

The Everson was the crown jewel of downtown Syracuse when unveiled in 1968. Today, it is the cultural anchor for a rebounding urban core.

# The Cultural Engine of Downtown Syracuse

As a principal player in area investment and revitalization efforts, an increased endowment would make the Everson an even greater contributor to our region's resurgence.

Additional program offerings and facility improvements will make the Everson a world-class museum that:

- | Attracts more people downtown and promotes urban living
- | Draws higher-income cultural tourists, encouraging spending at local venues
- | Helps make Syracuse more competitive for convention traffic, business opportunities, and recruiting and retaining talent
- | Creates a safer urban core, with increased pedestrian activity and property values
- | Effects positive change in adjacent low income neighborhoods through targeted community partnerships, educational activities, and social programs

## ECONOMIC BENEFITS

- | 80,000 visitors annually from more than 6 countries, 46 States.
- | "Supporting the Everson Museum of Art benefits businesses and the community. Whether it's because you believe strongly in the transformative power of the arts, in the value of aligning with a solid brand in the community, or simply because you feel it is the right thing to do, with greater synergy between business and culture in our community, together we will mutually prosper."

Rob Simpson, President and CEO,  
CenterState CEO

- | Arts and Cultural Organizations in the Greater Syracuse area generate more than \$130 million in economic activity annually and support more than 5,000 jobs.\*