

“Downtown Syracuse: Open for Business”

Downtown Syracuse - Open for Business Independent Marketing Program Overview (Round 3)

The Downtown Syracuse Foundation (DSF) invites businesses located in the central business district to apply for participation in the **Downtown Syracuse – Open for Business** Marketing Program.

This program is designed to raise awareness of the variety of businesses open and located in Downtown Syracuse.

Through this program, the DSF will:

- Provide **funded marketing support** for promotions and events organized by downtown Syracuse businesses. Each business is eligible to win \$500 in paid marketing services by the DSF.*
**Please note that Program funding can be used only for marketing purposes, and not for the event itself.*
- Make up to \$500 in funds available to **purchase “open” signage or other printed materials** designed to raise consumer awareness of a business. This may take the form of open signs, window clings, sandwich board, etc. Please visit the Downtown Committee’s [Guide for Storefront Tips](#) for inspiration.
- Fund up to \$1800 for the construction of **Parklets** and consider other requests for funding **adaptive business needs** that have arisen as a result of the COVID-19 pandemic.

*** Please note, due to the source of funds, if businesses plan to use funding to purchase ads on social media, awardee must use DSF approved vendor to purchase ads. Additionally, any awards made in support of radio, print (including posters and banners) or other digital format advertisements will require the DSF to pay the vendor directly. ***

Application Criteria:

- The Applicant Business must be located within the Central Business District (downtown Syracuse), defined as the geographic area bounded on the east by I-81; on the north by I-690; on the west by Onondaga Creek; and on the south by Adams Street.
- All funded activities must take place before December 15, 2021.
- Funding may not be used to reimburse business for expenses incurred and must be paid directly to a vendor.
- Promotion/funded activity must be designed to engage the general public (e.g. it cannot target only existing clients/customers) and take place in downtown Syracuse
- Businesses must be willing to share social media content with the Downtown Syracuse Foundation.

Steps to Apply for the Marketing Program:

- Please save the fillable Application Form and email your completed request for consideration to Laurie Reed at LReed@DowntownSyracuse.com. Or, print and complete the form and deliver it to the Downtown Committee at 115 West Fayette Street. **Applications are accepted, and awards made, on a rolling basis. Please allow up to two (2) weeks to review and make award determinations.**
- Please contact Laurie Reed at LReed@downtownSyracuse.com with any questions.