

IV. Business & Sites Assessment

Business Inventory

In order to better understand the existing economy in the three Villages, and to identify opportunities for future business development, an inventory of existing businesses in and around the three Villages was developed. Existing businesses were identified through a windshield survey, phone books, business organizations, and key informant interviews. Following this section is a listing of the businesses.

A total of 112 existing businesses were identified within and in the immediate vicinity of the Villages of Aurora, Union Springs, and Cayuga. Seventy-six of those businesses would be expected to benefit, at least peripherally, from increased tourism activity.

Within the Village of Cayuga, a total of 20 businesses were identified of which only seven were non-tourist related. Tourist-related business identified include five marinas (one offering cabin rentals), a campground, a bed & breakfast which also offered fishing charters, and a canal tour boat enterprise. Several small manufacturing firms/machine shops were also among the non-tourist related business.

In Union Springs, 51 business enterprises were identified in the area. They represented a mix of basic retail and convenience establishments, services, specialty shops, and tourism-related enterprises. Thirty-four of those businesses would likely benefit from increased tourism. Basic retail and convenience establishments identified included a grocery store, a hardware store, several gas station/ convenience stores, a liquor store, and numerous snack shops, lunch counters, and concession stand-type eateries. Specialty shops included three antique stores and a gift shop. Tourism-related businesses included several marinas, a bait and tackle shop, a fishing charter service, and a bed & breakfast.

A total of 41 businesses were identified in the Village of Aurora and its immediate vicinity. Of those, only 12 were not likely to be impacted by increased tourism.

The following is a breakdown of the types of existing businesses identified in and around the Waterfront Villages:

- Lodging: Two bed & breakfast establishments and two campgrounds were identified. One marina also offered weekly cabin rentals. The Aurora Inn is currently undergoing renovations, but is expected to re-open in 2003 with 10 guest rooms available.

- Marine Related: A total of 16 marine-related businesses were identified, including nine marinas in greater Cayuga and Union Springs (none were identified in or around Aurora); three boat repair/restoration services; two fishing charter services; one yacht sales establishment; and, one bait and tackle shop.
- Antiques & Specialty Shops: Five antique shops were identified, with three located in the Village of Union Springs. Sixteen specialty shops were also identified, with 15 located in and around Aurora.
- Restaurant/Snack Shops: A total of 12 restaurants, snack shops, and concession stands, pizza parlors, and lunch spots are currently located in this twelve-mile stretch of Route 90 (seven of those in Union Springs). While Hibiscus Harbor in Union Springs and MacKenzie-Childs in Aurora offer casual dining, at present no fine dining is available. When the Aurora Inn re-opens in 2003, fine dining will be offered.
- Basic Retail: Eleven basic retail establishments serving primarily the community, including hardware stores, grocery stores, convenience stores, and a liquor store were noted. These businesses may benefit peripherally from increased tourism. Also included are three produce stands.
- Services: Three specialty services were identified, including two massage services, and a conference and workshop center at Wells College. Five basic services were identified, including hairstylists, a carwash, and a laundromat, all of which might benefit peripherally from tourist traffic.
- Non-Tourist Related Business: Thirty-six businesses identified would likely be unaffected by increased tourism, except for the impact of increased community prosperity (the economic multiplier effect). These include five businesses in the construction industry, five manufacturers, four professional services, four retail (three in car sales, one in-home sales), and 15 service-type of businesses likely to be unaffected by tourism. These include a funeral home, a consulting firm, auto repair establishments, an insurance broker, and a photographer, to name a few.