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Shining a Light on Auburn, NY
City of Auburn Historic and Cultural Sites Commission Creates New Visitor Guide

Auburn, NY – In time for the approaching tourism season, the City of Auburn Historic and Cultural Sites Commission created a first-ever Visit Auburn, New York guidebook. The development of the new visitor guide is a first in the Commission's 20-year history.

Based on feedback from visitors to know more about the city's rich history and tourist attractions in walkable downtown, the Commission decided to establish a visitor guide to further inform, educate, and inspire visitors to experience its member cultural institutions and explore the stories of legends like Harriet Tubman, William Seward, and Theodore Case.

The Commission's Marketing Committee undertook the five-month project to create the 24-page guide. The visitor guide committee included Jesse Kline, Auburn Downtown BID; Kirsten Wise, Cayuga Museum of History and Art; Kimberly Szewczyk, Harriet Tubman National Historical Park; Chuck Mason, City Clerk; Maria Welych, Schweinfurth Art Center; Courtney Kasper, Equal Rights Heritage Center; and Karen Kuhl, Cayuga County Office of Tourism.

The visitor guide opens with a welcome letter from City of Auburn Mayor Michael D. Quill, inviting visitors "…to learn more about the sites, places, and people that have earned our city the distinction of "History's Hometown" and to "enjoy your stay in Auburn; we are glad you are here."

In addition to a two-page story focused on highlighting Auburn as a small city with large history, sites featured inside the guide consist of Commission members the Equal Rights Heritage Center, Seward House Museum, Auburn Public Theater, Cayuga Museum of History & Art, Case Research Lab, Schweinfurth Art Center, Seymour Public Library, Fort Hill Cemetery, Harriet Tubman Home, Inc./Harriet Tubman National Historical Park, and Willard Memorial Chapel.

To keep visitors exploring downtown on foot, walking tours like the Auburn Public Art Trail and Historic South Street are featured itineraries, plus a trail of "Lifesize Legends" that highlights prominent statues in the city—Harriet Tubman, William Seward, Thomas Mott Osborne, and Copper John. There is also a page dedicated to the many beautiful city parks like Hoopes, Veterans Memorial, and the Owasco River outlet overlooks. Another need was a walking map that provides visitors with information on parking and walking directions to the historic and cultural sites, plus an entire map of the city to include Owasco Lake and Emerson Park sites.

The visitor guide was designed by The Citizen/auburnpub.com with the cover and map designed by TGW Studio using the Equal Rights Heritage Center's branding palette throughout the book. Local printing company Jacobs Press, Inc. completed the 10,000-piece printing and The

Citizen/auburnpub.com/Amplified Digital managed the placing of advertisements for the publication.

To help bridge support to downtown businesses, the guide was designed to include room for advertising placements for local entities. The first-year advertisers are greatly appreciated for supporting the visitor guide. These businesses are Prison City Brewing, Regenerations, Vape Kult, Evolve CBD, Artistic Impressions, First Student, Taste NY, Sweet Treat Trail, Cayuga County Office of Tourism, Auburn Doubledays, Suzy Q's, The Rev Theatre Co., and AIDA.

Banners featuring the visitor guide cover are installed on both the State Street Bridge and the North Division Street bridge on the city's west side. Free posters of the cover are available at the visitor center and the Commission has plans to create merchandise like T-shirts, tote bags, and more to continue fostering community pride from locals and visitors alike.

The visitor guide is available at the Equal Rights Heritage Center/Auburn, NY Visitor Center, Historic and Cultural Commission Sites, dining, lodging, and retail locations in the greater Auburn area.

City of Auburn Historic & Cultural Sites Commission
The mission of Auburn's Historic & Cultural Sites Commission is to support its designated organizations to achieve their missions through collaborative marketing, programming, and tourism strategies. The vision of the Commission is to position Auburn as the destination of choice in the Finger Lakes through support and promotion of its history and culture.

Equal Rights Heritage Center
The Equal Rights Heritage Center is the official welcome center and tourism hub for the City of Auburn, NY. It serves to shine a light on New York's equal rights heritage, as well as, the historical, cultural, and entertainment assets the City of Auburn has to offer in a welcoming and educational manner. Learn more: visitauburnny.com

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