A man with glasses and a mustache, wearing a dark sweater over a checkered shirt, stands in a clothing store. He is surrounded by racks of clothes and a mannequin in a red and white striped shirt. The store has a rustic, industrial feel with wooden beams and various clothing items on display.

*"Downtown Syracuse is the best kept  
retailing secret in the state."*


**Joel Shapiro**  
Owner, Mr. Shop, Jet Black,  
Frankie & Faye and Bounce

Meet Downtown  
**Syracuse**

From the days that the Erie Canal ran through downtown Syracuse, we have been a retail destination. People may no longer be traveling by boat to obtain their wares in downtown Syracuse, but they are certainly making their way here to shop. The diversity, quality and selection of merchandise and cuisine in downtown Syracuse is unparalleled to neighboring retail centers. Downtown Syracuse is where you go when you want something unique, whether it's a chic outfit, a hand-crafted gift or an exotic meal. Business owners continue to flock to downtown Syracuse to be a part of the momentum—join them!

To learn more about all that downtown Syracuse has to offer,  
**visit [www.downtownsyracuse.com](http://www.downtownsyracuse.com),**  
your source for downtown information.

Meet Downtown  
**Syracuse**



"I LOVE THE ENERGY, ARCHITECTURE AND  
OPTIONS OF DOWNTOWN. THIS IS WHERE WE STARTED  
AND I COULDN'T IMAGINE IT ANY OTHER WAY."

**John Stage**

Founder, President & CEO  
Dinosaur Bar-B-Que



"DOWNTOWN IS THE PLACE TO BE - WHEN PEOPLE GO OUT, THEIR FIRST THOUGHT IS 'LET'S GO DOWNTOWN.' THIS MAKES DOWNTOWN A GREAT PLACE TO DO BUSINESS. YOU'RE PRETTY MUCH GUARANTEED A GREAT CROWD."

**Patrizia Barbieri**  
Owner, Bittersweet Wine & Dessert Bar

A photograph of Ed Koolakian, the owner of Koolakian & Manro Menswear, standing in his store. He is wearing a brown suit, a white shirt, and a grey tie. He has a mustache and glasses. To his left is a mannequin wearing a dark suit, a white shirt, and a patterned tie. The store is filled with various menswear items, including jackets, shirts, and ties, displayed on racks and shelves. A counter with a cash register and other items is visible in the background. The lighting is warm and the atmosphere is professional.

*"We have been a downtown retail business since 1905. Downtown is a vibrant neighborhood and attracts people from outside the area who come to enjoy a summer concert, dine out at one of our many restaurants or shop at our distinctive specialty stores. Downtown is alive with many activities throughout the year."*

**Ed Koolakian**

Owner, Koolakian & Manro Menswear

## Downtown is *the* Neighborhood of Choice

There is **\$180 million** in development currently being invested into downtown Syracuse.

Market-rate housing in downtown Syracuse is at **99%** occupancy.

There are currently **2,700** residents in downtown Syracuse.

Downtown's residential population has increased **over 25%** in the last 10 years.

*"Downtown Syracuse is the hub -  
it's centrally located and is where  
the revitalization is happening."*

**P.J. Goodman**

Owner, Sweet on Chocolate






*"Life is what we have; style in downtown  
is how we choose to live it."*

**Ken & Tina Hills**

**Co-owners, Casual Expressions  
& Sophistications Jazz Café**



*My commitment to downtown Syracuse started nearly three decades ago. I saw something unique yet familiar in the colorful, abandoned buildings that were soon to become Armory Square. I heard the conversations and the horns. I heard the desire to be there again."*


**Karyn Korteling**  
Owner, Pastabilities

## All Roads Lead to Syracuse

**74%** of all leisure travelers to Syracuse shop while they are here.

The average visitor to Syracuse spends \$286 per day, **\$215** of that is shopping.

Tourism is a **\$716 million** industry for the Syracuse area.

A photograph of two men, Randy and Matt Beach, sitting at a table in a restaurant. They are both smiling and looking towards the camera. The man on the left is wearing a dark green long-sleeved shirt, and the man on the right is wearing a light grey long-sleeved shirt. The background shows a bar area with stools and a brick wall. The lighting is warm and indoor.


*"Our location at the hub of the downtown financial and event districts of Syracuse allows us a location in a dynamic and energized district where we get to enjoy the business patrons, as well as the event crowds."*

**Randy & Matt Beach**  
Owners, Ale 'N Angus Pub



*"Downtown is an alternative to the usual for shopping, eating and living. It's a unique neighborhood that Eureka Crafts has made a commitment to since 1983."*

**Tina Parker & Tom Cunningham**  
Co-owners, Eureka Crafts

A man with a goatee, wearing a dark blue button-down shirt, stands with his arms crossed in the center of a restaurant. The restaurant has a warm, rustic atmosphere with wooden beams, tables, and chairs. In the background, there is a bar area and a wall with religious-themed decorations, including a small shrine. The lighting is warm and ambient.

"To me, downtown represents a kinship of creative, unique and independent-minded entrepreneurs or business owners working together to make this area a destination."

**Steve Morrison**  
Owner, Mission Restaurant

## An Employment Hub

The average commute time is **20 minutes** in Central New York.

There is over **5 million square feet** of occupied office space in downtown Syracuse.

The mean annual income is **\$43,410** in Syracuse.

There are over **27,000** employees that work in downtown Syracuse.



*"We've been running a successful business in downtown for 117 years & 5 generations. I couldn't think of being anyplace else."*

**M. John Kupperman**

Owner, Smith Housewares & Restaurant Supply  
and Hyman Smith Coffee Porium



"DOWNTOWN SYRACUSE IS A DESTINATION. OVER THE LAST 15 YEARS, OUR LOCATION HERE HAS HELPED GROW OUR RETAIL BASE BY ATTRACTING A DIVERSE GROUP OF LOCALS, STUDENTS AND TOURISTS."

**Eric Brush**  
General Manager, Sound Garden

A man in a brown suit and tie is smiling and leaning on a glass display case filled with jewelry. The background shows a jewelry store with various watches and pieces on display. A sign with the word "LAGOS" is visible on the wall.

*“Downtown Syracuse has provided our business with a diverse customer base of over 25,000 people every day for the over 120 years that we have enjoyed doing business in the central city.”*

**W. Donald Lemp**  
Owner, M. Lemp Jewelers

## A Wealth of Knowledge

**138,000** students are enrolled in higher education institutions in the Central Upstate region.

There are **35** universities and colleges in the Central Upstate region.

This region's workforce is **20%** more educated than the national average.

**6 of the top 10** employers in Syracuse are medical and educational employers and account for nearly **23,000** jobs.



"DOWNTOWN SYRACUSE IS AN ENERGETIC,  
URBAN ATMOSPHERE FILLED WITH PEOPLE  
WHO HAVE A BROAD, INTERNATIONAL PALATE  
AND UNDERSTAND QUALITY."

**Max & Pook Chutinthanond**  
Co-owners, Lemon Grass  
and Bistro Èlèphant

## Think Downtown Syracuse for Your Next Business Location

There are more than **60 retail shops** and more than **80 restaurants** in downtown Syracuse's **82 blocks**.

The total retail sales for a 5-minute drive time around downtown Syracuse is **\$1,814,384,412** annually.

Syracuse's urban core is a destination for people looking to purchase clothing, kitchenware, home furnishings, jewelry, sporting goods, footwear and meals.

Curious where your business might fit in?

Ask the Downtown Committee of Syracuse about the sales potential in your industry.



572 South Salina Street  
Syracuse, NY 13202  
(315)422-8284

[www.downtownsyracuse.com/retail](http://www.downtownsyracuse.com/retail)

Photos by Charles Wainwright