



Newark Economic Development News



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Summer Community Events

8th Annual community Pride Day May 31st, volunteers meet 9:30 a.m., Pontillo's parking lot.

Farmers Market:
Begins Thursday, June 5th at Central Park

Newark Pilots:
Opening Home Game Friday, June 13th at Colburn Park see Pilots website for games schedule.

2nd Annual Wine and Artisan's Festival:
Friday, June 20th at T. Spencer Knight Park

Music on the Erie:
Friday Nights June 27th through September 5th at T. Spencer Knight Park

Annual Tea and Floral Show:
Saturday, August 9th at Wayne County Council for the Arts.

Buy Local

On behalf of the Village of Newark I would like to thank everyone that has given feedback on the first issue of the Newark Economic Development News. We are greatly appreciative that people are taking the time to read it and are giving feedback.

When I began thinking about what to write about in this issue, I really wasn't sure which direction to go until a recent conversation with Chrissie Kent, Owner of Doug Kent's Rose Bowl Lanes and President of the Newark Chamber of Commerce. Like the old saying goes "The light bulb went off".

I would like to talk about buying local. In the next month I would like to challenge everyone reading this along with friends and family to think about where your next purchase will be. Prior to leaving the house or office write down what you need and where locally you can purchase that product. Even if you don't have the time to write it down just think about it. You are going to be hard pressed to find something you need that your can't find locally.

Whether it is sporting goods, groceries, building supplies, farm supplies or a new car you don't have to leave the Village or Town limits. Next time you need a plumber, contractor, mason or hair dresser please take the time to call your local business owner and give them the opportunity. We want to be the community that everyone around us looks up to, that has

filled storefronts. The only way to do this is to stick together and support each other in every way we can.

Before you say it cost too much to buy local, think about the following. The next time you leave for your thirty (30) minute drive to purchase an appliance in another community, not to mention another County, think about what that costs you, the Village and the County, even before you open your wallet to make the purchase. At the IRS rate of \$.56/mile it just costs you about \$25 to \$30 in wear and tear on your vehicle and gas, not to mention the hour or your time you lost driving. Oh, don't forget the sales tax that just went to another town and county. Then a week later you have a problem with that appliance and you call the store's 1-800 number. You are fortunate enough to only have to wait 10 minutes for someone to answer and then the person on the other end of the line is difficult to understand. This is followed by the good news that they can fit you in 10 days from now and it will be somewhere between 12 and 5 pm., please have someone home to allow the service representative in. This may seem a little sarcastic, but most of us have experienced this or worse. Wouldn't it have been easier and less stressful to speak to someone who has a face, a smile and most likely can fix your problem quickly?

B U Y L O C A L !
Local businesses value, respect

and appreciate your patronage. Local businesses build strong neighborhoods by sustaining communities, linking neighbors, and local businesses contribute more to our community causes. For every \$1 spent locally a percentage of that is reinvested locally.

In conclusion, I would like to say that we have a lot of great business people in this community. If we want to keep each of them, and attract new businesses and continue to create a thriving economic environment we need to support each and every local business. Please take the time to think local prior to shopping outside of the Village when making your next purchase.

Sincerely,
Mark A Peake

Village of Newark
Economic Development Facilitator



Promoting Business Growth

Newark continues to grow at the fastest pace of any community in Wayne County.

Our business-friendly, professional Village Board comprised of local citizens stay focused on economic development activities.

Through visionary thinking, thoughtful planning, and the proactive pursuit of opportunities, the Village of Newark has evolved into a technology-driven community committed to growth, innovation and redevelopment.

Businesses in Newark thrive, thanks to municipal incentives and community support. A visionary partnership of elected officials and Newark business leaders set a long-term strategy to prioritize economic

development. That effort has paid major dividends, with mixed-use developments, combining residential and retail space, revitalized commercial areas and numerous new businesses.

The Village of Newark partners with several organizations to assist in the success of our local businesses. Some of these partners include, Finger Lakes Community College, Wayne County Industrial Development Agency, Greater Rochester Enterprises, the Greater Newark Chamber of Commerce, and SCORE. A wealth of helpful information from Federal, State, County and local resources can be found on the Village's web site.

The Village of Newark works with local and state programs to help attract and stimulate local business development opportunities and to support and assist the current business community.

The Village of Newark is here to serve local businesses. We encourage any community business to call or e-mail us with any thoughts, observations, comments or questions relative to doing business in Newark.

Please refer to the contact information on the back of this newsletter.



The Village of Newark Economic Development Alliance (VONEDA) is an advisory group comprised of local business leaders. The Alliance works with the Village of Newark and Chamber of Commerce to stimulate economic growth, promote Village assets, preserve the Village's history and encourage a diversity of uses to serve residents, businesses and visitors. V O N E D A m a k e s recommendations to the Village Trustees on economic development issues and strategic initiatives. Alliance members identify and recruit new industry and businesses seeking to start-up, relocate or expand in Newark while offering expertise in the retention of existing industry, thus ensuring that the local climate is functional for business enterprise. The Alliance reviews existing programs and offers support on new programs that stimulate the Village's economy and quality of life. Call 315-331-4770 ext. 106 for more information.

Newark for All Seasons



The Village of Newark has launched a plan to promote our community and our assets. The goal of the **Newark for All Seasons** campaign is to embrace what is unique about our community and market it:

Newark is a friendly, safe community with a hometown feel.

Newark is an affordable community with resources (fire department, hospital, police, college, canal and canal path, parks, job opportunities, and close proximity to Finger Lakes attractions, upstate cities the Thruway and airports.)

Newark is a good place for

industry and commerce. Local businesses are prospering and growing.

Newark is rich in History and the Erie Canal is located in the heart of the community.

Newark caters to tourists and provides settings and experiences that the traveling public is looking for, so they want to come back again and again.

The **Newark for All Seasons** campaign will include advertising in printed publications, posters, a video, public relations, a map of the village, events, banners and a stronger Internet presence.

It will take a village to build our campaign – everyone must be on the same page and pulling in the same direction. It is vitally important for local government, Chamber of Commerce, citizens, area businesses and community organizations to work together to bring this message to life.

Businesses can participate by proudly displaying the **Newark for All Seasons** posters in their establishments to WELCOME customers and visitors to our community and by participating in Community Pride Day activities.

Newark Farmer's Market

Farmer's markets have become a critical ingredient to our nation's economy. Connecting rural to urban, farmer to consumer, and fresh ingredients to our diets, farmers markets have become an economic centerpiece in towns and cities across the U.S. The Newark Farmer's Market has become an integral part of our community mostly due to the growing consumer

interest in obtaining fresh products produced and grown locally. The vendors at the Newark Farmer's Market bring the pleasures of eating local food to the residents of our community.

After a long winter the Newark Farmer's Market will open in June of 2014 on Church Street on the north side of Newark Central Park, 2:30—6:00pm. Before the Newark market

opens, consumers can find early crops such as asparagus and sweet strawberries to grace their tables at roadside stands and local farm markets throughout the County.

Farmer's markets and private farm markets play an important role in our community. Dollars that are spent at these markets tend to "stick" to the local economy by being re-spent locally.



Visitors WELCOME

Newark is quickly becoming a destination for bicyclists and boaters and others visiting the Erie Canal. Did you know that hundreds of bicyclists and boaters pass through Newark and spend thousands of dollars in our community each year? Our plan is to get them to stop, eat, drink, shop and stay in Newark, while visiting the area.

After their recent trip to Newark, one visitor said "the location is perfect, so convenient to the lakes. A

beautiful town on the Erie Canal that has all the essential needs for traveling, lodging, gas, groceries, dining etc. The warm hospitality shown to me was above anything I have experienced in this country... A True Hidden Gem."

Newark is striving to attract more visitors to our community by expanding the canal trail and by providing docking for boaters, electric hookups, showers, laundry facilities and WiFi at the Port of Newark.

This spring Newark will install new signage with maps that will make Newark more accessible for boaters and trail travelers, directing them to the local business community.

Let's all greet customers and visitors with a big Newark WELCOME!

Visitors who have a great experience in our community will go home and tell family, friends and co-workers about their wonderful visit to our village.



Newark Pilots...Batter Up!

Since bringing their business to Newark in 2010, The Newark Pilots will be back for their fourth season in 2014! After winning the Perfect Game Collegiate Baseball League Championship in 2011, and making the playoffs the last two seasons, the Pilots look to bring the championship back

to Newark! So come check out the new Secor Lumber Party Deck and be ready for more exciting baseball, fireworks, giveaways and tons of family fun this summer as Colburn Park! Follow the Newark Pilots on Facebook and Twitter and for information on season tickets, sponsorships or

becoming a host family check out the website at:

<http://www.newarkpilots.com> or give them a call at : (315)-576-6710.

Go Pilots! The Newark Pilots are a wooden bat collegiate team with players from California to New York.



Village Of Newark Monday—Friday

100 East Miller Street
Newark, New York 14513
(315) 331-4770

Stay connected and see more community events calendar on the Village website.

www.villageofnewark.com



First Place Trophies Awarded

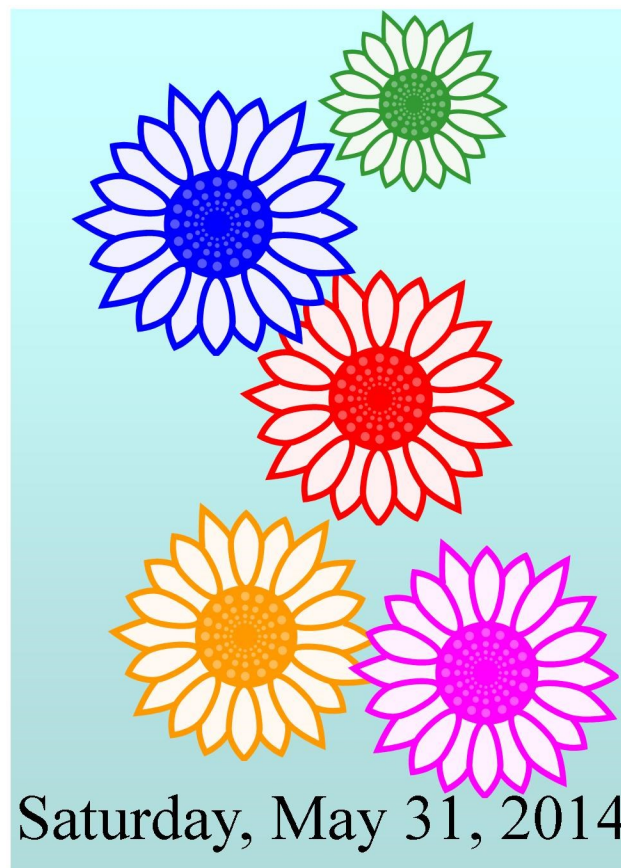
Pumpkin Sculpture Contest
Lyons National Bank

Snowman Building Contest
Pontillo's Pizza

Congratulations!

Color our Community Pride Day

Color our Community Pride Day



Color our Community Pride Day

Saturday, May 31, 2014

A PARTICIPATING BUSINESS

Community Pride Day 2014



Join us and color your business with flowers. A few flowers around your business, in planters, or hanging baskets of posies will help to "Color our Community with Pride!" Display the poster at your business and encourage other businesses and residents to participate this year. Place flowers around your business and encourage your employees to join in on May 31st to help plant flowers and clean up our community.

Secor Lumber, Hardware and Home Center in Newark, is offering special pricing for Newark Businesses who would like to participate in Newark Pride Clean-up Day. The specials include 25% off hanging baskets, annuals, bulk mulch and bags of

**Most Colorful
Participating Business
will win a \$200 Prize!**

soil. These specials are for participating Newark Businesses and are offered for the week of May 25th through Newark Community Pride Day, May 31, 2014. Newark businesses can contact Ed at Secor Lumber at 332-2124 to participate and receive these generous discounts.

A prize of \$200 will be awarded to the most colorful Newark business exterior and \$200 will be awarded to the most colorful Newark Resident's front yard.

To enter your business or home, call Robbin Bremer at (315) 331-4770, ext. 108.