

SYRACUSE UNIVERSITY

Economic Impact Report



2005-2006

On the cover:

The City of Syracuse as seen from the glassed-in stairwell of the Martin J. Whitman School of Management.

A twilight view of Marshall Street.



Syracuse University: An integral part of the Central New York economy

With more than 10,000 full- and part-time employees, Syracuse University is among the area’s top employers. It is also a major consumer: In 2006, SU spent \$302 million on goods and services in the region, including \$112 million in Onondaga County alone. In addition, the University and its employees paid more than \$84 million in federal, state, and local taxes and fees.

PAYMENTS AND TAXES (2005-06)

Federal and State	
FICA (Employee and SU Share)	\$ 34,838,832
Federal Income Tax Withheld	33,091,233
NYS Income Tax Withheld	11,779,507
NYS Sales Tax Collected (4.25%)	1,071,809
Gross Utilities Tax (NYS Portion)	<u>177,517</u>
Total	\$ 80,958,898

Taxes and Fees to Local Governments	
Sales Tax Collected for Local Gov’t. (4%)	\$ 1,071,808
Street Closure Fee	338,000
Water and Sewer	694,152
Sewer Usage Charges	648,333
Property Taxes (calendar year 2005)*	351,637
Dome Events Surcharge	100,000
Calendar Year Payment to City of Syracuse for Dome Traffic Control	<u>47,811</u>
Total:	\$ 3,251,741
Grand Total Federal, State, and Local Taxes and Fees	\$ 84,210,639

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

Sheraton Syracuse University Hotel & Conference Center	\$ 509,396
Drumlins Country Club	\$ 161,980

As a major destination for visitors from throughout the United States and around the world, Syracuse University drew more than 1.1 million people to the Central New York area in 2006. These visitors spent approximately \$164 million to attend SU athletic events, academic programs, plays, concerts, art exhibitions, lectures, and conferences. This infusion of monies from outside the area pumps additional vitality into the local economy, spurring economic and cultural growth and expansion.

The Connective Corridor

The Connective Corridor is a community-wide project that will link the neighborhoods, cultural venues, and businesses of the City of Syracuse. The corridor will include a lighted pathway, transportation system, continuous public art installation, urban reforestation and experimental technology zone—all of which will create a new city/downtown neighborhood, while interconnecting Syracuse's arts and technology infrastructure. The corridor encompasses the University community, area museums, theaters and galleries, and Armory Square—a vibrant section of the city known for its eclectic nightlife and retail establishments.

The Connective Corridor moved forward in 2006 with a design competition in which four design teams formulated their vision of the project. The competition culminated with a public session in which the four teams presented their concepts, based on key design considerations developed by

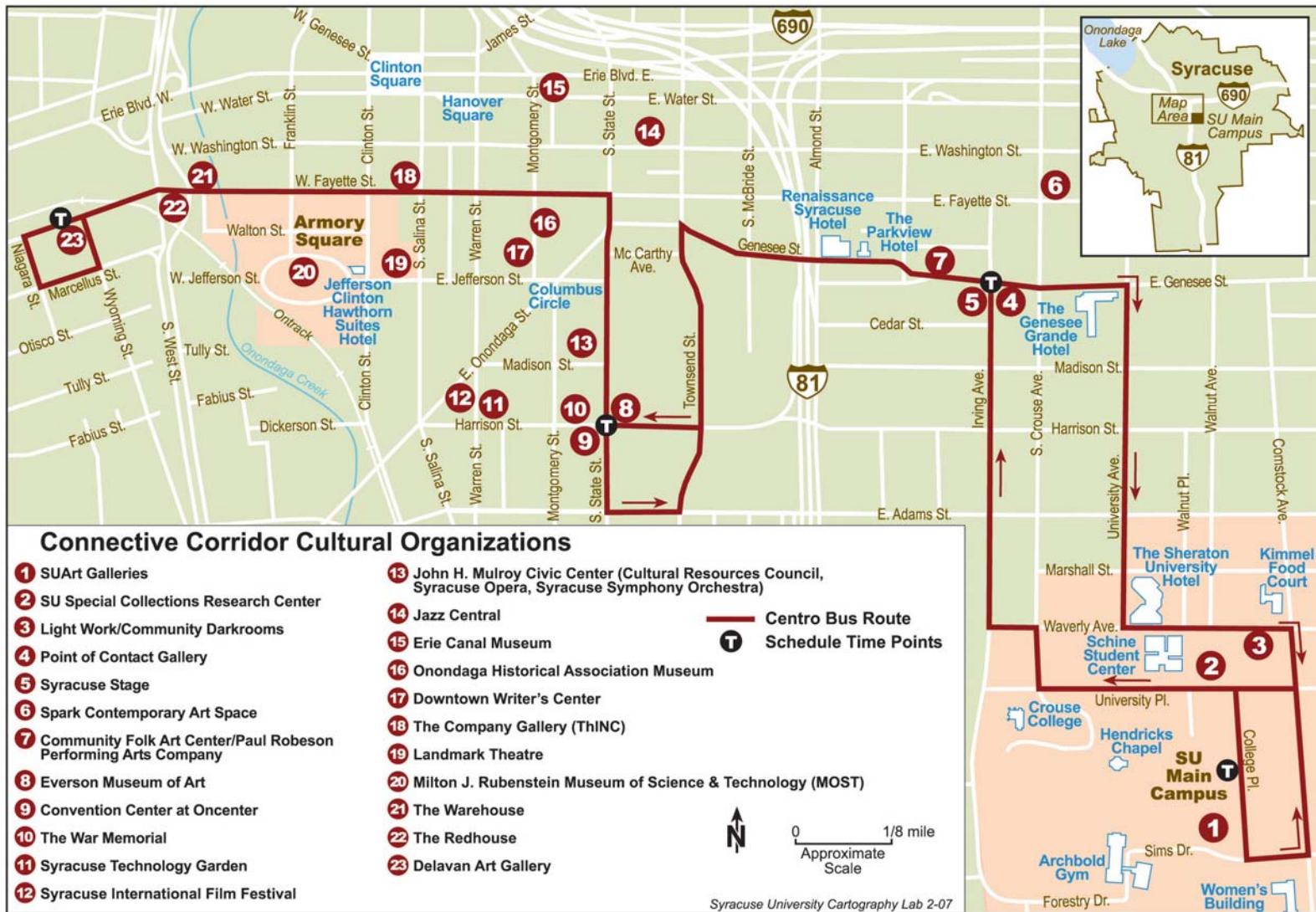
the City of Syracuse and the community. The team of Field Operations with CLEAR was chosen as the finalist by a selection committee and recommended to Syracuse Mayor Matthew Driscoll.

When completed, the Connective Corridor will consist of a pedestrian and bicycle pathway with distinctive landscaping, lighting, benches, historical information, and public art spaces. 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 businesses located along the corridor.

In October 2006, Centro's Connective Corridor shuttle bus service was launched, offering city residents, students, visitors, and commuters free transportation to area art and entertainment venues and public places along the corridor. The

shuttle provides convenient access to cultural events and happenings in the city, including Th3: A City-Wide Art Open, in which the corridor's visual arts venues remain open for extended hours in the evening.

The Connective Corridor is being funded through a combination of public and private monies. U.S. Rep. James Walsh and Sens. Charles Schumer and Hillary Rodham Clinton have secured more than \$9.36 million in federal support for the project. National Grid, the project's lead corporate sponsor, has pledged \$1 million to support the corridor's design and construction. Time Warner Cable will provide interactive kiosks with video and computer monitors, broadband Internet service, cooperation in developing video content, and public service announcements on their cable systems.





SYRACUSE UNIVERSITY VISITORS:

Syracuse Stage	116,158
Setnor School of Music	20,000
Lowe Art Gallery	10,319
Hendricks Chapel	62,600
University Lectures	10,620
Carrier Dome	885,640
University traditions (Commencement, Homecoming, Parents Weekend)	22,794
Admissions events for prospective students	<u>15,155</u>
Total campus visitors in 2005-06:	1,143,286

The 2006 *Small World/Big Divides*
International Peace Summit.

Scholarship in Action

Small World/Big Divides **International Peace Summit**

On October 18, 2006, national and international experts, including SU faculty and alumni, gathered for a dialogue focused on practical strategies for cross-cultural understanding. The event, *Small World/Big Divides: Building Bridges in an Age of Extremes*, featured an afternoon of discussions examining conventional peacemaking efforts and exploring new ideas for ending violent conflict and establishing global justice.

More than 600 people attended the summit, held in the Hildegard and J. Myer Schine Student

Center's Goldstein Auditorium on the Syracuse University campus. The event was nationally broadcast live by C-SPAN and webcast by CBSNews.com and the University. Based on the premise that community is both local and global and that actions taken at the local level can—and often do—have far-reaching effects, the summit was a powerful demonstration of Syracuse University's commitment to *Scholarship in Action*. The event also engaged students and community members, some of whom sat on stage during the proceedings and asked questions of the panelists.

An evening concert at the Landmark Theatre in downtown Syracuse expanded on the day's

dialogue by bringing together Matisyahu; Kenny Muhammad, the Human Orchestra; and State Radio, artists of different backgrounds who share an approach that connects across traditional divides. Additional events on campus that week, including a lecture by Nobel Peace Prize Laureate Wangari Maathai, contributed to the positive energy generated by the summit, focusing on the distinct perspectives of women and the diverse roles they play in bridging cultures and working toward peace.

For more information or to view a webcast of the *Small World/Big Divides* event, visit buildingbridges.syr.edu.



Scholarship in Action encourages students and faculty to become catalysts for positive change in their communities. An example of this is the work of SU student Sharon Lai '06, a joint J.D./M.B.A. student at the College of Law and the Martin J. Whitman School of Management. Lai helped Irvin "Bongo" Hanslip improve his business plan for the Jerk Hut, a restaurant he owns in Syracuse.

Kauffman Grant Takes *Scholarship in Action* to the Next Level

Syracuse University was one of only 14 colleges and universities across the nation to receive a grant in 2006 from the Ewing Marion Kauffman Foundation to transform the way entrepreneurship education is taught in higher education. The five-year, \$3 million grant supports the Syracuse Campus-Community Entrepreneurship Initiative (SCCEI), a collaborative partnership fostering entrepreneurial education and innovation in the Central New York region—a top priority of the University's *Scholarship in Action* vision.

As the lead institution, SU coordinates a coalition of faculty and students from different academic fields and community members from a wide variety of professions who apply the principles and practices of entrepreneurship through disciplined investment across three interdependent clusters: technology, neighborhood, and the arts.

SCCEI has three key physical anchors that serve as collaborative experiential sites: The Syracuse Center of Excellence in Environmental and Energy Systems; The Warehouse and the Arts Quarter in downtown Syracuse; and the South

Side Innovation Center, a small business incubator. Activities in these strategic locations are expected to bring visible changes, such as the formation of new ventures, improved entrepreneurial skills for the local business community and not-for-profit organizations, and revitalization of Syracuse's inner-city neighborhoods.

Projects under way include a new commercial product development kitchen on the city's South Side, which will enable residents to turn recipes into marketable products; an Entrepreneurship Corps, consisting of graduate students, faculty, and alumni who are active in "green" entrepreneurship, which focuses on environmental problems in the region; and the Artist Relocation Program, which offers cultural and financial incentives for arts and culture entrepreneurs to live and create new enterprises in Syracuse.

Partners include Cayuga Community College (CCC); Le Moyne College; Morrisville State College; Onondaga Community College (OCC); the SUNY College of Environmental Science and Forestry (SUNY-ESF); the Central New York Community Foundation; The Gifford Foundation; the Greater Syracuse Chamber of Commerce; Messenger Associates Inc.; and National Grid.



Installation view of "Faux Naturel" at The Warehouse Gallery.

The Warehouse

The January 2006 opening of The Warehouse, a 135,000-square-foot multi-use facility at 350 West Fayette Street, marked the renewed commitment of Syracuse University to the place where it was founded: the heart of downtown Syracuse. A former furniture warehouse purchased by the University in 2005, the building was transformed in less than a year into an economic engine, bringing more than 600 SU students, faculty, and staff into

the central business district on a daily basis. The rehabilitation of the structure was aided by a \$1.25 million grant from New York State secured by Sen. John A. DeFrancisco, supporting 20 percent of the building's space for community activities, including a gallery for the exhibition of work by area artists; an arts education collaboration with the Everson Museum of Art that has doubled the museum's previous capacity for outreach;

space for support and development of area artists, administered in partnership with the Cultural Resources Council; a 125-seat lecture hall for public events; and a community box office, facilitating public access to a wide variety of cultural events downtown, at the University's main campus, and across the city.

Landmark Theatre

Syracuse University has made a concerted effort to support Syracuse's historic Landmark Theatre by holding events at the venue. In 2006, this promotion brought roughly 12,000 students and guests to the theater and downtown Syracuse to events and performances featuring Bill Cosby, former Vice President Al Gore, and Matisyahu (pictured at right).



Syracuse Center of Excellence

Partners in the Syracuse Center of Excellence in Environmental and Energy Systems (Syracuse CoE) respond to the growing global demand for innovations in environmental and energy systems and fuel the region's economy by collaborating to develop new products and services. Through the knowledge, skill, and facilities available among its more than 140 partner firms and institutions, the Syracuse CoE federation offers world-class capabilities in the areas of clean and renewable energy, indoor environmental quality, and water resources.

The following list highlights the center's achievements in 2006:

- A new headquarters campus is under construction at the corner of East Washington and Almond streets in downtown Syracuse. The headquarters will serve as a showcase for innovations produced by Syracuse CoE partners. In 2006, New York State announced an additional \$10 million in funding for the facility, providing for an additional floor and innovative energy systems. U.S. Sens. Hillary Rodham Clinton and Charles Schumer secured \$4 million for an intermodal transportation facility at the headquarters campus. U.S. Rep. 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.
- The center was awarded the opportunity to host the 2009 international conference and exhibition, *Healthy Buildings*. Held once every three years, the conference is the premier event for professionals working on built environments, and is expected to draw more than 1,500 participants from around the world.
- As part of a series of events surrounding former Vice President Al Gore's global climate change lecture in Syracuse in September 2006, the Syracuse CoE helped organize a free energy fair. Open to the public, the event attracted numerous high school and college students and featured hands-on exhibitions that explored renewable energy and energy conservation.
- Syracuse CoE partner Carrier Corporation announced a \$1.5 million contribution to the center for the construction and operation of the Total Indoor Environmental Quality Laboratory and launched an initiative to increase emphasis on the indoor air quality performance of its products and services.
- 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 continued to create and introduce new products for sale in regional, national, and international markets.
- Thanks to the support of the Syracuse CoE, O'Brien & Gere, a Syracuse-based engineering and project delivery company, has created more than 100 jobs during the past four years.

CASE Center

The Computer Applications Software Engineering (CASE) Center, headquartered at Syracuse University, is among 15 New York State Centers for Advanced Technology. CASE actively fosters collaboration among businesses, economic development organizations, and the University. With a specific focus in predictive analysis, the center allows for the development of leading computer applications and software engineering technologies. CASE also provides high-technology start-ups with the support and facilities needed for growth, as well as capital investment through its incubation program.

THE CASE CENTER AT WORK (DOLLAR FIGURES IN MILLIONS)

New Jobs Created	62
Jobs Retained	3
New Revenue	\$25.7
Cost Savings	\$1.9
Funds Acquired	\$4.2
Capital Expenditures	\$3.1
Total Economic Impact:	\$38.3

CORPORATE SPONSORS:

Anaren Microwave Inc.	ShoreGroup
Andro Computational Solutions LLC	Sonnet Software Inc.
BioTools Inc.	Spectracom Corporation
Black River Systems	Stiefvater Consultants
CMP Media	SUNY Upstate Medical University
Digicomp Research Corporation	Syracuse Research Corporation
JGB Enterprises Inc.	Syrasoft Manage Software
JHM Technologies	The Fountainhead Group Inc.
Lockheed Martin	Welch Allyn
MidState Spring Inc.	Wetstone Technologies
Sensis Corporation	

INCUBATOR TENANTS/AFFILIATES:

3iMobile	Mindtel LLC
Advanced Resonance Technology	OrthoSystems Inc.
BioTools Inc.	ShipRite Software
Gradient Enterprises Inc.	Wireless Grids Corporation
Internet Consulting Services Inc.	

THE SYRACUSE UNIVERSITY COMMUNITY

Full-time Instructional Faculty	891
Full-time Staff	3,127
Part-time Faculty	121
Part-time Adjunct Faculty	405
Part-time Staff	383

Total Non-student 4,927

Student Employees	3,932
Graduate Assistants	1,250

Total Students 5,182

Total Employees 10,109

Total Payroll: \$282,359,990

DEGREES CONFERRED, 2005-06

Bachelor's	2,654
Master's	1,946
Juris Doctor	309
Doctoral	164
Total:	5,073

SYRACUSE UNIVERSITY RESEARCH CONTRACTS (IN MILLIONS):

Annual Awards of Grants and Contracts

FY 2005-06	\$74.5
FY 2004-05	\$58.4
FY 2003-04	\$69.0
FY 2002-03	\$66.6
FY 2001-02	\$46.4



Community members enjoy a jazz performance during the South Side Music and Arts Festival, jointly sponsored by SU's South Side Initiative and the Southside Community Coalition, a neighborhood group.

South Side Investments and Initiatives

Syracuse University continues to build mutually beneficial collaborative relationships with Syracuse's South Side business owners and residents through several initiatives focusing on improving the economic and cultural landscape of the area in ways that sustain community revitalization.

The Martin J. Whitman School of Management's South Side Innovation Center (SSIC) has provided expertise and resources to support new entrepreneurs and business development. Since opening in 2006, SSIC has assisted in the development of 22 new businesses and in the

profitable turnaround of 28 others. It also provided training in business planning and development and rented office space to 14 small businesses.

Among other projects, students helped one business develop marketing and financial plans and another to digitize its accounting records. Whitman's Department of Entrepreneurship and Emerging Enterprises also sponsored two Young Entrepreneurs Seminars for high school students and continued to support women entrepreneurs through its Women Igniting the Spirit of Entrepreneurship program and annual conference.

The South Side Initiative, in collaboration with the Southside Community Coalition, a neighborhood group, sponsored several community events, including a music and arts festival that showcased local talent and the cultural vitality of the South Side; and Digital Access Day, an event at Beauchamp Library that celebrated the neighborhood's two new wireless hotspots. The donated network hardware for the hotspots was installed by students from SU's School of Information Studies. Funding also has been secured for an Urban Arts Education Program, and a South Side film festival is planned for summer 2007.



Growth and Commitment

This past year, the Syracuse community has witnessed significant renovation of revered University landmarks and the construction of new, state-of-the-art facilities to house SU's expanding vision. In 2005-06, a \$9 million project rejuvenated the historic Tolley Building, which houses SU's new humanities center and the new site of Imagining America, a national consortium dedicated to strengthening the public role of the arts, humanities, and design. On the Quad, Link Hall is undergoing \$4.5 million in renovations. Work also continues on the \$107 million Life Sciences Complex, which will house the biology and chemistry departments under one roof, and the \$30.2 million Newhouse III project, which includes renovations to Newhouse I and II. Newhouse III is scheduled to open in fall 2007.


Plans are also under way for a new, 119,000-square-foot residence hall on Comstock Avenue. The structure will house 240 students and include

recreational, dining, and academic facilities. To meet the needs of the campus, the University completed the Adams Street Garage in July 2006, adding 349 parking spaces at a cost of \$8 million.

The University spends an average of nearly \$46 million each year on new building construction and renovation, including building permits, fees, and inspections, making it one of Central New York's most prolific builders.

ANNUAL CONSTRUCTION SPENDING: A FIVE-YEAR OVERVIEW

	Projects Undertaken	Expenditures (in millions)
FY 2005-06	391	\$69.6
FY 2004-05	443	\$56.8
FY 2003-04	412	\$40.4
FY 2002-03	494	\$34.1
FY 2001-02	519	\$28.2
Total expenditures:		\$229.1 million



Significant progress was made this year in the construction of the new Life Sciences Complex, a University facility that will house biology, chemistry, and biochemistry under one roof. The addition to the College of Arts and Sciences will be completed in 2008.

Partnership for Better Education

Building upon a history of collaboration with the Syracuse City School District (SCSD), Syracuse University continues to connect with local educators through the Partnership for Better Education. The initiative has increased the number of schools it serves, added partners in higher education, and garnered state and private funding in 2006. Launched in Nottingham High School in 2005, the partnership between SU and the SCSD assists students in pursuing higher education by exposing them to creative approaches to the arts, literacy, science and technology, engineering, and math.

The expanded partnership will offer programs to SCSD students at Corcoran, Henninger, Fowler, and Central Technical high schools, as well as in the elementary and middle schools that feed into them. Several area colleges and universities—SUNY College of Environmental Science and Forestry, Le Moyne College, Onondaga Community College, and SUNY Upstate Medical University—have joined the partnership to help provide programs that meet the needs of the SCSD curriculum and match the areas of their institutional strengths.

The Verizon Foundation became the first corporate entity to support the initiative,

contributing \$100,000 to the yearlong Literacy through Photography project. The arts education program is designed to encourage children to explore their worlds by photographing scenes from their lives, then using the images as the basis for written and verbal expression.

State Sen. David J. Valesky and Robert W. Pomfrey, president of the POMCO Group, announced a joint \$30,000 public-private contribution that will provide additional classroom resources and programs for students participating in the partnership. Valesky secured \$15,000 in state funding, and POMCO, a professional benefits administrator, provided a matching gift.

Syracuse University photography major Julie Scofield G'08 works with students at Ed Smith Elementary School as part of Literacy, Community, and Photography, a course that teaches University students how to work as visiting artists in community settings.





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

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