

An aerial night photograph of downtown Syracuse, New York. The city is illuminated by streetlights and building lights, creating a warm glow against the dark sky. In the background, a range of mountains is visible under a twilight sky with scattered clouds. The overall scene captures the vibrant energy of the city at night.

Downtown Committee of Syracuse, Inc.
Annual Report



Message from the Chair

This year, we are celebrating entrepreneurialism in all of its forms downtown: the rise of new retail outlets by local entrepreneurs, the opening of 12 new restaurants and eateries this spring, and the excitement surrounding the opening of Urban Outfitters, a national chain that has discovered the charm and economic vibrancy of downtown.

This entrepreneurial spirit is evident within the development community as well. The Pioneer Companies have constructed Washington Station, a new office building adjacent to Armory Square, with O'Brien & Gere relocating from the suburbs into downtown as the primary tenant. Developers Bob Doucette and Rich DeVito are taking on one of the city's most prominent buildings, the former Dey Brothers building on Salina Street, adding 45 apartment units and preparing a space for a "fresh market" that will give downtown residents a much-needed resource. This year, CenterState CEO announced that it had selected VIP Development to address its properties on the 300 block of South Salina Street - the former Witherill, Wilson, Bond and Chamberlin Buildings. Property owners Doug Balle and Robb Bidwell have completed the renovation of the historic Kirk Hotel and the former In & Out Building in Armory Square, and are now turning their attention to the Butler Building. These developers and investors are bringing millions of dollars into downtown, largely in equity and private financing, to restore and build these structures.

There are other new employment opportunities being created downtown. National Grid is undertaking a renovation of its historic headquarters on Clinton Square, including a location for the Transactions Delivery Center, which will create 250 new jobs in Syracuse. Earlier this year, the Northeast Power Alliance leased space in the Clinton Exchange, adding 140 new jobs, and is now working to upgrade the utility's Upstate transmission system. New jobs are being created at AXA, which selected downtown Syracuse for the home of its new subsidiary, Plan Connect.

There are more reasons to be hopeful for the future of downtown:

- The Central New York Regional Transportation Authority has broken ground for its new transfer hub.
- Berkley Acquisitions, a New York City based developer, announced plans to renovate the Hotel Syracuse.
- The Community Foundation began its renovation of the former Partner's Trust building on Fayette Firefighters Memorial Park, which will provide space for other not-for-profits and foundations.
- CBD Developers and Cadaret & Grant announced acquisition of 360 South Warren Street and their plans to renovate it for Class A office space.
- SUNY Upstate Medical University acquired Harrison House and Townsend Tower and will renovate them for students, staff and faculty housing.
- Syracuse University's College of Visual and Performing Arts opened in The Warehouse downtown, adding more students and generating new cultural venues made visible by the XL Projects, its new gallery in Armory Square.
- The Everson Museum, demonstrating great entrepreneurial spirit, brought Turner to Cézanne, an exhibit of Impressionist Masters. It attracted 60,000 visitors who, in partnership with the downtown restaurant community and the Downtown Committee, discovered downtown's delights through the "Dinner with the Masters" promotion.
- The 4th Annual Downtown Living Tour drew 1,800 people to tour downtown's apartments and condominiums. More than 165 new residential units are under construction now.

In spite of the recession, progress is being made downtown. Currently, \$220 million is being invested in new capital improvements. Our thanks to those in the private and public sectors, especially to Mayor Stephanie Miner and our partners at the City of Syracuse, who contributed to the spirit of entrepreneurialism downtown.



(dar'win): WE ARE A DIVISION OF RILEY'S.
ONE OF RILEY'S MOST UNIQUE FEATURES IS THAT OUR
MENU IS NEVER THE SAME. NEW MENUS ARE CREATED
EVERY DAY TO INCORPORATE THE LATEST RECIPES AND
THE FRESHEST INGREDIENTS AT THE TIME. WE ARE
USING THIS CONCEPT TO BRING YOU THE BEST
DOZENS OF SANDWICH IDEAS WE HAVE
WE'D LOVE TO BRING TO YOU. WE WILL
MENU. THE
YOU THINK

Owner Darryl McGrew (right) and partner David Holtman (center) operate Darwin, a sandwich shop at 211 South Clinton Street, one of several new eateries that opened downtown this year.

The Pike Block project will create 84 residential units on the 300 block of South Salina Street.



Economic Development

The fourth annual Downtown Living Tour drew a record 1,800 visitors to downtown Syracuse on May 22nd. Headquartered at the Dinosaur Bar-B-Que's new event space, the Living Tour showcased eleven apartment and condo projects demonstrating a variety of living styles in several of downtown's neighborhoods. More than 130 volunteers helped to make the day a success by overseeing the 11 tour stops. The Committee continued to hear positive feedback on the event and saw strong interest from the empty nester population in living downtown. The Committee is currently working with developers to ensure a market product will exist to meet the demands of this demographic.

The Downtown Committee currently operates four "Main Street Programs" in targeted areas throughout downtown Syracuse. This past year, the Committee was awarded \$200,000 from the NYS Office of Community Renewal for its Hanover Square-Montgomery Street Revitalization Program, geared to assisting property owners with building and façade renovations. This fourth award makes the Downtown Committee the most awarded applicant in the Central New York region. Through this grant program, the Committee has supported, or is in the process of supporting, 34 redevelopment projects. Grant funding has ranged in size from \$2,000 to \$45,000. The most recent Hanover Square/Montgomery Street Program is assisting eleven property owners in making improvements to their buildings, which will result in new retail establishments and upgraded facades to improve the visual appeal of the neighborhood. Property owners must submit an application for funding and awards are made on a competitive basis.

The Downtown Committee, along with seven community partners have been working in together to implement a coordinated retail recruitment program for the Center City. In December, Downtown Committee staff participated in the Northeast Conference of the International Council of Shopping Centers (ICSC). During the conference, staff met with 21 retailers and site locators to pitch Syracuse as an expansion location. Working with data provided from Buxton Consulting, an industry leader in site selection for national retailers, the Committee was able to convey to prospective retail operators the potential of Syracuse's center city, as well as provide examples of consumer spending patterns to show each retailer why Syracuse would be a successful market for their store.

The Armory Square opening of Urban Outfitters, a retailer identified by Buxton Consulting as a strong match for downtown, has fueled even more interest from retailers in a downtown location. One of downtown's greatest strengths is its concentration of independent and locally-owned retail establishments. The Committee has used the Buxton data to support the development and attraction of more independently-owned retailers as well. This year, 17 local entrepreneurs opened new retail, restaurant, and service businesses in the central business district.

The introduction of new office buildings in downtown Syracuse, such as the Jefferson Clinton Commons and Washington Station, have led to the re-convening of the Downtown Committee's Office Committee to ensure that the Office Market information is accurate. The Committee went through a re-classification of all of downtown's office buildings and is planning enhancements to the current real estate section on the website to better promote downtown. The Quarterly Office Reports produced by staff continue to be a source of valuable information regarding the downtown office market and trends.

The Downtown Committee participated in the United States Census Complete Count Committee to ensure that the downtown population was accurately counted. Census data directly affect how more than \$400 billion per year in federal funding is distributed to tribal, state, and local governments. The Downtown Committee conducted a number of activities and events to increase awareness about the importance of an accurate Census count.



URBAN OUTFITTERS



National retailer Urban Outfitters opened this year at 223 Walton Street in Armory Square. 4



The popular Downtown Farmers Market relocated to Clinton Square this year.

Marketing & Communication



Social media became an integral part of the downtown marketing program this year, with the launch of a new Facebook page and frequent Twitter feeds. These platforms extend the Committee's reach and allow fans the opportunity to keep up with current downtown news, interact with the Downtown Committee, connect with each other, and share links, photos and comments. The sites were used to announce upcoming events downtown and offer exclusive benefits to followers, such as tickets for performances and the Downtown Living Tour. Collectively, the sites have 2,000 fans and followers.

One of the highlights of the year was the successful Turner to Cézanne exhibition at the Everson Museum. As one of only 5 cities in the U.S. to host this international tour of impressionist masterpieces, Syracuse welcomed more than 60,000 visitors. To provide added value to those visiting the museum, the Downtown Committee organized a promotion with downtown restaurants that offered ticket-holders a three-course meal for \$25 or less. The Committee heavily promoted Dinner with the Masters with print, television, and social media advertising.

The Committee worked with O'Brien & Gere, the primary tenant in the new Washington Station building, to acclimate their 350 employees to life in downtown Syracuse. Staff participated in the firm's Downtown Days, at which a total of 60 downtown retail, restaurant, and service businesses set up booths to provide employees a sense of what is available downtown. Collateral materials with information on downtown was distributed to the employees.

To build enthusiasm for the November 7 CNY Veterans Parade produced by the office of NYS Assemblyman William Magnarelli, the Downtown Committee coordinated an art poster competition among area middle and high schools. The call for submissions generated 91 student entries that were displayed at the Museum of Young Art and in storefronts along the parade route. The classes of the winning entries were treated to a day at the MOST. The Committee also provided funding that allowed additional parade programs to be printed.

To provide a temporary upgrade to vacant store fronts in the Pike Block before construction begins, the Downtown Committee wrapped the exterior windows of three of the buildings on South Salina and West Fayette Streets with artwork reformatted from the Syracuse Poster Project. The colorful wraps, which include art by Syracuse University students and Haiku by local poets, add visual interest and completely conceal the empty storefronts.

Working closely with the Syracuse Convention & Visitors Bureau, staff served as part of the team that developed plans to welcome visitors attending the March NCAA tournament in Syracuse. A downtown restaurant map and list was compiled and published in the Syracuse Visitors Guide Special NCAA edition. The Committee facilitated meetings with restaurant and tavern owners in Armory Square to offer advertising opportunities and to pass along information regarding the tournament schedule. Staff assisted in securing a sponsor for the shuttle bus service. Special college basketball posters were designed, printed, and installed in the downtown kiosks by the Committee.

Special Events

The Downtown Committee's Syracuse Arts & Crafts Festival and the Northeast Jazz & Wine Festival partnered again with Syracuse University's Connective Corridor to present ArtsWeek in Downtown Syracuse. An arts walk from Columbus Circle, through City Hall Commons to Clinton Square featured dozens of interactive, participatory arts activities. A book fair presented by the Syracuse University Bookstore brought local authors downtown to sign and discuss their works. More than 50,000 people attended the combined events. The SU Connective Corridor Shuttle transported visitors to the events and all of the cultural venues along the route.

The Downtown Farmers Market, presented by the Downtown Committee, opened for the 35th consecutive year. A decision was made to move the weekly market to Clinton Square where the open space gives the vendors more room to operate, and the fountain provides an attractive backdrop for the event. Positive feedback for the new location was received from the farmers, vendors, and customers.



The highly popular Hanover Squares live game show continued with eight teams competing and local celebrities making up the tick-tack-toe board from the upper windows of Koolakian & Manro Menswear building.

The Downtown Committee's holiday program includes downtown decorations, advertising and holiday activities.

The Downtown Committee provided financial support for the Candlelight Series in Armory Square; the entertainment series in Hanover Square; the Syracuse International Film Festival; and the Northeast Jazz & Wine Festival. The Committee continues to administer the Community Events Program for Senator John A. DeFrancisco, which provides funding for many festivals and events.

Other initiatives:

- The Downtown Committee's television advertising campaign, promoting shopping, dining and services available in downtown Syracuse, won an award from the International Downtown Association for its creativity.
- The Downtown Syracuse website (www.downtownsyracuse.com) is the most comprehensive source for information on downtown.
- The Downtown Committee's Inside Downtown newsletter describes development and activity in the district.
- The Downtown Calendar of Events is printed and distributed throughout the community and posted online.
- Welcome Packets were provided for new downtown employees.

The Everson Museum's "Turner to Cezanne" exhibit brought thousands of people to downtown Syracuse.



Dave Kneer, operations staff member, works to keep downtown clean and attractive.



Environmental Maintenance

As downtown Syracuse is a population center and a highly trafficked environment, the Downtown Committee's Environmental Maintenance team remains active on a daily basis. Although activities vary by season, the program consists of several essential functions.

Although snow removal is a responsibility of the property owners, the Downtown Committee staff assists in clearing snow from the sidewalks to enhance pedestrian circulation during the winter months. Downtown Syracuse contains 26 miles of sidewalks.

Downtown Committee staff remove graffiti from street furniture, buildings, bridges and signage where possible, as well as illegally affixed posters and flyers from downtown street poles and street furniture. Once removed, poles are repainted as necessary if the adhesive has damaged the paint finish.

During the summer months and especially during rapid growing seasons, the staff mow lawns and green spaces and trim hedges in downtown on a weekly basis, particularly in areas where responsibility is undefined. The staff also engages in weeding of planters and tree grates.

Where areas are left unattended, the Downtown Committee will plant flowers in empty planters and flower beds. This year, new planters were filled on East Washington Street and on South Salina Street adjacent to the Hotel Syracuse parking garage. The Committee also provides landscaping around the Welcome signage that exists at the Interstate 690 and Interstate 81 entrances to downtown.

Litter pick-up is an activity the Downtown Committee staff engages in daily. This past year, more than 120,000 gallons of litter and trash were picked up from downtown's streets.

An annual Earth Day event is organized by the Downtown Committee each April with more than 70 volunteers participating. Volunteers are divided into different areas of downtown to pick up trash and litter. This past year, an additional clean-up event was organized to prepare for the March NCAA tournament in Syracuse, and more than 135 volunteers participated.

The Environmental Maintenance team also maintains and regularly rotates posters in the 20 kiosk units installed on Salina and Warren Street in the heart of the district. The kiosks are used to highlight upcoming special events and cultural organizations.

During the summer, fall and spring months, the Downtown Committee sweeps and flushes downtown sidewalks. This is often done during the early morning before the employee population has arrived downtown and in an effort to avoid pedestrian inconvenience by walking around or through wet sidewalk areas where the crew is at work.

During the summer months, the Downtown Committee hires additional staff to remove gum from the sidewalks of downtown.

On an as needed basis, Downtown Committee staff repaints, repairs, or replaces street furniture to maintain a positive downtown appearance.

To provide a budget for streetscape repairs, the Downtown Committee and City of Syracuse participate in a cost sharing agreement for streetscape maintenance items for the central business district. This past year 12 trash cans were installed, 30 trash can lids were replaced and the glass in 6 kiosks was replaced.





More than 70 volunteers participated in a spring cleaning of downtown in honor of Earth Day

Downtown Security Officer Gary Peak (right) speaks with Ralph Rotella, owner of Discount Shoe Repair, as he develops relationships with small business owners in the district.



Security

The Downtown Committee places a high priority on security for downtown workers, residents, businesses and visitors.

Consisting of a force of retired Syracuse Police officers, the Downtown Security Patrol concentrates its efforts on day-to-day quality of life issues that help make downtown Syracuse's safest neighborhood. Downtown Committee security officers employ a highly-visible Officer Friendly approach to provide an environment with a genuine sense of security.

Downtown Committee security officers work in concert with the Syracuse Police Department, acting as a liaison between the business community and the police. Officers share information and resources with investigators to address criminal activity before it becomes a serious issue. To ensure prompt response to potential emergencies, both the Syracuse Police Department and Downtown Committee Security are dispatched to requests for assistance downtown.

Over the last year, the Downtown Committee Security Patrol:

- Responded to more than 600 calls for assistance, often dealing with issues such as shoplifting, public disturbances, suspicious persons or activities, as well as other quality of life issues.
- Conducted more than 100 informal security audits for downtown businesses.
- Provided personal safety seminars to downtown companies and their employees.


The Downtown Committee recently opened a new Downtown Visitor Center and Security Office in the Galleries of Syracuse on Warren Street. All Downtown business owners and employees are provided with a direct line to the Downtown Committee Security Office - 315-423-HELP. This line provides immediate assistance for non-emergency calls. Downtown Committee Security Officers also have a direct link to Onondaga County's 911 Emergency Communications Center.



Downtown Security & Information Center



The downtown security detail, directed by John Marcon (left) shown here with SPD officers Tom Campanie (center) and Fran Whitney, operates out of the Security & Information Center in the Galleries.



Preliminary construction work has begun on Centro's new Transfer Hub on the 500 block of South Salina Street. The new station will be ready for operation in the fall of 2011.



Parking & Access

The 2008 Downtown Syracuse Parking Study found that although enough parking supply currently exists to meet demand, the community needs to start planning for the impact of future development projects and the demands those projects will have on the existing parking supply. The Parking Study recommended the implementation of a transportation demand management program (TDM), particularly for downtown employees, as a way to reduce both current and future parking needs in the city of Syracuse. It is widely recognized that TDM programs, which often include strategies like transit and carpooling incentives or flexible work scheduling, can be successful in reducing vehicular trips and the associated parking needs.

The Downtown Committee and the Syracuse Metropolitan Transportation Council (SMTC) have engaged UrbanTrans to assist in a TDM study. UrbanTrans is a consulting firm who specializes in the creation of TDMs and Transportation Management Authorities, an entity that would ultimately manage a TDM program should a TDM program make sense for the Syracuse community.

To guide the project and ensure multiple voices are represented, a Study Advisory Committee (SAC) has been created to inform the project. The Committee will advise the SMTC on all aspects of the project.

The Downtown Committee continues its operation of a parking lot at the corner of Franklin and Willow Streets under an agreement with National Grid. The lot is operated by the Downtown Committee during weekends and evening hours. Parking is conveniently located for visitors to the Clinton Square festivals, along with customers to Dinosaur Bar-B-Que's new function rooms above the restaurant.

The I-81 Challenge is a joint effort between the New York State Department of Transportation (NYSDOT) and the SMTC, who are currently in the preliminary stages of planning the future of I-81. Part of that planning process involves engaging the region's citizens, organizations, and governments in order to gather their ideas about this project. The Downtown Committee of Syracuse organized a focus group specifically comprised of downtown employers, employees, residents and developers to share their thoughts on Interstate 81. Members of the Syracuse community feel passionately about Interstate 81 and involvement in this planning process provides the opportunity for the region's voices to be heard on this significant matter. The information collected through focus groups and large public workshops will help to produce a foundation for the development and evaluation options for I-81.



Onondaga County and the City of Syracuse made improvements to the parking lot at the corner of South Salina and West Washington Streets. The center guard-rail was replaced by a row of shade trees and porous pavers in the center island allow storm water to be captured in a stone bed under the parking surface.

Financial Report

Statement of Assets, Liabilities, and Fund

as of June 30, 2010

Assets

Checking Account	\$263,657
Petty Cash	100
Reserve	135,980
Accounts Receivable	69,514
Grant Receivable	1,797
Fixed Assets (Net Book Value)	88,664
Other Assets	34,513

TOTAL ASSETS \$594,225

Liabilities

Beginning Fund Balance	\$450,854
Year-to-Date Income/Expense	6,252
Accounts Payable	76,228
Other Liabilities	60,891

TOTAL LIABILITIES \$594,225

Statement of Incme, Expense, and Fund

Balance as of July 1, 2009 through June 30, 2010

Income

1 Special Assessment	\$796,556
2 Interest Income	5,312
3 Farmers' Market	10,005
4 Arts & Crafts Festival	89,374
5 Transportation	85,425
6 Downtown Living Tour	25,079
7 Downtown Dining Week	5,800
8 Annual Meeting	8,225
9 Miscellaneous	5,500
10 Events Grant	25,000
11 Clinton Street Grant	82,000
12 Salina Street Grant	20,000
13 Warren Street Grant	133,000
14 Census Grant	1,797

TOTAL INCOME \$1,293,073

Expense

1 Administration	\$220,256
2 Environmental Maintenance	215,474
3 Marketing	213,126
4 Security	157,041
5 Economic Development	106,550
6 Transportation	49,337
7 Farmers' Market	7,253
8 Arts & Crafts Festival	64,140
9 Downtown Living Tour	16,847
10 Clinton Street Grant	82,000
11 Salina Street Grant	20,000
12 Warren Street Grant	133,000
13 Census Grant	1,797

TOTAL EXPENSE \$1, 286,821

INCOME OVER EXPENSE \$6,252

Downtown Committee of Syracuse, Inc.

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