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Progress Breakfast, Presented by Eric Mower + Associates, Shines Spotlight on Arts & Culture Throughout Downtown Syracuse

New Publication: Downtown Committee introduces “A Guide to Public Art in Downtown Syracuse” highlighting dozens of public art pieces found in Downtown Syracuse

Syracuse, NY – The first Progress Breakfast of 2017 presented by the Downtown Committee of Syracuse, Inc. and Eric Mower + Associates drew a close-to-sold-out crowd with almost 200 guests. Inside the Persian Terrace of the Marriott Syracuse Downtown, guests learned about three themes specific to the Arts and how the Arts have contributed to Downtown’s renaissance:

- First, **Mike Intaglietta**, General Manager of the Landmark Theatre, and **Stephanie Crockett**, President of the Landmark Theatre’s Board of Trustees shared the **Landmark Theatre’s story of resurgence**. Fresh off the heels of the announcement that “The Lion King” will make the theatre its home for five weeks this fall, as the production prepares for – and kicks off! – a national tour, Intaglietta and Crockett previewed a selection of events on the horizon for the historic treasure.
- Then, **Carol Eaton**, Vice President of Marketing for **Visit Syracuse**, discussed the tourism bureau’s new regional branding initiatives and discussed **who Syracuse tourists are**, as well as **the role the culinary arts have played in stirring economic development and tourism interest** throughout Downtown Syracuse. Attendees met Visit Syracuse’s new spokesman, “Winter,” and learned about his adventures in the St. Patrick’s Parade.
- Finally, masterful storyteller **Sean Kirst** brought light to the effort behind the scenes to resurrect the tradition of the St. Patrick’s Day Parade through Downtown Syracuse, and the movement to bring it down Salina Street and conclude at (what’s now) the Marriott Syracuse Downtown. Kirst re-introduced attendees to the national monument “The Rock of the Marne,” honoring a local infantry that marked the turning point in WW1, located at the southern gateway to Downtown Syracuse.

As part of this special program, **all** presenters made themselves available after breakfast, giving guests the opportunity to mingle and network in a more personal setting.

New Publication: The Downtown Committee introduced a brand new publication to guests during Tuesday morning’s Progress Breakfast event. “A Guide to Public Art in Downtown Syracuse” was designed to complement the Downtown Committee’s most popular publication to date, the “Historic Walking Tour Brochure.” “A Guide to Public Art” is a self-guided walking tour exploring almost 50 public art pieces located throughout Downtown Syracuse, as well as the new public art pieces to be introduced later this year as part of the Connective Corridor’s \$650,000 initiative. Copies of the new guide may be picked up at the Downtown Committee’s office located at 115 West Fayette Street (*map*), or accessed online on the Downtown Committee’s website.

“Downtown’s arts, cultural, civic and entertainment offerings are the best in the region,” said Merike Treier, executive director of the Downtown Committee. “Downtown is *the stage* on which we celebrate our community, and what happens in Downtown Syracuse fuels a dynamic environment where our residents, employees and visitors *want* to be. We are excited to introduce this new marketing piece, ‘A Guide to Public Art in Downtown Syracuse,’ to raise awareness about the dozens of public art pieces in our community, as we continue to raise Downtown’s visibility in new and exciting ways.”

The Downtown Committee of Syracuse, Inc. is honored to partner with Eric Mower + Associates, to present this event. The marketing and public relations agency chose to establish its Syracuse offices in Downtown Syracuse because it believes in the importance of a vibrant Downtown as a tool to connect with the community.

“EMA is very excited to be sponsoring the Progress Breakfast series,” said EMA managing director Stephanie Crockett. “As long-time tenants of Downtown Syracuse, we believe in the importance of a vibrant city center. There is so much that Downtown Syracuse has to offer to our residents and businesses, and EMA’s values of progress and innovation align with the mission of the Downtown Committee.”

The Downtown Committee and Eric Mower + Associates will partner to present a second Progress Breakfast event later this year, in October. Members of the community are encouraged to share their ideas for topics that may be of interest with the Downtown Committee. Please send an email to mail@downtownsyracuse.com with “Progress Breakfast Topics” in the subject line. For more information about the Progress Breakfast, please visit www.downtownsyracuse.com.

About the Downtown Committee of Syracuse, Inc.

The Downtown Committee of Syracuse, Inc. is a private, not-for-profit, professional downtown management organization representing all property owners and tenants within the central business district. The Downtown Committee undertakes programs to improve downtown's image, strengthen its economic base, increase its attractiveness, and assure that it's clean, safe and accessible. For more information, visit www.downtownsyracuse.com.

About Eric Mower + Associates:

Eric Mower + Associates is a digitally-integrated independent marketing and public relations agency. With 210 professionals in Buffalo, Rochester, Syracuse and Albany, N.Y.; New York City; Cincinnati; Charlotte, N.C.; Boston; and Atlanta, EMA delivers strategic insights, digital solutions, smart creative, and award-winning results to clients. Part of two global agency networks—[thenetworkone](http://thenetworkone.com) and [IPREX](http://iprex.com)—as well as the [4A's](http://4As.com), EMA has estimated 2016 capitalized billings exceeding \$200 million. For more information about EMA, please visit www.mower.com.

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