



Downtown
Committee of
Syracuse

**ANNUAL REPORT
2017**

Message from the Downtown Committee of Syracuse, Inc.

From the remarkable restoration of the Marriott Syracuse Downtown, to the percussion of jackhammers resonating in the former Sibley's Department Store, where the Redhouse Arts Center will make its new home next spring, to the 160 new residential units being constructed throughout Downtown Syracuse, the sounds of change are all around us. But, we can feel the transformation too...

For Downtown, the most dramatic change this past year has been the number of people bustling around Downtown's sidewalks *after* 5:00 pm. My "Aha Moment" came in May while I was walking down Clinton Street after our staff's traditional celebratory dinner at Dinosaur Bar-B-Que, following the 11th Annual Downtown Living Tour.

Walking through Clinton Square, I took a moment to admire the craftsmanship and attention to detail that went into creating the Soldiers and Sailors monument. I paused at the Jerry Rescue monument to reflect. This historic marker is a tangible reminder that our community has an innate sense of civic responsibility to act when something is unjust. A feeling of pride for our community's earliest settlers overwhelmed me.

I looked across the street, and remembered back to when the first phase of the Amos Building was completed, now *ten* years ago. Last year at this time, the finishing touches were being placed on the building's first expansion on the eastern side, fronting Clinton Square. Now, there are new plans to extend the building to the west.

My eyes then focused on the iconic State Tower Building, which housed the Downtown Committee's offices for more than 30 years. Today, its top floors are wrapped with screening and scaffolding, signifying the transformation underway. When Pioneer Companies' \$36 million renovation is complete, 63 top-of-the-line apartments will treat Downtown's newest residents to incredible views of Syracuse.

I paused to look around me; there were people on every sidewalk, in every direction. They were walking their dog, pushing a stroller, laughing together, engaging with one another. They were all enjoying their Downtown. There it was: Today's

active users in the foreground, with the historic buildings that give Downtown its authenticity providing the backdrop. The scene is picture-perfect proof that our Downtown has grown from what was once a business and commerce center into a place where social interaction through every sector prevails.

A soaring residential demographic, now 3,500 residents strong (*Wow!*) has extended Downtown's life beyond the traditional 9 to 5 workday, well into the evenings, and activates the weekends as well.

Downtown residents have brought a new energy into the center of our city, and our community takes notice. Not only is Downtown Syracuse the *most desired address* in Syracuse,

with its walkability, convenience to lunch shops and parks, and thriving atmosphere, Downtown is also hot for business. Evidence lies in the 800+ new employees we've welcomed into Downtown's workforce this past year. Companies, once headquartered in the suburbs, realize that in order to attract and retain talented employees, they need to be in a central location that's close to business partners, customers, *and* supports creative collaborations. Downtown Syracuse is again a place for people, a place that's active, and a place that's appreciated.

It's a neighborhood, where there's an innate sense of community, and it's because of all of you. Together, we recognize the trends underway and we look at ways to collectively seize opportunities to create an even brighter future.

Let's keep that momentum going as we celebrate the change that's taken place, and embrace the change that will come as we work toward maintaining the vibrant, thriving, dense, safe, diverse and accessible Downtown Syracuse that's *our home*. Let's use our passion to propel our Downtown community forward as a standout example among other downtowns across the country.



Merike L. Treier
Merike L. Treier, Executive Director

As I reflect on the many changes Downtown Syracuse has experienced over the years, I find myself thinking about the former Excellus BlueCross BlueShield building. Once the headquarters for an insurance company, that structure now emerges as a symbol in a new era for Downtown Syracuse.

I have very fond memories of the project. Hueber-Breuer spent over a year constructing the space that Excellus BlueCross BlueShield of Central New York moved into at 344 South Warren Street.

In its heyday, Excellus employed more than 800 people. A prominent structure that spanned half-a-city block, it sent a strong statement throughout Downtown Syracuse: Business was thriving!

At that time, BlueCross BlueShield President Al Antonini was Chairman of the Downtown Committee's Board of Directors. Al was dedicated to providing the very best environment for the large number of office workers growing and filling Downtown Syracuse each day. Thanks to a \$21 million investment by the Icon Companies, this former office headquarters is now a hub of residential and commercial activity. It's now home to 89 market-rate luxury apartments, and a high-quality Italian restaurant that opened in June 2017 on the first floor.

In May, Al joined us for the Downtown Living Tour. He was amazed to experience the transformation for himself. It was fitting that this former insurance headquarters got a chance to serve as headquarters once again, this time as the first stop for 2,400 tourists.

As for me, you know you know you've come full circle when you find yourself inside wholly renovated buildings you once constructed. Such was the case when Hueber-Breuer was once again chosen to manage the transformation of the former BlueCross BlueShield Headquarters into Icon Tower. Full circle moments such as these are just one thread in a fabric being woven throughout our Downtown: Office buildings that helped establish Downtown Syracuse as a commercial center, being reimagined to welcome neighbors in what's now a residential center. Without a doubt, these are exciting times to live, work and play in Downtown Syracuse!



James V. Breuer
James V. Breuer, Chairman

During the 2016-2017 fiscal year, the Downtown Committee began to formally present the many ways it helps stakeholders within the central business district. To the right, please find a sampling of the services the Downtown Committee team provided this past year.



July 1, 2016 – June 30, 2017 Impacts

The Downtown Committee of Syracuse, Inc. undertakes programs to improve Downtown's image, strengthen its economic base, increase its attractiveness, and assure that it's clean, safe, and accessible. Below is a snapshot of our activities for the time-period noted above.

PUBLIC SPACE 355 HANGING FLOWER BASKETS MAINTAINED 1,931 BAGS OF LITTER REMOVED <i>That's 106,205 gallons!</i> 272 GRAFFITI TAGS REMOVED 3,713 HOURS OF PATROL 1,465 CALLS RESPONDED TO THROUGH 423-HELP ECONOMIC DEVELOPMENT 367 REAL ESTATE ASSISTS PROVIDED PROGRAMMATIC GRANT DOLLARS SECURED \$73,790 546 STATS & INFO REQUESTS FILLED <small>TOP 3 INQUIRIES:</small> <ul style="list-style-type: none"> PROPERTY PACKAGES HOUSING DATA COMMERCIAL REAL ESTATE 	COMMUNICATIONS SOCIAL MEDIA FOLLOWERS <ul style="list-style-type: none"> Facebook: 5,123 Instagram: 3,245 Twitter: 7,504 LinkedIn: 33 SUBSCRIBERS 7,719 79 EARNED MEDIA STORIES 12,967 BROCHURES DISTRIBUTED 448 BUSINESSES PROMOTED IN E-BLASTS ENGAGEMENT BUSINESSES ENGAGED IN DOWNTOWN COMMITTEE EVENTS & ACTIVITIES 153 2,133 PEOPLE ENGAGED IN DOWNTOWN COMMITTEE CONTESTS 152,905 PEOPLE ATTENDING DOWNTOWN COMMITTEE EVENTS 11 MILLION AD IMPRESSIONS
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40 SPEAKING ENGAGEMENTS
NEWS & EVENTS NEWSLETTER OPEN RATE 30%
157 COMPLIMENTS RECEIVED

The Downtown Committee is your source for information about Downtown Syracuse. Services are provided for all located in - or looking to locate to - Downtown Syracuse.



Signature Events: 2016-2017 Fiscal Year

Downtown Farmers Market

Tuesdays, Mid-June through Mid-October

Rain or shine, dozens of the region's best farmers and produce dealers gather in Clinton Square every Tuesday from 7:00 am to 3:00 pm. The Downtown Farmers Market offers access to fresh, locally-grown fruits, vegetables, flowers, baked goods, wine and more.



Downtown's perks continue to grow!



In 2016, the Downtown Committee continued programs to promote wellness and healthy living, all the while encouraging a sense of community. An estimated **3,000 people** attended **cooking demonstrations** provided by the Food Bank of Central New York to learn how to prepare their fresh market purchases (pictured left). Meanwhile, the Onondaga County Public Library hosted **fun, educational activities** geared toward children, such as a "miniature Farmers Market" (pictured center). Library staff also provided **18 recipe cards**, one for each week of the season, to Market visitors of all ages. The Downtown Farmers Market Newsletter, circulated every Monday afternoon during the Market season, continues to grow in popularity too! With **899 subscribers and counting**, it boasts the highest open rate (34%) of any of the Downtown Committee's electronic newsletters!

Syracuse Arts & Crafts Festival

July 29 - 31, 2016

The 46th Annual AmeriCU Arts & Crafts Festival presented a spectacular showcase of 170 of the country's most talented artists, craftspeople and entertainers, and drew an estimated 50,000 visitors to historic Columbus Circle throughout its three-day run. The family-friendly event boasts a variety of unique street entertainers and professional musical performers. Financial support for the festival comes from AmeriCU Credit Union and an Arts in CNY Grant from Senator John A. DeFrancisco. The grant provides the Downtown Committee funding to promote the program and reinforce the collective impact of ArtsWeek events. The Arts & Crafts Festival is one of the anchor events of ArtsWeek, a collaborative effort among arts and cultural organizations to celebrate the visual and performing arts throughout Downtown Syracuse.

Downtown, a stage for celebration!



New to the festival in 2016, the Downtown Committee hosted a free, interactive drop-in workshop called "**Forecasting the Future: Activating Downtown's Alleyways.**" Participants were encouraged to decorate nylon lanterns using colorful markers to display their wishes and predictions for Downtown (pictured to the right). The lanterns provided an opportunity for festival-goers to learn about the history of Downtown's Weather Star, which sits on top of the AXA Towers.

Syracuse Style Fashion Show

September 15, 2016

Walton Street transformed into a lighted runway to showcase the latest in fall fashion for Syracuse Style, a partnership between the Downtown Committee and Syracuse Fashion Week. Designs by 18 Downtown retail stores were featured, and three Downtown salons provided hair and makeup for 100 men, women and children models.



For the first time, paws hit the runway too! The night before Syracuse Style, dogs took the catwalk for the "Dressed to the K9s Fashion Show" in Perseverance Park.



Downtown Syracuse: Retail Destination



Downtown Dining Weeks February 15 - March 1, 2017

The 13th annual serving of Downtown Dining Weeks, presented for the first time by Visions Federal Credit Union, returned with a record 32 restaurants dishing out once-a-year deals of three courses for \$25 or less. New in 2017, four Downtown hotels offered a special "Sleep-Over Package" where hotel guests received discounted room rates, free parking and a \$25 credit toward dinner at one of the participating restaurants.



Downtown delivers full flavor

Earth Day Community Clean-Up April 22, 2017

A record **403 people** helped the Downtown Committee make sure the gateways to Downtown were welcoming, clean and accessible. Families, groups of friends, and several business organizations joined the effort. Downtown Committee staff supplied gloves and trash bags, and outfitted volunteers with green t-shirts. Through partnerships with JRyan's and Peppino's Neapolitan, volunteers were treated to lunch following the Clean-Up event.



People want to be engaged with their Downtown surroundings



Several Downtown businesses including AXA (pictured left), Arcadis, BlueRock Energy (pictured right), SEFCU, Sutherland Global and VIP Structures recruited volunteers to join!

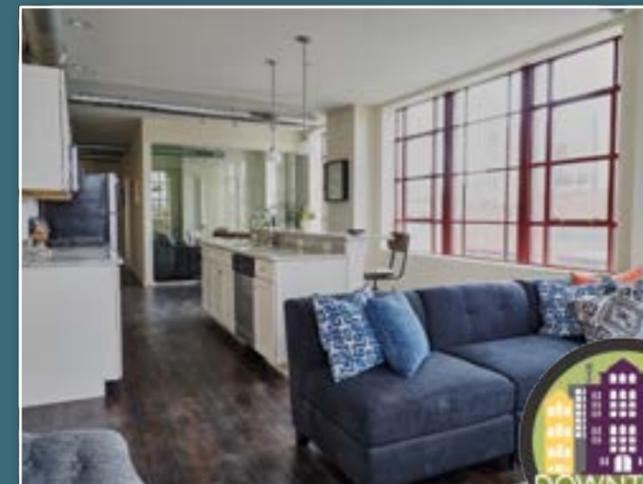
Progress Breakfast: Spotlight on Arts March 14, 2017

The first Progress Breakfast of 2017 presented by the Downtown Committee of Syracuse, Inc. and Eric Mower + Associates, drew a sold-out crowd of 200. Guests heard about the Landmark Theatre's resurgence as the curtain rises on its next chapter through a series of new announcements. Visit Syracuse, the county's tourism bureau, shed light on ways the culinary arts stir economic development throughout Downtown. Finally, masterful storyteller Sean Kirst re-introduced attendees to a national monument "The Rock of the Marne," located at the southern gateway entrance into Downtown Syracuse. The monument marked the turning point in WWI. The Downtown Committee looks forward to working with EMA to present an October 2017 breakfast. The series celebrates the forward-thinking that's driving Downtown's revitalization and grants attendees a unique opportunity to network with presenters after breakfast.

If Downtown is where stories begin The Progress Breakfast highlights chapters of its evolution



Exciting show announcements, such as "Motown the Musical" have contributed to the success of the Landmark Theatre's new chapter.



Herald Commons, located at 220 Herald Place, dazzled Living Tour guests.



Downtown Living Tour May 20, 2017

On Saturday, May 20th, the Downtown Committee granted 2,400 tourists inside access to nine of the most-talked about residential addresses located in and around Downtown Syracuse, and two companies held open houses to showcase some of the extra amenities that make Downtown a 24/7 place to live, work and play. New to the 2017 Tour, the Downtown Committee introduced "Downtown Deals," inviting Downtown businesses to offer special incentives or discounts designed specifically for Downtown Living Tour guests.

Downtown is a residential center; The home of 24/7 Life

Marketing & Communications

The Downtown Committee's Marketing & Communications department celebrates all things "Downtown Syracuse." The team highlights Downtown as the center of our community through organizing and planning events that support revitalization efforts. By regularly collaborating with business owners, cultural institutions, individuals and arts organizations, the Marketing & Communications department showcase the diverse array of retail, restaurant and cultural offerings that make Downtown Syracuse a vibrant destination, promoting the positive changes happening throughout the central business district. The team ensures information is easily accessible and communicated to all Downtown stakeholders and friends of Downtown Syracuse.

The Message: This Is Our Town

The Downtown Committee's Marketing & Communications staff uses a series of media formats to communicate that Downtown Syracuse is thriving; that it's **the** place to be. The Downtown Committee's website, <http://DowntownSyracuse.com>, is the community's go-to resource for all Downtown information, including publications detailing retail, restaurant and parking offerings, as well as up-to-date business listings, and descriptions of all of the Downtown Committee's signature events and programs. Meanwhile, billboard advertising continues to showcase shopping and retail opportunities in Downtown Syracuse. In September, the Downtown Committee introduced two new television commercials highlighting small business owners as the **heart and soul** of the community. As its "Great Stories Begin Downtown" campaign continues, the Downtown Committee encourages Downtown stakeholders and friends to be proud that **#ThisIsOurTown**.



Through powerful, uplifting music, #ThisIsOurTown conveys Downtown as a place where people **want** to be.



Through soft music, #SunshineAndSmiles tugs at the heartstrings, showing that Downtown Syracuse is a **timeless** place.



Meanwhile, holiday advertisements continue to highlight Downtown Syracuse as the **centerpiece** of holiday traditions.

Neighborhood Partnerships

Neighborhood associations provide an opportunity for property owners and businesses to come together with a collective voice and vision for their neighborhoods. The Downtown Committee continues to provide marketing, communications and administrative assistance to the Armory Square Association, the Cathedral Square Neighborhood Association (CSNA) and the Hanover Square Association.



The Downtown Committee provided financial support for the Armory Square Association's signature event, the Candlelight Concert Series, which stages major concerts each summer. The Downtown Committee also supports Armory Square's Holiday Happenings program, a month-long celebration of the holiday season, that brings people to the Square.



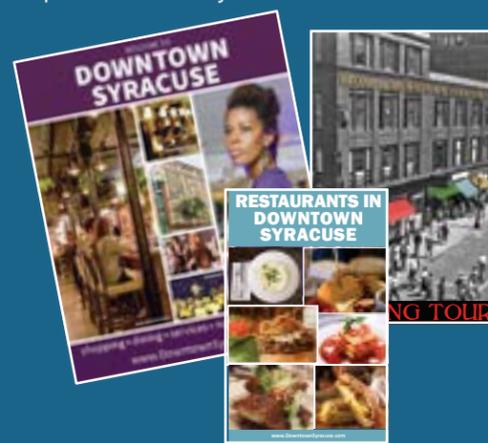
The Downtown Committee helps the CSNA organize its signature fundraiser event, the Organ Crawl, an historic walking and listening tour of the neighborhood's majestic organs and churches. The event allows the CSNA to undertake specific activities, such as partner with the Downtown Committee to install 72 hanging flower baskets, as well as banners, throughout the neighborhood.



The Hanover Square Association encourages business growth and patronage to showcase commercial and residential life, and promotes events happening throughout the historic district. In support of the Hanover Square Association's role as a central convening organization, the Downtown Committee undertook several beautification initiatives throughout the Square in Spring 2017.

New Publication: A Guide to Public Art in Downtown Syracuse

The Downtown Committee introduced a brand new publication to guests during its March 2017 Progress Breakfast event. "A Guide to Public Art in Downtown Syracuse" was designed to complement the Downtown Committee's most popular publication to date, the "Historic Walking Tour Brochure." The new publication is a self-guided walking tour exploring almost 50 public art pieces located throughout Downtown Syracuse, as well as the new public art pieces the Connective Corridor will roll out as part of a \$650,000 initiative this year. The new guide includes photos, the names of the artists, the year the work was erected, materials used and location. Copies may be picked up at the Downtown Committee's office located at 115 West Fayette Street, or accessed online at <http://DowntownSyracuse.com>.



A number of printed collateral publications, including the Downtown Restaurant Guide (complete with coupons!), as well as a piece that lists all Downtown retail shops, restaurants and service businesses, continue to be in high demand.

Dash and Dot Explore Downtown Syracuse

Just in time to celebrate the holidays in Downtown Syracuse, the Downtown Committee welcomed back Dash the Downtown Elf, its "seasonal" team member, and introduced Downtown to his wife, Dot! During their month-long stay, the elves visited 30 retail shops, restaurants, hotels and cultural institutions, spreading holiday cheer and raising awareness of Downtown as a holiday shopping destination. Dash and Dot were one component of the Downtown Committee's overall holiday retail campaign, which highlighted holiday specials at participating Downtown businesses through six special holiday electronic newsletters and various social media posts.



Dash and Dot kicked off their 2016 Downtown adventures by getting married at the Cathedral of the Immaculate Conception (pictured left). They spread holiday cheer and a little mischief too, such as the "heist" they pulled off at The Sweet Praxis Bakery (pictured right).



GET CONNECTED

Each Thursday, **7,700+** subscribers look forward to the Downtown Committee's electronic newsletter, which provides a rundown of the events happening throughout Downtown during the next week and details important, positive news headlines that affect the Downtown community. At the start of the month, subscribers receive a preview of the Downtown Committee's upcoming signature events and programs as they relate to the monthly theme. Every Monday during the Downtown Farmers Market season, the Farmers Market edition of the newsletter is circulated.



1200+ New Subscribers This Year

*To subscribe to any of the electronic newsletters, send a note to mail@downtownsyracuse.com

Join the Conversation

As we continue to tell Downtown's exciting story, showcasing the many reasons we're proud **#ThisIsOurTown**, join the conversations across Social Media:

/DowntownSyracuse
5,133 Likes

@downtownSYR
7,505 Followers

downtownsyracuse
3,257 Followers

@downtownSYR
3,500 Monthly Impressions

Economic Development

The incredible amount of real estate development and investment taking place throughout Downtown Syracuse continues to attract new residents, retailers and major employers. Right now, nearly \$200 million in development activity is underway throughout the central business district. The Downtown Committee's Economic Development team prioritizes buildings and sites for redevelopment and new business activity. The department collects market information and provides assistance to developers and property owners interested in redeveloping underutilized properties, identifying incentives and grant opportunities for further growth throughout the central business district.

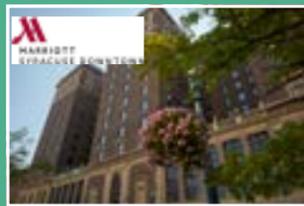
Downtown: Open for Business

Since July 1, 2016, Downtown Syracuse has welcomed 24 new retail businesses, including two new restaurants at the Marriott Syracuse Downtown, and four new bakeries and dessert shops located throughout Downtown. In March 2017, National chain Express Mart opened its second non-fuel location in Syracuse at Creekwalk Commons. Most recently, Fabio's Antica Cucina opened on the ground floor of Icon Tower, located at 344 South Warren Street. The restaurant serves authentic Italian cuisine.



28,000+ Employees... and Climbing!

Downtown Syracuse continues to grow as an office destination:



The August 2016 opening of the Marriott Syracuse Downtown saw 256 full-time equivalents join Downtown's workforce.



In September 2016, 400 SUNY Upstate Medical University IT and Finance employees moved into the Galleries.



In December 2016, Arcadis Engineering brought 250 new employees to One Lincoln Center.



March 2017 saw BlueRock Energy move 65 employees from Franklin Square to the Barclay Damon Tower.



The Downtown Committee stuffed 465 Downtown Welcome Bags, one for each SUNY Upstate Medical University and BlueRock Energy employee who moved to their new office "home" this fiscal year. The bags were sponsored by employers and filled with Downtown information as well as special offers and coupons from Downtown businesses.

Welcome Home!

Housing continues to be a driver of Downtown's resurgence. People are flocking to Downtown Syracuse faster than developers can build new units, with the residential occupancy rate holding steady at 99%. New development activity has resulted in a 67% increase in Downtown's residential population since 2007. Right now, approximately 3,500 people call Downtown Syracuse home.



Icon Tower (the former BlueCross BlueShield Headquarters) introduced 89 market-rate luxury one- and two-bedroom units at 344 South Warren Street in February 2017.

Other new Downtown residential addresses to come online during the 2016-2017 fiscal year include:

- 14 luxury one- and two-bedroom units, loft-style units and a penthouse suite at 110 Walton Street
- 21 new one- and two-bedroom units at One Clinton Square (also known as the Syracuse Savings Bank and the Bank of America Building)
- Two luxury units at Salina Place
- 24 new units at The Amos Building
- 27 new one- and two-bedroom apartments at Herald Commons

...And by this time *next* year, Downtown's residential population is expected to grow by 8% when 157 housing units (that are currently under construction) come online.

Downtown's Data Keepers

The Economic Development team maintains and distributes up-to-date housing, retail and office information. Staff regularly responds to inquiries for Downtown market data and creates custom property packages showcasing available properties for sale or lease, that are suitable for specific uses.

Top Requests:

1. Property packages for office/retail/restaurant space
2. General Downtown information & market data
3. Information on financial incentives & funding opportunities



Since July 2016 staff have provided real estate assistance 367 times to Downtown properties

Downtown Residential Committee Focus Groups

Building on the formation of a Residential Committee, the Downtown Committee produced a survey in the Fall of 2016 seeking input from Downtown residents on services and amenities that would improve their residential experience. The most-needed service overall was a full-service grocery store (as depicted in the infographic below). In May and June 2017, the Downtown Committee convened two resident focus groups to take a deeper dive into the demand for a downtown grocer, as well as to look into what other food services and retail offerings neighbors would like to see provided. Residents expressed interest in expanded evening and weekend hours for restaurants, bakeries and coffee shops, as well as a desire for a Downtown bookstore and wine tasting room. The focus groups also discussed ways the Downtown Committee can further engage residents in regular, ongoing two-way communication.



A group of Downtown residents participated in a discussion led by Downtown Committee Executive Director Merike Treier at Liehs & Steigerwald in June 2017.

RESIDENT PROFILE: WHO LIVES DOWNTOWN?

- 54% are between the ages of 25-34
- 89% have a bachelor's degree or higher
- 80% are employed full-time
- 55% live *and* work in Downtown Syracuse
- 53% of households earn at least \$50,000/year
- 17% are students
- 83% want to be more engaged in their neighborhoods and surroundings



What do Residents Feel Would Improve Their Downtown Living Experience?

In an open-ended question, the Downtown Resident Survey asked Downtown residents to list anything that came to mind that would improve their experience living in Downtown Syracuse. Nearly half of Downtown resident respondents (48%) expressed that having a grocery store/market or access to fresh produce in Downtown Syracuse would improve their Downtown living experience. Some said any market with fresh produce would do, while others requested brand-name supermarkets. A sample of write-in comments is provided below:

"A grocery store would dramatically improve my Downtown living experience."

"It cannot be emphasized enough how much we need a grocery store."

"A healthy food market with fresh local foods would be amazing."

"... a Downtown grocery store would be life changing."

"A true grocery store that was within walking distance would be a godsend for Downtown."

"Full grocery store within walking distance."

"We need a full service grocery store in the Heart of Downtown."

MONTHLY SPENDING HABITS:

- \$62.08 spent on services
- \$86.01 spent on entertainment
- \$88.01 spent at retail establishments
- \$284.55 spent on food and beverage



The Residential Committee is comprised of residential building owners, leasing agents and Downtown residents. It was established to better inform and engage residents. If you live in Downtown Syracuse - or are thinking about moving to Downtown Syracuse - and would like more information about this committee, please send a note to mail@downtownsyracuse.com.



Security

Downtown Committee Security staff proactively address quality of life concerns. A strong partnership between the Downtown Committee Security team and the Syracuse Police Department allows for collaboration to maintain Downtown's status as one of the safest neighborhoods for residents, employees and visitors. Downtown Committee Security staff act as a liaison between the business community and the Syracuse Police Department.

The Downtown Committee Security staff maintains Downtown's status as a safe neighborhood through:

Operating the Downtown Security & Information Center

Centrally located at 440 South Warren Street in the Galleries, Downtown Security officers and Syracuse City Police officers assigned to Downtown Syracuse work out of this office.

Distributing "Security Smarts" Crime Prevention Tip Brochures

The Downtown Security & Information Center is also the home of general information, including common sense safety tips, which are distributed to Downtown employers, employees, visitors and the general public.



"Travel Smarts," "Office Smarts," "Car Smarts," "Street Smarts" and "Living Smart" are all available at the Downtown Security & Information Center, located in the Galleries.



Patrolling Downtown Syracuse Monday through Friday

Each day, Downtown Committee Security Officers patrol Downtown to check in with business and property owners. Downtown constituents see Syracuse Police officers riding their bicycles throughout Downtown during the week (pictured left), in addition to members of the Downtown Security Staff patrolling on foot Monday through Friday (pictured right).

3,713 Patrol Hours This Year

Responding to 423-HELP Phone Calls

Downtown residents, employees and visitors are encouraged to call 423-HELP for prompt response to quality of life questions and concerns. The calls go directly to the Downtown Committee Security & Information Center. After regular business hours, calls are forwarded directly to the Syracuse Police Department officer on duty.



The Downtown Committee's 423-HELP line received 1,465 calls during the 2016-2017 fiscal year.



Security Cameras

The partnership with the Syracuse Police Department also allows for the operation of ten security cameras throughout Downtown Syracuse. Assemblyman William Magnarelli helped fund the initiative through a \$78,868 grant toward the overall cost in 2015. Individual property owners may help expand the program by sponsoring a security camera that would connect directly into the existing network.

Providing Personal Safety Seminars & Security Audits

The Downtown Committee Security staff regularly performs Personal Safety Seminars for Downtown residents and employees, providing a rundown of common sense safety tips. Security staff members also offer security audits for Downtown businesses.

Proactively Addressing Quality of Life Concerns

Downtown Committee Security staff work as part of a Downtown Task Force to improve the effectiveness of social service delivery and outreach efforts. The Task Force is a partnership among service providers from across Syracuse and Onondaga County.



The partnership between the Downtown Committee's Security Staff and the Syracuse Police Department dates back to 1995, when the Downtown Committee's security program was established.

Environmental Maintenance

The Downtown Committee Environmental Maintenance crew is the driving force behind efforts to ensure Downtown Syracuse is attractive, clean and accessible. The crew provides daily maintenance programs such as litter patrol, graffiti removal and flushing sidewalks in warmer months. The crew also undertakes a series of beautification programs to support continued revitalization and maintain a vibrant, thriving Downtown Syracuse.

Every Day is Earth Day

The Downtown Committee Maintenance staff takes great pride in Downtown Syracuse, working year-round to ensure Downtown is welcoming, clean and an easy-to-travel-in destination for residents, employees and visitors. From planting flowers, to mowing and litter patrol, to providing snow plowing assistance on the sidewalks, to removing graffiti and more, the crew gets up with the sun to accomplish a host of tasks to make sure Downtown Syracuse is attractive, accessible and welcoming every day.



Winter

The Downtown Committee Environmental Maintenance crew kept sidewalks clear throughout 82 days of snowfall this winter, assisting Downtown property owners with this responsibility.



Spring

Flower Basket Installation Day on May 24, 2017 certainly put more "spring" into Downtown stakeholders' steps. Above, Kevin Stanard places a flower basket, while Wyatt Lansing provides the assist.



Summer

Director of Operations Chuck McFadden weed-wacks, while Kevin Stanard mows green space at Perseverance Park.



Fall

David Kneer waters flowers planted along Washington Street, helping to maintain a welcoming streetscape before the weather turns for the season.

Downtown Blossoms in Purple

Just before Memorial Day in 2017, the Environmental Maintenance crew installed 335 hanging flower baskets throughout Downtown Syracuse to dress the streets for the summer season. The baskets are adorned with petunias from Oliver B. Paine Greenhouses, a Downtown Farmers Market vendor. The Downtown Committee partners with Downtown businesses, property owners, friends and stakeholders, who provide sponsorships for the baskets to create a vibrant, thriving Downtown community.



You may help by sponsoring a flower basket (or several!). Each tax-deductible donation of \$50 supports one basket for the season.

Partners in Planting Continues to Grow

Now in its third season, the Partners in Planting Program combines downtown beautification with employee engagement. The program highlights the pride many Downtown employees already feel for their company and the neighborhoods in which they work. Participants give back to the community by showing they care about the quality of life Downtown Syracuse presents. The 2017 season of Partners in Planting is a partnership between The Bonadio Group, Young Leaders United, Pioneer Companies and the Downtown Committee.



Volunteers from The Bonadio Group spent a June 2017 afternoon pulling up weeds, seeding and planting nearly 500 flowers throughout M. Lemp Park and in flower beds fronting the University Building at Washington and Warren Streets.

50/50 Program & Special Grants

The Downtown Committee and the City of Syracuse participate in a cost-sharing agreement for streetscape maintenance throughout the central business district. Over the last year, **335 hanging flower baskets** were installed, **23 new trees** were planted, and the City upgraded **80 tree pits** with Flexipave, a porous surface material that protects tree roots while enabling water filtration. A Syracuse Parks Conservancy grant will enable the planting of another 200 flowers, including mums scheduled for a Fall 2017 planting in Downtown Syracuse.



The Pedestrian Experience

Downtown Syracuse encompasses 82 city blocks and eight neighborhoods. Downtown Syracuse has grown to be a 24/7 community and it's important that its streetscape maintains an inviting, welcoming appearance that presents a positive experience for residents, employees and visitors.

Art Activates Space and Attracts People

Art in the Windows

The Art in the Windows program is designed to showcase vacant storefronts as available retail opportunities by spotlighting the talents of local artists. The Downtown Committee matches artwork by local artists with Downtown property owners who are interested in enlivening their available street-level storefronts. The temporary installations of artwork promote the spaces, activate Downtown's streetscape by generating new foot traffic, and expand the audience for the visual arts. Four Downtown sites were selected in January 2017. The program will continue with additional installations throughout the year.



Displayed in the windows of the Pike Block, located at 308-312 South Salina Street, Sean Hunter Horan's colorful, abstract multimedia digital images are designed to spark conversation about the perception of reality.

Momentum Builds Around Wednesday Walk

The Wednesday Walk Series continues to encourage exercise through exploration and education about the unique amenities Downtown Syracuse has to offer. The 2016 season featured 13 new guided walks, each exploring a different theme, such as architecture, art, parks and history. New in 2016, the series introduced 90-minute evening walks in addition to 45-minute lunchtime walks.



Wednesday Walk is a partnership among the Downtown Committee, SUNY Oswego Metro Center, American Heart Association, Cornell Cooperative Extension, Metro Fitness and the Downtown YMCA. The organizers were recognized at the Downtown Committee's 2016 Annual Meeting, awarded with the Urban Innovation Award for promoting the healthy benefits of walking through guided tours.



The Changing Room, located at 425 South Warren Street, took the top prize in the first-ever Window Wonderland Contest!

Window Wonderland Contest

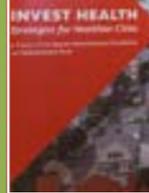
During the 2016 holiday season, 22 Downtown businesses transformed their street-level windows into holiday displays to celebrate the season and compete for \$850 in awards. The Downtown Committee's first-ever Window Wonderland Contest was launched to encourage Downtown holiday visitors to engage with their surroundings. More than 850 people voted for their favorite displays. The Window Wonderland Contest is part of the Art in the Windows program, made possible through the support of the Central New York Community Foundation.

Holiday Trimmings

To present a festive appearance during the holiday season, the Downtown Committee partners with the City of Syracuse to provide decorations for Downtown's streets. Energy-efficient LED-lighted wreaths adorn light poles on Montgomery, Warren, Salina and Clinton Streets. Throughout Armory Square, tree branches are wrapped with LED lights.

Investing in Our Health

The Syracuse Invest Health team continued its mission to improve access to healthy food in Downtown Syracuse, traveling to five cities to learn best practices. In Fall 2017 the team will host a national conference to showcase Downtown Syracuse's walkability and opportunities for improved access to healthy foods. The Reinvestment Fund and the Robert Wood Johnson Foundation selected Syracuse as one of 50 Invest Health Cities in May 2016. The Downtown Committee was instrumental in securing the \$60,000 grant for training, technical assistance, and project implementation.



Free Outdoor Fitness Park Established at Creekwalk

In August 2016, the Downtown Committee partnered with Excellus BlueCross BlueShield and the City of Syracuse to unveil Downtown's first free outdoor fitness park at the Trailhead of the Onondaga Creekwalk. Each piece of equipment – the Parallel Bars, Ab Crunch/Leg Lift and Tai Chi Wheels – is free to use, and accessible for all ages and abilities.



Parking

It's imperative that Downtown Syracuse balances its parking supply to support expanding businesses and demographics, as new businesses and more people continue to move into Downtown Syracuse. The Downtown Committee maintains up-to-date parking information, and ensures this information is easily accessible.

Where to Park in Downtown Syracuse

For your planning purposes (and convenience during the summer festival season), the Downtown Committee operates two parking lots for events in Downtown Syracuse:

- One Herald Place, located on Herald Place, between North Clinton and North Salina Streets
- The National Grid parking lot, located across from Dinosaur Bar-B-Que on North Franklin Street

If you park at the National Grid parking lot, make sure you say hello to Jake Schrader, member of the Downtown Committee Parking Staff, since 2012.



Downtown's Downloadable Parking Guide

You may also download a parking brochure, outlining all public places to park throughout Downtown, from the Downtown Committee's website, <http://DowntownSyracuse.com>. Parking brochures are also available for pick-up at the Downtown Committee's Office, located at 115 West Fayette Street, or at the Downtown Security & Information Center, located at 440 South Warren Street. In addition, brochures are mailed upon request.

Downtown Syracuse Public Parking



Block	Lot #	Capacity	Hours	Notes
100-110	1	100	7:00 AM - 6:00 PM	Surface Lot
110-120	2	150	7:00 AM - 6:00 PM	Surface Lot
120-130	3	200	7:00 AM - 6:00 PM	Surface Lot
130-140	4	250	7:00 AM - 6:00 PM	Surface Lot
140-150	5	300	7:00 AM - 6:00 PM	Surface Lot
150-160	6	350	7:00 AM - 6:00 PM	Surface Lot
160-170	7	400	7:00 AM - 6:00 PM	Surface Lot
170-180	8	450	7:00 AM - 6:00 PM	Surface Lot
180-190	9	500	7:00 AM - 6:00 PM	Surface Lot
190-200	10	550	7:00 AM - 6:00 PM	Surface Lot
200-210	11	600	7:00 AM - 6:00 PM	Surface Lot
210-220	12	650	7:00 AM - 6:00 PM	Surface Lot
220-230	13	700	7:00 AM - 6:00 PM	Surface Lot
230-240	14	750	7:00 AM - 6:00 PM	Surface Lot
240-250	15	800	7:00 AM - 6:00 PM	Surface Lot
250-260	16	850	7:00 AM - 6:00 PM	Surface Lot
260-270	17	900	7:00 AM - 6:00 PM	Surface Lot
270-280	18	950	7:00 AM - 6:00 PM	Surface Lot
280-290	19	1000	7:00 AM - 6:00 PM	Surface Lot
290-300	20	1050	7:00 AM - 6:00 PM	Surface Lot
300-310	21	1100	7:00 AM - 6:00 PM	Surface Lot
310-320	22	1150	7:00 AM - 6:00 PM	Surface Lot
320-330	23	1200	7:00 AM - 6:00 PM	Surface Lot
330-340	24	1250	7:00 AM - 6:00 PM	Surface Lot
340-350	25	1300	7:00 AM - 6:00 PM	Surface Lot
350-360	26	1350	7:00 AM - 6:00 PM	Surface Lot
360-370	27	1400	7:00 AM - 6:00 PM	Surface Lot
370-380	28	1450	7:00 AM - 6:00 PM	Surface Lot
380-390	29	1500	7:00 AM - 6:00 PM	Surface Lot
390-400	30	1550	7:00 AM - 6:00 PM	Surface Lot
400-410	31	1600	7:00 AM - 6:00 PM	Surface Lot
410-420	32	1650	7:00 AM - 6:00 PM	Surface Lot
420-430	33	1700	7:00 AM - 6:00 PM	Surface Lot
430-440	34	1750	7:00 AM - 6:00 PM	Surface Lot
440-450	35	1800	7:00 AM - 6:00 PM	Surface Lot
450-460	36	1850	7:00 AM - 6:00 PM	Surface Lot
460-470	37	1900	7:00 AM - 6:00 PM	Surface Lot
470-480	38	1950	7:00 AM - 6:00 PM	Surface Lot
480-490	39	2000	7:00 AM - 6:00 PM	Surface Lot
490-500	40	2050	7:00 AM - 6:00 PM	Surface Lot
500-510	41	2100	7:00 AM - 6:00 PM	Surface Lot
510-520	42	2150	7:00 AM - 6:00 PM	Surface Lot
520-530	43	2200	7:00 AM - 6:00 PM	Surface Lot
530-540	44	2250	7:00 AM - 6:00 PM	Surface Lot
540-550	45	2300	7:00 AM - 6:00 PM	Surface Lot
550-560	46	2350	7:00 AM - 6:00 PM	Surface Lot
560-570	47	2400	7:00 AM - 6:00 PM	Surface Lot
570-580	48	2450	7:00 AM - 6:00 PM	Surface Lot
580-590	49	2500	7:00 AM - 6:00 PM	Surface Lot
590-600	50	2550	7:00 AM - 6:00 PM	Surface Lot
600-610	51	2600	7:00 AM - 6:00 PM	Surface Lot
610-620	52	2650	7:00 AM - 6:00 PM	Surface Lot
620-630	53	2700	7:00 AM - 6:00 PM	Surface Lot
630-640	54	2750	7:00 AM - 6:00 PM	Surface Lot
640-650	55	2800	7:00 AM - 6:00 PM	Surface Lot
650-660	56	2850	7:00 AM - 6:00 PM	Surface Lot
660-670	57	2900	7:00 AM - 6:00 PM	Surface Lot
670-680	58	2950	7:00 AM - 6:00 PM	Surface Lot
680-690	59	3000	7:00 AM - 6:00 PM	Surface Lot
690-700	60	3050	7:00 AM - 6:00 PM	Surface Lot
700-710	61	3100	7:00 AM - 6:00 PM	Surface Lot
710-720	62	3150	7:00 AM - 6:00 PM	Surface Lot
720-730	63	3200	7:00 AM - 6:00 PM	Surface Lot
730-740	64	3250	7:00 AM - 6:00 PM	Surface Lot
740-750	65	3300	7:00 AM - 6:00 PM	Surface Lot
750-760	66	3350	7:00 AM - 6:00 PM	Surface Lot
760-770	67	3400	7:00 AM - 6:00 PM	Surface Lot
770-780	68	3450	7:00 AM - 6:00 PM	Surface Lot
780-790	69	3500	7:00 AM - 6:00 PM	Surface Lot
790-800	70	3550	7:00 AM - 6:00 PM	Surface Lot
800-810	71	3600	7:00 AM - 6:00 PM	Surface Lot
810-820	72	3650	7:00 AM - 6:00 PM	Surface Lot
820-830	73	3700	7:00 AM - 6:00 PM	Surface Lot
830-840	74	3750	7:00 AM - 6:00 PM	Surface Lot
840-850	75	3800	7:00 AM - 6:00 PM	Surface Lot
850-860	76	3850	7:00 AM - 6:00 PM	Surface Lot
860-870	77	3900	7:00 AM - 6:00 PM	Surface Lot
870-880	78	3950	7:00 AM - 6:00 PM	Surface Lot
880-890	79	4000	7:00 AM - 6:00 PM	Surface Lot
890-900	80	4050	7:00 AM - 6:00 PM	Surface Lot
900-910	81	4100	7:00 AM - 6:00 PM	Surface Lot
910-920	82	4150	7:00 AM - 6:00 PM	Surface Lot
920-930	83	4200	7:00 AM - 6:00 PM	Surface Lot
930-940	84	4250	7:00 AM - 6:00 PM	Surface Lot
940-950	85	4300	7:00 AM - 6:00 PM	Surface Lot
950-960	86	4350	7:00 AM - 6:00 PM	Surface Lot
960-970	87	4400	7:00 AM - 6:00 PM	Surface Lot
970-980	88	4450	7:00 AM - 6:00 PM	Surface Lot
980-990	89	4500	7:00 AM - 6:00 PM	Surface Lot
990-1000	90	4550	7:00 AM - 6:00 PM	Surface Lot

Transportation

The study of the current 1.4-mile elevated portion of Interstate 81 that runs through Downtown Syracuse provides our community with a rare opportunity to design a transportation system that will best meet our needs and enhance overall economic vitality moving forward. The New York State Department of Transportation has narrowed the final alternatives down to a Community (Street) Grid or a Viaduct. However, results of an independent review commissioned by Governor Cuomo in January 2017 - to re-examine the tunnel and depressed highway alternatives as viable options, both as stand-alone alternatives, as well as in combination with a Community Grid - are expected this summer and may impact the final alternatives.



The Future of I-81

As the community looks forward to the results of the independent review commissioned by the governor in January 2017 (and a decision from the New York State Department of Transportation), the Downtown Committee continues to advocate for the Community Grid as the solution that will provide the **greatest opportunity** to support Downtown's continued revitalization through:

- Opportunities for increased **connections** between neighborhoods
- Increased **accessibility**
- Increased **tax revenue**
- New **development opportunities**

The Downtown Committee supports the Community Grid as the best option to create a vibrant, new neighborhood that would encourage long-term sustainability, improving the quality of life for all who live, work and visit our community.

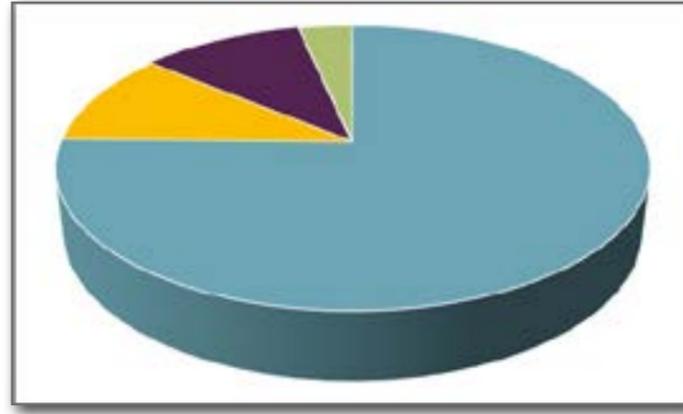
Financial Report

Budgeted Income & Expense for July 1, 2016 through June 30, 2017

Total Income:

Special Assessment	\$824,500
Transportation	\$116,000
Events	\$109,500
Miscellaneous	\$37,000
Interest Income	\$1,100

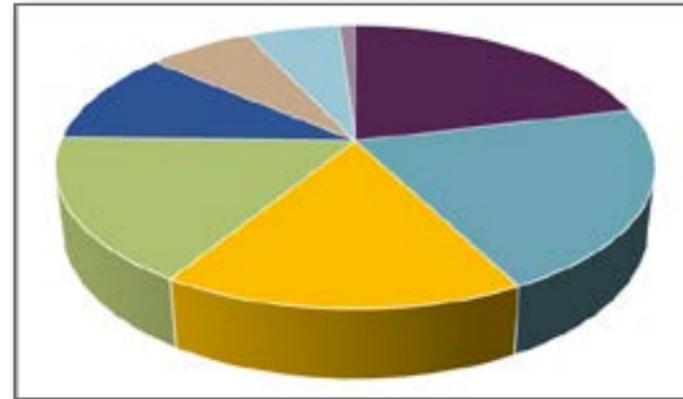
Total: \$1,088,100



Total Expense:

Administration	\$230,776
Environmental Maintenance	\$230,312
Marketing	\$180,175
Security	\$180,023
Economic Development	\$117,452
Events	\$73,931
Transportation	\$65,431
Grants	\$10,000

Total: \$1,088,100



About the Downtown Committee of Syracuse, Inc.

The Downtown Committee of Syracuse, Inc. is a private, not-for-profit, professional Downtown management organization representing all property owners and tenants within the central business district. The Downtown Committee undertakes programs to improve downtown's image, strengthen its economic base, increase its attractiveness, and assure that it's clean, safe and accessible. Visit <http://DowntownSyracuse.com> for more information.

OFFICERS

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 Vice Chairman: Anthony Fiorito, President, Partnership Properties
 Secretary: Robert Doucette, President, Armory Development & Management
 Treasurer: Peter Dunn, President & CEO, Central New York Community Foundation

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 Benjamin R. Walsh, Business Development Director, Mackenzie Hughes, LLP

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Robert M. Simpson, President, CenterState CEO

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 Charles J. McFadden, Director of Operations
 Laurie Reed, Marketing Director
 Tom Campanie, Director of Security
 Heather Schroeder, Economic Development Program Manager
 Alice Maggiore, Communications Manager
 Bethany Holbrook, Economic Development & Marketing Specialist
 Kristine Sherlock, Assistant to the Executive Director
 Gary Peak, Security Officer
 David Kneer, Operations Staff
 Kevin Stanard, Operations Staff
 Jake Schrader, Parking Staff
 Zach Schrader, Parking Staff



Downtown Committee of Syracuse, Inc.



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Syracuse, NY 13202

Address Service Requested