



CORPORATE PROFILE



**Rochester Downtown
Development Corporation**



ORGANIZATIONAL STRUCTURE

RDDC grew out of the Downtown Committee of the Chamber of Commerce, forming an independent, not-for-profit corporation in 1976. It is structured as a 501(c)(4) corporation, where financial contributions are treated as a business expense.

RDDC is supported primarily by member dues from private sector entities, with additional funding from sponsorships and service contracts.

The corporation is an effective leadership vehicle that explores, influences and directs action on key issues and projects. RDDC addresses a wide variety of topics and projects that impact stakeholder interests in the downtown arena. The priorities and direction of all corporate activity is strongly impacted by RDDC member feedback and engagement.

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RDDC

A private, not-for-profit, economic development entity, the Rochester Downtown Development Corporation (RDDC) is funded by corporations, institutions and real estate companies.

To create the synergy and balance that is part of a healthy downtown, the RDDC agenda nurtures a broad range of development initiatives. These include housing, commercial, entertainment, and large public projects.

RDDC's primary role is to deliver a vibrant and economically strong downtown as part of the region's larger asset package.





CORE BENEFITS

ADVOCACY

- RDDC is the only entity focused on downtown constituent needs
- Respected and active leadership vehicle
- Viewed regionally as the “experts” on downtown issues, market information, and stakeholder positions

INFORMATION SOURCE

- Market tracking - Occupancy in office space (9.9 million s.f.) & residential markets (2,184 units)
- Investment activity and statistics
- New and existing incentives and financing programs

REGIONAL VISIONING AGENT

- *Repositioning Rochester Series* events attract 350-600 business leaders, media, and elected and government officials

INVESTOR ATTRACTION

- “Buzz” creation
- Market tracking tools
- Manages downtown website www.rochesterdowntown.com, focused on downtown business, living, and entertainment
- Management of downtown market media perception (e.g., “hot” housing market, entertainment districts, new investor activity)

VISIBILITY FOR MEMBERS & INVESTORS

- Extensive media relationships resulting in exposure for RDDC members
- Regular briefings featuring RDDC members and downtown stakeholders (attendance of 100+ business leaders)
- Visibility on downtown website with links to member websites

WEBSITE

- Award-winning site
- One of the major real estate and economic development portals to the region
- Nearly 700 daily visitors (local, U.S., Europe, China, Australia, etc.)
- Generates leasing activity in both housing and office markets, and provides access to dining & entertainment venues
- Lower cost page sponsorships available to RDDC members

MEMBER ASSISTANCE

- Confidential business services
- Connections to government and real estate channels
- Increased corporate visibility
- Networking and relationship-building opportunities