



Heidi N. Zimmer-Meyer

President

Rochester Downtown Development Corporation

Heidi Zimmer-Meyer serves as President of RDDC, where she has held a number of positions over the past 34 years.

Ms. Zimmer-Meyer serves on the Leadership Team for the new Finger Lakes Economic Development Plan Action Project. She sits on the Roc the Riverway Management Entity Working Group, having served on the Advisory Board for Roc the Riverway. She chairs the Downtown Innovation Zone (DIZ) Subteam for the Finger Lakes Regional Economic Development Council's Next Gen Manufacturing and Technology Work

Group. She also convenes its Video Game Industry Group comprised of universities, game industry CEOs, and major institutions with video game sector missions. She is currently co-leading a Downtown Parking Initiative Team involving City, State and private sector leadership.

Ms. Zimmer-Meyer serves on the Advisory Board for RIT's Center for Urban Entrepreneurship, as well as the JAF Rochester Convention Center Management Corporation Board. She is also very involved with the Rochester Area Community Foundation, serving on its Program Distributions Committee and leading its Mission Related Investing work.

Ms. Zimmer-Meyer also served concurrently for 21 years as Executive Director of Downtown Special Services, Inc. (DSSI), the charitable not-for-profit corporation that operated the "Red Shirts" program using retired and off-duty law enforcement personnel to provide on-street safety services. She also served on the City Planning Commission and the Rochester Police Chief's Council, both for more than a decade.

Prior to joining RDDC, Ms. Zimmer-Meyer was Special Assistant to the State Director for the U.S. Dept. of Housing and Urban Development in Greensboro, North Carolina; a consultant to the U.S. Bureau of Indian Affairs in Chapel Hill, North Carolina; and staff assistant to the Buffalo Landmark and Preservation Board in Buffalo, New York. She holds a Master's Degree in City and Regional Planning with a joint degree in Economic Development and Real Estate Development from the University of North Carolina at Chapel Hill, and a B.A. degree from the University of Rochester with a double major in Anthropology and Urban Sociology.

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RDDC is a 501(c)(3) economic development entity and leadership vehicle, which proactively mobilizes public and private resources to catalyze downtown development; support downtown residents, visitors and businesses; and track downtown investment, and the office and housing markets. Working collaboratively with the City of Rochester and NextCorps, RDDC supports the Downtown Innovation Zone (DIZ), and is currently developing "The Commissary", which will be the only combination shared kitchen and food business incubator/accelerator in the state outside of New York City.

RDDC has also been instrumental in the redevelopment of the Midtown block, development of new market-rate housing downtown, the redevelopment of High Falls, the creation of the downtown youth arts center ("The Cypher"), and such large projects as Frontier Field, the Bausch & Lomb World Headquarters, the Bausch & Lomb Library building, and the Blue Cross and Blue Shield building. RDDC also brought the Urban Land Institute's national panel to Rochester in June 2005, the outcome of which jumpstarted the redevelopment of the Midtown Block.

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