ANNUAL REPORT 2017

DOWNTOWN SCHENECTADY
Right on Track!

DOWNTOWN SCHENECTADY IMPROVEMENT CORP.
Downtown Schenectady Improvement Corporation
Statement of Activities
FOR THE YEARS ENDED DECEMBER 31, 2016 & 2015

Support and Revenue

<table>
<thead>
<tr>
<th>Item</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>City of Schenectady assessment revenue</td>
<td>$264,000</td>
<td>$260,000</td>
</tr>
<tr>
<td>Grants</td>
<td>176,950</td>
<td>169,650</td>
</tr>
<tr>
<td>Donations</td>
<td>64,998</td>
<td>109,192</td>
</tr>
<tr>
<td>Donated services</td>
<td>28,605</td>
<td>24,900</td>
</tr>
<tr>
<td>Ticket sales and booth fees</td>
<td>9,020</td>
<td>7,778</td>
</tr>
<tr>
<td>Marketing participation</td>
<td>14,154</td>
<td>118</td>
</tr>
<tr>
<td>Interest income</td>
<td>10,541</td>
<td>11,690</td>
</tr>
<tr>
<td>Other income</td>
<td>4,596</td>
<td>3,100</td>
</tr>
<tr>
<td><strong>Total Support and Revenue</strong></td>
<td><strong>572,864</strong></td>
<td><strong>586,428</strong></td>
</tr>
</tbody>
</table>

Expenses

<table>
<thead>
<tr>
<th>Item</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Services</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Environmental enhancement</td>
<td>371,586</td>
<td>363,921</td>
</tr>
<tr>
<td>Business promotion and marketing</td>
<td>190,192</td>
<td>216,102</td>
</tr>
<tr>
<td><strong>Total program services</strong></td>
<td><strong>561,778</strong></td>
<td><strong>580,023</strong></td>
</tr>
<tr>
<td>Supporting Services</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Administration</td>
<td>26,743</td>
<td>17,653</td>
</tr>
<tr>
<td>Fundraising and development</td>
<td>19,777</td>
<td>24,420</td>
</tr>
<tr>
<td><strong>Total Supporting Services</strong></td>
<td><strong>46,520</strong></td>
<td><strong>42,073</strong></td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>608,298</strong></td>
<td><strong>622,096</strong></td>
</tr>
</tbody>
</table>

Change in Net Assets

<table>
<thead>
<tr>
<th>Item</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Change in Net Assets</td>
<td>(35,434)</td>
<td>(35,668)</td>
</tr>
<tr>
<td>Net Assets, Beginning of Year, restated</td>
<td>634,141</td>
<td>669,809</td>
</tr>
<tr>
<td><strong>Net Assets, End of Year</strong></td>
<td><strong>598,707</strong></td>
<td><strong>634,141</strong></td>
</tr>
</tbody>
</table>

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 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 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.

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

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

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
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 2500 & 5600 vehicles, Ford F-350 Super Duty Pickup, Tennant 4500 ATV Vacuum, Tennant 6500 Ride-on Sweeper

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.
- 54 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

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/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).
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:

**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

**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.

**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 – 3,594 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:
  - Best Traditional: Ambition Coffee & Eatery, Inc.
  - Best Non-traditional: Bel Cibo: An American Bistro
  - Judges’ Favorite: Bel Cibo: An American Bistro

**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.

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

**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 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
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

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

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.

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:

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.