

THE BATAVIA MAINSTREET **BOARDWALK** SHOPS

SUPPORT BOARDWALK SHOP TENANTS CAN EXPECT FROM MAINSTREET

AMENITIES

Provision of space which includes:

- Heat/ Air Conditioning
- Electric (up to a specified amount)
- Internet
- Overall Site Security Cameras
- Waste Removal & Port-A-Pottie
- General Maintenance
- Digital Locks

Planters filled twice a year- summer & holidays

SPECIAL EVENTS

**Access to Farmers' Market patrons
(3,000+ Weekly) May 16th-October 17th**

Boo Boo Days Sidewalk Sales - July 10th - 12th

September Downtown Event - September TBD

BatFest - Saturday, October 24th / 10am- 12pm

Holiday Lantern Walk - Friday, November 6th / 5-9pm

Sundays with Santa - Nov 29, Dec 6, Dec 13 & Dec 20 / 12-2pm

Each tenant is also responsible for planning & promoting one special event during their season.

MARKETING & PROMOTION

Advertising Support

- Logo and link to socials on MainStreet Boardwalk Shop Webpage
- Inclusion in Downtown Batavia Rack Card, Event Poster, and other MainStreet Promotions
- Weekly Mention in MainStreet E-Newsletter
- Press Releases
- Professional photos twice a season (to be used in MainStreet marketing) -start of the season and holidays
- Mention in Aurora CVB Guide and The Batavian
- Social Media
 - Boardwalk Instagram & Facebook - minimum 1 post/week
 - Cross Promotion on Socials: Batavia MainStreet, Farmers' Market, Artisan Collective
- Signage
 - Shop Sign, A-Frame at Farmers' Market, A-Frame at the Boardwalk Shops w/hours
- Inclusion in Batavia Chamber of Commerce Chamber Bucks Program



EDUCATION, NETWORKING & SUPPORT

- Open Communication with MainStreet Staff & Boardwalk Shop Committee
- Monthly Education Sessions with Business Experts
- Monthly Meetings to Collaborate with Shops and MainStreet - 8/season
- Inclusion in Quarterly Merchant Meetings



SAVE THE DATE

Cocktails in the Park, July 25, 2026 - 7-10 PM
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!

MAINSTREET EXPECTATIONS OF BOARDWALK SHOP TENANTS

- Each Tenant is responsible for planning one event during the season to be confirmed by MainStreet Staff in May
- Timely payment of rent
- Must keep shop and surrounding area clean, neat and safe
 - No merchandise or signage can be displayed outside the shop other than directly on individual porch
- Tenants will be responsible for weekly rotation of chores; for example: watering flowers, leaf blowing Boardwalk, taking out garbage
 - Complete list of tasks & weekly schedule will be posted in the shed
- Insurance must be current the entire length of the lease - 1 million dollar general liability insurance.
- Any tenant caused damage is the responsibility of the tenant to repair
- The Boardwalk is a family friendly environment; however, children must be supervised at all times.
- Shops must be open during mandated hours
 - Friday 11 AM-5 PM
 - Saturday 9 AM-5 PM (**10 AM - 5 PM October 31st - December 19th)
 - Sunday 11 AM-4 PM
- In addition, it is mandatory to be open for:
 - September Downtown Event - September TBD
 - Holiday Lantern Walk - November 6th 5-9pm
- Tenants are expected to promote their business. To gain additional exposure tag
 - @bataviaboardwalkshops
 - @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