

The **Partnership for Downtown Rochester** is a not-for-profit, public-private partnership between Rochester Downtown Development Corporation (RDDC), Finger Lakes Empire State Development, City of Rochester, and ROC2025. This partnership is responsible for jumpstarting a new, collaborative way of managing downtown and ROC the Riverway sites. Through an extensive community-informed process, including a BID Formation Committee, a vision and set of guiding principles was developed to frame the next steps in the BID formation process.

**Vision:** The Partnership for Downtown Rochester will solidify Rochester’s position as the region’s historic and innovative center of bustling community activity. Residents, workers, and visitors will enjoy beautiful and energetic public spaces, including a sensational Riverway, with a dynamic collection of arts, music, culture, shopping, living, educational and employment opportunities that are accessible to everyone. Active street life will make all feel welcome and safe.

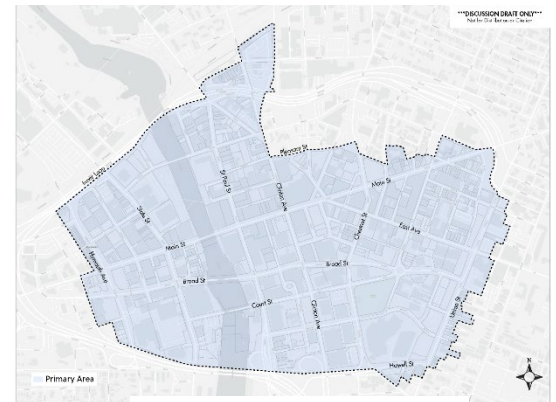
A **Downtown Rochester Business Improvement District (BID)** will be the primary funding vehicle for the Partnership for Downtown Rochester. BID revenues will come from private and public property owners, as well as events and sponsorships. (Religious uses and residential with fewer than four units will not be assessed.)

**Guiding Principles:** *Community Centered & Accessible – Welcoming & Safe – Equitable – Vibrant – Vital*

The Partnership for Downtown Rochester vows to support, promote, hire, and advocate for small and local businesses and talent – Actively seek and engage a diverse set of leaders, board members, event participants, vendors and talent – Host events and programs by and for Rochester’s diverse communities – Build and foster long-term relationships with local community and direct service organizations – Advocate for practices that encourage livability (housing affordability mix, active transportation, parks and open space, neighborhood serving retail and amenities) – Creatively explore ways to support programs and activities downtown that support traditionally marginalized populations (e.g., programming, workforce development, access to public facilities, and other services) – Establish community-based committees to inform and plan for annual priorities and programmatic activities – Promote and support growth of local cultural amenities and artists

**Services:** *The Downtown Rochester BID will pursue this vision through:*

- ⇒ **Marketing, Events, & Activation Services (25%)**  
*Programming and promoting vibrancy in public spaces and streets.*
- ⇒ **Small Business & Livability Services (21%)**  
*Convening stakeholders to champion downtown.*
- ⇒ **Hospitality Services (19%)**  
*Friendly and informative street-level presence.*
- ⇒ **Maintenance & Beautification Services\* (19%)**  
*On-call cleanliness and beautification in vital public spaces.*
- ⇒ **Management Services (9%)**  
*Ensure program efficiencies and organizational sustainability.*
- ⇒ **Social Service Supplement (7%)**  
*Supplemental support for agencies addressing downtown’s social needs.*



*Draft BID Boundary*

***BID Formation Committee:***

Andy Gallina, co-chair	Dr. Myra Henry
Sen. Jeremy Cooney, co-chair	Daryl Krumsieg
Simeon Banister	Peter Landers
Tim Corcoran	Hon. Mary Lupien
Kathy D’Amanda	Marty Muggleton
Kim Frisbee	Rich Perrin
Bret Garwood	Hilary Respass
Ken Glazer	Tim Schmid
Ken Greene	Rob Tortorella
Dr. Seanelle Hawkins	Galin Brooks

**Program Total:** \$1,505,000

**Downtown Enhancement District**

(Services provided by the City of Rochester): \$760,000

**Proposed Budget Grand Total:** \$2,265,000

\*Out of a total assessment raised of \$2,265,000 annually, \$760,000 will be committed to ensure the continued operation of the Downtown Enhancement District and preservation of all City staff positions. The existence of a Downtown Rochester BID will in no way impact or affect existing City staff positions and the implementation of a Downtown Rochester BID will be consistent with City policy.