

THE BATAVIA MAINSTREET BOARDWALK SHOPS

Support Boardwalk Shop tenants can expect from MainStreet

AMENITIES & SPECIAL EVENTS

- Provision of space which includes:
 - Heat/air conditioning
 - Electric (up to a specified amount)
 - Internet
 - Overall site security cameras
 - Waste removal & port-a-potties
 - General maintenance
 - Digital locks
- Planters filled twice a year – summer and holidays
- Late night hours 5-8pm on the 2nd Thursday of the month (optional)
- Access to Farmers' Market patrons (2,500+ weekly)
 - May 18th– October 26th
- BatFest- October 26th
- Holiday Sneak Peek- November 7th
- Sundays with Santa- November 24th, December 1st, 8th, & 15th

EDUCATION, NETWORKING & SUPPORT

- Open communication with MainStreet staff and Boardwalk Shop Committee
- Monthly education sessions with business experts
- Monthly meetings to collaborate with shops and MainStreet
- Inclusion in quarterly merchant meetings
- Monthly Survey results



MARKETING & PROMOTION

- Advertising support
 - Logo and link to website on MainStreet Boardwalk Shop webpage
 - Inclusion in Downtown Batavia Rack Card, event poster, and other MainStreet promotions
 - Weekly mention in MainStreet Newsletter
 - Press releases
 - Professional photos twice (to be used in MainStreet marketing) –start of season & holidays
 - Mention in Aurora CVB guide and The Batavian
 - Social media
 - Boardwalk Instagram and Facebook
 - Cross promotion on socials:
 - Batavia MainStreet
 - Farmers' Market
 - Artisan Collective
 - Signage
 - Shop sign
 - A-frame at Farmers' Market
 - A-frame at the Boardwalk Shops with Hours
 - Banner with Hours on Rt 25 fence
- Inclusion in Batavia Chamber of Commerce Chamber bucks program



MAINSTREET EXPECTATIONS OF BOARDWALK SHOP TENANTS

- **Timely payment of rent**
- **Must keep shop and surrounding area clean, neat and safe**
No merchandise can be displayed outside the shop other than directly on individual porch.
- **Tenants will be responsible for weekly rotation of chores**
Complete list of tasks and weekly schedule will be posted in the shed
- **Insurance must be current the entire length of the lease**
- **Any tenant caused damage is the responsibility of the tenant to repair**
- **Shops must be open during the mandated hours**

Friday 10:00 am to 5:00 pm

Saturday 9:00 am to 5:00 pm

Sunday 11:00 am to 4:00 pm

SAVE THE DATE

Cocktails in the Park, July 27th 6-10pm

Please plan to volunteer at MainStreet's annual fundraiser.

Boardwalk Shop tenants will assist working the bar and entrances- a wonderful opportunity to network and promote your business!

- **Tenants are expected to promote their business. To gain additional exposure, tag @bataviaboardwalkshops and @downtownbatavia**
- **Must get approval from the Boardwalk Shop committee when adding products not included in application (email to Beth@downtownbatavia.com).**



**If questions or concerns arise, tenants are asked to promptly contact MainStreet staff.
Beth Walker, Executive Director- beth@downtownbatavia.com
and/or Kristen Desler, Assistant Director- kristen@downtownbatavia.com.**