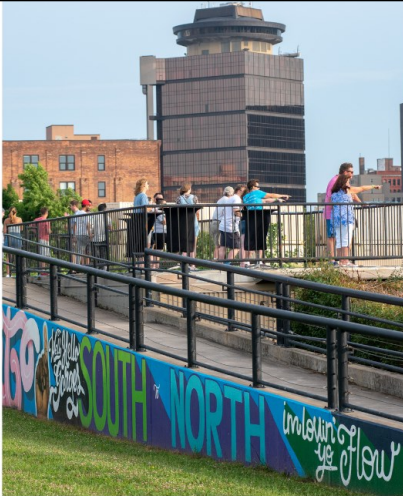


# ANNUAL REPORT 2021



**Rochester Downtown Development Corporation**  
100 Chestnut Street, Five Star Bank Plaza | Rochester, New York | 14604  
[www.RochesterDowntown.com](http://www.RochesterDowntown.com)





# MESSAGE TO MEMBERS

**Transformative;** this word describes the various projects, initiatives, and efforts we've seen this past year. Catalytic investments continue to spur downtown's rebirth, and the incredible dedication and pride is evident.

**Phase I of ROC the Riverway** continues work on dynamic, reimagined public spaces. **Constellation Brands'** world headquarters in the historic Aqueduct building is well underway. **The Strong National Museum of Play** is deep in construction on a 90,000-square-foot expansion as part of the brand-new **Neighborhood of Play**. In December 2021, New York State's **Downtown Revitalization Initiative** awarded the City of Rochester \$10 million, which will be strategically invested between Main Street, Franklin Street, Andrews Street, and the Genesee River.

These are just a sampling of the sizable projects happening within the downtown footprint. With the support of our members, significant initiatives for downtown are also moving forward. We have secured considerable support from NYS Empire State Development and ROC2025 for an unprecedented public private partnership to advance the rebirth of downtown. For the first time, we have alignment between the City, County, and State of New York for renewed investment in downtown.

In December 2021, this new public private leadership entity launched: the Rochester Downtown Partnership (RDP), which RDDC helps to staff through a con-

tracted services agreement. This new partnership and corollary funding will explore a potential Business Improvement District for downtown and begin activating downtown's public spaces with new, exciting, and dynamic experiences.

In 2021, we began the planning for a full series of 12 free, outdoor public events that will draw thousands of people from all walks of life to downtown. With this new programming, our social media reach is sure to grow dramatically.

We look forward to partnering with our members and the community at large in the months ahead on the promotion and elevation of downtown Rochester. While work remains, the investment and commitment to our center city is palpable.

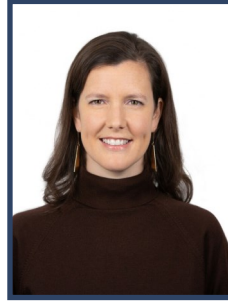
In closing, we'd like to reiterate RDDC's four core goals as they appeared in our 2018-2023 Strategic Plan, *"Innovation Through Collaboration"*:

1. Accelerate downtown economic vitality;
2. Position and market downtown and its assets to support business attraction and downtown investment;
3. Catalyze innovative ideas that make downtown a more vibrant and inclusive community; and,
4. Maximize the ongoing impact of the organization.

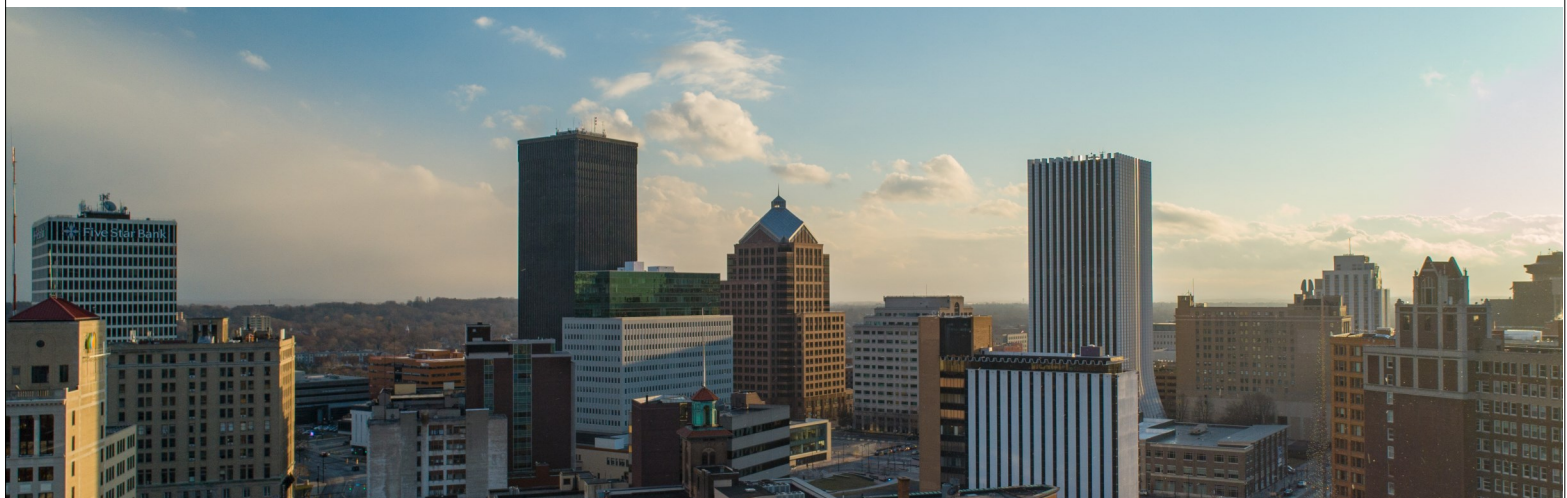
Our core values of **Excellence, Integrity, Equity, Diversity & Inclusion, and Sustainability** continue to guide this work. We extend our sincerest thanks to our members for their continuing support and dedication. We also thank everyone who lives, works, and visits downtown; as we know, it is the people who truly make a place. We are happy to serve our community as we continue to drive vitality in downtown Rochester through innovation and collaboration.



**Chris Hill**  
Chair



**Galin Brooks**  
President & CEO





# BOARD OF DIRECTORS, 2021

## CHAIR

### Chris Hill

Vice President, I. Gordon Corporation

## IMMEDIATE PAST CHAIR

### Dr. Joel Frater

Retired Exec. Dean, MCC Downtown Campus

## VICE CHAIRS

### Jim Brown

Executive Director, Floreano Convention Center

### Tim Corcoran

CFO, CGI Communications

### Steve Dubnik

President & CEO, The Strong

### Josh Farrelman

Associate VP, Government & Community Relations, University of Rochester

### Brian Flanagan

Partner & Gen. Counsel, Nixon Peabody LLP

### Bret Garwood

CEO, Home Leasing

### Chris Mannelli

Executive Director, Geva Theatre Center

### Roosevelt Mareus

Dean/Executive Director, Rochester Educational Opportunity Center

### Ebony Miller-Wesley

Director, RIT Center for Urban Entrepreneurship

### Joe Rizzo

Manager of Economic Development & Community Relations, NYSEG & RG&E

### Naomi Silver

President, CEO & COO, Rochester Red Wings

### Tory Van Voorhis

CEO, Second Avenue Learning

## TREASURER

### Brie Harrison

Finance Director, Rochester Public Library

## SECRETARY

### Christine Vargas

Founder & Owner, Vargas Associates

## ADDITIONAL DIRECTORS

### David Beinetti

Principal & Chairman, SWBR Architecture, Engineering & Landscape Architecture, P.C.

### Craig Burton

Senior VP, Commercial Real Estate Executive, Five Star Bank

### Alex Castro

President & CEO, PathStone Corporation

### Keith Cleary

VP/Director- Business Banking, ESL Federal Credit Union

### Dave DiProsa

Regional Director, Digital Hyve

### Patrick Dutton

President, Dutton & Company

### Steve Epping

Senior VP, Commercial Lending, M&T Bank

### Andy Gallina

President, Gallina Development Corporation

### Melissa Gardner

Chief Population Health Engineer Officer, Excellus BlueCross BlueShield

### Ken Glazer

Chairman, Buckingham Properties

### Francis L. Gorman III

Senior Counsel, Harris Beach PLLC

### Ken Hall

CFO, Riedman Companies

### Bob Healy

President, LaBella Associates, P.C.

### Kate Karl

Partner, Chair of Banking Law Practice Group, Underberg & Kessler LLP

### Ben Keller

Partner, Real Estate Development & Finance Group, Woods Oviatt Gilman LLP

### Peter Landers

Managing Member, Landers Management LLC

### Eugenio Marlin

President & CEO, Ibero-American Development Corporation

### Dr. Art Papier

co-Founder & CEO, VisualDx

### Nayan Patel

Owner, Holiday Inn Downtown Rochester

### Michael Pietropaoli

VP, Senior Relationship Manager, Key Bank

### Kelly Pronti

Partner, Harter Secrest & Emery LLP

### Andy Raus

Senior Vice President, Bergmann Associates

### Rachel Roberts

Director, Institute for Music Leadership, Eastman School of Music

### Roseann Schmid

CEO, Fisher Associates

### Steve Webster

Owner, Webster Properties

### Dawn Williams-Fuller

Owner, Ambassador Union Street LLC

### Dr. Hao Zhang

VP, Economic Development Corporation, Urban League of Rochester

RDDC is a private, membership-based, 501(c)(3) not-for-profit corporation, structured as follows:

## BOARD OF DIRECTORS.

Responsible for annual corporate management decisions (e.g., budget, annual workplan, election of officers), setting corporate priorities and direction.

## EXECUTIVE COMMITTEE.

Executive Committee consists of the officers of the corporation and has oversight over corporate management, policies and staff compensation, and executes the annual CEO review.

## GOVERNANCE & NOMINATING COMMITTEE.

Handles governance matters, makes policy recommendations, and develops the annual slate of Officers and Directors.

## DEVELOPMENT COMMITTEE.

Develops the annual membership campaign and revenue plan to appropriately resource RDDC's staff, programs, and corporate operations.

## AUDIT COMMITTEE.

Provides financial oversight to ensure adoption of best practices and compliance with State and Federal laws and regulations.



## **Galin Brooks**

*President & CEO*

Prior to her position with RDDC, Galin served as Director of Planning and Placemaking at the DowntownDC Business Improvement District and, prior to that, was Vice President of Planning and Economic Development at the NoMa Business Improvement District. She holds a master's degree in Urban Planning from New York University. Galin is an avid open space advocate and a planner with a background in community and economic development. During her 6+ years at the NoMa BID, Galin oversaw transformational projects for the neighborhood — including the Metropolitan Branch Trail Safety and Access Study, an update to the NoMa Streetscape Design Guidelines, and the North Capitol Street Needs Assessment. In her time at the DowntownDC BID, she

focused primarily on parks projects, active transportation, and the public realm, working on projects such as the transformation of Franklin Park, the K Street Transitway, and the DowntownDC Parks Master Plan. Through the management of RDDC and the Rochester Downtown Partnership, she is focused on helping downtown Rochester build on the great energy and activity here today and continue to grow as a resilient, dynamic, thriving, and inclusive community.

## **Laura Fox O'Sullivan**

*Vice President*

After obtaining a Bachelor's in History of Art and Architecture from the University of Pennsylvania, Laura traveled the world for a year to deepen her understanding of economic development, sustainability practices, and agricultural innovations. After returning to the US, she obtained a Master's in Urban & Environmental Planning & Policy from Tufts University. As an urban planner and native Rochestarian, Laura has keen interest in working to facilitate this region's economic development. She has been leading the development of the region's first and only kitchen incubator, The Commissary, as its President since its inception in 2016.



## **Hannah Robbins**

*Marketing & Communications Manager*

Hannah holds a bachelor's degree from SUNY Geneseo in Communication. After graduating from SUNY Geneseo, Hannah was accepted to serve as a Community and Economic Development Peace Corps volunteer in Costa Rica. When her service was cut short due to COVID-19, Hannah returned to the United States and moved to Rochester to serve as an AmeriCorps volunteer. Hannah sparked her passion for community development and engagement through multiple marketing-focused internships at local organizations, including Livingston County Downtown Development and SUNY Geneseo's Small Business Development Center.

## **John Connors**

*Manager, Special Projects*

John holds a BFA in Musical Theatre from Nazareth College and an MA in Arts Management & Entrepreneurship from The New School. While in NYC, a graduate course in creative placemaking sparked his interest in community development and cultural engagement. John has worked with multiple arts and cultural organizations, most recently as Gallery Coordinator for the Genesee Valley Council on the Arts. Previously, John served as Digital Communications and Programming Coordinator for the Hudson Yard's/Hell's Kitchen Alliance.







# 2021 ACCOMPLISHMENTS

## **MISSION: To drive economic vitality in downtown Rochester through innovation and collaboration.**

- RDDC worked closely for a year with Empire State Development (ESD) and ROC2025 to develop a new public private partnership to continue renewed investment downtown.
- We have secured \$3.98 million over five years – \$2.98 million from ESD and \$1 million from ROC2025. RDDC's revenue each year represents the "match" needed to secure those funds.
- The public private partnership entity, the Rochester Downtown Partnership (RDP) launched in December 2021. RDP is being staffed by RDDC through a services agreement. The Rochester Downtown Partnership will steward the potential BID exploration process and spearhead new BID-like programming in downtown.
- A national firm, HRS, was enlisted to lead the executive search process, to replace outgoing President & CEO, Heidi Zimmer-Meyer.

## **2022 Workplan Highlights**

### **Activate new downtown & riverfront events**

- Identify strategies and partners to grow number of downtown and riverfront events
- Identify potential events production firms
- Recommend selections to RDP Board of Directors for approval
- Execute contracts for services

### **Begin BID exploration process**

- Activate BID formation committee
- Interview BID consultants; recommend firm to RDP Board of Directors for approval
- Map out tentative strategy to explore a downtown Business Improvement District (BID)

### **Launch higher impact marketing & communications strategy**

- design improvements to downtown's primary website ([www.rochesterdowntown.com](http://www.rochesterdowntown.com));
- Craft an appropriate advertising strategy to support events

### **Continue RDDC's core economic development activity, including the management and continued growth of The Commissary**

- Continuation of Economic Growth Series events
- Exploration of funding sources to support growth of The Commissary

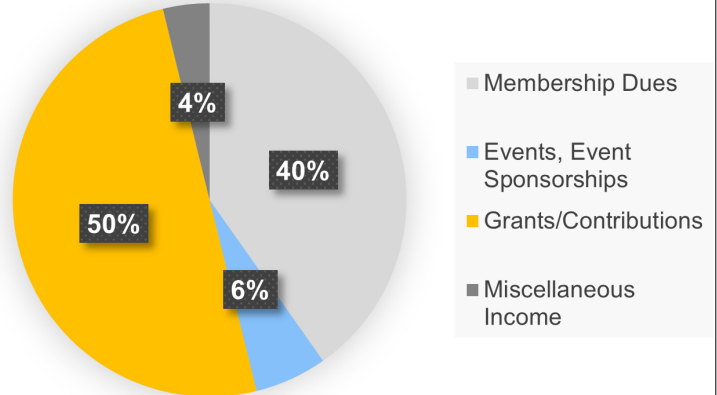




# 2021 Financial Review

Statement of Activities	2021
<b>SUPPORT AND REVENUE:</b>	
Membership Dues	\$ 156,330.00
Events, Event Sponsorships	\$ 23,070.00
Grants/Contributions	\$ 194,460.00
Miscellaneous Income	\$ 14,814.00
<b>TOTAL SUPPORT AND REVENUE</b>	<b>\$ 388,674.00</b>
<b>EXPENSES:</b>	
Staff Payroll	\$ 231,107.00
Payroll Taxes	\$ 18,461.00
Employee Benefits	\$ 21,476.00
Technical Services	\$ 5,650.00
Occupancy	\$ 22,615.00
Equipment & Maintenance	\$ 2,917.00
Phon, I-Net, Cloud, E-Mail	\$ 4,483.00
Office Expenses	\$ 453.00
Printing & Copying	\$ 400.00
Postage	\$ 210.00
Business & Meetings	\$ 2,501.00
Dues & Subscriptions	\$ 2,976.00
Insurance	\$ 2,720.00
Professional & Accounting Services	\$ 29,487.00
Miscellaneous Expenses	\$ 295.00
<b>TOTAL OVERHEAD</b>	<b>\$ 345,751.00</b>
RDDC Events	\$ 7,646.00
Marketing & Communications	\$ 1,320.00
Management Fees & Contracts	\$ -
<b>TOTAL EXPENSES</b>	<b>\$ 354,717.00</b>
Surplus/(Deficit)	\$ 33,957.00
Depreciation Expense	\$ 8,123.00
Surplus/(Deficit)	\$ 25,834.00

## Support/Revenue



Balance Sheet	2021
<b>TOTAL CURRENT ASSETS</b>	<b>\$ 154,851.00</b>
<b>PROPERTY AND EQUIPMENT</b>	<b>\$ 4,660.00</b>
<b>TOTAL ASSETS</b>	<b>\$ 159,511.00</b>
<b>TOTAL CURRENT LIABILITIES</b>	<b>\$ 25,405.00</b>
<b>NET ASSETS</b>	<b>\$ 134,106.00</b>
<b>TOTAL LIABILITES AND NET ASSETS</b>	<b>\$ 159,511.00</b>







# RDDC MEMBERSHIP

**RDDC's initiatives are made possible thanks to our members:**

AIA — Rochester	Greater Roch. Assoc. of REALTORS®, Inc.	The Pike Company, Inc.
Allpro Parking LLC	Greater Rochester Chamber of Commerce	Pyramid Brokerage Company
Ambassador Union Street LLC	Greater Rochester Enterprise	Riedman Companies
Ashley Management Corporation	Harris Beach PLLC	Roc2025
BOMA of Greater Rochester	Harter Secrest & Emery, LLP	Rochester Building Trades Council
Benderson Development	Hilton Garden Inn	Rochester District Heating Coop., Inc.
Birnbaum Companies	Hochstein Memorial Music School	Rochester Educational Opportunity Center
Bruckner, Tillett, Rossi, Cahill & Associates	Holiday Inn Rochester Downtown	Rochester Gas & Electric
Buckingham Properties	Home Leasing	Rochester Institute of Technology
C&S Companies	Hunt E   A   S	Rochester Management, Inc.
CBRE   Rochester	Hyatt Regency, Rochester Downtown	Rochester Public Library
CGI Communications	ID Signsystems	Rochester Red Wings
Canandaigua National Bank & Trust	I. Gordon Corporation	SWBR
Christa Construction	KeyBank	Savin Engineers, P.C.
Colliers Engineering & Design	Konar Properties	Second Avenue Learning
The Community Foundation	Krumsieg-Architecture	Stantec
Community Preservation Corporation	LaBella Associates	The Strong
Conifer Realty LLC	Landers Management	T.Y. Lin International
Costanza Enterprises	Landmark Society of Western New York	Turner Construction Company
Courtyard Rochester Downtown	LeChase Construction Services LLC	UDN, Inc.
ESL Federal Credit Union	M&T Bank	UNICON
Eastman School of Music	M/E Engineering P.C.	Underberg & Kessler, LLC
Excellus BCBS	Monroe Community College	University of Rochester
Fisher Associates	Mission Commercial Realty	Upstate Bank
Five Star Bank	NextCorps	Vargas Associates, Inc.
Flaum Management Company, Inc.	Nixon Peabody LLP	VisitRochester
Floreano Convention Center	Oak Grove Companies	VisualDx
FORTIFIED	Palmer Food Services	Webster Properties, LLC
Foundation Design, P.C.	Passero Associates, P.C.	WinnCompanies
Gallina Development Corporation	PathStone Corporation	Woods, Oviatt, Gilman LLP
Geva Theatre Center	Phillips Lytle LLP	YMCA of Greater Rochester

\*As of June 2022

