Think Downtown Syracuse



Downtown Syracuse is the center of our region in more ways than one.

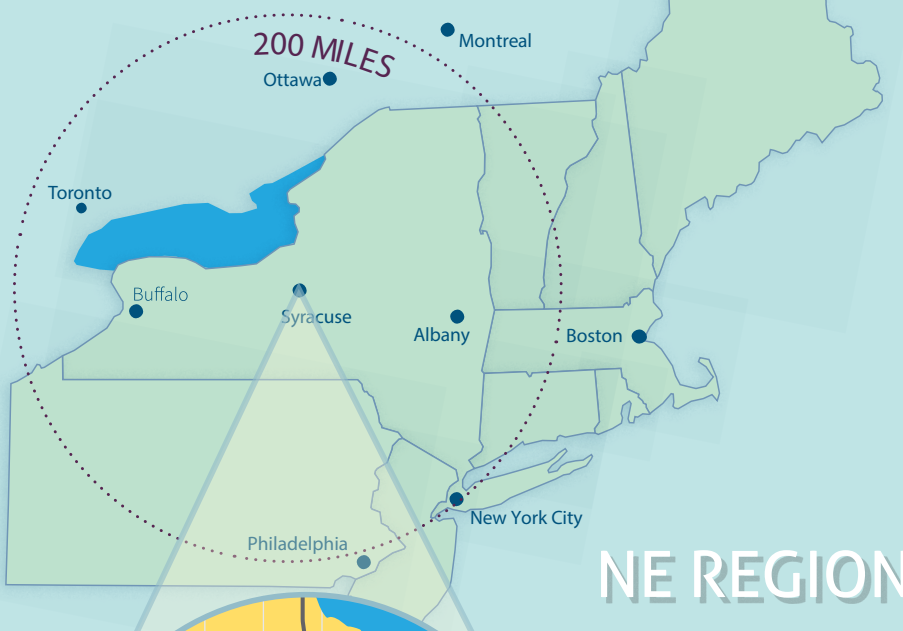


Businesses are flocking to Downtown Syracuse to be a part of the momentum

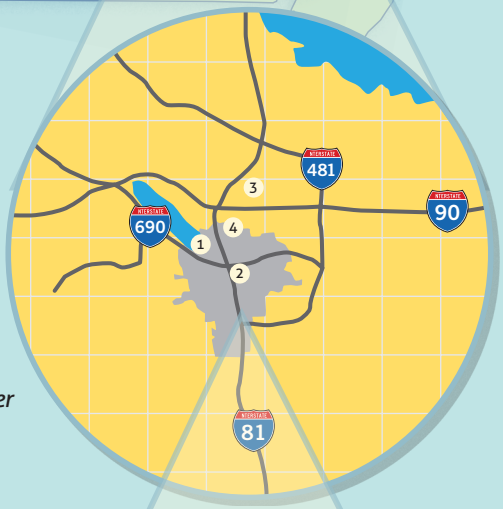
JOIN THEM!

It's the physical center, the cultural center, the psychological center- where people live, work and play. Downtown has been the heart of economic development for Syracuse since the days of the Erie Canal and that continues into the present. 37.4% of all jobs in the Metropolitan Statistical Area are within three miles of downtown[1]. Downtown provides an opportunity for collaboration that drives innovation and makes Downtown Syracuse timely and timeless.

[1] Kneebone, Elizabeth. 2009. Job Sprawl Revisited: The Changing Geography of Metropolitan Employment. Washington, DC: Brookings Institution.
Photos by Charles Wainwright except where noted.

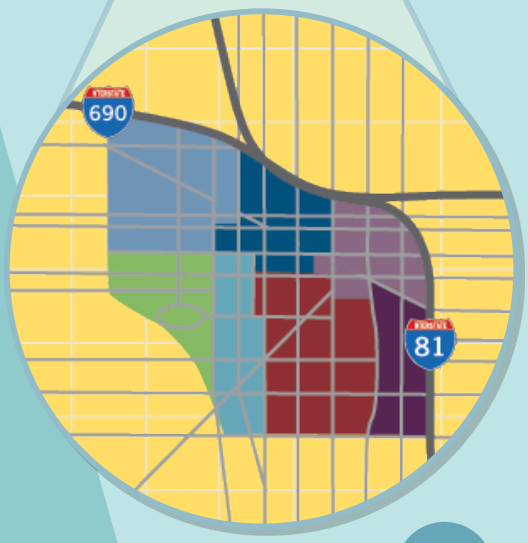


NE REGION



CENTRAL NEW YORK

1. *Destiny USA*
2. *Syracuse University*
3. *Hancock International Airport*
4. *William F. Walsh Regional Transportation Center*



DOWNTOWN SYRACUSE

CLINTON SQUARE

The Erie Canal once ran through Clinton Square, making it a center of business activity. Clinton Square continues to be the center of the community today, with festivals held in the Square nearly every weekend throughout the summer, as well as the Downtown Farmers' Market every Tuesday from June to October.

HISTORIC ARMORY SQUARE

Armory Square offers numerous loft and condo-style apartments in beautifully renovated buildings. Residents of Armory Square enjoy access to restaurants, nightlife, shopping, parks, services, transportation, museums, live performances and art galleries right at their fingertips.

HISTORIC HANOVER SQUARE

In 2001, a number of the upper floors of Hanover Square's historic buildings were converted into loft-style apartments. Hanover Square residents enjoy living in a European-style neighborhood and the ability to walk out their door for a cup of coffee or a bite to eat.

HEART OF DOWNTOWN

South Salina Street runs through the middle of Downtown Syracuse and has been a main thoroughfare throughout Syracuse's history. Many of the buildings along Salina Street were once department stores, but now have been converted into a mix of residential units on upper floors and retail and office space on lower floors.

CATHEDRAL SQUARE

Historically, this area was a quiet residential place surrounded by many churches. Today, the Cathedral Square area is a center of civic, cultural and religious life in Downtown Syracuse. In front of the Cathedral of the Immaculate Conception in Columbus Circle stands the restored Columbus Monument bordered by the Onondaga County Courthouse, the Onondaga County Civic Center and a number of churches.

DOWNTOWN EAST

The Downtown East business area is located around one of the largest green-space parks in Downtown Syracuse. The Fayette Firefighters Memorial Park is a great place to spend time in the summer, a visual treat throughout the fall and during the holiday season.

PRESIDENTIAL PLAZA

Presidential Plaza, on the east side of downtown, consists of multi-story apartments and townhouses. Presidential Plaza's proximity to the hospitals on University Hill makes it a popular home for medical students and doctors.

Get Here

The median vehicle commute time to work for Downtown Syracuse employees is 15-19 minutes.

The NYS Thruway is accessible by a 14-minute drive from Downtown Syracuse.

The William F. Walsh Regional Transportation Center, where Amtrak and Greyhound service arrive and depart from, is a six-minute drive from Downtown Syracuse.

Syracuse's two major highways, Interstate 81 and Interstate 690, run through the center of the city and can be accessed from anywhere in Downtown Syracuse in less than five minutes.

Downtown Syracuse is easy to get to and easy to get around in once you're here. Its central location provides convenient access from all major highways. In fact, Central New York's bus transit system, Centro, has its entire route system originating and arriving in Downtown Syracuse. Walking around the 82 blocks of downtown is a breeze, too.

Centro serves all major residential areas in Syracuse and the surrounding suburbs, so chances are there's a bus stop right near your employees' homes.

The Syracuse Bike Plan will add over 7.5 miles of on-street bicycle infrastructure to downtown streets.[1]

Centro buses make 750 trips to and from its downtown Transit Hub each day and transport approximately 23,000 passengers each weekday.

Walking from one end of the Downtown Syracuse district to the other takes 22 minutes for the average person.

Hancock International Airport serves 16 non-stop destinations to major national and international gateway hubs with more than 120 daily flights.

Hancock International Airport is a 10-minute drive from Downtown Syracuse.

[1] City of Syracuse

"KS&R's employees can travel to and from our offices easily due to Downtown Syracuse's accessibility. Our central location together with proximity to parking and bus transportation, make downtown a great choice for us."



Rita L. Reicher, Ph.D.
President, KS&R

KS&R's headquarters has been located downtown since its founding in 1983. In 2012, the company moved 185 employees from the suburbs to downtown, bringing their downtown employee count to 260.







COLLABORATION & INNOVATION

Downtown Syracuse's vibrancy derives from the creative and innovative businesses in the many industries that are located here. This hip, cool working environment attracts young talent and facilitates social interactions that strengthen business relationships. Downtown Syracuse's cutting edge community is an atmosphere that helps spur innovation and puts you in the know, whether it's about the latest technology or the newest restaurant.



"The Tech Garden is an active pipeline for discovering talent, projects, and partnerships. Its collaborative atmosphere led to the merger of Rounded and AppFury in January 2012. Rounded has now grown to an 18-person team, drawing talent from The Syracuse Student Sandbox and the local tech community. Locating our office in the Tech Garden is one of the best strategic decisions we have made."



Rounded Development

Rounded has been located downtown in the Tech Garden since its founding in 2012. Rounded is the result of a merger between AppFury, an existing Tech Garden company and Rounded 1.0, a Student Sandbox company. Rounded Development is an anchor tenant of the Tech Garden with 18 employees.

Innovation in downtown has many flavors

...from lifestyles to living quarters to business ideas and even green infrastructure. This innovative environment draws creative young talent. Green construction provides numerous benefits like:[2]

- Higher employee moral
- Easier recruiting of employees
- Fewer employee sick days

In 2012, Onondaga County Executive Joanie Mahoney, City of Syracuse Mayor Stephanie Miner and Syracuse University Chancellor and President Nancy Cantor were recognized by the U.S. Green Building Council with the Global Community Leadership Award for embodying the vision, leadership and commitment to the evolution of green buildings and communities as a vehicle to enhance our quality of life.

In 2011, the U.S. Environmental Protection Agency named Onondaga County and the City of Syracuse one of the country's top 10 leaders in green infrastructure.

In the last three years, construction values in the City of Syracuse have increased 128%.

Of the $1.4 billion being invested into capital projects throughout Syracuse, $265 million of that is being invested in Downtown Syracuse.

85% of the development planned in Syracuse in 2012 was within two miles or less of downtown.

It's been demonstrated that companies located in densely populated areas are at a significant intellectual advantage regarding the ability to create a new firm or new job.[1]

There are nearly 140,000 students attending colleges and universities within the region. That's a big pool of talent with the most current skill sets.

Downtown Syracuse features a whole host of innovation centers that support new business developments including the Tech Garden, the Center of Excellence and the BioTech Accelerator.

The Connective Corridor has a free shuttle service linking Syracuse University's nearly 21,000 students with Downtown Syracuse. This makes it easy for interns and others to access your company.

1 Michigan's Urban and Metropolitan Strategy
2 Norm G. Miller, Dave Pogue, Quiana D. Gough, and Susan M. Davis, "Green Buildings and Productivity," Journal of Sustainable Real Estate 2009

Park It Right Here

Parking may be one of the first questions your company has when exploring Downtown Syracuse as a potential location, but it won't remain a question. Downtown Syracuse has ample parking that can accommodate whatever needs your business might have. Officials are standing by to help you find parking that works for you.







79
Close walk

The average number of steps from car to office in Downtown Syracuse is 79 steps. Some popular suburban office parks in the area average 131 steps.

40
Eco-friendly

Downtown Syracuse is home to 40 electric vehicle charging stations found in four locations.

3
Quick

The average walk time is less than three minutes from the car to the office in Downtown Syracuse

11K
Easy to find a space

Downtown Syracuse has over 11,000 public parking spaces.

75%
Time saver

75% of Class A office space located downtown has parking arrangements for your employees. Much of this is covered parking. Save time with this added convenience!

Information at Your Fingertips!

The CenterState Connect mobile app and Downtown Syracuse parking brochure feature lists of public lots and garages with rates, contact information and other parking-related information.
Visit www.downtownsyracuse.com for more information.

"We explored a variety of space options within and outside the City as the expiration of our lease approached. We concluded that remaining in Downtown Syracuse and further customizing our offices and conference capabilities made good business sense for the firm. Further, we have a strong commitment to maintaining and enhancing the vitality of the City, which is the heart of Central New York. Bond worked closely with Mayor Stephanie Miner and her staff on several items, including ensuring that parking would continue to be available to the more than 200 attorneys and staff who work at Bond's Syracuse office."



Photo Credit: Ron Trinca

Richard D. Hole
Chairman of Bond, Schoeneck & King, PLLC

Bond, Schoeneck & King's headquarters has been located downtown since its founding in 1897.

Be the center of attention in the center of the city. A strong Downtown Syracuse drives economic development for the region and it only makes sense that cornerstones of economic development are located in the center city. Being located in Downtown Syracuse demonstrates your company's commitment to revitalizing our city center and puts you at the forefront of our region's business community.

We Can See You

37.4% of all jobs in the Syracuse MSA are clustered within three miles of the city center.[1]

2.5 million people visit Downtown Syracuse each year to see shows, attend festivals and participate in events

That's a lot of eyeballs on your business!

The annual average daily traffic coming into downtown is **67,473 vehicles**.[2]

Every day, more than **268,000 vehicles** travel on I-690 and I-81 along Downtown Syracuse.[3]



[1] Kneebone, Elizabeth. 2009. Job Sprawl Revisited: The Changing Geography of Metropolitan Employment. Washington, DC: Brookings Institution.
[2,3] Syracuse Metropolitan Transportation Council



"AXA Equitable proudly holds a prominent place in the Downtown Syracuse skyline and benefits from the increased visibility of being part of the vibrant downtown retail and business district."

Susan LaVallee
Senior Vice President, AXA Equitable

AXA Equitable has been located in Downtown Syracuse since 1966 and employs 800 employees at their AXA Towers location.

Escape Your Cubicle

Get out of the conference room and into the coffee shop. Historic Downtown Syracuse offers a wealth of options for your lunch break or after work outing, whether it's browsing the unique shops, enjoying a festival or taking a stroll along the Creekwalk. Downtown has all of the "extras" that contribute to your employees' stimulating work environment which results in higher productivity for you.









"Downtown Syracuse offers our employees the opportunity to step out of the office and into the vibrant neighborhood we are a part of. Whether it's grabbing a bite to eat at a downtown restaurant, exercising at a nearby fitness center or just taking a stroll in the urban atmosphere, our employees' experiences are greatly enhanced by the convenience and options of our downtown location."

Pat Deferio
Vice President of Network Management, Central New York
MVP Health Care

MVP Health Care relocated into downtown with 55 employees in 2010.

349

Downtown's four renowned museums have been open a combined 349 years.

23

On average, on a five-minute walk in Downtown Syracuse, one will pass 23 shops or restaurants and at least one park.

88

At 88 out of 100, Downtown Syracuse has the highest walkability score of any neighborhood in Syracuse, designating it as an area where most errands can be accomplished on foot.[1]

12

Built-in office parties! Throughout the year, there are 12 festivals that take place during weekdays.

140

Experience something different each day. There are more than 80 restaurants and 60 retail shops in Downtown Syracuse. Visit them all!

35+

With more than 35 cultural establishments within a half-mile radius, it's easy to find a new way to enjoy your surroundings every night!

1.3

Expand your cultural horizons. Nearly 1.3 million people annually attend and take advantage of the performances and events at the Oncenter and Landmark Theatre alone.

[1] www.walkscore.com



Get Inspired and **Make Your Mark**

In Downtown Syracuse, the vitality is contagious. Being located in Downtown Syracuse is integral to your company's identity. It stimulates your staff's creativity and brands your company as vibrant and a part of the action.

Creative

Clough, Harbour & Associates	50-100 emp.
Eric Mower + Associates	50-100
KS&R	250-300
M/E Engineering, PC	50-100
O'Brien & Gere	300-350
QPK Design	50-100

Financial/Insurance

AXA Equitable	800-850
Bank of New York Mellon	350-400
CNA Insurance	100-150
Countryway Insurance	50-100
Dannible McKee, LLP	50-100
First Niagara	50-100
Hartford Insurance Group	850-900
KeyBank	50-100
Merrill Lynch Wealth Management	50-100
Morgan Stanley Smith Barney	50-100
M&T Bank	150-200
MVP Health Care	50-100
NBT Bank	250-300
Travelers Insurance	300-350

Professional

Bond, Schoeneck & King, PLLC	200-250
Bousquet Holstein, PLLC	50-100
Gilberti Stinziano Heintz & Smith, PC	50-100
Grossman St. Amour CPAs, PLLC	100-150
Hancock & Estabrook, LLP	100-150
Hiscock & Barclay, LLP	150-200
Mackenzie Hughes, LLP	50-100
Pioneer Companies	50-100
Pyramid Companies	100-150
Sutherland Global Services	600-650
St. Joseph's Hospital Health Center	50-100

Government

City of Syracuse	300-350
Federal Government	1,000-1,100
New York State	200-250
Onondaga County	2,000-2,100
USDA	100-150

Privately Held

AT&T	250-300
Advance Central Services	150-200
Catholic Diocese	100-150
National Grid	1,500-1,600
Oncenter	50-100
Syracuse Media Group	150-200
Wipro	50-100
YMCA of Greater Syracuse	100-150

"O'Brien & Gere's location in Downtown Syracuse demonstrates our commitment to strengthening the city and region and facilitates employee engagement with our corporate social responsibility partners to create a stronger community."

Jim Fox
CEO, O'Brien & Gere

O'Brien & Gere moved its headquarters back to downtown in August 2010 after 38 years in the suburbs. 350 employees work at O'Brien & Gere's downtown location.

Community Distinctiveness Can Play a Role in Attracting & Retaining People

Those with personality types that are open to new experiences often work in the creative or high tech industries and locate in urban environments, where they can pursue their interests with like-minded people.[1]

In particular, it appears that talented people value being near other talented people, that social and physical connectivity are key urban assets, and that community distinctiveness can play a role in attracting and retaining people.[2]

30

There are more than 30 businesses in Downtown Syracuse that are in the creative sector.

Did you know? Syracuse has historically been a hotbed of inventiveness – the time punch clock and the Smith Premiere Typewriter were invented here![3]





$100

$68 *local*

$43 *national*

Strong **Business** = Strong **Communities**

Downtown Syracuse is the center of Syracuse's Buy Local organization, SyracuseFirst, with a high concentration of locally-owned independent retailers. For every $100 spent supporting a locally-owned business, $68 stays in the local economy compared to $43 if spent at a national chain.

*Investing in local companies is **good** for our business core and our community's core*

[1] Rentfrow, P.J. The Open City In A.E. Andersson, D. Andersson, & C. Mellander (eds.) Handbook of Cities & Creativity. London: Elgar
[2] Cortright, J. (2007). City Advantage. Report for CEOs for Cities
[3] Onondaga Historical Association Museum









- Downtown housing is at a 99% occupancy.
- The downtown neighborhood is one of the two fastest-growing residential population centers in Onondaga County.
- There are more than 1,000 market-rate units in Downtown Syracuse.
- Downtown has approximately 2,700 residents.
- More than 400 new residential units are planned or underway downtown. This will bring roughly 700 new residents to downtown.
- There has been a population increase of 40% in the last 10 years in Downtown Syracuse.
- Downtown Syracuse is home to CuseCar, a car-sharing program that allows you to rent environmentally-friendly vehicles on an hourly basis.

Forget Where You Parked Your Car.

Trade in the drive for the half a block stroll. Downtown Syracuse's exciting workplaces are matched by its luxurious living spaces, offering you the unique opportunity to live and work in the same neighborhood.

The convenience, and savings of both time and money, can't be beat.



Lose almost 6 lbs/year without changing anything else in your routine!



Save an average of $3,281 in gas and hidden commuter costs each year and reduce your CO_2 emissions by 3,473 lbs.



Most residential units downtown are within a 5-10 minute walk time from the majority of downtown's employers.



As a downtown resident, time savings with walking to work compared to driving to work can really add up! On average, save between 5-14 minutes per trip – that equates to an extra 1-2.5 hours of "found" time each week. Think of this as anywhere from one to nearly three extra weeks of vacation each year!





"Headquartering my company in Downtown Syracuse was a smart business move, relocating myself downtown was a brilliant lifestyle move. Downtown offers every possible amenity at your fingertips for both work and play. Empire Interpreting Service and Terre Slater are both privileged to thrive in 'the Squares'."

Theresa Slater
President/CEO, Empire Interpreting Service

Empire Interpreting Service has been located in Historic Hanover Square since 2007. Terre moved from Homer to Downtown Syracuse in 2009.

STRETCH OUT

Downtown Syracuse offers companies the ability to expand their business while operating efficiently in close proximity to their other locations. The diverse options downtown, both in spaces available and innovative opportunities, allow companies to grow. Downtown is fertile ground for new ideas and new directions for your business.













"The convenience and central location made Downtown Syracuse the clear choice when we made the move to downtown 13 years ago. We've stayed committed each time we've expanded The Events Company and then created The Wedding Studio at 224. Downtown is a hub of activity, excitement, and culture, all within walking distance, that makes for an ease of doing business that stimulates efficiency and creativity."

Nicole Samolis, President/Owner & Kevin Samolis, Chief of Staff
The Events Company

The Events Company has been located downtown since its founding in 2000. In 2011, the Samolises expanded their business next door to create the Wedding Studio. The Events Company employs 25 employees.

EXPAND YOUR COMPANY'S FOOTPRINT & YOUR EMPLOYEES' EXPERTISE!

The SUNY Oswego Metro Center, located next to Clinton Square, offers graduate courses, professional development and customized training, making it easy for your employees to work and learn downtown!

Downtown Syracuse office space can be found in high-rises, historic spaces, new construction projects and business incubators.

Enjoy the view: more than 10 office buildings in downtown offer 10 or more stories. That height offers you scenic views of the surrounding areas, including Onondaga Lake!

Downtown office rates are on average over $1 less per square foot than suburban office rates in the same class.[1]

Downtown Syracuse makes business sense! Class A office space in Albany costs 27% more than Class A office space in Syracuse. Class A office space in Buffalo costs 25% more than Class A office space in Syracuse.[1]

[1]CBRE MarketView Report, Summer 2012

Funding for this document provided by the Preserve America grant program administered through the Department of the Interior, National Park Service. However, the contents and opinions do not necessarily reflect the views or policies of the US Department of the Interior, nor does mention of trade names or commercial products constitute endorsement or recommendation by the US Department of the Interior.

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Join Us

Be extraordinary in an extraordinary place. Downtown offers a rich stock of historic buildings to choose from, as well as new construction, LEED-certified options and state-of-the-art business incubators! Downtown Syracuse is the place for you to make your mark on your industry and your community. Show your commitment in a tangible way. You can play a meaningful role in downtown's revitalization by joining the movement and the companies who are calling Downtown Syracuse their home.

Want to learn more?

Downtown Committee of Syracuse representatives are ready to help you find where you fit downtown.

We look forward to working with you!

Downtown Committee of Syracuse

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