

# **DOWNTOWN COMMITTEE OF SYRACUSE, INC.**

**ANNUAL REPORT**

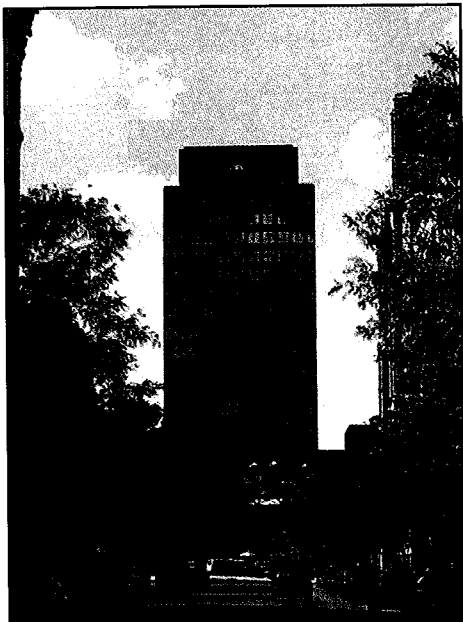
**JULY 1, 2004 - JUNE 30, 2005**



# DOWNTOWN SYRACUSE

## NEW RETAIL/SERVICE BUSINESSES (7/1/04 - 6/30/05)

80 Retail Shops  
75 Restaurants, Taverns & Places to Eat  
30 Outdoor Festivals & Special Events  
15 Cultural Venues  
7 Gyms and Fitness Studios  
40 Service Providers



*In July 2004, The AXA Group completed its acquisition of MONY and expanded its employee base in downtown Syracuse. The Downtown Committee and the City of Syracuse are working with AXA to retain their presence downtown.*

A Catered Affair Cafe, 374 S. Salina St.  
Adirondack Bank, 120 E. Washington St.  
Burgundy Lounge, 318 E. Fayette St.  
Casey's Deli, 207 E. Jefferson St.  
Chill Cafe & Deli, 415 E. Washington St.  
Corporate Interiors, 106 Montgomery St.  
Downtown Smokeshop, 359 S. Salina St.  
Eva's Boutique, 266 W. Jefferson St.  
Joette's on the Square, 427 S. Clinton St.  
K. McMahon Hair Salon, 136 Walton St.  
Kelly Cole's Improper, 253 E. Water St.  
Ohm Lounge, 306 S. Franklin St.  
Panini's, 224 Harrison St.  
Quizno's, 316 S. Clinton St.  
Roji Tea Lounge, 108 E. Washington St.  
Starbuck's Coffee Company, 290 W. Jefferson St.  
Today's Special, 109 S. Warren St.  
Twin Coffees, 345 S. Warren St.  
Union Square Cafe, 238 Harrison St.  
UPS Store, 201 E. Jefferson St.

## NEW DEVELOPMENT

(COMPLETED OR UNDER CONSTRUCTION)

### RESIDENTIAL SPACE

Butler Building, 319 S. Clinton St.  
10 high-end apartments; 1 street-level restaurant

Provisions Building, 216 Walton St.  
2 high-end apartment units

124 East Apartments, 124 E. Genesee St.  
8 townhouse-style units; 1 street-level restaurant

Firebarn Apartments, 106 Montgomery St.  
2 Luxury Apartments; 1 Deluxe Penthouse

### OFFICE SPACE

Technology Garden, AXA Plaza  
32,000-square-foot business incubator - \$3.25 million

Lafayette Building, 210 E. Fayette St.  
Building renovation for expanding office tenant

Chill Cafe & Deli Building, 415 E. Washington St.  
New delicatessen; Renovated 2nd floor office space

## EXPANDED EMPLOYMENT

AXA - 300 new jobs AXA Towers,  
Bank of NY - 200 new jobs Dey's Centennial Plaza  
Southern Wine & Spirits - 100 new jobs AXA Towers  
Sutherland Global Services - 125 new jobs The Galleries

Cover

*(Looking northwest from downtown Syracuse)  
The development of neighborhoods adjacent to  
downtown supports growth within the central  
business district.*

# DOWNTOWN COMMITTEE OF SYRACUSE, INC.

## OFFICERS

Chair - Judith M. Sayles  
Hiscock & Barclay

Vice Chair - James V. Breuer  
Hueber-Breuer Construction

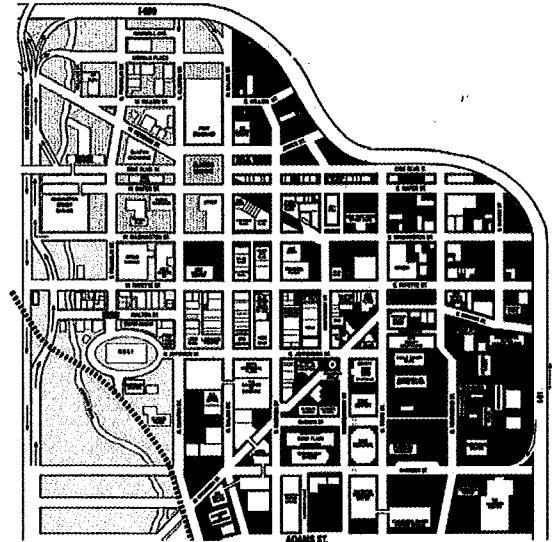
Secretary - Irwin L. Davis

## MEMBERS

Robert Doucette, Armory Development & Management  
Judith B. Dunn, Niagara Mohawk  
Anthony F. Fiorito, Partnership Properties  
Stephen D. Fournier, KeyBank, N.A.  
John M. Frantz, The Sutton Companies  
Edward C. Koolakian, Koolakian & Manro Menswear  
Theodore H. Limpert, Cote & Limpert  
David S. Michel, City of Syracuse  
Kenneth Mokrzycki, City of Syracuse  
Robert A. Romeo, Romeo & Romeo  
Mark A. Russell, Mark Russell & Associates  
James Smith, BlueCross & BlueShield of CNY  
David W. Stoner, S&W Redevelopment

## STAFF

Irwin L. Davis, Executive Director  
David A. Mankiewicz, Deputy Director  
Thomas J. Blanchard, Economic Development  
Merike Treier, Economic Development  
Laurie Reed, Marketing  
Ema Hudson, Marketing  
Nancy Martone, Administration  
Charles J. McFadden, Operations  
Dale Bowles, Operations  
John Marcon, Security  
Robert Waskiewicz, Security



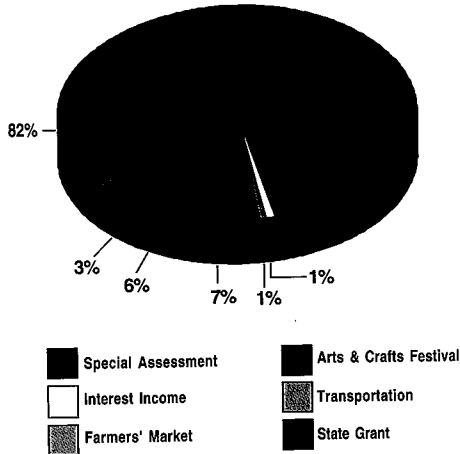
## MISSION

The Downtown Committee is a private, not-for-profit, professional downtown management organization, representing all property owners and tenants within the central business district. The organization was created by the City of Syracuse in 1975 at the request of the private-sector leadership. A special assessment district was created to provide the financial resources necessary to ensure the proper management of the area bound by Interstate 81, Interstate 690, Onondaga Creek, and Adams Street. The Downtown Committee undertakes programs to improve downtown's image, strengthen its economic base, increase its attractiveness, and assure that it's clean, safe, and accessible.

# FINANCIAL REPORT

## STATEMENT OF ASSETS, LIABILITIES and FUND BALANCE as of June 30, 2005

### Income



### ASSETS

Checking Account	\$142,196
Petty Cash	300
Reserve	325,359
Accounts Receivable	19,392
Fixed Assets (Net Book Value)	68,428
Other Assets	<u>27,815</u>

### TOTAL

**\$583,490**

### LIABILITIES

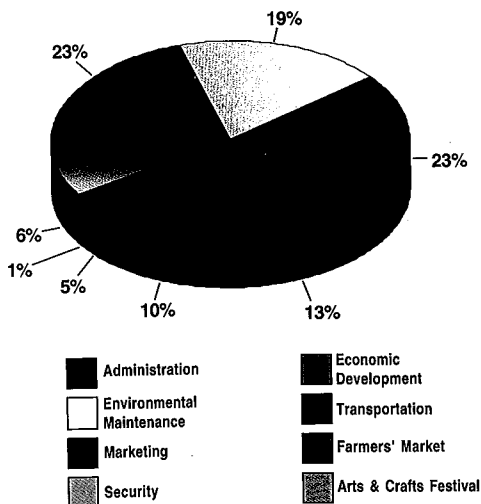
Beginning Fund Balance 7/1/00	\$478,786
Year-to-Date Income over Expense	(16,945)
Accounts Payable	22,710
Other Liabilities	<u>98,939</u>

### TOTAL

**\$583,490**

## STATEMENT OF INCOME, EXPENSE and FUND BALANCE July 1, 2004 through June 30, 2005

### Expense



### INCOME

Special Assessment	\$750,504
Interest Income	6,080
Farmers' Market	7,493
Arts & Crafts Festival	64,275
Transportation	50,006
State Grant	25,000
Miscellaneous	<u>3,000</u>

### TOTAL

**\$906,358**

### EXPENSE

Administration	\$214,360
Environmental Maintenance	174,745
Marketing	215,535
Security	115,075
Economic Development	95,387
Transportation	47,333
Farmers' Market	5,193
Arts & Crafts Festival	55,590
Kiosk Expense	<u>85</u>

### TOTAL

**\$923,303**

### INCOME OVER EXPENSE

**(\$16,945)**

**F**or years, a stronger linkage between University Hill and downtown Syracuse has been a desired goal. The hindrance has been overcoming the barrier of I-81 on the east side of downtown, which divides the two vital centers of the city. To the educational and medical centers on the Hill, downtown's financial, governmental, cultural and residential resources have been just out of reach.

Syracuse University Chancellor Nancy Cantor's **Connective Corridor** concept will include streetscape improvements, increased signage to cultural venues and historic sites, lighting improvements, seating areas, and opportunities for the placement of public art. Connecting these two neighborhoods opens opportunities for reciprocal economic growth.

The first and most visible symbol of this new linkage is S.U.'s renovation of the former Dunk & Bright warehouse to an education and research center, soon to house 550 students and over 60 faculty. For the students coming off the Hill, this will encourage interaction with the community and provide a wide variety of experiences.

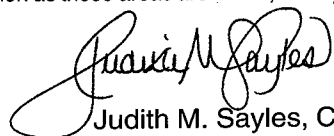
The Connective Corridor is already taking shape with public and private investment. The city is repaving and building new curbs along East Genesee Street. Developer Norm Swanson opened the Parkview Hotel on Forman Park and is developing other properties in this area. And in the near future, the Syracuse Center of Excellence in Environmental and Energy Systems will arise from the Midtown Plaza site.

With the apparent advance of DestiNY USA, the same economic potential exists on the northwest side of downtown. More visitors than ever may be drawn into the core of the city. We need to build a similar pathway to encourage economic energy to flow between downtown and the Lakefront.

Developer Doug Sutherland has purchased property on South Clinton Street for housing conversion. Together with the Amos Block renovation by Queri Development, this area is emerging as a primary connector between the Clinton Square and Franklin Square neighborhoods. The planned Onondaga **Creekwalk** could also become an equally important link between downtown and Franklin Square. Creative possibilities also exist as we rebuild the connections to **Little Italy** on North Salina Street or along the **James Street Corridor**.

Public and private development is also underway along South Salina Street and the **Gateway** to the south side of the city. The City of Syracuse plans to renovate all of its school buildings, including former Central Technical High School, which sits just across downtown's southern boundary. In this case as well, hundreds of students and teachers will bring new life to a building that has been idle for 20 years. The Hotel Syracuse has attracted the interest of a firm from Israel contemplating hotel and residential development. Plans to expand the Salvation Army campus and build a new facility for the Syracuse Community Health Center will further stimulate interest in the Gateway.

All of these projects are knitting the fabric of the city back together again. The lost connections, severed by the highway and arterial construction of the 50's and 60's are being restored. This city still has a great potential for growth, commerce and interaction as these areas are linked, one by one, into a greater community, with downtown at its core.

  
Judith M. Sayles, Chair

## MESSAGE FROM THE CHAIR



Judith M. Sayles

# ECONOMIC DEVELOPMENT

**Office expansions, retail additions, increased housing, and cultural opportunities combine to make downtown a prime destination.**

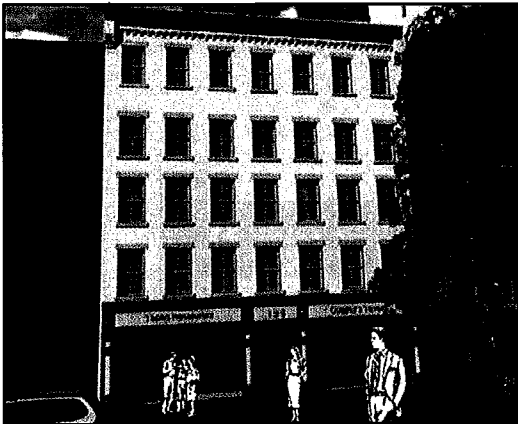
Employment opportunities in downtown Syracuse continued to increase over the past year. The Bank of New York made a significant commitment to downtown, expanding its offices in Dey's Centennial Plaza and adding more than one hundred new jobs. The Downtown Committee continued to work closely with the city and AXA on plans for retention and expansion of the anchor's presence in downtown. Excellus remains committed to downtown. The Syracuse Industrial Development Agency, the Downtown Committee and the City of Syracuse are creating plans for a new garage to support Excellus' expansion. The Downtown Committee works regularly with potential tenants to generate more employment opportunities in our central business district.



*Ten downtown retail shops displayed merchandise for 900 downtown workers at the Excellus Retail Fair in June.*

The demand for market-rate housing in downtown continued to exceed supply. The upper levels of several historic buildings in both Hanover Square and Armory Square are being converted into residential apartments with leasing activity expected to begin by the close of this year. Developers have reported extensive waiting lists for their projects. Additionally, construction on two large scale development projects is anticipated to begin this year. Queri Development announced that work on the Amos building is moving forward with 19 luxury apartments planned. In addition, the project will house an owner-operated grocery store – downtown's first! Willow Street, LLC has announced the development of "Willow Street Lofts," a 50-unit market-rate apartment project containing ground level retail space.

The Downtown Committee's Retail Development Committee, chaired by board member and developer Bob Doucette, continues to meet and work towards innovative methods of recruiting and attracting additional retail tenants to downtown. The recent addition of two national retailers, Starbucks and Quizno's Subs, has increased the traffic in Armory Square and demonstrates that downtown Syracuse has established itself as an attractive place to do business.



*Developer Doug Shepard is renovating the property at 124 East Genesee Street for housing. Eight townhouse-style units will be available by October, 2005.*

The Downtown Committee's Economic Development Committee, chaired by board member and property owner Tony Fiorito, continued to meet with property owners and leasing agents to update information and provide support for projects. The committee continues to work with potential tenants and parties interested in purchasing buildings or moving their offices into downtown. The economic development section of the Downtown Committee's website is continually enhanced, making it easy for any interested party to identify development opportunities or obtain information on downtown office, retail, or housing market information.

The importance of arts and culture remained a focus of the Downtown Committee's efforts this past year. The Downtown Committee provides staff support to the Cultural District Commission whose mission is to recommend actions that will culturally and economically revitalize downtown. The Downtown Committee is also pursuing the concept of developing artist live/work space in a downtown location. The Committee continued to work with the Landmark Theatre in their effort to renovate the theater and expand the stage to accommodate larger performances each year.

The Downtown Committee worked closely with Syracuse University to assist their move into the former Dunk & Bright warehouse, located on the edge of Armory Square. The Committee has also worked diligently to help the University establish its presence in downtown. The Committee will be working with consultants hired by Syracuse University to identify areas for University and downtown community partnerships, as the University continues its move into the central business district.

## ***Building and maintaining a strong retail base in the central business district supports the development of housing and the creation of jobs.***

Much emphasis was placed on promoting and marketing downtown's retail establishments to the local population and to downtown's daily workforce. In August, 2004 a cluster of six new retail shops opened by women, for women in Armory Square. The Downtown Committee coordinated public relations efforts to garner media attention for the new businesses and produced discount coupons for distribution to major downtown employers as a means of introduction. In February, 17 restaurants participated in downtown's first ever "Dining Week." Modeled after similar efforts in Albany, Philadelphia, and Manhattan, the program was intended to drive traffic to downtown restaurants during an otherwise slow time of the year. The level of success was unexpected, with some restaurants reporting double or triple their normal business. The program will be repeated annually or even semi-annually.

In honor of Koolakian & Manro Menswear's 100th anniversary in downtown Syracuse, and to celebrate five other downtown establishments that have been in business for more than 100 years, the Downtown Committee hosted an antique and memorabilia show in Hanover Square called "Celebrating A Century Downtown."

In another effort to familiarize downtown workers with shopping opportunities, a retail fair was held at the headquarters of Excellus BlueCross BlueShield in June. Ten shops set up displays to show and sell merchandise to 900 employees during the hours of 11 am to 2 pm. Shop owners reported a very positive response. This program can be duplicated at other large centers of employment.

S.U. Chancellor Nancy Cantor's initiative to involve the University in the downtown community and relocate several academic programs into the central business district has stimulated much optimistic discussion and planning among business groups in the downtown area. Preparations have already begun on the S.U. Freshmen Orientation scheduled for August, 2005, during which 3,000 students will be bused downtown for an evening to get their first taste of urban life in our community.

The Downtown Committee continues to provide support for all of downtown's active neighborhood business associations. During the year, staff helped to coordinate events and programs in the Downtown East Business District. During the NCAA Regional Basketball Finals, the Armory Square area was established as the hospitality site for visitors. The Downtown Committee served on the organizing committee and sponsored a highway billboard to maximize Armory Square's exposure. To assist the Armory Square Association in developing a new website, the Downtown Committee provided financial and administrative support. Financial support was also provided to the Hanover Square Association for their monthly summer Block Parties.

In addition to producing the Bank of America Syracuse Arts & Crafts Festival in July, and the Downtown Farmers' Market on Tuesdays in the summer, the Committee also sponsored a number of special events, including Winterfest, the Syracuse International Film and Video Festival, and Jazz in the Square.

A series of new television advertisements was aired to promote the new downtown Syracuse website -- [www.downtownsyracuse.com](http://www.downtownsyracuse.com). The website provides users with current, accessible information on downtown.

During the year, updates were made to a couple of established marketing tools. A new Downtown Committee logo was developed that is cleaner and more contemporary. Email has replaced the regular mail distribution of the bimonthly Downtown Calendar of Events.

# **MARKETING & COMMUNICATIONS**



*The first ever Dining Week in Downtown Syracuse was an overwhelming success and will be repeated.*



*The new Downtown Committee logo projects a more contemporary image.*

**Celebrating A Century Downtown**

In honor of downtown businesses over 100 years old

Post-Standard - 175 years	Henrich's Photo - 145 years
Onondaga Historical Association - 145 years	M. Lemp Jewelers - 135 years
Smith Restaurant Supply - 115 years	Stockton & Manro Menswear - 100 years

**Saturday, May 21 - noon to 4 pm**  
**Hanover Square**

Antiques & collectibles, Syracuse memorabilia, live music, antique cars, and historical displays by downtown institutions

Sponsored by the Downtown Committee and the Post-Standard

*Six downtown businesses celebrated 100 or more years of operation.*

# ENVIRONMENTAL MAINTENANCE

*The Downtown Committee's strong partnership with the City of Syracuse has resulted in an effective downtown maintenance program.*

In order to maintain downtown's streetscape and to uphold its visual appeal, a variety of tasks are performed throughout the year by the environmental maintenance staff, which include:

- Sidewalk snow plowing
- Vacant property maintenance
- Sidewalk sweeping and flushing
- Downtown gardening
- Graffiti removal
- Gum removal
- Street furniture repair & painting
- Tree maintenance program
- Flower planting & maintenance
- Tree grate painting
- Grass & weed cutting
- Litter removal
- Kiosk installation & maintenance



*Maintenance crew member Dale Bowles power washes downtown sidewalks.*

The Committee contracted with a local landscaping firm to continue a successful tree-maintenance program of watering and fertilization. As the City of Syracuse adds trees downtown, they are included in the program.

Sidewalk accessibility, cleanliness, and safety are important aspects of the maintenance function. With a small fleet of equipment, which includes trucks, tractors and snowblowers, the Downtown Committee can efficiently cover the entire central business district.

The Environmental Improvement Committee (E.I.C.), chaired by board member Edward Koolakian, takes on special projects to enhance and upgrade the appearance of the central business district.

Annual Awards Program -- The committee recognizes downtown development projects that significantly impact the downtown environment.

Earth Day Clean-Up -- Fifty-five volunteers teamed up with downtown merchants, employees and Downtown Committee staff to participate in the annual clean-up program. Over 300 bags of litter were collected. The Committee provided equipment, gloves, t-shirts and lunch for all of the volunteers.

Gateway Project -- Landscape architect Edward M. Basta has been retained to design another two "Welcome to Downtown" gateways.

Kiosks -- The Downtown Committee commissioned the Onondaga Historical Association to produce three additional "Heritage Information Kiosks" for display downtown. The Syracuse Poster Project, conceived by James Emmons, gives SU art students the opportunity to illustrate Haikus by local poets, resulting in a rotating exhibition of original art in the downtown kiosks.

Armory Square Park -- Due to heavy use it was necessary to seed the grassy area of the park.

The Downtown Committee and the City of Syracuse share the cost of holiday decorations which are installed on Salina, Warren, Clinton and Montgomery streets as well as the east side business district, Armory and Hanover Squares.



*Operations Director Chuck McFadden (in blue shirt) manages the Downtown Syracuse Farmers' Market, considered one of the best in the state.*



***Experience helps Downtown Committee security personnel balance the many needs of downtown.***

The Downtown Committee's security patrol is an effective deterrent to crime downtown. As in any metropolitan area, however, nuisance or quality-of-life issues must be addressed on a daily basis. Officers Marcon and Waskiewicz are seasoned former SPD officers whose experience and knowledge of social issues qualify them to deal with the diverse street life in downtown Syracuse.

Within existing laws and ordinances, preserving the safety and security of downtown and protecting the rights of all individuals must be delicately balanced. It requires a keen understanding of the law and its subtleties, the expertise to assess each situation individually, the insight to anticipate and identify potential risks, the skill to calm threatening situations, and sensitivity. By employing a soft-handed "Officer Friendly" approach, these two officers are adept at handling all situations. Their daily presence gives merchants, visitors and residents a genuine sense of security.

A great deal of effort is placed on providing a safe environment for teens on the corner of East Fayette and South Salina streets, the location where city school students wait for buses. The Downtown Committee officers work closely with the city administration and the Syracuse Police Department to address the problem. With SPD officers and the Downtown Security Patrol stationed there daily, many potential situations have been diffused. The Downtown Patrol's practice of videotaping and documenting incidents is a non-aggressive means of curbing violence. As a result of this vigilance, the number of incidents were reduced significantly compared to previous years.

Working out of the Security & Information Center on South Salina Street, the downtown security patrol supplements the SPD detail assigned to the central business district. This effective partnership has been credited with preventing and solving crime. The Downtown Committee has equipped the patrol with cellular phones, radios, computers, a fax machine, and a highly visible security vehicle.

Expedient communication is often the key to a successful outcome in a security situation. All downtown business owners and employees are notified of a direct phone line (423-HELP) to the Security Center, which enables them to get immediate assistance for non-emergency calls. Both SPD and Downtown Committee personnel are dispatched. Unlike the SPD, the downtown security patrol is dedicated to the boundaries of the special assessment district and are often first on the scene. For this reason, the downtown patrol has a direct link to the 911 Emergency Center to relay important information.

In addition to responding to calls for assistance, the officers provide a wide range of services to the downtown constituency. Seminars are offered to business owners on personal safety, violence in the workplace, and reducing internal theft and shoplifting. They also work to facilitate solutions to parking and loading zone issues.

# SECURITY



*Downtown Security Officers Marcon (left) and Waskiewicz (not in photo) receive special recognition from Mayor Matt Driscoll for their work with the elderly at downtown's Ida Benderson Senior Center.*



*Downtown Security Officers maintain a close working relationship with private security personnel assigned to downtown office buildings. Here, Officer Waskiewicz (right) reviews a case with Michael Parkhurst, chief of security for Guardsmark at the Blue Cross Blue Shield headquarters.*

# PARKING & ACCESS

***The Downtown Committee, in collaboration with Mayor Driscoll, the Syracuse Common Council and other key stakeholders, worked to advance a number of important initiatives related to parking and transportation in downtown Syracuse.***

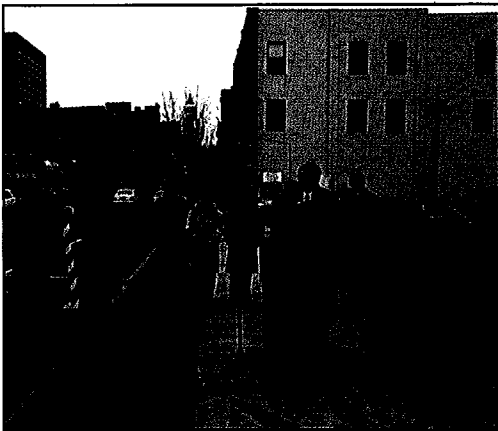


***During the year, the City of Syracuse converted most downtown parking meters into more convenient pay stations.***

The first of these involved efforts to finalize plans for a new parking structure that would accommodate the current and future needs of major downtown employers. The garage is key to the expansion of Excellus BlueCross BlueShield downtown. It is critical that the parking needs of these important downtown employers be addressed. Progress on issues relating to site, design and funding were made during the program year and final resolution is expected shortly.

Another major project pertaining to downtown access involves Syracuse University Chancellor Nancy Cantor's proposed Connective Corridor linking the University Hill neighborhood with downtown Syracuse. The Connective Corridor, with over \$8 million in private- and public-sector funding, will involve a variety of elements including real estate acquisition, transit shuttle routes, new signage and lighting and other improvements. The purpose of the project is to directly link Syracuse University students to the School of Architecture's new home at The Warehouse (the former Dunk & Bright facility on West Fayette Street) and introduce students and faculty to the cultural, recreational and retail opportunities in downtown Syracuse. The Downtown Committee strongly supported this project and will continue to work with Syracuse University and the City of Syracuse on other projects to forge a stronger town-gown relationship.

Planning also continued in partnership with the City and the Central New York Regional Transportation Authority on identifying an appropriate site in the downtown area to accommodate construction of a new transit center to address the needs of Centro's customers. Federal funding for the \$12 million project was secured through the efforts of Congressman James Walsh with the support of U.S. Senators Schumer and Clinton. It is anticipated that a site will be selected during the second half of 2005. In addition to providing a climate-controlled environment for Centro's riders, the new center will also result in reduced bus congestion at the Salina/Fayette intersection and open up additional on-street parking.



***Downtown Committee Deputy Director David Mankiewicz joins the city administration and the Armory Square Association in reopening the Walton Street Bridge after months of construction.***

The completion of the Walton Street Bridge project in 2004 was another highlight and demonstrated what can happen with communication and cooperation. Listening and responding to the needs and concerns of Armory Square merchants, businesses and residents, the project was coordinated, staged and implemented in a way that minimized disruption to the neighborhood and allowed the project to be completed on-time and on-budget.

The Downtown Committee also continued operation of the Niagara Mohawk employee lot on North Franklin Street to accommodate peak parking demands generated by Clinton Square events and the popularity of local restaurants and attractions such as the Dinosaur Bar-B-Que.

# CONTACT US



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The Downtown Committee of Syracuse pursues the continued growth and development of the central business district. For more information on our programs, or to keep current with downtown news, activities, and events, visit our website. Specific questions about our programs may be directed to our staff by telephone, fax, or email.