Statements of Activities
FOR THE YEARS ENDED DECEMBER 31, 2017 AND 2016*

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Support and Revenue</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City of Schenectady assessment revenue</td>
<td>$269,280</td>
<td>$264,000</td>
</tr>
<tr>
<td>Grants</td>
<td>185,703</td>
<td>176,950</td>
</tr>
<tr>
<td>Donations</td>
<td>57,297</td>
<td>64,998</td>
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<tr>
<td>Donated services</td>
<td>32,891</td>
<td>28,605</td>
</tr>
<tr>
<td>Ticket sales and booth fees</td>
<td>7,451</td>
<td>9,020</td>
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<tr>
<td>Marketing participation</td>
<td>19,588</td>
<td>14,154</td>
</tr>
<tr>
<td>Interest Income</td>
<td>9,358</td>
<td>10,541</td>
</tr>
<tr>
<td>Other Income</td>
<td>752</td>
<td>4,596</td>
</tr>
<tr>
<td>Loss on Disposal of Asset</td>
<td>(1,047)</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total support and revenue</strong></td>
<td><strong>581,273</strong></td>
<td><strong>572,864</strong></td>
</tr>
<tr>
<td>Expenses</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Program Services</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Environmental enhancement</td>
<td>359,429</td>
<td>371,586</td>
</tr>
<tr>
<td>Business promotion and marketing</td>
<td>190,737</td>
<td>190,192</td>
</tr>
<tr>
<td>Total program services</td>
<td>550,166</td>
<td>261,778</td>
</tr>
<tr>
<td>Supporting Services</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Administration</td>
<td>14,223</td>
<td>26,743</td>
</tr>
<tr>
<td>Fundraising and development</td>
<td>22,722</td>
<td>19,777</td>
</tr>
<tr>
<td>Total supporting services</td>
<td>36,945</td>
<td>46,520</td>
</tr>
<tr>
<td><strong>Total expenses</strong></td>
<td><strong>587,111</strong></td>
<td><strong>608,298</strong></td>
</tr>
<tr>
<td>Change in Net Assets</td>
<td>(5,838)</td>
<td>(35,434)</td>
</tr>
<tr>
<td>Net Assets, Beginning of Year</td>
<td>508,707</td>
<td>634,141</td>
</tr>
<tr>
<td>Net Assets, End of Year</td>
<td>$592,869</td>
<td>$598,707</td>
</tr>
</tbody>
</table>

*Pending final board approval

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
mish
Rudy Grant, Treasurer
Experience & Creative Design
Richard Antokol
Austin Fisher
Jeff Morfian
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

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 promotions. 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 Metropolitan 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, 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
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.

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

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 County Summer Night
- Kids’ Arts Festival
- Gazette Holiday Parade
- Infrastructure maintenance and repair projects
- Targeted cleanup efforts following major downtown events
COMMUNICATIONS

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

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)

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

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.

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.
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.

**Wing Walk**

**October 7, 2017 – 6th annual promotion coordinated with 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 available; sold out several days before event.**

20 participating restaurants

**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-day**

**December 9, 2017** – The DSIC’s 14th annual holiday event spotlighted family fun 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 & Craft Brew Trail**

**December 9 & 10, 2017** – The DSIC partnered with the Schenectady County Office of Special Events to extend downtown activities following the annual City Hall-day event. Visitors tasted chili recipes and regional craft beers at downtown restaurants for $1 per sample.

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

**Chili Chowdown Winners**

- **1st Place** – Manhattan Exchange: “Not-Cho” Taco Chili
- **2nd Place** – Wolff’s Biergarten: Carnitas Verde Chili
- **3rd Place** – RARE Craft Steak & Cocktail House: Manhattan Exchange

**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.**

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

**Soup Stroll Winners**

- **1st Place** – Manhattan Exchange: Big Easy Meat Lover’s Chili
- **2nd Place** – RARE Craft Steak & Cocktail House: Manhattan Exchange
- **3rd Place** – Bel Cibo Espresso

**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)

**Restaurant Week**

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- 22 vendors featuring artisan crafts and food
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**Holiday Bazaar**

**December 9, 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

**Holiday Bazaar Winners**

- **1st Place** – Manhattan Exchange: Madison Jameson BBq Wing
- **2nd Place** – Wolff’s Biergarten: Carnitas Verde Chili
- **3rd Place** – RARE Craft Steak & Cocktail House: Manhattan Exchange

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**Restaurant Week**
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

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