



# 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 35 years.

Ms. Zimmer-Meyer serves on the ROC2025's Economic Development Leadership Team. She sits on the Roc the Riverway Management Entity Working Group, having served on the original Advisory Board for ROC the Riverway. She serves on the board of the newly formed Digital Games Industry Association of Rochester, which is comprised of universities, game industry CEOs, and major institutions with video game sector missions. She is also currently leading a Downtown Parking Initiative 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 Riverside Convention Center Management Corporation Board. She is also very involved with the Rochester Area Community Foundation, serving on its Program Distributions and Governance Committees 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; supports downtown residents, visitors and businesses; tracks downtown investment, and the office and housing markets; and, supports the Downtown Innovation Zone (DIZ). RDDC is developing "The Commissary", which will be the only food business incubator and shared kitchen facility of its kind outside of New York City in New York State.*

*RDDC has also been instrumental in the 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, 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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