



# Fingerlakes Mall 2024 Leasing Guide

Fingerlakes Mall  
1579 Clark St. Rd./ PO Box 7128  
Auburn, NY 13022  
315-255-1188 (Office) 315-255-1005 (Fax)  
[www.fingerlakesmall.com](http://www.fingerlakesmall.com)





# Leasing



## Grown Your Business With Us!

The Fingerlakes Mall offers entrepreneurs opportunities to start, grow and direct market their products and/or services in the area's only enclosed shopping center. Your business will be in good company as the Fingerlakes Mall is anchored by Bass Pro Shops and Track Cinema along with more than 20 specialty stores and businesses.

Are you interested in opening your own business? We offer a variety of options for traditional retail, restaurants, and entertainment as well as non-traditional uses such as offices, medical, fitness, educational training centers and more.

## Restaurant Opportunities!

If you are an independent owner of a restaurant or eatery, or if you are an independent food truck operator, we offer a unique opportunity to move your existing business or start a new business here in our "Cafe Square" Food Court.

We have a winning strategy for new and existing operators. Why begin with a white box or vanilla space that requires everything from HVAC to plumbing and electric? We have second generation spaces that may already have the important items that you need such as a turn-key kitchen, hoods, grease traps, refrigeration and more.

Take advantage of many other amenities that you don't have to think about including a climate-controlled dining area that accommodates over 100 people, plenty of parking, signage, safety and security.

## Specialty Leasing!

Whether you are a first time entrepreneur or an experienced vendor, our Specialty Leasing Program is a great platform to market and sell your product or service. With millions of visitors per year, our shopping center offers you the opportunity to make direct sales with every passerby.

Our short term RMU (retail merchandising unit) Kiosk and in-line openings are available year-round. Lease terms vary from one month up to one year, and offer the flexibility you need to meet your business goals. The Specialty Leasing program is an ideal place to start or expand your existing business.



We offer short-term, seasonal and long-term leases. For more information, feel free to contact us at 315-255-1188 or email: [marketing@fingerlakesmall.com](mailto:marketing@fingerlakesmall.com).



## **Location:**

1579 Clark St. Rd.  
Auburn, NY 13022

## **Description:**

One-level specialty retail center positioned as a convenient, community focused shopping and entertainment destination for the Finger Lakes region.

**Opening Date:** April 1980

**Site Size:** 56 acres

**Parking Spaces:** 2,149

## **Mall Gross Leasable Area:**

Total: 410,000 sq. ft.

Mall Shops: 184,970 sq. ft.

Anchors: 182,355 sq. ft.

## **Anchor Tenants:**

Bass Pro Shops: 85,500 sq. ft.

## **Auburn, NY:**

Population (2020):  
26,866

Avg. Household Income  
(2020): \$43,555  
Median Age (2020): 40.4

## **Leasing Information:**

**Rene Patterson**  
***General Manager***

1579 Clark St. Rd./PO Box 7128  
Auburn, NY 13022  
315-255-1188 (Office)  
315-255-1005 (Fax)  
[generalmanager@fingerlakesmall.com](mailto:generalmanager@fingerlakesmall.com)

**Elizabeth Hebbard**  
***Director of Marketing***

1579 Clark St. Rd./ PO Box 7128  
Auburn, NY 13022  
315-255-1188 (Office)  
315-283-3446 (Cell)  
315-255-1005 (Fax)  
[marketing@fingerlakesmall.com](mailto:marketing@fingerlakesmall.com)





# Property Overview



## A Community Friendly Shopping Center

Fingerlakes Mall is Cayuga County's only enclosed shopping center within a 30 mile radius, and located in Auburn, NY, a city rich in history and cultural attractions.

Anchored by Bass Pro Shops, Fingerlakes Mall hosts a variety of family-friendly entertainment, local and national shows, events and fundraisers,. We are also home to the family-owned TRACK Cinema.

Ideally situated on Route 5 midway between Syracuse and Rochester, Fingerlakes Mall is easily accessible from the NYS Thruway and NYS 690. Over 30,000 vehicles drive by the mall on a daily basis. We are also approximately 1 hour from Syracuse, Rochester, Ithaca and Oswego, and they contain a population of 2 million people.

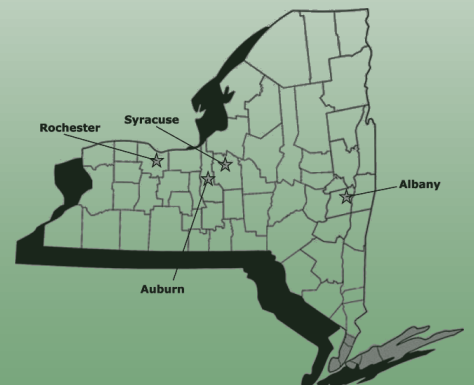
Cayuga Community College has over 4,000 students and is located just 4 miles away. There are an additional 10,000+ college students who live within 30 miles of our location.



## Directions to Fingerlakes Mall

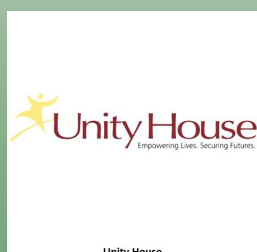
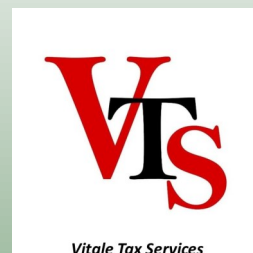
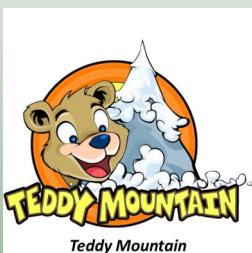
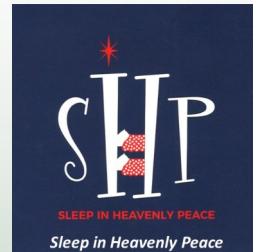
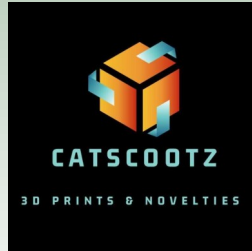
**From the West (Rochester):** Take New York State Thruway to exit 41 (Waterloo). At the exit, turn right onto Route 414S. At the next traffic light, turn left onto Route 318 and follow it until you reach Routes 5 & 20 heading East. Fingerlakes Mall is approximately 10 miles further on the left side.

**From the East (Syracuse):** Take Route 690W from Syracuse. Veer right onto Route 695 heading to Auburn. At the end of Route 695, turn right onto Route 5W heading towards Elbridge and Auburn. Stay on Route 5W through the city of Auburn. Fingerlakes Mall is approximately 1 mile outside Auburn on the right side.





# We have a variety of mixed use tenants including over 30 unique local businesses!





# Welcome to Fingerlakes Mall



## ENTERTAINMENT

Arcade	A21
Around the World Golf	B19
Community Room	B15
Conference Center	C14
Fight Night/APE Scare & Care	B17
Kiddie Rides	K21
Magic Circle Films Intl	C7, C8
Pool Room	B1
Purple Lancers - BINGO	C14
Sports Room	B3
Track Cinema	C25
Vending Games	T16

## HEALTH & FITNESS

Absolute Dance	A4-2
Fingerlakes Family Karate	E7
Kid Star Sports Academy	B20

<b>Key</b>	<b>Color</b>
Permanent Tenants	Light Blue
Specialty Tenants	Light Green
Rental Rooms	Yellow
Mall Usage Rooms	Grey

## FOOD

3 C's Pizzeria	A18
Farmers Depot	A14
Dilly's	B4
Hangry Sandwich Co.	A16
Seating Area	B2

## SPECIALTY RETAIL

Auburn Book Bonanza	C2
Cash 4 Games CNY	C6
Cash for Gold / Cell Phone Repair	K9
CatScoutz 3D Print and Novelties	E3
Fingerlakes Variety & Sports	C13
Funky Fashions Boutique	A11
Frugal Flippers	AN1-2
Immediate Mailing Services Inc	AN3-3
JB Toys	B10
Savvy Mom's Consignment	A8
Sleep in Heavenly Peace	B16
Teddy Mountain	A13

## DEPARTMENT STORES

Bass Pro Shops	AN12
Tracker Boat Center	B13

## HAIR & NAIL SALONS

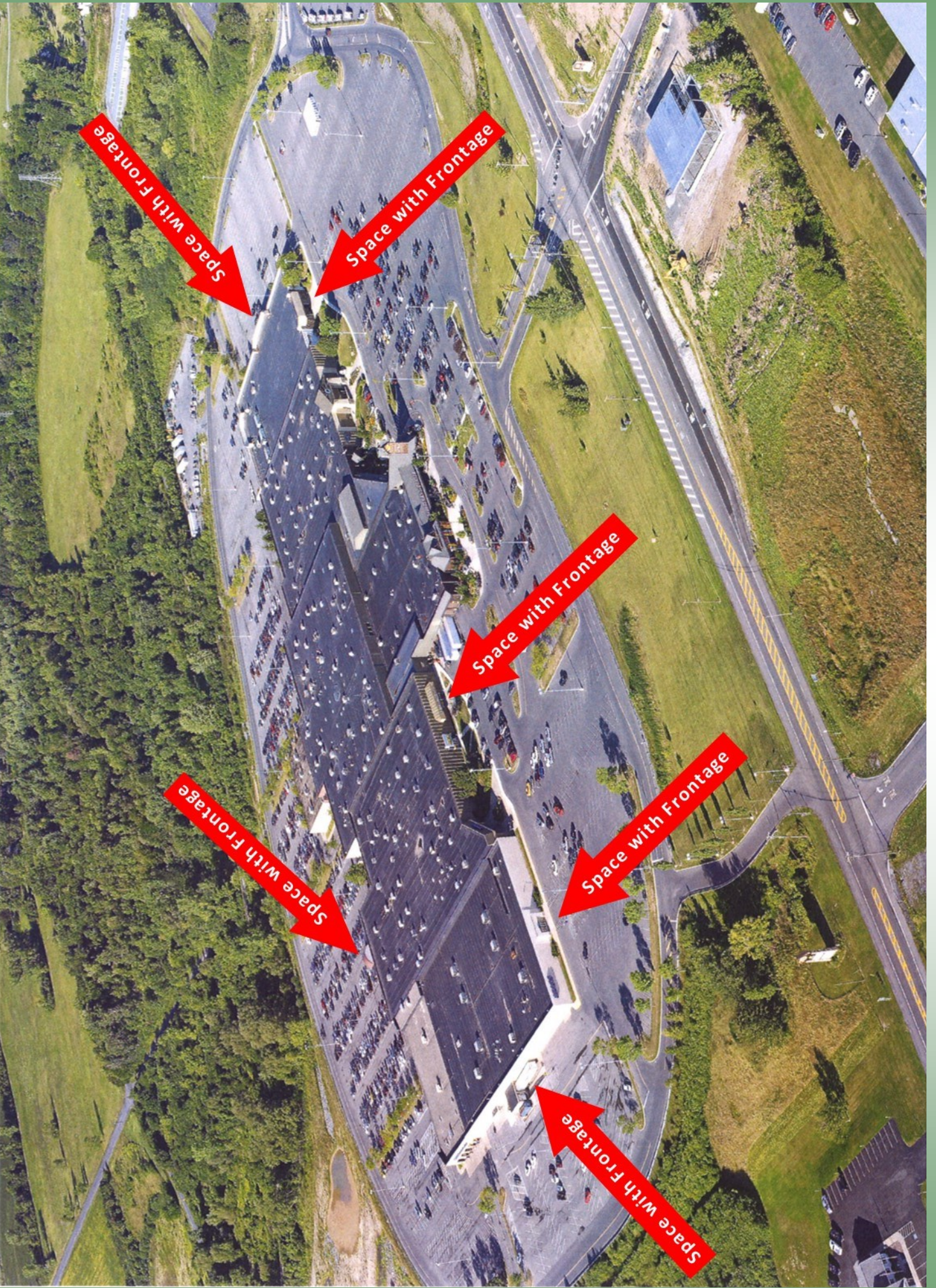
LV Nails	D19
----------	-----

## SERVICES

ATM	B3
Bark By Beth	A10
Envision Entertainment Co.	D14
Five Star Dog Grooming LLC	C3
Savannah Bank & ATM	D20
Security Office	E2
Unity House	D16
US Postal Service	K1
Vitale Tax Services	B14

<b>Services Available</b>	<b>Symbol</b>
Wheelchairs	
Strollers	
Free Wi-Fi	
ATM	
Digital Screens	
Vending Machines	







We have the PAD for your business- Be a part of our growth!



Located 14 miles from Del Lago Resort and Casino - 30,000 cars pass by daily!

Call the Fingerlakes Mall Office at 315-255-1188 to discuss the opportunities for your free-standing building.



# Cayuga County's 15 Largest Employers



Company	City	Employees
Auburn Community Hospital	Auburn	1150
Department of Corrections	Auburn	802
County of Cayuga	Auburn	780
Auburn Enlarged School District	Auburn	688
Unity House of Cayuga County	Auburn	400
Cayuga-Onondaga BOCES	Auburn	400
Department of Corrections	Moravia	345
Wegmans Food Markets Inc.	Auburn	400
Cayuga Community College	Auburn	320
Wal-Mart Stores Inc.	Auburn	294
Xylem	Auburn	360
Nucor Steel Auburn Inc.	Auburn	268
Community Computer/ Medent	Auburn	237
D&W Diesel	Aurelius	264
Inns of Aurora	Aurora	268





# 2022 ANNUAL REPORT

## TOUR CAYUGA in the FINGER LAKES



## Tourism in Cayuga County....

*Is Responsible* for the employment of 1502 people in the county  
*Provides* \$528 in tax relief per county household  
*Generates* \$16,280 million in state and local taxes

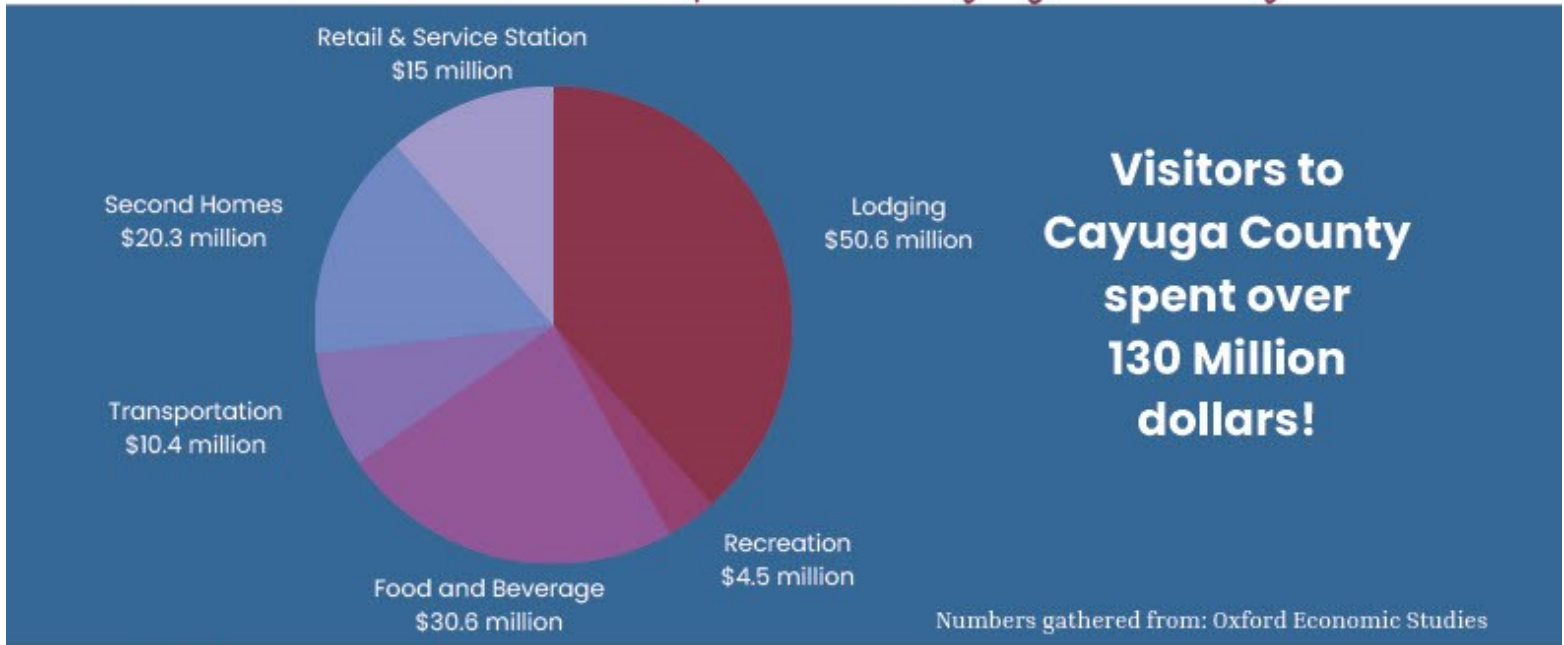
We continuously work to increase tourism and improve the visitor experience, which in turn stimulates economic growth and sustains recreational and cultural opportunities in the county. We're able to do all of this with the support and guidance of an amazing board of directors. 2022 was a memorable year for tourism in Cayuga County.

### To authentically tell the story the tourism office has taken the following steps.

- 2022 was Harriet Tubman's Bicentennial year. As Harriet Tubman's Chosen Hometown, this positioning will continue in years to come and will strengthen our appeal as an ideal destination.
- The Inns of Aurora ranked as top hotel in New York State by Travel & Leisure! With their 5 unique inns offering personalized attention, world class food and an immersive spa experience, the Inns of Aurora has excelled at offering a boutique destination to enjoy year-round.
- Brave Brews Festival – The inaugural festival celebrating Women in Craft Beverage Festival, only bigger and better things planned for 2023!



# Tourism's Economic Impact in Cayuga County



## Strategic Direction

The 2021-2025 strategic plan identified strengths, weaknesses, opportunities, and threats to the tourism industry in Cayuga County. In the second year of the plan we continue to reinforce the strategic goals.

- Hosted Travel Unity Northeast Summit, bringing tourism professionals from Boston, Philadelphia, Portland and throughout New York State to learn about a variety of inclusive tourism programs.
- Supported Justin Harris in developing "The Conductor Tours: Harriet Tubman".
- Managed a grant program that supported seventeen county events to promote Harriet Tubman's Bicentennial. The events generated an attendance of over 3,400 people.
- Karen Kuhl, executive director of Tour Cayuga, served as chair of the Finger Lakes Regional Tourism Council.

## Website Stats of TourCayuga.com

We worked with ReciteMe to make the site accessible to persons with disabilities. Most users found our site with, google search, directly or through Facebook. The majority are from the NY area followed by Ontario, Ca, Pennsylvania, Virginia, New Jersey, Nova Scotia, Ca and Florida.

**The web site received 90,000 visits and received over 170,519 page views.**



## Digital Marketing

- Monthly e-mail newsletters and Pro-Tips continue to have above average open rates. Our average open rate is 35% and the industry average is 21%.
- Paid Social Media campaigns for New Underground Railroad App.
- Increased Social Media Presence, in 2022 we reached 145,000 more accounts than in 2021.

## Group Sales

Our partnership with Visit Ithaca and Steuben County continues. New this year was contract with Black Dog LLC. to revamp our groups and meeting collaterals. We have created a new groups guide, itinerary guide, and meeting guide. In addition, we are running digital ads and newly formatted e-newsletters.

## Public Relations

Outreach in 2022 included the contract to promote Auburn and Cayuga County as Harriet Tubman's chosen hometown which we supplemented with participation in the Finger Lakes Regional Tourism Council and I Love NY public relations programs. Our public relations efforts generated placements online and in print publications, radio and television.

### Significant Placements Included:

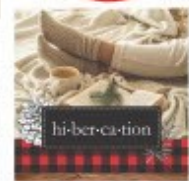
- 80 articles
- 61,182 Social Media Engagements
- 1.77 Billion Total Impressions
- 23.02 Million Average Impressions
- 7 Hosted Writers
- 57 Average Barcelona Rating (out of 100) for Key Placements

## Promotional Programs

Our campaigns focused on highlighting the many tourism destinations of Cayuga County. We worked on developing marketing personas of the potential visitors, identifying their interests and aligning them with the tourism product.

## Campaigns

- **Hispanic Fishing:** niche audience promoting fishing destinations.
- **Sweet Treat Trail:** highlights amazing local bakeries & restaurants.
- **Unplan your Getaway:** centered on last minute, spontaneous fall travel
- **Hibernation:** Encourages cozy, relaxing winter get-a-ways.
- **Pride of Place:** Told the story of why locals are proud to live in Harriet Tubman's Hometown
- **Harriet Tubman Bicentennial:** Worked with Whetstone Media to produce a four part podcast, telling the story of Harriet Tubman's 50 years in Cayuga County.



## Videos

- New: Accessible access at Carpenter Falls
- Reimagined b-roll into many new, short videos used in digital campaigns



## Publications

- Treasures along the Erie Canal
- Route 90 Garage Sale
- New-Underground Railroad
- New-Harriet Tubman Legacy
- Sweet Treat Trail -updated
- Fishing Guide
- Brave Women FLX
- Visitor's Guide
- South Street Walking Trail



## Regional & Multi-County Promotional Programs

Collaborating with regional organizations is a smart way of stretching our marketing dollars. Visitors visit the Finger Lakes region, not a specific county. Partnerships ensure that our name and tourism offerings get in front of potential visitors.

- Finger Lakes Regional Tourism Council
- Lake Ontario Sport Fishing Promotional Council
- Cayuga Lake Scenic Byway
- Finger Lakes Tourism Alliance
- Canals of New York
- Haunted History Trail Of NYS
- Brave Women FLX
- Lake Ontario Wine Trail
- Underground Railroad Consortium of NYS
- Treasures of the Erie Canal
- Campground Owners of NY
- Travel Unity



## Research

Trusted and up to date research are a cornerstone to the decisions made by the Tourism Office.

- We utilize The STR (Smith Travel Research) comparative counties monthly report to understand hotel occupancy in the region.
- Mobile phone data to survey our visitors and understand their engagement with selected points of interest.
- Short term rental data to see the impact of this growing market.
- Tourism economics and oxford economics reports give us a view of our role in statewide tourism.
- Niche tourism research is purchased based on individual campaign needs.

## Advocacy

We recognize the need to build long-term public support of the tourism industry in Cayuga County through recognition of the impact it has on the local economy.

- We advocate for the tourism industry by engaging with both elected officials and the community.
- Advertising with The Citizen helps us reach Cayuga County residents.
- Partnerships with local agencies such as Auburn Doubledays, The REV Theatre Co. and the Cayuga Film Festival educate on the impact of the tourism industry.
- The tourism annual report is a key education tool which is distributed throughout the county and region.

## Education

The Tourism Office assesses the training needs of the county's tourism organizations and businesses and provides workshops, programs and special tools to address those needs.

- The Pro-Tip Series provides infographics and quickly digestible sets of information relating to a variety of subjects to improve the positioning and marketing efforts of our partners.
- We support the Leadership Cayuga program by sponsoring individuals on an annual basis.
- Sponsored various group and international ready partners through a specialized program.
- Provided an opportunity for digital footprint improvement through Google My Business training.

## Board of Directors

Chair: Erin Katzker

Vice Chair: Stephen Lynch

Treasurer: Doug DelloStritto

Secretary: Ken Warner

## Board Members

Sara Douglass: Arise

Erin McElhinney: Inns of Aurora

Nancy Gable: Salt of the Earth

Kate Grindstaff: Seward House

Jennifer Haines: City Planning and ED

Amanda Hennessey: Hilton Garden Inn

Susan Lemon: Hardware Cafe and General Store

Cheryl Longyear: Montezuma Historical Society

Charles Mason: Memorial City Hall

Brian Muldrow: The Muldrow Group

Heidi Nightingale: Cayuga County Legislature

Rhoda Overstreet-Wilson: Westminster Manor

Andrea Seamans: Old Erie Canal Heritage Park

Sallee TenEyck: Summerhill Brewing

Ahna Wilson: National Park Service

Kirsten Gosch: Cayuga Museum

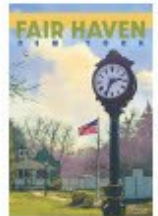
## Mission Statement

The Cayuga County Convention & Visitors Bureau is Cayuga County's tourism promotion agency. We increase tourism and related revenues through promotion and research based targeted marketing and we improve the visitor experience by providing data and training to local hospitality industry providers. We continuously work to increase tourism and improve the visitor experience, which in turn stimulates economic growth and sustains relational and cultural opportunities in the county.

## Vision Statement

The Cayuga County Convention & Visitors Bureau will be the primary catalyst for the ongoing development of a dynamic, collaborative and innovative tourism industry which

- Enhances economic development throughout the county.
- Improves quality of life for its residents.
- Provides an unparalleled Finger Lakes experience.



## Tour Cayuga Staff



**Karen Kuhl**

Executive Director

**Claire Dunlap**

Director of Marketing & Sales

**Dawn Lubaszewski**

Marketing Assistant

**Dolores Jorgensen**

Office Manager

**TOUR  
CAYUGA**  
in the FINGER LAKES

Cayuga County Office of Tourism  
25 South Street, Auburn, NY 13021  
(315) 255-1658

info@tourcayuga.com  
tourcayuga.com





# Local Tourist Attractions

Auburn is home to many historical tourist attractions and is known as “History’s Hometown.” Here are just a couple of our local attractions.

## *Harriet Tubman National Historic Park*



Harriet Tubman is most known for her work with the Underground Railroad. Later in life, she moved her family to Auburn where she spent the remainder of her life helping others, and was buried in Auburn’s Fort Hill Cemetery. The Harriet Tubman National Historic Park teaches all about Tubman’s life and contributions to the Auburn Community.

## *Seward House Museum*



For over 50 years, William Henry Seward lived in what is now the Seward House Museum. Seward is known as a great politician who served as a NYS governor, US Senator, and Secretary of State under Abraham Lincoln. This museum contains one of the largest collections of American Art masterpieces, and has many special exhibits throughout the house and surrounding gardens.

## *Schweinfurth Art Center*



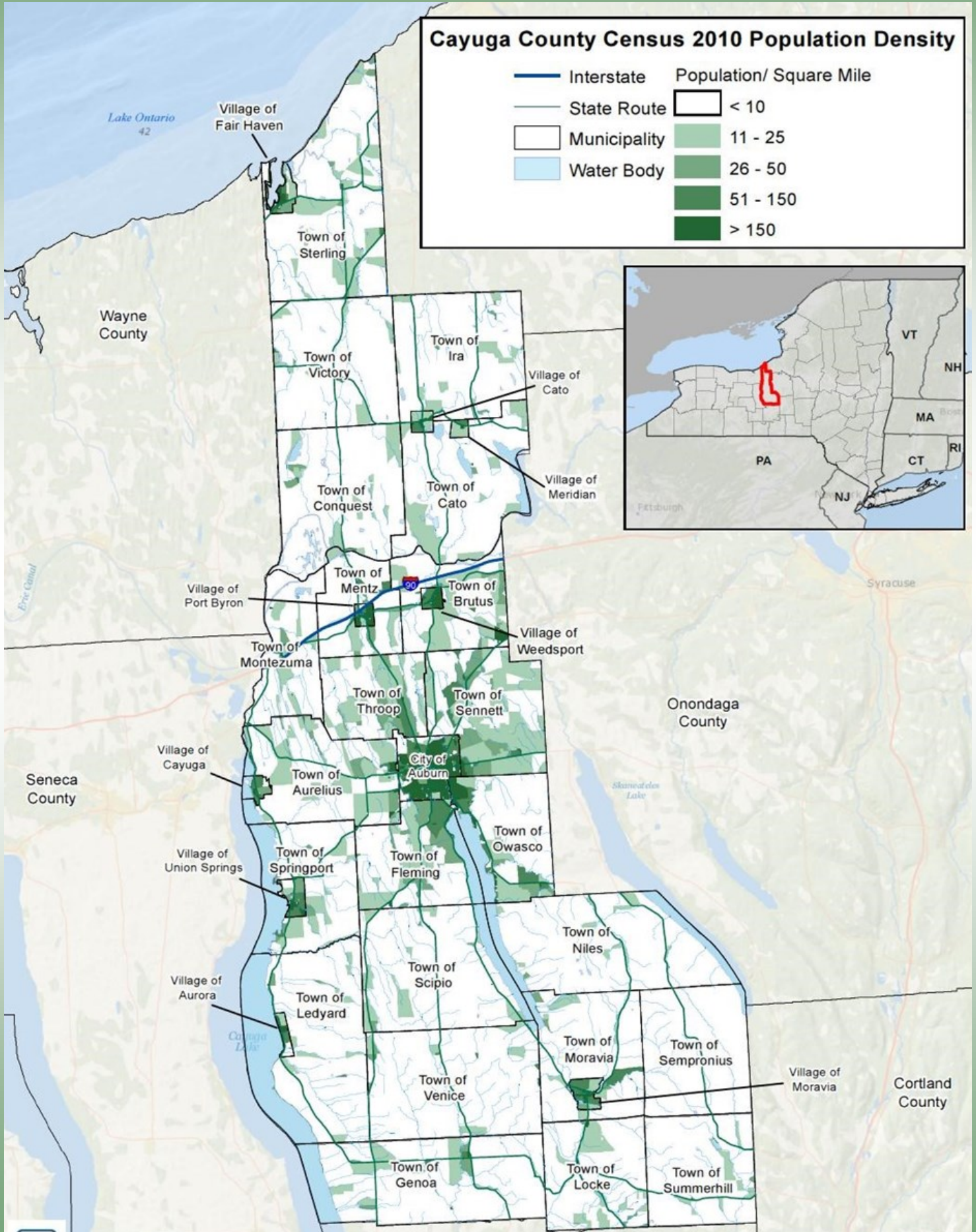
The Schweinfurth Art Center is a local museum that offers multiple exhibitions featuring local (including Auburn students), regional and national artists. They offer adult and youth art classes, concerts, and special events year-round. At the end of your visit, you can visit their unique gift shop.

## *Merry-Go-Round Playhouse*

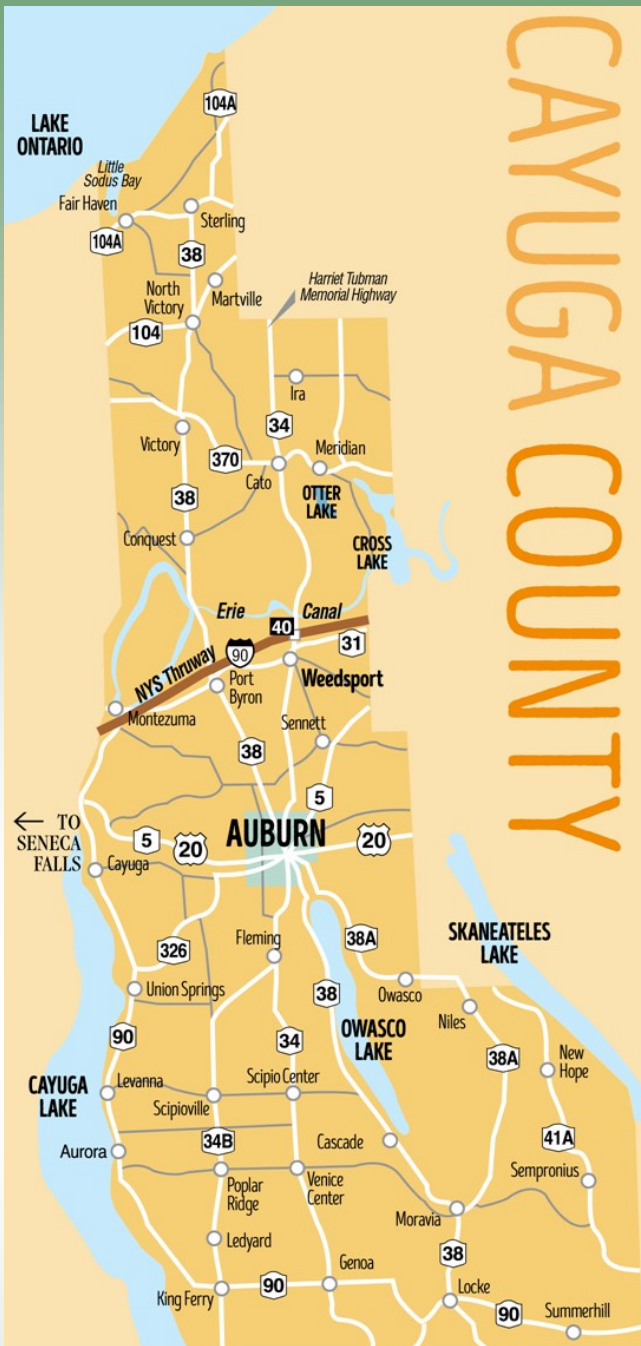


The Merry-Go-Round Playhouse is known as “The Broadway in the Finger Lakes.” The playhouse was previously a carousel building and is located in the scenic Emerson Park. From May through October, you can enjoy multiple Broadway Musical Performances from the Rev Theatre Company.

# Population Density of Cayuga County

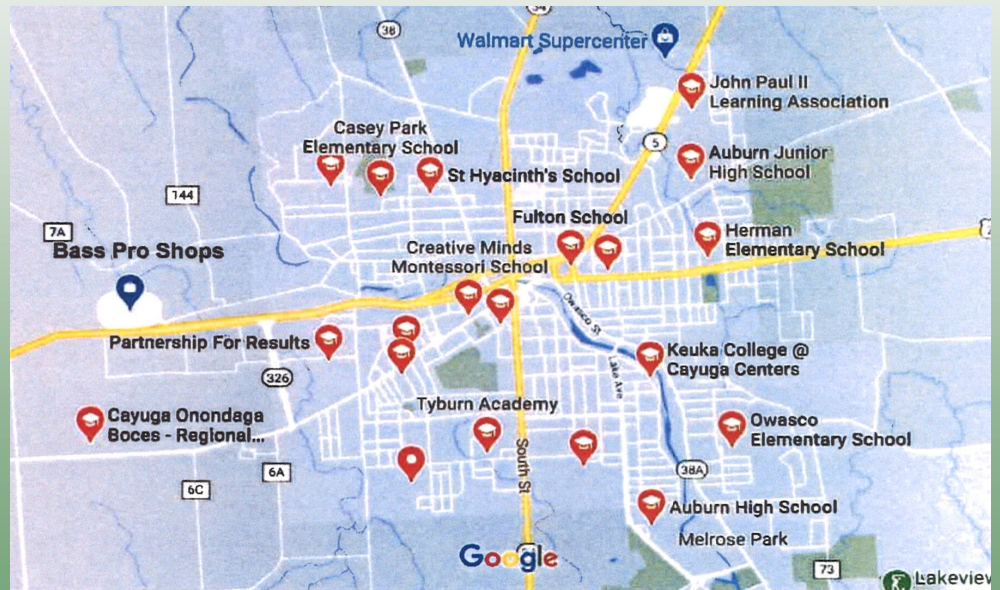






# Map of Cayuga County

# Map of Schools in Auburn



# Family, Friends, & Fingerlakes Mall



Join us at the Fingerlakes Mall in becoming a family destination in the Finger Lakes. Whether you're in the neighborhood to stop for lunch, treat your date to a movie, or taking a trip out on the weekend for one of our many special events, the Fingerlakes Mall has something to offer every member of your family!

Small businesses and large retailers alike will find a home with the Fingerlakes Mall family. Investing in a long-term or specialty deal will give you the opportunity for growth within a framing network customized to meet your specific needs. We offer a variety of in-house events that can be tailored to fit and combine with your visions and dreams. We are here to build you up and bolster our community

Explore a location where community members join together to create an atmosphere of support and positivity, and uplift one another to achieve collective success.

This is us. This is Fingerlakes Mall.



