

# ECONOMIC IMPACT REPORT

2004-2005



## On the cover:

Syracuse University and the  
City of Syracuse in partnership.

Pictured: The Warehouse (left);  
Community Folk Art Center.  
(See related story on page 5.)

## Right:

New York State Governor George  
Pataki, SU Chancellor Nancy Cantor,  
and other government and University  
representatives participate in a  
groundbreaking ceremony for the  
new Syracuse Center of Excellence in  
Environmental and Energy Systems.  
(See related story on page 6.)



# Syracuse University: An economic and cultural powerhouse in Central New York

**Syracuse University—a place where research and scholarship combine to create achievements and discoveries that directly affect local, regional, and state economies.**

As a regional catalyst of growth and change, Syracuse University is a dynamic influence on the Central New York economy. With close to 10,000 full- and part-time employees, the University is one of the area's top employers. It is also a significant consumer: In 2005, SU spent \$535 million on goods and services in the region, including \$195 million in Onondaga County alone. Although educational institutions are exempt from some kinds of taxation, SU and its employees, in fact, paid more than \$79 million in federal, state, and local taxes and fees.

## PAYMENTS AND TAXES (2004-05)

### Federal and State

FICA (Employee and SU Share)	\$ 32,982,191
Federal Income Tax Withheld	30,690,074
NYS Income Tax Withheld	10,962,081
NYS Sales Tax Collected (4.25%)	1,203,881
Gross Utilities Tax (NYS Portion)	210,000

**Total** **\$ 76,048,227**



### Taxes and Fees to Local Governments

Sales Tax Collected for Local Gov't. (4%)	\$ 1,133,065
Street Closure Fee	329,850
Water and Sewer	692,126
Sewer Usage Charges	613,404
Property Taxes (calendar year 2005)*	305,336
Dome Events Surcharge	100,000
Calendar Year Payment to City of Syracuse for Dome Traffic Control	21,042

**Total:** **\$ 3,194,823**

**Grand Total Federal, State, and Local Taxes and Fees** **\$ 79,243,050**

*\*Property taxes do not include the following University-affiliated operations:*

Sheraton Syracuse University Hotel & Conference Center:	\$ 501,556
Drumlins Country Club:	\$ 162,691

## Connections and Collaborations

In a bold new initiative to reach out to the Central New York area, the University has expanded its collaboration with the City of Syracuse and its business and arts organizations, focusing on ways to foster greater involvement of SU students and faculty in the local community. One of the primary efforts is the Connective Corridor, a multifaceted project to connect the University Hill and downtown Syracuse with a pathway for arts, culture, and interaction. Announced by Chancellor Nancy Cantor on March 21, 2005, the Connective Corridor will help to overcome the barrier the elevated portion of Interstate Route 81 presents to interaction between the University and surrounding communities.

The plan for the Connective Corridor includes improved lighting and attractive landscaping, benches, wireless Internet access, signs identifying places of cultural and historical interest, bus shelters, and venues for public art. Artists, graphic and

industrial designers, and landscape architects will pool their talents and resources to create a pathway that is an enjoyable thoroughfare. The route—which is relatively level—will encourage walking, running, and biking activities. The project is expected to benefit area hotels, museums, entertainment venues, retail and specialty stores, and restaurants. Increased pedestrian traffic will spur the growth of new businesses and expand the customer base of existing businesses.

The Connective Corridor is being created through a combination of public and private funds. U.S. Representative Jim Walsh secured more than \$5 million and U.S. Senators Charles Schumer and Hillary Rodham

Clinton have secured \$4 million in public funding for the project. National Grid has provided a \$1 million economic development grant for the project.

Not only will the Connective Corridor be a place for people to appreciate on its own merits, it will also be a “spoke” in what Chancellor Cantor has called the “Arts Wheel,” the University’s engagement

with the many cultural institutions and grassroots arts groups in Central New York. Participants include the Coalition of Museum and Art Centers; The Warehouse; the University’s Point of Contact Gallery, a distinctive new space for the visual arts; the Community Folk Art Center; the Paul Robeson Performing Arts Company; and Syracuse Stage.

*“The Connective Corridor is a way to make art accessible, part of the community, something that flows from everyday life and at the same time contributes to it.”*

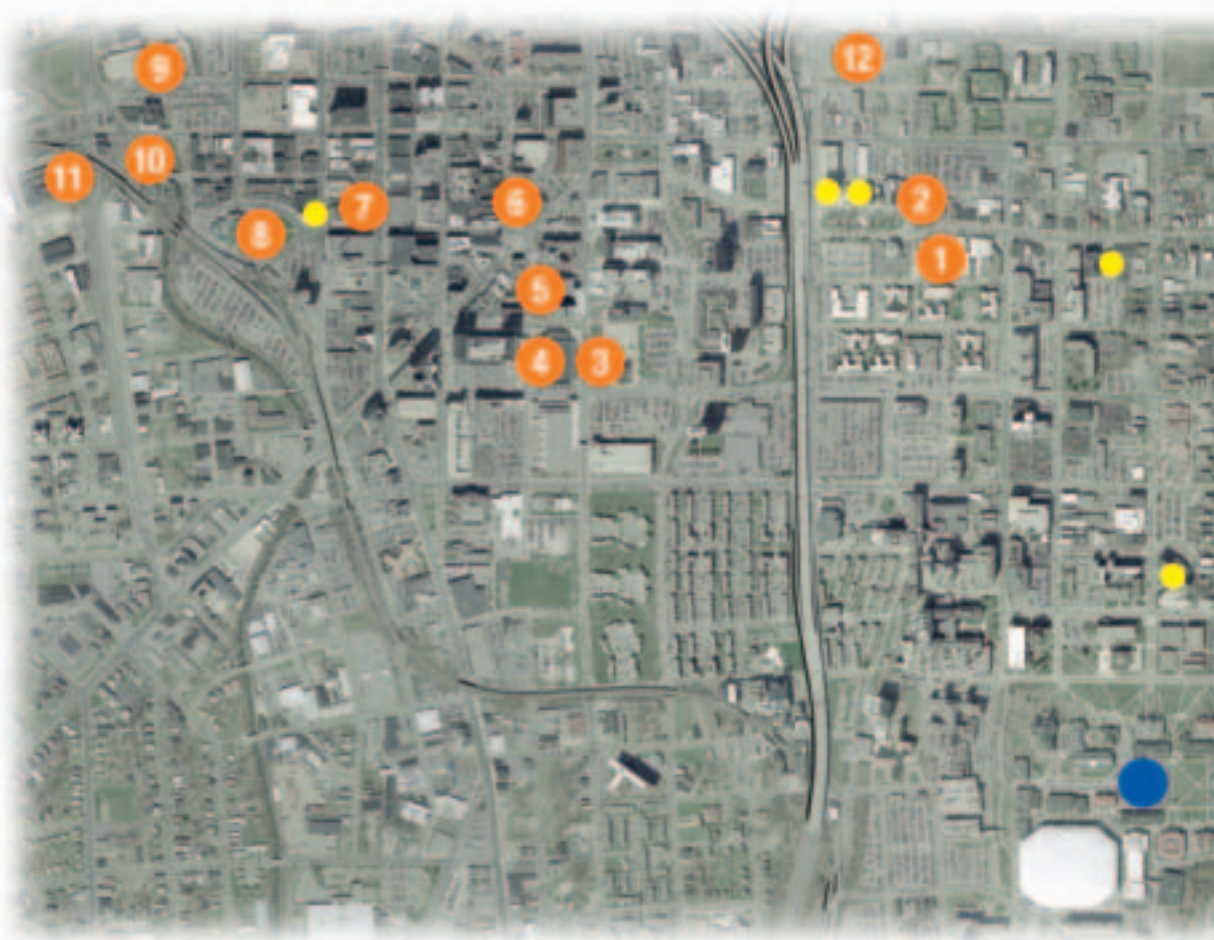
— Gloria Kraegel, spokesperson,  
The Redhouse



Increased collaboration with the local community benefits both SU and Central New York. The University is a major destination for visitors and a boost to the local economy, drawing 1.1 million people to the area in 2005. These visitors spent approximately \$2.5 million to attend SU athletics, academic programs, drama, music, art, lectures, and conference events. They contribute directly to the area's economic and cultural growth, spurring broader private investment downtown, particularly in housing and mixed-use projects.

### The Connective Corridor

- |   |  |
|---|--|
| 1 Syracuse Stage  | 7 Landmark Theatre                                       |
| 2 Paul Robeson Performing Arts/<br>Community Folk Art Center            | 8 Milton J. Rubenstein Museum of<br>Science & Technology |
| 3 Everson Museum of Art   | 9 The Warehouse  |
| 4 War Memorial Auditorium   | 10 The Redhouse  |
| 5 Mulroy Civic Center<br>Syracuse Symphony Orchestra,<br>Syracuse Opera | 11 The Delavan Center                                    |
| 6 Onondaga Historical Association<br>Museum                             | 12 Center of Excellence                                  |
|   | Yellow circle: Hotel Properties                          |
|   | Blue circle: SU Main Campus                              |



## Coalition of Museum and Art Centers

The Coalition of Museum and Art Centers (CMAC) brings together the programs, services, and projects of several arts centers and museums within the Syracuse University community in a collaborative effort to expand the public's awareness, understanding, appreciation, and involvement in the visual and electronic arts. The coalition includes Light Work/Community Darkrooms, the Joe and Emily Lowe Art Gallery, Syracuse University Art Collection, the Community Folk Art Center, Special Collections at E.S. Bird Library, artist projects at The Warehouse, and the Louise and Bernard Palitz Gallery at SU's Lubin House in New York City.

CMAC seeks to create a new model for the administration and operation of art centers and museums by combining the best practices of each member, and Syracuse University is providing the necessary infrastructure, educational platform, resources, and influence. Under the direction of Jeffrey Hoone, coalition members are collaborating on a central Web site and calendar, and are joining forces on publications, marketing plans, and fund-raising initiatives.

Economic benefits to the Syracuse area include an increased capacity to attract and retain residents and businesses by creating a more visible and vibrant series of art programs throughout the community. In addition, by expanding the programming of these art centers, more dollars will be spent at local businesses for materials, supplies, and equipment.



## Renewal and Return

Emphasizing the mutual benefits of linking the University and the City of Syracuse, SU purchased an old furniture warehouse and two adjacent parking lots on West Fayette Street. Completely renovated in 2005, The Warehouse now serves as a temporary home for the School of Architecture while Slocum Hall on the SU campus is being renovated. Programs from the College of Visual and Performing Arts and the S.I.

Newhouse School's Goldring Arts Journalism

Program moved into The Warehouse in

January 2006, bringing hundreds

of students and faculty into

downtown each day, infusing

the area with energy

and vitality.

A \$1.25 million grant secured by State Senator John DeFrancisco helped support the renovation of areas of the first floor of The Warehouse into such public spaces as art galleries, a 125-seat lecture hall, and a community box office.

In addition to the \$9 million Warehouse project, SU leased property at 805 East Genesee Street to provide a new home for the Paul Robeson Performing Arts Company and the Community Folk Art Center. The University purchased the 900 block of East Genesee Street for the Point of Contact Gallery and a home for the Syracuse International Film & Video Festival. Both investments have revitalized a regional arts district, which includes the Milton J. Rubenstein Museum of Science & Technology, the Redhouse, and the Delavan Art Gallery. The district is expected to draw hundreds of thousands of visitors annually into the city, including Syracuse University alumni, parents, and prospective students.

## THE SYRACUSE UNIVERSITY COMMUNITY

12,905 full- and part-time undergraduate students

5,829 full- and part-time graduate and law students

1,004 full- and part-time faculty members\*

362 part-time adjunct faculty members

3,471 full- and part-time staff members

3,778 student employees

1,331 graduate assistants

**Total Employees: 9,946**

**Total Employee Payroll (before taxes): \$267,154,075**

\*Full-time faculty (892) represents instructional faculty as reported to the U.S. Department of Education and the American Association of University Professors. Other full-time faculty (research, visiting, etc.) are included in full-time staff.

## DEGREES CONFERRED, 2004-05

Bachelor's: 2,403

Master's: 1,614

Juris Doctor: 228

Doctoral: 126

**Total: 4,371**

# Research and Discovery

Syracuse University is ideally positioned to be a primary incubator of ideas and innovations in Central New York. A renewed emphasis on collaborative research and development in 2005 drew on the vast talents and expertise of SU's departments and regional resources. The University's 1,366 full-time, part-time, and adjunct faculty members have enhanced the University's solid reputation as a center of advanced research by attracting to Central New York more than \$58 million in research awards of grants and contracts. These projects created partnerships that connected the University's students, scholars, laboratories, classrooms, studios, libraries, and archives with policymakers, businesspeople, other educational organizations, and citizens committed to real change and growth.

## Syracuse Center of Excellence

Initiated by Governor George Pataki in 2002, the Syracuse Center of Excellence (CoE) in Environmental and Energy Systems links businesses with university-based researchers throughout the region to develop new technology, solutions, and applications that improve human health and productivity in buildings and urban environments. The new Syracuse CoE headquarters, designed in 2005, will be built on reclaimed brownfield land at the corner of Washington and Almond streets in Syracuse. In January 2006, Governor Pataki announced a commitment of an additional \$10 million in state funding for the headquarters facility, providing for an additional floor and innovative energy systems. U.S. Senators Hillary Rodham Clinton and Charles Schumer secured an additional \$4 million for an intermodal transportation facility at the headquarters campus.

U.S. Representative James Walsh secured an additional \$2.7 million in federal funding for Syracuse CoE projects, raising his total for this initiative to more than \$31 million.

In the past year, four new products produced by Syracuse CoE partners have hit the market and more are in development. With funding secured by New York Assemblyman William Magnarelli through the Empire State Development Corporation Commercialization Assistance Program and awarded by the Syracuse CoE's Commercialization Assistance Program, Central New York companies created and introduced the following new products for sale in regional, national, and international markets:

- IsolationAir, developed by Air Innovations Inc., in collaboration with SUNY Upstate Medical University. It converts standard hospital rooms into isolation rooms.



- “Q” Air Terminal System, engineered by NuClimate Air Quality Systems Inc. It improves the air quality in building ventilation systems and uses less energy than current systems.
- OrthoSystems Inc., in partnership with Syracuse University. It creates a real-time, switchable molecular sensor to detect harmful agents in drinking water.
- Ultra-Fine Particle Counter, developed by Thermo Electron Corp. in collaboration with Clarkson University. It determines the concentrations of aerosol particles down to two nanometers in size.

In addition, researchers affiliated with Syracuse CoE are developing a more biodegradable plastic from wood, improving the blade and turbine design of windmills to increase energy output, and assuring

water quality through robotic monitoring. Economic momentum from the increase in product development and research grants has led to the creation of new companies and scores of jobs in the region, including 102 new positions at engineering firm O’Brien & Gere.



# Development and Value

From its long-standing commitment to technological research and development, SU continues to develop strong value-based business relationships. Strategic economic planning and workforce development initiatives, co-sponsored with organizations such as the Metropolitan Development Association, the New York State Department of Labor, and the Central New York Technology Development Organization, have resulted in the creation of more than 200 new jobs locally. A growing number of high-value corporate partnerships with local technology companies, such as Anaren Microwave Inc., Lockheed Martin, and Welch Allyn, have generated long-term revenue opportunities in excess of \$1.5 million.

## **New York State Science & Technology Law Center**

As the winner of a peer-reviewed, statewide competition, the Syracuse University College of Law was selected by the New York State Office of Science, Technology, and Academic Research (NYSTAR) to house the New York State Science & Technology Law Center (NYS-STLC). With state funding in excess of \$1 million, NYS-STLC is providing legal education, research, information, and support services to more than 30 research centers throughout New York State, as these centers develop and market new technologies and seek to compete in the marketplace. Syracuse University has matched the state's funding with an additional \$1 million.

Under the direction of College of Law professor Theodore Hagelin, NYS-STLC works on approximately eight projects per academic year that

are managed by academic, professional, and corporate partners in law, business, and technical disciplines, and supported by interdisciplinary student research teams.

Two companies that have already benefited from the expertise of NYS-STLC are based in Central New York. One is Wireless Grids Corp., a start-up company developing software that will enable users to make connections effortlessly among computers, personal digital assistants, cell phones, and other electronic devices through a wireless grid. Wireless Grids is affiliated with the Syracuse University CASE Center, a technology business incubator dedicated to helping start-up and early-stage information companies become established, grow, and move on to make a positive impact on the regional and global economies.

NYS-STLC also assisted NorthEast Surplus & Materials LLC, a Syracuse-based recycler of e-waste—obsolete computers and related electronic devices. NorthEast is a member of the South Side

Entrepreneurial Connect Project (SSECP), an offshoot of the Martin J. Whitman School of Management's Falcone Center for Entrepreneurship at Syracuse University, which fosters entrepreneurial activity on the SU campus and in Central New York with a number of initiatives.

## South Side Initiatives

In August 2004, five faculty members and more than 70 students from the Martin J. Whitman School of Management's Department of Entrepreneurship and Emerging Enterprises (EEE) and the Falcone Center for Entrepreneurship teamed up with South Side entrepreneurs to help them strengthen their businesses. The South Side Entrepreneurial Connect Project (SSECP) combines the talents of SU students and the city's South Side business owners to promote new venture growth and business stability.

Projects include helping The Groove, a South Side bar and soul food restaurant, with its business advertising, pursuit of funding opportunities, and

*“After working with  
SU students, I am  
no longer a woman  
running a business  
out of a cigar box.  
I am now feeling  
more professional  
and comfortable  
with myself and  
the business.”*

— Carol Perry, owner,  
South Side News Stand



the renovation of its dining area. In another effort, students built an inventory system for the South Side News Stand and helped plan improvements to make its layout more attractive to customers. They also

**SYRACUSE UNIVERSITY  
RESEARCH CONTRACTS (IN MILLIONS):**

**Annual Awards of Grants and Contracts**

FY 2004-05	\$58.4
FY 2003-04	\$69
FY 2002-03	\$66.6
FY 2001-02	\$46.39
FY 2000-01	\$44.7

**Annual Expenditures**

FY 2004-05	\$57.7
FY 2003-04	\$53.85
FY 2002-03	\$46.5
FY 2001-02	\$44.13
FY 2000-01	\$40.25

completed a technology plan and marketing strategy for e-waste recycler NorthEast Surplus & Materials LLC. In addition, Whitman faculty conducted a program under the Falcone Center's OnTarget youth seminar series for young South Side entrepreneurs at the Southwest Community Center. The seminar series was aimed at 17- to 25-year-old entrepreneurs wanting to start or improve their businesses. The series was so well received that it is being offered to those over age 25 as well. All businesses in need of a computer received one, thanks to contributions from NorthEast Surplus and Crouse-Hinds Corp.

The SSECP is supported by the Syracuse Chamber of Commerce, which donated six memberships to the project and four memberships to the Falcone Center's WISE (Women Igniting the Spirit of Entrepreneurship) initiative; the City of Syracuse Department of Economic Development; and the Onondaga County Industrial Development Agency, all of which have members serving on the initiative's board or in the association. The University-

South Side team, which has received an initial financial commitment from the Rosamond Gifford Foundation, has an ambitious agenda: to eventually have in place 100 core small businesses. These will be supported by an infrastructure of community businesses, social and economic organizations, an entrepreneurial association, an advisory board, and an interactive Web site. Their goal is to stimulate financial health and entrepreneurial spirit in the South Side community.

The team's efforts also include the development of the WISE initiative. To help support the growing business world of women, WISE offers a yearly symposium at the OnCenter in Syracuse. Last year, more than 500 women business owners attended the event. WISE has also implemented an interactive Web site to make resource networking easier, and will soon boast a virtual incubator, a Web-environment business support initiative. A workshop series, "The High-Heeled Bootcamp," promotes good business practices.





## Growth and Commitment

The University's growth in 2005 was not limited to the broader community. On the University Hill, \$40 million of material and labor was used to create the new state-of-the art Martin J. Whitman School of Management. Located on the north campus corner of University Avenue and East Adams Street, the 160,000-square-foot Whitman facility opened for classes in spring 2005. On the west side of campus, construction is under way on a 74,000-square-foot addition to the S.I. Newhouse School of Public Communication. The project, principally funded by a \$15 million grant from the Samuel I. Newhouse Foundation, will include a Newhouse III facility and extensive renovations to the existing complex. In addition to these two major capital investments, SU spent nearly \$35 million on other construction and building rehabilitation.

## Partnerships and Outreach

Funded primarily through a \$570,000 instructional and research support budget,\* the University's community partnerships take many forms. The University regularly works with more than 400 nonprofit and public agencies in Syracuse and Onondaga County, including public and private schools, hospitals, youth organizations, food consortiums, housing programs, seniors programs, and advocacy groups.

In the greater Syracuse area, SU's service learning programs involved more than 5,000 student volunteers who logged almost 500,000 hours of service, earning SU the distinction of being named a "college with a conscience" by *The Princeton Review*. The University's Mary Ann Shaw Center for Public and Community Service provided hundreds of referrals for students interested in serving the local community.

The Wilson Park Project was a model opportunity to engage University students in the community. Revitalizing the park, located in a Syracuse housing project, has developed into a long-term mentoring program for nearly 30 public affairs students. Grants secured for the project by the University have also been used to refurbish a technology center located at the park.

In 2005, 233 student volunteers participated in the SU Literacy Corps, a University-community partnership for mentoring area students. They completed nearly 36,000 hours of tutoring in the community, helping more than 2,600 at-risk children throughout Onondaga County.

\*Year ending June 30, 2005. Represents expenses for instruction and departmental research; sponsored research and other programs; academic support; student services; institutional support; and auxiliaries. As noted in the 2005 *Syracuse University Financial Report*.

## Syracuse City School District/ Syracuse University Partnership

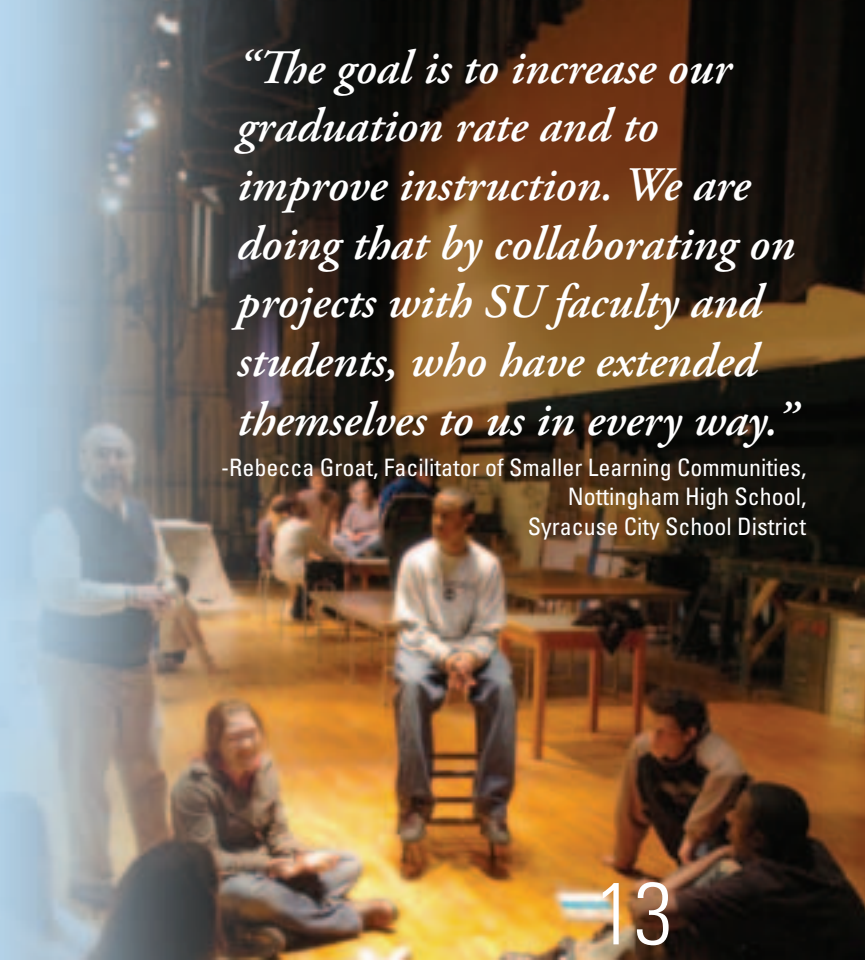
A new partnership between Syracuse University and the Syracuse City School District (SCSD) is enhancing learning at Nottingham High School through a pilot program that is infusing the arts into the school's curriculum in targeted ways, primarily through SU's College of Visual and Performing Arts.

Although the "SU/SCSD Partnership for Better Education" is initially operating mostly within Nottingham (and in the elementary and middle schools that feed into it), with support from the College of Visual and Performing Arts, as the pilot progresses, other SU schools and colleges will participate. Eventually, the partnership will provide a model for other quadrants of the SCSD system, putting institution-wide support from SU and SCSD behind innovative ideas in all parts of the district.

The partnership complements many additional collaborations between SU and SCSD, including the SU Literacy Corps, SU Project Advance, existing professional development partnerships, student teaching and social work field placements, SU GEAR-UP, and others. SU has also reaffirmed its commitment to the Syracuse Challenge, a 12-year-old program that supports SCSD students from eighth grade onward and provides scholarships to students who qualify to attend SU.

For many years, the Syracuse University School of Education has worked in collaboration with the SCSD to create innovative programs for students from kindergarten through grade 12. Those collaborations include: A School Partnership: Improving Science Education, which is designed to make the learning of basic concepts in secondary biology, chemistry, Earth science, physics, and other

areas exciting to students; the ESL Computer Club, which shows English-as-a-second-language students and teachers how to effectively integrate technology into the classroom; and the Delaware Academy's Extended School Day/ Violence Prevention program, which engages elementary students in activities that center on academics, social skills (including conflict resolution training), and cultural enrichment.



*“The goal is to increase our graduation rate and to improve instruction. We are doing that by collaborating on projects with SU faculty and students, who have extended themselves to us in every way.”*

-Rebecca Groat, Facilitator of Smaller Learning Communities,  
Nottingham High School,  
Syracuse City School District

# Engagement with the World

As an academic institution of international stature, Syracuse University is dedicated to inspiring students to explore the world and embrace their role as members of the global community. Since 1919, study abroad has been part of the University's educational tradition. Today, Syracuse University Abroad (SU Abroad) maintains academic centers in five countries—England, France, Italy, Spain, and China—with an eye toward enhancing existing programs and creating new centers in other parts of the world.

## SU in London

In August 2005, the SU Abroad London center relocated to Faraday House in Bloomsbury—its new home in London's university quarter and the cultural heart of the city. The program's former location on the outskirts of London required a lengthy commute to

the city center, which resulted in many students not taking full advantage of all that the city has to offer. With the opening of Faraday House, students are now within minutes of museums, libraries, theaters, universities, and countless other resources.

Faraday House was extensively renovated to include new classrooms and faculty offices, an auditorium, student and faculty common rooms, a writing center, computer clusters, design and multimedia studios, and wireless Internet access.



Established in 1975, SU's London center is widely regarded as the city's most comprehensive study abroad program. Its wide range of course offerings, academic excellence, and strong emphasis on cross-cultural and multicultural understanding provide students with invaluable professional and personal growth opportunities.

## Partnering with China

In 2005, SU Abroad established a new center in Beijing at one of China's premier academic institutions, Tsinghua University, often referred to as the "M.I.T. of China."

The program focuses on contemporary China, and is designed to appeal to students with an interest in the country as an emerging global power. Unlike most U.S. programs at Chinese universities, SU's program offers courses taught in English by Chinese



faculty, in addition to intensive language study. The program is among the first partnerships between a major U.S. university and a major Chinese university to accommodate students across all language levels.

The center enables U.S. undergraduate and graduate students to spend a semester or full academic year in Beijing, studying the complexities of contemporary China across disciplines—particularly those where SU and Tsinghua have complementary strengths, such as history and geography, public policy and politics, communications, and traditional and modern arts. The center builds upon an existing partnership: Tsinghua's Public Policy School and the Maxwell School of Citizenship and Public Affairs Executive Education program have worked together since 1998.

The universities will continue to identify other opportunities for partnerships and academic collaborations, such as SU's establishing a scholarship for visiting scholars from Tsinghua.



## The SU-Korean Connection

Since 1973, the South Korean government has sent government officials to the Maxwell School to earn master's degrees in public administration, leading to an increase in Korean student representation in other University academic programs. More than 350 South Korean students and scholars—including government officials—study at Syracuse each year.

The University continues to build on its Korean connections, most notably the Ambassador Pyo Wook Han '42 Lecture Series on Korean/U.S. Affairs, which

was established in 2001. Alternating between Syracuse and Seoul, the lecture series honors the distinguished career of Han, a longtime diplomat and George Arents Pioneer Medal recipient who was instrumental in establishing the Korean Embassy in Washington, D.C. The most recent on-campus lecture featured Young-Jin Choi, ambassador to the Permanent Mission of the Republic of Korea to the United Nations, who spoke on nuclear non-proliferation.

In the spirit of knowledge sharing, SU faculty members are involved in the first project that partners a North Korean institution with an American university in an ongoing collaboration. Representatives from Maxwell, the L.C. Smith College of Engineering and Computer Science, the School of Information Studies, and University College are working with colleagues at Kim Chaek University of Technology in Pyongyang to develop the first digital library in the Democratic People's Republic of Korea (North Korea). Several exchanges have taken place with visits to Syracuse by North Korean delegates.

# The Dome and SU Sports: Attracting fans and visitors year-round

## The Syracuse University Carrier Dome at 25

Whether captured on television by an overhead shot or spotted through a windshield on Interstate Route 81, the big white bubble on the Hill has come to mean just one thing: “Welcome to Syracuse, New York!” September 20, 2005, marked the 25th anniversary of the opening of the Syracuse University Carrier Dome, the largest, most visited venue for spectator events in Central New York. Built by means of a public-private partnership, the domed stadium has drawn almost 25 million spectators to more than 1,700 events on the Syracuse campus and has made Syracuse the origination point of more hours of national television than any place in New York State north of Midtown Manhattan. Known nationally as the home of SU’s intercollegiate sports teams in basketball, football, and lacrosse, the Dome

has hosted dozens of regional high school sports championships and has been the venue for the Empire State Games at Syracuse seven times.

More than a sports stadium, the Dome has put Central New York on the map for major musical concert tours by acts as varied as the Rolling Stones, Willie Nelson, Prince, Santana, U2, and, most recently, Billy Joel. Frank Sinatra, Snoop Dogg, Dolly Parton, and Bob Hope have entertained generations of Central New Yorkers under the Dome. Community-interest events, including the New York State Field Band Competition and the Dr. Martin Luther King Jr. Celebration, are held annually at the Dome. As the site of the University’s annual Commencement ceremonies, the speaker’s platform has been visited by world-renowned guests, including primatologist Jane Goodall at Commencement 2005.

As a prime year-round destination, the Syracuse University Carrier Dome draws hundreds of thousands

of visitors to Central New York, some of whom discover the region’s cultural and natural attractions for the first time. According to a formula suggested by the Syracuse Chamber of Commerce, visitors to the Dome spend an average of \$23.8 million each year at Central New York restaurants, hotels, shops, and other venues.

### SYRACUSE UNIVERSITY VISITORS:

Syracuse Stage	73,393
Setnor School of Music	20,000
Lowe Art Gallery	9,383
Hendricks Chapel	53,670
University Lectures	1,000
Carrier Dome	893,627
University traditions (Commencement, Homecoming, Parents Weekend)	22,530
Admissions events for prospective students	25,400
<b>Total campus visitors in 2004-05:</b>	<b>1,099,003</b>



## Orange is in the Apple

Each year, Syracuse University alumni are joined by legions of “Orange subway alumni” in the New York City metropolitan area, and by sports fans across New York State, in their passion for Syracuse intercollegiate athletics. Whether at a Big East basketball game in Madison Square Garden or a football matchup at the Meadowlands, Big Apple fan support has the power to turn road games into second-home games for the Syracuse Orange.

In August 2005—to honor the Syracuse faithful

*“We want the Orange  
on everyone’s mind.  
What better place  
to get your message  
across in the world  
than New York City?”*

—SU Director of Athletics Daryl Gross on the  
“Orange is in the Apple” campaign

Manhattan-style—SU kicked off its “Orange is in the Apple” campaign by erecting a 120-foot-high, 18-foot-wide, three-sided thank-you banner at 49th Street and Seventh Avenue, in the heart of Times Square, visible to some one million people each day. According to Daryl Gross, SU’s director of athletics, the enthusiasm and loyalty of alumni, fans, and

friends in the metropolitan area and everywhere across the Empire State have made Syracuse University “New York’s team” for NCAA Division I sports.



## **Scholarship in Action: Investing in the Creative Campus and the Central New York Community**