



Annual Report

2018-2019





OUR MISSION

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. We undertake programs to improve Downtown's image, strengthen its economic base, increase its attractiveness, and assure that Downtown continues to be clean, safe and accessible. We are at the nexus of the public and private partnership that drives revitalization. As the steward of the Downtown Special Assessment District*, we play an essential role in ensuring Downtown Syracuse remains a growing, dynamic, exciting place to call home, work and visit.

**The boundaries of the Special Assessment District are I-690 to the north; I-81 to the east; Adams Street to the south; and Onondaga Creek to the west.*

OUR HISTORY

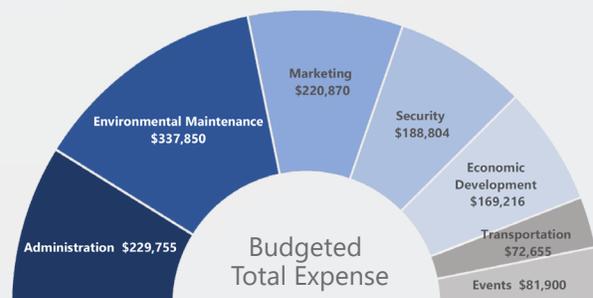
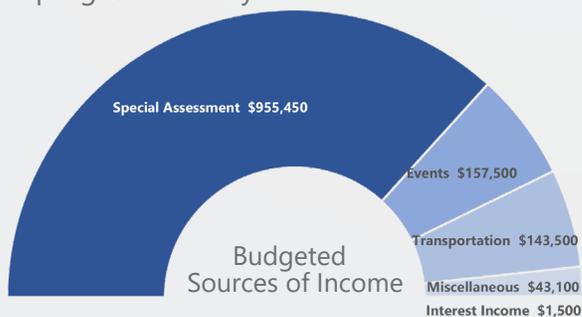
The Downtown Committee of Syracuse was established in 1975 when the Syracuse community came together, recognizing the role that a strong downtown could play in the overall health of the community. Our organization was created to provide additional levels of support and resources to help guide the growth of Downtown Syracuse. The birth of this public-private partnership with the City of Syracuse allowed for new investments in programs and services to support a healthy, thriving city center, ensuring continued growth for the region. As New York State's first special assessment district, the Downtown Committee set the foundation for the formation of business improvement districts across the state.

HOW WE SERVE

Today, 44 years after our inception, we fulfill our mission by providing economic development, marketing and communications, environmental maintenance and security services to property owners, businesses, employees, residents and visitors. Additionally, our team presents a series of annual events and operates special programs, designed to support the constituent base we serve.

FINANCIAL REPORT

The charts below represent our annual budgeted income by source and expense by program for the fiscal year starting July 1, 2018 through June 30, 2019. Revenue derived from ticket sales, sponsorships and special programs expand our program delivery.



BOARD OF DIRECTORS

OFFICERS

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President, Partnership Properties

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President, Armory Development & Management

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President & CEO, Central New York Community Foundation

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Director of Communications & Marketing

City of Syracuse

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Regional Executive Customer & Community Management

New York National Grid

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Executive Vice President

Hueber-Breuer Construction

Joseph Bryant

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JE Bryant & Associates

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Deputy County Executive

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M. Lemp Jewelers

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VIP Structures

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Gregg Tripoli

Executive Director

Onondaga Historical Association

Melissa Zell

President & Chief Operating Officer

Pioneer Companies



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Operations Staff

Robert Plumley, Jr.

Parking Staff

Thomas Schieno

Parking Staff

Tom Campanie

Director of Security

David Kimball

Security Officer

Dana Vinch

Security Officer

Richard Goldacker

Security Officer

Signature Event Highlights

Throughout the 2018-2019 fiscal year, the Downtown Committee of Syracuse produced the following events to support constituents and showcase Downtown Syracuse as a destination.



June 12 - October 9, 2018

Starring 50 of the region's best farmers and produce dealers, the Market attracts 5,000 Downtown residents, employees and visitors to Clinton Square every Tuesday. Through cooking demonstrations by Food Bank of Central New York staff and recipe cards produced by the Onondaga County Public Library, partnerships promote health and wellness. New to the 2018 season, the "Lunchtime Live Music Series," made possible through support from Onondaga County and CNY Arts, enhanced the visitor experience with weekly performances by local talent.



July 27, 28 & 29, 2018

During the last weekend in July, Columbus Circle plays host to 170 of the nation's most talented artists, craftspeople and entertainers. The family-friendly festival attracted 50,000 visitors in July 2018. The juried art show serves as one of the anchor events of ArtsWeek, a collaboration that celebrates the visual and performing arts throughout Downtown Syracuse. In 2018, ArtsWeek presented 40 public programs produced by 24 partnering organizations.



September 13, 2018

Downtown's high-quality, unique fashions were put on display during an outdoor fashion show produced in partnership with Syracuse Fashion Week. 100 men, women and children models walked an 80-foot lighted runway on Walton Street. Designed to raise awareness about Downtown as a unique retail and gift destination, the event showcased 15 downtown retailers and the talents of three downtown hair salons.



**Downtown Employee Appreciation Week
September 17 - 21, 2018**

In September 2018, the Downtown Committee partnered with dozens of businesses to present free events, activities and fun promotions for Downtown's 29,000 employees. The first-ever Employee Appreciation Week encouraged employees to explore new businesses, try samples from restaurants and participate in fitness activities and/or wellness seminars. One of the most lively events was the Friday Finale, where eight companies tested their strength in a Tug of War competition. A Post-It Note competition also elicited the spirit of friendly competition; 12 businesses decorated their exterior building windows to earn votes for "favorite display" from community members.



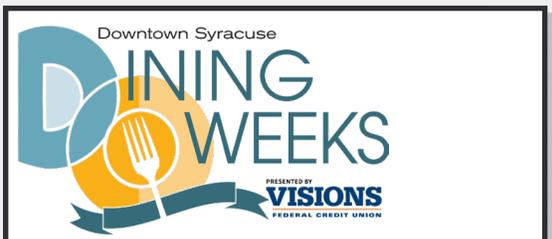
November 1, 2018 & March 28, 2019

Designed to celebrate the forward-thinking that fuels Downtown's resurgence, the 2018-2019 Progress Breakfast series attracted more than 700 guests to learn about the many reasons Downtown Syracuse continues to evolve. The November 1 event shined a spotlight on Salina Street's rebirth, and featured a panel discussion highlighting the importance of partnerships and inclusion. In March 2019, topics focused on innovation and the arts, granting attendees sneak peeks into new initiatives.



April 27, 2019

Thanks to help from 275 volunteers, public spaces throughout Downtown Syracuse benefited from more than 550 volunteer hours of community service during the annual Earth Day Clean-Up. Individuals, families, groups of friends and colleagues braved the cold and rain to give Downtown Syracuse a spring cleaning. Downtown organizations including Advance Media New York, AXA, Arcadis Engineering, Bank of America, The City of Syracuse, Environmental Design & Research (edr), Knowledge Systems & Research (KS&R), M&T Bank, Plymouth Church, SWBR and Talking Cursive Brewing Company all had a presence.



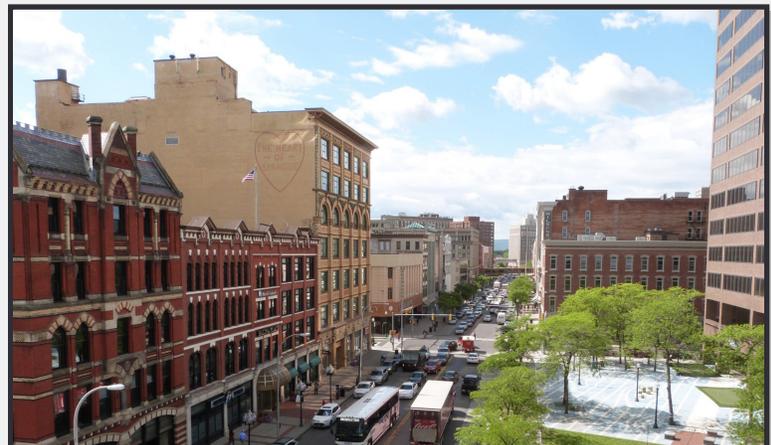
February 18 - March 3, 2019

The 15th annual serving of Downtown Dining Weeks featured 47 restaurants serving the once-a-year deals of three-course lunches for \$10 or less, and/or three-course dinners for \$30 or less. The program showcases the high quality and diversity of Downtown's cuisine offerings and - with an estimated 45,000 attendees - consistently generates significant foot-traffic and buzz for participating restaurants. In 2019, Downtown Dining Weeks generated 17 news stories, 116,000 page views (to look at menus) on the Downtown Committee's website, and earned 76,000 impressions across social media platforms.



May 18, 2019

During the 13th annual Downtown Living Tour, urban living was promoted when the doors opened to seven residential addresses and TCGplayer's new office headquarters. The event attracted 2,152 visitors to tour new-to-the-market properties. Thirteen Downtown businesses offered special promotions exclusive to tour-goers, introducing Downtown's unique amenities to the community. The event is made possible through sponsor support and the assistance of 82 volunteers.



Annual Meeting June 20, 2019

More than 400 guests joined the Downtown Committee for its Annual Meeting to celebrate people and projects that have contributed to Downtown's growth, diversity and overall vibrancy. A State of Downtown Report, given by Executive Director Merike Treier, highlighted the incredible investment activity underway. Through a presentation of the Downtown Awards of Excellence, Downtown partners were honored for their positive impacts.

Downtown During the Holidays

Downtown Syracuse is a magical place to be during the holiday season. It's where cherished memories are relived and new holiday traditions are established.

New Commercials Debut, Highlighting Downtown as Destination

The Downtown Committee commissioned two new holiday commercials to promote Downtown Syracuse experiences during the holidays.

To capture the lively atmosphere that the season evokes, 325 Productions produced a piece that shared community members' favorite reasons to come Downtown during the holiday season.



Solon Quinn Studios produced a piece designed to emphasize the sentimental feelings the season stirs.



Wish Upon a Downtown Star

A 10-foot lighted star became a "selfie spot" in Perseverance Park, illuminating the corner of West Fayette and South Salina streets. Thanks to support from Pathfinder Bank, Downtown residents, employees and visitors were encouraged to pose in front of the star, think about their wish(es) for the community, then share the image - and their wishes - across social media platforms using the hashtag, #IWish.

Holidays in the City, December 8 & 9, 2018

The Downtown Committee partnered with Advance Media New York for the second presentation of Holidays in the City. Highlights of the weekend included photo opps with reindeer in Hanover Square, a "smart" Santa experience in The Galleries, ice-sculpting demonstrations and more activities aimed to highlight Downtown Syracuse as *the* family-friendly celebration headquarters.

Dash and Dot Visit 32 Businesses

The Downtown Committee's seasonal staff members, Dash and Dot, returned for their fourth holiday season to promote meaningful gift options found in Downtown's retail shops, restaurants, hotels and cultural institutions. Keeping with tradition, the adventures of the elves were posted daily to the Downtown Committee's social media platforms. Followers were encouraged to guess the location of the elves each day to win gift cards to Downtown businesses.



Dash and Dot always make a point to sample the newest flavors in Downtown Syracuse. They enjoyed a lunch date at Kasai Ramen, one of 19 new retail businesses to open in the 2018-2019 fiscal year.

Walking Through a Window Wonderland

2,128 people cast their votes for their favorite window displays in the third annual window-decorating contest. Twenty five Downtown retailers got into the festive spirit of the season (and engaged in a friendly competition to win \$850 in prizes!) to transform their street-level windows into dazzling displays. The contest is designed to entertain visitors while also highlighting the diverse array of gift items and retail options located in Downtown Syracuse.



Soup R Salads' Grinch display took home the top prize of \$500.



Pastabilites earned second-place for its display using gnomes as a symbol of joy and peace to stir hope for the season.



The Changing Room set the bar high in the contest's inaugural year (2016), and defended its third-place title from 2017 with its depiction of the hustle and bustle that the season often brings.

Get Involved

Opportunities to engage with Downtown Syracuse prevail through every sector and season.

Arts in the Windows Invites Property Owners to Showcase Available Retail Opportunities

Property owners in Downtown Syracuse may showcase available spaces through the new Arts in the Windows program presented by CNY Arts. The program, started by the Downtown Committee in 2016, was expanded in 2019 through a \$50,000 grant secured in partnership with CNY Arts. Later this summer, temporary artwork by local artists will be featured in Downtown Syracuse and Downtown Cortland. The program highlights available storefronts as retail opportunities and provides new audiences for local artists, activating the streetscape by generating new foot traffic.



The Falker Building, located at 246-248 East Water Street, held a starring role in the Arts in the Windows program in 2018. Artist Lorne Covington designed moving eyes in two bay windows, as a collage of dancing colors moved with passersby on the ground-level.

Property owners who would like to showcase their space are encouraged to reach out to Mail@DowntownSyracuse.com

Wednesday Walk Series: Engaging Employees & Residents

Wednesday Walk, a partnership between the Downtown Committee and Downtown health-minded organizations, continued to build momentum among Downtown Syracuse employees and residents in 2018. The series promotes exercise and wellness through guided walks, educating participants about the unique amenities found in Downtown Syracuse. The 2018 series featured six lunchtime and evening walks, highlighting architecture, public art, tree identification and other topics.



New to the 2018 series, Wednesday Walk introduced an outdoor Game Night in Hanover Square in July.

"Downtown Champions" Grow Residential Connections

The "Downtown Syracuse Residents" Facebook Group, started by the Downtown Committee in the 2017-2018 fiscal year, continues to grow. With more than 200 members (and climbing!), the forum allows residents to share pertinent news and information about upcoming events and discuss other items that may be of interest. In May 2019, two Downtown residents and business owners, Michael Sgro (Michael Sgro Leadership Coaching) and Amanda Hughes (The Ice Cream Stand) partnered to debut the "Downtown Champions" program. The interactive information sessions help new Downtown residents get acquainted with their community through walking tours, informal gatherings and more. The goal is to create new connections, encourage exploration and stir interest in volunteerism.



The first Downtown Champions Information Session was held at The Ice Cream Stand in early May 2019.



Downtown residents who want to get involved are encouraged to check out the Facebook group, [Downtown Syracuse Residents](#).

COMMITTEE CLOSE-UPS



In the 2018-2019 fiscal year, the Downtown Committee introduced four formalized groups of partners. In total, 170 volunteers carry out the missions below, infusing new energy into Downtown and positioning it for continued growth.

Communications

Mission: Recommend strategies that broaden Downtown's audience for messaging and engagement

Thanks to a communications audit, a new website is under development.

Business-City Partnerships

Mission: Identify opportunities to enhance Downtown's economic vitality, ensuring it's a competitive location for investment

A current area of focus is the building permitting process.

Security Liaison

Mission: Proactively address safety concerns by providing information, improving public perception and enhancing quality of life

Right now, the committee is working with human service agencies and community partners to develop a "Give Where it Counts" campaign, where resources to assist those in need can be made readily available.

Livability

Mission: Improve Downtown's vibrancy, accessibility and quality experiences to better connect Downtown Syracuse with surrounding neighborhoods



The committee has prioritized the West Onondaga Street gateway. Design concepts are currently under development. This image is a concept board from an April 2019 Visioning Session.

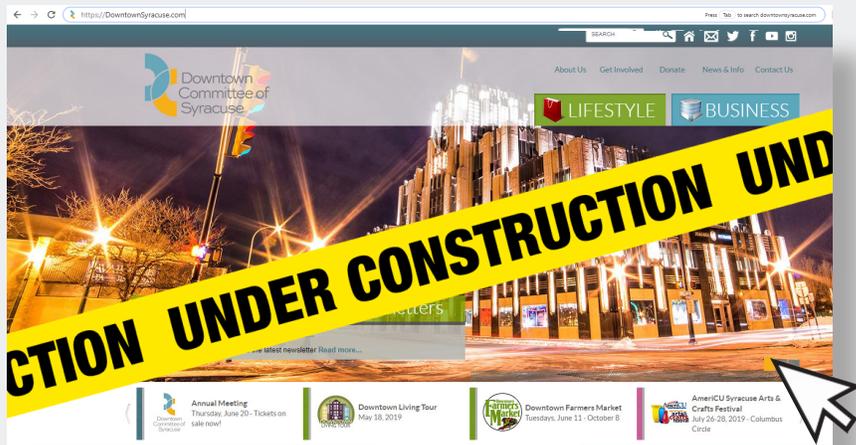
Sharing Downtown's Story

The Message

The Marketing & Communications department promotes Downtown as the center of the community, and serves as the resource for *all things* Downtown Syracuse. By regularly collaborating with business owners, cultural institutions, individuals and the arts, the Marketing & Communications department showcases the diverse array of retail, restaurant and cultural offerings that make Downtown a vibrant destination. Staff ensures information is easily accessible and communicated to all stakeholders.

The Website: DowntownSyracuse.com

The Downtown Committee's website is the community's go-to resource for all Downtown information, including publications detailing retail, restaurant and parking offerings. The website also provides a database of business and available real estate listings. The Downtown Committee is working with Cowley to redesign its website, which was visited by almost 90,000 new users in the 2018-2019 fiscal year. Look for the debut of a brand new website in the fall of 2019.



Read All About It: Newsletter Reach

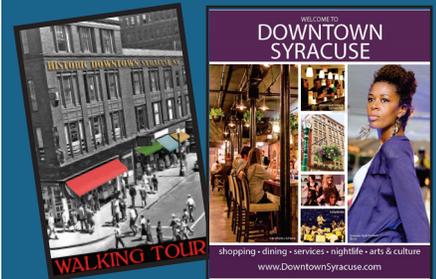
Digitally, the Downtown Committee reaches almost 9,500 subscribers through its electronic newsletters.

- The **News & Events** newsletter is distributed every Thursday, providing an overview of news items featuring Downtown stakeholders and a rundown of events happening over the next week.
- The **Monthly Introduction** newsletter is sent at the start of every month, previewing the Downtown Committee's upcoming events and/or programs as they relate to an overall "monthly theme."
- Every Monday from June to mid-October, the **Downtown Farmers Market** newsletter offers subscribers a glimpse into what they can expect at The Market the following day.
- **Special editions** of the newsletter are produced as needed. In 2018, daily updates were circulated to subscribers detailing September's Employee Appreciation Week, and a special weekly edition of the News & Events newsletter was produced and distributed during the holiday season.



Connection Headquarters

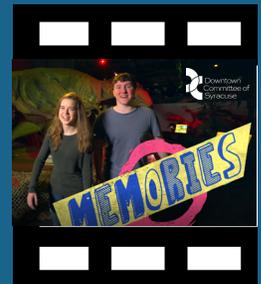
The Downtown Committee uses a series of platforms to engage users with Downtown Syracuse.



Publications were distributed to nearly 12,000 people in 2018-2019. The Historic Walking Tour brochure and Restaurant Guide are among the most frequently requested materials.



Downtown advertising on billboards generated 12,250,000 impressions.



Radio, print and television commercials continue to highlight events, activities and Downtown business owners.

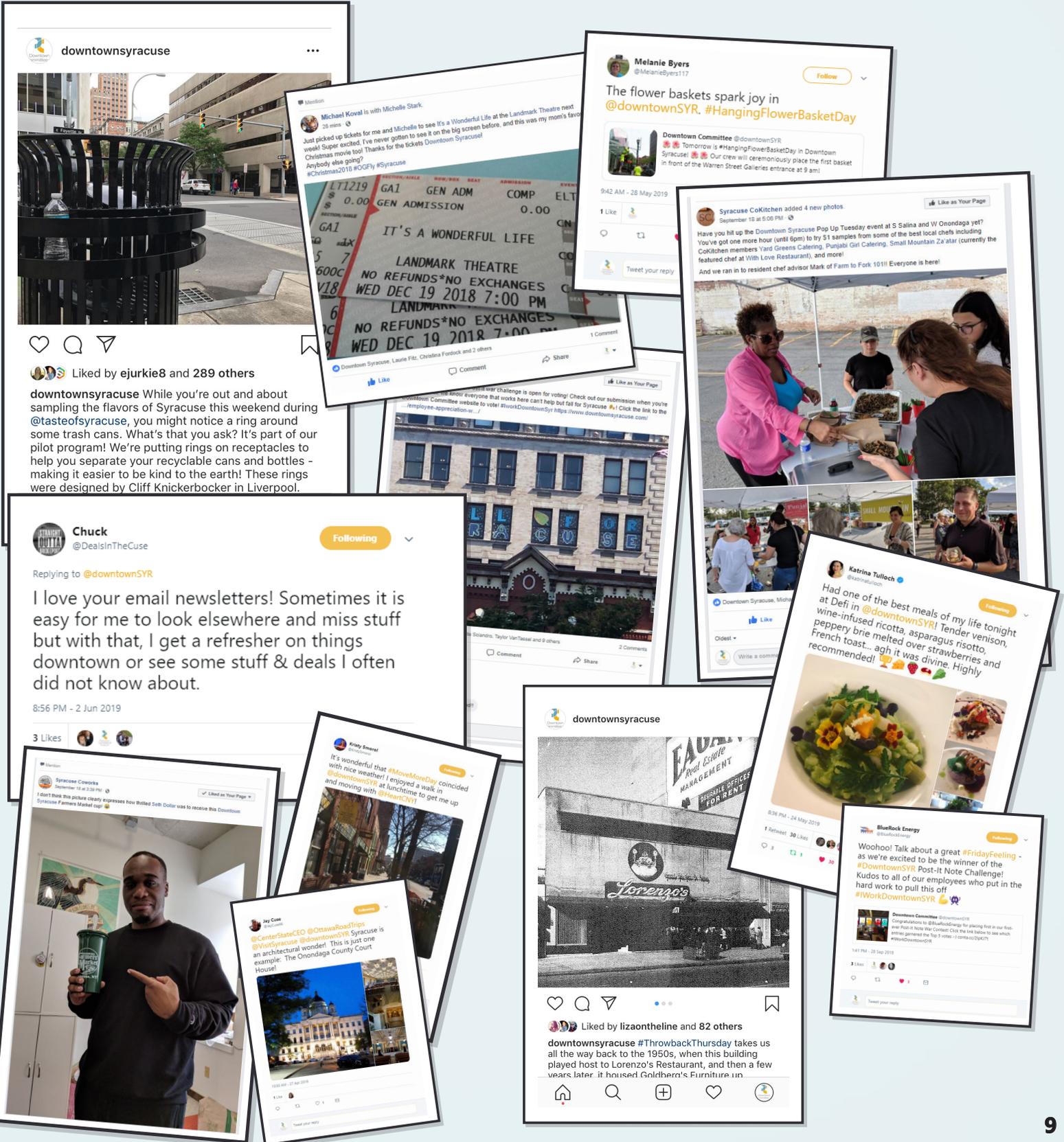
Neighborhood Partnerships

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, the Hanover Square Association, and the Southern Downtown neighborhood groups.

Get Social

Join the Conversation

With 19,859 followers across its social media platforms - and growing daily - the Downtown Committee's social media posts earned more than 1 million impressions in the 2018-2019 fiscal year. In total, the Downtown Committee gained more than 2,700 new social media followers this year, experiencing 15% growth on Facebook and expanding its Instagram audience by more than 27%. The community is always encouraged to share their photos, videos, moments and stories.



Growing Downtown Syracuse

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, \$233 million in development activity is either underway or planned 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 support growth within the central business district.

Welcome to Downtown Syracuse!

Since July 1, 2018 Downtown Syracuse has welcomed 19 new retail businesses, including retailers, restaurants and service businesses. Citronelle, The Hops Spot, Water Street Bagel Co., Talking Cursive Brewing Co. and Oh My Darling (including the basement speakeasy, The FITZ), reflect five of the highly-anticipated additions to Downtown's dining scene.



Photo by Jack Li

Citronelle, located at 113 Walton Street, was one of three new restaurants to open in Armory Square in August 2018.



Water Street Bagel Co., located at 239 E. Water Street in Hanover Square opened in September 2018.



Oh My Darling, located at 321-323 S. Salina Street in the Heart of Downtown Syracuse, opened in March 2019.

Retail Wish List: Downtown Dreams Come True

Each year, the Downtown Committee updates a "Retail Wish List" identifying existing gaps in the Downtown Syracuse retail market. In 2019, several gaps were filled thanks to new business openings. Scholars and Champs' opening in The Pike Block in April 2019 addressed the lack of a "Collegiate Sportswear Shop" in Downtown Syracuse. The June 2019 groundbreaking for the Salt City Market also fulfills Downtown's wish for a "Shared Marketplace for International Foods."



Scholars and Champs, located at 310 S. Salina Street, sells vintage sportswear including Syracuse University apparel, as well as clothing linked to local professional sports teams.



The Salt City Market, expected to open in the fall of 2020, will activate 484 S. Salina Street with new flavor. The food hall will feature international cuisines from a dozen local entrepreneurs. The second floor will be office space, and the third, fourth and fifth floors will be home to mixed-income apartments.

Downtown Residential Surge

Downtown Syracuse is currently home to 4,005 residents, representing a 70% increase in Downtown's population since 2009. On average, Downtown has welcomed 160 new residents and 90 new housing units each year in the last decade. In 2018-2019, Downtown added 102 new residential units to its landscape, including:



Three flats and six townhouse style units completed at GrangeX (215 E. Water Street) in January 2019



Eight apartments at Piper Phillips Residences (229 W. Fayette Street) completed in May 2019; Two units offer private courtyards

Additionally, by the end of Summer 2019, Downtown Syracuse is expected to add:



Six two-bedroom apartments at The Wood Building (205 E. Jefferson Street)



26 units at The Lofts at Whitlock (480 S. Salina & 555 S. Clinton streets)

Market projections show this growth will continue. By 2022, Downtown is poised to add more than 730 new units. Several large scale projects are planned, including VIP Structures' redevelopment of The Post Standard Building, a second expansion of the Amos Building, and the establishment of Washington Place (the former NYNEX Building), currently underway. These additions will bring Downtown's residential population well above 5,000 residents.



A \$35m renovation will bring 214 new units to 300 E. Washington Street, expected to be complete in 2020.

New York Main Street Grant Update: \$11M Investment

More than half of the properties awarded funding under the Downtown Committee's Main Street Grant Program completed their projects during the 2018-2019 fiscal year.

- 321 and 323 S. Salina Street experienced top-to-bottom redevelopment (including the addition of two affordable apartments) as The Whitney Lofts
- 310 S. Salina Street saw the build-out of two commercial spaces



The Whitney Lofts Project features a total of 16 apartments. On the ground floor, Oh My Darling and Clementine - a full-service restaurant and grab-and-go breakfast and lunch counter respectively - occupy 5,500 square feet. A speakeasy, "The FITZ," (pictured right) is located in the basement.

DOWNTOWN'S DATA KEEPERS

The Downtown Committee maintains and distributes up-to-date housing, commercial and investment data.



Economic Development staff members regularly respond to inquiries for Downtown market rents, commercial occupancy rates and available financial resources. They create custom property packages showcasing available Downtown properties for sale or lease based on specific user criteria.

In the 2018-2019 fiscal year, the Downtown Committee:



404
Assists

Provided real estate marketing and information assistance to Downtown properties a total of 404 times



976
Requests

Filled 976 requests for statistics and information

The top requests were for:

- 1) General Downtown Information
- 2) Commercial Real Estate Opportunities
- 3) Property Packages for Office, Retail or Restaurant Space

A Proactive Approach

Meet the Security Beat

The Downtown Committee Security Staff patrol Downtown to proactively address quality of life concerns to maintain Downtown's status as one of the safest neighborhoods for residents, employees and visitors. Security officers are on duty in the morning, afternoon and evening Monday through Friday and during the afternoon and evenings on weekends.

Strong Partnership

A strong partnership between the Downtown Committee Security Staff and the Syracuse Police Department facilitates collaborative approaches to address public safety and quality of life needs throughout the central business district. The Downtown Committee security officers act as a liaison between the business community and the Syracuse Police Department. Downtown security officers actively communicate with social service providers to improve the effectiveness of service delivery and outreach efforts.



Downtown Security Staff serve as a liaison between the business community and Syracuse Police department. Above, Tom Campanie, Director of Security, checks in with Randy Beach, owner of Ale 'n Angus Pub, located at 238 Harrison Street.



Downtown Security & Information Center

The Downtown Committee Security & Information Center is located at 230 Harrison Street. Here, visitors will find information about Downtown Syracuse. The space also serves as an office for Downtown Security Officers and Syracuse City Police Officers assigned to Downtown.

Security Smarts

"Travel Smarts," "Office Smarts," "Car Smarts," "Street Smarts" and "Living Smart" are available at the Downtown Security & Information Center. These brochures provide common sense safety tips that apply to constituents no matter where they may travel. The brochures are distributed to Downtown employers, employees and the general public.



423-HELP

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.

Eyes on the Street

The partnership with the Syracuse Police Department allows for the operation of 17 security cameras throughout Downtown Syracuse. The cameras are owned by the Downtown Committee and are wired into the Syracuse Police Department's existing camera network. Cameras serve as an additional tool to enhance the sense of safety and preserve the quality of life Downtown.



Downtown's Public Space

Beautifying Downtown Season by Season

The Downtown Committee undertakes a series of maintenance and enhancement programs to support the continued revitalization of Downtown Syracuse. Its Environmental Maintenance Staff works year-round to ensure Downtown continues to be a welcoming, clean and accessible destination for residents, employees and visitors. The crew accomplishes a variety of tasks each day, including litter pick-up, graffiti removal, mowing/tending to green space, and flushing sidewalks. In the winter months, the crew helps Downtown property owners keep sidewalks clear of snowfall.



The crew kept sidewalks clear throughout 51 days of snowfall from November through April. This service helps 4,005 residents and 29,000 employees get to work, and ensures visitors have easy access to Downtown destinations as well.



The Downtown community looks forward to Flower Basket Installation every spring. In May 2019, 336 flower baskets were placed throughout Downtown Syracuse. The Hanging Flower Basket Program is one of the Downtown Committee's most recognizable beautification endeavors.

Public Space Improvements



50/50 Program & Special Grants: The Downtown Committee and the City of Syracuse participate in an annual cost-sharing agreement for streetscape maintenance items throughout the central business district. In July, 2018 equipment was purchased to install year-round outdoor café lighting in City Place, the courtyard between City Hall Commons and State Tower. The partnership also allowed for the purchase of 10 signs reminding dog owners to pick up after their pets, new trash receptacles and liners, and allowed for the installation of 336 hanging flower baskets.

The cafe lighting at City Place features lanterns that were decorated by families who attended the 2016 AmeriCU Syracuse Arts and Crafts Festival. Participants were asked to draw their visions for Downtown Syracuse.



Recycle in the Ring: In June 2019, the Downtown Committee launched a pilot program, installing black powder-coated steel "recycling rings" around select receptacles throughout Downtown Syracuse. The intent of the ring is to encourage the separation of recyclable cans and bottles from the trash. In turn, this facilitates the efforts of those who collect and redeem cans, allowing them to pick up recyclables from the recycling rings, leaving the trash covered until it can be collected and properly disposed of by the Department of Public Works. If the pilot program is successful, additional rings will be installed. OCRRA partnered on the project by designing and printing decals for education.

The custom rings were designed by Brownick AC & Sheet Metal in Liverpool, and were installed on receptacles at high foot traffic intersections, such as this intersection at S. Warren and E. Fayette streets.



Bike Share Navigation

A special grant from the Downtown sector of Tomorrow's Neighborhoods Today (TNT) supported the purchase and installation of maps to help SYNC Bike Share users navigate Downtown Syracuse destinations.

Chess Tables Added to Hanover Square: The Downtown Committee secured a \$8,125 grant from the Central New York Community Foundation to enhance Hanover Square with four outdoor chess table sets. TNT provided \$1,750 to support a game night in the Square to debut the new sets and the purchase of a bronze plaque, commemorating the history of Chess in Syracuse.

20% Less Cigarette Litter: A \$5,000 Cigarette Litter Prevention Program grant from Keep America Beautiful permitted the Downtown Committee to implement a litter prevention campaign in 2018. Twenty powder-coated steel cigarette butt receptacles were purchased and placed throughout Downtown Syracuse. Last spring, before the receptacles were installed, staff conducted a preliminary count of cigarette butts along South Warren, South Salina and South Clinton Streets. In one year, cigarette litter across the three blocks decreased by 20%.



Downtown for the Community Grid

Build on Downtown Syracuse milestones with community grid

By Merike Treier, Executive Director of the Downtown Committee syracuse.com

Let's unite Syracuse: Replace I-81 with a community grid (Editorial)

By Advance Media New York Editorial Board syracuse.com

Landscape architects group: We support I-81 community grid (Your letters)

By Vincent P. Pietrzak, RLA New York Upstate Chapter of American Society of Landscape Architecture syracuse.com

Developers: Growth of Syracuse, region depends on community grid (commentary)

Submitted by 17 developers syracuse.com

CenterState CEO recommends "Community Grid Plus" in the discussion on the future of Interstate 81

By Eric Reinhardt 

Community grid replacing I-81 would create 'One Syracuse'

By Anthony Marrone, Special to Syracuse.com syracuse.com

Read the letter Mayor Walsh, community grid advocates sent to Gov. Cuomo

Submitted in partnership by 58 community leaders syracuse.com

DOT Selects Community Grid as 'preferred' choice for I-81 replacement

By Jana Barnello 

Community Rallies in Support for Community Grid

Leading up to the highly-anticipated April 2019 recommendation from the New York State Department of Transportation (NYSDOT) regarding the Future of Interstate 81, hundreds of community members, leaders and organizations voiced their support for the Community Grid as the solution that best positions the community for future growth. The Downtown Committee was one of dozens of organizations that submitted Letters to the Editor, advocating for The Grid. Of the three options NYSDOT had been studying, the Downtown Committee endorsed the Community Grid because it provides the most opportunities to increase connections between neighborhoods and improve accessibility to area destinations. This positions the center of the city to generate new tax revenue for the community by fostering strategic, inclusive development opportunities.

Accessibility

Parking

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

The Downtown Committee operates two parking lots for the convenience of Downtown employees and visitors:

- **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

Free parking brochures may be downloaded at the Downtown Committee's website, DowntownSyracuse.com. Brochures can also be mailed upon request.



Downtown Committee Impacts at a Glance

2019-2020 Signature Events



**Tuesdays Through October 8
Clinton Square**



**July 26, 27 & 28, 2019
In & Around Columbus Circle**



**September 12, 2019
100 Block of Walton Street,
Armory Square**



**Employee Appreciation Week
September 16 - 20, 2019**



**October, 2019 &
March, 2020**



**February 17, 2020 -
March 2, 2020**



Saturday, April 25, 2020



Saturday, May 16, 2020



June, 2020



July 1, 2018 – June 30, 2019

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

336 HANGING FLOWER BASKETS

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

1,462 BAGS OF LITTER REMOVED
That's 80,410 gallons!

696 GRAFFITI TAGS REMOVED

4,312 HOURS OF PATROL

1,366 CALLS RESPONDED TO THROUGH 423-HELP

ECONOMIC DEVELOPMENT

404 BUILDING ASSISTS

1,092 REAL ESTATE SEARCHES ON DTC WEBSITE

976 STATS & INFO REQUESTS FILLED

TOP 3 INQUIRIES:

- GENERAL DOWNTOWN INFO
- COMMERCIAL REAL ESTATE
- PROPERTY PACKAGES

\$514,886 GRANT DOLLARS ADMINISTERED

ENGAGEMENT

9,435 SUBSCRIBERS
Constant Contact

29% NEWS & EVENTS NEWSLETTER OPEN RATE

901 BUSINESSES PROMOTED IN E-BLASTS

450 BUSINESSES ENGAGED IN DOWNTOWN COMMITTEE EVENTS & ACTIVITIES

11,842 BROCHURES DISTRIBUTED

104 EARNED MEDIA STORIES

SOCIAL MEDIA FOLLOWERS

6,372 **5,021**

8,466

1,091,969 IMPRESSIONS

4,157 PEOPLE ENGAGED IN DOWNTOWN COMMITTEE CONTESTS

187,277 PEOPLE ATTENDING DOWNTOWN COMMITTEE EVENTS

85 SPEAKING ENGAGEMENTS



115 West Fayette Street
Syracuse, NY 13202

Address Service Requested