

Special points of interest:

- **General Meeting May 18, 2011, 6:30, The Cupcake Lab, 517 Broadway (in the back of the building, Long Alley Entrance)**
- **June Board Meeting Tues., June 7, 2011, 8:30 a.m., Saratoga Arts**
- **June General Meeting June 15, 2011, 6:30, The Parting Glass**

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May 10, 2011

Reach us at 587-8635

May General Meeting at The Cupcake Lab

The May General Meeting is being held on Wednesday, May 18, 2011 at the Cupcake Lab, 517 Broadway (enter through the back—Long Alley Entrance. Parking available in the back of the building as well. The front of the building is Roohan Realty).

Our special Guest Speaker is Stephen Travers, Director, Restaurant Operations & Group Sales at NYRA, now in charge of hospitality at the track. He will discuss the new philosophy at the Saratoga Racecourse.

DBA members are invited to participate in the Saratoga Racecourse Theme Days during the months of July and August downtown.

General Meeting*Wed., May 18, 2011**6:30 p.m.**The Cupcake Lab**517 Broadway**(Long Alley Entrance behind the building)***Special Guest Speaker:**

Stephen Travers

Director, Restaurant Operations
& Group Sales

NYRA

New DBA Member-to-Member Discount Cards

The Downtown Business Association Member-to-Member Discount Cards are being mailed soon along with your new membership plaque. If you have more than 25 employees, the cards will be hand delivered to you by Susan Farnsworth.

If, for some reason, you did not receive the correct num-

ber of cards and need more, please call Susan at 587-8635 and they will be mailed to you.

Also, the up-to-date list telling you where you may use the discount cards will be available online shortly when the membership drive is over at the DBA web site, www.saratogadowntown.com.

Inside this issue:

Bike to Work Day	2
FedEx Discounts to DBA members	2
Hats Off & Final Stretch dates	2
Presidents Notes	3
Important Dates	3
All American Celebration	4-6

Bike to Work Day

Saratoga Healthy Transportation Network is sponsoring the Third Annual Saratoga Bike To Work Day Challenge. Companies with offices/workplaces in Saratoga County are encouraged to form Bike To Work Teams for Bike to Work Day on Friday, May 20, 2011.

A company/organization is permitted to form multiple teams. As of Wednesday, May 12, over 100 Saratoga Area riders had signed up, and Saratoga Healthy Transportation Network expects many more in the coming 9 days. To participate, or to see current standings go to www.healthytransportation.org and click on the register link. Then you can promote it at your workplace, and send employees to register online, and ride!!! Riding a bike to work can save money, is good for the environment, is healthy and stress relieving and is fun. For more information, contact: info@healthytransportation.org Registration Link: www.healthytransportation.org

Sign up for the
**“Bike to
 Work
 Challenge”**

FedEx Office offers Discount Cards to DBA Members

FedEx Office is offering discount cards to our DBA members (business owners, not employees). They will be included in the mailing you will receive within a week with your DBA Member-to-Member discount cards (for you and your employees) along with your 2011-2012 membership plaque to hang in your stores and businesses.

FedEx Office Discount Card offer:

20% off color and b/w prints which includes 8.5 x 11 and 11 x 17. B/W oversize and color oversize are discounted 5% as is all "finishing" services - cutting and folding.

Hats Off & Final Stretch Music Festivals

- **Hats Off to Saratoga Festival is July 22 & 23, 2011.**
- **Final Stretch is Sept. 3 & 4, 2011.**

Be sure to mark your calendars, these festivals are HUGE.

Hats Off brings 20,000+ people each night. Final Stretch brings 15,000 Saturday night, about 10,000 Sunday night.

If you are a restaurant or bar, be sure you are staffed and stocked for the fun crowds.

Special thanks to the DBA member businesses and restaurants that made the pledge to stay open during the festivals.

President's Notes

Congratulations to Opera Saratoga celebrating their 50th season!

Congratulations to DBA member Opera Saratoga (formerly Lake George Opera). They are celebrating their 50th season. A very attractive poster with their schedule is available for your window. Please call my office to pick yours up (581-7550). Our April meeting had a good crowd, as U.S. Representative Chris Gibson presented his take on the current congressional issues and the outlook for the future. A stimulating Q & A session followed his remarks. Members enjoyed getting together in our Military Museum on Lake Ave, they've put a lot of hard, hands-on volunteer work on the current exhibit. Stop by to see it.

In the "good news from Washington" department, the odious requirement for business owners to issue an IRS form 1099 for each vendor/supplier they paid \$600 or more to over the tax year has formally been repealed. Finally, some common sense.

Fight urban sprawl, shop downtown.

Cheers,

Jeff

Important Dates

- May 12.....SEDC Annual Dinner, City Center
- May 13.....Saratoga Co. Women's Republican Club Annual Dinner, City Center
- May 14.....Saratoga Springs High School Junior/Senior Prom, City Center
- May 15.....United Jewish Federation of NENY Annual North Country Event, City Center
- May 16-18..SEMI ASMC 2011 Advanced Semiconductor Manufacturing Conference, City Center
- May 18-19.....Local Government IT Directors Annual Conference & Expo, City Center
- May 18..... DBA General Meeting, The Cupcake Lab**
- May 20...Saratoga Preservation Foundation Spirit of Preservation Recognition Awards, City Center
- May 21.....So. Glens Falls HS Prom, City Center
- May 22-23.....Home Care Assoc. Annual Conference & Exhibition, City Center
- May 25-27..... Fourth District Dental Conference, City Center
- June 7.....DBA Board Meeting, Saratoga Arts**
- June 9-12.....SaratogaArtsFest, various locations throughout Saratoga Springs
- Tues.-Sun., July 19-24.....Saratoga County Fair, Ballston Spa
- Fri. & Sat., July 22-23.....Hats Off to Saratoga, Downtown Saratoga Springs
- Fri., Aug. 26.....Travers Eve Festival, downtown Saratoga Springs
- Sat & Sun, Sept 3-4.....Final Stretch, Downtown Saratoga Springs



4th Annual Saratoga's All-American Celebration

Kate Jarosh, President, Board of Directors

In two short months, the rain and mud will be gone and heat and humidity will prevail. With it comes July 4th weekend and Saratoga's All-American Celebration! This event celebrates the vibrancy of our downtown and we want *you* to be a part of it!

2011 brings exciting news! We are thrilled to share this opportunity to participate with you as a new not-for-profit 501c3 organization, Saratoga's All-American Celebration Inc. Formerly coordinated by the City, the Celebration has been handed over for this year and the future to ensure the continuation of the event. Our hardworking Board consists of community leaders and DBA members, many of whom have been involved in past Celebrations. Though the coordinators may change, the favorite events will remain the same!

Here are some of the opportunities available during the 2011 Celebration.

Celebrate All-American cuisine and market your establishment in a fun and creative way! Over 2000 hungry revelers enjoyed the **Dessert and BBQ tasting festivals** in past years and many returned for dinner that night. Dig out your favorite recipe and take on your fellow restaurateurs! The cost is \$100 to compete in 1 festival and \$125 to compete in both. Participating restaurants are also listed on the Celebration commemorative t-shirt. Tasting is Monday, July 4th, 11am-3pm, and winners will be announced by press conference on Wednesday, July 6th. Information and registration form may be found on our website listed below.

The Classics are back! The annual **Classic Car Show** will be held Monday, July 4th 11:30am-3:30pm, coinciding with BBQ & Dessert Fests. Participants receive goodie bags (as well as tasting tickets), and we need help filling them! Whether you are "car related" or not, any item is greatly appreciated. Spouses are also usually looking for something else to do during the Show—entice them to shop! If you have items you would like to donate, or if you have a classic car you'd like to enter in the Show, please contact us, at info@saratogajuly4th.com.

The All-American Celebration is funded entirely through **sponsorship donations**—why not advertise *and* support a community event?! For just \$250, your business logo can be "worn" for years to come on the commemorative t-shirt and you can be marching down Broadway in the All-American Parade! Every donation is greatly appreciated and all levels receive prominent signage, announcement of sponsorship, and Facebook SHOUT OUTS!

Visit www.saratogajuly4th.com and like us on Facebook for more details, forms for participation and make sure to add these link to your webpage for maximum exposure!

Saratoga's All-American Celebration 2011

BBQ & Dessert Festival Competition Participant Information

Date: Monday, July 4, 2011

Time: 11:00am-3:00pm

You are invited to participate in the 4th-Annual *BBQ & Dessert Festivals* as part of **Saratoga's All-American Celebration**. Patterned after the local favorite *Chowderfest*, (though much warmer!) patrons will visit your establishment to taste your best BBQ and Desserts. A location for serving will be provided for restaurants located outside the Downtown Saratoga Springs area. The dishes are up to your imagination and culinary creativity. Samples are offered to hungry tasters for \$1/taste. Tasters may vote after visiting at least 3 locations in that Festival. Winning and runner-up restaurants will be chosen in each Festival for Best Overall, Best On Broadway, Best Off Broadway & Best Newcomer.

BBQFest:

Fire up the grills and mix up those secret sauces, it's BBQ Time! 4th of July brings the sweet, mouth-watering smell of dinner cooked open air. Let the Throw-Down begin!

DessertFest:

Nothin' says summer like the first sweet apple pie, or raspberry pie, or strawberry shortcake or, well, use your imagination! So, dig out Grandma's favorite recipe and let the baking begin!

Registration:

Contest entry cost is \$100 for one festival or \$125 for both. **Registration deadline is June 15, 2011**; no late registrations will be accepted due to advertising and printing constraints. Below is an entry form for your convenience. Please remit the donation by deadline to receive sponsorship benefits. **Please make checks payable to *Saratoga's All-American Celebration Inc.* and mail with registration to PO Box 3247 Saratoga Springs, NY 12866** before the above deadline.

Commemorative 2011 Celebration t-shirts will prominently display your establishment as a participant/sponsor of the event! T-shirts are purchased by the public during the Festival. If you would like t-shirts for your staff to wear on Festival Day, they are available for \$5.00/ea. Please order shirts by marking the sizes requested on your registration form and include payment with your registration.

Restaurant Name _____

Contact Name/Title _____ Day of Ph # _____

Address _____ City/State/Zip _____

Phone No. _____ Email _____

BBQFest _____ (\$100)

DessertFest _____ (\$100)

Both _____ (\$125)

Please remit the donation no later than **June 15, 2011**. Please make checks payable to *Saratoga's All-American Celebration Inc.* and mail with registration to PO Box 3247 Saratoga Springs, NY 12866 before the above deadline.

T-shirts: _____ S _____ M _____ L _____ XL Total donation \$ _____

***Saratoga's All-American Celebration, Inc.* is a registered 501(c)(3) organization**

Saratoga's All-American Celebration 2011

Sponsorship Opportunities

General Washington \$2500 & Above:

- Opportunity for 1 to ride with Grand Marshal in the parade
- 8 free tastings at BBQFest & DessertFest
- Ad on event website
- Opportunity to march in the parade for your business
- Company logo on the commemorative t-shirt
- Prominent signage & announcement of sponsorship
- Facebook Shout-Outs

General Gates \$1000:

- 4 free tastings at BBQFest & DessertFest
- Ad on event website
- Opportunity to march in the parade for your business
- Company logo on the commemorative t-shirt
- Prominent signage & announcement of sponsorship
- Facebook Shout-Outs

Alexander Bryan \$500:

- 2 free tastings at BBQFest & DessertFest
- Ad on event website
- Opportunity to march in the parade for your business
- Company logo on the commemorative t-shirt
- Prominent signage & announcement of sponsorship
- Facebook Shout-Outs

Philip Livingston \$250:

- Opportunity to march in the parade for your business
- Company logo on the commemorative t-shirt
- Prominent signage & announcement of sponsorship
- Facebook Shout-Outs

Gideon Putnam \$100:

- Prominent signage & announcement of sponsorship.
- Facebook Shout-Outs



BBQFest **OR** DessertFest Registration \$100:

Participating restaurants are listed on the commemorative t-shirt, prominent signage & announcement of sponsorship & of course...bragging rights!

BBQFest **AND** DessertFest Registration \$125:

Why enter just one? Compete in both tasting Festivals at this deeply discounted rate.

Business Name _____

Contact Name _____ Title _____

Address _____ City/State/Zip _____

Phone No. _____ Email _____

I, _____, am committing to be a sponsor for the 2011 Saratoga's All-American Celebration. A donation of \$ _____ will be used for _____ event. I understand that with this donation I am eligible for the _____ level sponsorship and will receive the benefits as stated above. I will remit the donation no later than June 15, 2011 to receive sponsorship benefits. Checks are made payable to **Saratoga's All-American Celebration Inc.** and may be mailed to **PO Box 3247 Saratoga Springs, NY 12866 before the above deadline.**

Sponsor Signature/Date

Received By/Date

Saratoga's All-American Celebration Inc. is a 501(c)(3) charitable organization.