

Thank you to our organizing partners:

Downtown Committee of Syracuse



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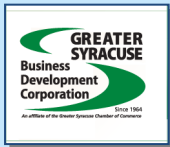
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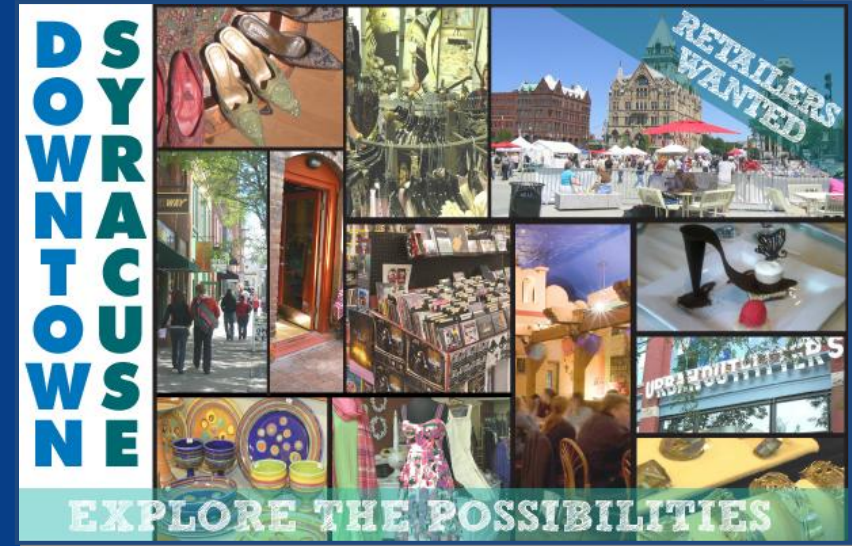
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Downtown Syracuse Retail Program



Wednesday June 22, 2011

8:30 a.m. – 3 p.m.

Two Clinton Square

SUNY Oswego Metro Center / Atrium Lobby

Time / Location	Agenda	
8:30 a.m.– 9:00 a.m. (Suite 135)	Sign-in: Pastries and Coffee will be served	
9:00 a.m.– 9:30 a.m. (Suite 135)	<p>Welcome and Introduction to Downtown Syracuse: An overview of successes to date, an introduction to the real estate development activity taking place and what that means for downtown's future landscape Presenters:</p> <ul style="list-style-type: none"> Robert Doucette, Downtown Committee Board Member, real estate developer David Mankiewicz, Executive Director of the Downtown Committee 	
9:30 a.m.– 10:30 a.m. (Suite 115)	Doing Business in Downtown Syracuse: Whats the Market?	
	<p style="text-align: center;">Track 1</p> <p style="text-align: center;"><u>Retailer Round Table Discussion</u> Downtown Retailers give their point of view on conducting business in downtown Syracuse and what attracted them to downtown. Presentation will be followed by a 10 minute Q & A period Moderated by Lisa Romeo, Downtown Committee of Syracuse Panelists:</p> <ul style="list-style-type: none"> Tina Parker - Eureka Crafts Karyn Korteling - Pastabilities Charlie Manro – Koolakian & Manro Menswear Don Lemp – M. Lemp Jewelers 	<p style="text-align: center;">Track 2</p> <p style="text-align: center;"><u>Understanding the Demographics</u> A presentation that provides insight into the demographics of downtown Syracuse. The seminar will provide a better understanding of the actual market downtown and how to best market to them Moderated by Merike Treier, Downtown Committee of Syracuse Panelists:</p> <ul style="list-style-type: none"> Greg Victory - Director of First-Year & Transfer Programs, Syracuse University Joe Lewis - Sutton Real Estate David Holder - President, Convention & Visitors Bureau Stephanie Crockett - Management Supervisor, EMA
10:30 a.m.– 11:00 a.m. (Suite 135)	<p>Financing and Incentives: What are your options? Attendees will get an introduction to financing options and incentives available in downtown Syracuse, moderated by Cathy Pokines. Panelists:</p> <ul style="list-style-type: none"> Cathy Pokines - Director of Marketing and Communications, U.S. Small Business Administration Peggy Adams - Executive Director, Greater Syracuse Business Development Corporation Valerie Shoudy - Lender Relations Specialist, U.S. Small Business Administration Ben Walsh - Deputy Commissioner, Department of Neighborhood & Business Development, City of Syracuse 	
11:15 a.m.– 12:00 p.m. (Suite 135)	<p>Setting Up Shop: Understanding the Process. Attendees will receive an overview of the process of opening a business downtown, what questions to ask and the resources that exist, moderated by Joan Powers Panelists:</p> <ul style="list-style-type: none"> Joan Powers - Certified Senior Business Advisor, Small Business Development Center Martha Maywalt - Case Manager, Department of Business Development, City of Syracuse Mwisa Chisunka - Senior Tax Analyst, Office of Tax Policy Analysis and Legislative Affairs Unit of the State Tax Department Marty McDermott - Sr. Vice President, JF Real Estate 	

Exploration Session (11:00 a.m.- 3 p.m.) Atrium Lobby at Various Booths
Attendees are able to pick up information and meet individually with:
<p><u>Leasing Agents</u></p> <ul style="list-style-type: none"> JF Real Estate Pioneer Companies CBD Companies CBD Development AJF Real Estate Paramount Realty VIP Structures OA Realty United Properties Management
<p><u>Lending Institutions</u></p> <ul style="list-style-type: none"> Adirondack Bank First Niagara Bank Greater Syracuse Business Development Corporation HSBC Key Bank M&T Bank Empower Federal Credit Union Visions Federal Credit Union
<p><u>Information Resources</u></p> <ul style="list-style-type: none"> Downtown Committee of Syracuse City of Syracuse <ul style="list-style-type: none"> -Syracuse Economic Development Corporation -Office of Business Development US Small Business Administration Small Business Development Center Wise Women's Business Center