

Annual Report

2017-2018





The 2017-2018 fiscal year has been transformative for Downtown Syracuse. As we celebrate new leadership, new projects, and decisions that our community leaders have made to propel Downtown Syracuse forward, we're optimistic about where we're headed. The activities of our Downtown constituents have held starring roles in the news this year, and the success of our partners and constituents has been highlighted in 365+ headlines - that's at least one story every day! - circulated throughout our community.

In the last decade, Downtown Syracuse has seen more than \$662 million of investment activity. Its residential population has increased 77%. Right now, 3,600 people call Downtown their home.

Meanwhile, Downtown also continues to grow its presence as a commercial and office center, as the cultural landscape helps extend its vibrancy through the evenings and weekends.

Early this year, Famous Artists and The Redhouse Arts Center moved to adjacent corners of Jefferson and Salina Streets, joining the Landmark Theatre and nearby Civic Center to create the start of Downtown's "Theater District." The Oncenter, in the Convention District, continues to welcome 500 new bowlers daily. It's estimated the U.S. Bowling Congress Open Championships has brought Downtown 40,000+ new visitors, delivering a \$70 million economic boost to the city center.

Downtown leads the City of Syracuse and Onondaga County in property tax production, accounting for **1.6%** of land in Syracuse and **.13%** of county land, but producing **9.5%** and **1.3%** of the city's and county's property tax revenue, respectively. To further put this into perspective, this is the equivalent of one person doing the work of ten employees! Intuitively, we know that a strong, thriving Downtown is good for the region - and thanks to this tax data analysis, we can quantify this as well. The analysis also helped illustrate the negative impact that the Interstate 81 viaduct has on depressing property tax values between Downtown Syracuse and University Hill.

Similar to the way our community rallied to save the abandoned Hotel Syracuse, or how the vision of Armory Square pioneers set the foundation for today's incredible growth, the decision around what to do with I-81 hinges on our community's

ability to look forward. This is why we must continue to advocate for the Community Grid. As you'll read about on Page 14, the Community Grid lays the best foundation for inclusive growth opportunities across the board. It will **generate more property taxes**; **connect** our neighborhoods by **improving accessibility**; provide the **least disruptive construction** schedule to our businesses, employees, residents and visitors; **and** it's the **most fiscally sustainable solution** to foster a vibrant urban center.

To achieve our best future, we all need to be engaged. Your commitment keeps Downtown

Syracuse ticking. In the spring, we completed our analysis of our Downtown Constituent Survey, and 572 of you shared your thoughts with us. We learned how you use Downtown and where you spend your time, and what you'd like to see us prioritize to meet Downtown's growing needs.

We learned that during the workweek, your favorite activities are dining, visiting coffee shops and bakeries, grabbing drinks with friends, and enjoying Downtown's array of arts and cultural events. On the weekends, outdoor festivals and concerts, dining, attending arts and cultural events and meeting for cocktails, draw you Downtown.

The quality of the "Downtown Syracuse Experience" received a strong endorsement when we learned that 93% of our survey respondents are comfortable recommending Downtown to a friend. The survey also shed light on how we can support Downtown's continued growth; 43% of responses focused on a desire to expand retail offerings, while 37% of responses recommended integrating affordable housing into the market.

Although the survey period has ended, we always enjoy hearing from you, and welcome your feedback. We hope you'll reach out to us directly, or follow us on social media.

Thank you for your continued support, interest and contributions to Downtown Syracuse. Let's never lose sight of the fact that today's collaborative efforts create tomorrow's opportunities.

"To achieve our best future, we need to be engaged. Your commitment keeps Downtown Syracuse ticking."



Merike L. Treier

Merike L. Treier, Executive Director

If I had to pick just one word to sum up the 2017-2018 fiscal year, I'd use "Engaged." As I reflect back, I'm struck by the level of engagement emanating from our Downtown community. Engagement has come in the form of physical investments, visible in the changes of our landscape and number of new businesses and residents. This engagement also comes in the form of social investments, undertaken when members of our community see that their personal involvement leaves an impact and will result in a stronger, more vibrant community. As I look ahead to the exciting things planned in 2018-2019, I am confident this level of engagement will continue to grow.

Downtown's location, with its vibrant retail atmosphere and access to restaurants, parks and other amenities, has made it *the most desirable address* in the city from both a residential and employee perspective. Whether it's taking a selfie on the 17th floor of State Tower (Page 5), interacting with a streetscape that has eyes (Page 6), or following the adventures of our seasonal staff members, Dash and Dot (Page 7), it's clear that people want to be engaged... and they *can't wait* to share their favorite "Downtown moments."

Even celebrities take notice! It seems like Downtown Syracuse has seen more celebrity visits this year than ever before. Comedian Jerry Seinfeld was spotted at Apizza Regionale earlier this month, and Grammy-Award winning artist Sam Smith graciously posed with fans at Pastabilities and Urban Outfitters when he was in town in April!

The buzz is palpable proof people want to be *here*, in Downtown Syracuse. What happens in our city center influences the region.

Engagement with our Downtown community is important to us. In analyzing the results of the 2017 Downtown Constituent Survey, it was exciting to see that nearly 600 of you provided feedback and insights to help us measure the impact of services. One of the most positive endorsements we received was when you ranked *all* of our programs and services as either a high or medium priority, letting us know that you recognize the value in what our team provides towards our mission of Downtown's revitalization. Many of you shared that maintaining a welcoming streetscape and addressing vacant spaces with new office and retail tenants should be high on our priority lists. We want you to know, as we continue to evolve our services to fulfill your Downtown wishlists, that these (and more!) are priorities.

In 2018, we grew our network and introduced four new groups of partners to the Downtown Committee of Syracuse, each charged with a very important piece of the puzzle.

Our **Communications** committee will broaden the audience for messaging and engagement through a hyperfocus on strategies to inform the community and government about Downtown news and activities.

The **Business/City Partnerships** committee is tasked with ensuring Downtown Syracuse remains a competitive location for investment; it will take a deep dive into opportunities to maintain and enhance Downtown's economic vitality.

The **Livability** committee is focused on improving the vibrancy, accessibility and quality experiences that residents, employees and visitors have in Downtown Syracuse.

And, the **Security Liaison** committee will work to address any safety concerns in a proactive way. Their focus is on providing information that promotes overall safety and perceptions, while enhancing Downtown's overall quality of life.

It is the shared vision for progress that's responsible for the incredible amount of investment underway. Through your commitments and contributions, we've already accomplished so much! We can't wait to see what's next as we continue to share the stories of progress.



James V. Breuer

James V. Breuer, Chairman

July 1, 2017 – June 30, 2018 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

330 HANGING FLOWER BASKETS

62 DAYS OF CLEAR SIDEWALK ASSISTANCE PROVIDED
* 62 Days of Snowfall Nov- April season

1,437 BAGS OF LITTER REMOVED
That's 79,035 gallons!

192 GRAFFITI TAGS REMOVED

4,195 HOURS OF PATROL

PROGRAMMATIC GRANT DOLLARS SECURED \$305,810

ECONOMIC DEVELOPMENT

519 REAL ESTATE ASSISTS PROVIDED

PROPERTY IMPROVEMENT GRANT DOLLARS SECURED \$470,000

591 STATS & INFO REQUESTS FILLED

- TOP 3 INQUIRIES:
- INCENTIVES & FUNDING
 - COMMERCIAL REAL ESTATE
 - PROPERTY PACKAGES

COMMUNICATIONS

SOCIAL MEDIA FOLLOWERS

5,398 **3,597**
8,150 **34**

SUBSCRIBERS 8,634

116 EARNED MEDIA STORIES

10,228 BROCHURES DISTRIBUTED

662 BUSINESSES PROMOTED IN E-BLASTS

ENGAGEMENT

BUSINESSES ENGAGED IN DOWNTOWN COMMITTEE EVENTS & ACTIVITIES 327

2,665 PEOPLE ENGAGED IN DOWNTOWN COMMITTEE CONTESTS

154,916 PEOPLE ATTENDING DOWNTOWN COMMITTEE EVENTS

1,046 VOLUNTEERS & SURVEY RESPONDENTS ENGAGEMENT

75 SPEAKING ENGAGEMENTS

NEWS & EVENTS NEWSLETTER OPEN RATE **30%**

107 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: 2017-2018 Fiscal Year

Downtown Farmers Market

Every Tuesday, Mid-June through Mid-October

Rain or shine, Clinton Square is the place to be every Tuesday from 7 am to 3 pm when the Downtown Farmers Market is in season. The Market offers access to fresh, locally-grown fruits, vegetables, flowers, baked goods, meat, eggs and more. Starring dozens of the region's best farmers and produce dealers, The Market also promotes wellness and healthy living through partnerships with the Food Bank of Central New York and the Onondaga County Public Library. A grant through CNY Arts allowed The Market to introduce a "Lunchtime Live Music Series" every other week during the 2017 season. Subscribe to the weekly Downtown Farmers Market newsletter to keep up with Market news. It's emailed every Monday afternoon during the Market season.



Syracuse Arts & Crafts Festival

July 28 - 30, 2017

The 47th Annual AmeriCU Syracuse Arts & Crafts Festival presented a spectacular showcase of 165 of the country's most talented artists, craftspeople and entertainers. It's estimated that the family-friendly festival drew 50,000 people to Columbus Circle throughout its three-day run. The Arts & Crafts festival is one of the anchor events of ArtsWeek, a collaboration among arts and cultural organizations designed to celebrate the visual and performing arts throughout Downtown Syracuse. Financial support for the festival comes from AmeriCU Credit Union and an Arts in CNY grant from Senator John A. DeFrancisco.



Syracuse Style Fashion Show

September 14, 2017

Nearly 100 men, women and child models walked an 80-foot runway in the Landmark Theatre's balcony lobby to showcase a diverse array of fashion, styles, jewelry and eyewear that can all be found **right here** in Downtown Syracuse. Designs by 14 Downtown retail stores were featured. Behind the scenes, four Downtown hair salons provided hair and makeup for the models. Syracuse Style is a partnership between the Downtown Committee and Syracuse Fashion Week.



Progress Breakfast Series: Destination Downtown

October 2017 & March 2018

During the 2017-2018 fiscal year, the Downtown Committee partnered with Mower to present a breakfast series themed around Downtown Syracuse as a destination, and how activities happening in the center of the city influence the region. In October 2017, 175 guests listened as three presenters, **Kathie Morris** (The Changing Room), **Vance Lederman** (Syracuse Crunch) and **John Stage** (Dinosaur Bar-B-Que) discussed how their areas of expertise – retail, sports tourism and cuisine, respectively – attract visitors to Downtown Syracuse. In March 2018, a sold-out crowd of 300 guests heard perspective from City of Syracuse Mayor **Ben Walsh**. **Samara Hannah** (Redhouse Arts Center) shared how the Redhouse's move to Downtown transformed City Center, and **Jim Fox** (O'Brien & Gere) spoke about how OBG's 2010 move raised Downtown's profile as a collaborative destination for additional corporate headquarters. The Progress Breakfast Series was designed to celebrate the forward-thinking and progress that has fueled recent redevelopment in Downtown Syracuse. After breakfast, unique to this event, presenters mingle with attendees in a personal networking setting.

GOOD MORNING DOWNTOWN SYRACUSE PROGRESS BREAKFAST



Downtown Dining Weeks

February 15 - February 28, 2018

As the epicenter of high-quality, independently owned cuisine, Downtown Syracuse delivers flavor, and the 14th annual serving of Downtown Dining Weeks returned with more momentum than ever before. For the first time in the program's history, Dining Weeks expanded to include lunch. Keeping with tradition, 35 restaurants served three course dinner offerings for \$25 (or less!), and 21 restaurants offered three course lunches for \$10 (or less!). In total, 40 restaurants – an all-time record – participated in Downtown Dining Weeks, presented by Visions Federal Credit Union. Also new to the 2018 edition, the Downtown Committee partnered with the Food Bank of Central New York. On the two Fridays that fell during the promotion, diners had opportunities to donate to the Food Bank by filling out a pledge card at their table. Downtown Syracuse hotels also participated by offering a special "Sleep Over Package," where hotel guests received discounted room rates, free parking and their choice of a \$25 room credit, or the hotel making a \$25 donation to the Food Bank. Patrons received discounted parking by bringing a non-perishable food item (to be donated to the Food Bank) to four downtown parking facilities managed by Syracuse Parking Services. An estimated 45,000 people attended the 2018 edition of Downtown Dining Weeks.



Earth Day Community Clean-Up

April 21, 2018

375 people turned out to give Downtown Syracuse's gateways a spring cleaning for the annual Earth Day Clean-Up. Downtown Committee staff supplied gloves and trash bags, and outfitted volunteers with green t-shirts. Through partnerships with Peppino's Neapolitan and Liehs & Steigerwald, volunteers were treated to lunch following the event. The Earth Day Clean-Up has grown significantly since its inception more than 35 years ago. The clean-up attracts regular attendees, including families, groups of friends and colleagues. In more recent years, the event has caught the attention of Downtown Syracuse businesses and organizations. This year, AXA, Arcadis Engineering, BlueRock Energy, The Central New York Community Foundation, O'Brien & Gere, Sutherland Global Services, VIP Structures, and the Downtown YMCA all had a presence at the Clean-Up.



The Central New York Community Foundation (pictured above) and VIP Structures (pictured left) were two of about a dozen Downtown organizations represented during the 2018 Earth Day Clean-Up.



Downtown Living Tour

May 19, 2018

1,792 people attended the 12th Annual Downtown Living Tour, presented by the Downtown Committee and the City of Syracuse. Tour-goers walked through nine unique stops located in and around Downtown Syracuse, including luxury lofts, apartments and townhouses. They even got to see the largest apartment in Downtown Syracuse, clocking in at 4,000 square feet! Historic renovations and special opportunities to see transformation in action were two themes that tour-goers experienced.



State Tower was the first official stop along the 2018 Downtown Living Tour. Tourists experienced Pioneer Companies' \$41 million historic renovation up close, exploring units on the 17th, 11th and 9th floors. They were also treated to stunning views of the city skyline from two rooftop terraces.

Engagement & Interaction

Downtown Syracuse is the most desired address in the city from a residential and workplace viewpoint. The soaring residential demographic - now 3,600 residents strong and climbing - has extended Downtown's life well into the evenings and weekends. And, with Downtown's walkability, convenient access to restaurants, parks, and vibrant retail atmosphere, it has attracted 29,000 people to call it their workplace home as well. Social opportunities to engage with Downtown Syracuse prevail throughout every sector and season.

Art in the Windows Expands, Attracts New Attention

The 2017-2018 fiscal year saw the unveiling of the second, third and fourth rounds of the Downtown Committee's Art in the Windows program, which showcases available storefronts as future retail opportunities while highlighting the talents of local artists. In February 2018, Art in the Windows helped enliven East Water Street. At the Renaud Wicks Building (252 East Water Street), nine photographs by artist Marc Safran depict dynamic images of performers connected to Syracuse. Next door, the Falker Building (246-248 East Water Street) features two interactive visuals best seen after dark. The Downtown Committee matches jury-selected artwork with downtown property owners interested in enlivening their street-level storefronts to create a more active pedestrian experience. The temporary artwork installations promote the spaces, activate Downtown's streetscape by generating new foot traffic, and expand the visual arts audience. In 2017-2018, Art in the Windows was funded by the Central New York Community Foundation and Tomorrow's Neighborhoods Today (TNT - Downtown).

Pictured to the right, the Falker Building (246-248 East Water Street) features two large interactive visuals best seen after dark. At the street-level, any movement - the bend of an arm or a side-step - creates a collage of dancing colors in real time. On the second-floor, moving eyes seen in two large bay windows keep watch over the street. The Falker Building's display is a pilot project for artist Lorne Covington, who has been selected to light a large-scale project coming soon to Times Square.



Downtown Coffee Break Brews Camaraderie

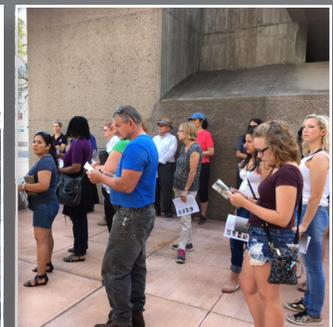
The Downtown Committee and Cafe Kubal partnered to "brew" up a celebration to show their appreciation for Downtown's employees, presenting a free hour-long Coffee Break, inviting employees to step away from the "daily grind," and treat themselves to free coffee and a snack in Hanover Square. Attendees were encouraged to bring their business cards to enter free drawings for gifts and prizes donated by Downtown businesses. The Coffee Break coincided with the final day of the 2017 Downtown Farmers Market season.



The 2017 Downtown Coffee Break drew about 500 attendees. Stay tuned! An exciting Employee Appreciation Week is planned for Downtown's 29,000 employees in September 2018.

Wednesday Walk Series Takes Steps To a Healthier Syracuse

Wednesday Walk, a partnership between the Downtown Committee and other health-minded organizations throughout the Downtown community, encourages exercise through exploration and education about all of the unique amenities that Downtown Syracuse has to offer. The 2017 series featured eleven lunchtime and evening walks, exploring nature, roof-tops, public art and more! The Wednesday Walk Series begins in June and continues through October.



A June 2017 Wednesday Walk focused on public art examples throughout Downtown Syracuse. In the photos above, Wednesday Walkers admire several examples of public art at the Everson Museum of Art.

Celebrating the Holidays in Downtown Syracuse

Downtown Syracuse is certainly a *magical place* to spend the holidays. It's where timeless, cherished memories are relived, and where new holiday traditions are established.



Holidays in the City, December 16 & 17, 2017

The Downtown Committee partnered with Advance Media New York for the first-ever Holidays in the City experience, recognizing Downtown as a special setting to spend the season. Highlights from the weekend included "photo opps" with real reindeer in Hanover Square, as well as with a giant Ice Palace on Downtown's southern-most end. In The Galleries, a "Smart Santa" experience – where children had Santa read their minds regarding their wishlists – wowed families.



Dash and Dot, the Downtown Elves, Return

The Downtown Committee welcomed back its seasonal staff members, Dash and Dot. The elves popped into some of the newest Downtown retail shops, restaurants, and even fitness studios during their Downtown Syracuse stay. Of course, they made sure to return to some of their favorite places as well. Keeping with tradition, Downtown Committee social media followers were encouraged to follow the elves and guess where they were each day. All correct guesses received an entry into a weekly contest to win gift certificates from participating Downtown businesses.

Dash and Dot, the Downtown Elves, visited 30 places between the day after Thanksgiving and Christmas Eve, December 24. One of their favorite memories was "rocking out" at Ish Guitars on Franklin Street in Armory Square.



Walking in a Window Wonderland

A record 1,498 people cast their votes for their favorite window displays in the second annual holiday window-decorating contest. 30 Downtown businesses got into the spirit of the season, transforming their ground-floor windows into spectacular displays. The Window Wonderland Contest is part of the Art in the Windows program, designed to encourage people to further engage with their Downtown surroundings year-round. Participating businesses competed for \$850 in awards, made possible through the Central New York Community Foundation.



Kitty Hoynes Irish Pub & Restaurant took the top prize of \$500 with 296 votes for the win! Each window depicted a unique holiday theme.



Vintage Love placed second, living out its motto, "Peace, Love and Vintage" through festive vintage decor and peace signs.



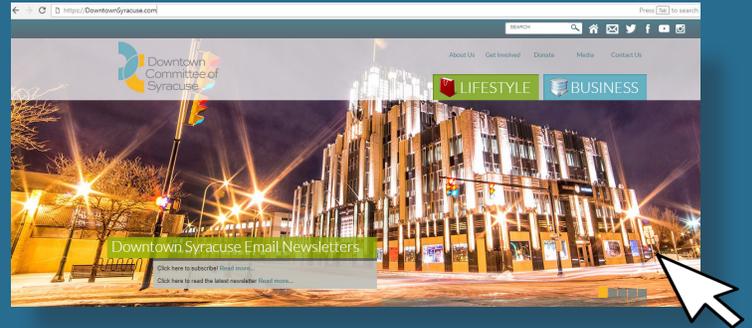
The Changing Room earned third place in the contest with its heavenly window display.

Marketing & Communications

The Downtown Committee's Marketing & Communications staff use a series of multimedia forums to communicate that Downtown Syracuse is thriving. Through a variety of mediums, exciting news and events, the department promotes Downtown as the center of the community, and through organizing and planning events to support revitalization efforts, promotes it as a destination. By regularly collaborating with business owners, cultural institutions, individuals and arts organizations, the Marketing & Communications department showcases the diverse array of retail, restaurant and cultural offerings that make Downtown Syracuse a vibrant place to live, work and visit. As your connection headquarters, the team ensures information is easily accessible and communicated to all.

The Website: DowntownSyracuse.com

The Downtown Committee's website is the community's go-to resource for all information related to Downtown Syracuse, including publications detailing retail, restaurant and parking offerings. The website also provides a database of up-to-date business and real estate listings, as well as descriptions of the Downtown Committee's programs.



31% Open Rate



30% Open Rate



32% Open Rate



29% Open Rate

Electronic Newsletters

Each week, **8,600+** subscribers look forward to the Downtown Committee's electronic News & Events newsletter, which provides a rundown of the events happening throughout Downtown Syracuse during the next week. The newsletter also contains an overview of the most exciting news headlines featuring Downtown stakeholders. Emailed every Thursday afternoon, *this* newsletter covers items falling in the subsequent Friday-Thursday cycle. At the start of the month, subscribers receive a preview of the Downtown Committee's upcoming events and/or programs as they relate to an overall "monthly theme" as part of the **Monthly Introduction** newsletter. Additionally, every Monday from June to mid-October, the **Downtown Farmers Market** edition of the newsletter is circulated. Finally, every Monday through the holiday season, subscribers receive a special Holiday edition of the News & Events newsletter.

Social Media

The Downtown Committee continues to be very active on Facebook, Twitter and Instagram, garnering at least 1,350 **new** followers across its platforms during the 2017-2018 fiscal year. The community is always encouraged to join the conversation and share their Downtown moments, stories, photos and videos.



/Downtown Syracuse



@downtownSYR



downtownsyracuse

Billboards

Billboard advertising continues to showcase shopping and retail opportunities throughout Downtown Syracuse, as well as serve as a tool to help promote Downtown Committee signature events such as the Syracuse Arts & Crafts Festival every July.

"This is Our Town" Commercials Continue

As part of its "Great Stories Begin Downtown" campaign continues, the Downtown Committee continues to run two television commercials highlighting business owners as the heart and soul of the community.

Holiday Commercials

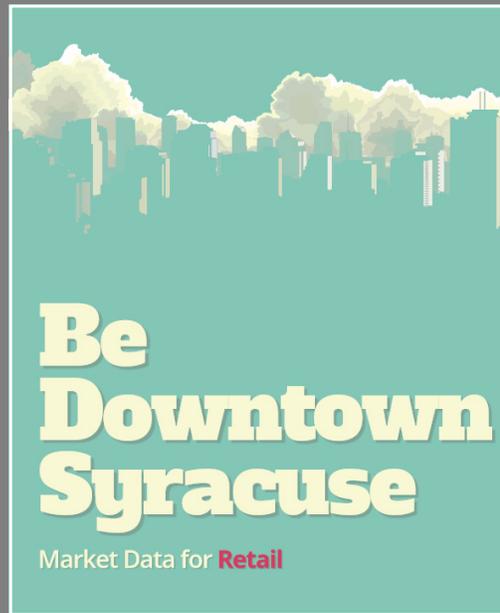
The Downtown Committee introduced new holiday commercials this holiday season, providing glimpses into the seasonal traditions and festive surroundings that Downtown is known for.



Why Downtown Syracuse

Businesses are flocking to Downtown Syracuse to be part of the momentum...
Join them!

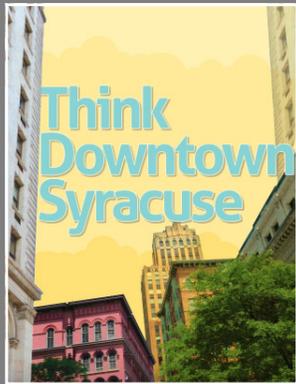
In May 2018, the Downtown Committee introduced a re-vamped version of "**Be Downtown Syracuse.**" This publication is an overview of market data, designed with prospective **retail businesses** in mind. "Be Downtown Syracuse" highlights Downtown Syracuse as the Heart of New York State and walks prospective Downtown business owners through the unique characteristics of Downtown's eight neighborhoods to help them determine which place may be the best fit for their business(es) to prosper. The new guide also includes demographic data, pedestrian counts, visitor data, investment trends and retail gaps.



Copies of "Be Downtown Syracuse" may be picked up at the Downtown Committee's office located at 115 West Fayette Street, or accessed online at <http://DowntownSyracuse.com>.

Think Downtown Syracuse

"**Think Downtown Syracuse**" is designed with the Downtown **office tenant** in mind, and serves as a complement to "Be Downtown Syracuse." It highlights Downtown as the center for economic development, dating back to the days when the Erie Canal ran through Clinton Square, and explores why it continues to be an attractive destination for office employees today.



A video component may be accessed on the Business tab of the Downtown Committee's website. Click "Why Downtown."

Connecting Downtown Residents

Building upon the results of a resident survey commissioned in 2016, the Downtown Committee established a Facebook group designed especially for Downtown residents. The group serves as a forum for residents to communicate with one another, and share pertinent news and information that may impact their community. Members may also look forward to updates about events, and other exciting items that may be of interest to the residential community.

In addition to the "Downtown Syracuse Residents" Facebook group, the Downtown Committee introduced monthly happy hours in 2017 to serve as meeting places for Downtown residents to get to know one another. Pictured to the right, dozens gather for a rooftop barbeque in September 2017 at Merchants Commons.



GET INVOLVED

Join the conversation and be in the know

- Sign up to receive the Downtown Committee's electronic newsletters by sending a note to mail@DowntownSyracuse.com
- Become one of the Downtown Committee's 17,000+ Social Media followers

Make new connections

- Attend a Neighborhood Association Meeting and get to know your Downtown peers! The following organizations meet regularly:
 - Armory Square Association
 - Cathedral Square Neighborhood Association
 - Hanover Square Association
 - Tomorrow's Neighborhoods Today - Downtown
- Attend a meeting of the Downtown Committee Board of Directors! They meet on the third Tuesday in July, September, November, January, March and May

Volunteer

- The April Earth Day Clean-Up and May Downtown Living Tour are the Downtown Committee's most popular volunteer-related events

Visit Page 4 to read about these fun events!

Support the Downtown Syracuse Foundation



- Sponsor a flower basket to dress Downtown's streets. If you would like to donate, call 315-422-8284 or visit <http://DowntownSyracuse.com/Flowers>
- Show your pride for your favorite Downtown neighborhood by participating in the Partners in Planting program. Gather your colleagues, friends or family members together to plant vibrancy



Visit Page 13 to learn more about these opportunities!



SURVEY SAYS...

64% of 2017 respondents to the Downtown Committee's Constituent Survey cite the weekly newsletter as their go-to resource for Downtown related news, over local newspaper, TV and website options

93% of 2017 respondents are comfortable recommending Downtown Syracuse to a friend

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, \$360 million in development activity is announced or 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. The department also identifies incentives and grant opportunities to further grow the central business district.

Welcome Home, to Downtown Syracuse!

Of the \$662 million that's been invested in Downtown Syracuse since 2010, \$252 million (more than one third!) is related to residential development. Right now, Downtown Syracuse boasts **3,600 residents**. This represents a **77% increase** in Downtown's population since 2008.



The Empire Building (pictured left) celebrated its Grand Opening in May 2018. The Master Bedroom at 435 South Warren Street (pictured right) overlooks the County Courthouse.

New addresses to come online during the 2017-2018 fiscal year include:

- 61 luxury studio, one-bedroom, two-bedroom apartments *and* a penthouse suite at State Tower
- 51 luxury one-bedroom, two-bedroom, two two-story units, and a penthouse suite at The Empire
- 16 studio and one-bedroom units at the Tallman Block
- Two one-bedroom loft units at 239 East Water Street
- *Plus*, the largest apartment in Downtown Syracuse, a 4,000 square-foot one-bedroom unit at 435 South Warren Street

Hot for Business

Since July 1, 2017, Downtown Syracuse has welcomed 17 new retail businesses including retailers, restaurants and services. On average, Downtown Syracuse sees a net increase of eight retail businesses each year.



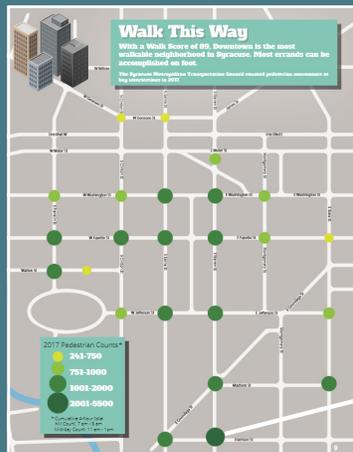
A new "Sweet Treat" corridor has developed along Clinton Street. Glazed & Confused (left) opened in November 2017, followed by The Ice Cream Stand (right) in May 2018.



2017-2018 also saw the opening of service businesses, such as Element on Water (left) which celebrated an October 2017 opening at 206 West Water Street. Salon Amare (right), located at 451 South Warren Street, was the first new Downtown business to open in the 2018 calendar year.

The Pedestrian Experience: Walk This Way

Downtown Syracuse is *the* most walkable neighborhood in Syracuse. The Downtown Committee worked with the Syracuse Metropolitan Transportation Council to count pedestrian movements at key intersections in 2017. Notably, Armory Square, the Heart of Downtown and the burgeoning Convention District reported the most activity.



The intersection at Harrison and South Warren Streets, adjacent to the Marriott Syracuse Downtown and the AXA Towers was the most highly-trafficked intersection by pedestrians in 2017, with more than 2,000 movements logged over a four-hour period.



Booming Business

More than 29,000 people currently work in Downtown Syracuse. The fastest growing sectors include Technology-based industry, Engineering, Financial and Accounting, Business and Commercial Law, Employee Benefits, Advertising, Marketing and Public Relations, and Architecture.



New York Main Street Grant Catalyzes \$11 Million Investment

In December 2017, the Downtown Committee of Syracuse received a \$500,000 grant through the New York Main Street program to continue Downtown's upward trajectory. The funds will support the redevelopment of properties located within the Heart of Downtown Syracuse, creating connections between existing destinations in the Convention District and Armory and Hanover Squares. This round of New York Main Street funds specifically targets the Salina and Warren Street corridors, providing grants to activate underdeveloped properties and fuel Downtown's continued resurgence. Funds will support building renovations and façade improvements to convert remaining vacancies into shopping and dining destinations, new residential addresses and offices, ultimately increasing density and street-level activity.

In March 2018, the Downtown Committee announced the awarding of funds to seven revitalization projects, which will invest more than \$11 million into Downtown when complete. In total, awarded properties will feature **14 renovated ground-floor commercial spaces** and *at least seven new affordable residential units*.



The Park Brannock Building, located at 321 South Salina Street and its neighbor, 323 South Salina Street, were each awarded \$37,500. The adjacent buildings will have 16 apartments between them, branded as the Whitney Lofts. Plans also call for commercial units and facade renovation.



The Wilson Building, located at 310 South Salina Street, was awarded \$25,000 to go toward the build-out of ground-floor commercial space.

The grant, awarded through the New York State Department of Homes and Community Renewal, prioritizes facade, ground-floor commercial and residential improvements. The Downtown Committee is the *most-awarded organization* in Central New York for the New York Main Street Grant program. This represents the Downtown Committee's sixth award through the program.

Neighborhood Partnerships Build Connections

Neighborhood associations provide opportunities 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 and the Hanover Square Association. In the 2017-2018 fiscal year, the Downtown Committee convened a group of property and business owners on the southern-most end of Downtown Syracuse, recognizing the significant investments developers have made in the Convention District. This neighborhood has seen \$125 million in completed real estate and infrastructure improvement investments since 2012.



Development projects currently underway include renovations to the Addis, Whitlock and Chimes Buildings (pictured above) on South Salina Street, representing a \$60 million investment.

DOWNTOWN'S DATA KEEPERS

The Downtown Committee Economic Development team maintains and distributes up-to-date housing, retail, and office occupancy data. Staff members regularly respond to inquiries for Downtown market data, and create custom property packages showcasing available Downtown properties for sale or lease based on specific user criteria.

Since July 1, 2017, the Economic Development team provided real estate marketing and information assistance to 121 properties, assisting Downtown properties a total of 519 times.

The top requests were for:

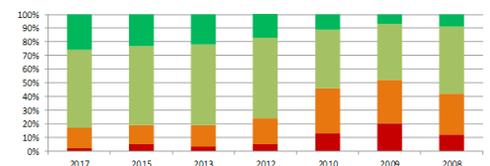
- 1) Information about financial incentives and funding opportunities
- 2) Information regarding commercial real estate
- 3) Property packages for office, retail or restaurant space



SURVEY SAYS...

Downtown's Strength

Please tell us how you feel about the following statement: Downtown Syracuse is fundamentally strong and not likely to decline in the future.



The 2017 survey results, represented on the far left, revealed a positive uptick in the perception of Downtown's strength as a neighborhood, continuing a trend seen since 2012. The majority of respondents (showcased in shades of green) agreed with the statement, 'Downtown is fundamentally strong and not likely to decline.'

Safety & Security

The Downtown Committee Security Staff proactively addresses quality of life concerns to maintain Downtown's status as one of the safest neighborhoods for residents, employees and visitors. A strong partnership between the Downtown Committee Security Staff and the Syracuse Police Department allows for collaboration to address public safety and quality of life concerns throughout the central business district. The Downtown Committee Security Officers act as a liaison between the business community and the Syracuse Police Department.

Where We Are & What We Do

The Downtown Committee Security & Information Center is located at 230 Harrison Street. Here, visitors will find Downtown Security Officers and Syracuse City Police Officers assigned to Downtown Syracuse. The Downtown Security & Information Center is the best source for general information and common sense safety tips, which are distributed to Downtown employers, employees and the general public. In addition, the Downtown Committee Security Staff regularly hosts Personal Safety Seminars for Downtown residents and employees to provide a rundown of common sense safety tips. In addition, the Downtown Security Officers are part of a Downtown Task Force to improve the effectiveness of social service delivery and outreach efforts.



New Address: The Downtown Security & Information Center moved from The Galleries to 230 Harrison Street in May 2018.



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

Downtown Security & Information
423-HELP
(4357)
In an emergency, call 911
www.downtownsyracuse.com

Downtown residents, employees and visitors are encouraged to call 315-423-HELP for prompt response to quality of life questions and concerns. The calls go directly to the Downtown Committee Security & Information Center. If it's after regular business hours, calls are forwarded directly to the Syracuse Police Department Officer on duty.

On the Beat

Each day, Downtown Committee Security Officers patrol Downtown to check in with business and property owners. Security Officers patrol Downtown Monday through Friday, morning, afternoon and evenings. New this year, thanks to a grant from the Syracuse Industrial Development Agency, the Downtown Committee was able to add evening patrols during the week, and weekend patrols during the afternoons and evenings.



4,195 Patrol Hours This Year



The Downtown Committee Security Officers and the Syracuse Police Department have a strong relationship that dates back to 1995. The two entities collaborate to maintain Downtown's status as one of the safest neighborhoods in the city.

(New) Eyes on the Streets

The partnership with the Syracuse Police Department allows for the operation of security cameras throughout Downtown Syracuse. Thanks to a grant from the Syracuse Industrial Development Agency, new cameras were installed at seven locations in Downtown's southernmost neighborhood. These cameras join an existing fleet of ten cameras that were installed in July 2015, and are wired into the Syracuse Police Department's existing camera network.



The new camera locations were selected with areas that experience high visitor traffic in mind. The cameras serve as an additional tool to enhance the sense of safety and preserve the quality of life in Downtown Syracuse, while protecting the significant investments being made in this burgeoning neighborhood and throughout Downtown.

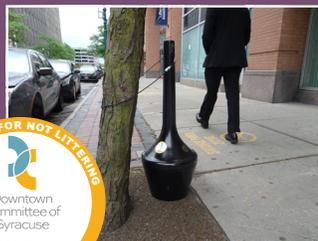
Environmental Operations

The Downtown Committee Environmental Maintenance crew undertakes a series of programs to ensure Downtown Syracuse is attractive, clean and accessible. Programs such as mowing, litter patrol, graffiti removal and in colder months, snow plowing assistance on the sidewalks, helps ensure Downtown residents and employees arrive safely at work, and visitors reach Downtown destinations.

Keeping Downtown Beautiful

In March 2018, the Downtown Committee received a \$5,000 Cigarette Litter Prevention Program grant from Keep America Beautiful. Twenty powder-coated steel cigarette butt receptacles were purchased and placed at various locations throughout Downtown Syracuse. During the Downtown Committee's Earth Day Clean-Up, cigarette butts were the most-frequently-picked-up items of litter by volunteers. The grant also enabled the Downtown Committee to distribute 600 pocket ashtrays to major employers, bars and restaurants, to introduce a marketing campaign stressing that "Cigarette butts are litter, too." In communities where the program has been implemented, it's reduced the amount of cigarette litter by an average of 50 percent.

An on-site analysis of South Warren, South Salina, and South Clinton streets was conducted to obtain a preliminary count of cigarette butts before the receptacles were installed. The survey counted almost 1,500 cigarette butts in the 400 block of South Salina Street alone! A follow-up count will be conducted in the summer of 2018, and again next spring to measure the program's impact.



... So Downtown Doesn't 'Go' to the Dogs

As Downtown's people population continues to rise, many dogs also enjoy parks and sidewalks. In Spring 2018, the Downtown Committee and the City of Syracuse partnered to place 10 signs throughout Downtown Syracuse to remind dog owners to pick up after their pets. In case dog owners forget to bring a waste bag, dog waste bag dispensers are located in M. Lemp Park, on the lawn outside The MOST, and along the Creekwalk.



50/50 Program & Special Grants: The Downtown Committee and the City of Syracuse participate in an annual cost-sharing agreement for streetscape maintenance throughout the central business district. In addition to the dog waste reminder signs, the partnership supported the installation of 330 hanging flower baskets, as well as the purchase of six new large ground planters, several trash cans and equipment to hang year-round outdoor cafe lighting.

New Equipment: Meet the Water Cannon!

In May 2018, the Downtown Committee added a Water Cannon pressure washer to its fleet. This self-contained, totally portable 4,300 PSI unit is used to remove graffiti and clean sidewalks. The pressure washer can hold up to 200 gallons of water, and also features a soap dispenser attachment.



Kevin Stanard tests out the Water Cannon's strength along West Fayette Street.



The unit is also easy to transport. It fits conveniently in the bed of a pick-up truck!

BEAUTIFICATION THROUGH THE SEASONS

Spring

"Flower Basket Installation Day" (unofficially) signifies the start of the summer season. In May 2018, 330 hanging flower baskets were installed throughout Downtown Syracuse.



Summer

Now in its fourth season, the Partners in Planting Program is a tradition for volunteers from Young Leaders United, a division of United Way. A crew of 15 rolled up their sleeves to add pops of purple throughout Hanover Square. The program, supported by the Downtown Committee and Pioneer Companies, combines employee engagement and Downtown beautification.



Fall

In September 2017, the Downtown Committee introduced a new fall beautification program, featuring the planting of 200 mum plants to bring splashes of yellow and gold to Downtown to welcome the fall season. A grant from the Syracuse Parks Conservancy supported the program.



Winter

The Downtown Committee Environmental Maintenance crew kept sidewalks clear throughout 62 days of snowfall from November through April this winter, assisting property owners with this responsibility.



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



Accessibility

The Future of Interstate 81

As the community looks forward to a decision from the New York State Department of Transportation regarding the 1.4 mile elevated component of Interstate 81, the Downtown Committee continues to advocate for the Community Grid as the solution that will provide the greatest opportunity to support continued revitalization throughout Syracuse through:

- Opportunities for increased **connections** between neighborhoods
- Increased **accessibility** to area destinations
- Increased **tax revenue** for the community
- Strategic, inclusive **development opportunities** for the community

Syracuse streets can handle I-81 traffic -- they already do (Commentary)

Best Interstate 81 option: A grid for everyone (Commentary)



More views of I-81 tunnel: fiscally irresponsible, 'too much like NYC' (Your letters)

Community leaders and neighbors submitted dozens of Letters to the Editor via Syracuse.com, advocating for the Community Grid as the best solution.

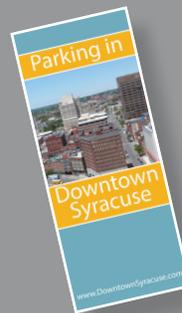
Parking

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 Downtown. The Downtown Committee maintains up-to-date parking information and ensures parking information is easily accessible.

The Downtown Committee operates three parking lots:

- **One Herald Place**, located on Herald Place, between North Clinton & North Salina Streets
- The **National Grid parking lot**, located across from Dinosaur Bar-B-Que on North Franklin Street
- And, the **Syracuse Urban Partnership parking lot**, located at the corner of Salina, Onondaga and Clinton Streets

The Syracuse Urban Partnership acquired this parking lot in May 2018. A new development project is planned here for next year.



Download a free parking brochure from the Downtown Committee's website, <http://DowntownSyracuse.com>. Brochures can also be mailed upon request.

Financial Report

Budgeted Income & Expense for July 1, 2017 through June 30, 2018

Total Income:

Special Assessment	\$824,500
Events	\$149,800
Transportation	\$125,000
Miscellaneous	\$8,500
Interest Income	\$1,000

Total: \$1,108,800

Total Expense:

Administration	\$223,603
Environmental Maintenance	\$237,127
Marketing	\$204,609
Security	\$169,638
Economic Development	\$122,293
Transportation	\$67,930
Events	\$83,600

Total: \$1,108,800



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.

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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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Gregg Tripoli, Executive Director, Onondaga Historical Association
Melissa Zell, President & Chief Operating Officer, Pioneer Companies

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Jake Schrader, Parking Staff
Zach Schrader, Parking Staff



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