



**DOWNTOWN
SCHENECTADY**
IMPROVEMENT CORP.

Milestones & Momentum

A Year in Review



Statements of Activities

FOR THE YEARS ENDED DECEMBER 31, 2017 AND 2016*

	<u>2017</u>	<u>2016</u>
Support and Revenue		
City of Schenectady assessment revenue	\$ 269,280	\$ 264,000
Grants	185,703	176,950
Donations	57,297	64,998
Donated services	32,891	28,605
Ticket sales and booth fees	7,451	9,020
Marketing participation	19,588	14,154
Interest Income	9,358	10,541
Other Income	752	4,596
Loss on Disposal of Asset	<u>(1,047)</u>	<u>-</u>
Total support and revenue	<u>581,273</u>	<u>572,864</u>
Expenses		
Program Services		
Environmental enhancement	359,429	371,586
Business promotion and marketing	190,737	190,192
Total program services	<u>550,166</u>	<u>561,778</u>
Supporting Services		
Administration	14,223	26,743
Fundraising and development	22,722	19,777
Total supporting services	<u>36,945</u>	<u>46,520</u>
Total expenses	<u>587,111</u>	<u>608,298</u>
Change in Net Assets	<u>(5,838)</u>	<u>(35,434)</u>
Net Assets, Beginning of Year	<u>598,707</u>	<u>634,141</u>
Net Assets, End of Year	<u>\$ 592,869</u>	<u>\$ 598,707</u>

*Pending final board approval



Message from the Board President and Executive Director



Many positive developments are happening in Downtown Schenectady on a regular basis, so we have plenty of reasons to celebrate! But this year is particularly special for the Downtown Schenectady Improvement Corporation (DSIC), as we mark a milestone of 40 years serving the downtown community. As downtown has changed, our organization has also undergone a remarkable evolution over the past four decades. Here is a brief history:

The DSIC was incorporated in April 1978 as the nonprofit organization to manage operations for the City of Schenectady's Downtown Special Assessment District (DSAD). For its first 23 years, the DSIC's sole purpose was to clean and maintain downtown's public parking lots under the leadership of an all-volunteer board with no paid staff.

The Schenectady City Council amended its original DSAD legislation in January 2001 to include outdoor cleaning and maintenance, installation of flowers and other décor, and business promotion. Subsequently, an executive director and support staff were hired by the DSIC to implement the expanded range of programming. In 2004, the DSIC sold its public parking assets to the Schenectady County Metroplex Development Authority (Metroplex) – which retains ownership and oversight of them today – while maintaining its other district management functions.

Throughout the years, the DSIC has grown its programs, services and staff to better serve the increasing number of businesses, visitors, employees, residents and investors within the district. Together with its development and funding partners – including Metroplex, the City and County of Schenectady, property owners and businesses – the DSIC works continually to support and spotlight the momentum of positive change that is transforming Downtown Schenectady into the vibrant destination it is today.

This 2018 Annual Report provides an overview of the DSIC's activities over the past year. As always, please feel free to contact any staff or board member with questions, comments or suggestions.

Heather Peterson
President, Board of Directors

James Salengo
Executive Director



Mission Statement

Our mission is to promote Downtown Schenectady as a premier location for commerce, recreation and living by enhancing, facilitating, and supporting economic and cultural growth.

Board of Directors

Heather Peterson, President
Watson, Peterson &
Company CPAs, PLLC

Chris Spraragen, Vice President
Schenectady Hardware & Electric Co.

Carmel Patrick, Secretary
miSci

Rudy Grant, Treasurer
Experience & Creative Design

Richard Antokol

Austin Fisher

Jeff Morlang
Maddalone & Associates, Inc.

Lori Selden
Mexican Radio

Office Staff

James Salengo, Executive Director
Colleen Merays, Assistant Director
Gail White, Office Manager

Outdoor Staff

Matt Heins
Dion Underwood

The DSIC's outdoor program provides supplementary services throughout the year to ensure the cleanliness, beauty and safety of Downtown Schenectady. These efforts are made possible by the continued support of downtown property owners and an annual grant from the Schenectady County Metroplex Development Authority.

Hometown Heroes Banners

The Hometown Heroes banner program continued for a fourth year. Sponsored by businesses, organizations and individuals, the banners on downtown light poles honor veterans and active duty service men and women from Schenectady.

- **November 14, 2017** – Closing ceremony for the 2017 banner program at Centre Street Public House & Garden
- **June 12, 2018** – Opening ceremony for the 2018 banner program at the Schenectady Armory Center with honorees, sponsors, elected officials and partners

- 50 Hometown Heroes banners on display along State Street and around Schenectady City Hall from June through mid-November
- Online map of banner locations and honoree bios on DSIC website
- Major corporate sponsorship for a fourth year provided by SEFCU

Sidewalk Cleaning

Four full-time employees – shifts seven days/week.

- Litter removal, weeding, leaf clearing, sticker and graffiti removal
- New GEM eL XD electric vehicle, new Ford F-350 Super Duty stake body pickup, two Bobcat 5600 Toolcat vehicles, Ford F-350 Super Duty pickup, Tennant 4300 ATLV vacuum, Tennant 6500 ride-on sweeper

Schenectady Gateway Plaza

In summer 2018, the DSIC took on lead responsibilities for cleaning, mowing and weeding at the new Schenectady Gateway Plaza at the corner of Lower State Street and Washington Avenue.

- New Toro Zero-Turn riding mower

Flower Baskets & Street Planters

To accentuate streetscape improvements throughout downtown, the DSIC increased the total number of hanging flower baskets and street planters for summer 2018.

- 395 hanging baskets (increase of 18 baskets)
- New flower baskets on Lower State Street, Erie Boulevard, Clinton Street and Lafayette Street
- 86 street planters planted and maintained (increase of 6 planters)
- Two seasonal watering employees

Project & Event Support

The DSIC outdoor team provides labor and equipment support for a variety of significant downtown activities throughout the year.

- Schenectady Greenmarket's Summer Market
- Thursday Schenectady Farmers Market
- Vale Park Task Force events

Snow Clearing

The DSIC supplements city and property owner responsibilities by clearing snow at intersections, crosswalks, crossing signals and garbage cans.

Winter Holiday Decorations

The DSIC continued its annual installation of lighted wreaths and holiday banners on downtown light poles, as well as the City of Schenectady Holiday Tree (sponsored by KeyBank and decorated by Experience & Creative Design).

- Seven new lighted wreaths installed along the Jay Street Marketplace

Always something to do in DOWNTOWN Schenectady

Through its print and online communications, the DSIC raises public awareness of Downtown Schenectady's many positive developments, popular events and vibrant businesses.



DSIC Website

www.downtownschenectady.org

The DSIC website provides current news on downtown activities and developments, a calendar of events, an interactive map of downtown businesses, information on the DSIC itself and much more.



Downtown Schenectady Visitor Guide & Map

A new edition of the DSIC's Visitor Guide & Map was completed in May 2018 to promote Downtown Schenectady dining, shopping, entertainment, events, attractions, transportation and more. Grant funding provided by I Love NY/ Discover Schenectady.

- 40,000 copies
- Professional distribution throughout the Capital District, Saratoga Region, Berkshires and NYS Thruway
- Requested regularly for weddings, reunions, college events and more



Promotional Kiosks

Newly updated business maps sponsored by the Daily Gazette were installed in July 2018 in the outdoor kiosks located on State Street between Erie Boulevard and Clinton Street.

- Two new maps were added to the kiosks at the bike path entrances on N. Jay Street and State Street at Washington Avenue



Downtown Schenectady This Week E-Newsletter

The DSIC's popular events e-newsletter showcases the wide variety of happenings in Downtown Schenectady each week.

- 3,600 unique email recipients and growing
- Additional exposure via social media and the DSIC website



Social Media

The DSIC regularly shares content on its social media pages to promote downtown events, businesses, economic development and DSIC activities.

- **Facebook** – 4,380 Likes (increase of 986 over July 2017)
- **Twitter** – 2,586 Followers (increase of 297 over July 2017)
- **Instagram** – 1,086 Followers (increase of 252 over July 2017)

SHOP • DINE • PLAY • STAY

The DSIC's promotions and events are designed to support Downtown Schenectady businesses by connecting visitors, residents and employees directly with the district's many independent restaurants, shops and services.



2017
WING
WALK



Small Business Saturday

November 25, 2017 – The DSIC partnered with the Capital Region Chamber for a fourth straight year on promotions for this national day encouraging people to shop locally.

- Kick-off press conference at Schenectady City Hall on November 21, 2017
- Small Business Saturday promotional items distributed to participants
- 21 local businesses offered special promotions for the day

DOWNTOWN SCHENECTADY'S City Hall-iday

December 9, 2017 – The DSIC's 14th annual holiday event spotlighted family fun in and around Schenectady City Hall. Hundreds of visitors celebrated the season in downtown with kids' activities, live music, photos with Santa, horse & carriage rides and more.



DOWNTOWN SCHENECTADY'S
City Hall-iday



DOWNTOWN SCHENECTADY'S Holiday Bazaar

December 9 & 10, 2017 – The DSIC partnered with the Jay Street Business Association on a new outdoor holiday market designed to attract additional visitors to downtown and the Jay Street Marketplace during the holiday shopping season.

- 22 vendors featuring artisan crafts and food
- 26 storefront businesses offering gifts, food and services



CHILI CHOWDOWN
Schenectady County
Craft Brew Trail



SCHENECTADY COUNTY Chili Chowdown & Craft Brew Trail

December 9, 2017 – The DSIC partnered with the Schenectady County Office of Special Events to extend downtown activities following the annual City Hall-iday event. Visitors tasted chili recipes and regional craft beers at downtown restaurants for \$1 per sample.

- 1,200+ approximately event attendees
- 14 participating restaurants/ 9 participating breweries

SCHENECTADY Soup Stroll

January 27, 2018 – During the 3rd Annual Soup Stroll, thousands of visitors flooded into downtown to stroll and sample delicious soup recipes for \$1 a cup.

- 4,000+ approximately event attendees (15% increase over 2017)
- 26 participating restaurants



SCHENECTADY Restaurant Week

February 26 - March 4, 2018 – 13th annual promotion coordinated with the Capital Region Chamber, during which restaurants offered multi-course meals for the fixed price of \$25.

- 26 participating restaurants
- 13,860 meals served
- \$463,200 economic impact (18.25% increase over 2017)



PAWS ON THE PATIO

Paws on the Patio

First Thursday of the Month, June 7 - October 4, 2018 –

During this new monthly promotion, participating restaurants offer "Yappy Hour" specials for dogs and their humans as they socialize al fresco in downtown.

- Kick-off press conference at Slidin' Dirty on June 7, 2018
- Other participants: Manhattan Exchange, Mexican Radio, RARE Craft Steak & Cocktail House and Wolff's Biergarten
- Dog-related vendors and contests added monthly

Wing Walk Winners

PEOPLE'S CHOICE WINNERS

1st Place – RARE Craft Steak & Cocktail House: Maple Bacon BBQ Wing
2nd Place – 20 North Broadway Tavern: Maple Chipotle Mango BBQ Wing
3rd Place – Centre Street Pub: Peruvian Dry Rub Wing w/Green Goddess Sauce

YELP ALBANY ELITE JUDGES' PICKS

Top Wing – Mad Jack Brew Pub @ The Van Dyck: Upstate Harvest Wing Infused with Mad Jack Beer
Most Creative Wing – Centre Street Pub: Peruvian Dry Rub Wing w/Green Goddess Sauce
Best Sauce or Dry Rub – Slidin' Dirty: Sesame Ginger Wing
Best Texture – Pho Queen: Siamese Wing
Best Appearance or Presentation – RARE Craft Steak & Cocktail House: Maple Bacon BBQ Wing
Kids' Choice – Pinhead Susan's: Mad Jameson BBQ Wing

Chili Chowdown Winners

YELP ALBANY ELITE JUDGES' PICKS

1st Place – Manhattan Exchange: "Not-Cho" Taco Chili
2nd Place – Bel Cibo Bistro: Carnitas Verde Chili
3rd Place – RARE Craft Steak & Cocktail House: Big Easy Meat Lover's Chili

The DSIC staff continues to foster important relationships within the Downtown Schenectady community, resulting in numerous professional collaborations, rewarding sponsorship opportunities, and essential financial and volunteer support.

Annual Meeting Mingle

August 8, 2017 – The DSIC's annual summer mixer integrated business with pleasure in a casual after-work setting.

- Hosted by Slidin' Dirty with approximately 100 attendees
- Downtown Partnership Award presented to landscape architect Mary Moore Wallinger of LAndArt Studio
- DSIC board officers elected: Heather Peterson, President; Chris Spraragen, Vice President; Rudy Grant, Treasurer; Carmel Patrick, Secretary

Building Block Party

October 5, 2017 – The DSIC's 15th annual fundraiser took place under the stars on the top deck of the Broadway Parking Garage.

- 387 tickets
- 16 restaurants providing food stations
- \$42,680 raised

Internship Program

Union College intern Anttoni Asikainen provided important assistance to the DSIC throughout the spring term in the areas of communications, promotions and research.

Chamber Ribbon Cuttings

The DSIC proudly represented Downtown Schenectady at the Capital Region Chamber's many grand openings and ribbon cuttings within the downtown district.

Event & Program Support

The DSIC continues to provide financial, planning and/or labor support to a variety of community events and programs. Examples include:

- Chamber Business Awards Committee
- Chamber Good News Awards Committee
- Discover Schenectady Hospitality Committee
- Electric City Trolley Sponsorship
- Gazette Holiday Parade Committee & Participation
- Jammin' on Jay Concert Series Planning & Promotional Support
- Jazz on Jay Sponsorship
- Kids' Arts Festival Committee & Participation
- Schenectady Ambassadors Fundraising Committee
- Schenectady County SummerNight Staff Support
- Schenectady Electric Vehicle (EV) Destination Staff Support
- Schenectady Farmers Market Staff Support
- Schenectady Greenmarket Staff Support
- Schenectady Pride Festival Staff Support
- Vale Park Weenie Roast Staff Support





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