

# OYSTER BAY

# MAIN STREET ASSOCIATION NEWS

Winter 2019/2020

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## Yet Another Strong Year of Growth in the Downtown

The Oyster Bay Main Street Association (OBMSA) has been instrumental in promoting the growth the downtown has experienced over the past year. Through our work supporting new and existing businesses, building owners, and investors we have acheived the lowest vacancy rate our downtown has experienced in over twenty years.

In 2019, over 15 businesses utilized our Business Assistance Programs, working with our staff on commercial site selection, navigating the permitting process, and the creation of customized market analyses. This directly resulted in six new businesses opening - including Fortune of War, Taco Bay, and N.T. Designs - and has laid the ground work for an additional five businesses to open or expand this year.

To support this growth, OBMSA successfully advocated for the expansion of sanitary sewer capacity. As a result, effective January 1, 2019, the Sewer District decided to permit doubling the capacity within the General Business District. This has resulted in expanded opportunities for development and investment in the downtown, including for example, the pending conversion of the second story office space to 8 residential units at 62 South Street and the proposed development of Snouder's Corner Drug Store.

(Continued on p. 7)

Our Mission, at its core, is to:
Make Downtown Oyster Bay a Place
Where People, Businesses, & Investors Want to Be

How do we decide what that place looks like?

By listening to YOU!

To guide us, we rely heavily on Community Input - this is your opportunity as members of OBMSA to have a say in the future of Oyster Bay!

We invite your thoughts, insights and ideas through two main facets:

# Our Quarterly Public Committee Meetings

Is there an event you would like to see in the downtown? A problem you would like to see addressed? An idea you have to help our local businesses? We would love to hear your ideas!

We hold committee meetings every quarter and they are open to our full membership. This is an opportunity for our members to take a more active role in OBMSA - to help us define our focus and craft our initiatives. Our committees focus in three main areas:

**Design** focuses on improving the physical and visual assets of the downtown - this is done through our Facade & Sign Grant, the seasonal decorations, and the major improvements we have made to the center of downtown through our Town Center Revitalization Plan, among others.

**Promotion** focuses on bringing people to the downtown through community events, marketing campaigns, etc.

Economic Vitality focuses on creating a supportive environment for new and existing businesses, while advocating for and incentivizing appropriate development.

Check obmsa.org for upcoming meeting dates.

# Our Consumer & Business Surveys

Every few years we circulate a series of surveys to the community - one tailored for consumers and one for our business owners. This is an excellent opportunity for all in the community to give honest feedback on the condition of the downtown - physically, economically and culturally.

The data that is collected is then used as part of our market research/analysis reports and used internally to assess the effectiveness of our programs and initiatives.

Please take a moment to fill out the survey by scanning the corresponding QR code below:

**Consumer Survey** 



SCAN ME

**Business Survey** 



**SCAN ME** 

## Our Seventh Annual

# End of the Season Benefit

The work we do in Oyster Bay would not be possible without the support of this wonderful community. Thank you to all our event sponsors and everyone who attended for making this year's event our most successful yet! By the end of the evening we were able to bring in nearly \$50,000! Proceeds go to support many of our 2020 initiatives and programs!

















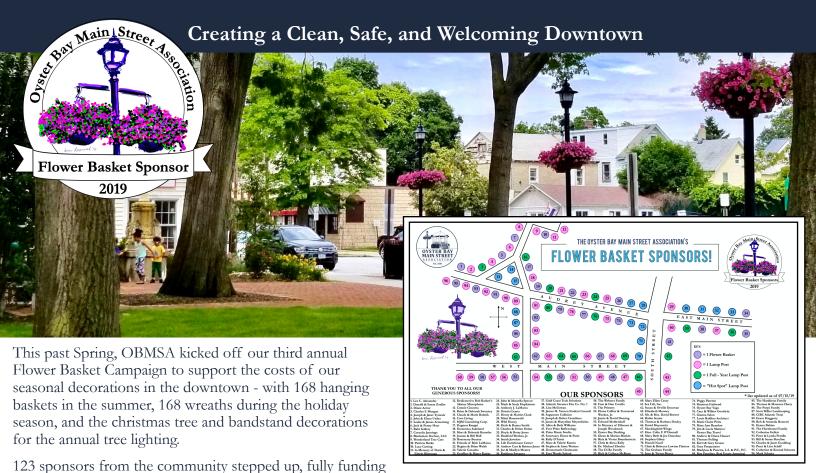












Look for your invitation to sponsor your basket this May!



us for the 2019 season!

# Community Clean-Up

If you are looking for a way to get more involved in OBMSA and help us keep Oyster Bay clean, we invite you to join us for one of our Community Clean-Up Days. This past November, we teamed up with **Friends of the Bay** to clean up White's Creek and the adjacent parking lot north of East Main Street. Due to the success of the event, we plan to host more regular cleanups moving forward - follow us on Facebook at "Oyster Bay Main Street Association" to stay informed.

OBMSA is also gearing up for our 5th season of our **Clean Sweep Initiative**. In response to demand, this year we are looking to expand the impact of the program beyond just loose litter on the streets and sidewalks to include monitoring and reporting issues such as grafitti, pet waste, and other quality of life issues.

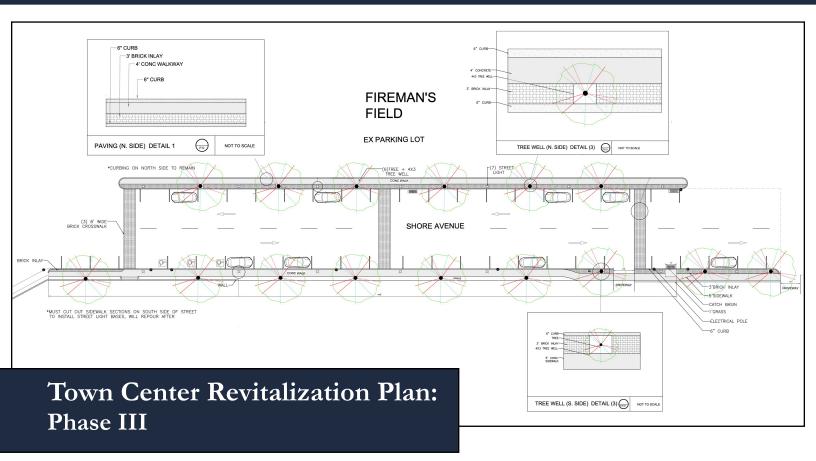








## Our Efforts to Make the Downtown a Place Where YOU Want to Be



OBMSA is excited to announce the third phase of our Town Center Revitalization Plan! The Town Center Revitalization Plan (TCRP) was initiated as a way for our organization to focus our design projects and multiply their impact by completing inter-connected, smaller-scale renovations starting in the epicenter of the downtown and radiating out.

We implemented Phase I in 2015 with a full-scale renovation of Townsend Park. With the help of Main Street Nursery, we created a design that was appropriately scaled and better suited for the small triangle park around the bandstand. The \$30,000 renovation transformed the park and reestablished viable green space in the downtown.

To complement and expand the impact of the Townsend Park renovation, our next phase focused on further increasing available green space and improving the aesthetics of the downtown by opening up the grounds of the adjacent historic Oyster Bay Post Office for public use. Completed in 2018, the \$90,000 renovation resulted in an open and inviting lawn; the creation of a brick-paved seating area for patrons and residents to use; and improved access to an underutilized walkway connecting Audrey Avenue to Maxwell Avenue and the parking lot known as Fireman's Field just beyond.

OBMSA is currently finalizing approvals for Phase III with the Town of Oyster Bay. This next phase will focus on the sidewalks along the section of Shore Avenue immediately south of and adjacent to Fireman's Field. We will be building off of the success of the Town of Oyster Bay's Safe Ways to School project, which resulted in the installation of sidewalk along the south side of the street abutting Theodore Roosevelt Elementary School. The final design, pictured above, calls for the demo and install of a new sidewalk on the north side, the addition of 14 native species trees, 14 antique street lamps, and three crosswalks connecting the parking lot and the sports fields. All told, a substantial improvement to an area that is currently just a barren strip of concrete.

We are scheduled to break ground this year. Once completed, this renovation will improve the overall safety and aesthetics of the area - ultimately creating an inviting environment that better connects the general business district and the western waterfront and encourages individuals to utilize Fireman's Field as a parking option. Continuing to radiate out, we are looking towards future projects that will focus on further beautification and improving connectivity within the downtown.

# OYSTER BAY MAIN STREET ASSOCIATION'S DANCING INTHE STREET.

Dancing in the Street has become a summer staple of the Oyster Bay community that continues to grow in popularity year after year. From its humble beginnings in 2011, the series has expanded from four nights to six and on average brings approximately 200 individuals to the downtown per night to dance in the heart of downtown Oyster Bay.

Summer 2020 marks the **tenth year** of the series and we are excited to celebrate what has become a well-loved community event! To celebrate this milestone, we will be hosting special dance competitions throughout the series, inviting special guests, and more - so much more we have to add an extra night! So join us for one or all **SEVEN** Fridays this July and August!

A BIG thank you to our long-time sponsor - **BMW of Oyster Bay** - for all their support over the years! We would not be here without great community partners like you!



JULY 3<sup>RD</sup> • 10<sup>TH</sup> • 17<sup>TH</sup> • 24<sup>TH</sup> • 31<sup>ST</sup>

INTERESTED IN BEING A SPONSOR? VISIT OUR WEBSITE: A UGUST 7<sup>TH</sup> • 14<sup>T</sup>

WWW.OBMSA.ORG/DITS

## Yet Another Strong Year of Growth in the Downtown Cont'd

Our Design, Renovation, and Preservation Assistance Programs help business and building owners improve their sites by providing planning, grant writing, and financial assistance. In the past year, we assisted 18 members and businesses in total, which resulted in 12 storefront renovations and laid the ground work for three additional improvements slated for 2020.

Additionally, we provide support through our Facade & Sign Grant Program. Since first starting the grant in 2013, we have assisted 50 businesses in the downtown, disbursing nearly \$95,000 in grant funds and leveraging an additional private investment of over \$210,000 into the downtown. We currently have \$15,000 raised for our most recent cycle and, due to interest in the grant, we are hoping to raise an additional \$10,000 - we hope you will consider donating to help us reach this goal!







## A Selection of

# Our 2019 Grant Recipients







### Thank you to our Fiscal Year 2019 Contributors!

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