

OYSTER BAY

MAIN STREET ASSOCIATION NEWS

Spring 2023

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Planting Seeds and Watching Them Grow

The Oyster Bay Beautification Committee launched our Seedling Program last spring and it literally and figuratively planted a seed in the downtown - getting unprecedented numbers of volunteers involved in the improvement of Oyster Bay!

This past spring, we had over 300 individuals from our local schools, scout troops and adult day programs grow seedlings of marigolds and zinnias for planting in the downtown. The act of growing the flower from a seed and seeing its cumulative impact when they are all planted together went a long way in educating, engaging, and getting our participants - of all ages - invested in taking care of their downtown.

It was such a success, we are happy to announce we will be adding this to our annual programming! If you are a troop leader, teacher, or program coordinator interested in having your group participate this spring please visit our website: seeds.obmsa.org or scan the QR code below to sign up! We will be hosting a free informational session led by Donna Moramarco, the Historic

Landscape Horticulturist at Planting Fields, where you will be guided through the process of growing a seedling and provided all the materials needed for your group to take part!



BEST WISHES!

Best wishes to our long-time project manager, Sasha Freedman, who accepted a new position in development at UJA at the beginning of this year.

While she will be sorely missed, we are so appreciative of the work she has done to move our mission forward - from building up our business assistance programs to coordinating our End of the Season Benefit every year, and everything in between!

Over the course of her six years with OBMSA, we have grown by leaps and bounds and we cannot thank her enough for all of her hard work and dedication to OBMSA and the downtown of Oyster Bay.

We hope you will all join us in congratulating Sasha and wishing her well as she enters the next phase of her career!

WE WANT TO HEAR FROM YOU!

Your feedback helps us improve our programming and develop new initiatives to Revitalize Oyster Bay!

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



Business Survey





WE ARE HIRING!

WE ARE LOOKING FOR A DYNAMIC DEVELOPMENT PROFESSIONAL TO JOIN OUR TEAM!

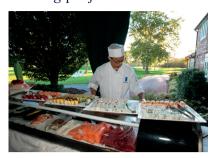
We are looking for someone dedicated and passionate to help us grow! We work on revitalization, business development, and community development projects throughout downtown Oyster Bay. If you are interested in learning more about or applying for this full-time position, please visit our homepage: www.obmsa.org for the full job description.

END OF THE SEASON BENEFIT

Our annual End of the Season Benefit was held on September 22, 2022 at the Mill River Club in Oyster Bay. The rain cleared up just in time for guests to enjoy a wonderful cocktail party, mingling over drinks and delicious light fare. Thank you to all of our sponsors and supporters for making this year's event so fun and successful. We look forward to all the exciting projects and initiatives made possible by your support!

































Olivia Lizza, Boston University - Hospitality & Event Planning

This past summer, Olivia joined our team as a development intern! In this role, she worked alongside OBMSA staff and volunteers to plan, organize, and help run our annual End of the Season Benefit.

Over the course of the 12 week internship, Olivia gained hands-on experience with strategizing ways to increase the profitability of the event, interacting with event sponsors and donors, and ultimately coordinating with venue staff and OBMSA volunteers to set up and run the benefit.

The energy and ideas Olivia brought to the event helped make this our most profitable benefit yet and we are so thankful for her hard work!





DOWN REBOU

Our programs cultivate a supp local businesses, which results the economic shutdown and a rates the downtown has seen is

The Oyster Bay Main Street Assoc. is incredibly proud of the role we play in supporting our new and existing businesses through our business assistance programs, shop local initiatives, and grant programs. Out of the 15 businesses that opened in the downtown, we helped 14 through our assistance programs and provided additional support to over 60 businesses through our shop local initiatives.

BUSINESS ASSISTANCE

Through our business assistance programs, we work directly with incoming businesses to assist with:

- · Site selection,
- · Navigating the permitting process,
- · Creating customized market analyses,
- · Grant assistance, and more.

These programs are often a business' first interaction with the Oyster Bay Community and we pride ourselves on creating a supportive atmosphere, where new businesses can thrive.



SHOP LOCAL INITIATIVES

You have heard us say, "Our small businesses are the backbone of our community," and here's why: they invest in our downtown – on average, small businesses return 68% of their revenue back into the community; they are the largest employers nationally; and they cater to local consumers. To that end we host events and programs that inspire the community to shop local – keeping our investment local and strengthening our community as a whole.

BOO-TIQUES BY THE BAY

This past October, we hosted our 3rd annual Boo-tiques by the Bay shop local event! We had about 40 businesses participate by either offering a special, sale, or workshop on the day or by participating in our downtown "Bootique" Trick-or-treat.

There was a great buzz in the downtown that culminated with a huge crowd for Raynham Hall's Ghost Walk! Thank you to everyone who came out to join us for what turned out to be a great day and night!

TEN YEARS OF OBMSA'S FACADE & SIGN GRANT

For the past ten years, our privately funded Facade & Sign Grant has been helping our small businesses with the funds necessary to invest in their downtown storefronts.

This grant, supported by the Bahnik Foundation, began in 2013 simply as a means to encourage our businesses to invest in appropriate signage. Since then, it has grown and evolved to reflect the changing needs of the small businesses in our downtown. We have added tiers to the grant and doubled the maximum available funds per project in an effort to encourage larger-scale investment into our properties - to great success!

You have seen the impact of our grant all over the Hamlet. In the past ten years, we have:

Assisted over 70 Businesses
Provided over \$135,000 in grant funds
Leveraged an additional private investment of \$240,000
for a total investment of
\$375,000 into downtown
Oyster Bay!

THE WINE LINE

TOWN

ND

ortive atmosphere for our ed in a strong rebound from return to the lowest vacancy n over 20 years.

#SHOPOYSTERBAY GIFT CARD GIVEAWAY

Where Boo-tiques focuses on increasing traffic to our downtown businesses, our #shopoysterbay giveaway focuses on driving traffic to their social media profiles.

To encourage people to follow the nearly 60 downtown businesses featured, OBMSA ran a weekly giveaway, where followers could win an assortment of gift cards to local businesses worth up to \$500. All they had to do to enter was follow the featured business and tag a friend.

Over 4,300 individuals entered the giveaway and six lucky winners were chosen to receive over \$3,000 in gift cards to our local businesses.

As a result, on average, our local businesses gained 24 new Instagram followers and 11 new Facebook followers.



GRANT ASSISTANCE

For new and existing businesses looking to renovate or expand their space, our staff is able to help them identify and apply for available funding opportunities – both public and private- that may apply to their situation.

P.O. Box 116 • Oyster Bay, NY 11771 • Tel (516) 922-6982 • www.obmsa.org

BRINGING THE COMMUNITY TOGETHER



OYSTER BAY MARKET

Quickly becoming another beloved Oyster Bay annual tradition, the Oyster Bay Market had a great third year in 2022! A joint venture between **Mockingbird Wings** and OBMSA, the open-air market brought the freshest local farm produce, local artisans, bakers and local businesses together in downtown Oyster Bay every other Sunday from May through November.

By popular demand, we are bringing back the market for our fourth season this June!

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DANCING IN THE STREET!

Dancing in the Street came back for its 11th season this year! Sponsored by **Cardinali Bakery & Stellina Ristorante**, we hosted seven nights of this beloved free community dance party - regularly bringing a crowd of over 250 people to the downtown. As the weather warms up, we are already looking forward to another great summer of Dancing in the Street!

2023 Dates: July 7th, 14th, 21st, 28th and August 4th & 11th





TEDDY'S HOMECOMING JUBILEE

New this year, OBMSA worked with Friends of Sagamore Hill and the Town of Oyster Bay to bring a little bit of history to the present day. Theodore Roosevelt impersonator, Joe Wiegand, was warmly received by a large crowd of Oyster Bay residents gathered around the bandstand, where he gave a rousing speech pulling from past Independence Day speeches the president had given throughout his career. Attendees were then invited to join T.R. for a drink at Teddy's, with a portion of the proceeds going to support both organizations. It was a terrific event and we are already making plans to do it again this year!



HOLIDAY MARKET & STROLL

Our community gathered on Saturday, December 10th for a wonderful day of shopping, ice skating and revelry as we teamed up with the **Oyster Bay - East Norwich Chamber of Commerce** to celebrate the season at the 3rd Annual Oyster Bay Holiday Market & Stroll. OBMSA was once again thrilled to add to the festivities with our ice rink, allowing the children to skate while their parents enjoyed watching them from the **Cardinali & Stellina's** parent's lounge.



BOOSTING COMMUNITY PRIDE



EXPANDING OUR SEASONAL DECORATIONS

Every year during the spring and holiday season, OBMSA decorates the downtown. Through the generous support of individual sponsors like you, we are able to install and maintain 168 hanging flower baskets in the spring and 168 wreaths in the winter. This year, we will be increasing the footprint of our program to include the new street lamps installed on South Street!

After a successful trial run this year, we will be expanding the scope of our seasonal decorations to include cornstalks on Audrey Avenue in the fall!

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OPERATION CLEAN SWEEP

A clean, quaint and charming downtown is a point of pride for many of our residents and business owners. To assist with that, we started hiring a part-time employee to sweep up loose debris in our parking lots and sidewalks during our peak visitor season - May through October. This past year we expanded these efforts to also include a bi-weekly sidewalk and street cleaning in our general business district by a professional landscaping company.





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VOLUNTEER ACTION DAYS

Our members and volunteers came out in full force this year!

During our most recent volunteer action day in November, we teamed up with **Friends of the Bay** and **Theodore Roosevelt Sanctuary** to plant a pollinator garden in the Townsend Square parking lot. This initiative used native plantings which will help support the endangered monarchs and will also help with mitigating rain water run-off in the parking lot.

We are currently planning our spring planting day - details to come! Please sign up for our newsletter on obmsa.org to stay in the loop!



OYSTER BAY GARDEN TOUR

We are so excited to announce that for the first time in nearly a decade we are bringing back the Oyster Bay Garden Tour! Join us on June 8th beginning at noon as we raise funds to support the efforts of the Oyster Bay Beautification Committee!

A treat for serious horticulturalists and backyard gardeners alike, attendees will be split into groups that will explore four gardens on the north shore of Long Island. Following the tour, guests are invited to enjoy cocktails and appetizers at Cooper Bluff, where there will be raffles, 50/50 prizes and more!



Thank you to our Fiscal Year 2022 Contributors!

Joan Mahon

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