



# Onondaga County Legislature

DEBORAH L. MATURO  
Clerk

JAMES M. RHINEHART  
Chairman

KATHERINE M. FRENCH  
Deputy Clerk

401 Montgomery Street • Court House • Room 407 • Syracuse, New York 13202  
Phone: 315.435.2070 Fax: 315.435.8434

[www.ongov.net](http://www.ongov.net)

## WAYS AND MEANS COMMITTEE 2012 TENTATIVE BUDGET REVIEW OF AUTHORIZED AGENCIES SEPTEMBER 15, 2011 CASEY E. JORDAN, CHAIRMAN

**MEMBERS PRESENT:** Mr. Lesniak, Mr. Buckel, Mr. Stanczyk, Mr. Kilmartin, Mr. Warner, Mr. Kinne

**MEMBERS ABSENT:** Mr. Corbett, Mr. Holmquist

**ALSO PRESENT:** Mr. Rhinehart, Mr. Meyer, Mrs. Tassone, Mrs. Rapp, Mr. Masterpole, Mrs. Ervin

Chairman Jordan called the meeting to order at 9:08 a.m.

Chairman Jordan stated the budget presented to the Legislature does not provide for any payback to the constituents. There is a \$14 million excess fund balance, and Chairman Jordan has already been receiving calls from constituents who are very upset there is no plan to return any of the money to the taxpayers. He finds this unacceptable and hopes the balance of the Ways and Means Committee feels the same way. Some portion of the fund balance needs to be returned to taxpayers. Everyone is aware of the recent 2% cap enacted at the state level, and it needs to be taken into consideration in determining what should be done with excess fund balance. This should be factored into the actions the legislature takes when approving the Ways and Means budget. Chairman Jordan believes the legislature should resist the urge to spend fund balance and enact spending reforms. Given the fact there is a 2% cap, it is a perfect time to consider policies the legislature should be enacting and pursuing for spending reforms. The legislature needs to decide what the role of county government is in terms of funding certain aspects of what goes on in the local community. Make sure the legislature only funds those items the county government should be involved in.

### 1. HUMAN SERVICES AUTHORIZED AGENCIES (pg. 4-3)

**ASSIGNED COUNSEL** (500 & 503); Renee Captor, Executive Director, Tara Venditti, DMB

Chairman Jordan stated the filings with the Clerk indicated the Assigned Council received \$4,833,055 from the County (county assistance) but the budget book indicates the budget as modified is \$4,541,755. Why is there a discrepancy? Mrs. Venditti responded: it does not include the conflict line which is object 503. Chairman Jordan replied the modified budget would total over \$5 million, and now there is a shortfall in what was received from the County. Mrs. Captor stated the \$4.8 million number came from the Assigned Counsel's audited financial statement. In addition to current year funding, Mrs. Captor tracks an accrual line which is what is left over from last year, and that may be where the discrepancy lies.

**Chairman Jordan requested Mrs. Captor correspond with DMB to provide an explanation pertaining to the differentials. Mrs. Captor agreed.**

Mrs. Captor:

- Always a possibility of not receiving money from Federal or State level
- 2 grants: Justice Assistance Grant from the Federal Government – runs on federal fiscal year; approved for funding commencing Nov. 2011 through Oct. 2012; pretty good, fairly solid – has been cut after contract signed
- State Aide to Defense Grant – received for many years; was about \$212,000/yr cut 5% across board every year since
- State has cut funding after contracts have been signed - nothing guaranteed
- Page 4-3; 500 up \$130,000; 503 up \$110,000; cases increasing; steady increase in criminal representation
- In 2009 conflict increased late in the year – little in 2011 funding; still not where it needs to be to cover the cases

- Cost per case lower now than it was when the County separated the 17 from the forums group to control costs
- Number of cases increased; criminal cases dictated by number of indigent people arrested; family court number based on those filing petitions, appeals

Mr. Seitz responded to Mr. Lesniak the \$5,058,200 is the agency's request, and the entire request is not always funded; it was reduced to the recommended number.

Mrs. Captor:

- Federal and State aid had cuts across the board; state grant 3%; federal grant 5%- straight up percentage cuts
- All criminal; comes from council – the judge makes the initial assignment
- Traffic infractions are not included – misdemeanor traffic infractions are included: DWI
- Any offense that could result in incarceration is included but traffic ticket with no sentence to incarcerate is not
- No discretion – if the judge says the person's eligible, then they are eligible; judge makes determination
- Have spoken to judges throughout the years; bottom line: they run the show; can accept a recommendation or reject
- Might be objectively appropriate to keep counsel but not strictly within the guidelines; varies court to court
- Person caught in unlawful possession of marijuana is eligible; 60% of cases are misdemeanors or violations

#### **HISCOCK LEGAL AID – CIVIL (501); Susan Horn, CEO, Richard Engel, Board Chair**

- 2 programs supported by the County for many years; provides legal assistance with Civil program to individuals and families in need since 1949; Hiscock has been an authorized agency since 1950s
- Critical service to domestic violence victims, homeless from eviction, cancer patients; 2011: 1700 clients; 3500 benefit
- Unemployment increases and the need for service increases
- 2004 - primary provider for adults; legal reps for over 2,000 families; custody, abuse and neglect, protection orders
- Provides for 500 - 600 parole violation matters and extradition cases; serves over 4,000 individuals, families/year
- Assistance from County includes contract through DSS– Homelessness Prevention and Rapid Re-housing program
- Money from Feds or State is never certain; best guesses as what funding will be for 2012

#### **HISCOCK LEGAL AID – FAMILY COURT/APPEALS/PAROLE (502); Susan Horn, CEO, Richard Engel, Board Chair**

- Discrepancy with received money from County relates to \$15,000 grant – pass through money for additional services
- Provide parole reification representation – grant through the Division of Criminal Justice Services to provide services to clients through the Center for Community Alternatives; \$15,000 passes through to the center to enhance rep.
- Services are evaluations of clients; make recommendations for alternatives to incarceration; example: drug treatment
- Requested an increase including cost increases – very modest salary increase for staff and one additional staff position; recommended budget is not as much but there is a slight increase
- County Executive recommendation is mostly for increased costs; not as much as requested
- Increase is small in rent; the bulk is health insurance

Mr. Fisher stated for the record in reference to the variances from one year to the next, line 500, the legal defense of indigents, this Ways and Means committee last year reduced the recommended appropriation for the legal defense of indigent by \$100,000. It came in above budget but the committee had reduced it from the recommended amount by \$100,000. Chairman Jordan responded he wanted more of a clarification of the difference between the budget as modified and the actual money received by the agency.

#### **AMERICANIZATION LEAGUE (875); Michael Puntschenko, Director of Special Programs, Monica Dornford, Nationality Worker**

Mr. Puntschenko:

- 94 years; serves over 2,000 immigrants every year who are looking for immigration support on how to get a green card, and what the proper paperwork is to fill out; a lot of immigrants don't know where to go
- Works in conjunction with district refugees assistance program; also work in conjunction with adult education program; provide ESL training, GED education
- Important to school district because a lot of these people are parents of students that end up in the schools
- Vital to the community because the immigrants end up finding jobs – list of 30 employers hiring these skilled people
- Have skills from before, end up coming here and need proper paperwork – a number work at Syracuse University, Upstate University – some of the biggest employers in the County

- Asking \$42,000 to fund 1 Nationality worker; district supports salary and benefits of an additional Nationality worker
- Form presented indicated a request of \$72,284 – gladly take the \$72,000 but seems something was confused
- Work hand and hand with Larry Bousquet, oversees the league and normally does this presentation
- Last year the Americanization League did not receive anything; Civic Development Corps helped offset not receiving funding – able to keep things going
- Requested \$72,284 and received \$45,742 from Onondaga Civic Development Corp – funding of balance done with a mix and match of the Adult Education funding and the refugee assistance funding; received referrals to the adult ed.
- These are programs reimbursed by contact hours – having referral made it possible to generate revenue
- Will not be requesting money from OCDC – only to offset last year; one time thing
- No money from City Schools - program ran within the school for 50-60 years; how it became part of the school, not sure – a lot of parents are immigrants so it is a vital service, works with other adult programs
- City funding is for Pre-K through 12 education – this does not fall within the funding streams
- The City Schools do use space in the Johnson center

**Mr. Lesniak stated he does not have a list of employers and would like to request the list. Also, he would like a number of how many of the 2,000 were then employed by those employers.** Mr. Puntchenko responded it is hard to calculate because the immigrants come to the Americanization League to get paperwork to become citizens. After they leave, it might be known that they are taking adult education courses or some other programs but there is no come back to the Americanization League of who got a job and where. The Americanization League knows where some work because they work through the refugee assistance program, job development and case management services.

- Both positions are employed by the school district as Nationality Workers – other position funded by refugee assistance grant through NYS

Mrs. Rooney commented the Americanization League does a wonderful job helping people get green cards so they can be employable, and that assists the County in getting them off, for instance, the TA rolls.

Mr. Lesniak stated this was not funded previously. Mrs. Rooney responded last year was the first year they did not receive county funding. **Mr. Lesniak is requesting justification in clientele, numbers of how many people are being employed, if there is a return with taxes or revenue going back, and that they are not on the rolls for Social Services.**

- Have to talk to superintendent about money from the City schools; received money from the County in payments

**AURORA OF CNY, INC.** (878); Debra Chaiken, Executive Director

- Funded for over 50 years

*Onondaga County Authorized Agency funds AURORA of CNY's Community Living Skills Program for Individuals with Vision and/or Hearing Loss*

***Aurora's Community Living Skills Program*** assists individuals of all ages who are blind, visually impaired, deaf or hard of hearing to remain independent, safe and productive in their homes and the community by providing support, resources and specialized training. Program participants learn skills for coping, adjustment to vision/hearing loss, safe travel, household management and activities of daily living to achieve their goals of independence and overall personal health and well-being.

***Problem Statement:*** People with vision loss, hearing loss or a combination of both are at risk of losing independence and full participation in the community and are susceptible to conditions that negatively impact their overall health and well-being. (i.e.: falls, isolation, depression and personal safety issues).

*There are two overarching community symptoms that are impacting the increasing number of people with vision and hearing loss in need of services in our community. First, as our population ages there is an increase in the number of people with age-related vision/hearing loss in our midst. The second major community symptom is the dramatic rise in diabetes in our country for people of all ages.*

*Additionally, there is a group of people who are deaf, some of whom are resettled refugees, who are considered low-functioning and in need of on-going assistance to access and fully participate within the community. They require*

*individualized independent living skills training, advocacy and case management, especially with respect to learning the language, customs and systems of service that impact their health and over-all well-being.*

**Community Impact and Risk Factors:** *Currently 1 in 3 people in the United States over the age of 65 has a significant hearing loss and 1 in 6 has a visual impairment. In Onondaga County, in 2009, seniors 65 years old and over made up 14.1% of our population compared with 13.7% in 2000. It is estimated that the population of seniors in our county will jump to 17.8% by 2020. (Experts predict that by 2030, rates of severe vision loss will double along with the country's aging population (Prevent Blindness America's Vision Problems in the U.S., 2002).*

*Dual sensory loss is becoming a more common condition seen by clinicians. Individuals with both vision and hearing loss report poorer self-health, depression, reduced quality of life and less interaction with social networks. People with dual sensory loss are also at greater risk for falls than those with a single sensory loss, and this is significant because falls are the leading cause of injury death in the elderly.*

*Added to this is the fact that many people with hearing loss, and especially seniors, experience problems with balance due to vestibular irregularities. According to the Step Up to Stop Falls™ Falls Prevention Collaborative, a project funded by the Community Foundation of Western and Central New York (of which Aurora is a part), Onondaga County is reported to have the highest rate of deaths related to falls for elders out of the seven-county target area for the project.*

*Specialized, community-based services such as Aurora's Community Living Skills program address the negative impact of risk factors on the individuals themselves, their families and the community at large.*

*Of particular note, Aurora is currently a participating partner in two special project grants awarded through the Community Health Foundation of Western and Central New York: A Falls Prevention Collaborative with the Onondaga County Office for Aging and Youth (lead agency), the Salvation Army, St. Camillus Health and Rehabilitation Center and the Visiting Nurses Association to identify and implement effective practices to reduce falls for older adults, and a collaborative with Crouse Hospital that led to the development of hospital protocols and a train-the-trainer sensitivity module to address needs of patients with vision and hearing loss in the hospital.*

*We are grateful for the support of the Onondaga Legislature and thank you for your time.*

- Aurora serves Onondaga, Cayuga and Oswego Counties – serves over 2,000
- Show receiving \$64,330 then the budget shows \$11,000 – combined funding with Office for Aging
- Also part of grant - special project outreach through the Office for Aging; no longer being funded through Aurora
- Have received what was requested; allocation received in payments
- Contract for Office of Aging is included in budget – not increasing; only a pass through for the grant is increasing
- Not receiving any revenue from other counties; tried in Oswego, nothing yet; part of city block grant in Cayuga

Mr. Rowley pointed out a contracted service line in this budget for \$40,000, line 570. There is a \$30,000 request for the Boys and Girls Club of Central New York, and there is a representative from the Boys and Girls Club if there is a second for him to address why the amount is in there. There is also \$10,000 Legislator Masterpole could speak to for the St. Patrick's Day Parade. It is a late addition to the budget and they were not previously Authorized Agencies; it is where it could be fit in.

**BOYS AND GIRLS CLUB OF CENTRAL NEW YORK (570);** David McDonough, President, Executive Director

- \$30,000 to assist in transitioning itself through the upcoming year; general operations; one time, one year
- Strategic partnerships with other not for profits – very difficult year for past 16 months or so
- Recently spoke with Police Chief Fowler – discussed providing \$10,000 towards operations
- Primary funding from Say Yes to Education (approx \$600,000) - supplemental education services; CBG for \$18,000

## **2. PHYSICAL SERVICES AUTHORIZED AGENCIES (pg. 5-3)**

**CORNELL COOPERATIVE EXTENSION OF ONONDAGA COUNTY (871);** Richard Halpin, Interim Executive Director, Susan Martineau, Finance Manager, Jessi Lyons, Team Coordinator, Kathleen Dischner, Dietician and Nutrition Team Coordinator (Annual Report on file with Clerk)

Purpose

Cornell Cooperative Extension of Onondaga County serves youth, families, farmers and citizens of the entire community through research-based knowledge for immediate application and life-long learning. We are part of the Cornell Cooperative Extension educational system that strives to enable people to improve their lives and communities through partnerships that put experience and research knowledge to work. Cornell Cooperative Extension of Onondaga County is the local implementation of a statewide and nation-wide Extension system with a strong public mission and an extensive local presence.

Fiscal Trends

## Cornell Cooperative Extension Appropriations and Revenues 2009—2012

	2009 actual	2010 actual	2011 projected	2012 request
<b>Onondaga County Appropriation</b>	<b>\$354,948</b>	<b>\$283,958</b>	<b>\$150,000</b>	<b>\$283,958</b>
Total Revenues	\$1,017,070	\$1,036,523	\$667,958	\$866,855
Total Expenses	\$1,033,117	\$964,286	\$700,664	\$866,855
Net from Operations	\$(16,047)	\$72,237	\$(32,706)	-----

Challenge

- A year of great change--loss of Executive Director, loss of Green Jobs grant project, staff turnover; but reaffirmation of traditional mission, especially in 4-H youth development and agriculture. Significantly, we have joined the highly regarded Lake Ontario Fruit team and the Cornell Vegetable team, which brings very high-level expertise to producers in those sectors. We also were able to resume the Master Gardener program after a 17-year hiatus.
- A year of great fiscal challenge--last year's Onondaga County appropriation was reduced to \$150,000, supplemented by additional \$100,000 in WEP projects. While the total is \$250,000, only the appropriation may be used for core operations, such as rent and other overhead, administrative support, and salaries for non-grant funded educational programs in 4-H Youth Development and Agriculture.
- A year of great adjustments--some are permanent, such as the move to more affordable office space, and participation in a shared business network arrangement with adjoining Cornell Cooperative Extension Associations. Other adjustments in program and staff are short-term and will require long-term financial support in order to be sustainable.

Request

We request your support for the full appropriation of \$283,958. This level of core support will allow us to continue our program emphases in agriculture, nutrition, 4-H youth development and natural resources, and will leverage additional funding of \$582,896.

We assure our County partners that investment in Cornell Cooperative Extension of Onondaga County at the requested level for 2012 will produce significant public benefit for the citizens and communities of Onondaga County.

**Food, Renewable Energy and Environment (FREE) Programs**

Cornell Cooperative Extension of Onondaga County's Food, Renewable Energy, and Environment programs focus on providing hands-on education and training through community-based stewardship events and direct consumer education. We are able to provide educational resources and tangible support necessary for education to turn into action. Our outreach programs empower citizens to make the best environmental choices at home and in their community.

The **Urban and Community Forestry** program focuses on training citizens and professionals to properly plant and maintain trees in order to support an urban forest that is resilient to natural disasters, costs less to maintain, and provides long-term economic and social benefits to the whole community. Our invasive species program educates the general public and professionals about how to identify, monitor and slow the spread of invasives to limit devastating economic impacts and risk to human health and infrastructure.

- In 2011, over 600 trees have been cared for and an anticipated 200 will be planted this fall.
- Over 120 volunteers have assisted so far in 2011, with at least 70 more expected this fall.
- Each fall CCE coordinates the bulk purchase of bare-root trees for municipalities and non-profits, which may then be planted by CCE volunteers. This program enables the low-cost purchase and planting of trees which helps us move closer to the goal of tree planting exceeding tree removal.

The **Water Quality Education** program focuses on teaching youth and adults ways they can improve water quality; how to identify water bodies at risk; monitoring and control of aquatic invasive species; reduction of stormwater run-off through proper land-use practices; and Hydrofracking workshops for residents and municipal leaders.

- So far in 2011 over 800 youth and adults have participated in our programs, and we anticipate 300 more this fall. We've directly provided water quality information to another 4000 residents.

The **Master Gardener** program was revived in 2011 after a 17-year hiatus. The program trains citizens in research-based horticultural principles and practices. The gardeners then educate the public through seminars, workshops, articles, and by responding to consumer calls.

- In 2011, 28 new gardeners were trained and have provided information and outreach directly to over 1400 county residents, in addition to gardening articles in the media and phone-based consumer education. There is a 50 person waiting list for 2012.

The **Agriculture and Food Security** Program works to connect rural and urban farmers and markets to resources in order to improve sustainability, economic vibrancy, and strengthen our local food system.

- Educational assistance to start farms and school and community gardens safely and effectively.
- Broadened farmers' access to Cornell and community resources, and Cornell's Fruit and Vegetable teams.
- Began a five-year project to explore ways regionally produced foods could improve food access and affordability for disadvantaged communities, while benefiting farmers, food supply chain firms, and others in the food system, to allow us to better integrate local agriculture into regional supermarkets.

### **Nutrition, Youth & Quality of Life Educational Programs and Resources** **Kathy Dischner-Nutrition Team Coordinator**

Our research-based Extension **Quality of Life** programs and resources provide interactive, "hands-on" nutrition and healthy lifestyle programs; workshops to help consumers identify low-cost cost savings to reduce energy use and budget for household expenses, and opportunities for youth to develop personal and social assets, such as mastery, independence and a sense of community to support their growth and development in leadership, citizenship and to embrace and practice healthy lifestyles.

We strive for "**multiplier**" effects in our program efforts and outreach. We train community partners, volunteers and students who share our resources to help improve their outreach to help the families, seniors, youth and individuals served throughout our community.

Our **Eat Smart New York** nutrition education assists low-income residents to make healthier food and lifestyle choices within limited budgets. **150 adults and seniors with over 500 family members** completed a six-eight session workshop series reports over a reduced program year.\* Evaluation data indicate:

- 65% used Nutrition Fact's labels to choose healthful foods and 58%, made food choice improvement – including **what** and **how much** to eat, with 64% increasing fruit and vegetable intake and 45% reporting incorporating physical activity into daily routines.
- 50% reported increased energy; 35% lost weight and lowered cholesterol or blood pressure; more than 50% reported reduced stress and greater feelings of control related to food, budgeting, meal planning and preparation and increased food skills.
- **200 youth** gained food preparation skills, knowledge and confidence to make healthier choices at fast food restaurants, vending machines, and to reduce sugary beverage intake and increase vegetables and fruits.

\*CCE Onondaga lost \$63,000 in funding during 2011 as part of a midyear statewide budget rescission. . In response, we regrouped, planned staff layoffs and our program suspension to maximize the number of residents reached during peak programming months. NYS lost over \$9,000,000 for SNAP-Ed programming during 2011. Benefits of SNAP-Ed include:

\*\* For every SNAP benefit issued, \$1. 84 is generated in economic activity ([www.hungernys.org](http://www.hungernys.org))

\*\* Research conducted by Cornell University indicated that for each dollar expended in nutrition education for residents enrolled in Food Assistance programs, up to \$9.00 is saved in future health care (**Jamie Dollahite, PhD, [www.fnec.cornell.edu](http://www.fnec.cornell.edu)**.)

**Save Energy, Save Dollars Workshops-** informed 300 homeowners and apartment dwellers to save energy and in turn dollars, on their utility bills through no-cost, low cost measures while sharing how residents can connect with other CCE programs for residents to engage in other learning-based programs and improve quality of life. We plan to reach up to 500 county residents through 35 Energy and Money Management workshops by the end of 12.31.11.

**Food Plate Studies-** Nudging Nutrition- CCE Onondaga brings Cornell research into our communities. Over 200 families are participating in a four-month family food decision making study that helps families raise awareness of food and family eating choices and portion size with weekly weight monitoring and physical activity participation- in progress during 2011. This study has provided us with opportunities to engage additional county residents in our programs and to share our resources and learning opportunities.

**4-H programs** provide 100 youth across rural, suburban and urban settings with positive youth development opportunities ranging from animal care, to natural resource conservation, to healthy food decision making. Increased county funding is needed to sustain current programs as well as to expand 4-H youth development programs and opportunities to reach diverse youth sectors and volunteers to support skill development in sciences, engineering and technology arenas.

**Let's Get cooking cookbook-** \$500 from National Grid allowed CCE nutrition educators to update and distribute 100 copies of a low-literacy resource to help at-risk families prepare quick, healthy and inexpensive recipes at home for families. P.E.A.C.E Inc. printed 500 copies of our cookbook and will be distribute these by Family Worker outreach in homes across the county. Upstate Medical University is planning to reprint and distribute over 1,000 cookbooks.

Mr. Halpin:

- Part time education – not enough to serve the County well; need long term financial support
- Looking at \$200,000 – tentatively project \$600,000; significant public benefit; request last year \$283,000
- Allocation reduced: 2 positions eliminated; 2 positions filled part time not full time; savings in the move
- \$100,000 from WEP – redirected efforts towards environmental work; just one area need to work in
- Don't think there was a request to ODC; using general fund to sustain for 2011; balance approx \$200,000

Ms. Martineau:

- \$217,000 from other depts; WEP (\$100,00), DSS (\$100,000), Community Development (\$25,000), County Parks (\$4,000); separate grant for \$56,000 for forestry from WEP
- Received allocation from County in monthly payments
- \$68,000 from City grants, started late in 2011 – looking at same grants but full year totaling \$112,000

Mr. Lesniak asked if there is money in their budget from WEP. Mr. Fisher responded there is no money in the recommended budget for WEP that is allocated to Cornell Cooperative Extension. Mr. Lesniak asked about the grant money being included. Mr. Rowley replied that he is not aware of any but he will look into it.

Mr. Halpin continued:

- Contract money is limited to purpose of that contract; needs in agricultural development; environmental development; need to support 4H but cannot do with WEP contract; only can do projects/outcomes specified in contract
- If there's no money from WEP but full County allocation, then the program would change, would be less emphasized on environmental programs; reallocate towards small farm, agricultural development; 4H youth development
- If \$100,000 reallocated, probably 40% - 50% would be environmental, remainder towards other program areas

**Mr. Lesniak requested a more realistic number of what the environmental number would be.** Mr. Halpin clarified the question would be if the \$100,000 were appropriation money instead of WEP, how would it be used? **Mr. Lesniak responded no, the question is how much of the \$100,000 of environmental would be projected for next year?** Mr. Halpin agreed to get a more thoughtful answer.

Mr. Halpin continued:

- 1/3 would be the normal range for contribution; extension operations range in size from modest to large
- Cornell is on the smaller side – smaller extension, greater dependence on County monies
- Favorable in 30% range; would love to grow larger, meeting needs of community through grants and services
- County dollars become a smaller portion; County dollars provide core operating infrastructure

Mr. Kilmartin stated in the past the allocations provided through other county agencies were broken out by department He then asked in terms of the recommended budget, is it an identical breakout or is something different. Mr. Rowley responded that he has not analyzed Cornell Cooperative's funding stream but he can get



the information. Mr. Kilmartin asked if he was correct that historically the funding for Cornell Cooperative came through these various departments, some from DSS, Community Development, Parks and WEP. Mr. Halpin responded historically there was an appropriation (the \$354,000 or \$283,000) for core operating expenses. As County departments have needs then there have been contracts with County departments for specific work in a specific area. Mr. Rowley agreed with Mr. Halpin that the appropriations do not include all the contract work that occurs. Mr. Kilmartin asked Mr. Fisher if he has a better understanding of the \$285,000. Mr. Fisher responded that he does not, and that he and Mr. Rowley will get a breakout detail.

Mr. Warner stated most recently the issue of hydrofracking has come up, and the DEC will decide if it is safe or legitimate. He asked if they have seen the actual figures of what the economic impact would be to Onondaga County or even Central NY reference jobs and money. It would certainly be beneficial to some legislators here. **Mr. Warner requested a one pager on the financial impact.** Mr. Halpin responded at Cornell, there is a unit with an extension called the Community Rural Development Institute Party that has done a lot of work trying to project economic benefits and concerns. Mr. Halpin stated he would seek out any information the Party may have.

Ms. Martineau:

- Misspoke: County departments are DSS, Community Development & WEP for forestry – Parks is City Parks
- DSS money is food stamp money, USDA money which is nutrition education for at risk populations in the City
- This year \$94,000 – \$95,000; previously has been \$150,000; reduced at Federal level – pass through money

Ms. Dischner:

- Help bring program over 10 years; matching fund program – reach out to families who receive WIC, parents of students in schools that receive food assistance
- Targeted Medicaid – extend small amount of dollars to bring comprehensive nutrition education programs
- Help create a behavior change: stretch food dollars, eat more, healthier; expand parenting abilities – relate to children about food and encourage physical activity
- Hand out - evaluation data with Cornell University – not a one shot deal; 150,000 – 200,000 families a year
- Many have been able to use experience to go back to school; more confidence in their job, feel better at home, relate better to their children
- Entire country cut back – NYS was a \$9 million cut; Cornell cut is \$65,000 (not reinstated); can only fund 2.5 people
- Education in community – reach people at the workshop instead of going into homes, then they share with others

Ms. Martineau:

- Checking account: \$80,000 or \$90,000; savings: \$100,000 - interest is projected at \$950; budgeted \$4,000 not correct

**BALTIMORE WOODS NATURE CENTER (Centers for Nature Education) (869); Patty Weisse, Executive Director**

- Not for profit business – \$15,000 request for 2012; asking to be a partner in this business enterprise
- Letter below talks about Baltimore Woods practitioners
- Not funded through Onondaga Parks; US nature center; have to have a viable strong business model
- Nature in the city outreach program is a go to science for K – 6 Syracuse Elementary schools served
- Take students on walks through parks and green spaces in their neighborhoods; teach science; Rob Bixler working on measuring the impact of that science
- Not meeting needs of clients- they aren't willing to pay for the services and corporations aren't willing to subsidize
- No one gives BWC money to keep the doors open
- Rob Bixler said in his letter that we have something that is already strong but could become a model for how nature centers serve the communities in the future
- Have not received large public dollars in the past has driven BWC to a different model
- The money takes the sting from unfunded mandates – County Health Dept – passing on requirements from State
- \$15,000 does not cover costs to meet mandated expenses

*August 31, 2011*

*Patty Weisse Executive Director Baltimore Woods Nature Center Box 133  
Marcellus, NY 13108*

*Dear Ms. Weisse:*



*I was thrilled by your request to engage with Baltimore Woods Nature Center in an analysis and evaluation of the Nature in the City program. The program appears to be quite innovative based on its use of a place-based approach with ethnically-diverse school children. The curriculum moves the children from learning about science in the abstract and/or distant places, back squarely into their own cityscape, where they can observe and re-observe many of the scientific phenomena they studied through Nature in the City. Since the lessons are taught in their own neighborhood, learning is easily related to their lives and community, and it certainly does not hurt that the study location is right where they live, becoming part of their everyday life as a reminder of their learning experience.*

*After working 15 years evaluating programs for zoos and nature centers, I have encountered several different levels of interest among program staff in evaluation. Most staff in organizations are intimidated by program evaluation, but staff members who are reflective practitioners recognize evaluation as critique, rather than criticism, and embrace the process. My initial contacts with you and your staff at a conference strongly suggest that your organization long ago evolved into the latter group. Between my previous experiences with program evaluation in non-formal science centers and the valuing of evaluation by Baltimore Woods, I would venture that we can take a strong program and further refine it into a first-rate documented national model for place-based science education. I look forward to investing my time and expertise in visiting and working with Baltimore Woods Nature Center staff and teachers, children and community members in Syracuse.*

*Sincerely,  
Robert D. Bixler, PhD, CIT  
Associate Professor*

- Request last year was funded by CRT – part of consortium of orgs delivering education services for Save the Rain
- If told by County to make request again to CRT this year, it will be done; would be happy to apply
- Tough to reduce funding: mandates for example the summer camp programs have to be licensed
- The camp counselors have to be trained in CPR – Red Cross gives card for 2 years but State says every year
- The County helps with mandate relief; mandate that does not produce any viable public good
- The center is very lean and there is nothing to cut
- Received funding from County in past; 2010 received \$15,000 in monthly payments
- 2 main drivers for economics: Summer Camp; Nature in the City program which Syracuse City District pays portion plus corporate sponsors to match what is paid
- Tried to make weekend and evening programs economically viable; not viable, money losing bucket
- City School District money is earned income; listed as contract on budget; 50% revenue earned - 50% contributed
- City School District 2011/2012 contract is for \$50,000 for services in 10 schools
- There is a membership cost; Beaver Lake is in county park system and cannot speak to business model, but Baltimore Woods is a private 501c3
- Camp fees – members only program; \$40 membership fee; \$135 for week at day camp; multiple week discount
- Open year round

**ONONDAGA COUNTY SOIL & WATER CONSERVATION DISTRICT** (872); Mark Burger, Executive Director, Spencer Givens, Board Chair (packet on file with Clerk)

*Thank you for the opportunity to appear before you today. I am Mark Burger, Executive Director of the Onondaga County Soil and Water Conservation District. Also, let me introduce Spencer Givens, Chairman of the Board of Directors for the Conservation District.*

*The Soil and Water Conservation District was created by NYS and the County Legislature in 1944 for the purpose of planning and implementing soil, water and natural resource conservation programs in Onondaga County. **The programs and services that the District provides fill an important niche in this County, and they are services that are not provided by any other agency in the County!***

*The District's primary workload continues to be the Agricultural Environmental Management (AEM) program as agricultural land occupies one-third (156,000 ac) of the county's total acreage (499,000 ac). You may not think that agriculture is important in our County, but nationally Onondaga County ranks in the top 10% of the "Best Places To Farm" and State-wide, Onondaga County ranks #1 in Strawberry production, #4 in the sales of poultry and eggs, and 10<sup>th</sup> in grains.*

*Farmers in our County provide major support to the Ethanol industry in Fulton. Local farms in CNY produce 85% of the grains needed to produce the 85 million gallons of Ethanol each year. Our farmers are changing the face of Agriculture in CNY!*

Municipally, our District staff provides Green Infrastructure services in the form of Hydroseeding and Stormwater Management assistance to Onondaga County and 10 additional municipalities. These services help the municipal governments maintain compliance with Federal and State mandates. Our District performs these quality services at a very lower cost and provides technical expertise that these smaller units of government cannot afford from the private sector. Our SWCD serves as a continuing resource to these municipalities without an additional cost to the County. The bottom line is efficiency of government services at a cost-savings to the taxpayers of this County.

Our efficient staff writes for Federal, State, and Local grants to fund the planning and implementation of these conservation projects. **Annually, the District brings in enough grant money to multiply the county appropriation (cash-equivalent) 84-times! In 2011, this money was paid to 62 local businesses that provided services and materials to implement the conservation projects, thereby keeping Central NY businesses working!**

**The end result protects the County's drinking water supply at Otisco Lake and the City's drinking water supply at Skaneateles Lake.** These BMPs also help to keep our farmers on the land, thereby slowing Urban Sprawl.

Please also know that the District is planning to move our office to County space in 2012. The goal is to better utilize our appropriation to help keep both the District and the County strong for many years to come.

We thank you for your continued support of the District. Please know that your appropriation **helps to cover** our fixed cost in order to secure the grant funds for these conservation projects.

We have provided a packet for each of you. In the packet are the following support materials:

- 2012 Proposed Budget
- 2010 Annual Report
- Municipal Services Brochure
- District / SLWAP Newsletters

In closing, on behalf of the staff and Directors of the Onondaga County Soil and Water Conservation District, I respectfully request your support of the Onondaga County Soil and Water Conservation District at a level of \$72,356 for 2012. Thank you for your attention. We will be happy to answer any questions that you may have.

Mr. Burger:

- County appropriation last year was \$26,178, last year remaining from WEP in equal amount; provide service to County DOT hydroseeding for municipal road clear out – only getting \$350/acre from municipalities
- Otisco Lake Management – nothing last year, \$12,000 this year; informed by County Health Dept. there is a grant for updating Otisco Lake Management Plan – SWCD asked to do update agricultural sector which was est. at \$12,000
- Very interested in applying for money through CRT
- If funding not received, been making up difference with layoff of 1 employee (spring), sold 2 vehicles, into reserve next
- County allocation received as monthly payments
- Significant increase in State and US EPA grant money – these are existing grant dollars contracted to SWCD to provide implementation services, barnyard practices, etc on farms; the federal grants are expiring next year
- Hotfooting to get all the work done by September next year; \$885,000 - federal; \$1,101,000 –state
- State grants do have money to cover personnel and construction but no money to cover fixed costs – County appropriation historically used for the fixed costs
- Intent is to move from Lafayette (renting) to St. Marie building – would like move complete by Dec 31, 2011
- Will be paying a unit rate for the space - Parks will use that money for maintenance or operation; increase is a pass through from SWCD to Parks to pay for utility costs, etc
- No problem getting money from WEP – project focus is only difficulty; reduces ability to pay fixed costs
- All pots of money – DEC short falls and staffing; SWCD is able to teach required 4 hour class on behalf of DEC – also traveled to other counties – that's an earned income
- Some grants pay flat rate per person – overage money; no money brought in for interest; do take donations for ads

Mr. Kinne asked if hydrofracking is approved, how it will affect CNY water. He commented it is some of the best in the country. Mr. Kinne also asked what it will do for the economy.

Mr. Burger responded:

- The experience SWCD has had is from meeting folks from Bradford County – doing tours of landscape last 2 years
- This year at Bradford County – significant improvements in hydrofracking technology
- Main improvement is recycling of water use in drilling project; instead of each well pad having one large (500,000 – 1 million) pond to supply the water, able to use one pond for every 4 - 5 wells
- Talisman Energy – working to get to all food grade ingredients for fracking solution so there is no bleach or other chemicals
- Over time, when resource in PA consumed and come to NY - NY will be in a much better position to have cleaner/greener technology
- Economy – in Bradford the only way to not have a job is if the person does not want to work; trying to make money off energy – fair set up with campers for employees working 12 hrs on/12 hrs off – economic boom

- Everyone moving to Bradford, projected collapse in 15 years - economic to be a ghost town
- 2<sup>nd</sup> economic component – lower income or displaced families often times will be relocated 2 or 3 counties away
- Out of roughly 1,000 wells drilled - water in PA at 10% contamination – directly from 2 wells; methane is treatable
- Not good sources to be used because there are fluids that got into well; suspicion that public wells have contaminants
- SWCD working to get grant for that type of testing in southern part of county – get baseline of water quality
- Board of Directors adamant not take position for or against energy production – will support public and municipal officials for information; as well as farmers who would be most affected
- SWCD – how to develop a baseline of personal wells; research from Penn State; trying to meet needs of people

Mr. Meyer wanted to thank the members of the SWCD board for their many years of service. Mr. Meyer stated a recommendation for the future WEP contracts to be adjusted for more flexibility; line for general support and a line for fixed contract.

Mr. Burger:

- Appreciate the recommendation for the WEP contract; would be helpful
- Otisco Lake – short term; 4 months of staff time; addressing agricultural component of report; update to former report

Mr. Fisher wanted to describe the changes in the budget book, and where the items are that the Authorized Agencies will be referring to in the last group.

Mr. Fisher:

- Taking appropriations amount to arts and cultural orgs - tying to specific amount of room occupancy tax
- Reference 3-1 of budget book – shows total and percentage
- Arts & Cultural total funding in 2012 equal to \$1,187,023 - 21.79% of room occupancy tax revenue
- County Executive - future budgets will recommend 22% of estimated ROT for arts and cultural agencies
- If ROT goes up, then the dollar amount for the arts will go up as well
- Same page – arts and cultural orgs are divided into three tiers; based on recommendations from agencies - Organization called ACLA: Arts and Cultural Leadership Alliance; works with CRC
- 6 Tier 1 – certain criteria; size of their budget, year round programming, how long providing services
- Syracuse Stage, Syracuse Opera, Everson Museum of Art, Philharmonic, MOST, Syracuse Jazz Fest
- Tier 2 - smaller budget; Tier 3 - not in budget but eligible for re-grants from CRC
- Future to see CRC getting more involved in what allocations are made to tier 2 and tier3
- 2013 budget expect to rely on advice significantly
- Tier 1 – in response to legislature, put strings attached to Tier 1 - going to have to raise as much through contributed donations as appropriated in the budget
- Example: Philharmonic will not get County dollars until they can raise the donations to match
- Reading from 3-1 in budget book: *“In order to receive their 2012 appropriations, Tier 1 agencies must demonstrate to the County’s Chief Fiscal Officer that Contributed Revenue, as defined in the funder’s report received by the County from the Cultural Data Project, match or exceed the County appropriation in the Agency Fiscal Year that includes January 2012.”*
- Cultural Data Project – last year required all arts/cultural orgs to submit 3 years of data; also required this year
- Objective measurement of how much raised from private donors, businesses and philanthropic orgs but not ticket sales or other governments (other governmental grants do not count for the match)
- In-kind services are inclusive in CDP data; will make sure what those services were; funders report is available

Chairman Jordan asked what the fund balances are; OCIDA, OCDC, CRT? Mr. Fisher responded he does not know off hand. He stated Mrs. Rapp’s committee recently met with CRT and OCDC where those questions were asked, and he believes they were answered at that time. Mr. Fisher stated the planning committee will have those answers. Mrs. Rapp stated they are in last month’s minutes.

Mr. Fisher:

- Change in the use of fund balance
- Number of resolutions – one specific resolution amending 2012 budget to provide transfer of funds
- \$120,000 contingency; all fund balance appropriations described will have an information sheet
- Landmark has \$100,000 appropriation out of fund balance not in budget; likewise for Focus - \$20,000
- OHA and Erie Canal Museum are not in budget - moved to County General
- OHA not only a museum, role as custodian and attic of history; deserves to be in a different part of the budget

- Erie Canal Museum is the same – exists only because County took over; if there is no money given, the museum would close, and the County would give back to State
- Own the Erie Canal Museum building; facilities services the building; all appropriations for museum in 2012 proposed to be in contingency account
- Asked ECM and OHA to have discussions at board level of strategic affiliation – plus Salt Museum and St. Marie to become new entity; whether merge or not
- Work together allowing the County to take Salt Museum and St. Marie out of Parks and into County General - management from Erie Canal and OHA; would like finalized in next several months – put in contingency account so they have to come to legislature to explain how to use the money

Mr. Stanczyk likes the concept of putting the museums together. In response to Mr. Stanczyk, Mr. Fisher stated he does not believe there is any money from the requested amount to be applied to tier 3 from the CRC. Steve Butler from the CRC can speak to that. Mr. Fisher continued this is setting the stage for the next budget in 2013 where there will be specific responsibilities to the CRC to re-grant and give advice on the allocations. Mr. Stanczyk commented the history of the CRC is that they had about \$30,000 to grant to small organizations. He asked if Mr. Fisher was saying they don't have that anymore.

Mr. Butler responded:

- \$30,000 has fallen to historic lows; no longer producing revenue
- Allocation in 2008 was approximately \$118,000; request now is \$60,000; \$30,000 may be somewhere in that loss
- Re-grants in previous two years were through the State of NY

Mr. Fisher responded to Mr. Stanczyk there is a listing of tier 3 because this new model is intended to not only apply to governmental money but private money as well. The County Executive's Office would like the same tiers to be used with the arts agencies to work together. Mr. Fisher stated the business community has agreed that they will participate in this. Centerstate CEO Alan Naples, Board Chair and Rob Simpson, CEO will be talking to their members about all the agencies, not just those funded by the County, and asking them to bring private money forward. This is where the growth will come from, would not come from governmental funding. Mr. Stanczyk commented the listing in tier 3 will not receive funds from the County and will not receive money from the CRC. Mr. Stanczyk stated he would not have a problem delineating different agencies as long as he's not a tier 3. He said he worries about the bottom of the pile. Mr. Stanczyk asked Mr. Fisher how he intends to encourage people to get involved. Mr. Fisher asked Mr. Stanczyk if he would want to increase the percentage from 22 to 23% and take the extra 1% for tier 3. Mr. Stanczyk asked how the Executive Office came up with 22%. Mr. Fisher responded the County Executive looked at what was in the 2009 budget and considered restoring funding to that level but decided not to do that. She looked at the current year's budget and remembered it was decimated last year through the budget process. Mr. Fisher stated it is restored to what the recommendation was last year; came down to 2011 recommended and stayed below 2009.

Mr. Buckel stated Mr. Fisher mentioned the use of criteria for the tiers namely size, and asked if he could describe the other things used for criteria; community wide or object consideration. Mr. Fisher responded he can get the letter from ACLA (7/29/11) that describes the criteria. What the County Executive's Office told ACLA and CRC is they need to decide; it should not be up to the County Executive's Office. The CE took those that are not in the budget and called them tier 3 but asking these groups to figure out what they would like to see in the future. Have them decide tier 1, 2, 3, and the CE would support that. Mr. Buckel responded as policy makers, the legislators want to ensure the community connection is being represented; important to have the criteria to oversee. Mr. Buckel stated he's concerned it's only size for criteria when the value to the community can be measured in other ways.

Mr. Kinne commented he is happy to see the CE going this route and doesn't think the CE or Legislature should run the agencies. He stated many groups claim to bring shows in that help therefore if that's the case, then the concern is with the number 21.79%. Mr. Fisher replied to Mr. Kinne's question of how they reached the percentage, and said the CE put forward a number that would pass. To come below 2009 would be relative to the current tough times, and show the CE is not asking for more money but less. Last year's recommended was a bench mark. The CE also looked at the other folks that get room occupancy tax and would like them to share a fate. The arts organizations need to understand if they want to receive more money out of the budget, they have to make room occupancy tax go up, and then maybe they will do things that bring in more room nights. If the CVB understands, these folks will look to them to help drive up room nights which

is the CVB's mission; then possibly more cooperation between the Oncenter and the arts. Mr. Kinne commented he is very concerned the number might be artificially low, and might be a detriment to starting especially when these groups say they bring people in. It is a dry economic engine driver and the County should show appreciation by helping them to be better. Mr. Fisher responded if this legislature increases appropriations, the CE won't veto it.

Mr. Stanczyk agreed with Mr. Kinne that 22% is arbitrary. He is concerned that historically the County has supported things at historic levels and never looked at how, why, where or who. He is also concerned there are no funds to spur the tier 3. Mr. Stanczyk continued in the same vein economic development happens not at a corporate level or mid-level but at the lowest level, the same spirit is in artistic expression where some good things that are here that need a nominal amount of support would do great. These would be a good reflection on the community. Concerned the small organizations in the past always had somewhere to go; CRC wants to spur this, and it is a good direction to go in.

### **3. FINANCIAL SERVICES AUTHORIZED AGENCIES (pg. 3-5)**

**SYRACUSE OPERA COMPANY** (847); Andrew Hagen, Board Chair, Danielle McCann, Board, Catherine Wolff, Artistic Director (pamphlet on file with Clerk)

*Good morning. I am Andrew Hagen, Chairman of the Board of Syracuse Opera. With me is General & Artistic Director Catherine Wolff. Syracuse Opera has much good news to report!*

*We ended our fiscal year on June 30, 2011, with an operating surplus. 68% of total income was contributed, with 58% of that coming from individuals. Thanks to a surprise \$100,000 Challenge Grant received in late May, we succeeded in raising \$200,512 in **new and increased donations** within three months. Ticket sales for the 2010-11 season exceeded our goals and were up 6% over the previous season. We produced three operas in the 2010-11 season that were acclaimed by critics and audiences alike.*

*Syracuse Opera reaches over 60,000 people annually – 44,000 enjoy FREE performances – and 10% of our overall audience is children. County funding will help us to not only produce three operas in the Crouse-Hinds Theater of the Mulroy Civic Center, but also support free programs like the ones offered this past season to Senior Centers in Liverpool, Fayetteville, Camillus, Eastwood, Syracuse's South Side, Menorah Park and Van Duyn, as well as The Salvation Army, Samaritan Center, and Huntington Family Center, among others.*

*Seventy-seven percent of our budget goes to Program Expenses, and 67% of that to paying over 400 performers, technicians and program staff, most of whom live, vote and pay taxes in Onondaga County. Thousands of Onondaga County citizens enjoy Syracuse Opera performances every year. We also draw audiences to Syracuse and Onondaga County from 32 counties in New York State and from neighboring states and Canada.*

*Syracuse Opera was one of the nine arts & culture Authorized Agencies to be eliminated from last year's County budget. We are requesting restoration of funding to \$68,084, the level received in 2008 and 2009, which represents 7% of our Total Income in 2012.*

*Our 2012 Request Budget includes \$318,520 in private donations from Individuals, Corporations and Foundations. In the first two months of our fiscal year (July-August 2011), we have raised 24% of that goal, or \$77,266.*

*An investment in Syracuse Opera is a good investment. Our audience has grown over the past year, our budgets are balanced, and our board is ever vigilant to ensure that we will be financially viable over the long term. There are no opera companies comparable to Syracuse Opera in Buffalo, Rochester or Albany. The Syracuse community wants and deserves a great opera company, and Syracuse Opera is deserving of support from the County of Onondaga.*

Mrs. Wolff:

- No request to CRT for 2012; in 2011 able to receive a grant from CRT
- Many contingency plans; if needed to implement more cuts - first choice to raise money from other sources
- Facility use fee – now charging \$1 for any ticket over \$10 - that is given to Oncenter
- Have received both lump sums and monthly - took the lump sum last 2 years at a discount; prefer lump sum

Mr. Buckel asked Mrs. Wolff to define the public good, benefits, etcetera that are generating from this organization, not a discourse just the essential public nature.

Mrs. Wolff responded:

- Offering free performances for primarily citizens of Onondaga County – bring in people from outside the county
- Serve 32 counties – west, central, southern NY and Canada, neighboring states; people contributing to ROT
- Provide principal artists – taking away from their experience in Syracuse; things you can't put value on: quality of life, culture, talk of Syracuse being a great place to work – people glowing about experience and wanting to come back
- Different types of cultures represented; arts and cultural – desirable place for businesses to attract new employees
- Having an opera company – very expensive art form; Syracuse takes pride to support opera for 36 years
- Buffalo, Rochester and Albany do not have an opera

Mr. Lesniak stated it is not that anyone here does not support what the Opera is doing and want to see the performances; it's the philosophical question: if the taxpayer should pay the dole for these organizations. If there was money available, there is no one here the County wouldn't support. It comes down to why people are being taxed for something they never go to.

Mrs. Wolff:

- Opera is not on the dole and is a good investment of tax dollars – 77% of residents of Onondaga County are participating in arts and cultural organizations through the IDEAS project
- We are drawing 2/3 of citizens of the County; stating by attending facilities and performances they value what the arts is bringing to their lives
- Able to run a report to show the number of attendees from other counties; when selling a ticket, they have name and address, computerized ticketing system to issue tickets; also will run contests to be able to get the information

#### **EVERSON MUSEUM OF ART (851); Kevin Montgomery, Comptroller**

*Chairman Jordan and esteemed members of the Ways and Means Committee, good morning. I would like to thank you for inviting me here to speak on behalf of the Everson Museum's request for funding in fiscal year 2012. While costs and need have increased, we have requested level funding from last year, respecting the on-going fiscal challenges.*

*The Everson was founded as the Syracuse Museum of Fine Arts in 1897 and has been a cultural anchor in Syracuse, serving Onondaga County for more than 100 years. The Everson was the first museum chartered in the state outside of metropolitan New York City and was established on the same model as the Metropolitan Museum of Art: a public/private partnership. It is that partnership that is still sustaining us more than a century later.*

*The most significant public face of the Everson is the exhibitions and collections that fill our galleries. Today, just as was true with the inaugural exhibition in 1901, our exhibitions assure accessibility to the visual arts for all residents of Onondaga County, contributing to quality of life, leisure activities, and cultural enrichment for the entire community. In addition, the museum attracts audiences from across the state, from Buffalo to Albany and reaching north into Canada and south into Pennsylvania. That said, the museum continues to be an important asset in cultural tourism and an economic driver for the region.*

- *Last year, we presented 19 exhibitions and more than 130 supporting programs and the museum attracted more than 116,000 visitors with sustained, year-round activities and presentations.*

*As visitors from Yorktown Heights commented last year, "Excellent exhibit. The profile of Syracuse as a cultural destination has been significantly raised."*

*Our most enduring programs are designed to serve students and educators. The Syracuse Museum of Fine Arts, in fact, was the first museum in the United States, perhaps the world, to offer docent-led tours for school children, beginning in 1901. The Everson continues to build on this visionary foundation of excellence with Visual Thinking Strategies, an inquiry-based methodology for art appreciation that has been proven to cultivate analytical thought, written and verbal self expression, and creativity with mathematical and science-based problem solving. We are helping to position our county's school children for higher test scores and a richer future.*

- *As the state cut funds for schools, the Everson stepped forward to offer Visual Thinking Strategies workshops for educators and have set up a pilot program with the Syracuse City School District. We hope to expand this program.*
- *Of the 91 tours the museum led last year, 70 were for children under the age of 18 and included groups from every school district in Onondaga County.*

*This is what some of our participants have said: "Thank you for planning our 3rd grade tour of the museum...the children had an invaluable experience," said a teacher from the Moses School in DeWitt, "Excellent exhibit...good hands-on*

experience...do it again!" said a teacher from Cicero/North Syracuse, "I can hardly wait to bring my students; they will love this," said a teacher from East Syracuse/Minoa, "Thank you so much for setting up this amazing event," said a teacher from West Genesee High School, "What a wonderful visit we had! The educational package is a treat. Bravo!" said a teacher from Baker High School in Baldwinsville, "Visual Thinking Strategies opened new doors for school board members to explore. This interactive experience you provided was wonderful," said an administrator from the Syracuse City School District, "I attend most of the educator workshops and use the information in my daily teaching," said a teacher from Marcellus High School.

Our ability to connect with our local community is revealed in the numbers of individual and business supporters. Indeed, 55% of our budget is provided through donation. In the past five years, individual and household memberships have increased 60% and our renewal rate is over 70%, approximately 10% higher than the national average. In that same time, business and corporate supporters have increased 30%, with even higher retention rates. This encourages us that, even in the recession that continues to dog us, we at the Everson are doing something right.

Additional statistics have recently been provided by the results of the IDEAS collaborative. These confirm the satisfying assertion that the Everson's service to suburban communities across Onondaga County is as high as six times the national average; it also provided the humbling reality that our service to constituents in rural areas as well as neighborhoods in the urban core is woefully lacking. In response to this, we have embarked on several new initiatives to connect more meaningfully with underserved constituents, most notably by striving to remove barriers:

- Development of additional family-oriented programs that promote the museum as a family destination.
- Parking passes for our new visitors.
- A bus fund to remove the obstacle of cost for school groups.
- Scholarships for art camps and classes.

Finally, collaboration remains at the core of our business model. Building on previous success, the Everson is planning an expanded community-wide Biennial next year. This will showcase artists from across the state in 13 venues across and beyond Syracuse. A new exhibition on our 2012 schedule is *From New York to Correymore: Robert Henri and Ireland*. We have already partnered with the Irish Festival to promote the show and are looking forward to marching in the St Patrick's Day Parade.

The Everson is busy; as others have cut back, we have added programs and services and are determined to maintain them. As a teacher from Lincoln Middle School said, "It is people like you that make a difference." Please keep our public/private partnership strong and help us make that difference for your constituents.

Mr. Montgomery:

- Never received money from CRT or CRC - will make an application but have not seen guidelines for this
- If not receiving amount requested, first choice to make fund raising more aggressive
- Found several new sources but if cannot meet aggressive goals, then programs will be cut; those are free currently
- Have not received anything from City since '93; have initiated conversations but no money coming through; engaged City as promotional partner and flag wavers
- Other sources are endowments in \$6 million
- No current facility use fee; facility is owned by Everson; mostly free; only charge for specific events and exhibitions
- Any ticket or participation fees (example for classes) support the basic programs; donation box when you walk in
- Raise money through memberships – primary connection to community
- Received allocations in 12 monthly payments

Mr. Stanczyk stated a couple years ago, there was a show brought to the Everson. It is a wonderful asset to have; wonderful opportunity for economic growth. Mr. Montgomery responded they would like to find the right show to bring; museums pulled back on productions; trying to use smaller exhibitions to cultivate same way. Mr. Lesniak commented it is great to see the lines at the Museum.

**SYRACUSE JAZZ FEST PRODUCTIONS, INC.** (898); Frank Malfitano, Founder (packet on file with Clerk)

- 30<sup>th</sup> year; thank you for including last year; producing 6 part season; 2 shows; like to be considered for 2012 budget
- Have not received money CRT or CRC; applied in 2010 to CRT, one time only grant
- Conditions to accept the grant – \$25,000; no plans to apply again; under impression it was one time
- If not receiving the money from the County, it would be very difficult to continue
- Have not received federal or city; State funding is sporadic, limited
- Want to continue to rely on business sector – Verizon and National Grid 21 years, M&T bank 19 years
- Overall operation was \$240,000 last year; year before \$400,000 - where need to be, make do with whatever given



- Don't share similar missions with other Jazz fests; focusing on festival and series; partnering with Syracuse University, OCC; Dunbar Center - maxed out on partners
- Staff of one and borrowed office space
- Report passed out was prepared last year – did not get chance to update; if had money, showing artists could afford; economic development can generate; bring in bigger names; great economic development – 6 or 7 different scenarios
- Sting, Stevie Wonder, cost upwards of \$250,000 – \$500,000 to bring in; return would be generous
- Detroit festival has 7 stages, 125 acts – 1 million attendees on a labor day weekend; need resources to get there

Mr. Lesniak stated the Comptroller recommended a nominal ticket price. Is this being considered? Mr. Malfitano wanted to separate fact from fiction. OCC does not have a gate, fence or box office. Need infrastructure changes to the site or the festival would have to move. This year is the 30<sup>th</sup> anniversary of the Jazz Festival and the 50<sup>th</sup> anniversary for OCC; would like to continue to support President Sydow and the college. Mr. Lesniak responded he can't agree as there are three or four entrances to OCC. Festivals are out in fields and admission prices are charged. Maybe a snow fence would need to be used and then charge. Mr. Malfitano is not opposed but they cannot afford a snow fence. He commented they were lucky to get through the festival this past year which would not have happened without Onondaga County. The fact the festival is free aides draw; not everyone can afford \$50 or \$60 per night (avg. ticket). The artists give a reduction in fees since it is free; only charging \$50,000 - \$60,000 but would normally get \$100,000 – \$125,000.

Mr. Malfitano:

- Committed to do festival for 2012 with County funding; hopefully basing the festival on the 30<sup>th</sup> anniversary
- 25<sup>th</sup> anniversary received \$200,000 from Rockefeller Foundation through NYS Music Fund – had Aretha Franklin, Dave Brubeck - the budget swelled to \$600,000; drew 90,000 people
- Produce 3 day festival this year to celebrate the anniversary with a big show
- \$59,000 less from the State which is why asking County for more
- Last min support last year; 6 local corps came on board to help; festival faced elimination a month out; didn't want to alarm the public; keep faith in the community

**Mr. Kilmartin requested data showing how many people attend a concert from outside the county.** Mr. Malfitano said they do get people from all over but there is no data to support; would be happy to survey.

**MOST (855);** Larry Leatherman, President, Tony Ortega, Executive VP (pamphlet on file with Clerk)

Mr. Leatherman:

- Best of times and worst of times; very good things happening with the MOST
- Partnerships in 2011 with all 32 County libraries – 2011 One World Many Sounds which highlighted the science of sound; 2010 Splash into Science which talked about importance of clean water in community
- Working with Oncare - program introducing at risk youth to the MOST activities; camping sleep over in mid October
- Partnered with Syracuse Stage - portrayed Nikola Tesla, a forgotten scientist, father of alternating current electricity; ran everyday during spring break in 2011
- Partnered with Syracuse Ballet for a flash mob – danced in front of MOST to “Walk the Dinosaur” - recognition for ballet and kicked off the new traveling exhibit; Dinomania (pamphlet on file)
- Working with Zoo – reduced Imax ticket price to employees
- Working with NYS Museum; Hosting 911 exhibit in next few months: part of NY Remembers program
- Capital Campaign – \$8.9 million campaign; build 5 of 6 planned themed exhibit areas; nearly \$2 million to go
- Worst of times: challenging financially, currently witnessing perfect storm of issues
- Funding from corporations not what it used to be; individuals feel stress of perhaps not having a job
- Support from state and federal – ear marks; non-existent today
- Difficult on contributing side; down 10% year to date on admissions - reflective of economy.
- Most concerning – 30,000 school group visits; down 25% this year; because school budgets are being cut
- Key to our mission to get kids in museum to experience science and technology outside of class
- Funds requesting will help MOST provide wide range of unique service; continue to be an entertaining source of science and education for the youth of the community

MILTON J. RUBENSTEIN  
MUSEUM OF SCIENCE & TECHNOLOGY



**COMPARISON OF THE MILTON J. RUBENSTEIN MUSEUM OF SCIENCE & TECHNOLOGY AND ASTC SCIENCE CENTERS OF SIMILAR SIZE**

	MEDIAN FOR SCIENCE CENTERS W/ \$1-2.5 MILLION OPERATING BUDGET	MILTON J. RUBENSTEIN MUSEUM OF SCIENCE & TECHNOLOGY	% DIFF.
ATTENDANCE	82,000	160,000	49%
ONSITE SCHOOL GROUP VISITS	16,250	30,000	46%
OFFSITE SCHOOL GROUPS	4,650	6,000	23%
PERSONNEL EXPENDITURES PER FTE*	\$42,883	\$29,850	(30%)
PERSONNEL EXPENDITURES AS % OF TOE*	35.9%	47.3%	(15%)
ONSITE VISITS/SQ FT EXHIBIT SPACE	4.5	4.6	2%
ON-SITE VISIT/FTE*	3,433	4,705	27%
OPERATING EXPENSE PER ON-SITE VISIT	\$17.65	\$13.75	(22%)
OE*/SQUARE FOOT OF EXHIBIT SPACE	\$94.67	\$61.25	(35%)
EARNED REVENUE PER ON-SITE VISIT	\$7.33	\$7.60	4%
EXHIBIT SPACE/FTE*	313	1,029	101%

	MEDIAN FOR ALL ASTC SCIENCE CENTERS	MILTON J. RUBENSTEIN MUSEUM OF SCIENCE & TECHNOLOGY	% +/-
EARNED REVENUE PER ON-SITE VISIT	\$9.83	\$7.60	(23%)
EXHIBIT SPACE	34,900 ft <sup>2</sup>	35,000 ft <sup>2</sup>	-

INFORMATION GATHERED FROM 2010 ASSOCIATION OF SCIENCE & TECHNOLOGY CENTERS (ASTC) ANNUAL SURVEY.

- \*FTE = FULL TIME EQUIVALENT
- \*TOE = TOTAL OPERATING EXPENSE
- \*OE = OPERATING EXPENSE

500 South Franklin Street  
Syracuse, New York 13202  
315-425-9068 • FAX: 425-9072

A PROJECT OF THE DISCOVERY CENTER OF SCIENCE & TECHNOLOGY

www.most.org

- No funding from CRT; recommended they make up 10% cut but decided not to; if invited to apply, they will
- If money not received, would have to be out beating the bushes; reference attachment #1
- Membership to Association of Science and Technology Centers; focus group of museums – 300 around the world
- Can benchmark – get to see the data from other museums; yearly basis fill out financial data
- Average % of continued earned income nationally is about 47%, MOST at 60% - need to raise at least 40%
- Need to raise \$500,000 from somewhere if not from County
- Some snow plowing and maintenance but nothing in the way of cash contributions from the City

- No facility use fee; admission for adult is \$7 – raised over last couple years; national avg. is \$10; bigger museums like Boston charge \$22 – good bargain; still get comments about being too expensive for average person
- \$1 raise in admission in past year part of capital campaign – build new exhibits; infrastructure upgrades
- Have received money as a lump sum – discount on interest rate.
- 22 full time and equal in part time; no labor union; originally started at about 40 full time, cut back operations fiscally
- Closed sections of museum to put in capital improvements; grown 2 or 3 positions in last 3 or 4 years
- 2 501c3 orgs – museum and foundation board; sole purpose for both to raise money; not part of friends groups

## **SYRACUSE STAGE (843); Jeff Woodward, Managing Director, Myles McHale, Vice Chair**

*My name is Myles McHale and I am member of the Board of Trustees of Syracuse Stage. I am also a Group Vice President and Senior Investment Officer for M&T Bank and long-time resident of Onondaga County. I am joined today by Jeff Woodward, Managing Director of Stage.*

*I am here to advocate for your support of Syracuse Stage and the arts and cultural community in Onondaga County.*

*I believe our community is a better, stronger, and more attractive place to live and recruit people to live because of the variety of cultural opportunities. I know my bank, M&T, shares my value of the arts as it continues to be a strong financial supporter of the arts even in these difficult economic times. The bank also encourages our employees to serve as trustees and volunteers. And M&T is not alone in this as many other businesses in this community support Syracuse Stage and other cultural groups. Included on the Syracuse Stage board are representatives from Pomco, Welch Allyn, Wegman's, Lockheed Martin, Merrill Lynch, Excellus, and Saab Sensis.*

*Syracuse Stage is the leading professional theater company in Central New York. It is the only theater in our region that is a member of the prestigious League of Resident Theaters, or LORT, the largest professional theater association in this country. Leading American theaters in New York, Chicago, Boston and Los Angeles are members of LORT. Each year prominent theater artists from around the country come to our community for 6 to 7 productions ranging from classics, to musicals, to new plays.*

*Stage reaches an annual audience of over 90,000 that includes 20,000 school children. With cutbacks in arts education in our County schools, Stage and other cultural organizations have assumed a much more significant role in arts education. We accomplish this through student matinees at our theater, in-school performances, school residencies, and a young playwrights program. In addition Stage artists and staff have assisted the County in literacy efforts.*

*Arts and cultural organizations in the County collectively reach an audience of 1.4 million each year. They employ over 1,300 people, and have an economic impact on the County of \$31 million. In a recent analysis of attendance of arts and culture, over one-third of the County households were active arts attendees.*

*So, clearly there is a great demand for arts and culture from the citizens in our community, and from the schools in our community. There is also a strong economic value that the arts bring to Onondaga County.*

*County funding helps make the variety of artistic, educational and community programs possible at Syracuse Stage. It also helps Stage leverage support from the private sector as the County funding serves as a "good housekeeping seal of approval". The County grant reinforces the value of Stage to this community and is particularly beneficial to individual donors and smaller businesses that do not have the ability to review applications as thoroughly as M&T and the County.*

*Syracuse Stage is also a place and resource for the entire community. We strongly believe in being an accessible institution. We have developed programs for our citizens who are visually impaired, and deaf or hard of hearing. M&T is a proud sponsor of "Pay What You Can" which allows individuals to attend Stage productions for whatever they can afford. An array of community groups utilize our facility for meetings and fund raisers. This includes Crouse Hospital, Community Wide Dialogue to End Racism, the Onondaga Nation, and Wisdom House.*

*Thank you for the opportunity to testify. I strongly encourage you to support Syracuse Stage arts and cultural organizations in our community. Thank you.*

Mr. Woodward:

- Did receive \$23,000 from CRT last year; not applying this year unless guidelines come out stating the stage is able to
- If not receiving money from the County, first try to raise funds from private sector
- If not, look at existing programs and cut those that have no revenue
- City not providing any funding; had a meeting with the mayor who indicated there are no resources from City for arts
- No facility use fee – existing ticket prices used for fees

- Received money previously in payments
- Projected \$300,000 drop; extraordinary year previously – every show made or exceeded budget; highly unusual; lowered for a more realistic number
- 1.4 million people collective for all the arts; estimated \$31 million County benefit from several sources; visitors - economic impact of folks coming , attending, spending money downtown, restaurants, hotels

**Mrs. Rapp requested a breakdown of the numbers for sales tax and room tax.** Mr. Woodward responded he does not have this information but will find it.

**SYRACUSE PHILHARMONIC SOCIETY (853); Jeffrey Comanici, CEO, Mark Wladis, Attorney**

*Philharmonic: A different kind of orchestra providing professional musical performances, products, and services that meet the needs of the region.*

- *modular, agile, flexible, innovative, and responsive to the community*
- *will provide professional musicians for live performances, broadcasts/webcasts, musical support, and recorded music products in a variety of styles, settings, and ensemble configurations*

*Administration: shared between Syracuse University and the Syracuse Philharmonic 501c3*

- *administrative staff will consist of a limited number of full-time personnel*
- *remaining administrative services will be provided by a future center in the Setnor School of Music called the Center for Live Music in the 21<sup>st</sup> Century*
  - *dependent on funding for a center director, staff, and an operating budget*
  - *will provide opportunities for Setnor students to gain real world experience working in the music industry while keeping administrative costs to the philharmonic low*

*Musicians: a blend of full-time, short-term, student, and session players*

- *full-time professional musicians*
- *full-time fellows: recent graduates from universities and conservatories on 3-year contracts with nominal pay*
- *part-time interns: graduate students in Setnor School of Music Master of Music and future Doctor of Musical Arts degree programs*
- *session players: paid per service*

*Impact: An organization focused on meeting the needs of Central and Upstate New York, serving as a model for town/gown collaboration in similar communities across the country, and influencing professional music internationally by educating fellows and interns in new ways of working as orchestral musicians.*

**THE SYRACUSE PHILHARMONIC SOCIETY, INC.**  
A new musical organization for central and upstate New York

**THE SYRACUSE PHILHARMONIC GOAL**

- A sustainable, professional orchestra that represents our community in a way that makes us all proud.

The Syracuse Philharmonic Society, Inc.

### WHAT IS THE SYRACUSE PHILHARMONIC?

- Providing professional musical performances, products, and services that meet the needs of the region.
- Offering live performances, broadcasts/webcasts, musical support, and recorded music products in a variety of styles, settings, and ensemble configurations
- Modeling town/gown collaboration for similar communities across the country.
- Influencing professional music internationally by educating fellows and interns in new ways of working as orchestral musicians.

The Syracuse Philharmonic Society, Inc.

### WHAT THE SYRACUSE PHILHARMONIC IS NOT

- It is not a successor organization to the Syracuse Symphony Orchestra.
- It is not owned or operated by Syracuse University, but a new separate 501c3 organization with its own board of directors.
  - Incorporation papers filed
  - 6 new directors

Ann Clarke  
Jeff Comanici  
Robert Daino

Cydney Johnson  
Andrew Russo  
Mark Wladis

The Syracuse Philharmonic Society, Inc.

### HOW IS IT DIFFERENT?

- Administratively Lean
- Structurally Agile
  - modular ensembles
  - musician cohorts
- Programmatically Flexible and Responsive

The Syracuse Philharmonic Society, Inc.

### ADMINISTRATION: LEAN

- Lean full-time staff, volunteers to assist where possible
- Daniel Hege, Stevenson Professor of Practice, Setnor School of Music, will serve as Artistic Director
- Research, products & services provided by SU *Center for Live Music in the 21<sup>st</sup> Century*
  - Audiences Identification and development
  - Marketing – including new media
  - Educational Programming

The Syracuse Philharmonic Society, Inc.

### STRUCTURE: AGILE

- Modular Ensembles - operate independently in groups such as:
  - Strolling Strings
  - Brass Quintet
  - Rhythm & Brass
  - Woodwind Quintet
- Modules combine to create symphonic, "pops", chamber, "pit", and studio orchestras as needed.
- Musician Cohorts
  - Professional members
  - Fellows: recent graduates of universities and conservatories on 3-year contracts with nominal pay
  - Interns: graduate students in Setnor School of Music

The Syracuse Philharmonic Society, Inc.

### PROGRAMMING: FLEXIBLE & RESPONSIVE

- Based on community needs and interests.
- Mixture of symphonic, "pops", concert, chamber, "pit", and studio orchestra offerings will be based on what the community will support.
- Guest artists and special events will be geared toward attracting new audiences.

The Syracuse Philharmonic Society, Inc.

PROGRAMMING: CONCERTS

- o Masterworks: Fridays at 7:30pm, Sundays at 2 pm
- o Pops: Friday and Saturday at 8:00 pm, or 1 night only at Landmark Theatre
- o Regional series in neighboring communities – serving the entire central upstate region
- o Distinguished Artist Series – big name artists/special events – classical artists and groups at the Civic Center, popular/country at Landmark Theatre

The Syracuse Philharmonic Society, Inc.

PROGRAMMING: VENUES

- o Multiple locations throughout region
  - Civic Center
  - Landmark Theatre
  - Goldstein Auditorium and Setnor Auditorium at SU
  - Onondaga Community College
  - Area High Schools - Skaneateles, Liverpool, Fayetteville Manlius, West Genesee, Cazenovia
  - Venues not typically used for concerts – community centers, libraries, businesses, convention centers, etc.

The Syracuse Philharmonic Society, Inc.

PROGRAMMING: SCHEDULING

- o Concert Series Respectful of Weather
  - Fall thru the holidays
  - Dark in January and February
  - Start up again after school break and continue till June
  - Summer concert series both outdoor and indoors
- o Special Events
  - Valentine's Day
  - Gospel Concert
  - Community wide Independence Day Celebration
  - Sundays at Setnor
- o Services throughout Year
  - Educational programming in schools
  - Small ensembles to perform for conventions, conferences, etc.
  - Recordings

The Syracuse Philharmonic Society, Inc.

THE SYRACUSE PHILHARMONIC SOCIETY

- o Goal - A sustainable, professional orchestra that represents our community in a way that makes us all proud.
- o Thoughts, comments and suggestions

The Syracuse Philharmonic Society, Inc.

Mr. Comanici:

- Not anticipating requesting from CRT or OCDC; starting from ground up
- \$25,000 from City; requesting in-kind services for July 4<sup>th</sup> concert; concerts in armory square for candlelight series
- If the money is not granted, then only spend money coming in; donations are always subject to change
- Facility use fee for any event at Oncenter would be included in; not recreating a box office
- First year of operation – would prefer a lump sum to get season under way; working capital
- Patrick Jones from the Setnor School reached out to his counter parts; statewide conference for music educators the following weekend and has offered to get together with them to discuss philharmonic and possibly partner with them
- Met with Symphony Syracuse Foundation; have not resolved anything yet; anticipate resolution before start up
- \$496,000 – ticket sales, sponsorship and funds; haven't put a specific dollar to ticket revenue – need to see how much the philharmonic can get before booking the new season
- This is the first year of 5 year plan; at 5 years – at \$5.2 million budget; did not want to come out of gate with an unrealistic number, given what happened to symphony – year 1 looking at modest budget then progress from there
- City of Syracuse – \$25,000 all in-kind services; SU for \$300,000 – all in-kind services which cover salary of Daniel Hege, Stevenson Professor of Practice who is serving as artistic director, plus his faculty load, the Dean of the School of Music, Patrick Jones and Mr. Comanici's time
- Center for Live Music; new center is being created at SU - not inclusive of \$300,000; academic research institute at SU; coordinated by faculty and students - will look for own source of revenue including grants, private donors, etc
- Purpose to serve as hands on learning, research and development effort for music industry and education; how to use social media to spread music and get wider audiences; opportunity for other students (like Newhouse) to be involved
- Potential to service other organizations; first client is the Philharmonic - center will act as administrator until stable
- As Philharmonic becomes more stable they will hire full time – looking for a director of operations and personnel; the rest of the administration will be covered by students and volunteers
- 80-90 musicians - Beethoven's 5<sup>th</sup> symphony needs 48-49 musicians; Mahler piece needs 80-95 musicians
- Not being affiliated with past Symphony when in financial difficulty - unwise to give opinion without knowing full story



- New organization ensures basing on income side; looked at 9 year history of orchestra; used average of past years to come up with realistic incomes - \$5.2 million number
- Artistically and programmatically keeping in mind what the income is - spending more than income becomes trouble

Mr. Kilmartin stated it is important to the legislature to understand the difference between the old and the new. How many employees with the old and new, how many employees and musicians are full-time, how many part-time, and what were the previous expenses and projected expenses? The legislature wants to make certain it is not a similar model for what failed and seeing how it will be different. **Mr. Kilmartin requested a quick bullet point or data sheet showing the differences in the organizations and the structure of the budget.** Mr. Comanici responded they can do this.

Mr. Comanici:

- Schedule for rest of 2011 and 2012 – 2 pop concerts, 2 master work performances and a couple chamber ensembles
- Starting in February 2012 – June 2012; fuller season starting September 2012

Mr. Wladis:

- Tremendous response from businesses; business stating they held off at the end from putting money from budget in but are now asking Philharmonic to see what they can contribute
- People want to see the Philharmonic succeed; people speaking with checkbook
- Working on filing with IRS for tax exemption; hoping to have complete by end of year – then start accepting donations

Mr. Comanici:

- Presented last Thursday to General Electric Retirees Elephant Society – want to learn what the Philharmonic has planned, guy came up and wanted to give a check – keep check and wait until incorporated
- The support is out there; not having a professional orchestra leaves a hole in the community – need it up and running

Mr. Lesniak stated the Philharmonic is looking for \$400,000 upfront, and Mr. Fisher said earlier that in-kind counted towards their donation list; if they were to get \$200,000, they had to raise \$200,000. Mr. Fisher responded through the Cultural Data Project the agency would submit on different lines so if it comes in under the criteria as in-kind donation, then that is considered contributed income. Mr. Fisher does not know but will find out how the CDP would qualify this contribution.

Mr. Comanici:

- Committee to approach the businesses - adding board members to the organization; 6 board members

Mr. Wladis:

- New board members will be a mix; not a lot of returning members - some have continued support and will be there
- Targeted are Chairman of companies and Presidents of companies on board to help fund-raise to match \$400,000
- Contracting with other operations - Opera stopped this morning and wants to get together to do this

Mr. Rhinehart commented there are rumors going around that the current musicians from the previous symphony will be banding together to contract themselves and compete. Mr. Comanici responded the Symphony Syracuse was approached by the Syracuse City Ballet about doing the nutcracker but declined and referred the ballet to the Philharmonic. The Philharmonic responded they will not be ready to do it this year. Syracuse Symphony was formed as a life boat organization to give the musicians an opportunity to work. Have had conversations about how the Philharmonic society will work with the Symphony Syracuse.

Mr. Comanici:

- Made presentation to the foundation and they have supported the 5 year business model
- Approved up to \$300,000 for the Philharmonic out of their allocation
- Also made presentation to the SSA and also voted to support; cannot speak on their behalf reference supporting the Symphony Syracuse

**Mr. Rhinehart stated there may be quite the discussion on the \$400,000 and would like to see documentation on the restrictions on the foundation.** Mr. Fisher said he can get that, and also stated the CE office has had extensive conversations with the Syracuse Symphony Foundation. Mr. Fisher commented the foundation is getting behind this single effort. He also noted the business community is as well. The foundation assured the CE office that if the County gets behind the Philharmonic, the Syracuse Symphony



Foundation will also. CenterState is stepping up to be behind this organization as the best opportunity to bring back a robust symphony organization. Mr. Rhinehart responded the concern with the legislature, as in the past, is they may want to see some commitment from the outside community first. If there is a consensus to provide funding, there may be contingencies or bench marks that need to be met. Mr. Comanici stated they can speak with the Chairman of the Syracuse Symphony Foundation to address these concerns.

**REDHOUSE ARTS CENTER, INC.** (839); William Hider, President of the Board of Directors, Mike Intaglietta, Administrative Director

*Esteemed members of the Onondaga County Legislature,*

*Since its inception in 2004, the Redhouse Arts Center has proven to be an invaluable part of the cultural fabric of Onondaga County. As the only multi-arts center in Central New York, the Redhouse offers something for everyone in the community. Redhouse produces professional high-end plays; brings artistic education to youth and adults; hosts concerts by local, national and international musicians, and exhibits art from a wide variety of artists in all forms of media. Redhouse acts as a powerful, unique and flexible cultural agent that draws audience from all over Onondaga County and beyond.*

*Redhouse has undergone a period of remarkable growth in recent years and demonstrated that it will remain sustainable for years to come. Attendance has increased 97% from 3378 in FY2010 to 6638 in FY2011, accompanied by an increase in ticket revenue from \$28,500 to \$35,700. The increase in attendance and community interest has facilitated a significant increase in corporate sponsorships. In 2011, Redhouse received sponsorships and grants from Wegmans Food Markets, Urban Outfitters, O'Brien & Gere, Green & Seifter Attorneys, the M&T Charitable Foundation and Welch Allyn. An active member of the IDEAS Collaborative, Redhouse completed a three-year Program for Arts Capacity & Excellence (PACE) Grant from the Central New York Community Foundation and received grants from the Allyn Foundation and the Dorothy and Marshall M. Reisman Foundation.*

*In an effort to maximize resources and reduce costs, Redhouse has also entered into an innovative three year collaborative arrangement with the Adirondack Lakes Center for the Arts, and will develop a network of shared resources to offer expanded, higher quality programs while spending less. The organizations will share programs and staff, including a shared Executive Artistic Director and a shared Marketing Director. This "sister" relationship will allow the two arts centers to build existing programs and infrastructure by embarking on collaborative ventures, pooling resources, and sharing costs. This approach builds bridges between organizations and communities, and results in a climate in which arts development can be understood, encouraged, supported and sustained.*

*Redhouse also plans to embark on an ambitious Arts Education program. The education program was kicked off by Redhouse Rock Camp, a spectacularly successful program which witnessed teens from across the County receive intensive instruction from area musicians and Redhouse professionals in how to work together as a band, music theory, composition, and band marketing. Redhouse partnered with its new neighbors 219 West and Black Lagoon Productions to find affordable class space and received support from the Reisman Foundation to provide scholarships for lower income families.*

*Redhouse will follow Rock Camp with a full slate of workshops and seminars. Classes will be available for young people, teens and adults in areas as varied as documentary filmmaking, voice and movement for the stage, drawing, stage combat, dance, audition techniques and more. Redhouse will launch a version of its Rock Camp for adults this fall.*

*Redhouse has partnered with the Hillside Family of Agencies to provide these same educational opportunities to at-risk youth in the city of Syracuse. Redhouse will also provide opportunities for Hillside kids to see age-appropriate Redhouse shows, to audition for the Redhouse production of *The Wiz*, and intern in the Redhouse via CNY Works.*

*Support for Redhouse has a direct impact on the local economy as Redhouse hires local actors, musicians, and instructors, purchases local supplies, and encourages people to come to downtown Syracuse to enjoy Armory Square and all the city has to offer. Redhouse requests \$15,000 for general operational support and appreciates your consideration.*

Mr. Hider:

- \$13,500 from CRT; one-time – if funding not received, increased effort in fund-raising before programs cut; approached the City unsuccessfully
- Modest ticket price; renovations through project donations; not allocating dedicated fund for capital improvements
- Payments received from County previously

- NYS Blue Mountain Lake; collaborative effort; NYS counsel very supportive with other arts organizations; anticipate an increase - have not heard back on the \$39,983
- Last year revenues (421.4 line) – foundation grants; large part was from private for renovations for the building
- Unrestricted are various foundations
- Membership cost yearly: \$20 for student /seniors, \$35 for individual, \$60 family; \$10-\$15 average individual ticket

## **CULTURAL RESOURCES COUNCIL (841); Stephen Butler, Executive Director**

*Dear Chairman Jordan:*

*Thank you for providing this time for the Cultural Resources Council to speak about our budget request. The mission of the Cultural Resources Council of Syracuse & Onondaga County, Inc. (CRC) is to promote, support and celebrate arts and culture by providing services and programs to individuals, organizations and the general public. Our budget request is for the same amount that was recommended by the County Executive last year, sixty thousand ninety dollars. With funding constraints at all levels of government, CRC is convinced that this modest request exponentially supports Onondaga County's economic development efforts.*

*To that end, the CRC is working on a major initiative to provide joint marketing opportunities and new technology to the arts industry to increase audience participation and engagement. Partnering with the Convention and Visitors Bureau and a group of local funders on this endeavor, it is our goal to enhance the County's reputation as an arts and heritage tourism destination for both day trippers and over night guests. Audiences, local and out of town, have a multiplier effect on the County's economy and tax revenue from their purchases at local businesses, shops and restaurants.*

*At the same time the CRC is working on both a local study of arts data with Syracuse University's Maxwell School and a national study being undertaken by Le Moyne College for 2012. These studies will help the CRC work with its constituents on a comprehensive cultural plan that will dovetail with other economic development initiatives taking place in our region.*

*But the CRC provides more than research and development and is fully engaged with Onondaga's communities.*

- *Our re-grant and partnering programs that ensure free or low cost and accessible arts and culture have distributed \$122,000 in funds through dozens of awards to arts organizations, historical societies, schools and artists throughout the county.*
- *The annual CRC production of The Adventures of Rudolph, which we present at the Civic Center. An arts education program, last year's school performances were attended by over 4800 school children and provided affordable holiday entertainment for another 1400 family members at the Saturday performance. This production is often the first introduction to ballet, classical music and theater for thousands of children each year.*
- *CRC also produces an annual High School Theater Competition and day of workshops, the Michael Harms Festival that is attended by over 100 students annually and also provides scholarships.*
- *The annual On My Own Time exhibit in partnership with the business community and the Everson Museum. This program gives voice to the multi-talented employees at local industries and institutions who have their amateur art work presented and professionally critiqued and curated for an exhibit at the Everson that is seen by hundreds over its month long run.*

*These programs represent just some of CRC's ongoing service to our County's residents.*

*CRC's 2012 goals include working with the Convention and Visitors Bureau, the funders collaborative, and the arts community on developing a community arts and cultural calendar that that will increase audiences and tourism. At the same time, the CRC is expanding its own website to provide more robust and accessible technical assistance and professional development services to artists, arts and cultural organizations and arts educators. It is also continuing to host public forums and workshops to engage constituents and stakeholders, while meeting their needs to develop best practices and enhance the state of the arts. In its role as a regional leader the CRC has convened annual statewide conferences in Onondaga County and conversations are underway to bring a 3 day conference for arts service organizations in 2012.*

*CRC is grateful for Onondaga County's past support and looks forward to continuing our long term relationship. County support helps leverage supplemental resources from individuals, foundations, and corporations and helps ensure that our programs can continue and grow. Again, my thanks to the Chairman and the Ways and Means Committee for giving us this opportunity to speak.*

Mr. Butler:

- Allocation last year of \$54,000 from CRT; a onetime allocation; precludes funds to those entities (regranting)

- Had conversations with the Mayor and public arts commission; group meeting with arts and cultural alliance told firmly no funds available for arts groups at this time from the city

Chairman Jordan commented the partnering between CRC and CenterState would be a very productive move. The CRC is under cultural but fits under economic development and activity as well. Why not have CRC part of CenterState CEO with the CRC's focus on cultural arts? Mr. Butler responded he can't say it won't happen, and he believes the partnership with the CVB is possibly the first step towards that conversation. Mr. Butler stated both the CRC board chair and CenterState CEO have requested a meeting with the president of the CVB and himself to discuss a more formalized strategical alignment.

Mr. Butler:

- Applied for CRT funding towards the end of 2009 – rejected; reason was guidelines precluded giving funds to re-granting organizations; not sure if Mary Beth Primo signed or an administrator
- Last year the money did come from the CRT – one time allocation because they were taken out of the County budget
- CRT put in a clause saying the funds could not be used for re-grant purposes or support staff for re-granting
- Program began as a initiative from Gifford Foundation – researcher brought in to talk to audiences about what their needs are; one idea was looking for unique destination to find what is happening with arts and culture in the community; like a website
- 44 groups gave over mailing lists to do a study – giving away mailing list means giving away capital for the arts
- Gifford Foundation working with local funders to form collaborative group to work on project; have an expert to look at existing websites, look at what the arts and cultural groups have at their own websites and what would make sense
- Then build various models of what the technology would be to provide a unique destination – collaborative rather than competitive; hope to foster more audience involvement; CVB can push out to promote County as a destination
- New social media; new wave of what's happening - people spend money on websites and are static; by the time they are developed, technology has moved to another generation
- Rather than spend money on a static product, trying to work with people that will say this is the product to provide flexibility and growth; cost effective for arts and general public

Mr. Fisher commented reference the question of the CRT guidelines. The CRT is a creation of NYS for an arts and cultural trust for Onondaga County and NYC. What the CRT can provide funding for is determined under that legislation at the state level. Mr. Fisher continued the board makes other decisions; haven't done one deal with SU and most of the money is depleted so they changed guidelines to discourage people from applying because there is no money. **Mr. Lesniak asked what they changed the guidelines to and who now qualifies.** Mr. Fisher replied he can get a copy of the current guidelines which is also on their website.

Mr. Butler:

- Interest income projected 2011 - \$13,000, nothing for this year – practice of auditor, does not know what will happen
- Invested with State Street; complicated formula determined by board for how much stocks, bonds – ballpark \$400,000
- Foundation support shown this year \$49,000 – \$71,000 next year – not all Rosemond Gifford, multiple foundations; grant from Community Foundation, funding from Michael Harms Family Trust, the Brady Trust
- 2.5 employees; effort to be nimble and lean did a group termination – 2009 eliminated 4 program director positions
- Almost \$30,000 in miscellaneous revenue, none next year – a reimbursement for legal fees in dispute with the insurance company – the insurance company was directed to pay

**Mrs. Rapp requested the economic impact study the group has put together.** Mr. Butler responded absolutely. They are meeting tomorrow and need to understand the multiplier systems. The \$31 million given by Mr. Woodward from Syracuse Stage is a number using a multiplier from the Bureau of Economic Statistics who look at baseline industry growth and contraction; American's for the Arts has a different multiplier.

**YMCA OF GREATER SYRACUSE** (842); Phil Memmer, Executive Director

*Thank you for the opportunity to apply to the County for support of the programs of the Arts Branch of the YMCA. Our work in the County continues to grow each year, and your support of our efforts helps to make that possible.*

*In FY2012, the Arts Branch of the YMCA will continue to serve several thousand Onondaga County residents through a variety of programs.*

*In the City of Syracuse, our work with Say Yes to Education will expand to management of after school activities at a fourth school site.*

*Also in the city, the Downtown Writer's Center has just completed a renovation project which will double the capacity of our workshop series; as a result, in 2012, we will be able to offer a wider series of programs, and serve more County residents.*

*At the East Area Family YMCA in Fayetteville, our programs continue to grow, serving over 400 students each week with visual arts workshops, music lessons, and dance courses. And on the north side of town, our music lesson program has recently expanded to the Baldwinsville YMCA facility.*

*Our partnerships with other arts organizations in the region also continue to grow. In 2011, we started a collaboration with the Open Hand Theater in our after school program at Salem Hyde; this will continue in 2012, and a new partnership with the MOST will begin this fall. Finally, in October, the YMCA's Downtown Writer's Center will host an event in Syracuse University's Syracuse Symposium lecture series.*

*Thank you, again, for your continued support.*

Mr. Memmer:

- Applied for support to make up 10% cut from County last year from CRT; ineligible for funding; did not meet guidelines
- Contingency plan: raise money from private donors and other organizations; don't want to cut programs
- City Schools provide funding, not the City; Say Yes contract usually \$300,000; may have additional cuts – first time through the district as before it was directly from Say Yes
- Received payments from County in past but no difference in payments or lump sum
- Say Yes funding for after school programs – budgeted in advance with school district; almost exclusive for teacher salaries
- Personnel examinations a separate contract; not sure of revenue - program of downtown YMCA – only representing the arts and cultural programs at YMCA

**SALT CITY FOR THE PERFORMING ARTS (848);** Shirley Fenner Reidenbaugh, stand in for Bob Brown, Artistic Director

Dear Mr. Duncombe,

June 20, 2011

*At the end of 2010 we had a deficit of \$7,354. This reflects four problems: the economy, the absence of Bob Brown in his familiar role of Christ in JESUS CHRIST SUPERSTAR (He retired from the role after the year before); particularly poor attendance at the fall production of MASTER CLASS at the Carrier Theater in the Civic Center and a reduction of \$2811 in County funding.*

*Although MASTER CLASS swept the SALT Awards – (Syracuse Area Live Theatre) – best actress, best supporting actress, best play, best director, it was new to Syracuse audiences and not an “easy” play to relate to. As such it required more publicity and marketing than was possible.*

*This year we have held expenses in check more closely. Our plans for FIDDLER ON THE ROOF in October have changed due to restrictions from the royalty company because of national tours, but we plan an audience friendly production this fall and hope to break even or end the year with a small surplus.*

*Our partnership with the Jewish Community Center will continue to be an important part of our special programming. We are a performing/teaching institution and our new program S.R.O. (Seniors Reaching Out) reflects our commitment to making training in drama and related arts available to the community. S.R.O. is directed by Shirley Fenner Reidenbaugh, former wife of the late Dr. G. F. Reidenbakh, Dean of the College of Visual and Performing Arts. Participants age 50 and above are trained to perform in scenes, short plays, readings, monologues, and singing. This entertainment is brought, free of charge, to senior-related facilities. The first outing will be this fall at the Veterans Hospital. Participants including the director are volunteers.*

*This program is ideal for us and for the JCC as well. JCC Executive Director Marci Erlbacher stated: “Jewish Community Centers have a long tradition of theatre programs for children and adults. The JCC of Syracuse has been void of these programs for many years and it is with great pride and excitement that we will be affiliating ourselves with the Salt City Center for the Performing Arts.”*

*A second and very exciting program is TAKE WINGS, a series of workshops for autistic teens with a diagnosis of Ausperger's Syndrome. The purpose is to increase participants' ability to decipher and respond to the social cues which create the foundation for establishing and keeping friendships. The project is headed y Victoria King, a Syracuse based*

director and theatre administrator. Activities follow national models described by ANTRAN (Applied Theatre Research and Autism Network) an organization which provides an international hub for sharing ideas and techniques being implemented in theatres to combat the disorder.

In 2012 we will mount the thirty-third annual production of JESUS CHRIST SUPERSTAR. As always our cast will include a large group of teenagers and children. We hope that the rights for FIDDLER ON THE ROOF will become available for a 2012 production and we plan to mount two additional productions to be announced.

We remain grateful for the support we have received from Onondaga County and we pledge every effort to justify that support through programs that benefit the community at large.

Very sincerely,  
Mrs. Pat Lotito  
Executive Director

- Economy, absence of Bob Brown in Jesus Christ Super Star; reduction in County funding
- The play – not easy to relate too, required more publicity and marketing then what was possible
- Plans for Fiddler on the Roof changed due to restriction of royalty company; hope to break even by the end of 2011
- Delightful encouragement from Salt City – program created in 2004; SRO: Seniors Reaching Out
- Train seniors (50 yrs and older) about theatre and performing – found home at Salt City for the Performing Arts & JCC
- Originally had 38 memberships – rehearsal performance: show of everything worked on; presenting excerpts from plays, monologues, telling stories (only room for humor)
- Suffered loss in 2010 of \$7,354; 2009 in the plus at \$10,696

Mrs. Rapp responded to Chairman Jordan that the money came from the CRT.

Mrs. Reidenbaugh read the following:

*“The chief accomplishment of 2011 is the continuous and successful operation of the center. The theatrical work in 2010 was richly rewarded... A major accomplishment in 2011 is holding down expenses, and hoping for at least a break even financial position at the end of the year.”*

**OHA** (856); Gregg Tripoli, Executive Director

*OHA is our county's only comprehensive general history organization and, at 148 years old, it is also the county's oldest cultural organization. OHA has the responsibility of collecting, preserving, and exhibiting the great history of our community and, in that capacity, provides a direct and tangible service to this county. We are the only organization dedicated to ensuring that the phenomenal contributions that Onondaga County has made (and is currently making) to the world at large are not only saved and documented, but are also exhibited and shared.*

*OHA is not a discretionary organization. We have no control over the workload presented to us, as history is literally made every day. We are not collecting for the purpose of building a collection. If an item is historically significant, it is our job to take it. Once that determination is made, it is our job to research, catalogue, document, properly store, and interpret that item for the purpose of utilizing it to educate our community about our rich heritage. Every day, items are presented to OHA, from a manila envelope filled with photos, to a box-load of documents, to a trunk-load of artifacts or, in the case of Syracuse China, 6 tractor-trailer loads, comprising one of the most significant collections of our community's history (and, perhaps, the most significant collection of American-made ceramics in the country). In the recent difficult economic times we have been experiencing, OHA becomes even busier with people down-sizing and companies or organizations going out of business. If OHA doesn't take these items, our community runs the risk of losing that irreplaceable piece of our history forever.*

*Our collection is essential to defining the character and identity of our community. Our history helps create pride in who we are and what we've accomplished. It enhances our present by helping to develop a determination to build and leave legacies that are worthy of our tremendous heritage and it provides better judgment in planning for our future. Our county's collective history is something that can be claimed by, and shared among, all county residents, helping to bring us together as a community.*

*The OHA building houses a free museum to provide access to our community's history, but the vast majority of our audience is not that which crosses our threshold. OHA is the source of information, documentation, and images that provide the content for things like books, newspaper/magazine/journal articles, research papers, studies, exhibits, classroom lessons, walking tours, historic markers, websites, mass media projects, and more that bring the amazing stories of our history to literally hundreds of thousands of people annually. We provide teacher training, as well as*

lectures, presentations, and living history demonstrations throughout the entire county and OHA's product and content cover the walls of countless buildings, homes, and offices around the county, including the walls of this room and those of the City's Common Council chambers, which currently display our exhibit on the history of Onondaga Lake.

Three years ago, OHA embarked on a strategic plan to contribute to our community's economic development by adding value through the use of historic perspective. We listened to what the community said they needed in order to encourage them to come downtown more often – cheaper parking, more stores, more restaurants, and fewer empty storefronts. Through our participation in a pilot project, we helped convince the city to offer the lowest parking rates in the city in the garage that serves our building. We were instrumental in helping to establish a history-themed restaurant in the formerly vacant space next to our facility and we recently opened our new museum-related retail store.

We also just completed the restoration of the façade of our historic building, which has numerous well-known economic development benefits. The restoration of our street-level windows not only enhances the pedestrian experience and improves the aesthetics of our city, it also meets several economic development goals of our local and state Heritage Area Management Plans.

OHA is using historic perspective to add value to many companies and organizations in the county through the production of customized exhibits that highlight their great histories, contributions, and accomplishments. These exhibits speak to longevity, adaptability, and sustainability and they are being used for everything from employee morale boosters to marketing, public relations, development, and recruiting tools. They help extend the reach of OHA, provide earned income for us, and are adding value to companies like Time Warner Cable, Testone Marshall & Discenza, St. Joseph's Hospital Health Center, Syracuse Home Association, YMCA of Greater Syracuse, United Way, OCC's Regional Higher Education Center, and SUNY-ESF, to name just a few.

OHA's economic development initiatives also extend to our educational outreach programs in which we use compelling stories from our local business history as case studies to encourage entrepreneurship and to teach what it takes and what it means to be an entrepreneur.

OHA is also using history to add value to our partners in the art & culture industry through collaboration. As time is limited, I will provide just one example. For the past three years OHA and Syracuse Stage have partnered to highlight great local history connections to several of their productions. Through the use of connecting historical ties between our community and the production, OHA-produced panel exhibits, which are mounted in the theater's main lobby, help create a link between the audience and the action on stage. They enhance the audience's ability to relate to the production, they provide interesting and educational information about our community's history, and they offer an additional lobby amenity for Stage's patrons. After the particular production has closed, the exhibits are then sent to the Onondaga County Public Library where they tour the library system with correlated reading selections. The exhibits enhance the library's local history department and they promote and encourage reading. We currently have five exhibits touring the county library system.

OHA also adds value to our community in many other ways that you might not realize. We regularly provide content and images for local newspaper and magazine writers, and we author many feature articles in those publications. Our signature "History by OHA" page anchors the back of every issue of Central New York (Good Life and Business Exchange) Magazine. We provide research for historic building designations. We write books and contribute to many journals. Our most recent book, on the history of the Near West Side, was purchased by the SCSD for distribution among district schools for use in teaching local history. We provide historic background for many local studies such as the SMTC and OCL studies concerning the future of I-81. We helped produce a very popular documentary on the 15th Ward for our Black History Preservation Project, assisting in the creation of a virtual museum for the local African American community. We are working with Syracuse University and the LGBT community to create a local history archive and we are working with the local Latino community to contribute to the first-ever online archive of Latino history in New York State, called "La Escuela Eletronica". We are also collaborating with tourism professionals and our history-related partners in New York State to develop and package heritage tourism.

OHA is also a founding member of the Cathedral Square Neighborhood Association, which has already solved major drainage issues on Montgomery Street and, with help from the Downtown Committee, is responsible for the hanging flower baskets in Cathedral Square. We are a founding member, and a charter Board member, of the Cathedral Square Development Corporation of which, no doubt, many of you have already heard.

Since most of you know OHA through our museum, I thought it was important today to concentrate on some of the aspects of OHA that you might not be familiar with and to highlight the many ways that OHA is contributing to, and adding value to, our community. Of course, our museum is an important community service and we have recently re-designed the entire museum, adding three new temporary exhibit galleries, so that we can continue to offer new exhibits and take advantage of our vast collections to share with our patrons. We have also made many infrastructure improvements to our

*building this past year and we are committed to our historic location.*

*I hope I have shown you how OHA is working hard to make our community a better place to live and how we are using the wonderful foundation that our great history has given us to build a more prosperous future.*

Mr. Tripoli:

- Have not applied for money from CRT or OCDC; if OHA meets the guidelines, yes will apply; waiting for guidelines
- Would love to find money somewhere else but without County funding - reduce services on programs
- Majority is bringing history to the people – attendance increased over the last few years
- Tremendous collection – remodeled the museum to be temporary exhibits - can recycle the collection; bring in new
- 2 kiosks; digitizing photographs (100's of thousands) online - website search data base or store and order online
- 3 years ago, licensing agreements – charge different rates for use of photo: textbook, non-profit online, home
- Project grants \$220,000 in 2011, only \$75,000 in 2012 – money asked for infrastructure improvement grants
- Bottom line for other sources also included capital improvements
- Last year fire alarm system - \$130,000 to install, County gave \$16,700 to help; fully funded; which is included in actual
- Equivalent of 11 full time employees; curator of history, archivists, people in research center, research articles, person there to provide visitors with information and supervise, museum attendant, maintenance (own the building, 105 yrs)
- Out of \$780,000 it does include benefits and retirement
- Possible grouping or consolidation of OHA and Erie Canal Museum, St. Marie – it is the board's decision to be made
- But if we can improve service, strengthen the organizations and work at a more expedient, cost effective matter, then very for it; don't want to consolidate and have a large, weak organization

Mr. Rhinehart commented future legislators will look at this because it is tied to the dollars collected from taxpayers to set a tax rate. The challenge will be there is only so much money; efficiencies to combine jobs and work together.

- Discussions have gone on for many years; keep peoples feet to fire; look at ways to do business in a better way
- Number of business models to look at; approach with open mind and eagerness that it can be done
- Have approached board of Erie Canal Museum, also OCPL – work closely with, has large, local history department

Mr. Fisher commented the OHA board has put forth 2 people, Thomas Burton and Lee DeAmicis, and the Erie Canal Museum Board designated Philip Frankel and Susan Hughes. The members of the board and Mr. Fisher will meet soon to talk about ideas. The Community Foundation will contribute money towards a due diligence study so there is progress being made at the board level.

Mr. Tripoli:

- Not necessarily a cost saving matter – takes awhile but worth it
- An increase in allocation – \$117,000 last year which including the suppression system was \$145,000
- Looking to County to achieve the goals - expanded programs, changes to facility (3 changing galleries) – don't mount themselves, number of outreach programs - looking to raise more and earn more
- Past 3 years of work have only added a total of 1 person; taken care of a lot of issues – plumbing, building maintenance is included
- Increased the number but same as last year; just opened a store as well - products unique/exclusive to the museum
- Great to have new retail store, hope for success – not inexpensive venture; geared toward economic development
- Adding exhibits to businesses and their lobbies; opening another tonight at OCC at the Higher Education Center
- Labor intensive – doing to bring in more revenue but takes away from collecting and preserving
- Looking at 2 more collections - organizations that have gone out of business with tremendous histories – no money or personnel that comes with them; if OHA does not take, who knows what will happen to them?
- Want to take them because that's the job – example is Syracuse China Collection which came in 6 trailer loads – no money, no people; years to fully catalog the collection and incorporate
- Much larger work load; tons of stuff – who will catalog, store, document, research
- 140 years local history – Syracuse China – forefront of manufacturing marketing, made for railroads and restaurants
- People will know the contribution Syracuse made through this – the trends, the marketing, the contributions to society and history; once the company goes belly up, it's lost

**ERIE CANAL MUSEUM (857);** Diana Goodsight, Executive Director

*2012 will mark the 50<sup>th</sup> anniversary of the Erie Canal Museum's service to Onondaga County residents, researchers and tourists from all over the world. The study of the Erie Canal is central to NY history curriculum. The Erie Canal is a*



centerpiece of the New York State 4<sup>th</sup> grade curriculum and the Erie Canal Museum is the premier center for Erie Canal study in New York State. We are extremely proud of our elementary education program where students can hop aboard a full size replica canal boat; learn engineering skills, trade, military operations and frontier exploration. In fact, the American Association of Museums (AAM) cited us in this month's edition of their magazine saying, "The Erie Canal Museum demonstrates excellence in education programming."

The Erie Canal Museum is much more than a local gem. The museum is nationally recognized and fully accredited by the AAM and brings tourism dollars to the region. In fact, our visitorship from out of town visitors this summer was up incredibly due to the fine work of the Convention and Visitors Bureau (CVB). Our long term goals are to work with the tourism industry in the city, county and beyond to build on the momentum we achieved this year. For this purpose we are partnering with the NYS Canal Corridor to increase our audience as we are the official museum of the Erie Canalway. The trustees and staff recognize that the history of the Erie Canal is of national and international importance so we will develop and market programs, exhibits and services that are recognized on a national level of excellence.

We are constantly looking for innovative ways to partner with other organizations such as the Everson, The MOST, and B.O.C.E.S. locally and such diverse national businesses such as Groupon and AARP producing positive results.

In addition to the Erie Canal Museum's permanent and special exhibits, museum programs include workshops, in school and on site classes, traveling educational kits, curriculum kits and weekend and after school programs and lectures. New this summer, we developed a living history program in the Locktender's Garden.

The greatest accomplishment of the year was achieving re-accreditation status from AAM. This award is the culmination of years of work by the staff to take the museum from storing artifacts in the attic to designing and building a state of the art collections building, the only one of its kind in the county. There are approximately 17,500 museums in the U.S. and only about 775 are accredited. The state of NY has 60 museums with this status and Onondaga County only has one other museum deemed by AAM to meet best practices, the Everson. Central NY has one other history museum with this achievement, the Farmers Museum in Cooperstown.

Our priority in 2012 and most important change is to occur in the total renovation of the museum's 1<sup>st</sup> floor, which includes the installation of a new permanent core exhibit. This new space will utilize the museum's collection, include a number of unique interactive elements and provide a comprehensive introduction to the history of the Erie Canal. And the best news, all funding is in place. New exhibitry, we believe will bring more visitors to the museum, the county and city increasing revenues.

Working with the newly formed NY Cultural Heritage Tourism Network, the CVB and other organizations, the museum has developed new motor coach and bicycle tours. In partnership with the NYS Canal Corporation, Parks & Trails New York, and local governments we are also working to help close Syracuse's 12 mile gap in the statewide recreational and interpretive Canalway trail. And, finally, with the renovation of our 1<sup>st</sup> floor we are also completely redesigning the Syracuse Heritage Area Visitor's Center as the first destination for visitors to downtown Syracuse.

The Weighlock Building is truly unique and the legacy of the Erie Canal told within its walls must continue for the next generation. I urge you to consider full funding for the museum in 2012.

Mrs. Goodsight:

- Already cut full-time staff from 7 to 4; open 7 days a week; only closed major holidays; cut back programs if necessary
- County owns building so up to the County to add a fee; contribution only; no admission fee, ask for \$5 donations
- Prefer lump sum to keep afloat during winter – business drops through winter; 49 years running

**CNY JAZZ ARTS FOUNDATION** (881); Laurence A. Luttinger, Executive Director

**CNY Jazz Central** is the largest year-round provider of jazz programming in public and in schools for all of upstate New York.

Each year we deliver more than **one hundred fifty events**, drawing a diverse audience of over seventy thousand to our region, training more than 400 students, bringing young musicians to an audience of more than 40,000, and reaching thousands more in schools across upstate with arts-in-education programs.

We bring a direct economic benefit of more than 3.2 million dollars with programs like:

**The CNY Jazz Orchestra Concert Series**, featuring regional professionals with the finest international guest artists,

**The Black History Month Cabaret**, a unique supper club event bringing African America's unique contribution to our culture to a new generation,

**The "Scholastic Jazz Jam" Series**, where local students are invited to learn the ropes with area professionals, including a special vocal jazz jam and evening cabaret.

**11 days of free summer programming, including two anchor festivals of Syracuse Artsweek:**

**The Northeast Jazz & Wine Festival**, a three-day celebration held in Clinton Square and other locations throughout downtown Syracuse,

**The Blue Rain ECOfest**, the only event of its kind in the Northeast, designed to raise sensitivity and awareness of how every family can lead a more eco-efficient lifestyle, AND

**The "Jazz in the City" urban outreach concert series**, featuring national and local jazz artists of color in low-income areas, shining a rare economic and cultural light on overlooked neighborhoods and providing students with performance and mentoring opportunities.

**The SummerJazz Workshop ("Jazz at the Fair")**, a one-week student improv program-inresidence at the art and home center plus an opening day youth jazz fest at the fair,

**The Jazz Vespers Series**, inspirational jazz concerts, free and open to those of all faiths, and

**The Stan Colella Parks and Recreation All-Star Big Band**, our partnership with City of Syracuse, a paying summer job for sixteen students from the Syracuse City Schools, playing over 50 concerts at important city events, nursing homes, parks, and public places throughout the area. We provide the group with a home at Jazz Central, instruments, music, and free scholarships to the SummerJazz Workshop as their training program.

We operate from the **Jazz Central Arts & Education Center**, the busiest small venue in Central New York and an anchor of the downtown cultural scene—its 99-seat theater hosts shows of all kinds, serving as a valuable "arts incubator" for established and emerging artists.

I am the founder and executive director of CNY Jazz Central, a former chair of Syracuse University's music industry degree program and a lifelong teaching artist with Lincoln Center Institute training. I've designed cutting-edge arts-in-education programs that strongly support New York State learning standards in schools across the county and beyond, such as **All That Jazz**, a narrated jazz history; **Blues Shout**, a history of African-American blues singers; and **Music & Musket**, exploring the cultural role of the musician and music in the Civil War.

We are firmly embedded in our region's cultural infrastructure, with a long history of collaboration with other arts organizations, civic and educational institutions, including the **Film Festival**, **the Everson**, **S.U.'s Syracuse Symposium**, **the Syracuse Symphony**, **Lorenzo Historic Mansion**, **Rochester International Jazz Festival**, **the Downtown Committee** and others. Our 2008 debut CNY Jazz Orchestra CD charted internationally, bringing the words "CNY" to the world as a cultural export. We are one of only two area organizations to have received **ARRA stimulus funding in 2009**, and we are currently **one of three IDEAS Collaborative organization chosen to attend the National Arts Marketing Project in Louisville**, reporting our findings back to the other 50 IDEAS participating groups. We are now serving on a committee of the **CNY Regional Economic Development Council**, providing input regarding the value of cultural content to create "quality of place" in order to attract and retain the young talent that is still leaving our region.

Ladies and Gentlemen, let us continue our mission to the region. With your support, CNY Jazz can keep playing a strong part in the cultural and economic revitalization of Syracuse and Central New York. Your investment of less than \$500 per week will ensure our continued ability to serve our region through 2012, and for the future. Thank you.

- \$7,200 from County last year from CRT – one time only; 90% of \$8,000 received
- WEP - underwriter of Blue Rain Ecofest; \$5,000 received from WEP last year, \$1,500 in 2011 restricted for advertising
- \$5,000 cash from City of Syracuse for downtown festivals and \$22,762 daily estimate for in-kind for police, fire, DPW
- Funding from CRT last year was quarterly, before that monthly
- \$24,000 down to \$8,000 – requesting funding at that level for several years

**SYRACUSE CITY BALLET (896); Ty Marshal, Director of Development**

Mr. Marshal quoted:

*“It’s no good running a pig farm for 30 years while saying really I was meant to be a ballet dancer. By then, pigs will be your style.”*

**Who we are:** *Founded in 1997 by current Artistic Director Kathleen Rathbun and a dedicated group of volunteers, Syracuse City Ballet, Inc. is the only professional ballet company serving the Central New York community. We create family-oriented entertainment while offering opportunities for local professional, pre-professional, and student dancers to perform classical and premiere works with national and international guest artists.*

**History of Success:** *Our growth from a small grass-roots venture to a professional quality ballet has secured ballet as a dance presence in Central New York. In addition to providing a “big city” ballet experience, we are committed to strengthening community ties through collaborative efforts with other community and Performing Arts organizations. Past community partnerships include Ronald McDonald House (“Peter Pan”), American Red Cross Blood Drive (“Dracula”), Make-a-Wish Foundation, Big Brothers and Big Sisters (“Cinderella”), and Vera House (“Snow White”), Elmcrest Children’s Center and the Girl Scouts of America. In February 2002, we collaborated with the Syracuse Symphony Orchestra to present a full-length production of “Cinderella”. “Cinderella” was an artistic success with sold-out performances in the Crouse Hinds Auditorium. Our Jan 2004 performance of “Swan Lake” with the SSO continued our successful artistic collaboration with sold out performances, Four Star reviews, and standing ovations for every show. Our artistic partnership continued with the Feb 2005 full-length production of “Romeo & Juliet”, and most recently, a December 2011 collaboration with Syracuse Philharmonic of “The Nutcracker” at Crouse Hinds Auditorium.*

**Educational Outreach:** *Through our outreach to children we are developing future audiences who appreciate and will support the arts. We are continually working on widening our school-aged audiences. “Goldilocks meets Little Red” is an educational program that we developed and performed at local schools. This program was created along curriculum guides lines for elementary schools and is designed to nurture the ballet audience of the future. We have performed at Danforth Magnet School, Frazer Elementary School, and Manlius Pebble Hill, and are currently seeking performance and educational opportunities at other schools throughout Onondaga County. For high school students, we have developed a Greek Mythology show.*

**Recent Changes:** *To continue our organizational growth, Syracuse City Ballet has recently made changes to our Board of Directors, seeking members focused on long term results to include representation from artistic and educational backgrounds, business, finance, fundraising and public service. Currently refining our business plan, our Board of Directors is diligently working on providing information regarding overall management and oversight of a non-profit organization, creating and adopting a long term business plan, providing means to increase operating funds, and is working on recruiting and retaining new staff and volunteer members. Recently, the Board of Directors completed a three year plan as part of a PACE Grant. As a result of these recent changes, Syracuse City Ballet has hired Associate Director, Jessica Zehr to assist the director with day to day operations and Ty Marshal, Director of Marketing and Development, to engage the Ballet in the cultivation of new relationships and to create development and marketing campaigns aimed at funding general operating expenses and programming, community participation, partnerships, and audience outreach.*

**Future Plans:**

*-The Staff and Board are developing a plan for a capital building campaign in order to secure funding dedicated to establishing a permanent physical location for the Ballet to include office, storage and rehearsal space. Currently, our Director of Development is working with the staff and community of the Near Westside Initiative to secure space on the developing Near Westside of Syracuse.*

*-The Ballet is also committed to the ongoing training and development of its Board of Directors and Staff through local programs, classes, lectures and training programs.*

*-The Ballet will enrich the nascent membership campaign by increasing membership benefits and events based on levels of commitment to the organization. Recently, Bond, Schoeneck and King lawfirm hosted a “Meet the Director” event raising over \$3000 dollars in memberships. Similar events are being planned for throughout the year.*

*-The Ballet will continue to expand community outreach programs through collaborations with and advocacy of local charitable organizations in conjunction with performances, providing free performances in conjunction with community events, and through developing collaborative agreements with other organizations for the purposes of seeking funding, and enhancing programming opportunities.*

**Syracuse City Ballet Single Performance Impact Analysis Estimates**

**Ticket Sales:**

*Crouse Hinds Auditorium Capacity: 1900*

*Estimated Single Performance Ticket Sales: 1500 people*

*Single Performance Ticket Price: \$25*

*Total Single Performance Ticket Sales: \$37,500*

*Total Single Performance Ticket Sales County Tax: \$3000/performance*

**Local Economic Impacts:****Estimate: If 1/3 of Single Performance Ticket Holders go out to dinner on performance night.***Single Performance Diners: 500 people**Estimated Single Performance Dinner Cost: \$100/two people**Total Single Performance Dinner Cost: \$25,000**Total Single Performance Dinner County Tax: \$2000/performance***Estimate: If 1/3 of Single performance Ticket Holders book a one night hotel room.***Single Performance Hotel Patrons: 500 people**Estimated One Night Hotel Cost: \$209/two people**Total One Night Hotel Cost: \$52,250**Total One Night Hotel County Tax: \$4180/performance***Estimate: If 1/3 of Single Performance Ticket holders purchase concessions.***Single Performance Concessions: 500 people**Estimated Single Performance Concession Costs: \$10/two people**Total Single Performance Concession Cost: \$2500**Total Single Performance Concession County Tax: \$200/performance***Estimate: If ½ of Single Performance Ticket Holders Pay to Park:***Single Performance Parking: 750 people**Cost of parking: \$5 per car**Estimated total of 2 people per car**Total Parking per single performance: \$1875**Total Parking County Tax: \$150/performance***Grand Total of Single Performance County Tax: \$9,530****Grand Total of Four Performance County Tax: \$38,120**

Mr. Marshal:

- Estimate of 1/3 of audience buying concessions, 1/3 parking, 1/3 food, restaurants – grand total est: \$38,120
- Estimate – how many go to dinner before ballet, go for a drink – condense to an actual number of how much the County is making off the ballet performances
- \$2,880 from CRT in 2011; looking into but not from CRT this year; will speak to OCDC – will look into all possibilities
- City of Syracuse provided police presence and DPW for Flash Mob – highly successful; in-kind donation – no funding
- Would prefer lump sum from the County – Crouse Hinds Theatre with union staff comes close to \$30,000 - looking to utilize to ease the rent portion for it
- Getting money to give back to County – get Nutcracker up now and then be able to put on Cinderella
- Last 2 months, made about \$3,500 – was not on books before sent the form, so far about \$3,500 off of corporations, individual sponsors and memberships (501C3) – working on capital campaign in line of \$500,000 for 2012 year
- Total budget is \$20,000 in assets and approximately have \$90,000 in funds to produce shows
- Costs \$90,000 - \$100,000 for the Nutcracker, then back in bank for Cinderella; based on success of performance
- Then look to County or State
- This year with Symphony, approached Symphony Syracuse. (Intermediate symphony), close to partnership and at a moment's notice they told the Ballet to contact Philharmonic; left scrambling to contact the Philharmonic to play live music – turned down by Philharmonic for this year
- Higher experience for live music; will continue to seek the partnerships - for next year hope to have Philharmonic

**SKANEATELES FESTIVAL (897);** Doug Sutherland, President, Susan Mark, Executive Director (article on file with Clerk)

*A month-long event with 17 concert performances and several community outreach events, the Skaneateles Festival is truly a cultural magnet for Onondaga County and the Finger Lakes region. The Festival, which just completed its 32<sup>nd</sup> season, brings national and regional performers and listeners together to enjoy the passion of music.*

Some facts about the Festival:

- Our 2011 ticket buyers came from 15 states + Canada. Including: AZ, CT, FL, IA, IN, MA, MD, NC, NJ, OH, PA, TX, VA, VT

- 41% of New York state ticket buyers were from outside Onondaga County.
- Skaneateles Festival concerts can be heard nation-wide on American Public Media's Performance Today program. 10 performances were broadcast across the nation in 2010, meaning that public radio listeners from Portland Maine to Portland Oregon had access to performances that took place here in Onondaga County.
- The Festival continues to receive national exposure with publicity this season in both The New York Times and New Yorker magazine.
- We are working with the Syracuse Convention & Visitors Bureau to create "Stay, Dine & Listen" packages for next season targeted to major metropolitan areas within a five-hour drive of Onondaga County.

*In addition, the Skaneateles Festival takes community outreach seriously. Among the outreach events included in the 2011 season was "A Day in the City" with the Marcus Roberts Trio. This trio of jazz musicians started the day with a special (free) performance at the Everson Museum of Art for students from Syracuse city schools, followed by an interactive art project with the museum staff. The second part of the "Day" was a concert at Upstate Golisano Children's Hospital for patients and their families. Patients unable to leave their rooms were still able to enjoy the music via closed-circuit TV.*

*The Skaneateles Festival is pleased that its reputation for presenting world-class music has spread so far and brought such renown to our county. With the support of funding from Onondaga County, the Festival will continue to generate a significant economic impact for the local community and the county as a whole.*

*We remain grateful for the county's recognition that arts and culture are vital to our local quality of life and for the county's allocation of funding to that end.*

Mr. Sutherland:

- Overall government 5%; \$5,000 from CRT but one-time event; nothing from the city or village
- Most participants are not vacationing in Skaneateles
- Regulars from Ithaca make a day of it; walk through village with bags; go to Sherwood, Brook Farm concert
- Come an hour and half early; situation with 5 restaurants – reserve a head of time, pick up and ready for the concert

#### **SYRACUSE AREA LANDMARK (845); Denise DiRenzo, Executive Director (handout on file with Clerk)**

- Entertainment is a basic need for life
- Opened in 1928; built to give people escape and come to the theater; all forms of entertainment; community theatre
- 1 month time have entertainment; seek out different programming: gospel play, Sesame Street, Jerry Seinfeld
- \$23,771 – used for school groups through Theatre Works; 25,000 students annually; covers lights, national grid bill
- Tours for free; support education with inquiries from elementary, high school and colleges
- 3 full time employees and 1 total part time
- \$100,000 is for expansion; wanted to expand stage house for 20 years – started Oct 18<sup>th</sup> 2010; reopen Nov 18<sup>th</sup> 2011
- \$16 million undertaking - received private money, state money, grants, contribution of \$6.7 million loan
- Looking for support to pay back acquisition; 2006 asked County for \$1 million – \$1.3 million was total amount
- Received \$100,000 from the County since 2007 – to continue for 10 years to cover acquisition
- Took additional loans; needed to move forward for expansion to continue; no expansion, not sure if able to continue
- 8 10x10 dressing rooms – now 22 dressing rooms for 64 people
- Only fit a movie screen – can bring more productions in
- 2009 - \$14 million counting room nights, people coming in, payroll out, bodies in with hospitality multiplier, parking, etc
- Looking to double this – charge a facility fee of \$2 per ticket on sold tickets; does not include weddings, proms, comps
- FUF to maintain 84 year old building – continued maintenance
- Did not receive CRT – would apply but understand no funds available; always approach City for ACLA – no funds
- Did have Mayor Minor event at theatre to support but that's the only cash that's been from City
- Bonds not eligible because receiving historic tax credits; NYS bonding; told no funds from CRT
- Funding coming through New Market Tax Credits – fell through last minute; did not have time to go through, M&T, Alliance, Key Bank was able to fund – took from May through October 2010 to finance expansion
- Following back to 2006 for \$1.3 million property to expand; told to ask again for \$100,000

Mr. Lesniak stated a concern with financing and funding an organization that competes against the County Civic Center. Ms. DiRenzo replied the biggest competitor is Turning Stone; Civic Center has 1,000 seats less. There are shows that need the historical theatre of 3,000 seats, and the Landmark is working with NAC Entertainment to book famous artists based on the number of seats.

Ms. DiRenzo:

- \$23,000 plus \$100,000 – \$23,000 for underwrite opportunity for school groups - do not charge standard rent, only charge for fire marshal, parking - regular rent is \$2,000 but given break for \$800 - \$600 to cover lights
- Say Yes – no funding received from them; Landmark doesn't do the programming – give Theatre Works the break
- Collaborative programming growth over 5 years as a rental house so not eligible where Theatre Works is
- Financing subsidy only since taking on acquisition – before received \$23,000 - \$35,000, helps with discount on rent
- 5 year draw to pay off loan; stand alone profit before taking on expansion; small amount used for education
- Existed on generated revenue for years; fluctuate accordingly; don't carry alot of overhead

**SYRACUSE INTERNATIONAL FILM FESTIVAL** (891); no one present

**LEADERSHIP GREATER SYRACUSE** (887); Sherry Mossotti, CEO (packet on file with Clerk)

**Community Impact Statement – 2011 Quick Facts**

1. LGS Alumni/Graduates **have been vital to improving the attitude and perception of Onondaga County, while at the same time making the CNY community grow and retain a qualified, civically-involved workforce.**
2. **LGS consists of community-minded individuals with the time, resources, and interest to become actively involved in moving this community forward.** Combined, their efforts serve to positively and exponentially impact Onondaga County, its Towns, Schools, and Villages. **There is NO OTHER organization in Onondaga County like this!**
3. Because of Leadership Greater Syracuse, **nearly 1,000 LGS alumni/graduates are actively involved in over 350 non-profit, educational, and governmental entities serving Onondaga County.**
4. LGS was **founded by former Onondaga County Executive Nicholas Pirro, former Syracuse Mayor Thomas Young, the Greater Syracuse Chamber of Commerce, and OCC** in 1991. Today, LGS is known as a viable resource for connecting people – to our community's most pressing needs.
5. **This year alone, LGS has been instrumental in connecting over 150 LGS graduates to opportunities on local non-profit Boards, County, Town/Village, School & City Task Forces,** on Committees and Boards, mentoring students in inner-city schools, and in raising much-needed funds for Central New York non-profits.
6. There are **over 600 Community Leadership Organizations like LGS throughout the Country**, and most mid-sized Cities are positively impacted by the value these organizations bring to their respective communities. Many of these organizations are fully-funded by their local government, whereas government support equals less than 6% of Leadership Greater Syracuse's total operating budget.
7. In 2010, **LGS instituted the new CNY Political Leadership Institute to train civic-minded individuals how to assist with political campaigns**, to understand the political and election process, and how to run for office (school and town/village boards). Applicants for the inaugural program exceeded goal by 150%. This highly acclaimed new program is again being repeated February-March, 2011, and has again exceeded our registration goal.
8. **1 out of every 5 members** in the 2010 Community Leadership Class requested – and received – scholarships or tuition assistance. **In 2011, 1 in every 4 requested assistance, representing over \$20,000 in requests** for assistance. Without the limited support we receive from our sponsors, corporate partners, and alum, we would not be able to support these many requests.
9. In 2001, Leadership Greater Syracuse expanded its programming to include a 2nd-year **required COMMUNITY PROJECT component** (see attached).
10. LGS emails **Community E-Newsletters** to 6,000 leaders in the Central New York community in an effort to support local non-profits by posting Board and volunteer opportunities and linking people to volunteer activities.

**All this and was done through the incredible help and support of  
the City of Syracuse, the Onondaga County Legislature, OCC,  
CenterState CEO Chamber, and our corporate partners!**

Leadership Greater Syracuse has proactively offset increasing expenses and declining government support through Community Sponsorships, Alumni and Board Campaigns, Fundraising Events, and Corporate Partnerships.

- No funding from County last year – master fundraising; \$6,800 gross; gave out less scholarships, tuition assistance
- Average \$37,000 in-kind – \$21,000 of it for space donated; all 3 employees are fundraisers; able to get more sponsorships and corporate partners for 3 fundraisers
- Absorb all expenses and still run the organization; \$20,000 from City; check received and unrestricted

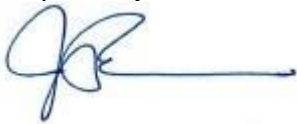
**FOCUS (888);** Charlotte Holstein, Executive Director (Patterns of Government on file with Clerk)

- Smallest budget and make the biggest noise
- First; general fund for one time - \$20,000; convening groups of citizens to find ideas about land use around the lake
- One time grant – see Focus as a local go to citizens engagement place
- Number of consultants from out of town; do citizens engagement but leave the citizens with a report that collects dust
- Buy local services – will have a body that will continue with citizens – follows through; improving the quality of life
- Second; \$9,400 – helps enormously – prior to last year, did receive
- 3 programs – initiation; mainly public officials found discontent, uncivil behavior
- Convened citizens – what kind of public forums would you go to? – tips; on website; great ideas
- Dec. 1<sup>st</sup> – exclusive session for elected officials only – at CNY Community Foundation Philanthropy Center
- Trained facilitators and Focus volunteers conducting – best way to conduct a meeting without bad behavior
- Legislators Linda Ervin, Judy Tassone and Kathy Rapp have been involved in getting this put together
- Citizens Academy – 8 week study course; no speech but say what you do, challenges, issues, situations, etc
- Knowledgeable group of people; understand issues; help people get through issues easier and better
- Reference Patterns of Government – on file with Clerk; needs to be updated more regularly
- Only document that has all structure of county government in one document
- Received \$1,000 from OCIDA – first print out; out of money already
- If funding not received, out on the street going after same people; operate on slim budget
- Looking for expertise, comes to those that are free; 1 paid employee; City contributes space as an in-kind service
- Would like to see the community, city and county government, use for services – fed and state grants require it.
- Would recommend FOCUS be considered in some of the grants; more training of facilitators in towns and villages
- Citizens Strategic Action Planning Group – arts programs work closer together, BID declared cultural district
- One on waterways including the Onondaga creek and clean up of the Onondaga Lake
- One on building sustainable communities – used for SMTC for grant application
- Latest on CNY pathways – walking, biking, hiking and wheelchair users - produced results
- City of Syracuse - bicycle infrastructure plan; CenterState app for smart phones for historic walking tour downtown

Mr. Lesniak asked reference the \$20,000, what are the purposes for the clean up around the lake. Mr. Lesniak likes the idea but how much land is in question; the bulk seems to be parkland. Mr. Fisher commented the County Executive has said the County owns 95% of the shoreline but not sure of acreage. **Mr. Lesniak is requesting the acreage of what is not parkland, and is \$20,000 what is necessary for this land.** Mr. Fisher responded that he can get the information and believes the \$20,000 is only the beginning. Mr. Lesniak stated there is land, near 690, that nothing can be done with. Mrs. Holstein said Honeywell has plans for the land they own that will be parkland with bicycle routes. The Onondaga Lake Park takes up about half the land on the side and the rest is wastebeds; question is how to make the wastebeds more useful. Mrs. Holstein is looking forward to Mr. Fisher's response.

The meeting was adjourned at 3:29 p.m.

Respectfully submitted,



JAMIE M. MCNAMARA, Assistant Clerk  
Onondaga County Legislature