

RDDC Corporate Profile

What is RDDC?

A private, not-for-profit, economic development entity, the Rochester Downtown Development Corporation (RDDC) is primarily funded by corporations, institutions and real estate companies. It is structured as a 501(c)(4) corporation, where financial contributions are treated as a business expense.

RDDC's role is to deliver a vibrant and economically strong downtown as part of the regional asset package.

The corporation is viewed regionally as the "expert" on downtown issues, market information and stakeholder positions. RDDC provides an effective leadership vehicle that explores, influences and directs action on key issues and projects that address a wide variety of topics impacting stakeholder interests in the downtown arena.

What are RDDC's primary functions?

- DOWNTOWN ADVOCACY & LEADERSHIP — Issues, programs & policies impacting downtown investment, tenancy, the living environment, visitor attraction, and other stakeholder interests.
- THE "DOWNTOWN EXPERTS" — Market tracking including investment levels & trends; residential development, occupancy & pricing; and, office market vacancy and pricing.
- INVESTOR/DEVELOPER SUPPORT — Continuous work with local and out-of-town investors and project developers to share market information, neighborhood trends, and connections to government where useful.
- MARKETING & PROMOTION — Marketing downtown's assets; improving visibility of downtown housing & commercial space options; improving accessibility to downtown's entertainment, cultural & dining offerings; leveraging the traditional media & social media to amplify downtown's emerging story.
- PARTNERSHIP WITH GOVERNMENT — Convening stakeholders to shape a regional agenda for downtown; and, collaborating with City, County and State government officials to identify and solve issues to fuel future downtown investment, occupancy and growth.



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