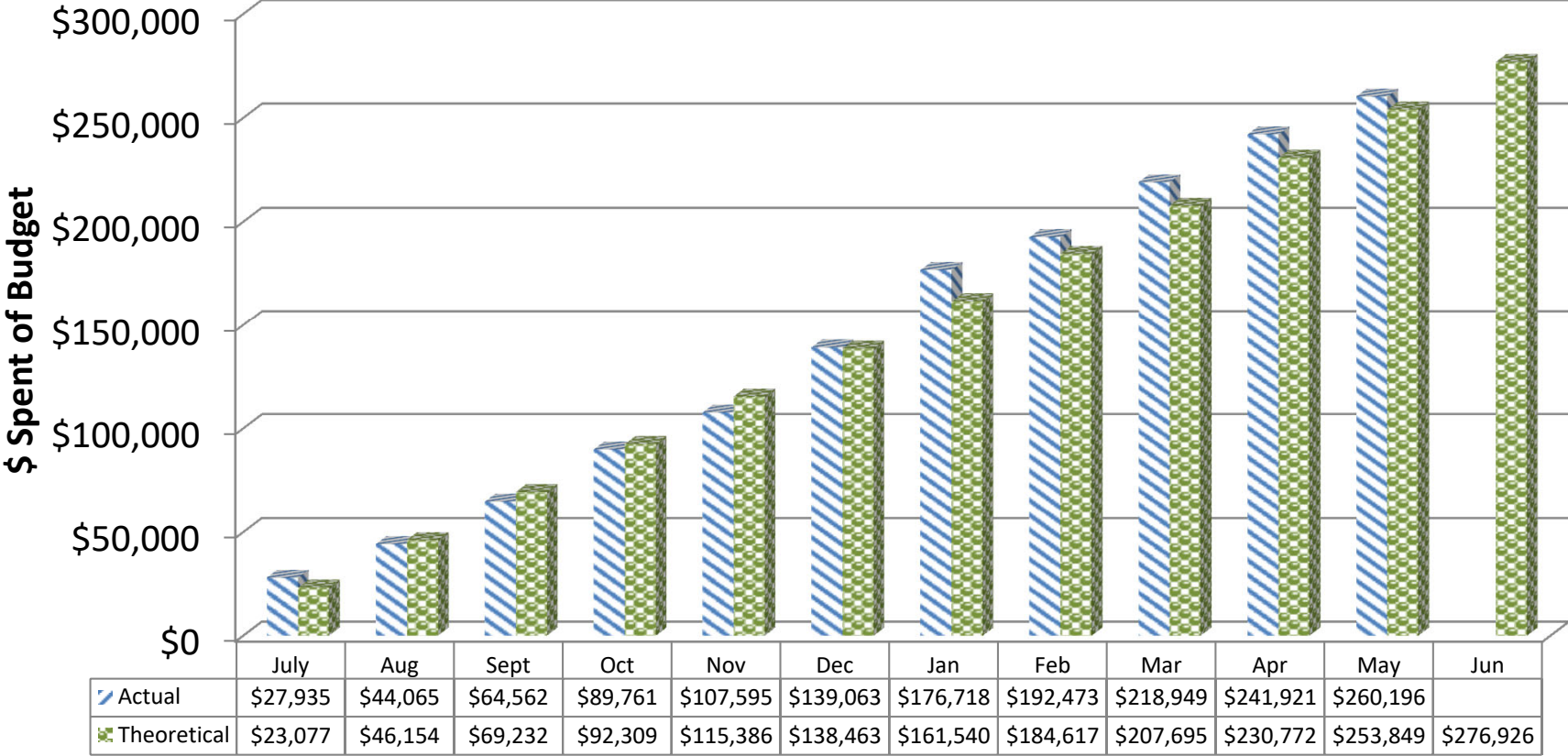
A1430 Civil Service



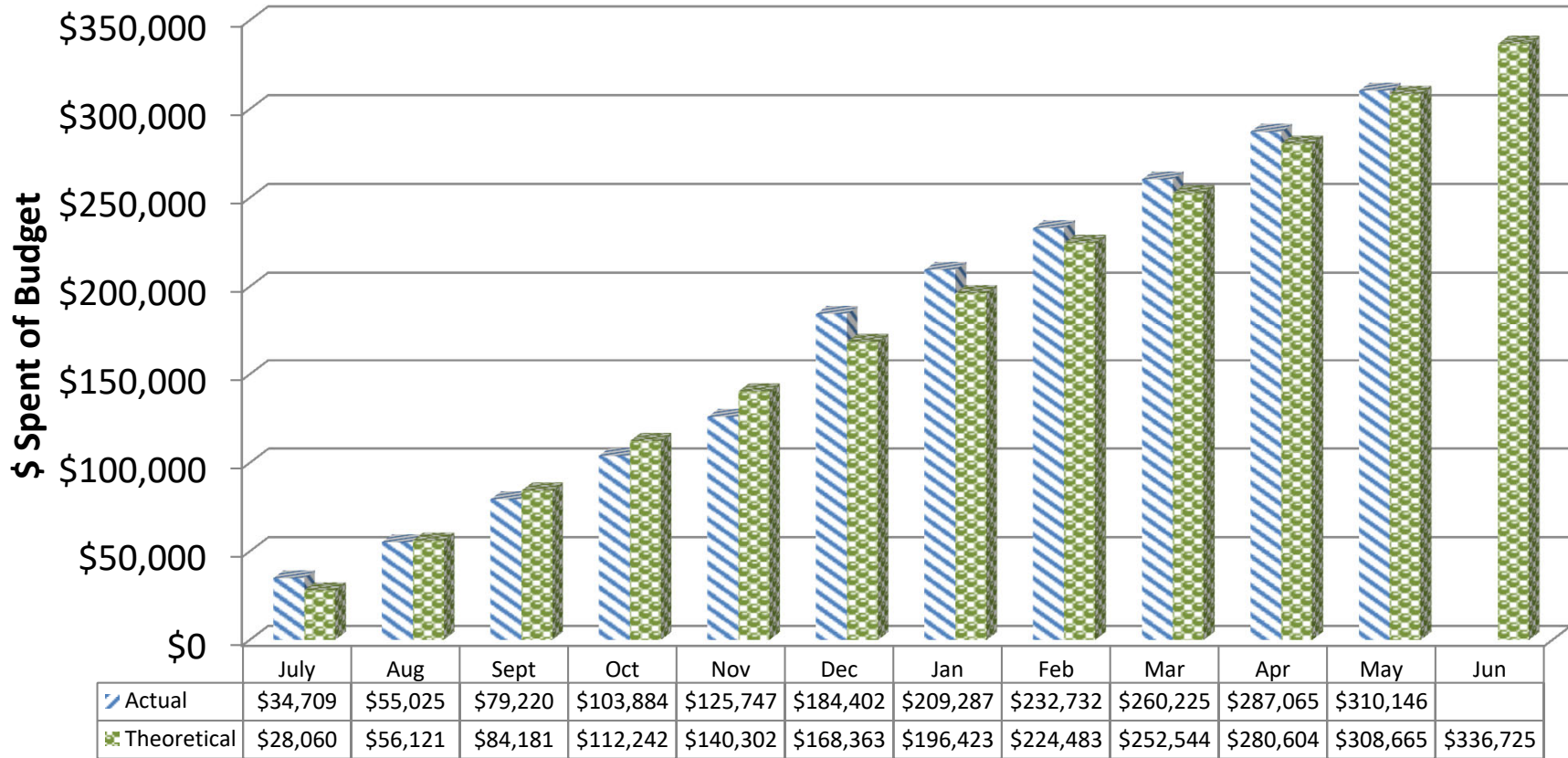
A1440 Engineering



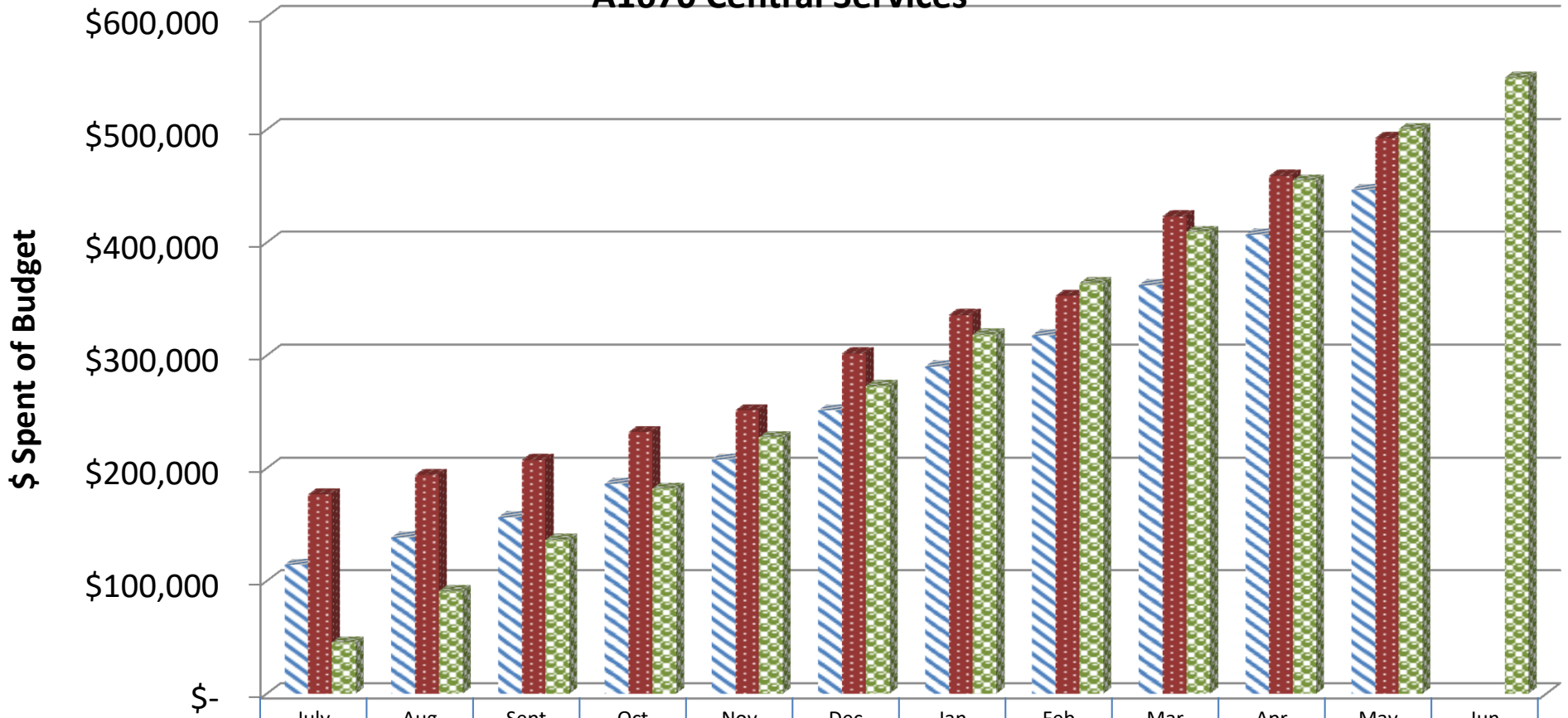
A1620 Buildings



A1640 Public Works Garage

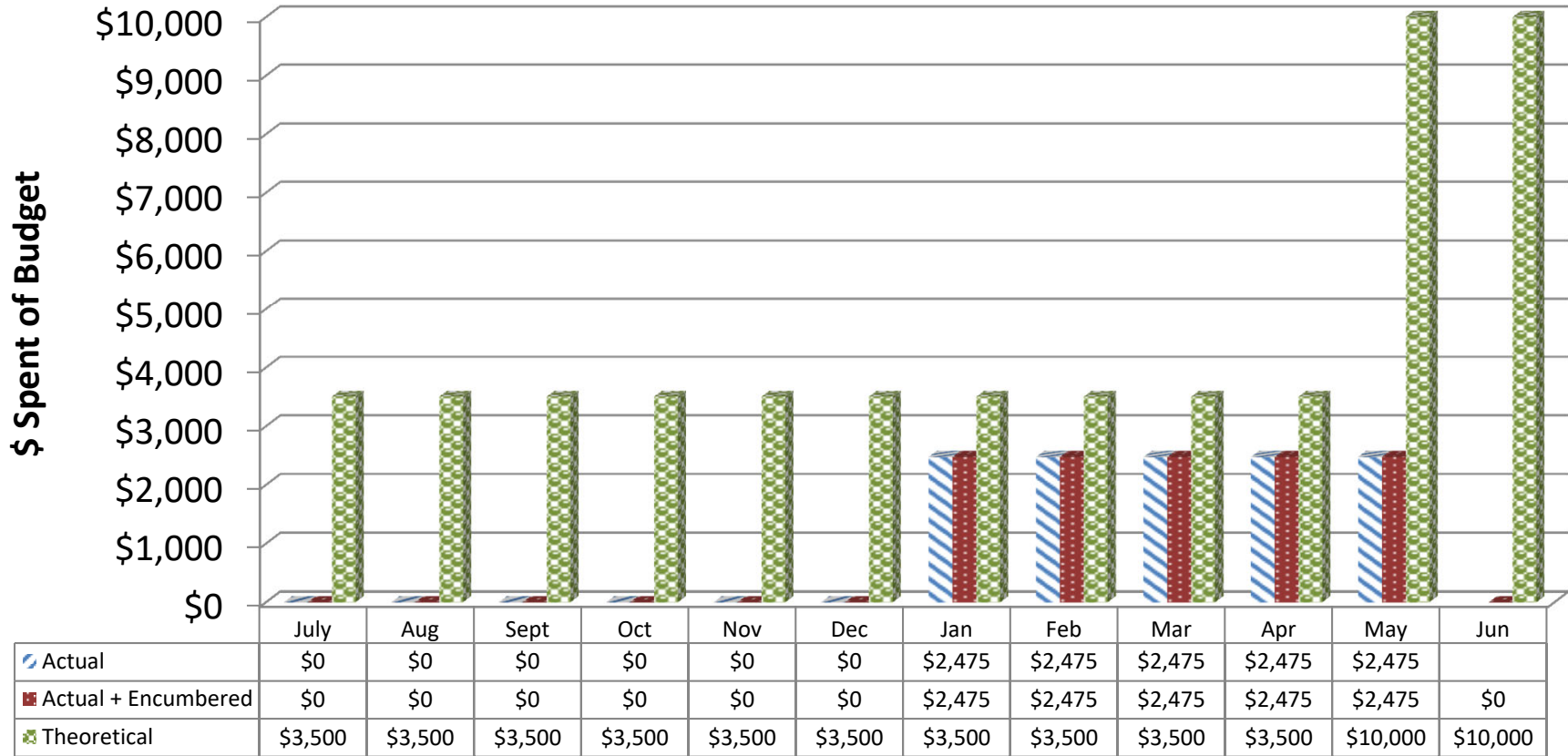


A1670 Central Services

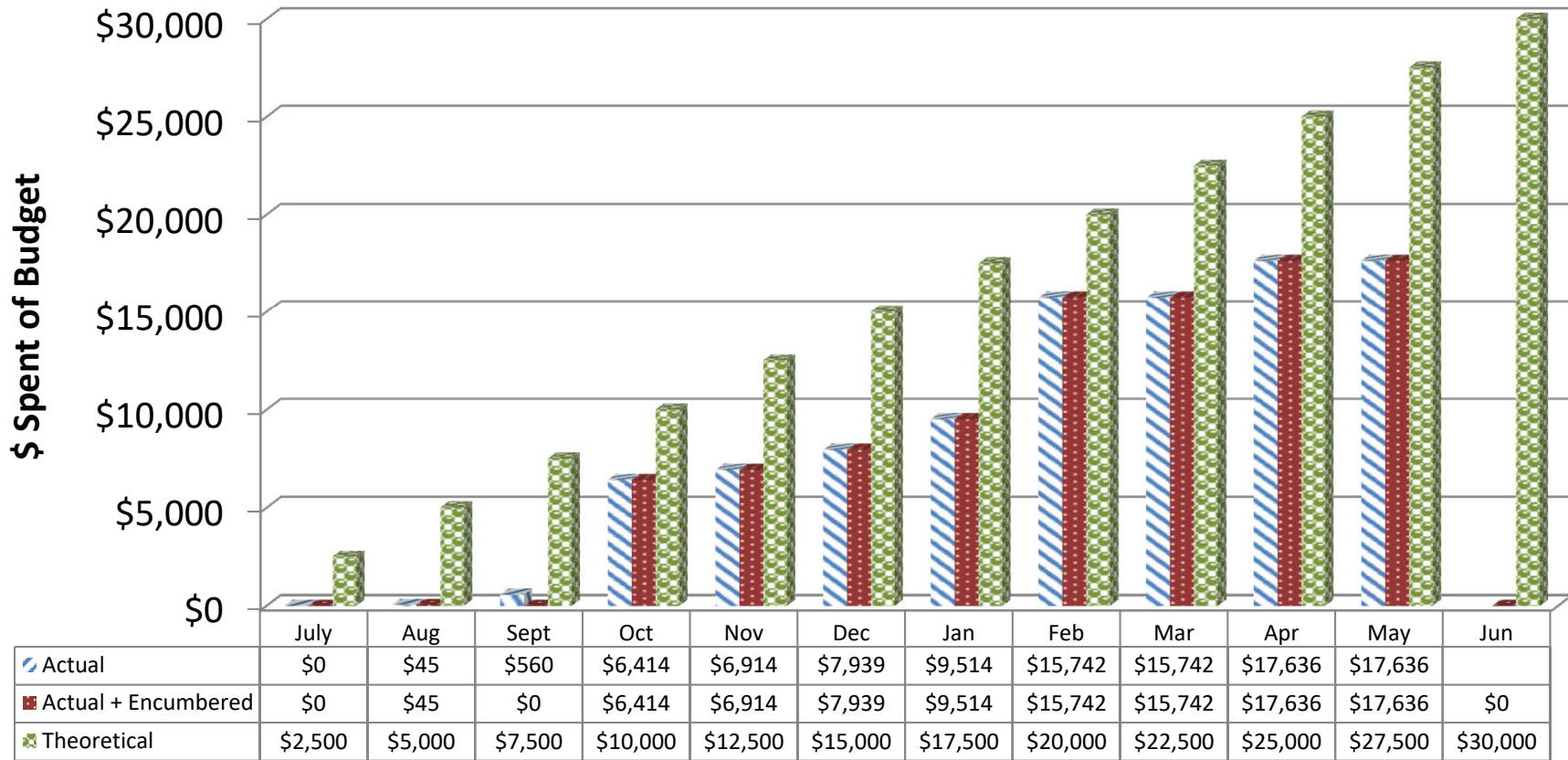


	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Actual	\$114,414	\$138,571	\$156,409	\$186,190	\$207,698	\$251,245	\$290,174	\$317,712	\$362,250	\$406,973	\$446,475	
Actual + Encumbered	\$176,851	\$193,950	\$207,279	\$232,006	\$251,366	\$301,857	\$335,928	\$352,892	\$423,186	\$459,034	\$492,531	
Theoretical	\$45,493	\$90,985	\$136,478	\$181,970	\$227,463	\$272,956	\$318,448	\$363,941	\$409,433	\$454,926	\$500,418	\$545,911

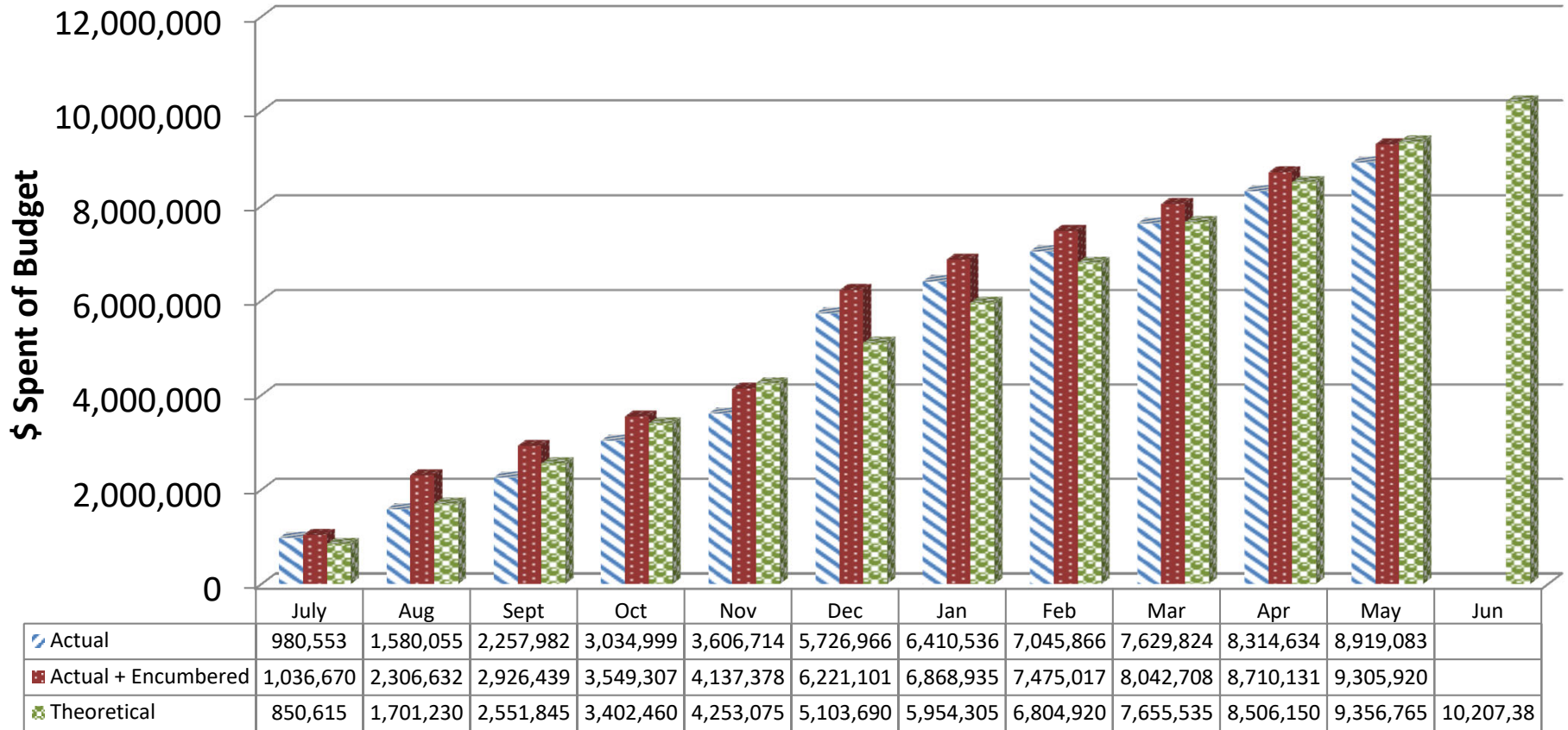
A1920 Municipal Association Dues



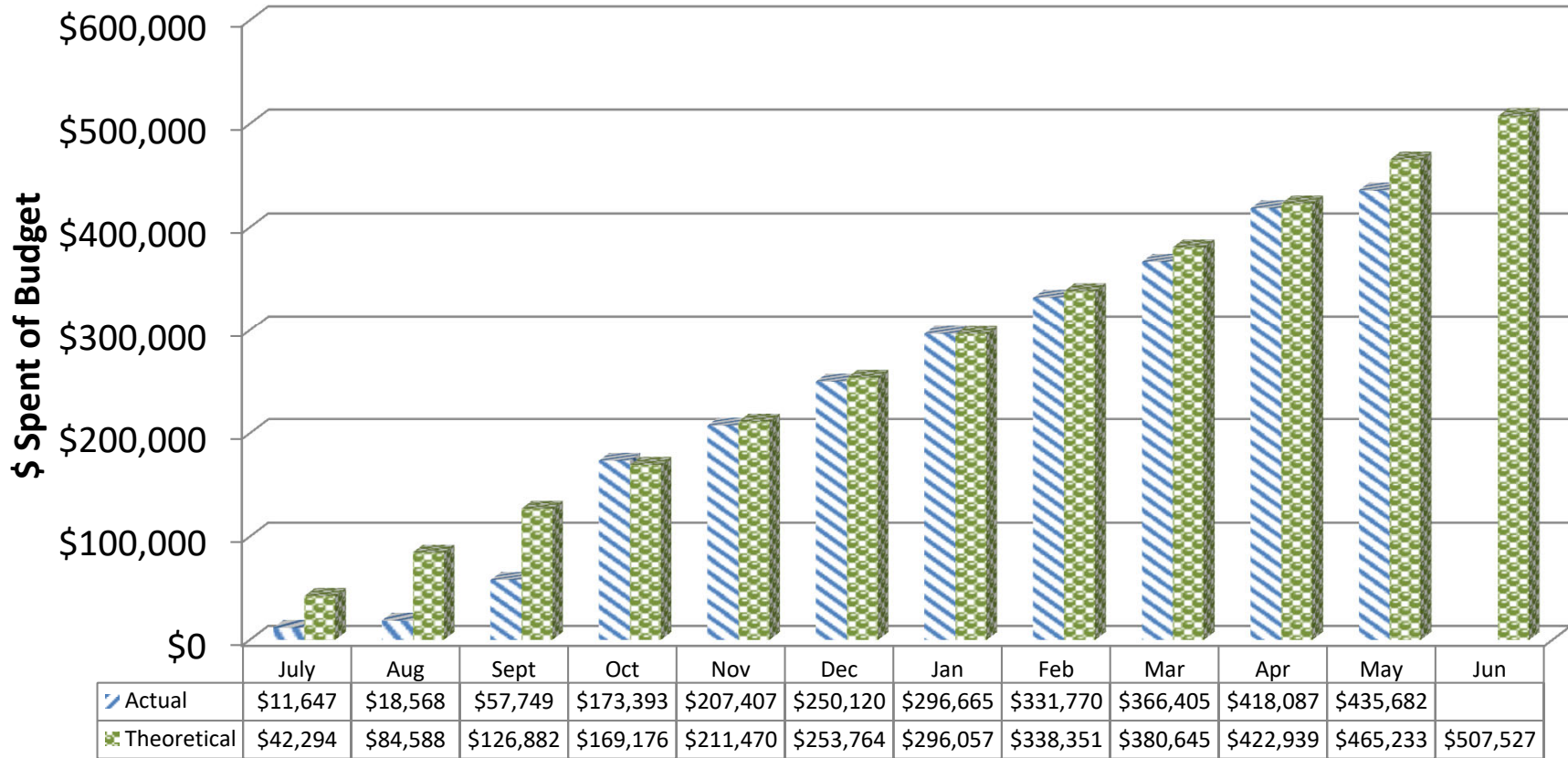
A1930 Judgments & Settlements



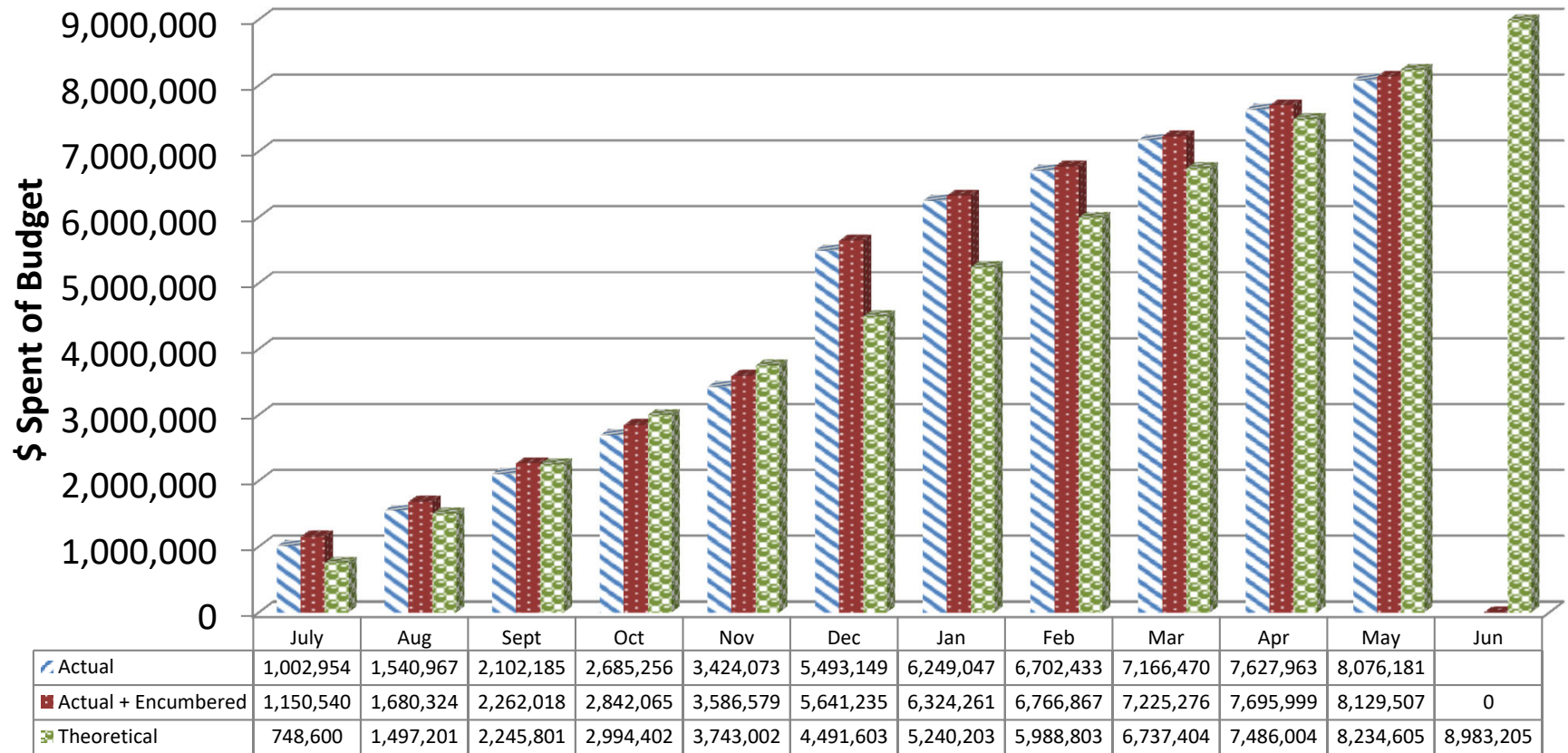
A3120 Police



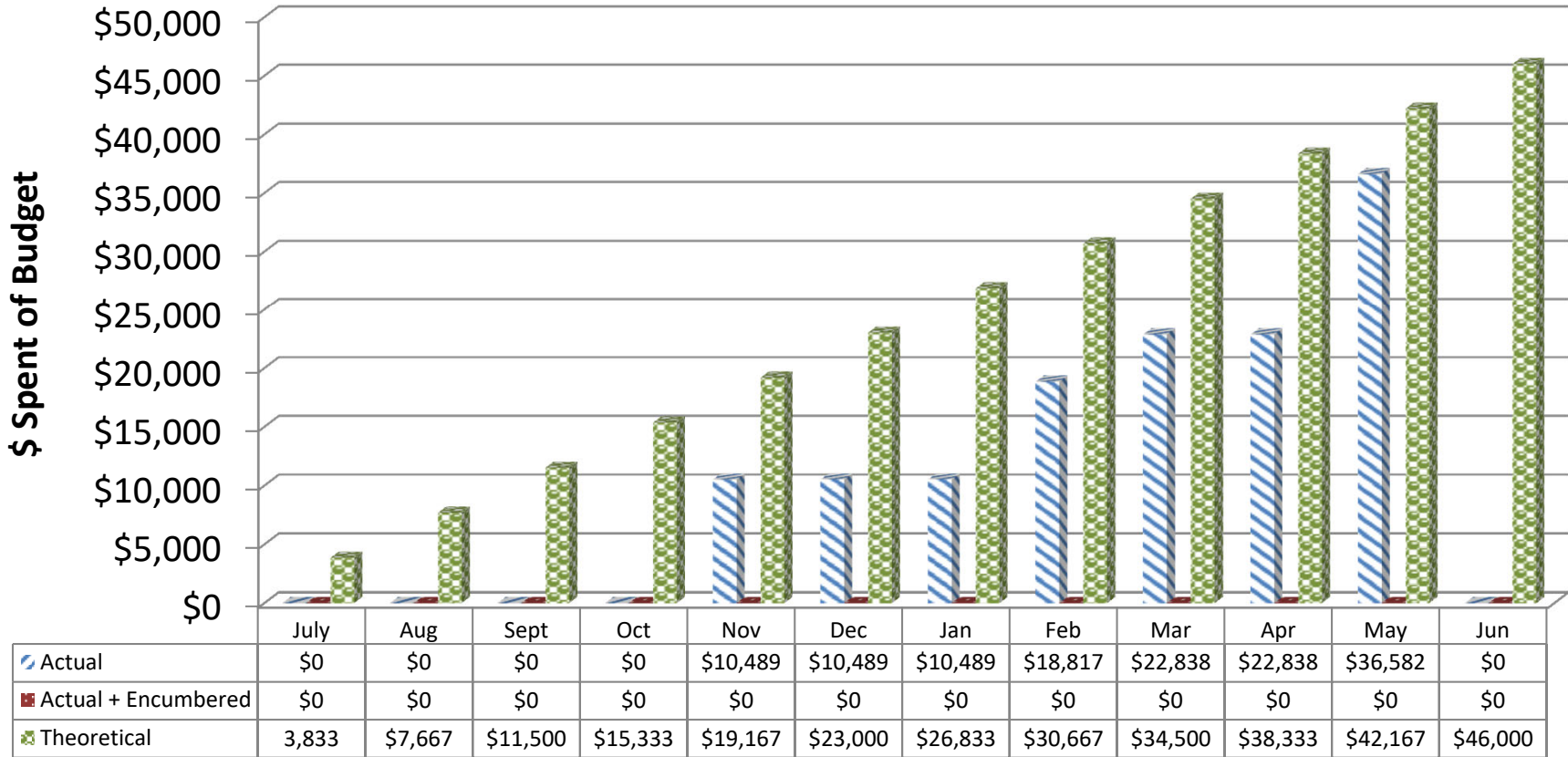
A3310 Signal Maintenance and Street Lighting



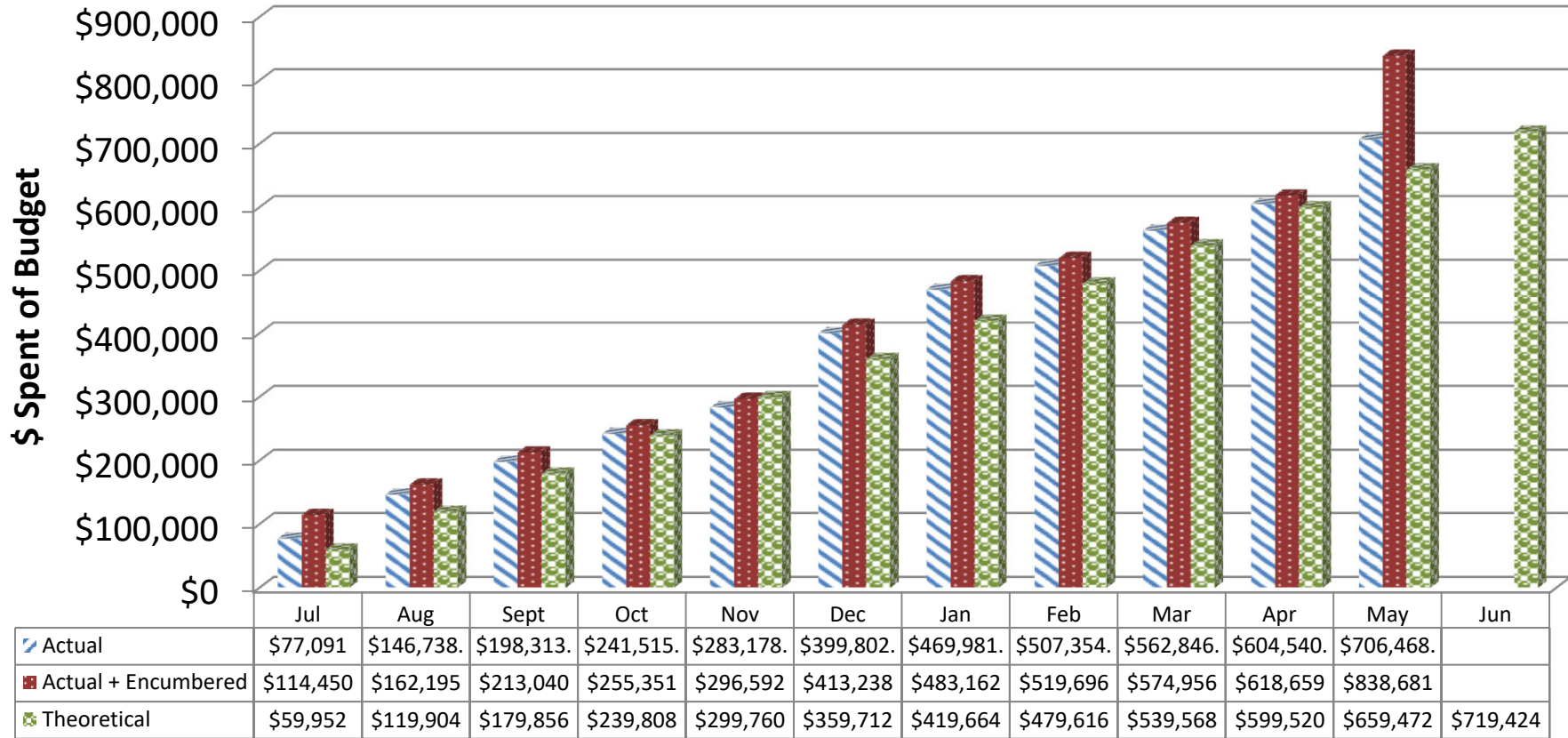
A3410 Fire



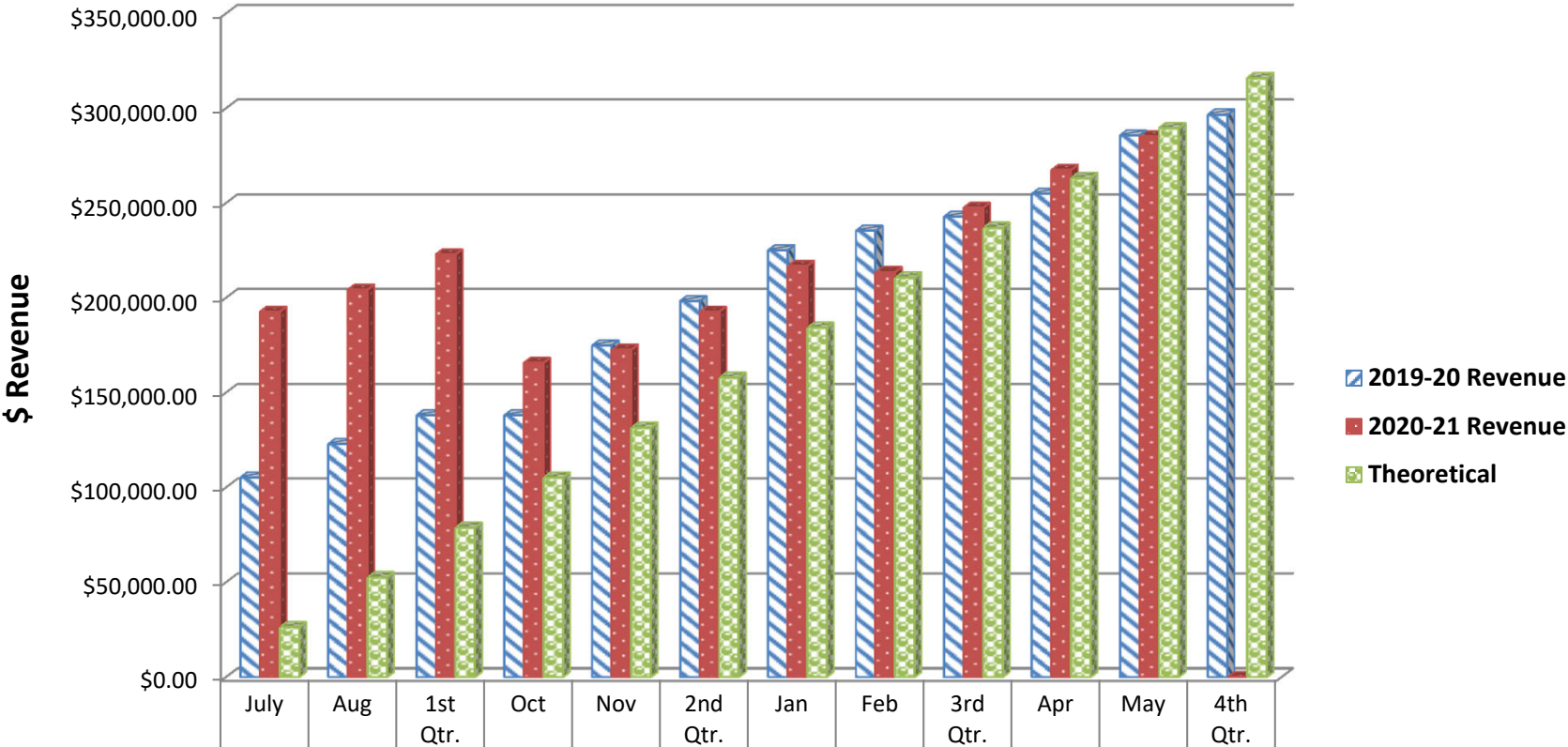
A3510 Animal Control



A 3620 Code Enforcement

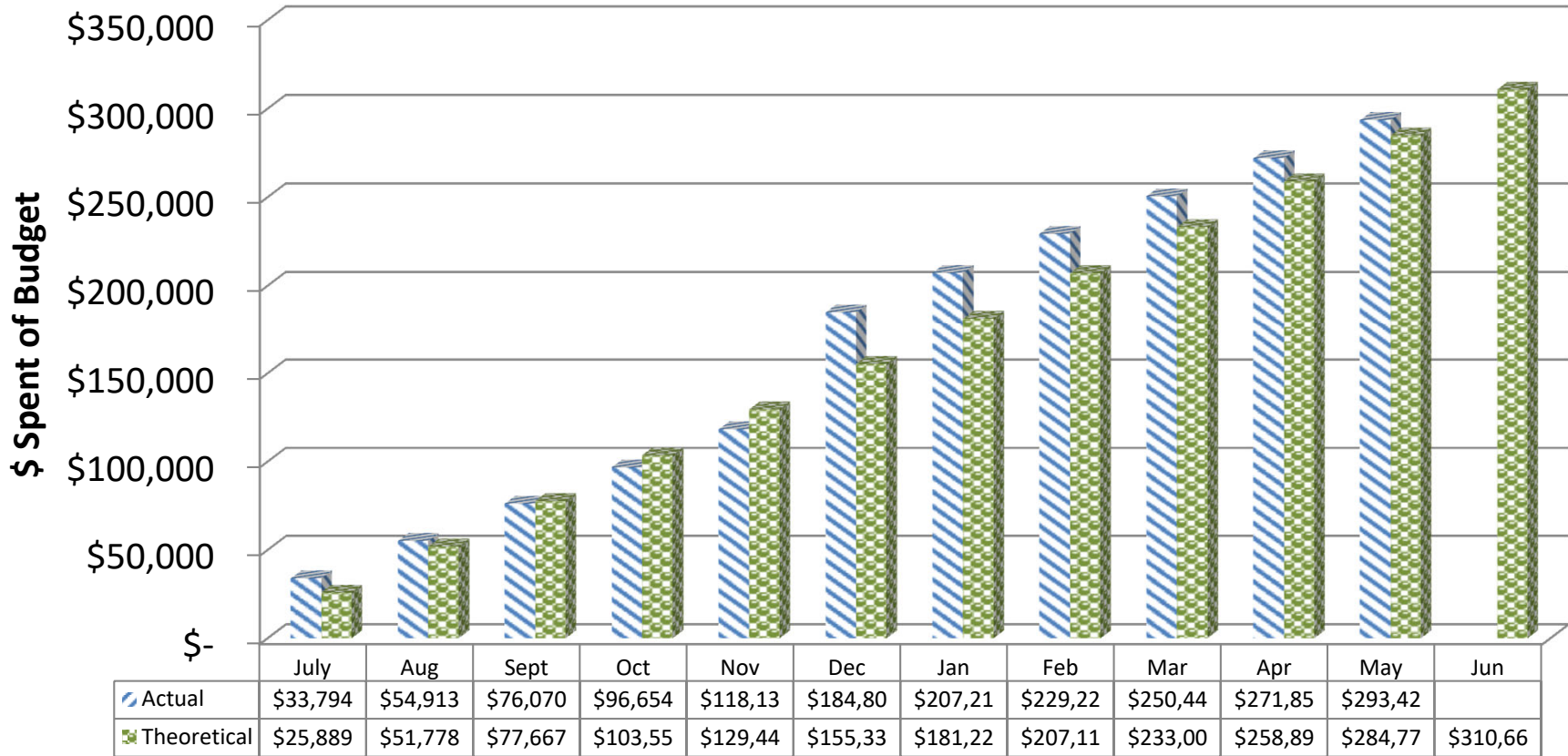


Code Enforcement Revenue

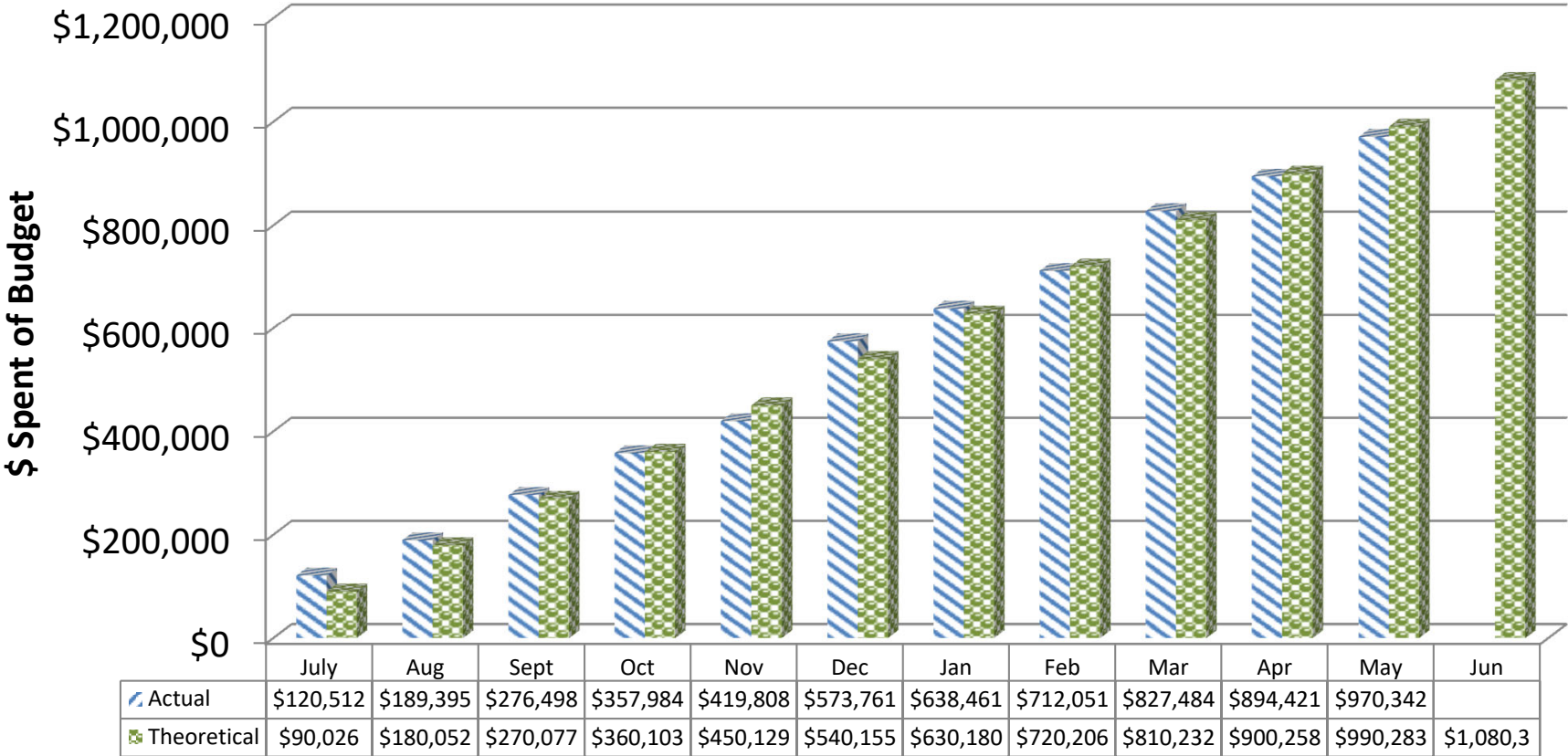


	July	Aug	1st Qtr.	Oct	Nov	2nd Qtr.	Jan	Feb	3rd Qtr.	Apr	May	4th Qtr.
2019-20 Revenue	\$105,29	\$122,94	\$137,97	\$137,97	\$174,89	\$198,32	\$225,07	\$235,35	\$242,73	\$254,89	\$285,65	\$296,69
2020-21 Revenue	\$192,69	\$204,31	\$222,94	\$165,67	\$172,59	\$192,76	\$216,81	\$213,61	\$247,49	\$267,41	\$285,29	\$0.00
Theoretical	\$26,333	\$52,666	\$79,000	\$105,33	\$131,66	\$158,00	\$184,33	\$210,66	\$237,00	\$263,33	\$289,66	\$316,00

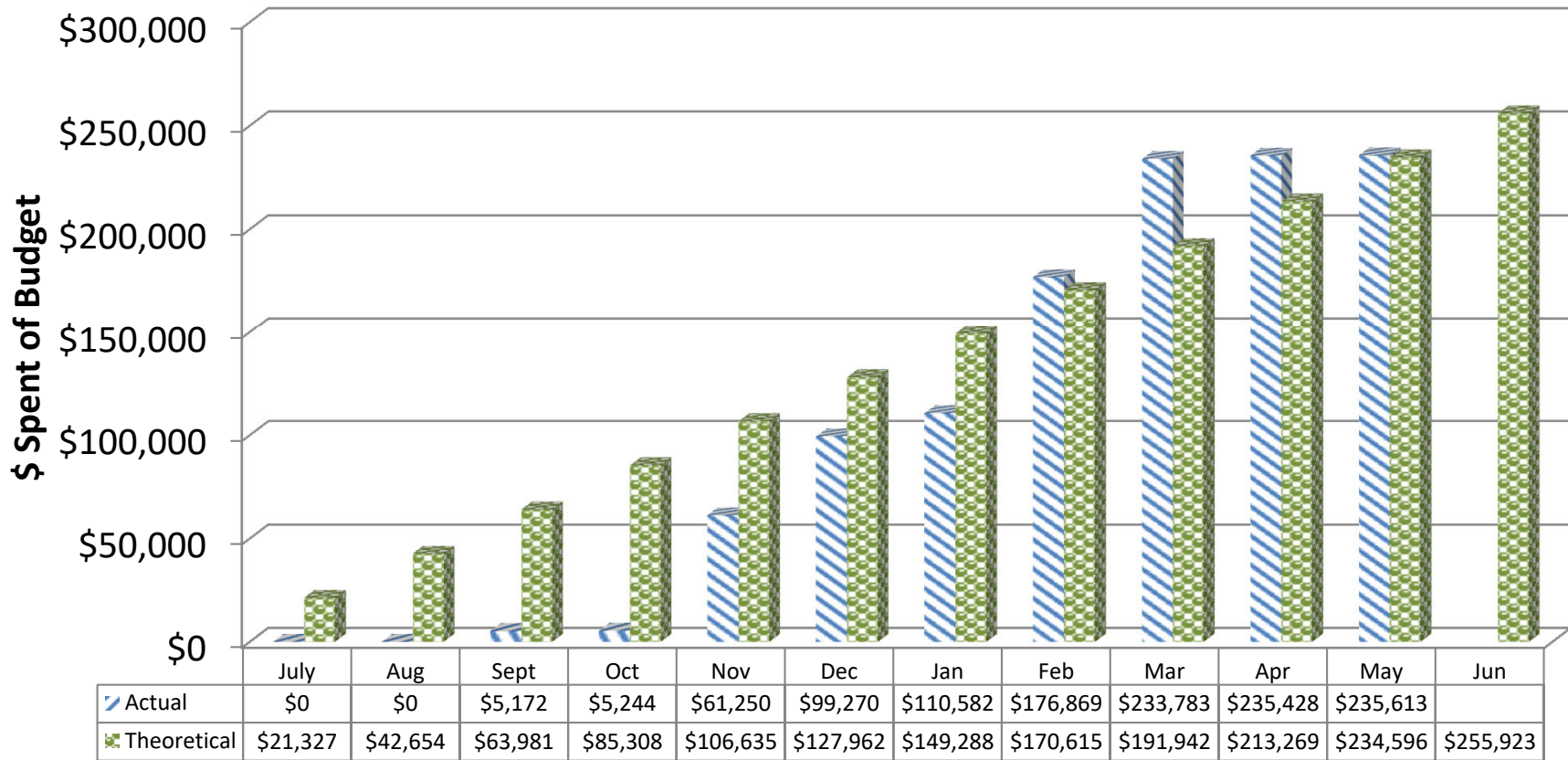
A5010 Public Works Admin



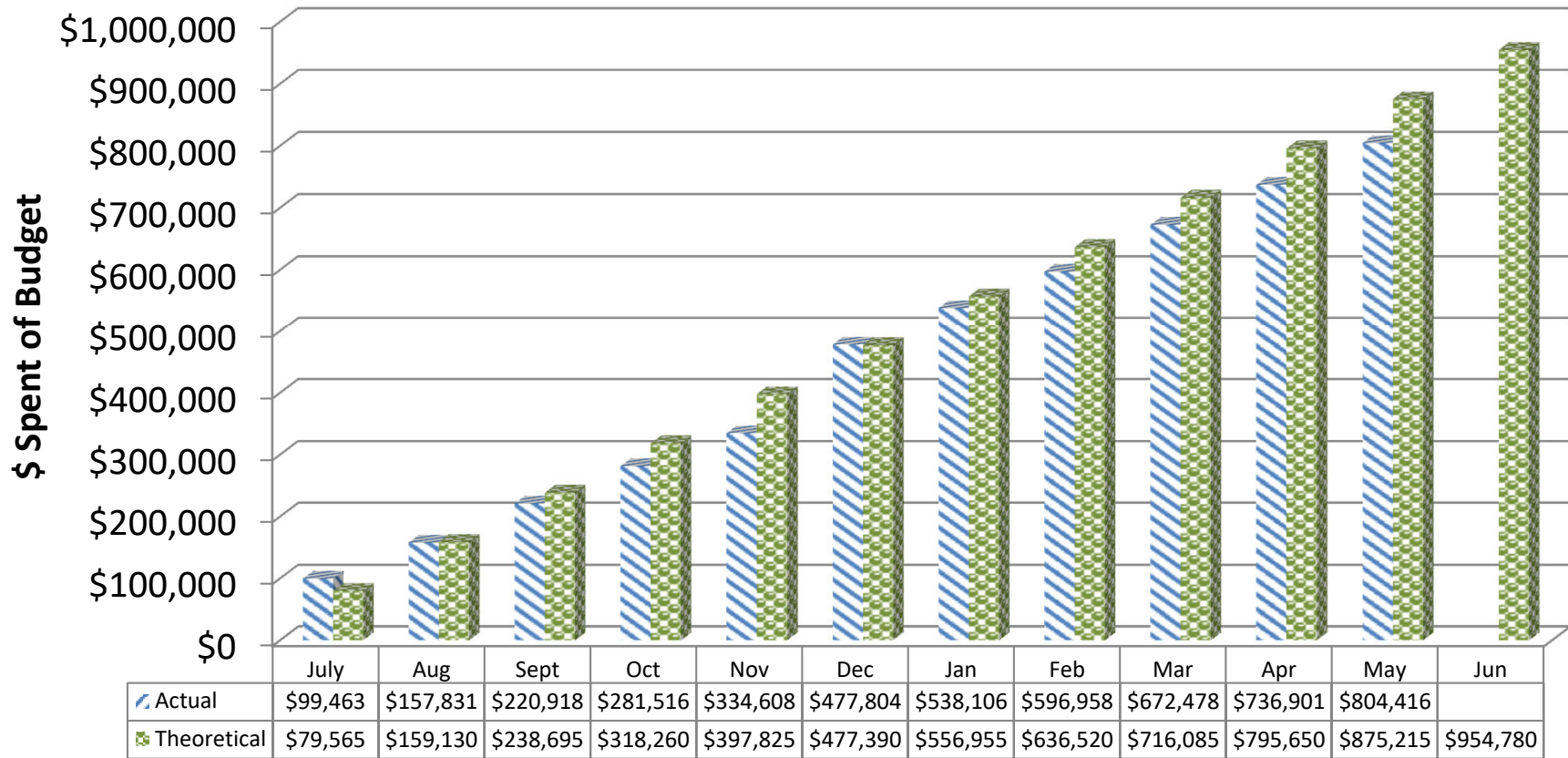
A5110 Street Maintenance



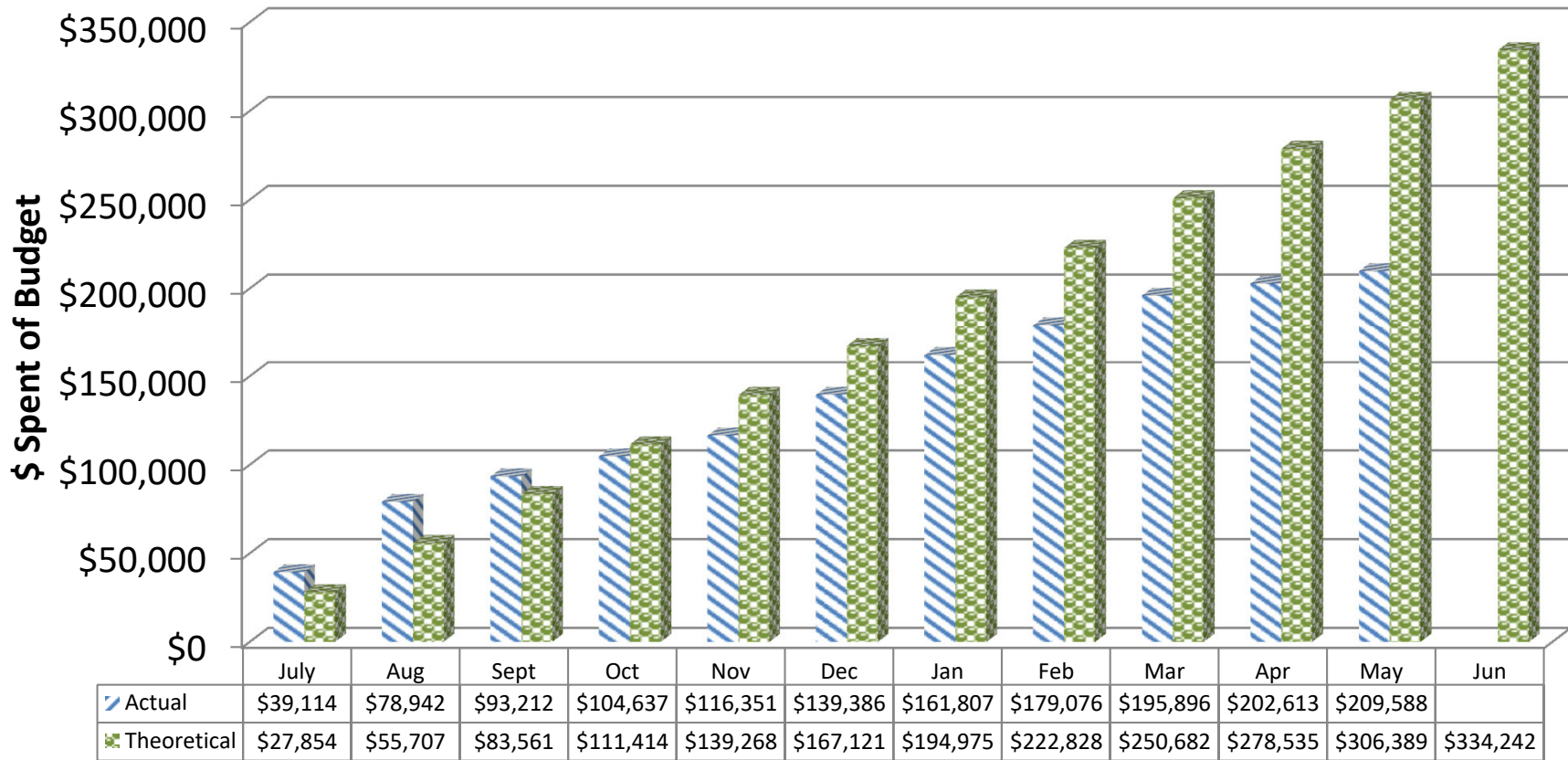
A5142 Snow Removal



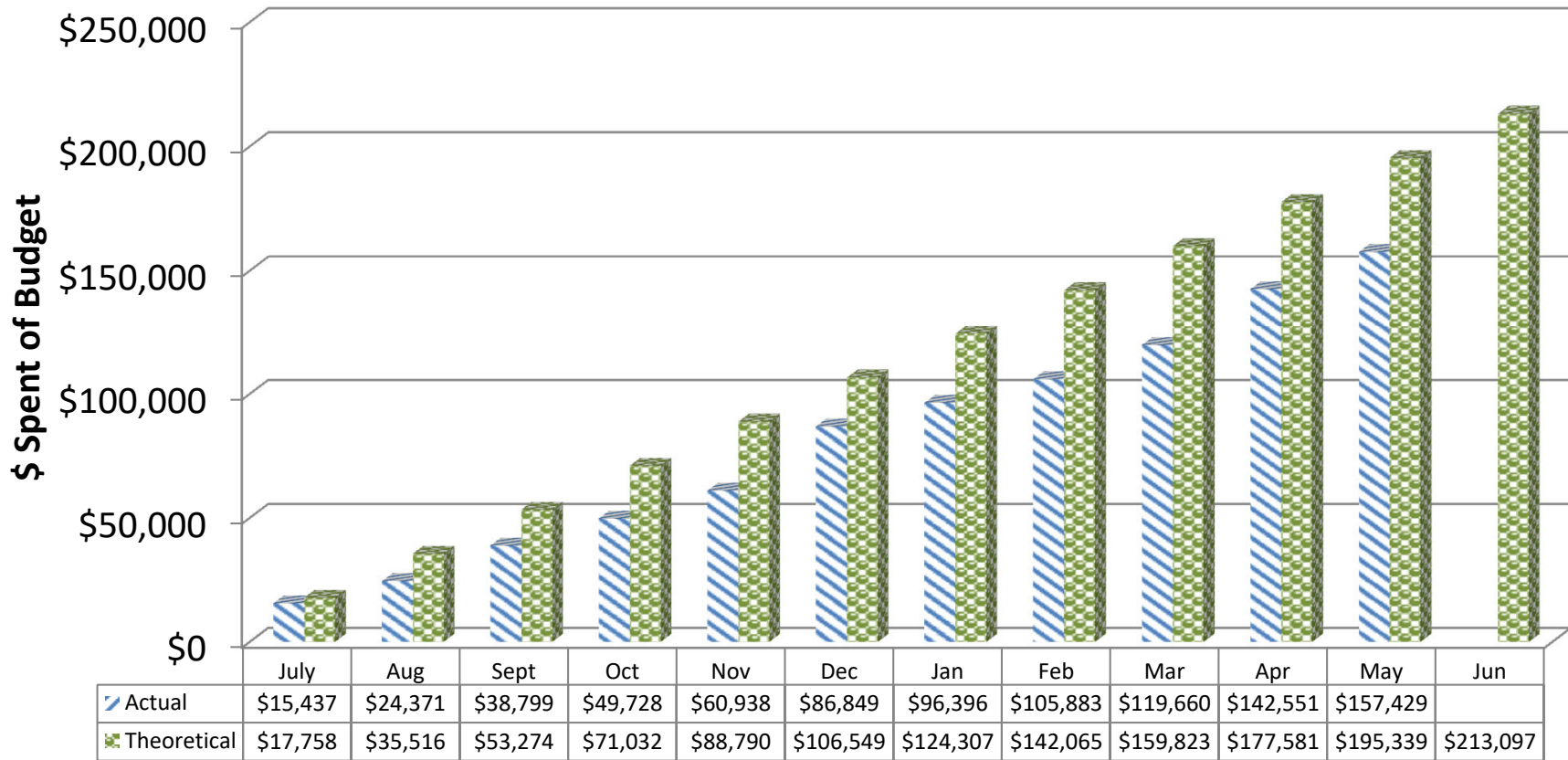
A7110 Parks Department



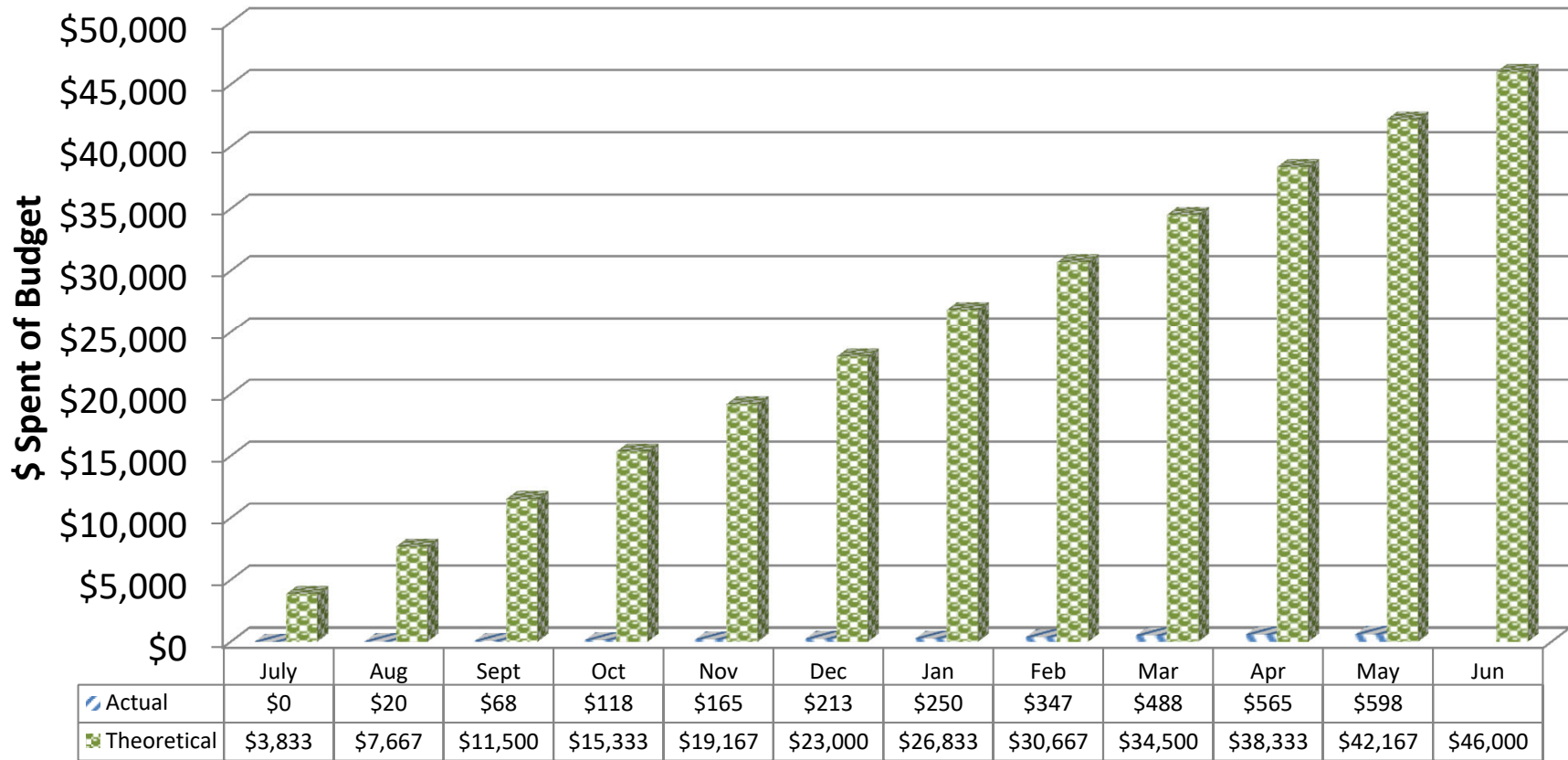
A7143 Casey Park



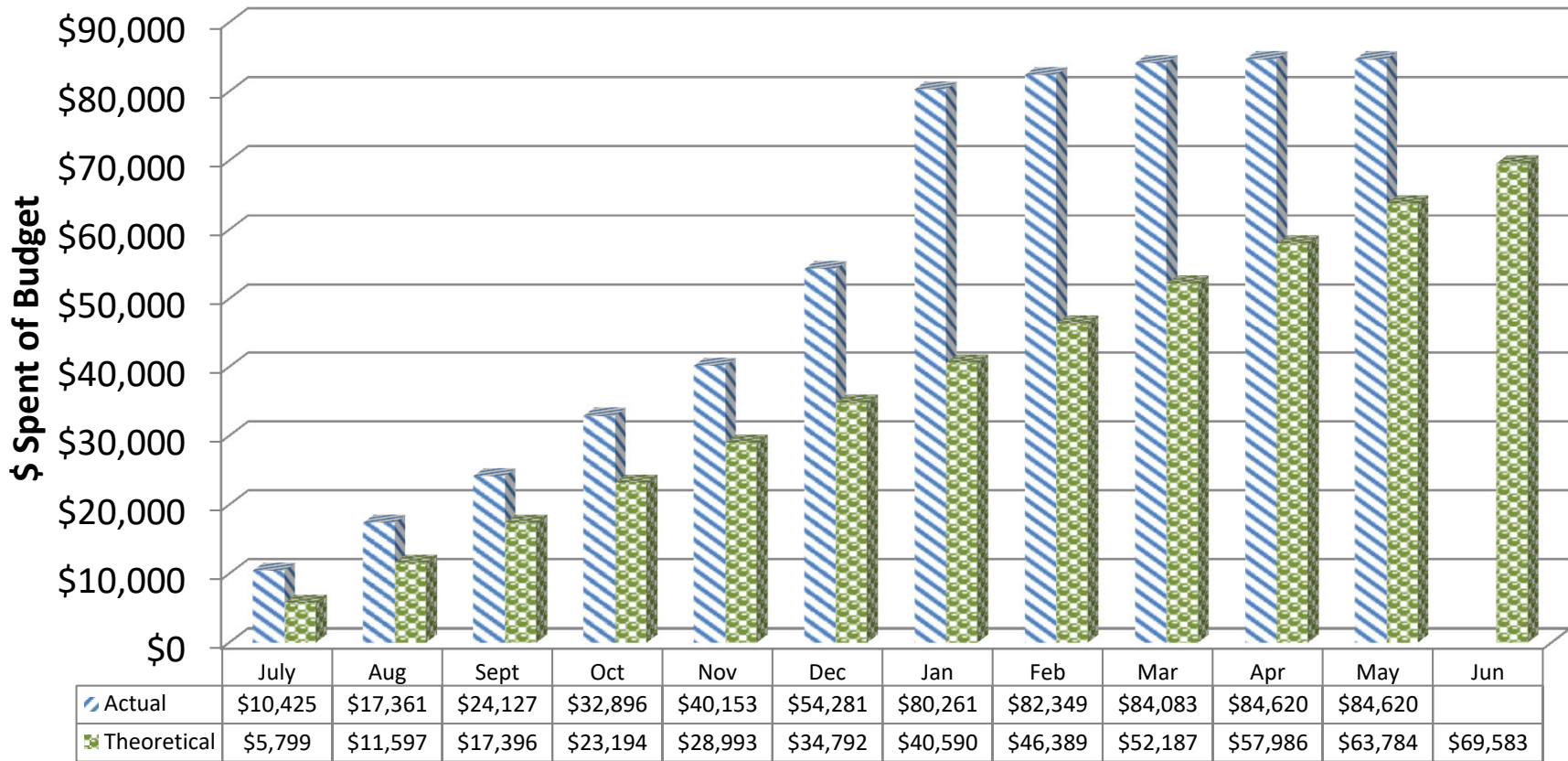
A7210 Falcon Park



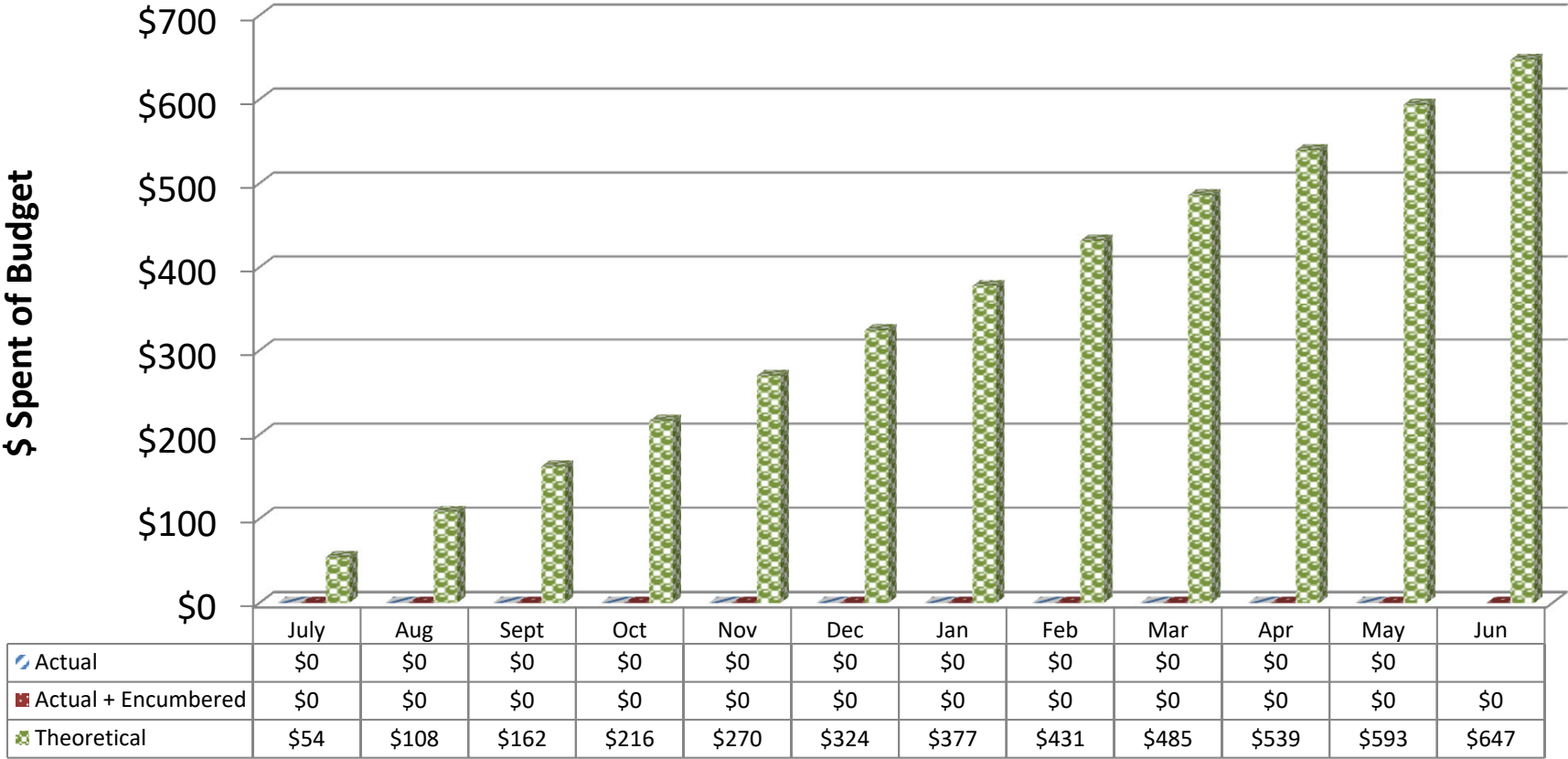
A7270 Special Events



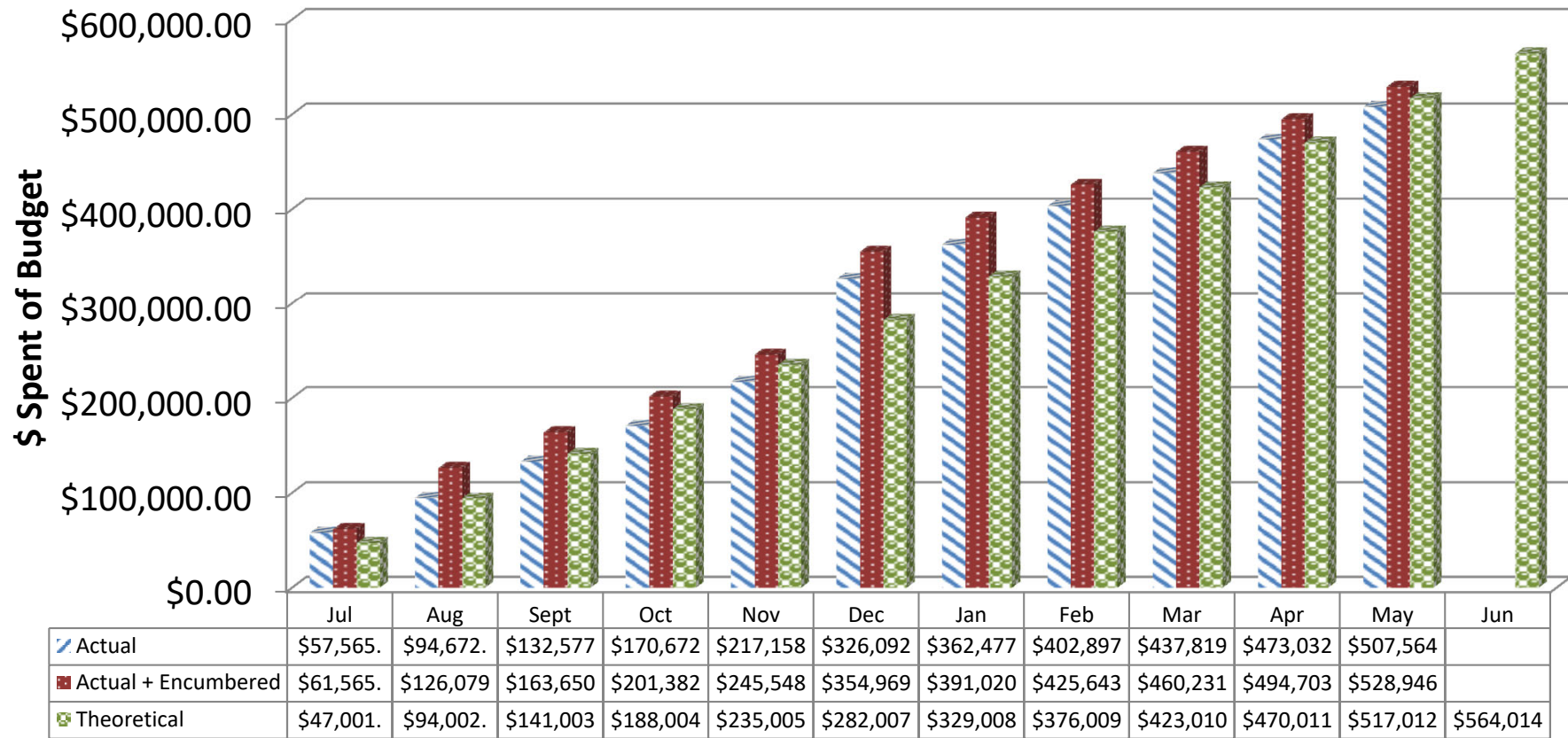
A7610 Senior Programs



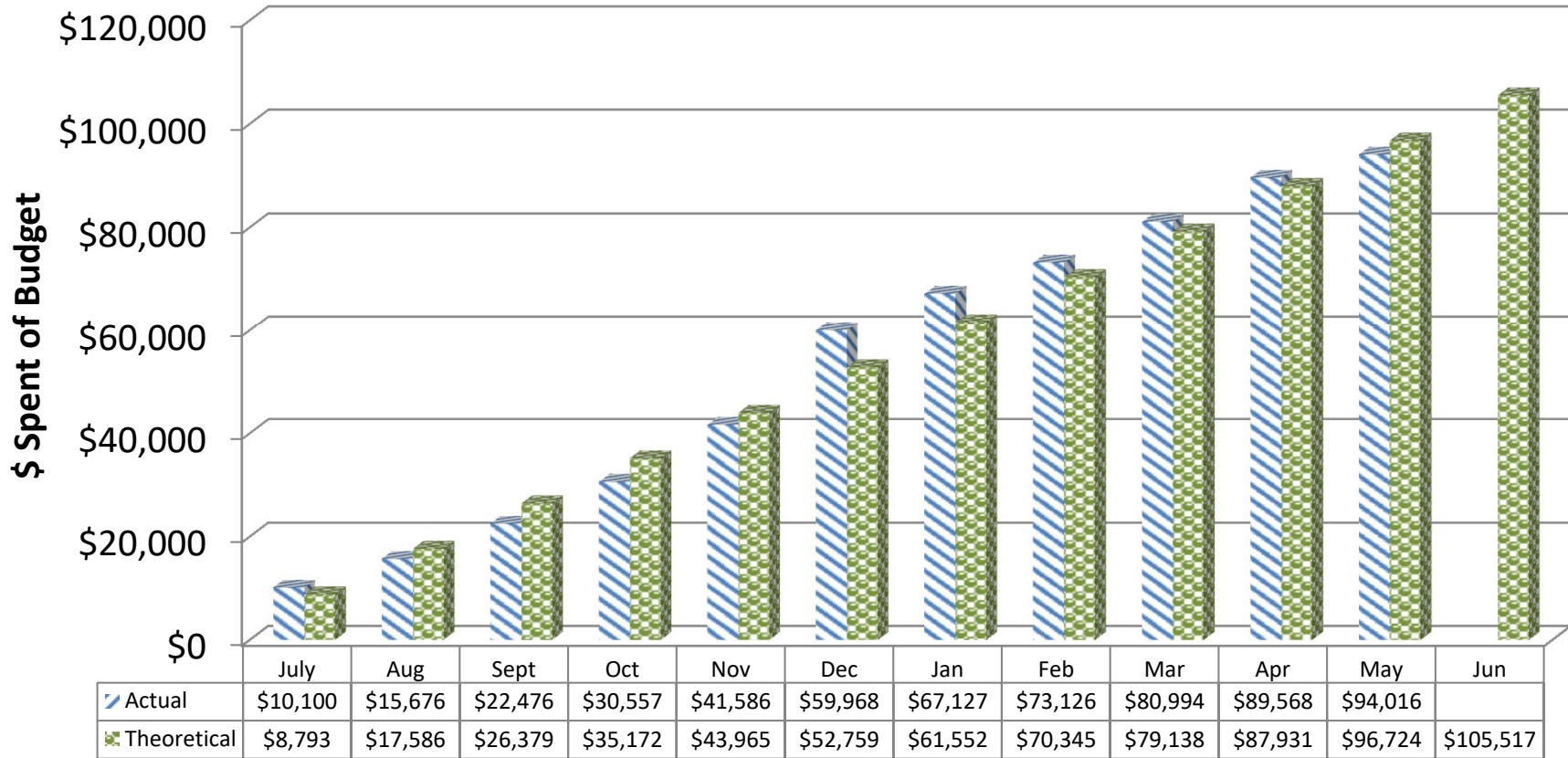
A8010 Zoning Board



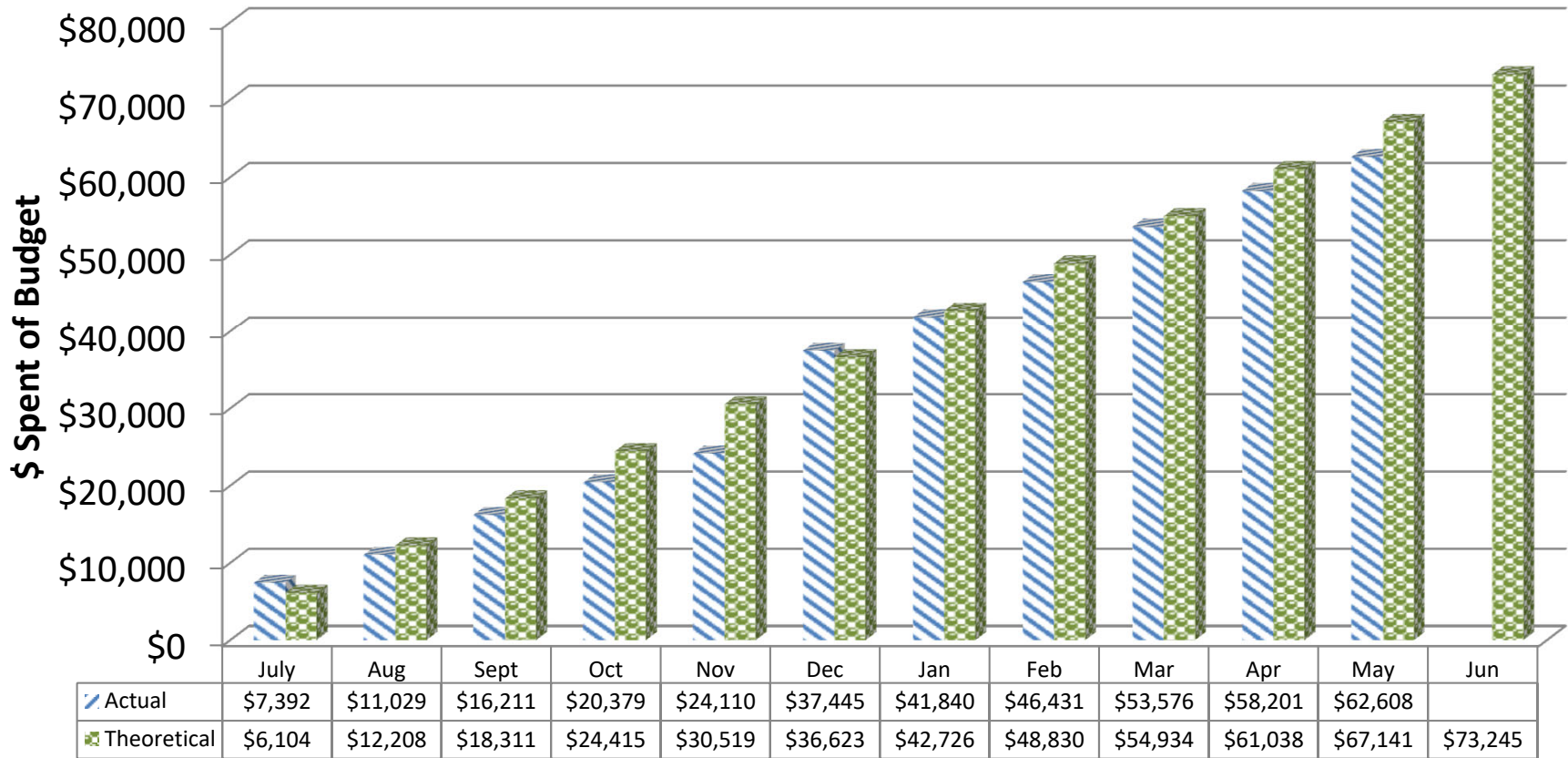
A 8020 Planning and Economic Development



A8560 Urban Forestry



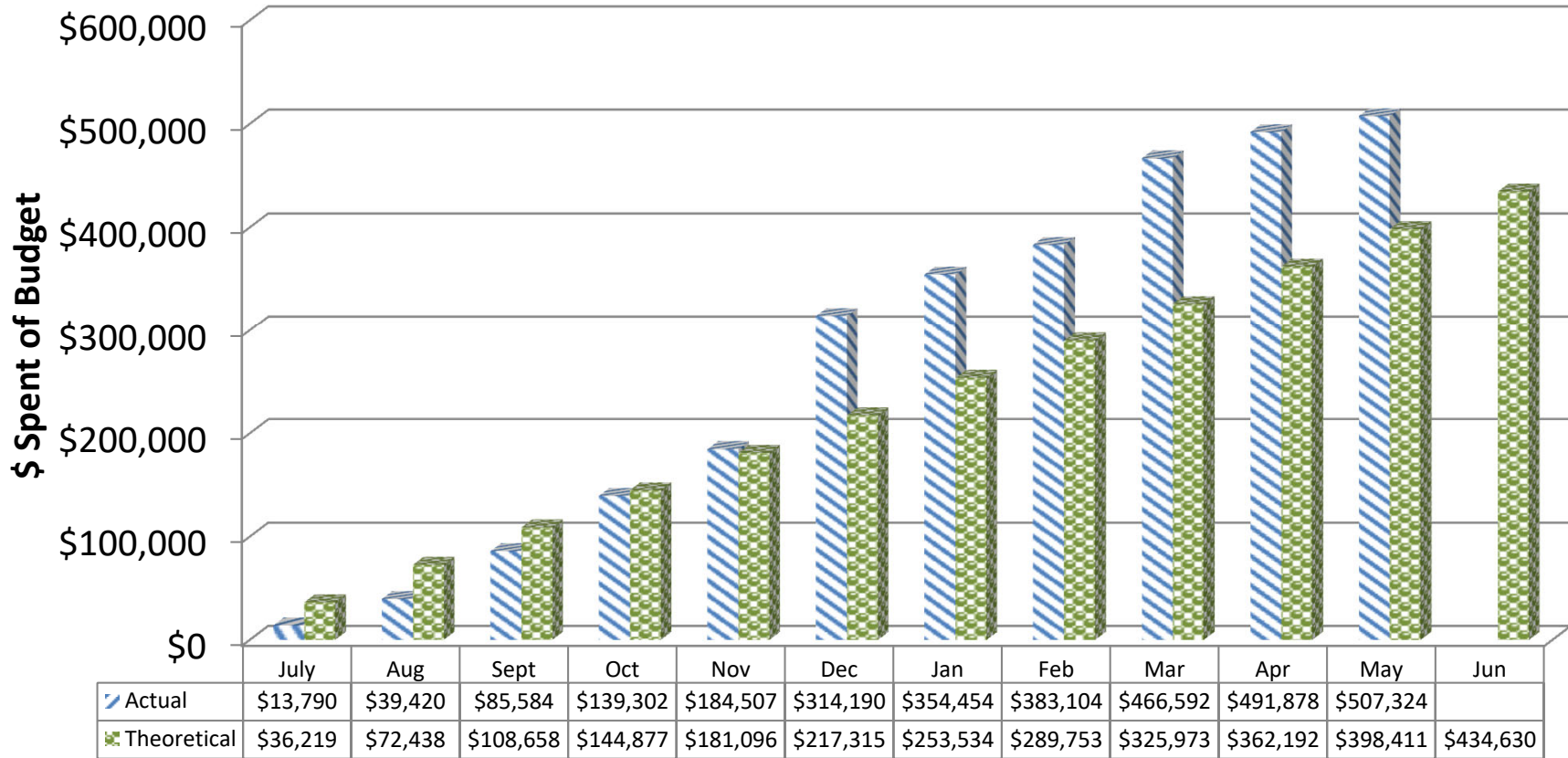
A8810 Cemetery Maintenance



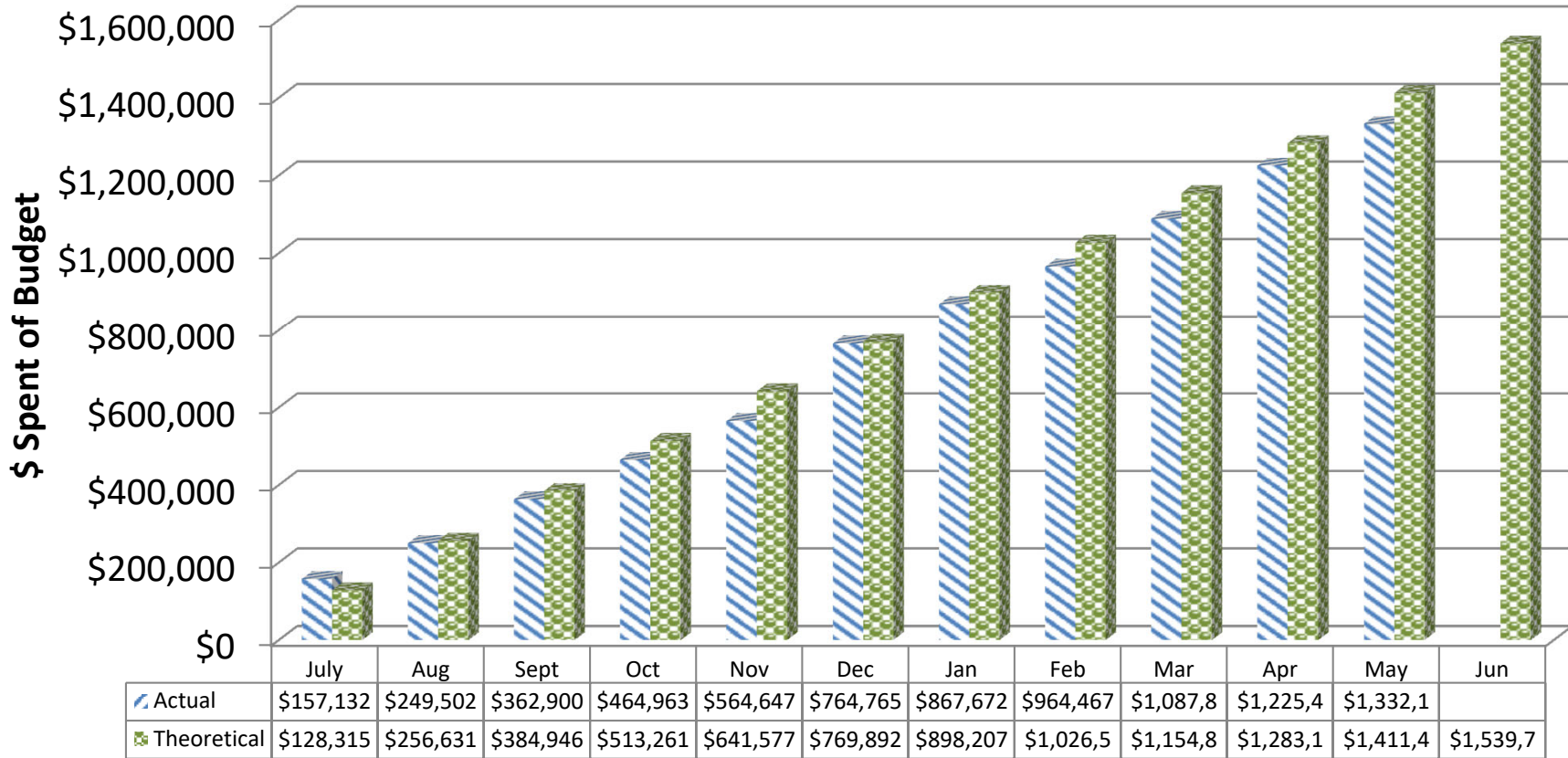
AL8160 Solid Waste Admin



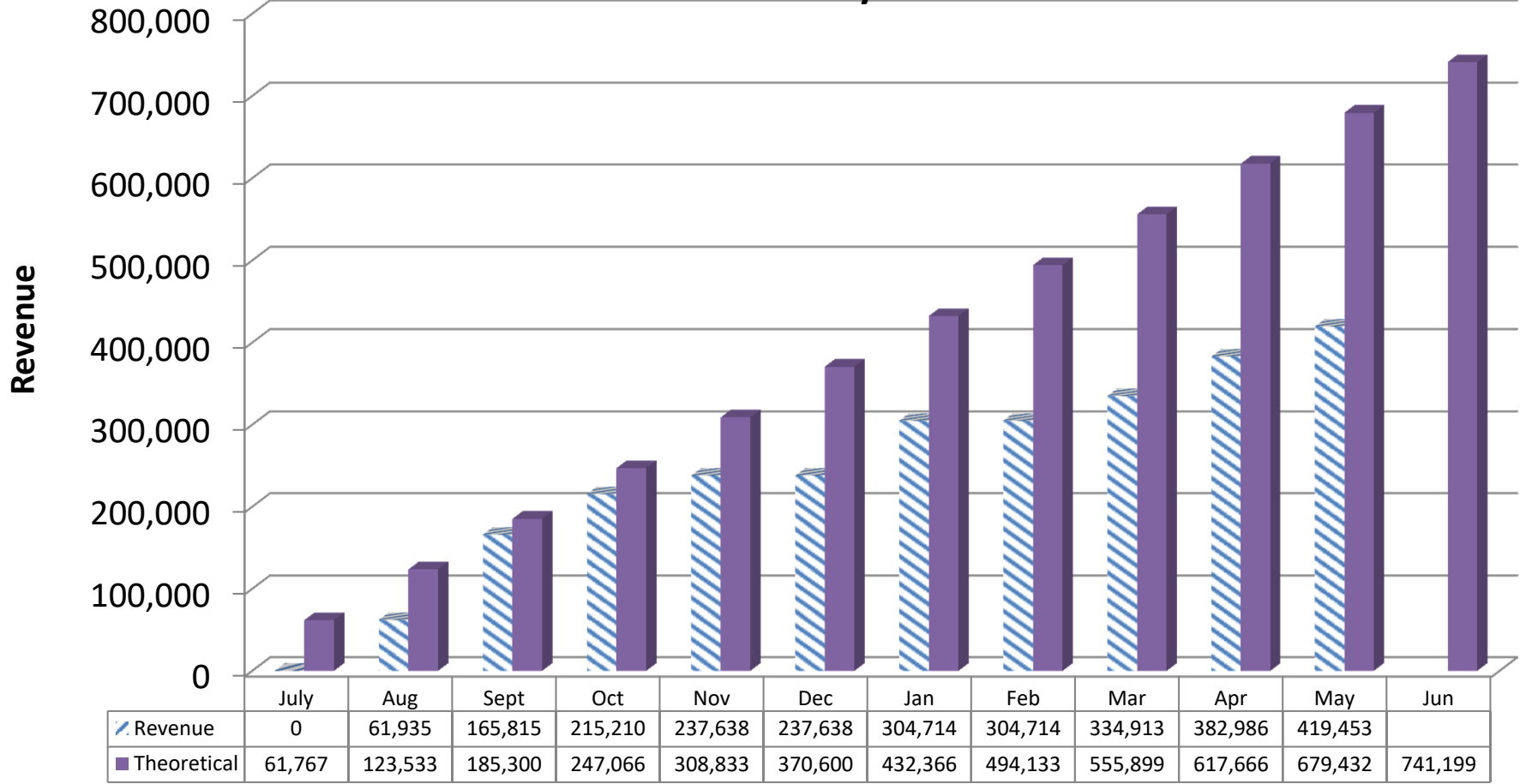
AL8162 Refuse Disposal



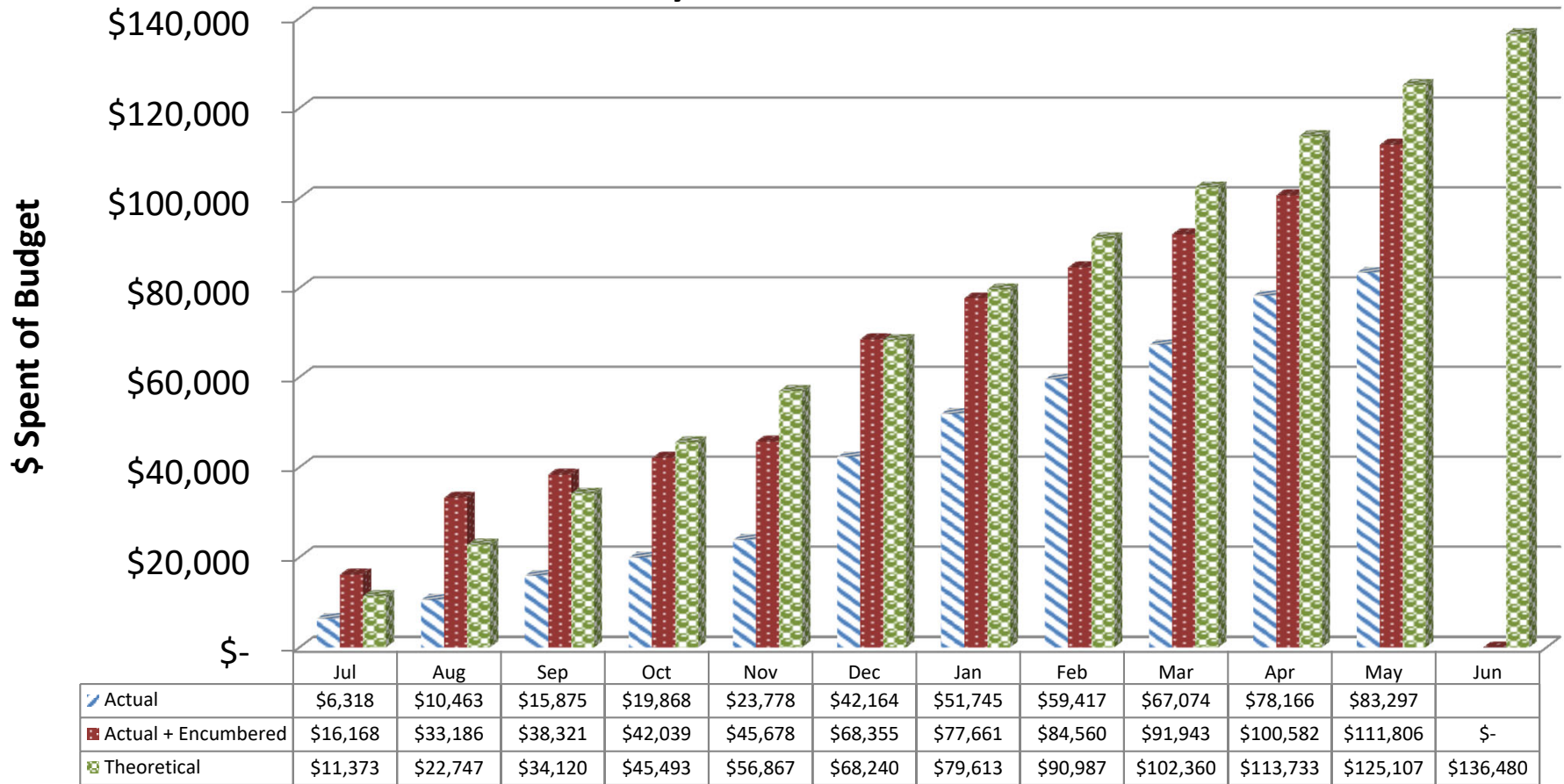
CL8161 Refuse Collection



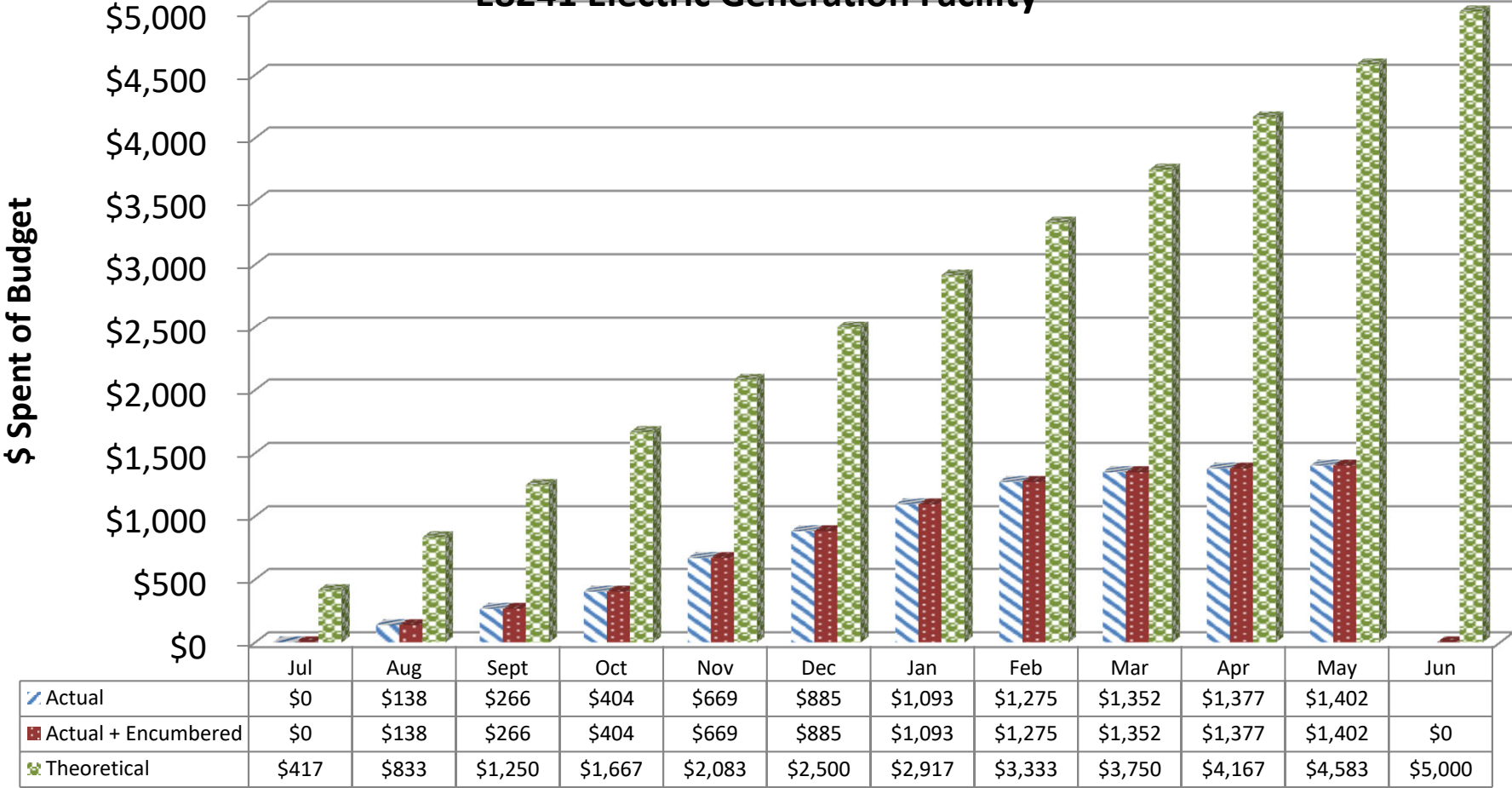
E99 Power Utility Fund



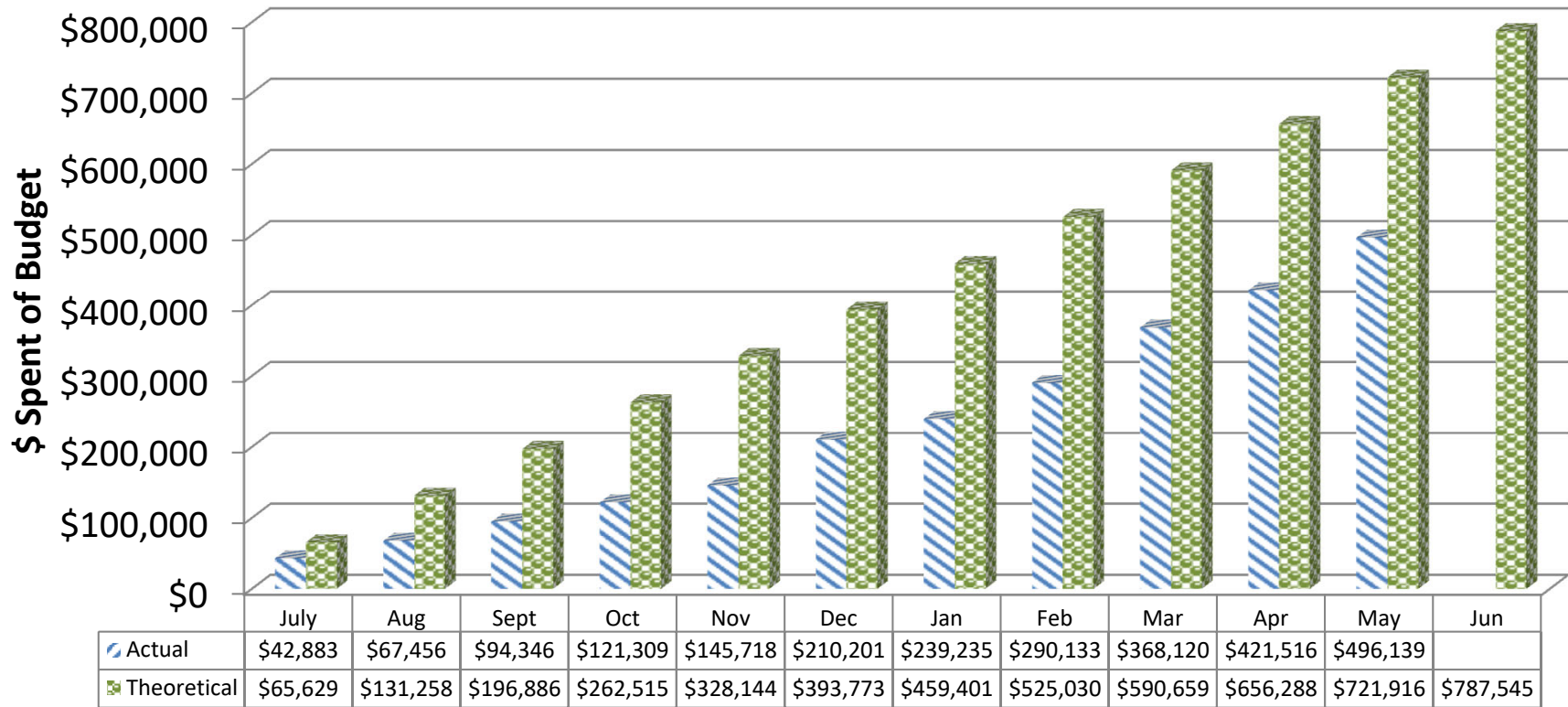
E8240 Hydro-Electric Services



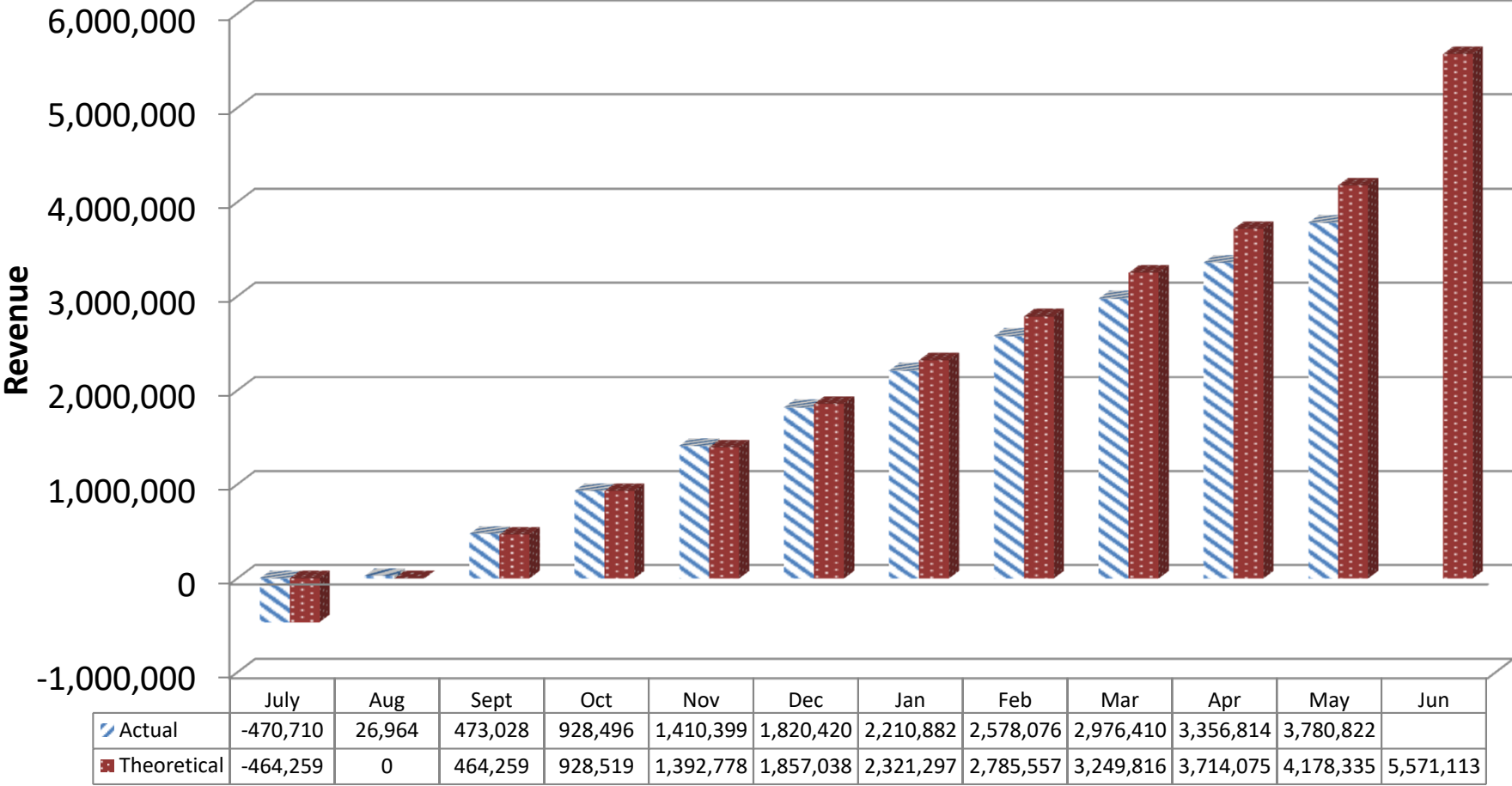
E8241 Electric Generation Facility



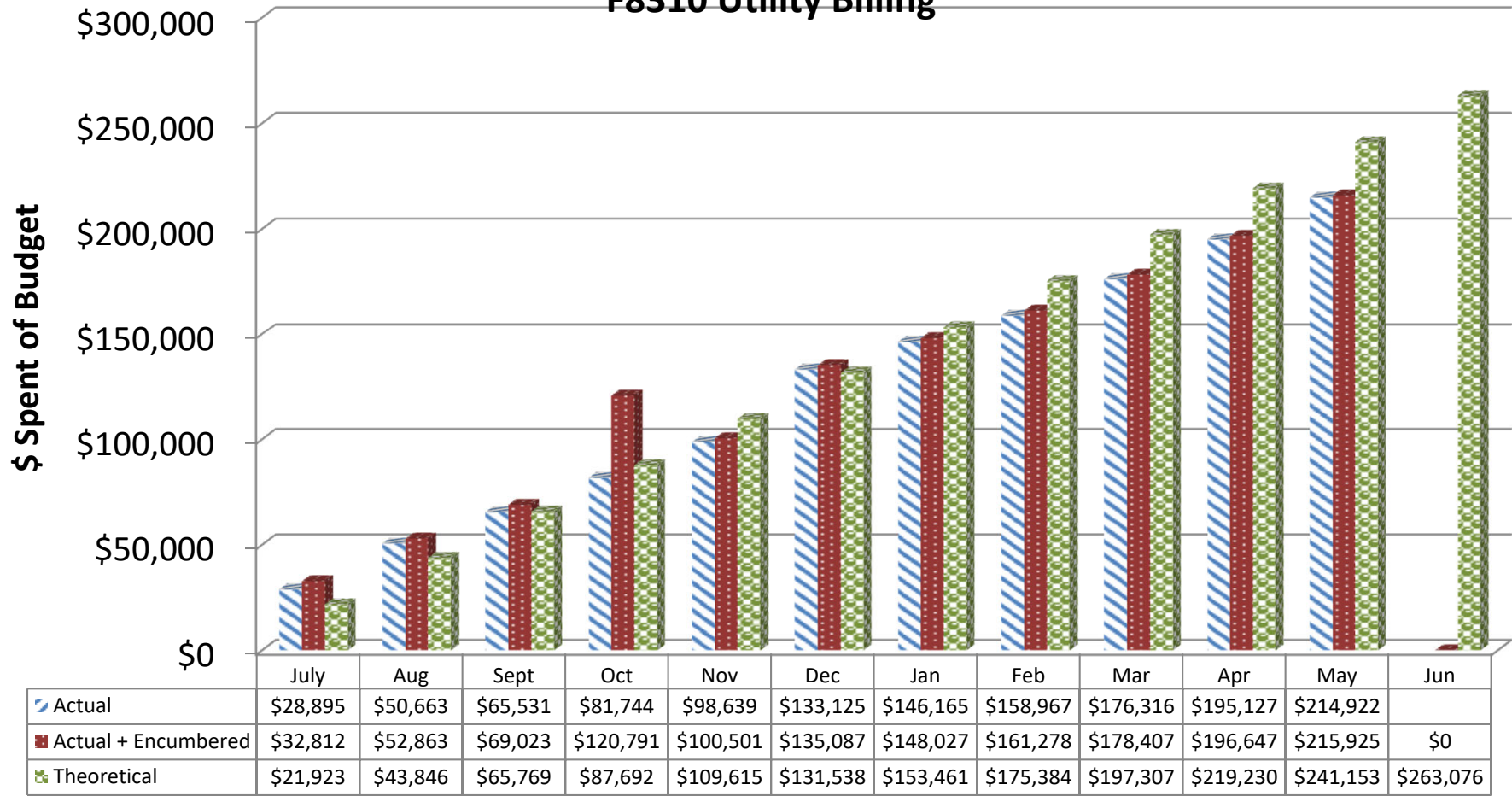
EM 8171 Transfer Station



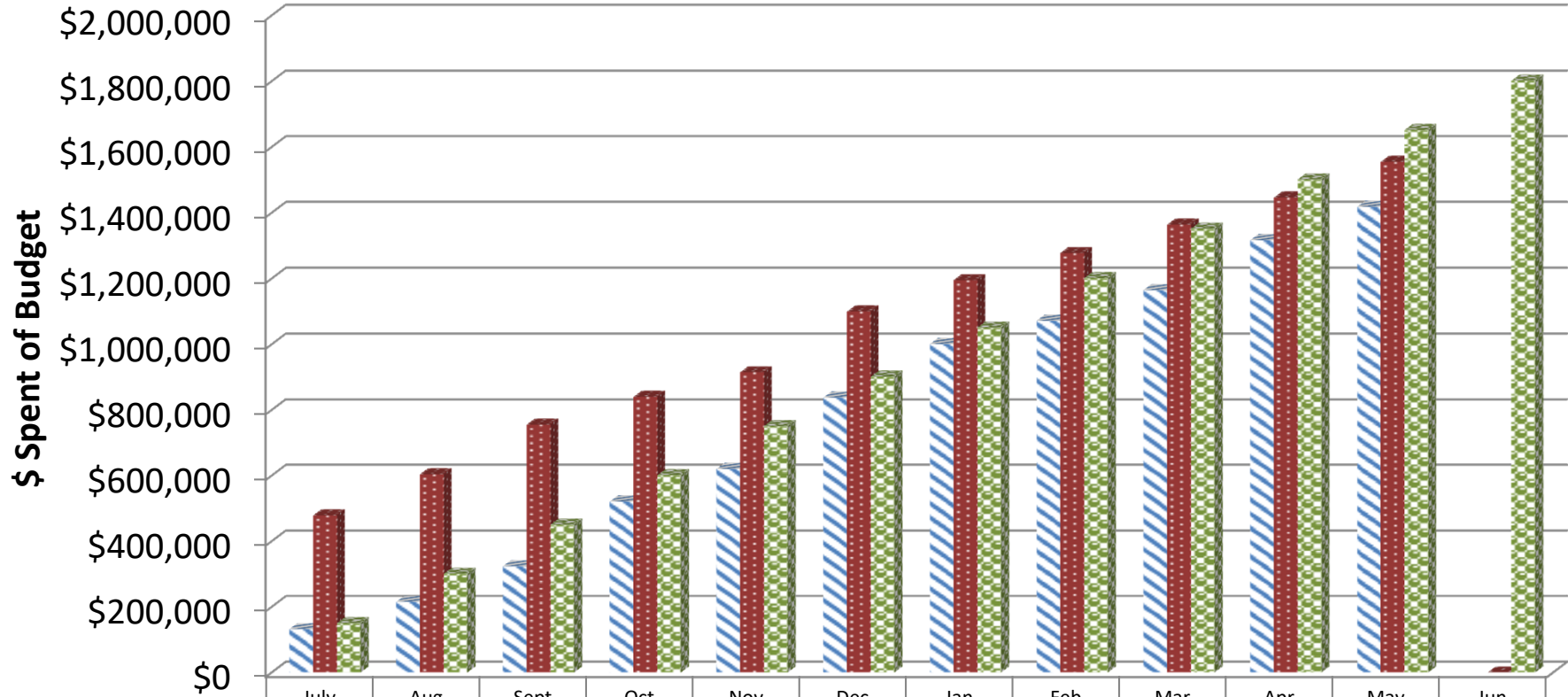
F99 Water Revenue Fund



F8310 Utility Billing

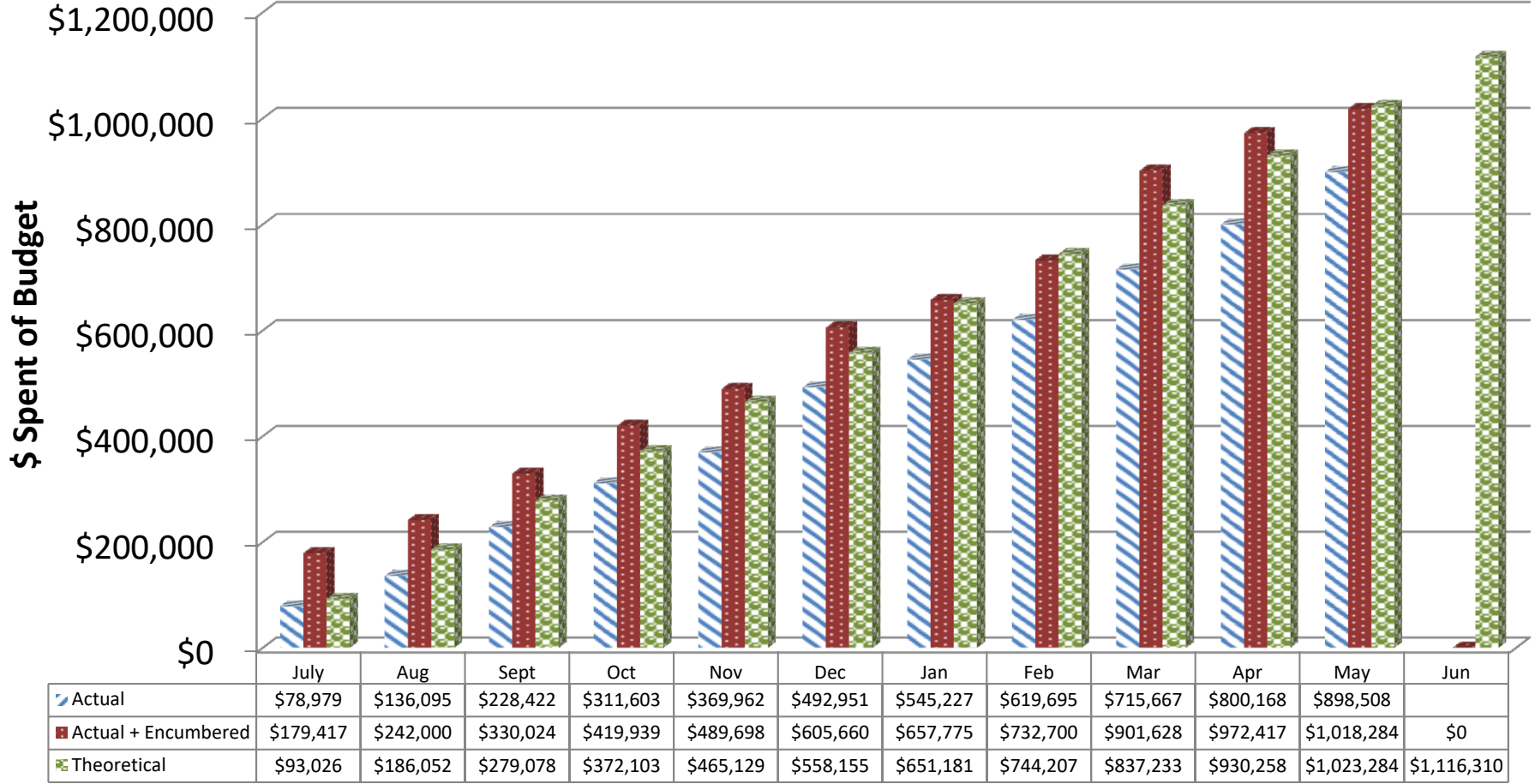


F8330 Water Filtration

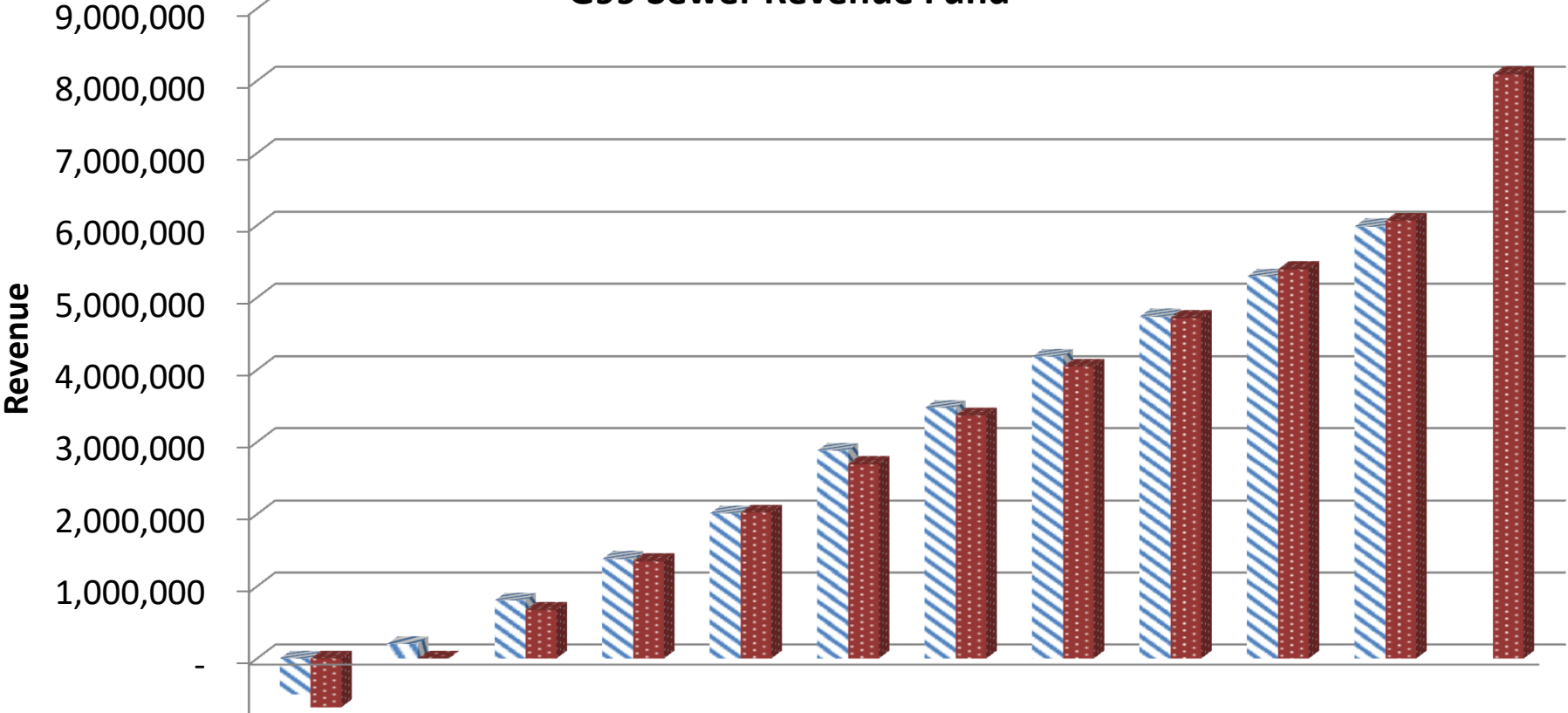


	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Actual	\$132,235	\$215,041	\$323,715	\$520,337	\$619,989	\$837,020	\$1,000,660	\$1,071,810	\$1,164,629	\$1,316,158	\$1,417,741	
Actual + Encumbered	\$478,681	\$603,833	\$755,279	\$839,502	\$914,580	\$1,099,074	\$1,195,172	\$1,277,748	\$1,363,753	\$1,445,878	\$1,554,670	\$0
Theoretical	\$150,117	\$300,234	\$450,351	\$600,468	\$750,585	\$900,703	\$1,050,820	\$1,200,937	\$1,351,054	\$1,501,171	\$1,651,288	\$1,801,405

F8340 Transmission and Distribution

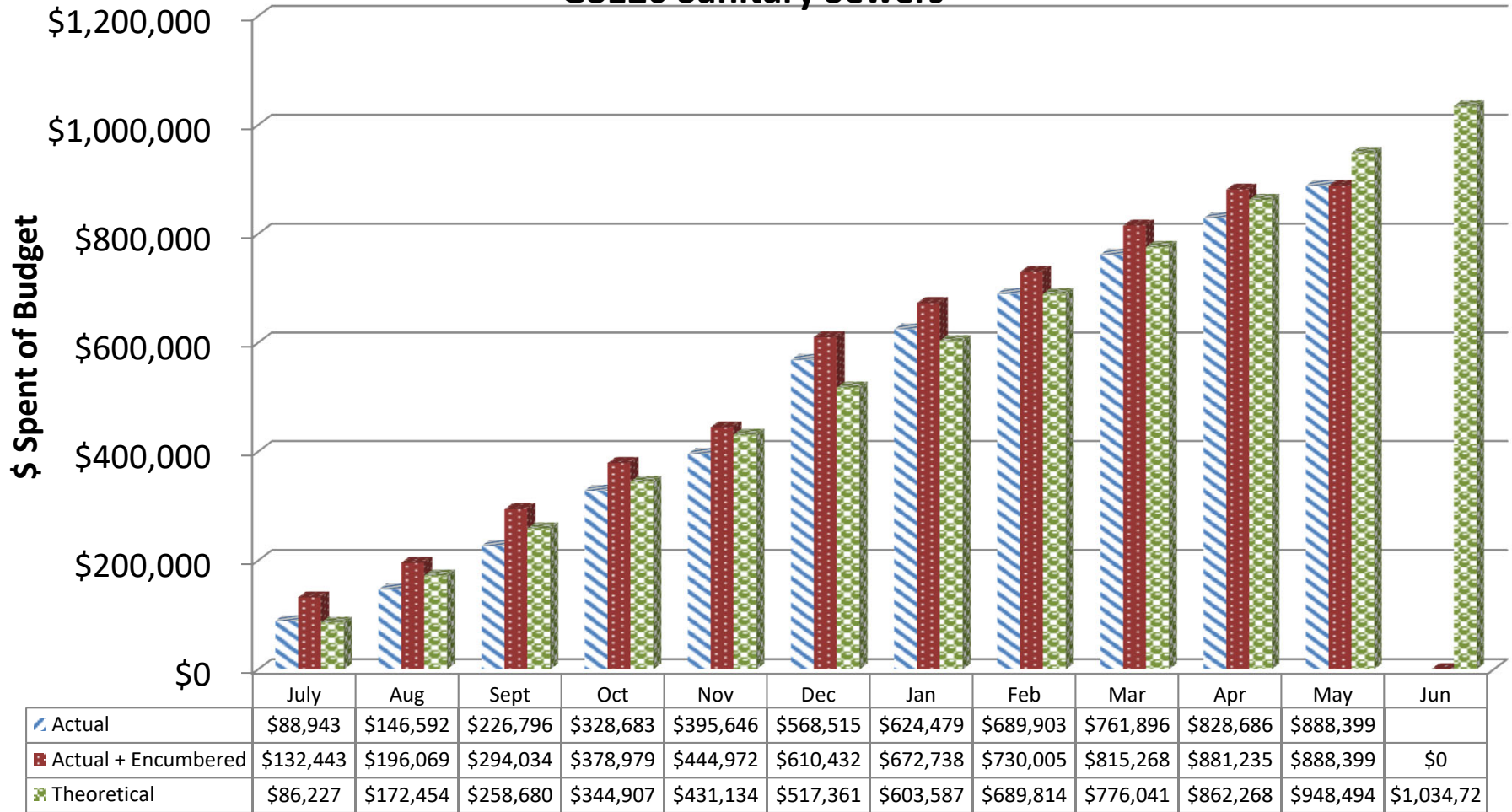


G99 Sewer Revenue Fund

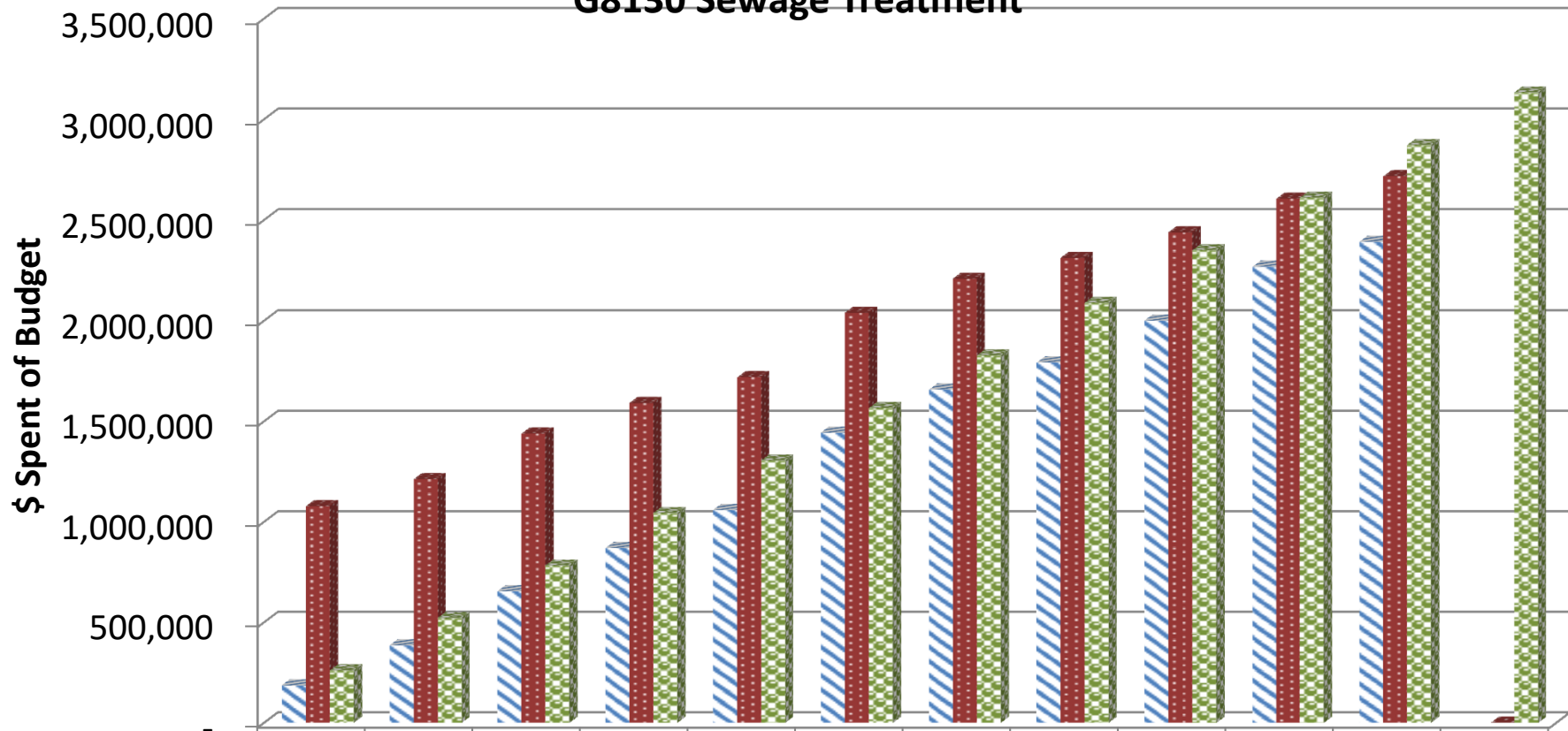


	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Actual	(500,398)	202,463	806,526	1,380,768	2,009,236	2,881,017	3,471,390	4,182,921	4,737,487	5,291,919	5,984,558	
Theoretical	(674,000)	-	674,000	1,348,000	2,022,000	2,696,000	3,370,000	4,044,000	4,718,000	5,392,000	6,066,000	8,088,000

G8120 Sanitary Sewers



G8130 Sewage Treatment



	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Actual	187,723	386,774	655,895	869,818	1,060,503	1,445,160	1,657,592	1,792,349	2,001,693	2,267,917	2,392,485	
Actual + Encumbered	1,078,343	1,212,548	1,439,457	1,591,685	1,719,218	2,040,717	2,209,287	2,313,254	2,440,108	2,605,540	2,717,463	-
Theoretical	261,152	522,304	783,456	1,044,608	1,305,760	1,566,912	1,828,064	2,089,216	2,350,368	2,611,520	2,872,672	3,133,824

COUNCIL MEMORANDUM

Memorial City Hall
24 South Street
Auburn, New York 13021

TO: Honorable Mayor and Members of Auburn City Council

FROM: Jeff Dygert, City Manager

DATE: June 24, 2021

RE: American Rescue Plan Funding Discussion

Background

American Rescue Plan Funding Discussion by councilors.

Recommendation

Fiscal Impact

COUNCIL MEMORANDUM

Memorial City Hall
24 South Street
Auburn, New York 13021

TO: Honorable Mayor and Members of Auburn City Council

FROM: Jeff Dygert, City Manager

DATE: June 24, 2021

RE: NYS Touring Road Discussion

Background

NYS Touring Road Discussion by councilors

Recommendation

Fiscal Impact