



900+
ATTENDEES



40+
VOLUNTEERS



8
ICONIC BUILDINGS
SHOWCASED



4
HISTORICAL
LANDMARKS
HIGHLIGHTED



9
EARNED MEDIA
MENTIONS

DIGITAL MARKET PERFORMANCE



8
total social media posts



4,304
event page views



241,786
total social media views



2,988
unique website visitors



4,723
total engagement

IMPACT TO DOWNTOWN SYRACUSE



Attracted people of all ages to Downtown Syracuse.



Economic boost and enhanced foot traffic to Downtown businesses.



Strengthened community awareness and appreciation of Downtown assets.

TESTIMONIALS

"We are grateful to have been included and would strongly encourage continued support and expansion of initiatives like this. It was, quite simply, an amazing event. Thank you to all of the Downtown Committee staff and volunteers who made this event possible."

~Site Sponsor

"I loved being able to see more of Syracuse. I stepped inside buildings I never would have if it had not been for Open Up Downtown."

~Event Participant

"A big thank you to you and your team on an awesome event - "Open up Downtown" this past Saturday. We saw numerous people stop in; we do thank you very much. Social media looked awesome also."

~Downtown Business Owner