

ANNUAL REPORT 2017

DOWNTOWN SCHENECTADY Right on Track!



Statement of Activities

FOR THE YEARS ENDED DECEMBER 31, 2016 & 2015

	2016	2015
Support and Revenue		
City of Schenectady assessment revenue	\$ 264,000	\$ 260,000
Grants	176,950	169,650
Donations	64,998	109,192
Donated services	28,605	24,900
Ticket sales and booth fees	9,020	7,778
Marketing participation	14,154	118
Interest income	10,541	11,690
Other income	4,596	3,100
Total Support and Revenue	572,864	586,428
Expenses		
Program Services		
Environmental enhancement	371,586	363,921
Business promotion and marketing	190,192	216,102
Total program services	561,778	580,023
Supporting Services		
Administration	26,743	17,653
Fundraising and development	19,777	24,420
Total Supporting Services	46,520	42,073
Total Expenses	608,298	622,096
Change in Net Assets	(35,434)	(35,668)
Net Assets, Beginning of Year, restated	634,141	669,809
Net Assets, End of Year	\$ 598,707	\$ 634,141

Message from the Board President and Executive Director

Downtown Schenectady is moving full steam ahead! With exciting new developments and fresh navigation options, downtown's progress is "Right on Track!" Much of downtown's success is thanks to the roadmap crafted by the Schenectady County Metroplex Development Authority. New buildings, businesses and infrastructure have steadily transformed Downtown Schenectady into a premier Capital Region destination.

Chief among these changes is Mohawk Harbor, Galesi Group's new 60-acre development that expands the definition of downtown itself. Mohawk Harbor features Rivers Casino & Resort, The Landing Hotel, the Courtyard by Marriott and new apartments and offices... not to mention the harbor itself with its new recreational opportunities. Connecting Mohawk Harbor with the heart of downtown, CDTA's new Electric City Trolley circulates throughout the weekend between our many restaurants, nightspots, entertainment venues and hotels. Prefer pedal power? The new CDPHP *Cycle!* bike-share program has multiple locations where you can rent a bicycle to run errands or enjoy a ride along the Mohawk-Hudson Bike-Hike Trail.

One of the most exciting developments on the horizon is the new \$23 million Amtrak train station that will completely transform how visitors arrive and depart from Downtown Schenectady by rail. In addition, the new Electric City Apartments, Mill Artisan District, Schenectady Gateway Plaza and redeveloped YMCA on Lower State Street will soon bring an entirely new look and feel to our district's western boundary.

Changes of this magnitude require teamwork between many entities, including Metroplex, the City of Schenectady, Schenectady County, the State & Federal government and private investors. The DSIC is proud to be among these partners, and we work hard every day to keep Downtown Schenectady clean, attractive, vibrant and well promoted. This 2017 Annual Report provides an overview of the DSIC's many activities over the past year. As always, please feel free to contact any staff or board member with questions, comments or suggestions.

Richard Antokol
President, Board of Directors

James Salengo
Executive Director



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



Outdoor Team
Joe Diamond, Supervisor
Rocky Diamond
Matt Heins
Walter Moore

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

- Richard Antokol**, President
- Heather Peterson**, Vice President
Watson, Peterson &
Company CPAs, PLLC
- Chris Spraragen**, Secretary
Schenectady Hardware & Electric Co.
- Rudy Grant**, Treasurer
Experience & Creative Design
- Jeffrey Desnoyers**
Pioneer Bank
- Austin Fisher**
- Jeff Morlang**
Maddalone & Associates
- Carmel Patrick**
miSci
- Lori Selden**
Mexican Radio

Outdoor Cleaning & Visual Improvements

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. DSIC responsibilities include:

Sidewalk Cleaning

Three full-time employees and one part-time employee, 7 days/week.

- Litter pickup, weeding, leaf clearing, power washing, select sticker & graffiti removal
- Major equipment: Bobcat 2300 & 5600 vehicles, Ford F-350 Super Duty Pickup, Tennant 4300 ATLV Vacuum, Tennant 6500 Ride-on Sweeper



Snow Clearing

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



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
- City Mission's CityScape program
- Vale Park Task Force events
- Schenectady County SummerNight
- Infrastructure maintenance and repair projects
- Targeted cleanup efforts following the annual Kids' Arts Festival, Gazette Holiday Parade and other major downtown events

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 2017.



- 377 hanging baskets (increase of 20 baskets)
- New flower baskets on Lower Union St., Erie Blvd., Clinton St., Lafayette St. and Liberty St.
- 80 street planters planted & maintained (increase of 10 planters)
- Two seasonal watering employees



New Stockade Historic District Banners

In May 2017, the DSIC installed new banners identifying and celebrating downtown's Stockade Historic District as the first historic district designated in New York State.

- 34 individual banners installed
- Locations on Union St., Washington Ave., Erie Blvd., S. Church St., S. Ferry St., S. College St., Front St. and Green St.



Hometown Heroes Banners

The Hometown Heroes banner program continued for a third 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 19, 2016: Closing ceremony for the 2016 banner program at the Schenectady County Central Library's McChesney Room
- June 7, 2017: Opening ceremony for the 2017 banner program at the Schenectady Armory Center with honorees, sponsors, elected officials and partners
- 42 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 third year provided by SEFCU

Winter Holiday Decorations

The DSIC continued its annual installation of lighted wreaths/bows 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).



- 16 new holiday banners installed on Lower Union Street
- 9 new lighted wreaths purchased for Lower State Street & Jay Street Marketplace for 2017-18 holiday season

Communications

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



DSIC Website

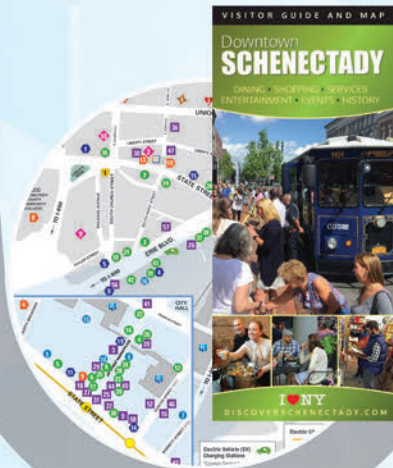
www.downtownschenectady.org

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 July 2017 to promote Downtown Schenectady dining, shopping, entertainment, events, attractions, transportation and more.

- 40,000 copies
- Professional distribution throughout the Capital District, Saratoga Region, Berkshires and NYS Thruway



Promotional Kiosks

- Newly updated business maps sponsored by the Daily Gazette will be installed in outdoor kiosks located on State Street between Erie Boulevard and Clinton Street
- The DSIC monitors the Jay Street Marketplace business directories and coordinates periodic updates

Downtown Schenectady This Week E-Newsletter

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

- 3,400 unique recipients & growing



Social Media

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

- Facebook – 3,394 Likes (increase of 608 over July 2016)
- Twitter – 2,289 Followers (increase of 481 over July 2016)
- Instagram – 834 Followers (increase of 330 over July 2016)



Promotions

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

Wing Walk 2016

October 1, 2016 – 5th annual promotion coordinated with the Schenectady County Visitors Agency at Proctors and Schenectady County Office of Special Events. One of downtown's most popular food-related promotions, with capacity crowds sampling chicken wings at participating restaurants and voting for their favorite recipe.

- 1,500 tickets sold (44% increase)
- 22 participating restaurants (22% increase)
- New for 2016: 5th Annual Commemorative T-shirts



• 2016 Wing Walk Winners – People's Choice Winners:

1st Place – 20 North Broadway Tavern:
Sweet & Spicy "Squatch" Sauce Wing

2nd Place – Pho Queen: Siamese Wing

3rd Place – Canvas, Corks & Forks:
Smoked Gouda & Honey Pecan BBQ Boneless Wing

– Yelp Albany Elite Judges' Picks:

Top Wing – 20 North Broadway Tavern: Sweet & Spicy "Squatch" Sauce Wing

Most Creative Wing – Taj Mahal Restaurant: Taj Mahal Spicy Wing

Best Sauce or Dry Rub – Café NOLA: Cajun Wing

Best Texture – Manhattan Exchange: Mango Habanero Wing

Best Appearance or Presentation – Marotta's Bar-Risto: Fra Diavolo Wing



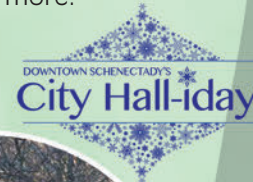
Small Business Saturday 2016

November 26, 2016 – The DSIC partnered with the Capital Region Chamber and Upper Union Street BID on expanded promotions for this national day encouraging people to shop locally.

- Kick-off press conference at Schenectady City Hall on November 22, 2016
- Small Business Saturday promotional items distributed to participants
- 24 local businesses offered special promotions for the day

Downtown Schenectady's City Hall-iday 2016

December 10, 2016 – The DSIC's 13th 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.



Chili Chowdown and Craft Brew Trail 2016

December 10, 2016 – The DSIC began a new partnership 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.

- 1,000+ approx. event attendees
- 12 participating restaurants/ 9 participating breweries
- Yelp Albany Elite Judges' Chili Picks:
 - **Best Traditional:**
Ambition Coffee & Eatery, Inc.
 - **Best Non-traditional:**
Bel Cibo: An American Bistro
 - **Judges' Favorite:**
Bel Cibo: An American Bistro



Schenectady Soup Stroll 2017

January 28, 2017 – During the 2nd Annual Soup Stroll, thousands of visitors flooded into downtown to stroll and sample delicious soup recipes for \$1 a cup.

- 3,500+ approx. event attendees (40% increase over 2016)
- 25 participating restaurants



Schenectady Restaurant Week 2017

February 20-26, 2017 – 12th annual promotion coordinated with the Capital Region Chamber, during which restaurants offered multi-course meals for the fixed price of \$25. Results include:

- 24 participating restaurants
- 11,870 meals served
- \$391,700 economic impact
- 7% increase in spending over 2016

Community & Business Development

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

2016 Building Block Party

October 27, 2016 – The DSIC's largest annual fundraiser took place at the GE Theatre & Wright Family Atrium at Proctors.

- 400+ attendees
- 24 restaurants providing food stations
- \$40,000 raised



2016 Annual Meeting Mingle

July 26, 2016 – The DSIC's annual summer mixer integrated business with pleasure in a casual after-work setting.

- Hosted by Aperitivo Bistro with approx. 75 attendees
- Inaugural Downtown Partnership Awards presented to Ray & Jeff Legere and the Jay Street Business Association
- DSIC board officers elected:
 - Richard Antokol, President
 - Heather Peterson, Vice President
 - Rudy Grant, Treasurer
 - Chris Spraragen, Secretary



Internship Program

Union College intern Charlie Zeng 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
- Chamber Gazette Holiday Parade Committee & Participation
- Discover Schenectady Hospitality Committee
- Jazz on Jay Sponsorship
- Kids' Arts Festival Committee & Participation
- Schenectady Ambassadors Committee
- Schenectady ARC Electric City Trucks, Taps, Corks & Forks Committee
- Schenectady Bike Infrastructure Plan Committee & Staff Support
- Schenectady County SummerNight Staff Support
- Schenectady Farmers Market Staff Support
- Schenectady Greenmarket Equipment Support
- Schenectady Smiles Committee & Participation
- Vale Park Weenie Roast Staff & Equipment Support

All Roads Lead to



Contact the DSIC office to receive
a free Downtown Schenectady Euro-style
bumper sticker. While supplies last.

Downtown Schenectady Improvement Corp.

143 State Street, Schenectady, NY 12305 | 518.377.9430 | www.downtownschenectady.org