

# 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?

### **ADVOCACY**

- Make downtown welcoming for everybody, and share why that is important
- Expose and push for infrastructure needs specific to downtown
- Lead and/or convene groups to solve problems (*e.g., school busing, parking*)
- Intermediary with the City and/or City Council, where necessary and appropriate
- How services are provided in the new downtown environment

### **MARKET TRACKING**

- Honest evaluation of market conditions, and expose new local trends
- Share information with wide range of market-interested players
- Support and encourage investors and developers
- Track the innovation and creative class sectors downtown
- Explore what's happening nationally in cities and downtowns, and identify the "next new things"

### **ECONOMIC DEVELOPMENT**

- Connect downtown prosperity to opportunity for urban entrepreneurs, helping to build a stronger urban entrepreneurship ecosystem
- Active leadership in Finger Lakes Regional Economic Development Council work (*e.g., Next Gen Manufacturing & Technology Workgroup, Innovation & Development Workgroup, DIZ Subteam, Video Game Industry Group*)
- Support development of the new downtown EcoDistrict
- Build new downtown kitchen incubator (*The Commissary*), hold workshop series for food entrepreneurs

### **TELL THE STORY**

- Articulate how downtown is changing, describe the "new downtown"
- Cultivate and maintain strong media relationships
- Lead process to rebrand downtown – concept development, execution of new brand
- Market and support the Downtown Innovation Zone
- Share the downtown story across the region
- Develop strong social media presence
- Create active and useful websites (*e.g., downtown portal, DIZ website, The Commissary*)

### **INITIATE NEW WAYS TO FILL MARKET GAPS**

- Leverage RDDC's deep market knowledge, and use lean size to operate as an agile and nimble organization
- Hold constantly evolving program of content-related events (*e.g., Economic Growth Series, member briefings, new Innovation Series, real estate breakfast series*)
- Explore new downtown events to enliven and reactivate downtown street life