



The Marketing & Communications team is a **celebrator** of all things Downtown Syracuse, stirring excitement about all that happens through:

- **Ensuring** information is **easily accessible** to all Downtown stakeholders
- **Promoting** your business opening, new program or event(s) through
  - **Producing** weekly news and events electronic newsletters (reaching 6,000+ people)
  - Downtown Committee **Social Media** platforms (reaching 10,000+ people)
- **Welcoming** new retail businesses, restaurants and cultural institutions to Downtown by:
  - **Assembling** Welcome Packages introducing Committee offerings and programs
  - **Listing** your business on [www.DowntownSyracuse.com](http://www.DowntownSyracuse.com)
  - **Customizing** welcome and orientation programs for new Downtown employers
- **Coordinating** promotions with Downtown retail boutiques, restaurants and cultural institutions
- **Generating** media coverage through press releases, media advisories and interviews

We showcase Downtown's **vibrancy** through:

#### Annual Events:

- Downtown Dining Weeks (February)
- Progress Breakfast (March & October)
- Earth Day Clean-Up (April)
- Downtown Living Tour (May)
- Annual Meeting & Awards of Excellence (June)
- Syracuse Arts & Crafts Festival (July)
- Downtown Farmers Market (June - October)
- Syracuse Style Fashion Show (September)

#### Special Events:

- Downtown Walking Tours
- Employee Appreciation Events
- Holidays in Downtown Syracuse

We communicate a positive message about Downtown's **growth** and **desirability**, paving the way for future development by:

- **Producing** informative publications including the Annual Report, Housing, Restaurant, Retail, Parking, Historic Walking Tour and Public Art brochures (all available online as well)
- **Maintaining** and **continuously updating** [www.DowntownSyracuse.com](http://www.DowntownSyracuse.com) and all social media accounts
- **Identifying, meeting** and **anticipating the needs** of new residents, homeowners and employees through survey distribution and analysis
- **Building** Downtown's **fanbase** to yield new stakeholders
- **Updating** mailing lists of Downtown constituents
- **Providing** support to Neighborhood & Business Associations

The Downtown Committee is **your source for information** about Downtown Syracuse. We are an **advocate** for our constituents and a **catalyst** for improvement through policy, planning, programs and projects. Services are free for all located in - or looking to locate to - Downtown Syracuse. Call (315)422-8284 or email [mail@downtownsyracuse.com](mailto:mail@downtownsyracuse.com) to learn more.