



# ECONOMIC IMPACT REPORT

SCHOLARSHIP IN ACTION

SYRACUSE UNIVERSITY

'06  
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'07

Published May 2008

**ON THE COVER:**

Aaron Sprecher, an assistant professor of architecture at Syracuse University, consults with a student during the symposium "afterSHAFT: Reprogramming the High Rise Biology of the Vertical Plant." The event was held at The Warehouse and was funded by the Syracuse Center of Excellence in Environmental and Energy Systems, the School of Architecture, and the U.S. Department of Energy.



Syracuse University students explore the Milton J. Rubenstein Museum of Science and Technology as part of a Syracuse Welcome event designed to introduce first-year students to downtown Syracuse.

# SYRACUSE UNIVERSITY: AN ECONOMIC ENGINE IN CENTRAL NEW YORK

As one of Central New York's largest employers, Syracuse University is both an educational and economic asset to the area. With more than 10,000 employees and a total payroll in excess of \$298 million, SU brings vitality and financial stability to the region. In fiscal year 2006-07, the University and its employees paid more than \$89 million in federal, state, and local taxes and fees.

In addition, the Central New York area benefits from the University's business incubators, construction spending, and purchases of goods and services, as well as from the many visitors who come to SU for a variety of events—from athletic competitions to Commencement.

## PAYMENTS AND TAXES (Fiscal Year 2006-07)

<b>Federal and State</b>	
FICA (Employee and SU Share)	\$ 36,730,067
Federal Income Tax Withheld	35,043,167
NYS Income Tax Withheld	12,528,842
NYS Sales Tax Collected (4%)	1,131,642
Gross Utilities Tax (NYS Portion)	<u>176,382</u>
<b>Total</b>	<b>\$ 85,610,100</b>
<b>Taxes and Fees to Local Governments</b>	
Sales Tax Collected for Local Gov't. (4%)	\$ 1,131,642
Street Closure Fee	352,500
Water and Sewer	867,886
Sewer Usage Charges	701,515
Property Taxes (calendar year 2007)*	345,586
Carrier Dome Events Surcharge	100,000
Calendar Year Payment to City of Syracuse for Dome Traffic Control	<u>164,469</u>
<b>Total:</b>	<b>\$ 3,663,597</b>
<b>Grand Total Federal, State, and Local Taxes and Fees</b>	<b>\$ 89,273,697</b>

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

Sheraton Syracuse University Hotel & Conference Center (calendar year 2007)	\$ 511,554
Drumlins Country Club (calendar year 2007)	\$ 162,718

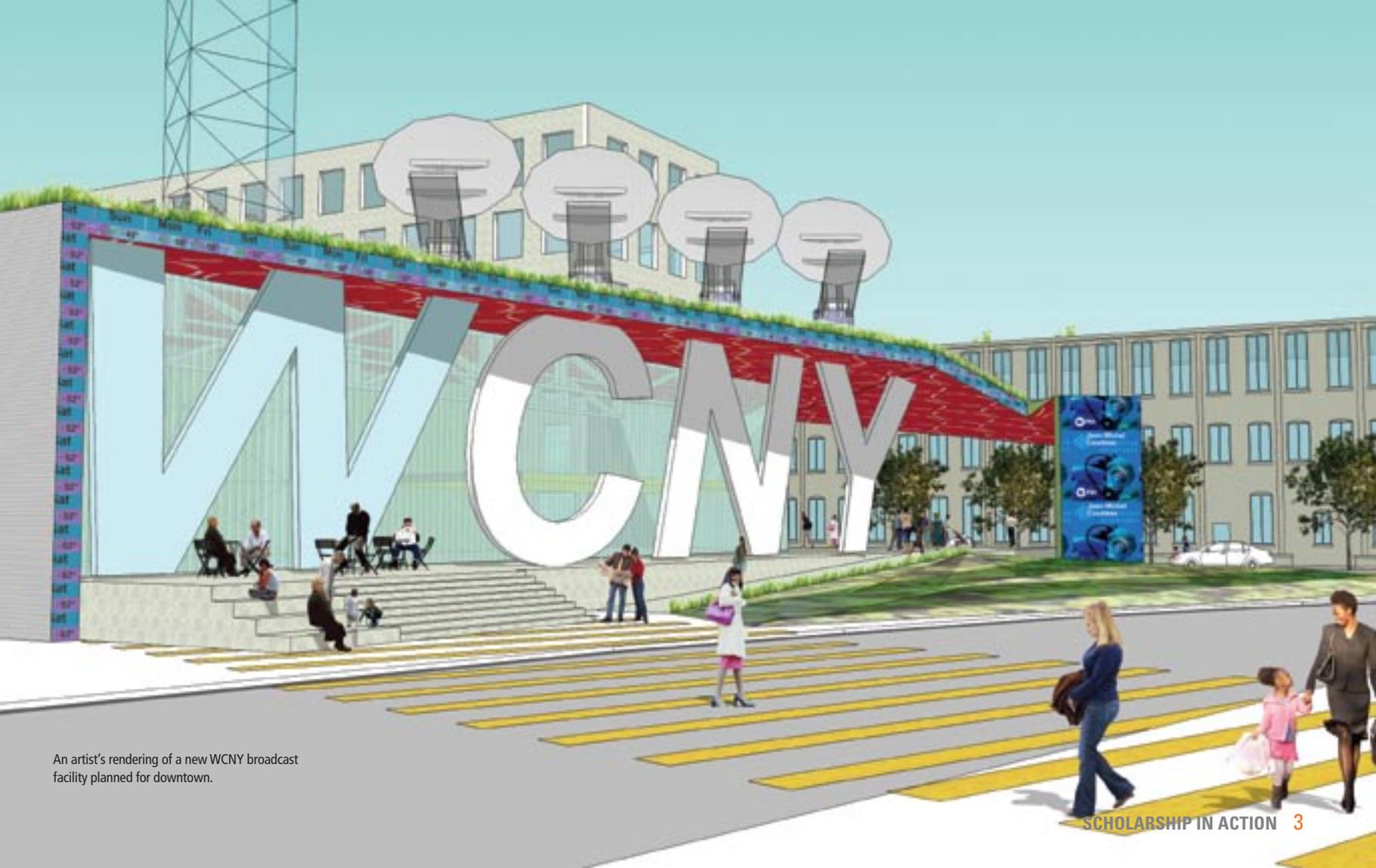
# SU COMMITMENT TO URBAN REVITALIZATION EXPANDS TO NEAR WEST SIDE

Since opening in 2005, The Warehouse, Syracuse University's academic building in downtown Syracuse, has brought more than 600 students and faculty into the city center on a daily basis—an economic boost to the area. In 2007, the University took another step in city revitalization by partnering with the City of Syracuse, National Grid, Queri Development Corp., Green and Seifter, Home Headquarters, and the Syracuse Neighborhood Initiative as part of the Near West Side Initiative Inc. (NWSI). The initiative is working to create the Syracuse Arts, Technology, and Design Quarter in a three-block area bounded by West Fayette, Wyoming,

Tully, and West streets. NWSI, a nonprofit organization, plans to renovate former warehouse and commercial structures to accommodate open retail or gallery space, businesses using green technologies, and artist residences that include studio space. In addition, WCNY, the region's public broadcaster, has committed to locating a new headquarters facility in the area.

Syracuse University has received permission from New York State to invest \$13.8 million, a balance owed the state for a campus construction loan, in projects on the Near West Side. According to Edward Reinfurt, then acting executive director of the New York State Foundation

for Science, Technology, and Innovation, Syracuse was the first university in the state to make use of this innovative option. Partners in funding the Near West Side revitalization include regional utility company National Grid; Restore New York, which makes state grants for rehabilitation projects; and the New York State Energy, Research, and Development Authority, which is investing in design and construction of green technology residences in the area.



An artist's rendering of a new WCNY broadcast facility planned for downtown.

In 2007, Syracuse University drew more than 1.2 million people to the Central New York area. These visitors spent approximately \$179 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.

### SYRACUSE UNIVERSITY VISITORS

Hildegarde and J. Myer Schine Student Center	74,037
Syracuse Stage	103,974
Setnor School of Music	15,000
Hendricks Chapel	63,571
Coalition of Museum and Art Centers (CMAC)	38,786
University Lectures	7,800
Carrier Dome	889,602
University traditions (Commencement, Homecoming, Reunion, Parents Weekend)	22,194
Admissions events for prospective students	28,035
<b>Total campus visitors in 2006-07:</b>	<b>1,242,999</b>

Syracuse University's First Year Players in a scene from the group's 2007 production of *West Side Story*.



# JPMORGAN CHASE TECHNOLOGY CENTER

Syracuse University and JPMorgan Chase, one of the nation's largest banking corporations, formed a partnership to create a technology education program designed to prepare students, including Central New York high schoolers, for careers in the financial services industry. JPMorgan Chase made a 10-year investment of \$30 million to the project, which will include research collaborations and the designing of effective curriculum and training programs in the expanding fields of financial technology and infrastructure. Immediate economic benefits will be realized from the creation of the JPMorgan Chase Technology Center, currently in the planning stage.

When completed, the facility will contain technology research labs, meeting rooms, offices, and training and collaboration space. Students from SU and other institutions of higher learning and high school students will be able to work alongside JPMorgan Chase employees in an innovative learning/working environment.

Frank J. Bisignano, chief administrative officer of JPMorgan Chase, projects a long-term gain of several hundred new technology jobs for Central New York and predicts the center will become a "pipeline" for placing students in the industry.

### SYRACUSE UNIVERSITY RESEARCH CONTRACTS (IN MILLIONS)

Annual Awards of Grants and Contracts

FY 2006-07	\$63.2
FY 2005-06	\$74.5
FY 2004-05	\$58.4
FY 2003-04	\$60.0
FY 2002-03	\$66.6



# 'ENITIATIVE' FOSTERS COLLABORATION

Syracuse University received a five-year, \$3 million grant from the Ewing Marion Kauffman Foundation for the Syracuse Campus-Community Entrepreneurship Initiative, or Enitiative, a collaborative partnership fostering entrepreneurial education and innovation in Central New York. Other participating regional colleges and universities include SUNY-ESF, Le Moyne College, Onondaga Community College, Morrisville State College, and Cayuga Community College.

SU leads a coalition of faculty and students from different academic fields and community members from a variety of professions in Central New York who apply the principles and practice of entrepreneurship through investment in technology, neighborhoods, and the arts.

Enitiative has three anchors: the Syracuse Center of Excellence in Environmental and Energy Systems; The Warehouse and the Arts, Technology, and Design Quarter on the Near West Side of Syracuse; and the South Side Innovation Center, a small-business incubator. Activities in these strategic locations are fostering new ventures, improved entrepreneurial skills in the local business community and not-for-profit organizations, and revitalization of Syracuse's inner-city neighborhoods.

To date, Enitiative has provided \$914,442 in funding for 58 projects. Among the recipients are:

>> **The Greater Syracuse Chamber of Commerce**, to help launch the Seed Capital Fund of CNY, which will assist start-up companies in Central New York by providing management training and early-stage funding.

>> **The Onondaga Historical Association**, under the direction of Dennis Connors, curator of history, who will work with SU students to publish a history of Syracuse's West Side neighborhood.

>> **The S.I. Newhouse School of Public Communications**, for the South Side Newspaper Project, a joint venture between SU and the South Side Community Coalition to create a community newspaper.

>> **Partners for Arts Education**, to create a cultural incubator that does for the arts what technological incubators do for practitioners and students in the technology field.

Learn more about Enitiative at [entrepreneurship.syr.edu/newsroom.html](http://entrepreneurship.syr.edu/newsroom.html).

The Syracuse Poster Project, which receives Initiative funding, partners SU student artists with community poets to create a series of posters that enhance and promote the city and surrounding area.



## THE SYRACUSE UNIVERSITY COMMUNITY EMPLOYMENT (2006-07)

Full-time instructional faculty	906
Full-time staff	3,225
Part-time faculty	114
Part-time adjunct faculty	428
Part-time staff	376
Total non-student	5,049
Student employees	4,031
Graduate assistants	1,282
Total students	5,313
Total employees	10,362
Total payroll:	\$298,441,771



Newhouse 3, part of the S.I. Newhouse School of Public Communications, opened in August 2007.

S.I. NEWHOUSE SCHOOL OF PUBLIC COMMUNICATIONS

# CAMPUS GROWTH AND COMMITMENT

In 2009, Syracuse University will open its first entirely new residential building in 40 years, part of a continuing cycle of construction and renovation taking place on the SU campus. Located on Comstock Avenue, the \$54 million, nine-story building will contain 250 beds, a 500-seat dining facility, a 10,000-square-foot recreation facility, and 2,000-square feet of academic space.

SU's most ambitious construction project, the Life Sciences Complex has taken shape alongside the Center for Science and Technology (CST). The 230,000-square-foot building will house the biology and chemistry departments under one roof, with instructional and

research facilities. An atrium, featuring a café, will connect the complex to CST. The \$114.2 million project is expected to be completed this fall.

The \$31.6 million addition to the S.I. Newhouse School of Public Communications, Newhouse 3, opened its doors in August. The 74,000-square-foot building includes high-tech laboratories, an auditorium, two 50-seat classrooms, a 100-seat theater-style screening room, and the Food.com dining area. The building was recognized by *New York Construction* magazine as one of the best construction projects for 2007.

### ANNUAL CONSTRUCTION SPENDING: A FIVE-YEAR OVERVIEW

Projects Undertaken	Expenditures (in millions)
FY 2006-07	474
FY 2005-06	391
FY 2004-05	443
FY 2003-04	412
FY 2002-03	494
<b>Total expenditures:</b>	<b>\$290.7 million</b>

# CONNECTIVE CORRIDOR

Several important steps were accomplished in 2007 to advance the Connective Corridor and its vision to link the University Hill with downtown Syracuse. TH3: A Citywide Arts Open extended its lineup of gallery openings and events on the third Thursday of each month, and the Urban Video Project has become a prominent feature along the corridor, with video art projections curated by students featured at Fayette Firefighters Park during the TH3 nights.

Landmark Theatre programs and a special Armory Square event to introduce first-year students to the City of Syracuse,

as well as partnerships with such annual downtown traditions as the Arts and Crafts Festival and Jazz in the Square, provided new opportunities to showcase the city's rich cultural assets.

Plans for physical changes along the corridor are progressing, with Barton and Loguidice, a local engineering firm, conducting preliminary design work for streetscape and lighting improvements along East Genesee Street.

A Community Working Group was created in May 2007 to provide input on such streetscape elements as lighting installations, public art, green spaces,

and public pathways. Following the group's recommendations, SU and Centro installed special signs at bus stops and shelters along the route to guide riders to the city's cultural destinations. Ridership along the bus route has steadily increased, with free service offered on weekends during the academic year and for special events for those commuting between destinations along the corridor.

For more information, go to [connectivecorridor.syr.edu](http://connectivecorridor.syr.edu).



# CONNECTIVE CORRIDOR STOP

BRINGING ARTS, CULTURE AND COMMUNITY TOGETHER

Special signage installed at bus shelters along the Connective Corridor guides students and the public to the city's many arts and cultural attractions.



# THE PARTNERSHIP FOR BETTER EDUCATION

Building upon a history of collaboration with the Syracuse City School District (SCSD), SU continues to connect with local educators through the Partnership for Better Education. The program assists SCSD students in pursuing higher education by exposing them to creative approaches to the arts, literacy, science and technology, engineering, and math. SU students serve as mentors and tutors, and provide music and arts experiences developed specifically for the city school students.

The partnership has developed numerous projects that benefit local high schools and the elementary and middle schools that feed into them. Recent programs include:

>> **The Adolescent Literacy Project**—a writing project that collected

and published students' poems, narratives, art, and photography about life and education in the city.

>> **The Liberty Partnerships Program**—a program that provides funding and collaborative opportunities for development of academic skills through special classes and tutorial services; educational, personal, and family counseling; career and college exploration activities; mentoring; and a variety of enrichment activities for students.

>> **Social Sculpture**—a collaborative project through which SU students are converting a recreational vehicle into a Mobile Literacy Arts Bus as a public sculpture project.

>> **Teach Locally: Think Globally Science Workshops**—one-day workshops that develop innovative,

hands-on science, mathematics, engineering, and technology curriculum units for SCSD students.

SU also has assisted in securing a \$100,000 grant from the Verizon Foundation and a \$30,000 joint public-private contribution from State Sen. David Valesky and Robert W. Pomfrey, president of the POMCO Group, to support many of the program's initiatives. The University also secured a New York State Gear-Up and federal Gear-Up Partnership grant, allowing the partnership to provide additional direct services, including tutoring, mentoring, college readiness instruction, math camps, and other supplementary instruction, intended to bolster students' skills and interest in subject matter.

Learn more at [partnership.syr.edu](http://partnership.syr.edu).

# BURTON BLATT INSTITUTE: INNOVATION ON DISABILITY



The Burton Blatt Institute: Centers of Innovation on Disability (BBI) advances the civic, economic, and social participation of people with disabilities around the world. In its first two years of operation, BBI has brought more than \$12 million of new public and private funding to Syracuse University, including the following grants.

In fall 2006, BBI received a five-year, \$5.5 million grant from the U.S. Department of Education's National Institute on Disability and Rehabilitation Research (NIDRR) to lead the Atlanta-based Disability and Business Technical Assistance Center: Southeast ADA Center. The center provides information, training, and technical assistance to employers, businesses, state and local governments, and people with disabilities in eight states, facilitating compliance with the Americans with Disabilities Act.

BBI and its partners have received five-year funding of \$2.5 million from NIDRR to help employers understand what people with disabilities need to succeed in the workforce.

A \$500,000, 18-month grant from the U.S. Department of Labor, Office of Disability Employment Policy (ODEP) will allow BBI to study business culture and practices with Fortune 500 companies as they relate to people with disabilities.

BBI has also partnered with the Martin J. Whitman School of Management's Falcone Center for Entrepreneurship and Onondaga County on a three-year, \$1 million grant from ODEP to create Start-UP NY, a program which promotes self-employment options for people with disabilities.

For more information on BBI, visit [bbi.syr.edu](http://bbi.syr.edu).



**SYRACUSE UNIVERSITY  
DEGREES CONFERRED (2006-07)**

Bachelor's	2,819
Master's	1,535
Juris Doctor	207
Doctoral	142
<b>Total:</b>	<b>4,703</b>

# PURSUIING EXCELLENCE

The Syracuse Center of Excellence in Environmental and Energy Systems is a federation of more than 200 businesses and institutions that collaborate on sustainable innovations to improve built and urban environments. Members of the federation work on research, development, and educational projects relating to clean and renewable energy, indoor environmental quality, and water resources.

The Syracuse Center of Excellence (Syracuse CoE) facilitates collaborations between its industry and institutional members; directs grants toward research and development, testing, and commercialization; and benefits the region by encouraging community stewardship of natural resources and by leveraging Central New York's "green assets."

Recent projects include:

- >> Awarding \$3.6 million in Collaborative Activities for Research and Technology Innovation research grants, which fund research in indoor environmental quality and water resource management.

- >> Awarding \$650,900 in Technology Application and Demonstration grants, which fund collaboration between businesses and universities to test products and services that result from research.

- >> Coordinating the Commercialization Assistance Program grant, which helps bring products and services to market.

- >> Promoting the region's "clean and green" assets at national conferences, including Greenbuild and PowerGen.

- >> Helping to launch the University Sustainability Action Coalition, a group of faculty, staff, and students committed to effecting a significant change in the campus culture regarding energy use, recycling, and other aspects of sustainability.

- >> Hosting internationally recognized sustainability conferences, including the Syracuse CoE Symposium, an international conference for environmental and energy systems, and Accelerate 07, a collaborative conference focusing on "New Ideas in Technology, Manufacturing, Energy, and the Environment."

The Syracuse CoE also is a collaborative partner, along with SU, in the Near West Side Initiative. The CoE is leading efforts to incorporate green technologies into building

An artist's rendering of Syracuse University's new Center of Excellence, which will be located at Washington and Almond streets.

and remodeling taking place in that city neighborhood, and a Home Performance Study has been developed to help Near West Side homeowners assess and improve their energy use and the indoor air quality of their homes.

In 2006, the Syracuse CoE helped form New York's Creative Core, a regional economic development initiative leveraging the region's creative, technological, and real property assets. Promotion of "clean and green" assets within the initiative is the work of the Creative Core GreenTeam, which seeks to attract sustainable industries and entrepreneurs to the Central New York region.

For more information about the CoE, visit [www.syracusecoe.org](http://www.syracusecoe.org).



## THE CASE CENTER AT WORK (2003-07)

New Jobs Created	211
Jobs Retained	47
New Revenue	\$109,969,000
Cost Savings	\$11,345,730
Funds Acquired	\$18,828,960
Capital Expenditures	\$6,425,200

Associate professor and president of Wireless Grids Corporation (WGC) Lee McKnight (right) debuts his start-up company's latest wireless software invention, Innovaticus, at the 2008 International Consumer Electronics Show in Las Vegas with Norman Lewis, WGC chief strategy officer; and Audrey Selian, WGC director of marketing and sales. Hesham Sayed (not pictured), iSchool master's degree student in telecommunications and network management, also assisted at the show.



# 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.

## CORPORATE PARTNERS

Anaren Microwave Inc.  
Andro Computational Solutions LLC  
BioTools Inc.  
Black River Systems  
CMP Media  
Dielectric Labs  
Digicomp Research Corporation  
JGB Enterprises Inc.  
JHM Technologies  
National Grid  
Sensis Corporation  
Sonnet Software Inc.  
Spectracom Corporation  
Stiefvater Consultants  
SUNY Upstate Medical University  
Syracuse Research Corporation  
Welch Allyn

## INCUBATOR TENANTS/AFFILIATES

3iMobile LLC  
Advanced Resonance Technologies  
BioTools Inc.  
Critical Technologies Inc.  
Ed Williams Associates LTD  
Internet Consulting Services Inc.  
Mindtel LLC  
OHRN Enterprises Inc.  
OrthoSystems Inc.  
ProcesScience Inc.  
Symphony Video Inc.  
Wireless Grids Corporation  
Blue Highway LLC—A Welch Allyn Company

# SOUTH SIDE INVESTMENTS AND INITIATIVES

## SOUTH SIDE INITIATIVE

The South Side Initiative is a partnership between the University and the Southside Community Coalition, an organization of area residents. The partnership aims to revitalize the community through projects that improve the neighborhood infrastructure, rebuild a cultural hub, promote positive perceptions of the neighborhood, enhance communication among generations, and increase the city's tax base.

This year, the partnership launched the Kuumba project, an urban arts education program that provides scholarships to 40 artistically gifted middle school children to attend daily after-school arts classes at the Community Folk Art Center. The South Side Networking Academy, a technology training program for residents, was also initiated. Additional 2007 projects

included the Second Annual Music and Arts Festival and a film festival. The partnership has acquired a building to house the Technology Center and the South Side Newspaper Project, both of which are expected to be working out of that facility by fall 2008.

## SOUTH SIDE ENTREPRENEURIAL CONNECT PROJECT

The Martin J. Whitman School of Management's South Side Entrepreneurial Connect Project provides expertise and resources to support new venture creation and entrepreneurs through such programs as the South Side Innovation Center, the Women Igniting the Spirit of Entrepreneurship (WISE) Center, and the South Side Entrepreneurs Association. Since 2006, the project has assisted in development of 45 new businesses and

in the profitable turnaround of 58 others. In 2007, the South Side Innovation and the WISE centers provided one-on-one counseling for 252 entrepreneurs and aspiring entrepreneurs, and training/workshops for 930 individuals and businesses. Currently, the South Side Innovation Center has 15 tenants and eight virtual tenants. In 2007, these businesses earned a combined total of more than \$3 million in revenue.

Launched in 2006, the WISE Center is the only Small Business Administration-funded Women's Business Center in Onondaga County. In 2007, the center's efforts led to the creation of 23 new businesses and 39 new jobs. In addition, mentoring support was provided for 30 businesses.

To learn more, go to [whitman.syr.edu/EEE/ssecp](http://whitman.syr.edu/EEE/ssecp).



The Kuumba urban arts education program works to develop the artistic talents of Syracuse children ages 11 to 14.



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

