

RDDC Corporate Profile

What is RDDC?

The Rochester Downtown Development Corporation (RDDC) is a private, not-for-profit, economic development entity, and is primarily funded by corporations, institutions and real estate companies. It is structured as a 501(c)(3) corporation where financial support is treated as a charitable contribution.

RDDC's role is to deliver a vibrant and economically strong downtown as part of the regional asset package. The corporation is viewed regionally as the "expert" on downtown issues, market information and stakeholder positions. RDDC is a highly effective leadership vehicle that explores, influences, and directs action on key projects and issues that impact stakeholder interests downtown.

What does RDDC do?

- **DOWNTOWN ADVOCACY & LEADERSHIP** — On issues, programs & policies impacting downtown investment, tenancy, the living environment, visitor attraction, and other stakeholder interests. Directly supporting the Downtown Innovation Zone (DIZ), and developing the new downtown kitchen incubator called *The Commissary*.
- **THE "DOWNTOWN EXPERTS"** — Market tracking including investment levels & trends; and, development, occupancy and pricing for both the office and residential markets.
- **INVESTOR/DEVELOPER SUPPORT** — Continuous work with local and out-of-town investors and project developers to share market information and feedback, neighborhood trends, and government connections where useful.
- **MARKETING & PROMOTION** — Marketing downtown's brand and assets; improving visibility of downtown housing & commercial space options; and, leveraging traditional media & social media to amplify downtown's emerging story.
- **PARTNERSHIP WITH GOVERNMENT** — Convening stakeholders to shape a regional agenda for downtown; and, collaborating with City, County and State government officials to identify and solve issues to fuel future downtown investment, occupancy and growth.



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