

## 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.

**Rochester Downtown Development Corporation**  
183 East Main Street, Suite 1300, Rochester, NY, 14604  
(585) 546-6920 ~ (585) 546-4784 (fax)  
[rddc@rddc.org](mailto:rddc@rddc.org)  
[www.rochesterdowntown.com](http://www.rochesterdowntown.com)

## 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](http://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

## **2007 WORKPLAN**

**GOAL:** Maximize the impact of Downtown as a marketable economic asset to advance the competitive advantage of the Greater Rochester region.

### **STRATEGIC ELEMENTS**

- ***Downtown Advocacy*** – (1) Support RDDC stakeholders by aggressively advocating for services and programs that impact downtown interests; (2) Use convening role to target downtown and community economic issues; (3) Work more collaboratively with GRE on key downtown projects; and, (4) Share RDDC’s resources to develop seamless linkages with other organizations and resource channels.
- ***Leadership on High Impact Projects*** – (1) Work closely with the City to evaluate the purchase of Midtown Plaza and to advocate for an appropriate and market-realistic redevelopment plan; (2) Press for the best design of Renaissance Square and support efforts to move project funding forward; (3) Continue to activate the redevelopment strategy derived from the Urban Land Institute recommendations and process; (4) Promote new downtown housing and focus efforts to improve the environment for downtown living; (5) Work collaboratively with the City as it conducts its large-scale downtown parking analysis; (6) Lead the effort to create a viable downtown retail strategy; and, (7) Reevaluate current downtown assessment districts and functions, and lead the process to evaluate the desire and viability of a new downtown Business Improvement District.
- ***Market Tracking and Business Environment Issues*** – (1) Aggressively address changing parking and police coverage situations; (2) Track and publicize downtown office and residential markets, investment, and development activity; (3) Explore innovative ways to fill downtown office and retail space; and, (4) Continue to expand role in existing downtown neighborhood and business associations.
- ***Marketing Downtown*** – (1) Maintain, refresh and advertise **www.rochesterdowntown.com**, downtown’s massive website; (2) Maintain strong media relations; (3) Continue to improve RDDC’s rapid-fire, e-mail communication mechanism to ensure that members get early information on the downtown market; (4) Utilize website to aggressively market downtown living, business and entertainment options; and, (5) Schedule briefings as appropriate with federal, state and local political representatives on downtown development progress and concerns.
- ***Perception of Safety*** – (1) Work with the Rochester Police Department to lobby for key downtown business and public safety issues, including the geographic treatment of downtown in the departmental structure; and, (2) Under contract, complete the restructuring of the Downtown Guides program and continue to operate the downtown information center.
- ***Strengthen RDDC*** – (1) Continue to aggressively increase member base; (2) Engage RDDC leadership to accomplish strategic elements and maximize community influence; (3) Continue to meet with members one-on-one regarding current status, short- and long-term initiatives, and any assistance needed relative to expansion and/or retention; and, (4) Refresh RDDC’s membership and communications collaterals.



# Annual Report 2005-06

Rochester Downtown Development Corporation ♦ 183 E. Main St., Suite 1300, Rochester, New York, 14604 ♦ (585) 546-6920

## FUELING DOWNTOWN'S GROWTH

**R**DDC is downtown's prime champion. As the only market-oriented organization in the region focused entirely on the center city, its ability to drive catalytic action and support investment has become essential.



**David J. Beinetti**  
Chairman

New development and the energy behind the Urban Land Institute's recommendations have only heightened RDDC's critical role. **Priorities are Changing** Investment levels continue to grow in the center city. Ten housing projects are now underway, with more in the planning stages. This influx of residential development is creating a larger, more high-end resident population in the city.

Downtown's residential base now exceeds 3,600 people and approaches the tipping point where retailers begin to exhibit greater interest. In addition, the 24/7 aspect of this environment is generating different needs for parking, nightlife, security, and a far better treatment of downtown's public spaces.

### ***RDDC is the only organization focused entirely on downtown.***

There is more good news. Experience so far indicates a better year for downtown's convention and visitor sector, with higher numbers being recorded over last year. When it opens in 2010, the planned Renaissance Square project will also create new opportunities to expand this market, with more and larger conventions using the Performing Arts Center space off-peak.

### ***The Commercial Market***

Ironically, downtown's assets can sometimes be its chief challenges. New projects are both absorbing parking lots and increasing the demand for a variety of services. Downtown is the largest office park in the region and contains some of the region's most prestigious properties. About 50,000 people work downtown

everyday in almost 10 million square feet of space.

The continued restructuring of our regional economy has had a significant impact on commercial real estate, exhibited in softer suburban office space over the past few years. With early reports that some optimism is returning to the regional real estate market, the reverberations downtown are being closely watched.

### ***Housing will favorably impact downtown's office market.***

Historically the region's banking and financial center, downsizing and merger activity downtown has created particular challenges. However, a growing residential community and a revitalized street-level experience will have a direct and positive impact on tenancy in downtown's office buildings.

In addition, unusual retail models are being created as retail developers and chains seek new — more urban — market dollars. This shift in the retail world means that we in Rochester need to develop a multi-faceted package, complete with incentives, and site and market data. This is a new opportunity to significantly recast downtown's retail picture.

### ***Relationship with the Public Sector***

Private and public sector leadership has to be more collaborative, focused, and market-realistic than it has been in the past. A number of key efforts are moving forward in the areas of public safety, parking, and exploration of a municipal wireless system.

There are new opportunities to use this collaborative model even more aggressively in improving the business environment downtown and rethinking our retail approach.

### ***Scarce public funds need to be spent strategically.***

RDDC and the City of Rochester must collaborate closely in the upcoming months and work together to develop a new, more aggressive approach to addressing many growing issues and oppor-

tunities in the center of the city.

Competition for public resources continues to stiffen. This means that funds must be used judiciously to protect investment, attract business, support nightlife, and create the vital living environment in



**Heidi Zimmer-Meyer**  
President

the center city that retains young people and attracts outsiders and suburbanites. Consequently, a collective effort is essential to reevaluate downtown's key issues — the parking system, how its streets are used, new infrastructure requirements, attracting retail — the myriad of essential ingredients to assuring the growing vitality downtown.

### ***RDDC's Value Proposition***

In recent months there have been an increasing number of conversations about the possibility of merging RDDC with another organization in an effort to increase efficiencies and bring greater value. RDDC's board is convinced that RDDC brings essential, irreplaceable value as the sole source provider of the most current and complete information on the changing downtown real estate environment.

### ***RDDC represents all downtown stakeholders.***

RDDC's unique position enables it to provide honest and uncompromised counsel, leadership, and advice to developers, investors, and public sector leaders. This organization is filling a major void. It is crucial that members and stakeholders understand the critical importance of RDDC's role in this region in the coming years. So let's provide support, move the larger agenda forward, and focus on the transformation happening in the center of the region.

*David Beinetti is President and Senior Principal of SWBR Architects & Engineers, P.C., and RDDC's Chairman. Heidi Zimmer-Meyer is RDDC's President.*

## BUSINESS OPPORTUNITIES

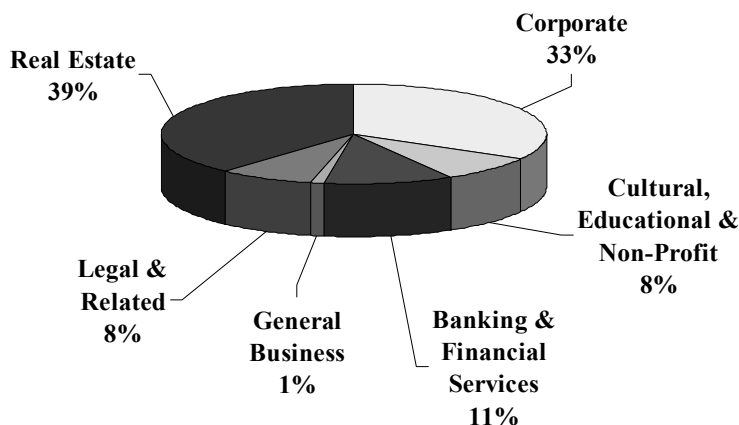
**Become a Member of RDDC:** Join the more than 100 companies that are driving economic growth downtown.

**Sponsor an Event:** Repositioning Rochester events draw 300-700 people - business leaders, public officials, and media.

**Become a Website Sponsor:** Downtown's official website, [www.rochesterdowntown.com](http://www.rochesterdowntown.com), attracts 120,000 visitors a year and is one of the major economic development and real estate portals for the Greater Rochester region.

Contact us at (585) 546-6920 or [rddc@rddc.org](mailto:rddc@rddc.org) for more information!

## 2006 RDDC MEMBERSHIP BASE



## MISSION STATEMENT

The Rochester Downtown Development Corporation is a not-for-profit organization dedicated to assuring the economic vitality and quality of life in Downtown Rochester. Committed to managing and supporting the preservation, enhancement and growth of Downtown, RDDC's primary role is that of a leader and proactive change agent mobilizing public and private resources to implement specific development projects. We're working to make Downtown a source of pride for all who work, live and shop here.

For more information on becoming a member of RDDC or about RDDC's services and resources, please contact us at (585) 546-6920 or [rddc@rddc.org](mailto:rddc@rddc.org).



## 2005-06 BOARD OF DIRECTORS

### OFFICERS & EXECUTIVE COMMITTEE

#### CHAIRMAN

**David J. Beinetti**, President & Senior Principal, SWBR Architects

#### VICE CHAIRS

**Brian Flanagan**, Partner, Chair of RE Group, Nixon Peabody LLP

**Bill Goodrich**, President, LeChase Construction Services, LLC

**Katherine H. Karl**, Partner, Chair of RE Dept., Underberg & Kessler LLP

**Salvatore LaBella**, President, LaBella Associates, P.C.

**David Luxenberg**, Principal, LeCesse Construction Company

**John Manilla**, President, Pyramid Brokerage Company

**Emeterio Otero**, Executive Dean, MCC-Damon City Campus

**Bob Tait**, President, Broadstone Real Estate

**Mee Wing**, V.P. & Dir. of Kodak Real Estate, Eastman Kodak Co.

#### TREASURER

**Jim Costanza**, President, Costanza Enterprises

#### SECRETARY

**Karen Noble Hanson**, Chief Financial Officer, Episcopal Diocese of Rochester

**Karen Benjamin**, V.P., Upstate New York Director, CIBER, Inc.

**John Billone, Jr.**, President, Flower City Management

**Roger W. Brandt, Jr.**, President, Rochester's Cornerstone Group, Ltd.

**Lawrence J. Cohen**, President, Pembroke Companies, Inc.

**Lawrence E. Davies**, VP of Real Estate Business Services, JPMorgan Chase Bank

**Daniel DiLoreto**, Director Real Estate & Relocation, Bausch & Lomb, Inc.

**Susan Eliaszewskyj**, Corporate V.P., Administrative Svcs., Excellus BCBS Rochester Region

**Joseph Floreano**, CFE, Executive Director, Rochester Riverside Convention Ctr.

**Clyde Forbes**, Manager, NYS Economic Dev. & Reg'l. Comm., RG&E

**Laurence C. Glazer**, CEO, Buckingham Properties

**Susan Schultz Laluk**, Partner, Boylan, Brown, Code, et. al  
**Gilbert G. McCurdy**, Chairman/Executive Committee, McCurdy & Company Inc.

**Bruce McDonald**, General Manager, Hyatt Regency Rochester

**Mark J. Moretti**, Partner, Phillips, Lytle, Hitchcock et.al.

**Richard Mueller**, Admin. VP Commercial RE Finance, M&T Bank

**Andrew Pomeroy**, Managing Partner, Stantec

**Mark Rabjohn**, General Manager, Clarion Riverside Hotel

**Susan Robertson**, Associate Director for Advancement, Eastman School of Music

**Deborah M. Stendardi**, V.P., Gov. & Community Relations, R.I.T.

**Mark Stevens**, President, S.B. Ashley Management Corp.

**Patrick Tobin**, Vice President, Christa Development Corporation

**Heidi N. Zimmer-Meyer**, President, RDDC

Rochester Downtown Development Corporation  
**FINANCIAL STATEMENT**

	<i>2005 ACTUALS</i>	<i>2006 BUDGET</i>	<i>APRIL 2006 ACTUAL YTD</i>
<b>CARRYFORWARD</b>	\$13,699	\$13,672	\$17,261
<b>2005 DUES REC'D IN '06</b>	\$0	\$0	\$615
<b>INCOME</b>			
Membership Dues	\$155,101	\$153,594	\$119,951
Interest Earned	633	500	865
Events, Event Sponsorships	104,691	63,000	3,235
Downtown Guides	41,500	41,500	10,500
Website	6,700	4,290	1,200
Urban Land Institute	83,207	0	0
Contracts	0	3,000	7,746
Misc. Income	500	0	0
<b>TOTAL INCOME</b>	<b>\$392,332</b>	<b>\$265,884</b>	<b>\$143,497</b>
<b>EXPENSE</b>			
Staff Payroll	\$167,907	159,658	\$53,358
Payroll Taxes	13,959	13,500	4,994
Employee Benefits	10,452	12,000	4,830
Technical Services	4,746	4,700	1,242
Rent & Utilities	25,739	25,740	8,580
Equipment & Machines	6,230	5,000	1,709
Telephone	3,730	4,200	1,582
Office Expenses	2,530	3,000	973
Printing & Copying	1,998	2,300	0
Postage	5,057	3,900	1,200
Business & Meetings	1,019	1,200	584
Dues & Subscriptions	267	690	168
Insurance	3,283	3,300	751
Accounting Services	3,702	3,900	619
Miscellaneous Expenses	1,084	675	152
<b>Subtotal, Overhead</b>	<b>\$251,703</b>	<b>\$243,763</b>	<b>\$80,742</b>
RDDC Events	60,317	30,000	1,012
Downtown Guides	(537)	50	(209)
Website	2,202	2,000	674
Urban Land Institute	75,086	0	5,060
Contracts	0	0	0
<b>TOTAL EXPENSE</b>	<b>\$388,771</b>	<b>\$275,813</b>	<b>\$87,279</b>
<b>NET INCOME (EXPENSE)</b>	<b>\$3,561</b>	<b>(\$9,929)</b>	<b>\$56,218</b>
<b>CASH POSITION</b>	<b>\$17,260</b>	<b>\$3,743</b>	<b>\$74,094</b>

Receive the **DOWNTOWN BUZZ** by e-mail.  
 Send your e-mail address to [rddc@rddc.org](mailto:rddc@rddc.org)!



# RDDC ACTION AGENDA May 2006

## ADVOCACY AND LEADERSHIP

- ◆ **Initiate a public reassessment of current priorities for downtown** – Work with the City, County, and private stakeholders to reevaluate the list of top priorities for private and public sector support, given new fiscal constraints
- ◆ **Activate Urban Land Institute process recommendations** – Drive public and private sector action to jumpstart redevelopment of downtown's center core

## PARKING ISSUES ARE PARAMOUNT

- ◆ Recent major changes to the parking infrastructure necessitate a collaborative and creative approach in examining new solutions to a growing shortage of adequate parking (e.g., benchmarking other cities, evaluating special needs of new uses downtown, significantly increasing on-street parking)
- ◆ Ascertain the direct impact of parking on the economic viability of a specific group of downtown residential and commercial properties

## DOWNTOWN HOUSING IS CRITICAL

- ◆ Focus on assessing and activating all types of market-rate housing development
- ◆ Create new structure to engage housing project owners and residents
- ◆ Continue to track and disseminate downtown residential market data
- ◆ Convene adjacent neighborhood organizations to create a stronger voice for urban living

## STRENGTHEN THE "DOWNTOWN FABRIC"

- ◆ Evaluate new, emerging downtown retail opportunities
- ◆ Strengthen the visibility and presence of downtown performing and fine arts
- ◆ Engage colleges in exploring expanded downtown presence

## ASSURING A SAFE DOWNTOWN

- ◆ Continue the close working relationship with the Rochester Police Department to reevaluate use patterns downtown and implications for increased police presence
- ◆ Reevaluate the Downtown Guides Program relative to its structure, service delivery, and value to downtown as a crucial economic development resource

## Advocacy, Special Projects

**POST-ULI: Local Strategy Development** — Five teams of local experts have vetted and expanded recommendations and strategies identified by ULI's national panel of experts, in the following areas: financing, higher education, arts & culture, retail & services, and housing. Now working with the City and County to craft a viable set of next steps to redevelop Main Street and the Main & Clinton area (6/05—present).

**DOWNTOWN PARKING** — Working closely with the City to reexamine the entire parking grid downtown including City-owned garages and lots, on-street parking, and the downtown circulation system (2006).

**"DIGITAL RIVER"** — Working with the City Council and City administration to develop models for a municipal wireless system in two pilot areas, one of which is downtown (Summer/Fall 2006).

## Downtown Office Space Survey May 2005

**Total space surveyed** = 110 buildings, 9.8 m. s.f.,  
(80.9% occupied)

**Competitive space** = 91 buildings, 7.4 m. s.f.,  
(74.9% occupied)

- ♦ Class "A" — 9 buildings, 2.3 m. s.f.,  
(86.7% occupied)
- ♦ Class "A/R" — 7 buildings, 391,505 s.f.,  
(82.6% occupied)
- ♦ Class "B" — 44 buildings, 3.8 m. s.f.,  
(72.7% occupied)
- ♦ Non-traditional — 31 buildings, 990,659 s.f.,  
(53.3% occupied)

**Non-competitive space** = 19 buildings, 2.4 m. s.f.,  
(100% occupied)

*(THE MAY 2006 SURVEY IS CURRENTLY UNDERWAY.  
THE FIGURES IN THIS TABLE REFLECT THE UPDATED  
BUILDING CLASSIFICATIONS INSTITUTED IN 2005.)*

## [www.rochesterdowntown.com](http://www.rochesterdowntown.com)

- ♦ Award-winning website
- ♦ Launched in 2002, upgraded in 2004 & 2006
- ♦ Free searchable web pages for:
  - ♦ 92 office buildings
  - ♦ 79 residential properties
  - ♦ 124 restaurants, 68 nightlife establishments
  - ♦ 383 services and amenities
  - ♦ 10 theaters, 2 sports arenas
  - ♦ 117 retail establishments
- ♦ Sponsorship funds raised for RDDC operations = \$5,214 (7/1/05 - 6/30/06)

## Corporate Structure

### BOARD OF DIRECTORS

- ♦ Responsible for annual corporate management decisions (e.g., budget, workplan, election of officers)
- ♦ *Ad hoc* "task forces" are formed as needed to develop recommendations on particular corporate and policy issues for action by the Board of Directors
- ♦ Meets approximately six times per year

### EXECUTIVE COMMITTEE

- ♦ Executive Committee includes the officers of the corporation and the President
- ♦ Role and functions include making decisions and providing guidance on internal corporate management issues and interim policy matters
- ♦ Meetings are conducted on an as-needed, *ad hoc* basis

### MEMBER BOARD

- ♦ Member Board is comprised of full membership and meets quarterly
- ♦ Sessions serve both as briefings and as two-way dialogue opportunities on issues, strategies and concerns impacting downtown and community stakeholders

## Downtown Rental Housing Survey First Quarter 2006

The full results of the *Downtown Rental Housing Survey, First Quarter 2006* can be accessed online at [www.rochesterdowntown.com](http://www.rochesterdowntown.com).

- ♦ Total downtown residents: 3,600
- ♦ Total rental & for sale housing units: 2,400
- ♦ Total market-rate units: 1,517
- ♦ Total subsidized units (rental): 822
- ♦ Vacancy rate for all units: 4.6 %
- ♦ Vacancy rate for market-rate units: 5.6 %
- ♦ Vacancy rate for subsidized units: 3.1 %
- ♦ Number of loft-style units: 170
- ♦ Average monthly rent, loft-style units: \$1,261
- ♦ Average monthly rent, all market-rate units: \$796
- ♦ Average per-square-foot rent: \$1.12 psf
- ♦ Total # of rental & housing units planned or under construction: 216

## Repositioning Rochester Series

**URBAN LAND INSTITUTE:** *"Recommendations for Downtown Rochester"*, June 2005 (400 attendees). National panel of experts delivered recommendations for Midtown, Sibley's, Main & Clinton, and Main Street.

**"THE STATE OF ROCHESTER'S ECONOMY"**, October 2005 (362 attendees). Fifth in what has become an annual event, featuring Daniel J. Burns of M&T Bank (reporting on its 5th annual CEO survey of market perceptions); Kent Gardner of CGR; and Joel Seligman, new President of the University of Rochester.

**"VISION • FUTURE: Rochester's Leadership Team"**, December 2005 (584 attendees). Featured panelists: County Executive Maggie Brooks and Mayor-Elect Bob Duffy.

**"THE ARTS SCENE: Rochester's Untapped Economic Asset"**, May 2006 (313 attendees). Featured panelists: Christopher Seaman, Musical Director, Rochester Philharmonic Orchestra; Garth Fagan, Founder & Artistic Director, Garth Fagan Dance Company; Albert Paley, Artist, Paley Studios, Ltd.; and, John Nugent, Producer & Artistic Director, Rochester International Jazz Festival. Guest speaker: Hon. Joseph Morelle, Member NYS Assembly & Chair of its Standing Committee on Tourism, Arts & Sports Development.

## Community Reach

**DOWNTOWN REPRESENTATION** — High Falls Business Association; State Street Advisory Committee; East End Business Association; Alexander Street Merchants Association; St. Paul Quarter Business Association; Upper East End Business Association.

### REGIONAL REPRESENTATION

- ◆ City Planning Commission
- ◆ Mayor's Stewardship Council
- ◆ Rochester Area Community Foundation
- ◆ NYS Urban Council
- ◆ Management Board, Rochester Riverside Convention Center
- ◆ Rochester Marathon, Arthritis Fnd.
- ◆ Rochester Police Chief's Council

**MEDIA COVERAGE & PUBLIC SPEAKING** — Significant, frequent and substantive

## ROCHESTER DOWNTOWN DEVELOPMENT CORPORATION

# 2006 WORKPLAN

**GOAL:** *Maximize the impact of Downtown as a marketable economic asset to advance the competitive advantage of the Greater Rochester region.*

## STRATEGIC ELEMENTS

**Downtown Advocacy** - (1) Advocate strategically for RDDC's mission on behalf of its constituency; (2) Use convening role to highlight downtown and community economic issues; (3) Share all resources to develop seamless linkages with other organizations and resource channels; and, (4) Actively serve on GRE's Team Rochester effort.

**Leadership on High Impact Projects** - (1) Support all efforts to move the Renaissance Square project forward; (2) Complete and activate redevelopment strategy derived from Urban Land Institute recommendations and process; (3) Reevaluate current downtown assessment districts and functions; (4) Conduct large-scale downtown parking analysis in cooperation with the City of Rochester and Genesee Transportation Council (pending funding); and, (5) Establish a stronger downtown connection to the Port of Rochester and Fast Ferry.

**Market Tracking and Business Environment Issues** - (1) Use RDDC's "Action Agenda" format to reevaluate priorities and guide RDDC resources and leadership attention; (2) Provide consultative and support services for specific member companies involved in expansion/contraction programs; (3) Aggressively address changing parking situation and new issues developing downtown; (4) Continue to expand role in existing downtown neighborhood and business associations; (5) Track and publicize downtown office and residential markets, investment, and development activity; and, (6) Continue to explore innovative ways to fill downtown commercial space.

**Marketing Downtown** - (1) Maintain, refresh and advertise [www.rochesterdowntown.com](http://www.rochesterdowntown.com), downtown's massive website; (2) Utilize website to aggressively market downtown living, business and entertainment options; (3) Continue to improve RDDC's rapid-fire, e-mail communication mechanism to ensure that members get early information on the downtown market; (4) Maintain strong media relations; and, (5) Schedule briefings as appropriate with federal, state, and local political representatives on downtown development progress and concerns.

**Perception of Safety** - (1) Work with the Rochester Police Department to lobby for key downtown business and public safety issues; and, (2) Under contract, continue to expand and reevaluate the Downtown Guides service as a business environment amenity, and operate the downtown information center.

**Strengthen RDDC** - (1) Continue to aggressively increase member base; (2) Engage RDDC leadership to accomplish strategic elements and maximize community influence; (3) Continue to meet with members one-on-one regarding current status, short- and long-term initiatives, and any assistance needed relative to expansion and/or retention; and, (4) Refresh RDDC's membership and communications collaterals.

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# 2006 RDDC MEMBERS

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AIA — Rochester	Costanza Enterprises, Inc.	LaBella Associates, P.C.	Rochester District Heating
Bausch & Lomb, Inc.	Costich Engineering	LeCesse Construction Co.	Cooperative, Inc.
Beacon Consulting Group. LLC	Dataflow *	LeChase Construction Services	Rochester Gas & Electric
Benderson Development Co.	Democrat and Chronicle	LLC	Corp.
Bergmann Associates	DiMarco & Riley, LLP *	Loftus Construction Corp.	Rochester Institute of
Biernbaum, Inclima & Meyer	ESL Federal Credit Union	M&T Bank	Technology
LLP	Eastman Kodak Company	M/E Engineering P.C.	Rochester Public Library
Boylan, Brown, Code, Vigdor &	Eastman School of Music	MCC-Damon City Campus	System
Wilson LLP	Episcopal Diocese of	MRA Architecture P.C.	Rochester Riverside
Broadstone Real Estate LLC	Rochester	Mark IV Construction Co., Inc.	Convention Center
Bruckner, Tillett, Rossi, Cahill	Excelsus BCBS Rochester	McCurdy, Gilbert G.	Rochester's Cornerstone
& Legrett	Region	Mickol, Brenda *	Group, Ltd.
Buckingham Properties	Farash Corporation	Midland Appraisal Associates	Rynne, Murphy & Assoc. Inc.
The Cabot Group	Flaum Mgmt. Company, Inc.	Monroe County Bar Assoc.	S.B. Ashley Mgmt. Corp.
Caldwell Manufacturing Co.	Flower City Management, Inc.	Moore Corporate Real Estate	St. Mary's Church
Canandaigua National Bank &	Gallina Development Corp.	Morgan Stanley	Saphar & Associates, Inc.
Trust	Galvin Realty Group	William B. Morse Lumber Co.	V.J. Stanley, Inc.
Catholic Family Center	Greater Rochester Assoc. of	Netsville, Inc.	Stantec Consulting
CB Richard Ellis	REALTORS®, Inc.	Nixon Peabody LLP	Stern Properties
Chamberlain, D'Amanda	Greater Rochester Visitors	Norry Management Corp.	Strong Museum
Charter One Bank, F.S.B.	Association	Passero Associates, P.C.	SUNY Brockport MetroCenter
Christa Development Corp.	High Falls Brewing Co., LLC	Pembroke Companies, Inc./	SWBR Architects &
CIBER, Inc.	High Falls Business Assoc.	Midtown Roch. Holdings	Engineers, P.C.
Clarion Riverside Hotel	David Hochstein Memorial	Perkins, Jeffrey	Underberg & Kessler LLP
Clark Patterson Associates	Music School	Phillips Lytle LLP	WDKX
Clear Channel Communica-	Home Properties, Inc.	The Pike Company	Wilder 4 Corners Assoc., Inc.
tions	Hunt Engineers, Architects,	Public Abstract Corporation *	Wilmorite, Inc.
Clough Harbor & Associates *	& Land Surveyors	Pyramid Brokerage Company	Woods, Oviatt, Gilman LLP *
The Commission Project	Hyatt Regency Rochester	Rent Rochester Inc.	YMCA of Greater Rochester
Conifer Realty, LLC	I. Gordon Corporation	Rochester Area Community	
Corporate Communications	JADD Management, LLC	Foundation	
Inc.	KeyBank	Rochester Business Alliance	

\* New member since June 2005



183 East Main Street, Suite 1300  
Rochester, New York 14604

Visit

[www.rochesterdowntown.com](http://www.rochesterdowntown.com)

Downtown Rochester's website!

*Rochester Downtown Development Corporation*

***LEADERSHIP, 2006-07***

***EXECUTIVE COMMITTEE***

**CHAIR**

**David Beinetti**, President & Senior Principal, SWBR Architects & Engineers, P.C.

**VICE CHAIRS**

**Brian Flanagan**, Partner & Chair of Real Estate Group, Nixon Peabody LLP

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**Rochester Downtown Development Corporation**  
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AIA – Rochester  
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Beacon Consulting Grp., LLC  
Benderson Development Co.  
Bergmann Associates  
Biernbaum, Inclima & Meyer  
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Broadstone Real Estate LLC  
Bruckner, Tillet, Rossi, Cahill & Associates  
Buckingham Properties  
The Cabot Group  
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Chamberlain, D’Amanda, et al.  
Christa Development Corporation  
CIBER Inc.  
Citizens Bank, NA  
Clarion Riverside Hotel  
Clark Patterson Associates  
Clear Channel Communications  
Clough Harbour & Associates  
The Commission Project  
Conifer Realty LLC  
Corporate Communications Inc.  
Costanza Enterprises, Inc.  
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High Falls Business Association  
David Hochstein Memorial Music School  
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Hyatt Regency Rochester  
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LeChase Construction Services LLC  
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MRA Architecture P.C.  
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Maximus Real Estate Fund, LLC  
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Mickol, Brenda  
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Monroe County Bar Association  
Moore Corporate Real Estate  
Morgan Stanley  
William B. Morse Lumber Co.  
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Phillips Lytle LLP  
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Public Abstract Corporation  
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Rochester Business Alliance  
Rochester Dist. Heating Coop., Inc.  
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Rochester Institute of Technology  
Rochester Public Library System  
Rochester Riverside Convention Ctr.  
Rochester’s Cornerstone Group, Ltd.  
Rynne, Murphy & Associates, Inc.  
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St. Mary’s Church  
Saphar and Associates, Inc.  
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Stantec Consulting  
Stern Properties  
Strong Museum  
SUNY Brockport MetroCenter  
SWBR Architects & Engineers, P.C.  
Underberg & Kessler LLP  
WDKX  
Wilder 4 Corners Associates, Inc  
Wilmorite, Inc.  
Woods, Oviatt, Gilman LLP  
YMCA of Greater Rochester

*Rochester Downtown Development Corporation*

**2007 BUDGET**

	<b><i>APPROVED</i></b>
<b>2006 CARRYFORWARD</b>	\$3,743
<b>REVENUE</b>	
Membership Dues	\$144,200
Interest Earned	1,000
Events, Event Sponsorships	57,500
Downtown Guides	42,000
Website	3,000
Contracts	10,000
Miscellaneous Income	0
<b>TOTAL REVENUE</b>	<b>\$257,700</b>
<b>EXPENSES</b>	
Staff Payroll	\$162,687
Payroll Taxes	13,858
Employee Benefits	12,500
Technical Services	4,000
Rent & Utilities	2,000
Equipment & Machines	2,000
Telephone	4,400
Office Expenses	2,700
Printing & Copying	2,500
Postage	4,000
Business & Meetings	1,000
Dues & Subscriptions	500
Insurance	3,000
Accounting Services	4,300
Miscellaneous Expenses	800
<b>SUBTOTAL, OVERHEAD</b>	<b>\$220,245</b>
RDDC Events	\$32,000
Downtown Guides	200
Website	1,500
Contracts	500
<b>TOTAL EXPENSES</b>	<b>\$254,445</b>
<b>NET REVENUE (EXPENSE)</b>	<b>\$3,255</b>
<b>NET FUNDS (EXPENSE)</b>	<b>\$6,998</b>

*Rochester Downtown Development Corporation*

**2007 DUES STRUCTURE**

	<i><b>DUES</b></i>	
<i><b>COMPANY TYPE</b></i>	<i><b>AMOUNT</b></i>	<i><b>DESCRIPTION</b></i>
LARGE CORPORATE		
Class I	\$17,200	
Class II	\$8,600	
CONSTRUCTION	\$575 - \$1,150	
PROP. OWNERS/MGRS		
Commercial		
Level I	\$285 - \$575	<i>Less than 50,000 s.f. owned</i>
Level II	\$1,150 - \$2,300	<i>&lt; 1 M. s.f. of comm. prop. owned/mngd; &lt; 100K. s.f. of DT prop. owned.</i>
Level III	\$5,625 - \$8,600	<i>1-3 M. s.f. of comm. prop. owned; 1-2 M. mngd; 100-499K. owned DT.</i>
Level IV	\$17,225	<i>&gt; 3 M. s.f. comm. prop. owned; &gt; 2 M. s.f. mngd; &gt;= 500K. owned DT.</i>
Residential/Mixed-Use		
Assoc. Members, I	\$60 - \$110	<i>Small, less than 10 units owned</i>
Assoc. Members, II	\$280	<i>Mid-sized, 10 to 30 units owned</i>
Full Members I	\$285 - \$575	<i>Properties under development, not fully occupied.</i>
Full Members II	\$1,125 - \$2,300	<i>Larger properties with more than 30 units plus commercial space</i>
LAW FIRMS		
Small	\$580	
Medium	\$1,150 - \$2,870	
Large	\$4,600	
BANKS		
Small/Medium	\$2,300 - \$2,875	
Large	\$5,750	
OTHER FINANCIAL		
Credit Unions	\$2,300	
Financial Advisors	\$1,150	
Accounting Firms	\$1,150	
NON-PROFITS		
Small	\$350	
Medium	\$575	
Large	*	
PARKING COMPANIES	\$1,150	
GEN. MEMBERSHIP	*	<i>Not in any category above.</i>
INDIVIDUAL	\$290	<i>No company affiliation.</i>

\* Use base calculation of \$250 plus \$9.85 per full-time equivalent employee for businesses, or \$250 plus \$5.55 per downtown guest room for hotels.

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*(Photo courtesy of the City of Rochester)*

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