



Downtown
Committee of
Syracuse

Annual Report 2021-2022



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's first special assessment district, the Downtown Committee set the foundation for the formation of business improvement districts across the state.

Today, 47 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, 2021 through June 30, 2022. In addition to the special assessment, revenue is derived from ticket sales, sponsorships and special programs, which expands our program delivery.

Budgeted Sources of Revenue (2021-2022)

Special Assessment:	\$965,300
Interest:	\$5,100
Transportation:	\$92,500
Miscellaneous & Events:	\$269,565
Grants & Other Sources:	\$35,500
Total:	\$1,367,965

Budgeted Expenses (2021-2022)

Administration:	\$230,780
Environmental Maintenance:	\$283,659
Marketing:	\$182,489
Security:	\$287,828
Economic Development:	\$186,400
Transportation:	\$78,508
Events:	\$118,300
Total:	\$1,367,965

Cover Photo by Monica Etoile McKinnon

BOARD OF DIRECTORS

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M. Lemp Jewelers

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VIP Structures

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Pathfinder Bank

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Onondaga Historical Association

STAFF

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Heather Schroeder
Director of Economic Development

Kristine Sherlock
Assistant to the Executive Director

Conor Rockhill
Economic Development Coordinator

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Thomas Schieno
Parking Staff

Robert Plumley, Jr.
Parking Staff

Dear Downtown Friends,

If 2021 taught us about agility and resilience and showcased the passion, commitment and dedication of our local community, 2022 reinforced Downtown Syracuse's role as a social hub and place where people connect and come together.

This is evidenced in the way that community members flocked to partake in arts, cultural, and entertainment-related events this past spring after nearly 22-months without live theater, in-person hockey games, festivals, museum events and other opportunities for engagement.

Perhaps that's part of the reason why it feels so good to be able to come back together in person at our Annual Meeting to celebrate the incredible progress that we've made, and the incredible work that continues to transform the heart of our city. Even when we were on pause, progress did not stop.

Since March 2020, Downtown's residential population has grown by 37%, and during this past fiscal year, we welcomed 120 new residential units to Downtown's housing stock. Of these new dwellings, two-thirds have been dedicated to providing affordable housing opportunities, further enhancing Downtown's socioeconomic diversity and making the urban living experience accessible to more people.

Downtown Syracuse welcomed 24 new retail businesses during the 2021-2022 fiscal year, and with new spots to shop, dine, browse and indulge, Downtown becomes even more appealing for residents, employers and visitors.

And, as we were preparing for our first in-person Annual Meeting since 2019, we both kept commenting about how grateful we feel to be part of such a collaborative, agile, creative and forward-thinking community.

Downtown's reputation as being the place where people come together will become even more important in our community's path forward to future growth. Recently, the official "Record of Decision" was announced for the aging Interstate 81 viaduct that runs through Downtown Syracuse. Over the next few years, construction of the "Community Grid" will start to transform our city center.

We have waited a long time for this moment. The Community Grid will bring opportunities to re-connect neighborhoods, create jobs and fuel new development opportunities – building on the collaboration and investment that has brought us this far.

As we continue to re-emerge from the pandemic, we've learned to appreciate – even more than before – the amazing roles we each play in building toward success. It feels like Downtown Syracuse is on the brink of the next big wave – and we can't wait to see where it takes us.

Thank you all for your continued partnership. Your dedication, vision and efforts help us achieve a dynamic, vibrant, and welcoming community.

With much appreciation,



Merike Treier
Executive Director,
Downtown Committee



Anthony Fiorito
Chairman,
Board of Directors

Engaging the Community

Throughout the 2021-2022 fiscal year, the Downtown Committee of Syracuse produced the following events to support constituents and enhance the visibility of Downtown Syracuse as a destination.

Downtown Farmers Market

Dozens of the region's most well-known farmers and produce vendors set up in Clinton Square every Tuesday from mid-June through mid-October to provide Downtown employees, residents and visitors with access to fresh, locally-grown fruits, vegetables, plants, flowers, bread and much more. Partnerships allow The Market to promote health and wellness opportunities to engage and educate the community. Food Bank of Central New York returned to offer nutrition workshops, and, the Onondaga County Public Library partnered with the Early Childhood Alliance to produce interactive story walks. The "Lunchtime Live Music Series" further enhanced the visitor experience by offering live music on the second Tuesday of each Market month.

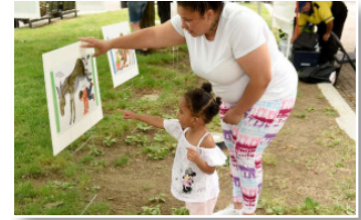


Photo Courtesy: Dennis Nett

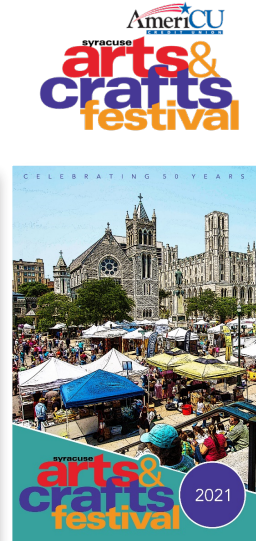
Anyia, 2, checks out the "Story Walk" presented by the Onondaga County Public Library and Early Childhood Alliance. The program encourages families to walk, talk and read together.

The Downtown Farmers Market will celebrate its 50th season in 2022

50th Anniversary Celebration of the Syracuse Arts & Crafts Festival

The Syracuse Arts & Crafts Festival is the longest-running festival in Downtown Syracuse. Presented in partnership with AmeriCU Federal Credit Union and the Downtown Committee, the family-friendly festival celebrated its 50th Anniversary in July 2021, drawing more than 50,000 people around Columbus Circle and through the historic Cathedral Square neighborhood. The Syracuse Arts & Crafts Festival is known for showcasing high-quality contemporary arts and crafts from the nation's most talented artists. In addition, there is strolling musical entertainment, and of course, festival food. The festival has earned national accolades several times in its history. Most recently, *Sunshine Artists Magazine* recognized it as one of the 200 Best Shows in the country in 2020. Following the pandemic pause, the Syracuse Arts & Crafts Festival was the first festival to be held in Downtown Syracuse since 2019.

To commemorate the festival's 50th Anniversary, the office of New York State Senator Rachel May and the City of Syracuse presented our team with proclamations. We also commissioned a limited-edition poster to mark the milestone. Shown from left to right: Merike Treier, Executive Director; Chuck McFadden, then Director of Operations; Laurie Reed, Director of Marketing and Arts & Crafts Festival Director; Rachel May, New York State Senator.



Downtown Living Tour: 15th Anniversary Edition

September's presentation of the Downtown Living Tour brought 1,200 people into Downtown Syracuse to walk through a sampling of the projects that have had the greatest impact on Downtown's residential surge and transformation into a 24/7 neighborhood since the Tour began in 2007. To add a special anniversary flair, we partnered with the Preservation Association of Central New York (PACNY) and the Onondaga Historical Association (OHA) to provide context through videos, sharing stories about featured tour stops and area landmarks.



Loew's Landmark Suites (left) and the Firehouse Condos (right) each held starring roles.



GOOD MORNING DOWNTOWN SYRACUSE

ONLINE PROGRESS BREAKFAST

The theme of the fall Progress Breakfast highlighted investments in our community. We partnered with Mower to present an interactive virtual event featuring three presenters. Hon. Ben Walsh, Mayor of Syracuse, spoke through the lens of city investments and discussed the potential he sees for the city's future. Melanie Littlejohn, representing National Grid, talked about the importance of corporate commitment and introduced a new company initiative that is focused on leaving a place better than you found it. Albert Nocciolino, of NAC Entertainment and Famous Artists, discussed investments from an arts and cultural perspective, shedding light on the many ways our region benefits when Broadway shows come to town.

Celebrate
*the Holidays
Downtown*



Holiday Traditions in Downtown Syracuse

With the tree lighting and lighting of the menorah in Clinton Square, the festive holiday decorations lining Downtown's streets, and falling snow, few settings compare with Downtown Syracuse during the holiday season. Downtown is where cherished memories are relived and where new traditions are established.

Dash and Dot, Downtown's Holiday Tour Guides

We enlisted the help of our seasonal staff members, Dash and Dot the Downtown Elves, to help spread the word about Downtown's variety of gift options, services and holiday experiences. Starting the day after Thanksgiving through December 24, Dash and Dot took over our social media platforms to share special business promotions and gift ideas. New to the 2021 holiday season, Dash and Dot put their expertise to use by introducing two guides designed to package the holiday experience. Turn to page 8 to learn more.



Window Wonderland Walk & Contest Draws Record Participation and Votes

A record 40 businesses decorated their windows in winter scenes and holiday wonderlands to participate in our 6th Annual Window Wonderland Walk & Contest. Designed to boost holiday spirits, entertain visitors and attract new customers to shop and experience the variety of retail offerings found in Downtown Syracuse, the contest also encourages the community to walk throughout Downtown to explore the displays, then vote for their favorite(s) online.



After a record 3,277 online votes were cast, Peace, Love, & Cupcakes took the top honor.

Downtown Dining Weeks Dishes Out Deals

For the first two weeks of March, the delicious, high-quality cuisine that Downtown Syracuse is known for was on full display for the 18th annual serving of Downtown Syracuse Dining Weeks. The 2022 edition starred 50 eateries. Restaurants dished out lunch specials consisting of three components for \$15 (or less) and three-course dinner offerings for \$35 (or less). In addition, eight businesses known for their selection of sweets put together "Sweet Treat" deals. Downtown Dining Weeks was established in 2005 to generate business during mid-winter, and has grown every year since its inception. In 2020 and 2021, special summer editions were introduced to help restaurants as they moved through the phases of reopening.



**GOOD MORNING DOWNTOWN SYRACUSE
PROGRESS BREAKFAST**

The Progress Breakfast returned to an in-person format in April 2022 and sold out two weeks before the event! Presented in partnership with Mower, the program focused on the ways that cultural activities have been driving Downtown's Re-Emergence through perspective from the leaders of four museums in Downtown Syracuse: Gregg Tripoli, Onondaga Historical Association; Natalie Stetson, Erie Canal Museum; Elizabeth Dunbar, The Everson Museum of Art; and, Lauren Kochian, The MOST.



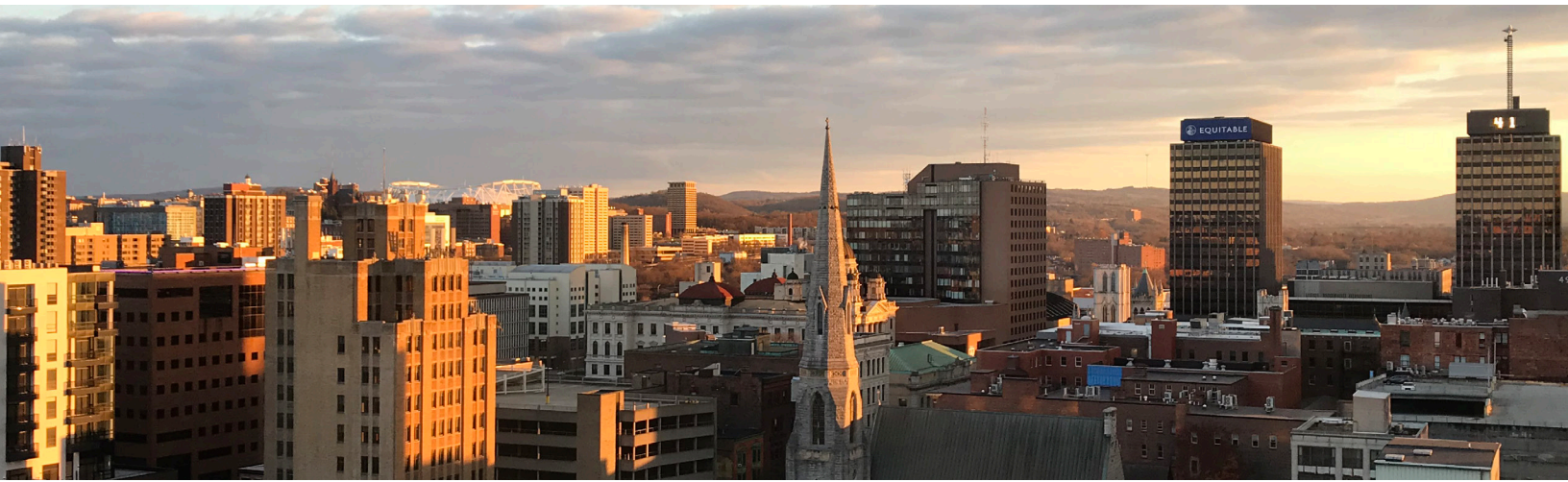
Earth Day Clean-Up

After two years of pandemic adjustments, our most popular volunteer event returned to its traditional format in April 2022. More than 225 volunteers dedicated a portion of their Saturday on April 23 to making sure Downtown Syracuse was ready to welcome the spring and festival season. Our staff met volunteers at five locations throughout the morning, providing gloves and trash bags for volunteers. Several Downtown Syracuse businesses and organizations coordinated crews to lend a hand, including Advance Media New York, Arcadis, Environmental Design & Research, the Downtown YMCA, the Hanover Square Neighborhood Association, Haylor, Freyer & Coon, Inc., LAZ Parking, Nectar Espresso Bar & Vintages, The Onondaga County Health Department and St. Paul's the Downtown Episcopal Church. We partnered with Pavone's Pizza and Water Street Bagel Co. to treat volunteers to lunch after their clean-up.



District Growth & Development

New residents continue to move to Downtown Syracuse, major employers consistently inquire about available space, and new retailers keep opening new storefronts. Everyone wants to be where the action is. This sentiment is demonstrated in the incredible amount of investment happening throughout the central business district. During the 2021-2022 fiscal year, Downtown saw \$52 million of investments completed, and 11 new development and infrastructure projects were introduced to Downtown's landscape.



On the Move... to Downtown Syracuse!

Downtown Syracuse's residential population continues to climb. Currently, 4,300 people live in the center of the city. Even when we were "on pause," interest in living in Downtown Syracuse - the center of connection in our community - remained strong. Since March 2020, Downtown's residential population has grown by 37%. During the 2021-2022 fiscal year, 120 new residential units came online at seven buildings. Of these, two-thirds of the units have been dedicated to providing affordable housing for neighbors earning moderate or lower incomes.



Smith Supply Warehouse, located at 500 Erie Blvd. East, introduced 38 new affordable units in March 2022.



Corbett Corner, located at 444 E. Genesee Street, introduced 24 new affordable apartments in April 2022.

Open for Business

Downtown Syracuse welcomed 24 new retail businesses since July 1, 2021, and eight more are expected to open before the end of the 2022 calendar year.



Adopted Roots celebrated a Downtown opening in August 2021 and moved to Armory Square in February 2022.



When DGX opened in November 2021, it brought the corner at S. Salina and E. Fayette Streets back to life.



210 Teas opened at 108 E. Washington Street in February 2022.



Parthenon Books, Downtown's first independent bookstore in 30 years, opened at 335 S. Salina Street in June 2022.

A Happening Employer Hub

As Downtown Syracuse office employees continue to come back into the office, major employers continue to use the vibrant 24/7 community atmosphere as a recruiting tool to attract new talent.



Density

Density, a global manufacturer of people-counting technology (and a start-up company that began in the Tech Garden), moved its headquarters and 75 employees to the Whitlock Building located at 476 S. Salina St. in March 2022.

2022 Downtown Development Forecast

In the last decade, \$779 million in capital improvement projects were completed throughout Downtown Syracuse. By the end of 2022, 22 projects totaling \$180 million will bring six new corporate headquarters, enhanced arts and cultural facilities, and new housing. The 2022 Downtown Development Forecast, shared at DowntownSyracuse.com, highlights the exciting initiatives on the horizon.



The Heart of Downtown's Glow Up: Improvements through New York Main Street

As you travel through Downtown Syracuse this summer, keen eyes will notice several facelifts thanks to funding supported by the Downtown Committee's New York Main Street Grant Program. The grant, administered through the New York Housing Trust Fund Corporation, provides matching reimbursement funds for interior and exterior improvements along South Salina and Warren Streets in Downtown Syracuse.



Before & After: The lights are on in Bank Alley! New cafe lighting brightens the path between E. Fayette and E. Jefferson Streets.



Along the 300 block of S. Salina Street, new awnings adorn Acropolis Center (left) and Epicuse (center). Plus, the Landmark Theatre's original poster display frames (right) were also refurbished.



The Barnard Building, located at 413 S. Warren Street, underwent major updates to its interior and exterior in 2021- 2022. Three one-bedroom apartments and one studio apartment opened for leasing in June 2022. In addition, the New York Main Street funds helped pay for a new roof and facade restoration.

Pandemic Re-Emergence

Syracuse Festivals Fund

To date, 22 festivals and events have been awarded funding through the Syracuse Festivals Fund, which will help bring more than 200,000 people into the heart of our city throughout 2022. Administered by the Downtown Syracuse Foundation, the Syracuse Festivals Fund was established to provide support for festivals and events that were negatively impacted by the pandemic. The fund was created by the Mayor of Syracuse and the Syracuse Common Council using American Rescue Plan Act (ARPA) funding, and was designed to reimburse organizers for eligible expenses associated with public festivals and events.



Photo Courtesy of 96.5 The Beat



Photo Courtesy of Juneteenth

The Crawfish Festival, held in Clinton Square in May 2022 (left), and Juneteenth, held June 17 & 18 around Syracuse City Hall (right) were both recipients of funding awarded through the Syracuse Festivals Fund.

Downtown is Open

As businesses continued to re-open in 2021, storefronts craved enhanced visual cues to help communicate this message to the public. In total, 50 "Downtown is Open" flags were ordered and distributed, contributing to a celebratory streetscape. Funding for the flags was provided to the Downtown Syracuse Foundation through a COVID-19 relief program administered by the Syracuse Economic Development Corporation (SEDCO).



Collaborative Marketing

SEDCO funding was also instrumental in helping our team provide marketing grants to help Downtown Syracuse businesses promote their own programs and events designed to bring visitors into Downtown Syracuse. In total, 22 collaborative endeavors, programs and events were awarded.



The Erie Canal Museum partnered with Talking Cursive Brewing Company to present a cycling tour exploring the history of the Erie Canal and brewing beer in Syracuse.

How We Serve in Economic Development

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 facilitate small business development in Downtown Syracuse.

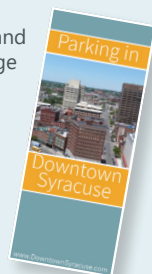
We provide support for businesses through:

- Identifying incentives and grant opportunities
- Tracking and continuously updating information including:
 - Downtown Syracuse demographics;
 - Commercial Occupancy Reports
 - Data on available space, parking and retail mix

We maintain up-to-date public parking information and ensure the information is easily accessible. We manage two parking lots for the convenience of Downtown Syracuse users:

- **One Herald Place**, located below I-690, between N. Clinton & N. Salina Streets
- The **National Grid parking lot**, located across from Dinosaur Bar-B-Que on N. Franklin Street

Free parking brochures may be downloaded at DowntownSyracuse.com, and are mailed upon request.



Our programs strengthen Downtown's economic base through:

- Prioritizing buildings and sites for redevelopment and new business activity
- Retaining and attracting businesses to the city center
- Matching businesses with potential spaces 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 "Retail Wishlist" and laying groundwork to bring these businesses to Downtown Syracuse

Sharing Downtown's Stories

Downtown Syracuse is *the place to be*. The Downtown Committee uses a variety of platforms to engage with the community and provide updates about what's happening throughout the central business district. Through our website, DowntownSyracuse.com, weekly newsletters, social media platforms, publications, advertising strategies and much more, we promote Downtown Syracuse as the center of the community, and all of the retail, restaurants, cultural and arts offerings, properties and people that make Downtown a vibrant, sought-after destination.



Extra, Extra, Read All About Downtown: Newsletter Enhancements

The weekly Downtown News & Events electronic newsletter is consistently the most complimented communications piece that the Downtown Committee produces. Every Tuesday afternoon, more than 10,260 subscribers receive the newsletter. During the 2021-2022 fiscal year, our staff made several enhancements to streamline content and further boost engagement. The most popular new addition, the "Property of the Week" feature, highlights available commercial, retail and residential opportunities throughout Downtown Syracuse. This became a permanent component of the newsletter in January 2022. To date, 23 properties have been featured and re-shared across our social media platforms, where they generate thousands of impressions each month. Two featured retail properties were leased after being featured! We also introduced a "Plan Your Week in Downtown Syracuse" calendar to capture reoccurring trivia, live music and wellness events that are consistently scheduled each week, and a "Social Spotlight" component to re-share posts from social media followers as they interact with Downtown Syracuse people and places. If you are interested in subscribing to the newsletter, email our Marketing and Communications department at mail@DowntownSyracuse.com.

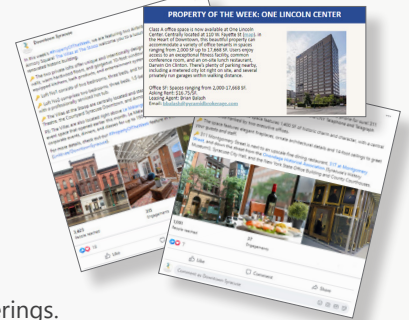
2021 Downtown Constituent Survey

Every other year, we conduct a Downtown Constituent Survey, which helps to inform our programs and offerings. Our 2021 survey was distributed in November 2021. In total, 442 people participated, sharing their views, aspirations, and thoughts about the future of Downtown Syracuse:

- Keeping consistent with the 2019 survey results, conducted before the pandemic, **84% of respondents agree** with this statement, "**Downtown Syracuse is fundamentally strong, and not likely to decline in the future.**"
- Following pandemic-related closures, **86% of survey respondents agree** with this statement, "**Downtown is on the path to a full economic recovery.**"
- **88% of survey respondents are very likely to recommend** Downtown Syracuse as a **place to visit**, providing responses mentioning the words highlighted in the accompanying word cloud.



**36% Open Rate in 2021-2022
+ 6% Over Industry Average**



Dash & Dot's Holiday Activity & Gift Guides

It's become a tradition for the community to follow the adventures of Dash and Dot - our elves and seasonal staff members - as they highlight all of the great gift options, services and holiday experiences found throughout Downtown Syracuse. With the 2021 holiday season being the elves' seventh in Downtown Syracuse, we decided to add a little more to their responsibilities. We enlisted their expertise to create two guides designed to package the holiday experience. Dash & Dot's Holiday Activity Guide showcased the traditions, special offerings, services and experiences that Downtown's retailers, restaurants and cultural institutions creatively provide and deliver. Within the Activity Guide, the elves also put together a Holiday Gift Guide featuring six categories packed with suggestions to help neighbors find thoughtful, meaningful gifts for loved ones. QR codes - accessible on posters displayed throughout Downtown - took users directly to the guides which lived online at DowntownSyracuse.com. Dash & Dot's Holiday Activity and Gift Guides were displayed on billboards around the city, prominently featured in special holiday-themed newsletters produced by our team, and promoted heavily on social media.



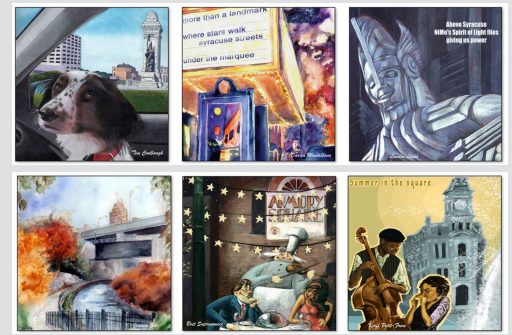
Challenge '22: Interactive, Free Contest Inspires Commitment to Support Local Businesses

The pandemic emphasized how important it is to support our local business community, and how every one of us plays a meaningful role in that endeavor. On February 2, 2022, our team launched an interactive, free contest designed to drive support to Downtown Syracuse establishments throughout the year. Challenge '22 celebrates the incredible businesses that call Downtown Syracuse home and give our community character, while promoting exploration of all of the assets that our community has to offer. In Challenge '22, participants must complete 22 tasks of their choosing from a list of 28 tasks, provided at DowntownSyracuse.com. Most tasks do not require a purchase, and are not time sensitive. As participants make their way through the Task List, they collect puzzle pieces to assemble one of six puzzles depicting a Downtown Syracuse scene. To receive puzzle pieces, participants must show proof of completed tasks by either taking a picture of the task completed, or screenshotting their proof from social media, and submitting their pictures through email to mail@DowntownSyracuse.com.

Challenge '22 sign-ups continue to be accepted on a first-come, first-serve basis. To declare your interest, simply email our team at mail@DowntownSyracuse.com. Please include your name, email address, preferred mailing address (so we know where to send your Starter Kit), and your preferred social media handles (so that we can follow along with your progress!). Starter Kits feature a Welcome Letter complete with instructions, the Official '22 Task List, three Downtown Syracuse publications to help you find places, and your first three puzzle pieces.

To date, more than 225 people have signed up to participate in Challenge '22! Tasks range from taking selfies, celebrating a return to the workplace, leaving a positive review for a Downtown Syracuse business, or catching "22" displayed on a Downtown clock. Find the full list of tasks at DowntownSyracuse.com

Interested? Send a note to mail@DowntownSyracuse.com to sign up for Challenge '22!



All puzzle images are by artists involved with the Syracuse Poster Project. We hope participants will proudly display their artwork when their Challenge is complete!



How We Share The Message

Our Marketing & Communications department serves as the resource for all things Downtown Syracuse. As "celebrators" of the people and places that enhance Downtown Syracuse's vibrancy, we collaborate with business owners, arts and cultural institutions and individuals to showcase the diverse array of retail, restaurant and cultural offerings that contribute to a dynamic, engaging city center.

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

- Producing informative publications
(Full collection is available at DowntownSyracuse.com)
- Maintaining and updating DowntownSyracuse.com
- Providing social media content for 26,017+ 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

Just in time for the 18th edition of Downtown Dining Weeks, our team updated our Downtown Syracuse Restaurant Guide to showcase the high-quality cuisine that the center of our city is known for. The Restaurant Guide lives on our website, DowntownSyracuse.com.



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

 **Downtown Syracuse**

 **@DowntownSYR**

 **@DowntownSyracuse**

 **Downtown Committee of Syracuse, Inc.**

A Proactive Approach

Downtown Syracuse is one of the safest neighborhoods for residents, employees and visitors. A strong partnership between our Downtown Committee Security staff and the Syracuse Police Department - dating back to 1995 - facilitates collaborative approaches to address public safety and quality of life needs throughout the central business district.



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

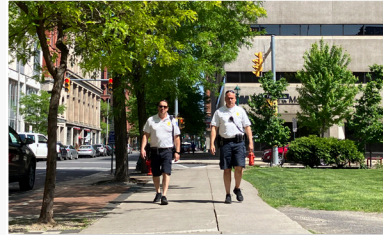


Call 423-HELP

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 officer on duty.

Meet the Beat

Our Downtown Committee Security Staff is on duty in the morning, afternoon and evening Monday through Friday, and, thanks to continued support from the Syracuse Industrial Development Agency (SIDA), during the afternoon and evenings on weekends.



Tom Campanie, Director of Security for the Downtown Committee, and David Kimball, Security Officer, walk along S. Warren Street.

Ears on the Street

Downtown Security Staff serve as a liaison between the business community and the Syracuse Police Department. Each day, as security officers patrol Downtown, they check in with business and property owners.



Tom Campanie stops in M. Lemp Jewelers to visit with owner Don Lemp.

Eyes on the Street

Security Cameras serve as an important tool to enhance the sense of safety and preserve the quality of life throughout Downtown Syracuse. Owned by the Downtown Committee, the cameras are wired into the Syracuse Police Department's existing camera network. The partnership allows for the operation of 20 cameras throughout the central business district to protect the significant investments underway.



Security Brochures

"Travel Smarts," "Office Smarts," "Car Smarts," "Street Smarts" and "Living Smart" provide common sense safety tips. Designed with the general public in mind, the one-page documents were especially helpful in 2021-2022 as companies returned to work following the pandemic. Brochures are available upon request.

Maintaining Our Public Spaces

The Downtown Committee undertakes a series of beautification, maintenance and enhancement programs to support the continued revitalization of Downtown Syracuse. Season by season, our Environmental Maintenance crew is the driving force behind efforts to ensure Downtown Syracuse is attractive, clean, welcoming 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
- Maintaining trees throughout Downtown Syracuse

Beautification Through the Seasons

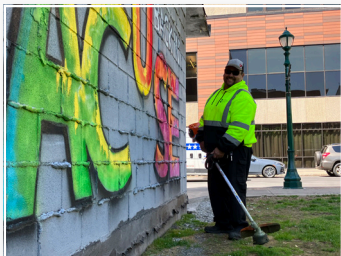
Our Environmental Maintenance Staff is at work year-round to make sure Downtown Syracuse continues to be a welcoming, clean and accessible destination for residents, employees and visitors. Our crew gets up with the sun to tackle a variety of tasks every day.



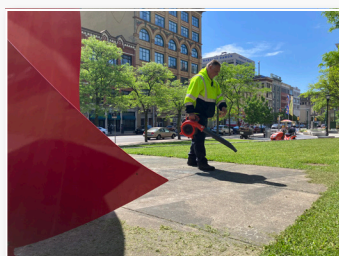
From November through April, our crew helped keep sidewalks clear on snowy, slushy days to provide open, convenient access.



From left to right, David Kneer, Operations Staff and Rob Travers, Director of Environmental Operations, load up a vehicle in May 2022.



David Kneer, weed whacks grass in M. Lemp Park in May 2022.



Kevin Stanard, Operations Staff, uses the leaf blower in Perseverance Park to clear the area by the Whale's Tale Sculpture.

Flower Basket Installation Signals Summer

When our crew installs hanging flower baskets throughout Armory, Cathedral, Clinton and Hanover Squares, and the Heart of Downtown neighborhoods at the end of May, it signifies the start of the summer season in Downtown Syracuse. The hanging flower basket program, now one of Downtown's most recognizable beautification endeavors, started as a pilot program in 2011. Twelve years later, it's supported financially by more than 50 downtown friends, businesses and property owners.



In May 2022, 335 hanging flower baskets brought vibrancy to Downtown Syracuse in the form of purple petunias.



A partnership between the Downtown Committee, Hanover Square Association, Syracuse Parks Conservancy and the City of Syracuse brought new flowering planters to the 100 block of East Genesee Street. These planters allow for an attractive road closure, while also offering flexibility and access, in the event emergency vehicles are needed.

Playful Artwork Enlivens Streetscape Fixtures

You may notice some new artwork as festival season kicks into gear throughout the summer of 2022. Contributions made to the Downtown Syracuse Foundation allowed for the painting of twelve traffic barricades located in Clinton Square. Featuring artwork by local artist, Ally Walker, each piece is meant to be playful and interactive.



A traffic barricade is made to look like colorful library bookshelves, thanks to the magic of Ally Walker.

2022 Downtown Awards of Excellence

The strength of Downtown Syracuse derives from the commitment and investments of many people who work hard to create a vibrant city center. Our Annual Meeting is a celebration of all of the announcements, people, projects and places that have contributed to Downtown's growth, diversity and overall vibrancy. The Downtown Awards of Excellence, presented at the Annual Meeting, recognize efforts that have positively transformed our downtown landscape during the 2021-2022 fiscal year. Awards are given in three categories.

Urban Innovation Award: Corbett Corner

The Urban Innovation Award is given for a successful, trail-blazing activity in a previously underdeveloped area or facet of Downtown Syracuse. In April 2022, Corbett Corner, located at 444 E. Genesee Street, introduced 24 new studio and one-bedroom units to Downtown's affordable housing stock, resulting in a dramatic change to Downtown's eastern gateway. The \$4.7 million project was led by Icon Companies. Corbett Corner has reinvigorated the corner of E. Genesee and S. Townsend Streets. The building's logo is a nod to the neighboring park, Fayette Firefighters Memorial Park, which it overlooks. Meanwhile, its name is a tribute to three-generations of first responders in Icon Companies' president, Grazi Zazzara's family.



Before (2016)



After (2022)

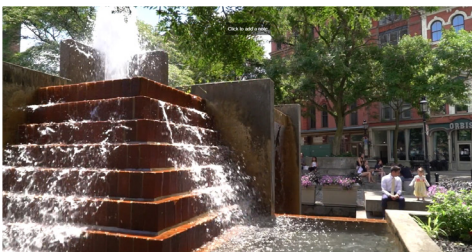
The Heart of Downtown Award: DARWIN

The Heart of Downtown Award is given for efforts that positively affect and inform the way that people feel about Downtown Syracuse, and many times, our honorees are recognized for the way that they make people feel. The team at DARWIN, a beloved Downtown Syracuse lunch restaurant, embodies the message on their sign: Good Food, Good People. They strive to make everyone who walks through their doors feel welcome. The sandwich destination was founded in 2010 at 211 N. Clinton Street, and moved to its current location in One Lincoln Center in 2017. Owners Daryl McGrew and Dave Holtman chose to open in Downtown Syracuse because they believed in its future - they wanted to be part of its resurgence. And, now, 12 years later, they help give Downtown its heartbeat by serving up innovation, comfort and conversation to customers.



Perfect Partner Award: Hanover Square Association

The Perfect Partner Award is given to individuals, organizations and initiatives whose advocacy and commitment positively benefits Downtown Syracuse and our community as a whole. Downtown Syracuse is fortunate to have several active neighborhood associations. Throughout the 2021-2022 fiscal year, the Hanover Square Association was especially active. The neighborhood group recognizes that Hanover Square, the city's oldest commercial district, has a long history of bringing people together. The group, under the leadership of President Luke Esposito, takes its mission - to connect business, support neighbors and celebrate diversity - seriously by making sure the neighborhood is always welcoming to visitors. In April, the neighborhood group coordinated an Earth Day Clean-Up throughout the Square in partnership with our Downtown Committee team. Heading into summer, it continues to be focused on beautification efforts and other activities as dining al fresco and festival season brings visitors into Downtown Syracuse.



Thank you to Daylight Blue Media for filming videos of each of our Award of Excellence recipients. You may watch the videos at DowntownSyracuse.com and on our Social Media platforms.

Constituent Survey Feedback

The following testimonials were submitted as open-ended comments in the distribution of our 2021 Constituent Survey.

Photo by Aiden Media

Your newsletters are very interesting and informative about what's going on Downtown!

Excellent year-round communication...
You are quite detailed and timely!

I'm glad you exist. Keep up the good work!

Love the beautification projects!

Thank you for all that you do and all the information you share. The Downtown Committee appears to be a true partner in making our downtown better.

You all do a GREAT job!!

Keep doing what you're doing to attract out-of-towners and suburbanites to the city!

I think the Downtown Committee does an awesome job, and is the source I go to for anything and everything 'Downtown.'

I am very grateful for all of the events that take place in Downtown Syracuse! I especially love the Farmers Market every summer!

Pleased to see so many housing options for people who want to rent downtown.

I've seen some really positive and impactful changes, and I believe we have the right leadership... to keep it going!

Thank you for all of your hard work and dedication to Downtown Syracuse!

The Downtown Committee is a valued resource for our community, for its interactions with every sector of our community. It's very important for the continued success and growth of our downtown.

GREAT organization that has strong and dedicated leadership at the Executive Director, Board Member and Staff Level of involvement. Keep up the GREAT WORK!

Keep up the hanging flower baskets - Those look great!



115 West Fayette Street
Syracuse, NY 13202