

Growing Business & Community

# Business owners know their business

A brick-and-mortar small business goes through many layers of rules/regulations and financial commitments in order to serve their customers. Everything from inspections, insurance, staff and payroll, rent/mortgage, taxes, equipment, inventory, POS systems and signage are part of a never-ending list of priorities.

We are fortunate to have several communities in Niagara County where small businesses line the main street, giving way to shopping/dining/entertainment districts that help create a sense of "place." A robust business district leads to an increase in sales tax revenue for the communities, and often

CHAMBER OF COMMERCE



Jennifer Pauly  
President

increases the value of homes and quality of life. Some communities have an identity and are known for their center/main streets.

When a business owner registers their business with the county and state, they usually have a vision of what the business brand is going to be. Branding and messaging for a business is something that the owner usually takes to heart. They know what customer they want to target,

develop a visual identity to attract that customer, and fill in the blanks with their color and style aesthetic. Some business owners roll this out all at once, and others take a little more time to get to the point they want in their business branding.

Font style, artwork and color scheme are all personal choices the business owner has developed on their own or by hiring an artist to design their branding. Social media has given businesses a great platform to curate their messaging to a dedicated audience. There are so many complex ways that a business has to utilize in order to stay top of mind to a custom-

er. Signage is one small part of that puzzle, both storefront permanent signage and temporary signage.

In a world of instant messaging and constant communication, sometimes we need a small, temporary sign to stop us in our tracks and entice us to check out the sale of the day or lunch special. While temporary signs are not usually used as a main form of marketing, they can serve as a catalyst to attract new customers and visitors who need the immediate notification that something is worth checking out. That potential customer is right outside the door – and with the extra nudge, a sign can convert

them into a customer.

The Upward Niagara Chamber of Commerce represents the interests of businesses while working with our local government to keep business moving. Keeping conversations open, providing input, canvassing our members and leveraging their knowledge is what we will continue to do.

Thriving business districts can only continue to prosper and add to the fabric of the community with the support of change-makers. Working together to find solutions is something we are proud to help navigate.

## NCSO: Investing in public safety

BY SHERIFF  
MICHAEL J. FILICETTI  
Niagara County Sheriff's Office

One of the most important things we do in law enforcement and public safety is to learn from our experiences and incidents we are tasked with handling. We should also do a regular evaluation of the services we currently provide and look at new needs of the community we serve.

Based on reviews and evaluations, it is important to configure goals and objectives moving forward for any law enforcement agency. Frequently, I sit with my administrative staff and look through our goals and accomplishments to ensure we are moving the ball forward at the Niagara County Sheriff's Office. Many of the incident reviews, goals and accomplishments require significant planning and funding.

I wanted to take this opportunity to apprise you of some of our goals, accomplishments and future plans for the Niagara County Sheriff's Office.

Over the last few years, we have had unwavering support from our County Manager Richard Updegrove, the Niagara County Legislature, other elected officials and school districts. Without this level of commitment to public safety, many of our projects would not have been completed or become a

reality in the near future.

With a combination of funding between New York State Interoperable Communications Grants and local 911 surcharges, we have been able to add an additional emergency communications tower in Lewiston and antenna site in the Town of Niagara. Using the same funding, tower sites are under construction in Wheatfield, Wilson and Barker. These additional sites will bolster in-building coverage for all first responders in Niagara County. With future grant funding, we are looking to add one final tower site on the east end of the county and replace portable radios for law enforcement agencies across our county. These communication projects are all aimed at keeping our first responders safe while they do a challenging job.

It is a never-ending battle to keep up with technology and stay ahead of changing demands. We have successfully implemented new body-worn cameras for road patrol and corrections, fleet cameras

with license plate reader technology, and a new stationary plate reader camera project is getting underway. The stationary plate reader cameras will be located strategically around Niagara County. The goal of these cameras is to address crime as it is happening and offer an investigative tool for successful closure of criminal investigations. I truly think these cameras will be a game-changer for law enforcement serving in Niagara County.

Speaking of technology, we now have text to 911 in our communications center to serve those with limitations for dialing 911. Our dispatchers also have recently been upgraded with automated emergency medical dispatch to offer enhanced service during emergencies.

The new Niagara County Law Enforcement Academy is breaking ground at Niagara County Community College. This state-of-the-art facility will offer recruits, current officers and students from NCCC the opportunity for excellent train-

ing. The new building will have four classrooms, a use-of-force simulator room, defensive-tactics area, and active-shooter training area. This venture was funded by the Niagara County Legislature and SUNY. There is great anticipation for the new academy to open and train our future law enforcement.

There have been several partnerships and initiatives that contribute to the safety of our residents. The Town of Wheatfield has maintained its agreements for extra patrols, and the Town of Pendleton is also supporting an additional deputy serving its town.

School safety is on all of our minds as we watch tragedies occurring around the country. Through agreements with school districts, we were able to add three additional school resource officers. We now have deputies in Wilson, Newfane, BOCES, Niagara Charter and Starpoint. The addition of these deputies has been very successful – and only possible through the cooperation of our school districts.

Many of us remember the winter blizzard that came through last year and left our area paralyzed for some time. We completed a review of the storm with Niagara County Emergency Services Director Jonathan Schultz. Based on that assessment, investments were made in additional track UTV vehicles, snowmobiles and tracks for our fleet vehicles. The addition of these resources will augment our response capabilities should we see another storm of this magnitude.

This was a summary of the major enhancements made for public safety in Niagara County. I want you to feel secure in knowing that we are making your safety a priority, and investments are being made to ensure that. I certainly do not do this alone – I have a great team at the Sheriff's Office, partnerships across our county, and support for our law enforcement mission.



Village of Youngstown  
FREE Concerts 2023  
Fridays • 6:30pm to 8:30pm  
(rain or shine)  
Falkner Park Pavillion, Youngstown

- July 14 - Alex Rene Big Band (Big Band and Swing)
- July 21 - Waterstreet Quartet (Jazz and Musical Standards)
- July 28 - The Barroom Buzzards (Jazz ensemble)
- Aug 4 - Emerald Isle (Celtic Music)
- Aug 11 - The Yacht Rockets feat. Jerry Andres (Yacht Rock)
- Aug 18 - 2nd Time Around (Vintage Rock)

Concert series is made possible by generous contributions made in memory of former Mayor Neil C. Riordan by many friends and businesses who knew how much the concert series meant to Neil.

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- October 25 Sprague's / Seneca Alleg. Casino w/\$25 Casino bonus
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- Aug 8 (Tues) M&T Bank Summer concert series, One M&T Plaza Noon-1pm
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