

# Annual Report

## 2020 - 2021

# About the Downtown Committee of Syracuse, Inc.



Photo by Aiden Media

## 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, welcoming 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 live, 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 & HOW WE SERVE

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.

Today, 46 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 throughout the 82 blocks that comprise Downtown Syracuse. Additionally, our team presents a series of annual events and operates special programs, designed to support our constituent base.

## FINANCIAL REPORT

The following represents the sources of our budgeted revenue and expense by program for the fiscal year, starting July 1, 2020 through June 30, 2021. In addition to the special assessment, revenue is derived from ticket sales, sponsorships and special programs, which expands our program delivery.

### Budgeted Sources of Income (2020-2021)

Special Assessment:	\$955,450
Interest:	\$2,965
Transportation:	\$150,000
Miscellaneous & Events:	\$168,875
Grants & Other Sources:	\$25,500
<b>Total:</b>	<b>\$1,302,790</b>

### Budgeted Expenses (2020-2021)

Administration:	\$236,968
Environmental Maintenance:	\$292,467
Marketing:	\$211,689
Security:	\$177,462
Economic Development:	\$180,794
Transportation:	\$85,603
Events:	\$117,807
<b>Total:</b>	<b>\$1,302,790</b>

## BOARD OF DIRECTORS

### OFFICERS

- Anthony Fiorito**  
Chairman  
President, Partnership Properties
- Jo Anne Chiarenza Gagliano**  
Vice Chairwoman  
President, Environmental Design & Research
- Melissa Zell**  
Secretary  
President & Chief Operating Officer, Pioneer Companies
- Peter Dunn**  
Treasurer  
President & CEO, Central New York Community Foundation

### DIRECTORS

- Ruthnie Angrand**  
Director of Communications & Marketing  
City of Syracuse
- Alberto Bianchetti**  
Central NY Regional Director | Customer and Community Engagement  
National Grid
- Charlie Breuer**  
Executive Vice President  
Hueber-Breuer Construction
- Joseph Bryant**  
Owner  
JE Bryant & Associates
- Brian Donnelly**  
Deputy County Executive  
Onondaga County
- Susan Katzoff**  
Member  
Bousquet Holstein PLLC
- Donald Lemp**  
Owner  
M. Lemp Jewelers
- David Nutting**  
Chair  
VIP Structures
- Edward Riley**  
Managing Member  
Brine Wells Development LLC
- Ron G. Tascarella**  
First Vice President & Sales Manager  
Pathfinder Bank
- Gregg Tripoli**  
Executive Director  
Onondaga Historical Association



## STAFF

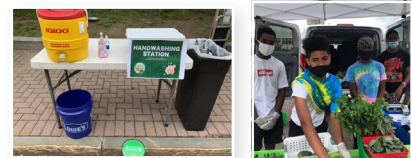
- Merike L. Treier**  
Executive Director
- Kristine Sherlock**  
Assistant to the Executive Director
- Heather Schroeder**  
Director of Economic Development
- Jordan Young**  
Economic Development Assistant
- Laurie Reed**  
Marketing Director
- Alice Maggiore**  
Director of Communications
- Anthony Pham**  
Marketing & Promotions Assistant
- Charles J. McFadden**  
Director of Operations
- David Kneer**  
Operations Staff
- Kevin Stanard**  
Operations Staff
- Tom Campanie**  
Director of Security
- David Kimball**  
Security Officer
- Dana Vinch**  
Security Officer
- William Croft**  
Security Officer
- Jim Hiltbrand**  
Security Officer
- Richard Goldacker**  
Security Officer
- Thomas Schieno**  
Parking Staff
- Robert Plumley, Jr.**  
Parking Staff

# Engaging the Community

Throughout the 2020-2021 fiscal year, the Downtown Committee of Syracuse produced the following programs to support constituents, adjusting to meet evolving COVID-19 protocols and health guidelines.

## Downtown Farmers Market Introduced New Protocols

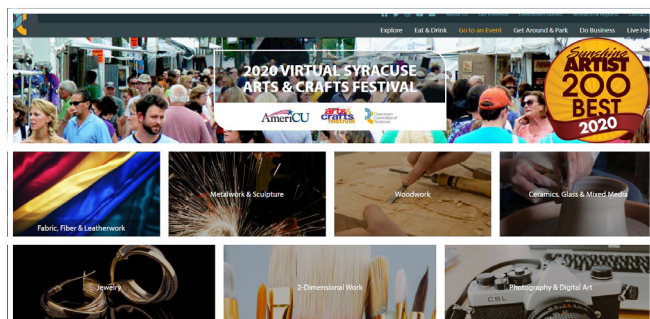
Every Tuesday from mid-June to mid-October, Clinton Square is the place to find locally-grown produce, fresh baked bread, flowers and more. The Downtown Farmers Market returned to Clinton Square for the 2020 season with adjusted hours and health and safety guidelines in place to support the health of shoppers, farmers and staff. Following guidance provided by New York State Agriculture and Markets, everyone wore a mask/face cover and booths were spaced to allow at least six feet of distance inbetween. As an added convenience, handwashing stations were provided throughout The Market.



The Downtown Farmers Market continues in Clinton Square in 2021 every Tuesday from 8 am - 3 pm through October 12.

## Syracuse Arts & Crafts Festival Presented Virtual Shopping Opportunities

Our Syracuse Arts & Crafts Festival, presented in partnership with AmeriCU Federal Credit Union, went virtual for the first time in the show's history in July 2020. The online festival was promoted on our website and across our social media platforms, featuring ceramics, sculpture, photography, woodwork, jewelry, clothing and more contemporary arts and crafts from 180+ of the nation's most talented artists. We also highlighted Downtown's arts and cultural offerings throughout the month of July, promoting places to find artwork and noteworthy collections throughout Downtown Syracuse.



The 50th Anniversary of the Syracuse Arts & Crafts Festival will be celebrated in person, Friday, July 23 through Sunday, July 25, 2021.

## How the "Put the 'U' Back in Syrac\_se" Campaign Brought People Together

In September, we launched an eight-week campaign to encourage our community to safely and responsibly support the businesses that reopened as we collectively readjusted to our new environment. In partnership with Mower, alongside Onondaga County, the City of Syracuse and Visit Syracuse, we introduced the "Put the 'U' Back in Syrac\_se" campaign by revealing a photo opp destination in a mural designed by local artist Ally Walker. We announced details about a community-wide Scavenger Hunt, in which 315 participants followed digital clues to visit restaurants, retailers, museums and iconic landmarks throughout Onondaga County.

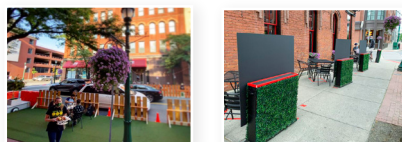


More information about the U campaign is provided on Pages 6 & 7.



## July & August 2020

To help restaurants following COVID-19 restrictions, we partnered with 30 Downtown Syracuse restaurants to present Summer Dining Deals in July and August, 2020. Restaurants offered lunch and dinner deals, available in person or to-go.



Restaurants got creative by incorporating private outdoor seating and parklets into their outdoor dining set-ups.

## February 2021

We partnered with Visions Federal Credit Union to celebrate Downtown's delicious, high-quality cuisine by introducing the first-ever edition of Delicious Downtown Deals. In total, 43 restaurants curated a variety of specials and deals. Downtown's four museums also got involved by offering discounts to their gift stores and/or free admission.



## June 2021

Downtown Dining Weeks returned in its traditional format with record participation. A total of 52 restaurants dished out three-course lunch specials for \$15 or less, and three-course dinner specials for \$35 or less. For the first time, five businesses known for their sweet treat selections got involved by offering "Sweet Treat Deals."



## A Socially Distanced Downtown Living Tour

A re-imagined Downtown Living Tour was presented in September 2020, introducing new protocols to promote safe, social distancing. Keeping the community's health as a top priority, we sold tickets in advance, capped attendance to 500 people, and mailed tour-related materials including masks, gloves, tickets and the official Tour Program, prior to the Tour. Hand sanitizer was placed in the lobby of all featured tour stops, masks were worn at all times when inside, and building and elevator occupancy was limited to 50% capacity.



The Addis Building along S. Salina Street, was one of six featured stops on the tour, presented on September 26. The tour also highlighted Washington Place, the Salt City Market, 415 South Clinton Street, Hudson Lofts and Willow 123 Lofts.

We look forward to presenting the 15th Annual Downtown Living Tour in September 2021!

Celebrate the Holidays Downtown



## Skate, Shop, Taste and Discover

Recognizing that the 2020 holiday season felt different for so many people, we focused our holiday program around presenting engagement opportunities to appeal to a variety of comfort levels. Our Marketing & Communications team promoted various in-person and virtual experiences and suggestions to support those in need through our Holiday Newsletter, distributed to 10,000+ subscribers. We partnered with Skates in the City and Galaxy Media to present a festive atmosphere in Clinton Square and promote family-friendly activities. Our team also introduced a Holiday BINGO Contest, providing suggestions about how to support local businesses, and/or participate in related activities.

## Window Wonderland Contest Encouraged Joyful Strolling

A total of 34 retailers, restaurants and other businesses transformed ground-floor windows into engaging winter and holiday scenes for our 5th Annual Window Wonderland Contest. Designed to boost holiday spirit, entertain visitors and attract new customers, the contest provided the community with an opportunity to spend socially-distanced outdoor time with family and friends while voting for their favorite displays.



2,786 Votes Tallied

Soup R Salads defended its first place title for the third consecutive year, recreating Clinton Square's festive atmosphere.

## Dash and Dot's Holiday Adventures

After a two-week quarantine period to comply with state guidelines, our seasonal staff members, Dash and Dot, returned to sample new cuisine and visit new places that had opened since they were last in town. The elves spread holiday cheer and raise awareness about unique gift options and holiday experiences found throughout Downtown Syracuse.



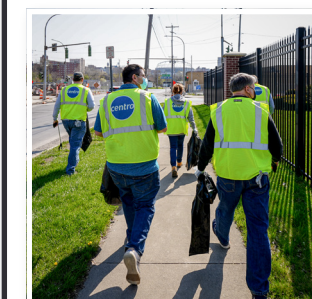
## Reconnecting With Colleagues & Friends

On April 1, our Progress Breakfast returned in a virtual format, offering opportunities to reconnect. Three leaders in our community peeled back the curtain to show attendees an exclusive look into their daily lives and important projects in our community. Onondaga County Executive Ryan McMahon took attendees behind the scenes of his daily briefings to share perspective about what was happening on the front-lines, as he led our community's efforts to fight COVID-19 and distribute vaccines. Then, through a lens focused on company culture, Michael Sgro, of Michael Sgro Leadership Coaching, shared insight into human behavior and emotional intelligence, providing strategies to help with remote and hybrid work as the pandemic changed the way we work. Finally, Maarten Jacobs, Director of Community Prosperity at the Allyn Family Foundation, provided attendees with a virtual tour of the new Salt City Market. As a special treat, everyone who watched the virtual presentation of the Progress Breakfast received \$10 in Market Money to be redeemed at any one of ten talented entrepreneurs' booths at the Salt City Market. All speakers participated in a panel discussion following the event.



## Celebrating Earth Day Every Day

About 100 volunteers including representation from Advance Media New York, Centro, The Sutton Companies and VIP Structures, helped give Downtown Syracuse a spring cleaning by participating in an improvised, week-long Earth Day Clean-Up. Our team provided trash bags, gloves and tongs to help with litter pick-up, and arranged for each organization to receive supplies and clean within a specific Downtown Syracuse neighborhood. Our team also hosted a month-long Earth Day BINGO contest. Each square featured a different suggestion to help make an impactful difference at home and in the community.



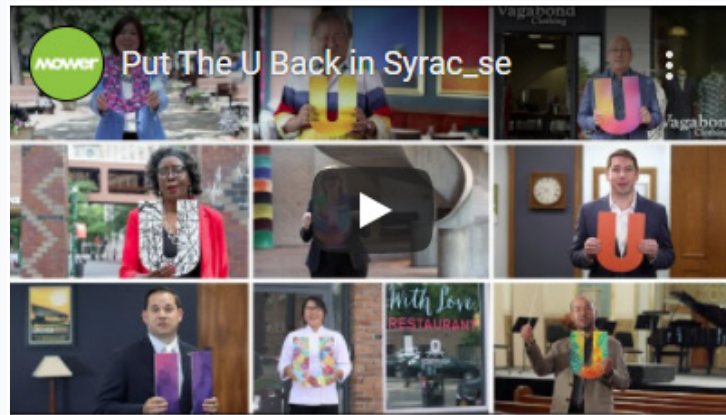
# Put the 'U' Back in Syrac\_se: A Community Campaign



## A Community-Wide Partnership

The September launch of the "Put the U Back in Syrac\_se" campaign was a community-wide partnership designed to raise awareness and promote opportunities for members of our community to safely and responsibly return to their favorite places that were reopening following COVID-19 closures. The campaign built upon our community's collaborative spirit, highlighting progress made to curb the spread of the virus and celebrate the work we accomplished to continue our trajectory forward.

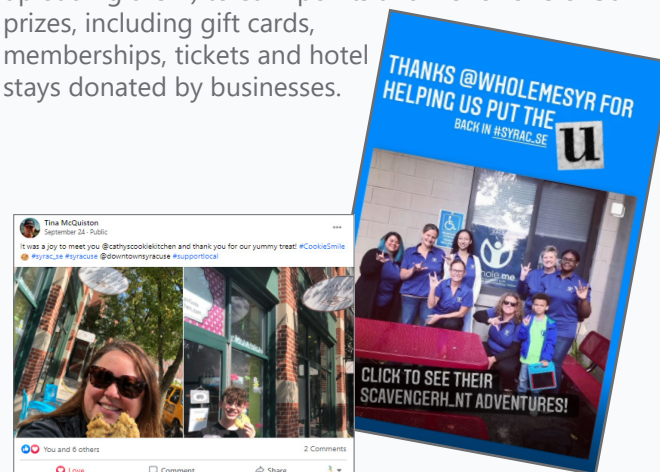
Through a series of creative messages showcased on billboards, in digital advertising realms, and interactive social media elements, "Put the 'U' Back in Syrac\_se" stirred momentum. The concept and all campaign materials were created and designed by Mower.



Thank you to Advance Media New York, CNYCentral, CNY Latino, The Central New York Business Journal, Cumulus Radio Group, Galaxy Media, iHeartRadio, News Channel 9, Park Outdoor, Spectrum Reach and Urban CNY for your support to get the message to our community.

## Syracuse Scavenger Hunt

By reading clues and completing tasks provided on the Scavify app, a total of 315 people participated in a socially-distanced Syracuse Scavenger Hunt. They visited restaurants, retail stores, museums, iconic landmarks and cultural institutions, snapping photos (and uploading them) to earn points and vie for one of 50+ prizes, including gift cards, memberships, tickets and hotel stays donated by businesses.



## Spreading the Message

The eight-week campaign, led by the Downtown Committee and Mower, received support from Onondaga County, the City of Syracuse and Visit Syracuse. A commercial, featuring 13 familiar faces including community leaders like County Executive Ryan McMahon, Mayor Ben Walsh and Common Council President Helen Hudson, as well as entrepreneurs, restaurant and retail shop owners, and representatives from arts and cultural organizations, highlighted opportunities to re-engage with our community. Black Cub Productions worked with Mower to film, edit and produce the commercial, and Hugo Acosta, founder, owner and publisher of CNY Latino, thoughtfully translated the content to feature Spanish subtitles.

Through donated advertising space, eleven media partners carried the community message across digital, print, and social media channels and into households, significantly enhancing the campaign's impact.



## Selfie Spots & Photo Opps

Three chalk murals, designed by local artist Ally Walker, popped up at the Millpond Landing Building at 327 W. Fayette Street, at M. Lemp Park at the corner of E. Fayette and S. Warren Streets, and at City Hardware, located on S. Geddes Street. Emerging as popular selfie and photo opp spots, the murals peppered social media platforms and newsfeeds across Central New York, introducing an interactive, sharable component to the campaign.

# PUT THE U BACK IN SYRACUSE Testimonials

"The 'U' campaign was an excellent way to remind our community that Downtown Syracuse is a family-friendly place. It was fun to watch all of the pictures show up on social media, taken from our front steps."

**MOST\*** - Lauren Kochian, President

"It was fun to see new customers come in for the scavenger hunt and then marvel at the older video games we had! Several never knew stores like ours existed!"

- Mike Saltzman, Owner 

"It's just a great opportunity for the community and to reach new people that have never heard of me before. A bunch of people came in that hadn't been here before, so it was nice."

- Cathy Pemberton, Owner



"Uniting a community around a common goal is not always easy. Providing a fun and engaging promotion to get people interested and involved is just what Downtown Syracuse needed. Seeing new faces and connecting with families is the foundation of a small business like Sweet on Chocolate."



- Adam Mazzoni, Owner

## The Re-Emergence Fund

### Supporting the Downtown Syracuse Foundation's Re-Emergence Fund

The Downtown Syracuse Foundation's Re-Emergence Fund, established in response to the pandemic, supports initiatives focused on rebuilding the heart of our community, while promoting the restaurants, retail and service businesses, and all that contributes to Downtown's viability, vitality and vibrancy. The fund supports efforts that raise awareness about Downtown Syracuse as a desirable location for businesses and consumers, such as the community-wide "Put the 'U' Back in Syrac\_se" campaign. At the time of this publication, the Re-Emergence Fund has raised more than \$50,000. If you're interested in contributing, please call our office at 315-422-8284.



M&T Bank donated \$20,000 to the Re-Emergence Fund, presenting the Downtown Syracuse Foundation with a check in November 2020 when it officially moved into its newly-established headquarters at 250 South Clinton Street in Armory Square. The donation demonstrates M&T Bank's continued investment in our community.

Thank you to the following organizations for your contributions and continued support:

M&T Bank  
TCGPlayer.com  
Hayner Hoyt  
Hueber-Breuer Construction  
Partnership Properties  
Atrium Associates  
Salina White Associates, LLC  
224 Harrison Associates, LLC  
One Clinton Square Associates  
Sutton Companies  
VIP Structures

Bousquet Holstein  
CNY Community Foundation  
Pioneer Companies  
M. Lemp Jewelers  
Onondaga Historical Association  
Terakeet  
Cushman & Wakefield/  
Pyramid Brokerage  
hpg Partners, LLC

# Growing Downtown Syracuse



As Downtown's "Data Keepers," our Economic Development department collects market information, provides assistance to developers and property owners interested in redeveloping underutilized properties, and collaborates with community partners to seize opportunities to make new connections to the benefit of Downtown Syracuse.

### We provide support for businesses through:

- Identifying incentives and grant opportunities
- Tracking and continuously updating information including:
  - Downtown Syracuse demographics;
  - Semi-Annual Occupancy Reports and Retail Reports detailing market trends; and
  - Maintaining records of all Downtown Syracuse businesses, retail and properties
- Locating available parking, providing a comprehensive list of all parking options in Downtown Syracuse, including lots, garages, operators and rates

### Our programs strengthen Downtown's economic base through:

- Prioritizing buildings and sites for redevelopment and new business activity
- Retaining and attracting business to the city center
- Finding potential spaces for businesses that best meet their needs
- Listing available real estate and continuously updating property information
- Researching and promoting housing development and urban living

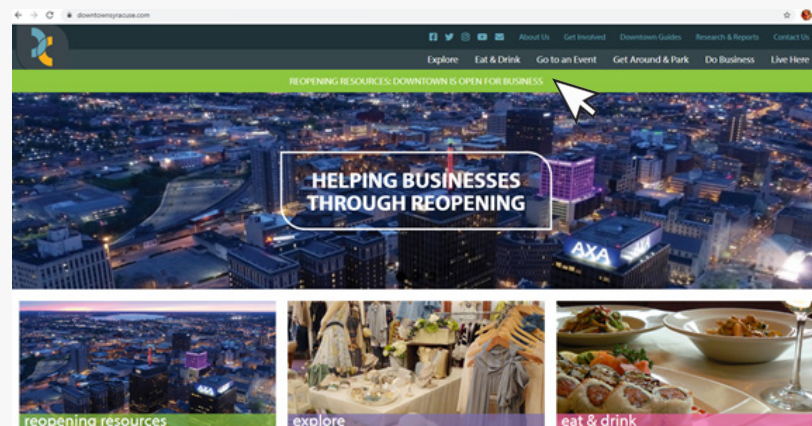
### We deliver a positive Downtown Syracuse experience by:

- Serving as a liaison with the City of Syracuse, Onondaga County and other community resources to support continued growth
- Transforming Downtown's landscape through urban planning, placemaking initiatives and enhanced pedestrian amenities to increase Downtown's vitality
- Cultivating "Pop-Up" retail opportunities, linking entrepreneurs with available storefronts to add vibrancy to Downtown's streetscape
- Developing the "Downtown Wishlist" and laying groundwork to make those needs a reality

## COVID-19 Response: How We Pivoted

### Reopening Resources

While Downtown's office tenants – for the most part – were able to transition relatively easily to remote work, storefront businesses were hit incredibly hard. To provide support, our Economic Development department increased its role as an information clearinghouse. We coordinated with government and industry experts to share information about rapidly evolving programs and opportunities for financial assistance. As part of our COVID-19 response we introduced a section on our website where businesses could quickly access related resources. As New York State moved through the phases of reopening, our team continuously updated the page to maintain and promote an online inventory of open businesses.



Our "Reopening Resources" page became the go-to place to access in-person dining and to-go options, updated business hours, online shopping opportunities, and information on how to virtually access Downtown museums, cultural performances and fitness opportunities.

# Development Initiatives Pressed On

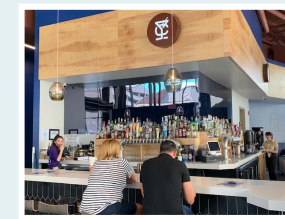
Even while we were "on pause," the incredible amount of real estate development and investment taking place throughout Downtown Syracuse continued to attract new residents, retailers and major employers. Investments totaling \$80 million were completed during the pandemic. Right now, \$172 million in development is planned throughout the central business district. More than \$800 million has been invested in Downtown development since 2010.

### Welcome to Downtown Syracuse!

During the 2020 - 2021 fiscal year, Downtown Syracuse introduced 30 new retail businesses, including Ecodessa, which celebrated its grand opening at 312 South Salina Street during the pandemic in August 2020, and Daybird, which opened at 250 South Clinton Street in June 2021.



The Salt City Market, Downtown's first new construction project in 10 years, opened at 484 South Salina Street in January 2021, introducing 10 new restaurants and Salt City Coffee & Bar. The Syracuse Cooperative Market - Downtown's first full-service grocery store - opened in April.



### Downtown is Open for Business

Following the second wave of pandemic closures, 86% of Downtown Syracuse storefronts reopened by March 2021. To provide visual cues that Downtown Syracuse is open for business, street-level businesses were able to order a "Downtown is Open" flag. Funding for the flags was granted to the Downtown Syracuse Foundation through a COVID-19 relief program provided by Syracuse Economic Development Corporation (SEDCO). The first flags were installed in June 2021. Together, they will showcase all of the businesses that have reopened during the pandemic, and contribute to a celebratory streetscape. The SEDCO funding will also allow for Downtown Syracuse businesses to collaborate with other businesses located in the city to host an event or special promotion designed to bring visitors into Downtown Syracuse, through a Cooperative Marketing Grant program.



One of the first flags was installed at Famous Artists Broadway in Syracuse, located at 374 South Salina Street, next door to the Landmark Theatre.

### New York Main Street: A \$500,000 Investment

Work is currently underway at 413 South Warren Street, the building that houses Tang Flavor restaurant, to renovate the exterior and convert the vacant second floor into four apartments, including three one-bedroom units and one studio unit. Two of the units will be designated as affordable reflecting rent limits established by the New York Main Street Program. Each unit will have private, outdoor space, either through rear decks on the building's courtyard, or two front balconies overlooking Warren Street.



New York Main Street funding is also supporting the storefront build-out at the former Woolworth Building, located at 301 South Salina Street. A brand-new DGX store is expected to open on the ground-floor of the building in fall 2021, occupying the corner space at South Salina and East Fayette streets. Two additional retail spaces will also be created through the historic restoration, and will be available for lease in fall 2021. Additional New York Main Street funds will be used to rehabilitate downtown historic buildings, as well as install new canopy lighting across the 300 block of Bank Alley.



# Sharing Downtown's Story



Photo by Dongmin Shin

Our Marketing & Communications department serves as the resource for all things Downtown Syracuse. By regularly collaborating with business owners, arts and cultural institutions and individuals, we showcase the diverse array of retail, restaurant and cultural offerings that contribute to a vibrant city center.

**We celebrate Downtown Syracuse and stir excitement through:**

- Ensuring information is easily accessible
- Promoting business openings, programs and events through weekly electronic newsletters reaching 10,000+ subscribers
- Welcoming new businesses and employees by:
  - o Providing welcome packages;
  - o Listing all businesses on DowntownSyracuse.com; and
  - o Customizing orientation programs
- Identifying, meeting and anticipating the needs of new residents, businesses and employees through survey analysis
- Organizing annual and special events
- Partnering with the City of Syracuse to install holiday decorations and coordinating holiday themed promotions and activities

**We communicate positively about Downtown's growth and vibrancy, generating engagement by:**

- Producing informative publications  
(Full collection is available at [DowntownSyracuse.com](http://DowntownSyracuse.com))
- Maintaining and updating DowntownSyracuse.com
- Providing social media content for 24,500+ followers
- Building's Downtown's fanbase to yield new stakeholders
- Maintaining up-to-date mailing lists of constituents
- Providing support to neighborhood and business associations

## COVID-19 Response: How We Pivoted

Throughout the pandemic, our team was hyperfocused on how we could continue to support businesses, communicating that Downtown Syracuse was still open and accessible. We increased our marketing and communications activities, raising awareness about how the community could still safely engage with Downtown Syracuse physically and virtually.

### Enhanced Newsletter Frequency

From the time that the pandemic was first recognized through September 2020, we bumped up our News & Events electronic newsletter distribution to produce two editions each week to ensure the community always had the most up-to-date information about how they could support Downtown's offerings as businesses endured operation changes and guidelines evolved. We introduced a new newsletter tailored to our business owner and employer audience, covering reopening protocols, financial resources, consumer confidence and more.

### Social Media Spotlight

We used our social media platforms to showcase the variety of opportunities to enjoy Downtown Syracuse from a safe, social distancing perspective, sharing virtual program updates, special promotions offered by businesses, and more. We curated pairings featuring a variety of Downtown experiences, highlighting these as "Activity of the Day" suggestions during the height of the pandemic, and used "Takeout Tuesday" to promote tasty meals from Downtown's many delicious restaurants.

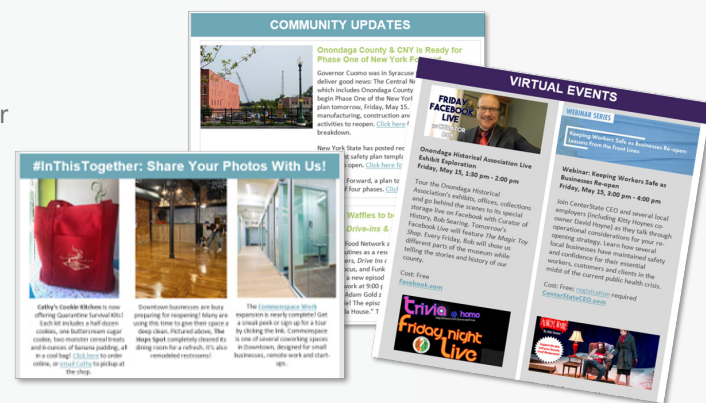


**+ 2,969** New Social Media Followers Gained During COVID-19

[/DowntownSyracuse](https://www.facebook.com/DowntownSyracuse)

[@downtownSYR](https://twitter.com/downtownSYR)

[downtownsyracuse](https://www.instagram.com/downtownsyracuse)



# Downtown as a Neighborhood

## City Life, Close-Knit Community

Downtown Syracuse is home to 4,300 residents! There are currently 2,626 housing units constructed in Downtown Syracuse. In the 2020-2021 fiscal year, Downtown welcomed more than 330 new housing units to its residential landscape, including:



**Washington Place**, located at 300 East Washington Street, introduced a mix of 214 units, including studio, loft, one-, two-, and three-bedroom units.



**The Addis Building**, located at 449 South Salina Street, debuted 16 one- and three two-bedroom units.



Above the Salt City Market at 484 South Salina Street, the Allyn Family Foundation introduced a total of 26 one- and two-bedroom units. Sixteen of those units are designated as affordable.



**Commonspace Warren**, at 349 - 359 South Warren Street, introduced 59 micro-lofts, one-bedroom and multi-bedroom units. **Commonspace Montgomery**, at 320 Montgomery Street, introduced 31 one- and two-bedroom units. **The Commonsplace Buildings** - which also include Commonsplace Jefferson at 201 East Jefferson Street - comprise an innovative, interconnected community.



**Hudson Lofts**, located at 239 West Fayette Street, brought two studio units and 18 one-bedroom units above Mulrooney's in Armory Square.

**Coming Soon:** There are an additional 112 units currently under construction at six buildings in Downtown Syracuse. At least one-third of units under construction will be designated as affordable housing units.



**The Smith Building**, located at 500 Erie Boulevard East, will offer 38 affordable units.

## Live Like a Local Campaign

Looking for ideas on where to go, what to eat, and what to do in Downtown Syracuse? Consider taking advice and recommendations from the people who know Downtown Syracuse the best: The residents! In June 2021, 13 "Live Like a Local" posters were installed in kiosks throughout Downtown, featuring insider tips from residents, sharing their favorite things to do, see, explore and eat.



## Finding Familial Connections

The "Downtown Syracuse Residents" Facebook Group, started by the Downtown Committee in 2017, is a forum where neighbors can share pertinent news and information about upcoming events, construction matters, and other items of interest. With many skipping family events in 2020, the Facebook group became a place where neighbors turned to foster a familial connection. By June 2021, the group had grown to 400 members.



During the holiday season, residents participated in a "Secret Snowflake" gift exchange, featuring only items purchased in Downtown Syracuse. Once weather warmed up, residents organized two Earth Day Clean-Ups and a planting day.

# A Proactive Approach

# Beautifying Downtown Through The Seasons



Our Downtown Committee security staff patrols Downtown Syracuse to maintain Downtown's status as one of the safest neighborhoods for residents, employees and visitors. A strong partnership between our security staff and the Syracuse Police Department facilitates collaborative approaches to address public safety and quality of life needs. The Downtown Committee security officers act as a liaison between the business community and the Syracuse City Police Department.

### We maintain Downtown's status as a safe neighborhood through:

- Operating the Downtown Security & Information Center, located at 230 Harrison Street
- Answering and responding to calls to 423-HELP
- Installing and maintaining security cameras
- Holding personal safety seminars for Downtown Syracuse residents, employers and employees
- Offering security audits for Downtown businesses
- Patrolling Downtown daily
- Serving as a liaison between the business community and the Syracuse Police Department
- Distributing security information to Downtown businesses and residents
- Proactively addressing quality of life concerns by actively connecting social service providers to those in need of outreach services



"Travel Smarts," "Office Smarts," "Car Smarts," "Street Smarts" and "Living Smart" provide common sense safety tips, designed with Downtown residents, employees and the general public in mind. The brochures are available at the Downtown Security & Information Center and by request.

### Meet the Beat

Our Downtown Committee Security Staff is on duty in the morning, afternoon and evening Monday through Friday, and during the afternoon and evenings on weekends.



Downtown Security Staff serve as a liaison between the business community and Syracuse Police department. David Kimball, Security Officer and Tom Campanie, Director of Security, check in with a Hanover Square business owner.

### More Eyes on the Street

Security Cameras serve as an additional tool to enhance the sense of safety and preserve the quality of life throughout Downtown Syracuse. In the 2020-2021 fiscal year, the Downtown Committee partnered with business owners on the southern end of Downtown Syracuse, who contributed toward the purchase of new cameras. Owned by the Downtown Committee, the cameras are wired into the Syracuse Police Department's existing camera network.



**Committed to providing essential services to Downtown Syracuse, our Security and Environmental Maintenance departments are on-site daily, and worked throughout pandemic-related closures.**

The Downtown Committee undertakes a series of beautification, maintenance and enhancement programs to support the continued revitalization of Downtown Syracuse. Our Environmental Maintenance staff work year-round to ensure that Downtown continues to be welcoming, clean, attractive and accessible.

### We provide the following services:

- Litter patrol
- Street furniture repairs and replacement
- Sidewalk snow clearing assistance
- Mowing grass, cutting weeds and trimming hedges
- Implementing beautification programs
- Additional services such as flushing sidewalks, graffiti removal and cleaning up doorways of vacant buildings

### Signature Start to Summer

When our crew installs hanging flower baskets throughout Armory, Cathedral, Clinton and Hanover Squares, as well as the Heart of Downtown neighborhoods, it means that summer is officially underway in Downtown Syracuse. This June, our crew also planted more than 200 flowers to enhance the streetscape. The hanging basket program is supported financially by 45 friends, businesses and property owners.



The hanging flower basket program is one of the Downtown Committee's most recognizable beautification endeavors.

### Parking & Accessibility:

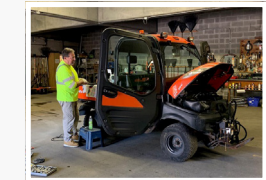
It's imperative that Downtown Syracuse balances its parking supply to support a growing district, as new businesses and more people continue to move Downtown. We maintain up-to-date public parking information and ensure parking information is easily accessible. For the convenience of employees and visitors, we manage two 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

Free parking brochures may be downloaded at [DowntownSyracuse.com](http://DowntownSyracuse.com). Brochures may also be mailed upon request.



From November through April, our crew helped keep sidewalks clear on snowy, slushy days to provide open, convenient access through Downtown Syracuse.



Chuck McFadden, Director of Operations, transitions from winter equipment to summer needs. In 2021, we added a new tractor to the fleet.



David Kneer waters flowers added to Hanover Square in June 2021.



Left: Chuck McFadden weedwacks, as Kevin Stanard mows green space. Right: Summer waterer Christopher tends to flower baskets in June 2021.



Thanks to an annual cost-sharing agreement with the City of Syracuse, we were able to replace missing paddles at outdoor instrument sites downtown, including this xylophone at M. Lemp Park. Later this summer, this partnership will bring a climbable triceratops skull replica to the lawn of The MOST.

The agreement also covers essential items, such as trash can lids and planters.

# Save the Dates & Special Recognition

## 2021-2022 Events Calendar

We can't wait to see you in person again!



**Tuesdays Through October 12**  
**Clinton Square, 8 am - 3 pm**

Lunchtime Live Music (Weather Permitting):  
 July 13, August 10, September 14 & October 12



**July 23, 24 & 25, 2021**  
**Cathedral Square**



**Saturday, September 25, 2021**  
**Throughout Downtown Syracuse**

Tickets will go on sale in August!



**Fall 2021 &**  
**Spring 2022**



**February 2022**  
 Three-Course Dinner &  
 Lunch Offerings at Fixed Price



**Saturday, April 23, 2022**



**June 2022**

While we are hopeful to present these events in traditional formats, all is subject to change. Visit [DowntownSyracuse.com](http://DowntownSyracuse.com) for up-to-date information.



In July 2020, our team introduced a new publication, *Storefront Tips*, highlighting elements that enhance street appeal and foster a welcoming, attractive commercial district. The piece, which was timely as businesses reopened, was recognized with the International Downtown Association's Award of Achievement.

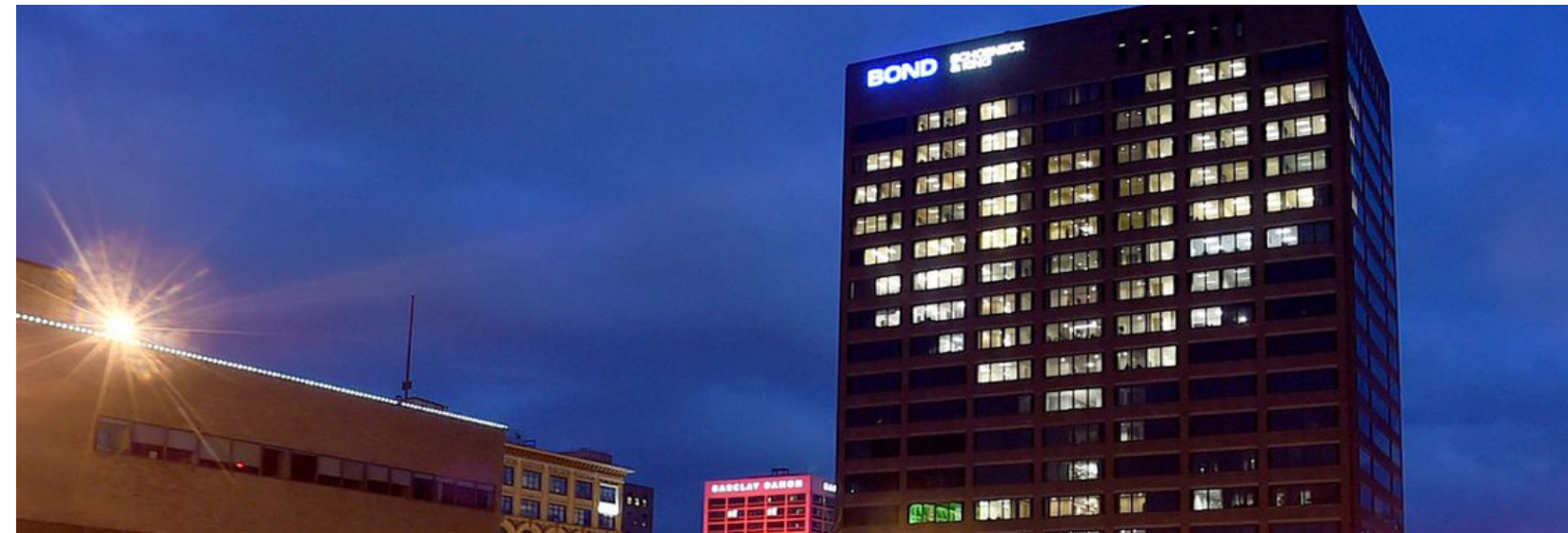


The AmeriCU Syracuse Arts & Crafts Festival garnered national recognition, earning the distinction of being recognized as one of the top shows in the United States by *Sunshine Artist Magazine*. The magazine recognized the festival as #84 on its list of the "200 Best" shows. The honor is especially significant because it comes from the participating artists. They vote for their favorite shows based on a variety of factors including potential revenue, amenities, attendance, management, overall quality and hospitality.



The UpDowntowners presented our team with its Award of Excellence for the Downtown Committee's continued commitment to support Downtown Syracuse and its revitalization. The UpDowntowners, which celebrated its 40th Anniversary in 2020, presented the Downtown Committee with the award at its March 2021 Board of Directors meeting.

# Social Spotlight



## Join Our Conversation

With more than **24,500 followers** across our social media platforms, we expanded our reach by **nearly 10%** during the 2020-2021 fiscal year. Thank you for tagging us in your pictures of Downtown Syracuse, liking our posts, sharing your Downtown memories and engaging with us!



By sharing their dining experiences across their social media platforms, our **Downtown Ambassadors** amplified our seasonal Downtown Dining promotions in February and June.

Over eight weeks, the "Put the 'U' Back in Syrac\_se" campaign generated more than 350,000 organic impressions, and 6,077 people directly engaged with us by resharing, liking, retweeting, commenting, and incorporating 'U' related items into their social media posts.