



2009 is the city of Rochester's 175th Anniversary. This year-long celebration is a unique opportunity to foster pride as we reflect on Rochester's rich history. It is also an occasion to lay the foundation for the next 175 years. We have united under the theme, One City, One Future. It is the driving principle behind making Rochester the best mid-sized city in the country.



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hope unity commitment



Business Association
Support Program
Year End Highlights
2008 – 2009
June 16, 2009

Celebrate
Your Commercial Shopping District



A message from Daisy Rivera Algarin, Sr. Marketing Specialist—Program year 2008–2009 was full of challenges and change. However, I am confident as we move forward as the Neighborhood and Business Development Department, you will benefit from the many improvements we will bring to the delivery of our customer service.

I would like to personally thank each of the business association presidents for their unending support and the generosity of your time. We are a great City because of leaders like you! Remember to always celebrate your Commercial District!

Genesee Corridor Business Association

Dave Etzel, President

- The \$800,000 DES Streetscape project brought new street lamps, tree lawns, sidewalks and decorative crosswalks in August 2008.
- The \$30 million Riverview Apartments opened in August 2008, bringing 400 UR students within 1 block of Genesee St. businesses.
- The \$9.9 million Staybridge Suites hotel opened in Nov. 2008.
- Boulder at Brooks Landing coffee shop opened in Nov. 2008.
- The \$3.5 million Brooks Landing Business Center welcomed 100 UR employees in May 2009.
- These projects developed 279,000 square feet, added 11 new businesses and an estimated 63 jobs.



North Clinton Avenue Business Association

Albert Algarin, President

- North Clinton welcomed El Pilon Restaurant and New Grocery Store.
- The business association continued its bi-weekly walks with City personnel, stakeholders and elected officials.
- NCABA was awarded a \$15,000 grant by the New York State Parks and Recreation, sponsored by Senator Joe Robach.
- La Avenida Streetscape project secured by a New York Transportation Grant is scheduled to begin summer 2009.



Harbor Merchants Association

Bill Briggs, President

- 2008 Harbor Festival draws record crowd
- 2008 Discover the Harbor
- 2008 Pirates Day at the Beach
- 2009 Harbor Festival
- 2009 Publish 100,000 Harbor District Directory
- 15 Planters placed along Lave Avenue
- 2009 Banner placed along Lave Avenue

Business Association of the South Wedge Area

Chris Jones, President

- BASWA had a busy year in the South Wedge neighborhood.
- Welcomed several new businesses; Pinky's Pet Connection, Eco-Bella Bakery, and Surface Salon.
- In August 2008 held the first "Cinema at Sunset" film festival held at the Highland Bowl.
- Over 4000 people attended the 5-day event.
- BASWA also organized the 4th annual "Swing in the New Year" fundraiser with over 250 attending in spite of a blizzard.
- In June 2008 installed 8 artist-designed "Parking Meter Totems" throughout the neighborhood.
- Updated the website at www.savorourflavor.com



Chili Avenue Business Alliance

Hurley Davis, President

- Chili Avenue business leaders continue to benefit from the regrouping of the association meetings started in 2008.
- They now mail to 140 businesses, property owners and other stakeholders.
- The avenue is still benefiting from a \$7 million streetscape improvement and over \$300,000 investment in 7 facades three years ago.
- Chili Avenue continues to build on the results from a letter to Police Chief Moore and Mayor Duffy, requesting "zero tolerance" for street vice in all the City's business districts.
- RPD's "Zero Tolerance" initiative was announced shortly after that in October.



Hudson Avenue Business Association

Alfredo Ortiz, President

- The Hudson Avenue Business Association (HABA) resumed meetings in October of 2008 after the untimely passing of Jim Trybalski.
- Elections held in October 2008.
- HABA is now in the second phase of a Corridor Study thanks to a grant sponsored by Joe Robach.
- HABA is will host its first legislative breakfast in summer 2009.
- HABA is looking forward to building on the recommendations of the Corridor Study which will include; beautification, improved public safety and other revitalization efforts.

Neighborhood of the Arts Business Association

Tom Kroon, President

- Lead sponsors of the Rochester Stories event, an oral history gathering that the Historical Society will be responsible for maintaining. These histories will be made available to artists commissioned to create works for the ARTWalk Expansion project. The City of Rochester is the lead organization of that project, in concert with the Memorial Art Gallery, the RMSC, and ARTWalk.
- Commissioned Shawn Dunwoody, a very well-regarded local artist, to make signs welcoming people to our neighborhood. Membership has expanded.
- Added a Resource Alliance which encourages member businesses to patronize one another and grow together.



Lyell Avenue Business Association

Michele Loewke, President

- Lyell Avenue continues to be a busy strip, being one of the most traveled strips it makes perfect for flowers and planters to be enjoyed by many.
- Association leaders continue to work hard at organizing and supporting all merchants.



Mt. Hope Business Association

Melanie Warren, President

- The MHBA supported the proposed building development at 1360 Mt Hope Ave.
- Construction continues at Mt. Hope Ave. & E. Henrietta Rd.
- A new infrastructure between South Ave. & Mt. Hope will begin in September 2009.
- Working with Mt. Hope Task Force, SEAC, City, UR and neighbors to resolve parking issues.
- Ongoing discussions with chief stakeholders (City, UR, local businesses) and RGE to bury overhead utility lines for Phase I of College town construction.
- Received \$2,000.00 grant from Neighborhood Program Fund for website Design development.
- Mt. Hope businesses and community sponsored a very successful Superbowl raffle to benefit St. Anne Church.

West Ridge Business Coalition

Tom Dougherty, President

- The 14 new facades on West Ridge Road should be complete within a year. This is a \$ 450,000 project sponsored by NYS, thanks to Senator Joseph Robach.
- West Ridge Road Gateway signs are being installed in early June, the funds were granted by United Way.
- In early May, West Ridge Liquor opened in West Ridge Plaza, this has created 18 new jobs. Also, His & Hers Restaurant, Palm Street Parlor, Dark Horse Café, West Ridge Traders, E Motors, Dandrea's restaurant, Caribbean Mexican Restaurant. Other businesses include, Extreme Graphics, Creators Hands and Uniforms Etc.
- The West Ridge Business Association, Sector 2 and Maplewood Neighborhood Association have secured a grant from Assemblyman Morelle. This will fund a market rate survey, headed by Dr. Paul Scipione of SUNY Geneseo.



Freedom Way Business Association

Manuel Dokyi, President

- This year the association succeeded in obtaining a federal grant to purchase equipment and acquire personnel to help organize the association better. Some of the grant money was used partly to sponsor Juneteenth celebration.



South Clinton Merchant Association

Robin Watson, President

- Installed 25 pots of flowers with the help of Clean Sweep
- Swillburg Neighborhood Association helped with planting and maintaining community gardens along the Avenue.
- Second round of NYS Main Street money was awarded
- Welcomed in a new President of the Association: Robin Watson, Pinnacle. Place Apt. and a new Vice President: Christine Doyle, Wire Wheel
- SCMA continues to work with a Street Manager, provided by SEAC.
- Additionally, we are working with the ESCAPE committee for significant street enhancements to the Avenue which begin in the summer and be completed in 2010.
- Finally, a second round of NYS Main Street money was awarded to various Avenue merchants.



Thurston Brooks Merchant Association

Paula Howard, President

- TBMA continues in its 7th year serving the needs of 86 businesses in 'Thurston Village' district as well as on nearby Brooks Ave and Arnett Blvd.
- A Thurston Village Targeted Exterior Grant program is being readied for July 2009 to implement the results of EDD's 4-step commercial revitalization process.
- Holley's Café, Catering & Ice Cream renovated a former foreclosure property, and had a grand opening in April.
- TBMA brought back the 19th Ward Square Fair Parade in June 2009 after more than 10 years hiatus.
- 4 new businesses opened on Thurston Rd. in the past year.
- Thurston Road benefited from two years of an EDD-funded Street Manager pilot program. That program continues with support from Sector 4 CDC.



Culver/Merchant Business Association

Frank Trovato, President

- Culver/Merchant made improvements to a community parking lot. Mulch, shrubs and flowers were planted.
- The commercial corridor boundary was expanded to Clifford and Empire area now making Savoia Bakery and Salvatore Pizza (former Donut Delight) part of Culver/Merchant shopping district.
- Spring 2009 will start with flower plantings and continued meetings to plan activities for the commercial district.



Jefferson Avenue Business Association

James Muhammad, President

- Jefferson Avenue Businesses and residents completed the Four Part Process March 2009.
- Master Plan delivered to the community.
- Business Day, National Night Out, Cut the Violence, African American Unity Festival, and 25th Annual Black History Month Celebration.
- The association has had a 30% membership increase.

Monroe Avenue Merchant Association (MAMA)

Scott Napier, President

- MAMA is enjoying resurgence in membership.
- Membership increased to thirty-four members.
- MAMA welcomed many new businesses. Astoria and Hollywood Wines are some of the new businesses.
- The Wednesday Farmers' Market continues to grow.
- Our most significant project in many years, construction and installation of a kiosk is moving ahead and will soon become a permanent fixture both promoting and beautifying our street.



Market District Business Association

John Urlaub, President

- The Public Market District is enjoying a significant renaissance not only within the market area but also within the surrounding neighborhoods.
- Some of the notable additions to the district include Station 55, The Rohrbach Brewing Company, Lemon Grass Restaurant, and Boulder Coffee.
- The district has also formally organized a business association.



Downtown North Street

Kay Thompson, President

- Downtown North Street placed a beautiful Gateway Sign welcoming all to North Street commercial district. Along with sign, merchants continue to care for a garden and flower planters on the strip.



Winton Village Business Association

Marilyn Schutte and Mary Coffey

- Winton Village continues to work on beautification projects. The Safety Office on E. Main Street is getting a lot of use.
- Awarded the New York State Main Street Grant.
- Winton Village is engaged in the Four Part Process and preparing for East Main Master Plan.