

**F.O.C.U.S. GREATER SYRACUSE
ARTS, CULTURE, EVENTS DOWNTOWN STRATEGIC PLAN**

February 6, 2002

<p>MISSION STATEMENT</p> <p>To energize the community to enhance the vitality of Downtown Syracuse as a regional cultural center</p>
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GOAL 1: COMPLETED

To designate downtown Syracuse as the center of arts and culture.

Strategies
1. Brainstorm ways to increase the visibility of the cultural district
2. Identify funding source(s) for Arts, Culture, Events Downtown district
3. Create proposal for designating downtown as an arts and cultural district
4. Seek governmental approval and incentives for designation of district

Goal 2: IN PROGRESS

To serve as a catalyst and foster collaboration and communications among cultural groups, businesses, and community leaders.

Strategies
1. Convening of arts, cultural, events key players – to discuss and participate <ul style="list-style-type: none">• Syracuse Opera, Symphony, MOST, Syracuse Stage, Delevan Center, etc.
2. Revisit (individual meetings) govt., business, neighborhood key players, and cultural organizations COMPLETED <ul style="list-style-type: none">• Downtown Committee• Syracuse 2020• TNT Downtown• City/County Officials• Syracuse Chamber of Commerce• Syracuse Convention and Visitor's Bureau• Syracuse School District
3. Foster a social network among arts and cultural groups

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GOAL 3:

To increase community awareness, knowledge, and support of arts and culture.

Strategies

1. Communicate progress via the FOCUS website (business case is on FOCUS website under "Updates" @ www.focussyracuse.org)
2. Participate on the Downtown Marketing Committee to develop communication and marketing strategies to all audiences **PARTICIPATING**
3. Support visual and performing art in visible public places

GOAL 4:

To create a cultural climate that improves the quality of life in downtown Syracuse leading to economic development.

Strategies

1. Support strategic lighting projects:
 - Everson
 - Streetscape from Everson to Columbus Circle/Courthouse/Erie Canal Museum
2. Support Signage and Beautification Committee
3. Participate in and support Columbus Circle Cultural Corridor and Hyett Palma Downtown report of 2001
4. Communicate and collaborate with downtown developers

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Completed Strategies
1. Develop Arts and Culture Downtown Strategic Plan
2. Development of the business case for Arts, Culture, Events Downtown including research
3. Meetings with the Cultural Resources Council and Downtown Committee to solicit support for the initiative
4. Meetings with the Mayor and County Executive to solicit support for the initiative
5. Individual meetings with Syracuse 2020, TNT Downtown, City/County Officials, Syracuse Chamber of Commerce, Syracuse Convention and Visitor's Bureau, TNT Facilitators Coordinating Council, Library Board of Directors, and Columbus Circle Cultural Corridor to solicit support
6. Strategic lighting of Clinton Square