# CITY-WIDE
# ECONOMIC BASE ANALYSIS

Syracuse Industrial Development Agency

JULY 2019

# ABOUT CAMOIN 310

Camoin 310 has provided economic development consulting services to municipalities, economic development agencies, and private enterprises since 1999. Through the services offered, Camoin Associates has had the opportunity to serve EDOs and local and state governments from Maine to California; corporations and organizations that include Lowes Home Improvement, FedEx, Amazon, Volvo (Nova Bus) and the New York Islanders; as well as private developers proposing projects in excess of $6 billion. Our reputation for detailed, place-specific, and accurate analysis has led to projects in 32 states and garnered attention from national media outlets including Marketplace (NPR), Forbes magazine, The New York Times and The Wall Street Journal. Additionally, our marketing strategies have helped our clients gain both national and local media coverage for their projects in order to build public support and leverage additional funding. We are based in Saratoga Springs, NY, with regional offices in Portland, ME; Boston, MA; Richmond, VA and Brattleboro, VT. Camoin Associates merged with 310 Ltd. in early 2019 to become Camoin 310. Our clients now have a single source solution for gathering business information, attracting and retaining investment and jobs, and developing strategic initiatives. To learn more about our experience and projects in all of our service lines, please visit our website at www.camoinassociates.com. You can also find us on Twitter @camoinassociate and on Facebook.

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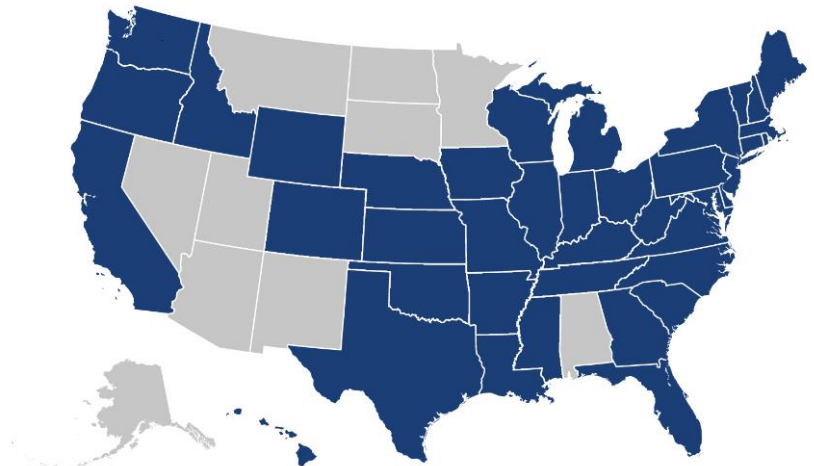
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CAMOIN 310 & STREETSENSE

# INTRODUCTION

The team of Camoin Associates and Larisa Ortiz Associates (LOA) was retained by the Syracuse Industrial Development Agency (SIDA) to conduct a Commercial Corridor Study. This is a multi-phase project that begins with comprehensive data collection for the City of Syracuse and what SIDA has defined as the Central Core – which follows the outline of Census Tracts 32, 34, 42, 43.01 and 43.02. While the overarching goal of the Commercial Corridor Study is to define market-based strategies that will attract development to underutilized properties across the City and help to stretch real estate investment dollars beyond the city's downtown, this document functions as a baseline for additional analysis and investigation. To date, the consultant team has toured the downtown Census Tracts and surrounding areas, interviewed notable stakeholders with expert knowledge in economic development and industries in retail and beyond in the City. Upcoming deliverables will further delve into the retail and other industry potential for the primary and auxiliary corridors that will be studied.

Below are the key findings from data analysis on the City of Syracuse, Census Tracts 32,34, 42, 43.01 and 43.02 – along with various comparison geographies, followed by in-depth analysis for each section.

# KEY FINDINGS

## DEMOGRAPHIC SNAPSHOT

- ◆ Population in Onondaga County, the City of Syracuse and the City's Central Core has grown since 2010, with the greatest percentage growth in the Central Core (+8.9%).

- ◆ The age distribution in the Central Core skews younger than the County and City, as the traditional university student population residing in the Central Core is high.

- ◆ Median household incomes in the Central Core are below the national poverty line and lower than the median household incomes of the City of Syracuse and Onondaga County. The low incomes in the Central Core are a result of the large university student population that often reports incomes of less than $14,999 although many receive unreported income from parents, student loans and/or scholarships.

- ◆ Central Core Census Tract Profiles

  - ○ **Census Tract 32:** The high educational attainment (61% of the population carries a bachelor's degree or higher) and 47% Millennial population contributes to the understanding that this Census Tract is largely comprised of young professionals and/or graduate students. The small household size (1.3) attributes to the low household incomes, which are relatively low in comparison to Onondaga County.  Growth in this Census Tract is the greatest of all Census Tracts in the Central Core.

  - ○ **Census Tract 34**: The population in this Census Tract is fairly diverse, yet skew younger – 39% are Gen Z and 27% are Millennials. Like all other Census Tracts in the Central Core, the median household income is low at $13,755 with 67% of the households earning less than $25,000.

- o **Census Tract 42:** Minority families with children are concentrated in this Census Tract. Educational attainment and household incomes are low. Population growth has been minimal over the past 8 years with limited growth projected.
- o **Census Tract 43.01**: This population consists largely of low-income earning students with a mix of other generations of residents. Note, 5% of the population earn between $150,000 - $199,999, which is the largest cohort of high-income residents in the Central Core.
- o **Census Tract 43.02:** Home to Syracuse University, this Census Tract has characteristics aligned with a traditional university population – primarily Gen Z residents (88%), a low median income ($10,488), and a high percentage of group quarter residents (73%).

## RETAIL MARKET ANALYSIS

- ◆ Syracuse's business mix is diverse, yet Food Services & Drinking Places account for the dominate share of establishments, at anywhere between 38% to 67% of the retail mix in each geography studied.

- ◆ A majority of Syracuse University's student body resides on-campus (53%) and a high percentage likely resides nearby in market rate units located in other parts of the Central Core.

- ◆ Based on data from CoStar, rental rates for retail spaces in the Central Core are nearly three times higher than for the City overall. Current data shows that the rental for a retail space in the Central Core (NNN) is $30.32/SF compared to $11.17/SF for the city overall. Further analysis shows that the retail rental market in Census Tract 43.02, which contains much of Syracuse University's campus, is a strong market, with low vacancies and rents that exceed $50/SF.

- ◆ The Central Core is home to a diverse mix of neighborhood typologies, each warranting a retail mix unique to its conditions. The following are preliminary thoughts on how to create a sustainable retail market based on data analysis and on-site work to date.

  - o **Census Tract 32**: As Syracuse's Central Business District (CBD) with a growing residential market, there is an opportunity to build upon the walkable environment with additional restaurants and bars to serve a diverse population mix. Soft goods retailers such as apparel, stationery shops, and gift shops complement restaurants, providing an opportunity for customers before and after dining to explore the neighborhood and visit these shops. The goal for this retail mix is to distinguish itself from Syracuse's megamall, Destiny USA.

  - o **Census Tract 34:** In this diverse neighborhood of single-family homes and commercial buildings, retail should be limited as the small residential population paired with the number of surface parking lots inhibit the opportunity to sustain a vibrant retail node. Retail development should be convenience based, able to sustain based upon customers on-site and immediately adjacent to the site. Potential retailers include a mix of convenience stores, personal services, and quick service restaurants.

  - o **Census Tract 42:** Although characterized by a low-income population and public housing, this neighborhood needs the same retail mix of any bedroom community - convenient, affordable neighborhood-serving retail options.

  - o **Census Tract 43.01 & 43.02:** Dominated by Syracuse University and SUNY Upstate Medical Campus, retail options should be conveniently located, prioritizing a mix of restaurants at varying price points for alumni, parents, and students to enjoy and neighborhood goods and services such as grocers, barbershops and salons.

## HOUSING CHARACTERISTICS

- Housing in the city center is comprised of denser units when compared to the geographies of Onondaga County and the Regional Economic Development Commission's Central NY Region (the combined counties of Cayuga, Cortland, Madison, Onondaga, and Oswego). Approximately 60% of housing is part of a multi-family structure within the city as compared to 40% in the comparison geographies.

- Within the city, there is a higher renter-occupied rate when compared to the other geographic regions (54% compared to about 30% in both comparison regions). A higher prevalence of rentals in the city tracts with the denser, urban lifestyle and multi-story student housing options.

- There is also a higher vacancy rate with the city, 13% compared to 8% in county and 11% in the REDC Central NY Region. This, in combination with an analysis of the housing stock age (median age of 1946 in the city compared to 1961 in both comparison geographies) gives rise to a housing stock that is increasingly in disrepair or otherwise does not meet the needs of the community.

- Based on current economic conditions and trends, the housing vacancy rate is projected to increase by to 14% by 2023 within the City of Syracuse. Mitigating this issue with targeted interventions will be critical to building desirable communities and leveraging the building stock that currently existing in the city, without needing to invest in new build construction. Note that new rental units that have come online in the downtown core are at nearly 99% occupancy, demonstrating a strong demand for high quality rentals – however, this sort of unit is not appropriate, nor desired in other parts of the city. With transformative housing projects like Blueprint 15 on the horizon, building units that meet the demand of a range of incomes, within different pockets of the community will be critical to promoting an inclusive approach economic development.

- To reasonably afford a median valued home in the City of Syracuse, a household would need an income of over $31,000 to afford the $724 monthly mortgage payment.

- Of the top 10 growing 4-digit NAICS industries, eight have wages that indicate the ability to afford a mortgage with existing housing stock (based on the median home value).

## INDUSTRY CLUSTER ANALYSIS

- The city's top three industries by Gross Regional Product (GRP) include 1) Government, 2) Health Care and Social Assistance and 3) Finance and Insurance. The Manufacturing industry in the City lags behind the county and region in terms of percent of GRP (6% in the city and 13% in both county and region).

- The city's labor force participation rate is 54%, the lowest compared to the county, REDC Region, and nation. This means the available labor pool in Syracuse is smaller proportionally compared to the population. Syracuse's unemployment rate exceeds the county, region, and nation, reaching 8.5%, compared to 5.3% in the county. A lower proportion of people available for work combined with a relatively high unemployment rate indicates those unemployed are not interested or able to take available openings. This could be because of educational attainment or skill development, transportation issues, childcare issues, health issues, age distribution, and others.

- The City of Syracuse had flat job growth over the last decade, while the county and the REDC Central NY region both lost 3% of their total employment. Average earnings per job is about $61,000 in the City of Syracuse, which is slightly below the same figure in Onondaga County.

- There is a significant concentration of jobs within the city; 39% of all jobs within the county are in the city, and 28% of all REDC Region jobs are within the city. Similarly, the highest number of people both work and live in

Syracuse (26% of all workers and 45% of all residents). Therefore, economic development efforts to increase job opportunities for those within the city will be felt region- and county-wide.

◆ From 2008-2018, jobs loss was most acutely felt in Syracuse in the industries of Finance and Insurance, Manufacturing, and Retail Trade. Between those three industries, 3,267 jobs were lost in the city. These job losses were felt throughout the county and REDC region as well.

◆ The industries that employ the greatest number of people in 2018 are experiencing a shift. Eight of the top 25 are expected to decline in the next decade, while a majority of them also declined in the previous ten years. Those with the largest historic and projected decrease include insurance carriers, nursing care facilities, general medical and surgical hospitals.

◆ Those industries that show evidence of emerging growth in the city include: general merchandise stores, other amusement and recreation industries, offices of dentists, utility system construction, communications equipment manufacturing, educational support services, and continuing care retirement communities.

◆ Identifying industry clusters is crucial to long-term economic development planning, as benefits to one industry will generally impact other industries within the same cluster. Our cluster analysis shows that:

   o *Local Utilities* and *Local Education and Training* and supported by all three regions;

   o *Communications and Equipment Services* are shared by the city and county;

   o *Business Services* and *Aerospace Vehicles and Defense* are shared by the county and region; and

   o *Paper and Packaging* and *Food Processing and Manufacturing* are unique clusters to the city.

# OCCUPATIONS

◆ We examined the top ten occupations for the city's top industry clusters (*noted above*). It is imperative to understand the pipeline of workforce development and if the adequate training facilities are around to meet the needs of employers. It is also critical to understand what positions are available to the 18% of the city's population who do not have a high school diploma or equivalent certificate. Our analysis of the top occupations shows:

   o *Communications Equipment Services* | increased by 100% or 125 jobs from 2008 to 2018 and 110% or 176 jobs from 2018 to 2028. Six of ten occupations require an associates degree of higher.

   o *Local Utilities Cluster* | With 1,800 jobs in 2018, growth is expected by 17% from 2018 to 2028 to about 2,100 jobs. Three of ten of the top occupations require a degree higher than high school.

   o *Paper and Packaging* | As of 2018, this cluster employs 120. This is expected to decline by 39 jobs by 2028 or a decline of 22%. Only one of the top occupations requires a bachelor's degree while the rest require a high school diploma or equivalent.

   o *Food Processing and Manufacturing* | There are approximately 326 jobs in this cluster as of 2018; it is expected to grow to 400 jobs by 2028. One top occupation requires a postsecondary degree (truck drivers) while the others require a high school diploma or formal educational credential.

   o *Local Education and Training* | In 2018 this cluster employed 5,300. While seven of the top ten occupations declined from 2008 to 2018, employment is expected to grow by 180 from 2018 to 2028. Seven of the top ten occupations require a bachelor's degree or higher.

# CURRENT DEMOGRAPHICS

A profile of the current population in Onondaga County, The City of Syracuse and the Central Core's five Census Tracts were analyzed to ensure strategies identified are responsive to the unique profile of its residents. Most tables in this section are divided into two sets of geographies: (1) Onondaga County, City of Syracuse, and The Central Core of the City; and (2) The Central Core and its five Census Tracts.

## MAP OF CENTRAL CORE

Data for the Central Core's five Census Tracts – 32, 34, 42, 43.01, and 43.02 – was analyzed individually as well as a single geography. A map of the Census Tract boundaries is provided below and are roughly aligned with the neighborhoods of Downtown, University Hill and Southside. Census Tracts 43.01 and 43.03 are highlighted differently as many of their statistics are impacted by the large student population.
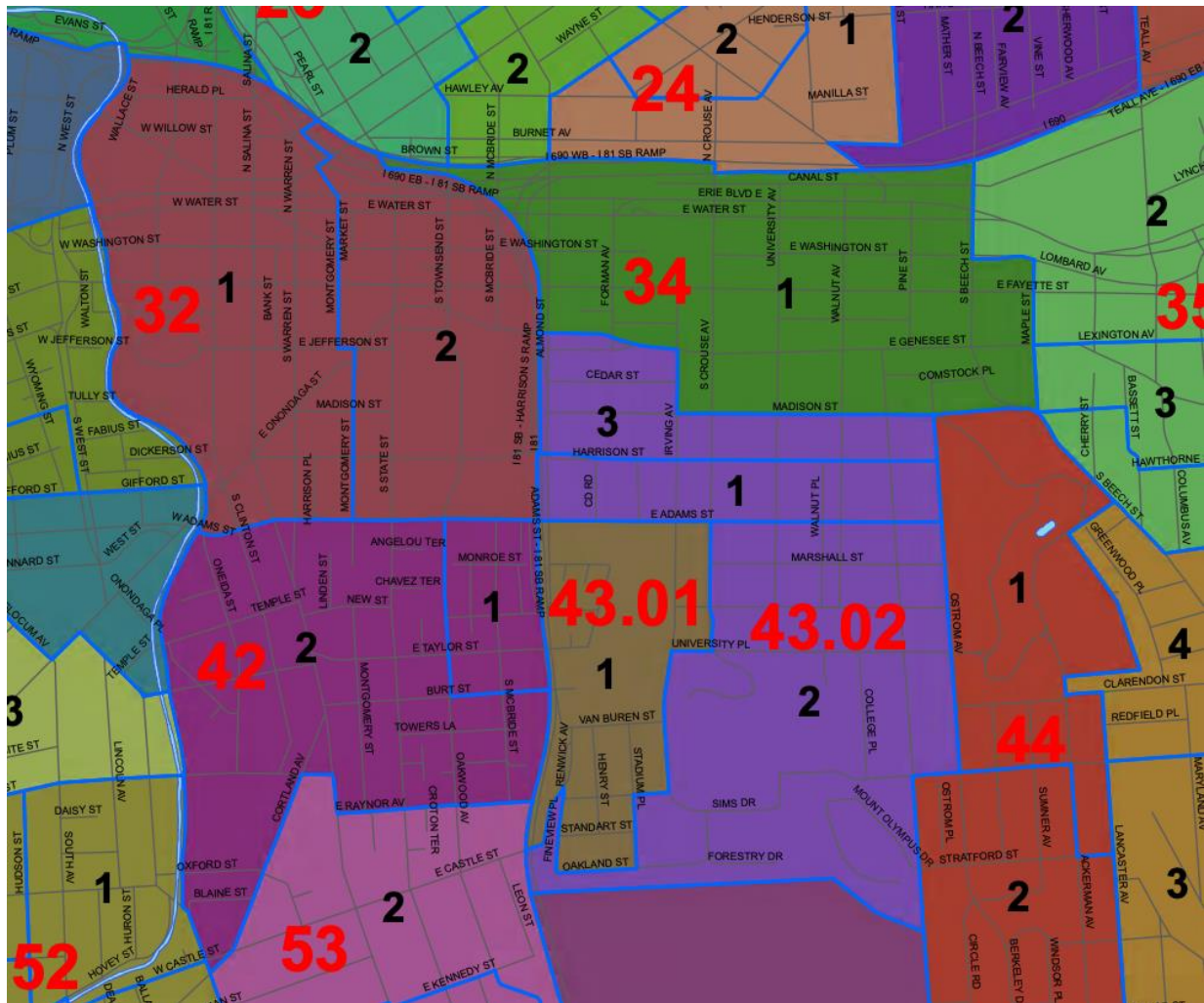


Source: City of Syracuse

## TOTAL POPULATION AND GROWTH

A geography's population and its growth trends are typically the initial indicator of the viability for additional real estate development investment. Specifically, retail typically serves as a lagging indicator, providing goods and services for households and office development nearby.

Onondaga County, the home of the City of Syracuse, has experienced steady population

| Total Population, Comparison Geographies | | | |
|---|---|---|---|
| | Onondaga County | Syracuse | Central Core |
| 2000 Total Pop | 458,336 | 147,286 | 14,279 |
| 2010 Total Pop | 467,026 | 145,170 | 14,171 |
| Growth (2000-2010) | 1.9% | (1.4%) | (0.8%) |
| 2018 Total Pop | 475,103 | 145,627 | 15,437 |
| Growth (2010-2018) | 1.7% | 0.3% | 8.9% |
| 2023 Total Pop | 479,416 | 146,043 | 15,988 |
| Growth (2018-2023) | 0.9% | 0.3% | 3.6% |

*Source: ESRI, "2010 Census Profile"*

growth. In 2000, its population was recorded at 458,336 and by 2018 is estimated at 475,103. Population in the County is projected to continue growing by 0.9% between 2018-2023.

Currently representing approximately 31% of the county's population, the 2018 City of Syracuse population is estimated at 145,627 people. Unlike the county, the city experienced a net population loss from 2000-2010. In the period following, 2010-2018, population growth has occurred and is expected to continue this trend into 2023. The shift to a net positive growth is a positive indicator that future commercial development can be sustainable if it aligns with market demands.

The Central Core's population is estimated at 15,437, which is approximately 10.6% of the city's total population. In the Central Core, the population growth varies by Census Tract; Census Tracts 32 and 34 experienced a substantial population loss in the period 2000-2010 at -12.2% and -22.5% respectively, while the three other Census Tracts had net growth. Since 2010, each Census Tract has grown with Census Tract 32 experiencing the greatest percent increase in growth (+19.4%). However, Census Tract 43.02 accounts for the largest share of the Central Core's population at 48.9%, equating to 7,544 people based on 2018 estimates. This share of population results from the geographic size of the Census Tract and the large Syracuse University student population residing on-campus and in other nearby housing options. [1]

| Total Population, Census Tracts | | | | | | |
|---|---|---|---|---|---|---|
| | Central Core | CT: 32 | CT: 34 | CT: 42 | CT: 43.01 | CT: 43.02 |
| 2000 Total Pop | 14,279 | 2,444 | 1,900 | 1,895 | 1,493 | 6,547 |
| 2010 Total Pop | 14,171 | 2,146 | 1,472 | 2,065 | 1,510 | 6,978 |
| Growth (2000-2010) | (0.8%) | (12.2%) | (22.5%) | 9.0% | 1.1% | 6.6% |
| 2018 Total Pop | 15,437 | 2,562 | 1,537 | 2,090 | 1,704 | 7,544 |
| Growth (2010-2018) | 8.9% | 19.4% | 4.4% | 1.2% | 12.8% | 8.1% |
| 2023 Total Pop | 15,988 | 2,749 | 1,568 | 2,102 | 1,783 | 7,786 |
| Growth (2018-2023) | 3.6% | 7.3% | 2.0% | 0.6% | 4.6% | 3.2% |

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[1] Note that current population figures are based on extrapolations from the 2010 Census. These figures are based on historic and existing demographic trends at the time of the 2010 Census. The projection modeling does not consider transformative projects or investment that may occur in an area and greatly shift the trajectory of the population and/or demographics. After consideration, this report refers to 2018 projections based on the 2010 Census to remain consistent in how data sources were used across other variables. Similar data were evaluated where possible but note that totals for households and population may slightly differ across data sources. We do not believe these discrepancies take away from the overall conclusions drawn in this report.

*Source: ESRI, "2010 Census Profile" and ESRI, U.S. Census Bureau, Census 2010 Summary File 1*

## POPULATION DENSITY

Population density represents the number of people per square mile and often is an indicator of the housing typologies located within each geography. As detailed in the table below, population density follows the population growth trends presented in the previous section. The Central Core has the highest population density which is a factor of the numerous multifamily residential buildings, especially the student dormitories in Census Tracts 43.01 and 43.02.

| Population Density: Population Per Sq. Mile (2018) | | | |
|---|---|---|---|
| | Onondaga County | Syracuse | Central Core |
| Size (sq. miles) | 806 | 25.61 | 1.7 |
| 2000 | 569 | 5,751 | 8,399 |
| 2010 | 579 | 5,668 | 8,336 |
| 2018 | 589 | 5,686 | 9,081 |
| 2023 | 595 | 5,703 | 9,405 |

*Source: ESRI, "2010 Census Profile"*

| Population Density: Population Per Sq. Mile, Census Tracts (2018) | | | | | | |
|---|---|---|---|---|---|---|
| | Central Core | CT: 32 | CT: 34 | CT: 42 | CT: 43.01 | CT: 43.02 |
| Size (sq. miles) | 1.7 | 0.5 | 0.3 | 0.3 | 0.1 | 0.5 |
| 2000 | 8,399 | 4,888 | 6,333 | 6,317 | 14,930 | 13,094 |
| 2010 | 8,336 | 4,292 | 4,907 | 6,883 | 15,100 | 13,956 |
| 2018 | 9,081 | 5,124 | 5,123 | 6,967 | 17,040 | 15,088 |
| 2023 | 9,405 | 5,498 | 5,227 | 7,007 | 17,830 | 15,572 |

*Source: ESRI, "2010 Census Profile"*

## HOUSEHOLDS

Populations are also commonly analyzed by household composition for commercial corridors, as data for purchasing patterns are aggregated at the household level. The following data points characterize each of geography studied.

### HOUSEHOLDS & HOUSING UNITS

The tables below detail the number of households (occupied) and the total number of housing units (occupied and vacant). In Onondaga County, there are 190,868 households and 207,812 housing units, a vacancy rate of 8%. The City of Syracuse's residential vacancy rate is higher at 13%, as 57,510 of 65,942 housing units are occupied.

| Households, Comparison Geographies (2018) | | | |
|---|---|---|---|
| | Onondaga County | Syracuse | Central Core |
| Households | 190,868 | 57,510 | 4,713 |
| Housing Units | 207,812 | 65,942 | 5,070 |

*Source: ESRI, "2010 Census Profile"*

The Central Core of the City experiences varying vacancy rates in its census tracts. The lowest is 1% in Census Tract 43.01 where Syracuse University sits, while immediately north in Census Tract 34 there is a vacancy rate of approximately 15%. Additionally, the household count in the Central Core is greatest in Census Tracts 43.02 and 32.

| Households, Census Tracts (2018) | | | | | | |
|---|---|---|---|---|---|---|
| | Central Core | CT: 32 | CT: 34 | CT: 42 | CT: 43.01 | CT: 43.02 |
| Households | 4,713 | 1,481 | 738 | 873 | 589 | 1,032 |
| Housing Units | 5,070 | 1,623 | 870 | 925 | 607 | 1,045 |

*Source: ESRI, "2010 Census Profile"*

## HOUSEHOLD SIZE

Average household size (or number of residents per occupied housing unit) was analyzed in each geography, resulting in an average household size of 2.4 Onondaga County and 2.3 in the City of Syracuse. In the Central Core, the average household size is lower at 1.8. The largest percentage of single-occupant households exists in Census Tract 32 and 43.01 with average household sizes of 1.3 and 1.7, respectively. Census Tract 43.02 has an average household size of 2.0, which is lower than expected given the concentration of student housing.

| Average Household Size, Comparison Geographies | |
|---|---|
| | Avg. Household Size |
| Onondaga County | 2.4 |
| Syracuse | 2.3 |
| Central Core | 1.8 |
| CT: 32 | 1.3 |
| CT: 34 | 2.1 |
| CT: 42 | 2.2 |
| CT: 43.01 | 1.7 |
| CT: 43.02 | 2.0 |

*Source: ESRI, "2010 Census"*

## GROUP QUARTERS

According to the U.S. Census, group quarters "*are places where people live or stay in a group living arrangement.*" This captures places that are owned or managed by an organization providing housing or services for the residents. Examples of living situations classified as group quarters include: group homes, nursing facilities, residential treatment

| Households, Comparison Geographies (2018) | | | |
|---|---|---|---|
| | Onondaga County | Syracuse | Central Core |
| No. Residents in Group Quarters | 17,057 | 12,772 | 7,102 |
| % Population in Group Quarters | 4% | 9% | 46% |

*Source: ESRI, "2010 Census Profile"*

centers, university housing, and correctional facilities. Note that group quarters are not counted in the number of households within a geography. Aligned with the university campuses, Census Tracts 32, 43.01, and 43.02 have the largest percentage of the population living in group quarters at 27%, 43%, and 73% respectively.

| Households, Census Tracts (2018) | | | | | | |
|---|---|---|---|---|---|---|
| | Central Core | CT: 32 | CT: 34 | CT: 42 | CT: 43.01 | CT: 43.02 |
| No. Residents in Group Quarters | 7,102 | 681 | 10 | 170 | 730 | 5,511 |
| % Population in Group Corridors | 46% | 27% | 1% | 8% | 43% | 73% |

*Source: ESRI, "2010 Census Profile"*

## HOUSEHOLD COMPOSITION

The share of households composed of only one person ranges from 30.7% in Onondaga County to 75.6% in Downtown Syracuse (Census Tract 32). Overall, the Central Core has a higher percentage of single-occupant households than the City of Syracuse and Onondaga County. In the Central Core, Census Tracts 34 and 42 have a majority of households in the Households with 2+ People cohort. 45.3% of households in Census Tract 42 are composed of Other Family (No Spouse Present) and has the highest percentage of households with children (45.7%). Nonfamily households, or householders that share the home exclusively with people whom he/she is not related, represent the highest share of the population in Census Tracts 43.02 and 34 with 44.6% and 26.3% respectively. It is assumed that this population is aligned with off-campus students.

| Household Composition (2018) | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | Onondaga County | Syracuse | Central Core | CT: 32 | CT: 34 | CT: 42 | CT: 43.01 | CT: 43.02 |
| Avg. Household Size | 2.4 | 2.3 | 1.8 | 1.3 | 2.1 | 2.2 | 1.7 | 2.0 |
| Households with 1 Person | 30.7% | 38.4% | 58.6% | 75.6% | 48.0% | 45.4% | 66.7% | 52.8% |
| Households with 2+ People | 69.3% | 61.6% | 41.4% | 24.4% | 52.0% | 54.6% | 33.3% | 47.2% |
| Family Households | 61.4% | 49.6% | 22.7% | 11.2% | 25.6% | 52.5% | 23.4% | 2.5% |
| Husband-wife Families | 43.3% | 23.6% | 5.5% | 6.9% | 7.8% | 7.2% | 2.7% | 0.9% |
| With Own Children | 17.5% | 9.2% | 2.0% | 1.5% | 2.3% | 4.9% | 0.4% | 0.1% |
| Other Family (No Spouse Present) | 18.1% | 26.0% | 17.2% | 4.3% | 17.8% | 45.3% | 20.6% | 1.6% |
| With Own Children | 10.5% | 16.2% | 13.2% | 2.4% | 13.3% | 36.4% | 16.8% | 0.4% |
| Nonfamily Households | 7.9% | 12.0% | 18.7% | 13.2% | 26.3% | 2.1% | 9.9% | 44.6% |
| All Households with Children | 30.6% | 29.0% | 16.7% | 4.0% | 17.3% | 45.7% | 18.7% | 0.5% |
| Multigenerational Households | 2.9% | 3.7% | 1.1% | 0.0% | 1.8% | 3.1% | 0.6% | 0.0% |
| Unmarried Partner Households | 7.8% | 9.4% | 4.1% | 3.8% | 7.5% | 5.0% | 2.1% | 1.7% |

*Source: ESRI, "2010 Census Profile"*

## HOUSEHOLDS WITH DISABILITY

The percentage of households with disabilities was analyzed, as the ability to serve this population with goods and services in a manner that enable disabled residents is essential. A large percentage of households in Census Tracts 42 and 43.01 (37% and 48% respectively) have one or more disabled residents.

| Households, Comparison Geographies (2018) | | | |
|---|---|---|---|
| | Onondaga County | Syracuse | Central Core |
| Households with Disability | 24% | 29% | 25% |

*Source: 2012-2016 ACS (Households with 1+ Person with a Disability)*

| Households, Census Tracts (2018) | | | | | | |
|---|---|---|---|---|---|---|
| | Central Core | CT: 32 | CT: 34 | CT: 42 | CT: 43.01 | CT: 43.02 |
| Households with Disability | 25% | 16% | 13% | 37% | 48% | 22% |

*Source: 2012-2016 ACS (Households with 1+ Person with a Disability)*

## POVERTY RATE

The table to the right outlines the poverty levels in each geography studied. When comparing the County, City and Central Core, the Central Core has the highest levels of poverty with over 58% of its households below the poverty level. In Census Tracts 43.01 and 43.02, poverty levels are 79% and 73%, respectively, the highest observed. This level of poverty is likely attributed to the off-campus student population who underreports income. At a poverty level of 63%, Census Tract 42 also experience extreme poverty due to the concentrated public housing.

Note that poverty status is not calculated for individuals who are identified in group quarters – e.g. students living in on-campus dormitories.

| Poverty Rate by Geography | |
|---|---|
| Geography | 2012-2016 ACS Households Below the Poverty Level (%) |
| Onondaga County | 14% |
| City of Syracuse | 29% |
| Central Core | 58% |
| Census Tract 32 | 39% |
| Census Tract 34 | 56% |
| Census Tract 42 | 64% |
| Census Tract 43.01 | 79% |
| Census Tract 43.02 | 73% |

*Source: ESRI 2012-2016 ACS Population Summary*

The City of Syracuse's poverty rate is on par with other New York cities of a similar size, including Buffalo and Rochester.

| Poverty Rate Compared to Other New York Cities | | |
|---|---|---|
| Geography | 2018 Total Population | Households Below the Poverty Level (%) |
| Albany City, NY | 100,753 | 23% |
| Buffalo City, NY | 260,157 | 29% |
| Rochester City, NY | 209,975 | 30% |
| Syracuse City, NY | 145,627 | 29% |
| Onondaga County, NY | 475,103 | 14% |
| United States | 330,088,686 | 14% |

*Source: ESRI 2012-2016 ACS Population Summary*

## POPULATION BY AGE

The tables below provide a snapshot of the age distribution of the geographies studied. Age is often a representation of the potential workforce and the amount of discretionary income. For example, a Millennial who recently graduated from post-secondary school or an employed Baby Boomer who recently became an empty nester will likely have higher expenditures annually in comparison to a retiree or college student.

Countywide, the age skews older than in the City. The Gen X cohort represents the largest share of the population (28%) and a comparatively larger share of Baby Boomers and Seniors compared to the other geographies studied. The City of Syracuse's largest age cohort is those age 25-44 years old, representing 26% of the population. The populations younger and older represent an incrementally smaller percentage of the population.

| Population by Demographic Cohort (2018) | | | |
|---|---|---|---|
| | Onondaga County | Syracuse | Central Core |
| <15 | 19% | 18% | 8% |
| 15-24 (Gen Z) | 16% | 22% | 58% |
| 25-44 (Millennials) | 24% | 26% | 17% |
| 45-64 (Gen X) | 28% | 21% | 11% |
| 65< (Baby Boomers and Seniors) | 14% | 13% | 6% |

*Source: ESRI, "Demographic and Income Profile"*

The Central Core has an unevenly skewed distribution with 58% of the population in the Gen Z cohort, which aligns with the ages of traditional undergraduate enrollment at Syracuse University. When examining Census Tracts 43.02, 43.01, and 34, the University Hill neighborhood, Gen Z represents 88%, 54%, and 39% of the population, respectively.

Millennials, likely young professionals or graduate students represent the largest share of the population in Census Tract 32 and 34, and in Census Tract 42, there is a large share of youth under the age of 15 (34%) in comparison to the other geographies studied.

| Population by Demographic Cohort (2018) | | | | | | |
|---|---|---|---|---|---|---|
| | Central Core | CT: 32 | CT: 34 | CT: 42 | CT: 43.01 | CT: 43.02 |
| <15 | 8% | 3% | 16% | 34% | 10% | 0.3% |
| 15-24 (Gen Z) | 58% | 21% | 39% | 16% | 54% | 88% |
| 25-44 (Millennials) | 17% | 47% | 27% | 26% | 8% | 4% |
| 45-64 (Gen X) | 11% | 22% | 14% | 18% | 16% | 4% |
| 65< (Baby Boomers and Seniors) | 6% | 7% | 5% | 7% | 12% | 4% |

*Source: ESRI, "Demographic and Income Profile"*

## POPULATION BY RACE & ETHNICITY

Race and Ethnicity is the lifeblood of cultural representation in commercial environments. Communities across the world are home to a Chinatown, a Little Italy, etc. which pay homage to the heritage of current or previous populations.

The white population represents the greatest share in all geographies studied except Census Tracts 34 and 42, where Black/African American population accounts for 43% and 78% respectively. The Black/African American population is nearly a third of the population in both the City and the collective Central Core; however, this cohort is only 11% of the County's population.

The Hispanic population represents a sizeable share of the population at 12% in the City and 9% in the Central Core. In Census Tract 42, Hispanics represent the second largest share of the population at 13%.

| Population by Ethnicity, Comparison Geographies (2018) | | | |
|---|---|---|---|
| | Onondaga County | Syracuse | Central Core |
| White | 81% | 52% | 50% |
| Black/ African American | 11% | 31% | 29% |
| American Indian/ Alaska | 0.8% | 1% | 0.5% |
| Asian | 3% | 7% | 14% |
| Pacific Islander | 0% | 0% | 0% |
| Other Race | 1% | 3% | 3% |
| Two or More Races | 3% | 6% | 4% |
| Hispanic | 4% | 12% | 9% |

*Source: ESRI, "Demographic and Income Profile"*

| Population by Ethncity, Census Tracts (2018) | | | | | | |
|---|---|---|---|---|---|---|
| | Central Core | CT: 32 | CT: 34 | CT: 42 | CT: 43.01 | CT: 43.02 |
| White | 50% | 46% | 36% | 10% | 45% | 66% |
| Black/ African American | 29% | 33% | 43% | 78% | 35% | 9% |
| American Indian/ Alaska | 0.5% | 1% | 0.2% | 0.5% | 0.1% | 0.5% |
| Asian | 14% | 16% | 14% | 0.2% | 12% | 18% |
| Pacific Islander | 0% | 0% | 0.1% | 0% | 0% | 0.1% |
| Other Race | 3% | 1% | 2% | 4% | 3% | 3% |
| Two or More Races | 4% | 3% | 4% | 7% | 4% | 3% |
| Hispanic | 9% | 7% | 9% | 13% | 10% | 8% |

*Source: ESRI, "Demographic and Income Profile"*

## POPULATION BY LANGUAGES SPOKEN AT HOME

English is the primary language spoken at home in each geography studied. The largest share of Spanish speaking households is in Census Tracts 34 and 42, where 7% and 21% speak English and Spanish, respectively, and 1.2% speak only Spanish in both Census Tracts.

| Languages Spoken at Home: Ages 5+, Comparison Geographies (Current 2012-2016 ACS) | | | |
|---|---|---|---|
| | Onondaga County | Syracuse | Central Core |
| Number Surveyed | 441,202 | 134,563 | 13,840 |
| Speak only English | 90% | 82% | 76% |
| Speak only Spanish | 0.1% | 0.2% | 0.3% |
| Speak English & Spanish | 3% | 6% | 7% |

*Source: ESRI, "Languages Spoken at Home"*

| Languages Spoken at Home: Ages 5+, Census Tracts (Current 2012-2016 ACS) | | | | | | |
|---|---|---|---|---|---|---|
| | Central Core | CT: 32 | CT: 34 | CT: 42 | CT: 43.01 | CT: 43.02 |
| Number Surveyed | 13,840 | 2,692 | 1,249 | 1,785 | 1,555 | 6,559 |
| Speak only Engligh | 76% | 74% | 69% | 68% | 84% | 78% |
| Speak only Spanish | 0.3% | 0.0% | 1.2% | 1.2% | 0.3% | 0.0% |
| Speak English & Spanish | 7% | 4% | 7% | 21% | 8% | 3% |

*Source: ESRI, "Languages Spoken at Home"*

## POPULATION BY EDUCATIONAL ATTAINMENT

There is a range of educational attainment in each of study areas. The majority of the population in all geographies studied has obtained at least some college education with the exception of Census Tracts 42 and 34. Educational attainment is highest in Census Tract 32 with 61% of the population having a bachelor's degree or higher. Conversely, 68% of the population in Census Tract 42 has attained a high school diploma or its equivalent or less.

| 25+ Population by Educational Attainment, Comparison Geographies (2018) | | | |
|---|---|---|---|
| | Onondaga County | Syracuse | Central Core |
| No High School Diploma | 9% | 18% | 21% |
| High School Diploma/ GED/ Alternative | 25% | 26% | 23% |
| Some College/ Associate's Degree | 30% | 28% | 19% |
| Bachelor's/ Graduate/ Professional Degree | 36% | 28% | 36% |

*Source: ESRI, "2010 Community Profile"*

| 25+ Population by Educational Attainment, Census Tracts (2018) | | | | | | |
|---|---|---|---|---|---|---|
| | Central Core | CT: 32 | CT: 34 | CT: 42 | CT: 43.01 | CT: 43.02 |
| No High School Diploma | 21% | 12% | 21% | 36% | 34% | 17% |
| High School Diploma/ GED/ Alternative | 23% | 16% | 21% | 32% | 30% | 28% |
| Some College/ Associate's Degree | 19% | 12% | 14% | 28% | 20% | 28% |
| Bachelor's/ Graduate/ Professional Degree | 36% | 61% | 44% | 4% | 16% | 27% |

*Source: ESRI, "2010 Community Profile"*

## POPULATION BY HOUSEHOLD INCOMES

Households that earn $25,000 or less make up the largest segments of the population in the county, city and Central Core. This figure in the Central Core reflects the concentration of undergraduate students, but also the poverty among full-time residents. The county's share of this income distribution is the lowest among the comparison geographies, attributed to the highest median household income of $56,562. The county's projected median household income growth is the highest (+10%), which will result in the current median household income to grow to $62,104.[2]

| Household Income Distribution, Census Tracts (2018) | | | |
|---|---|---|---|
| | Onondaga County | Syracuse | Central Core |
| <$25,000 | 23% | 41% | 70% |
| $25,000-$34,999 | 9% | 12% | 9% |
| $35,000-$49,999 | 12% | 13% | 8% |
| $50,000-$74,999 | 17% | 14% | 6% |
| $75,000-$99,999 | 12% | 8% | 4% |
| $100,000-$149,999 | 15% | 8% | 2% |
| $150,000-$199,999 | 6% | 2% | 1% |
| $200,000> | 6% | 2% | 0.7% |
| Median Household Income | $56,562 | $31,973 | $13,527 |
| Median Household Income (2023) | $62,104 | $34,451 | $14,479 |
| Growth (2018-2023) | 10% | 8% | 7% |

*Source: ESRI, "2010 Community Profile"*

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[2] Projections are extrapolated from current events and past trends. Typically, the recent past provides a reasonable clue to the course of future events, especially if that information is tempered with a historical perspective. Esri also considers future and current construction projects into its calculations. Esri's Updated Demographics include current-year estimates and 5-year projections of U.S. demographic data. Esri develops the annual demographic datasets using a variety of sources, beginning with the latest base, then adding a mixture of administrative records and private sources to capture changes.

Median Household Income sits below $20,000 within the Central Core and in each of the Census Tracts that comprise that geography. Each area is expected to experience positive growth in Median Household Income, with the greatest gains in the Central Core overall, as well as Census Tract 32.

| Household Income Distribution, Census Tracts (2018) | | | | | | |
|---|---|---|---|---|---|---|
| | Central Core | CT: 32 | CT: 34 | CT: 42 | CT: 43.01 | CT: 43.02 |
| <$25,000 | 70% | 60% | 67% | 68% | 82% | 80% |
| $25,000-$34,999 | 9% | 9% | 10% | 11% | 7% | 6% |
| $35,000-$49,999 | 8% | 12% | 6% | 9% | 2% | 7% |
| $50,000-$74,999 | 6% | 9% | 10% | 6% | 3% | 1% |
| $75,000-$99,999 | 4% | 4% | 5% | 2% | 1% | 5% |
| $100,000-$149,999 | 2% | 4% | 0.9% | 2% | 1% | 0.2% |
| $150,000-$199,999 | 1% | 1% | 0.5% | 0.9% | 5% | 0% |
| $200,000> | 0.7% | 1% | 0.7% | 0.8% | 0% | 0% |
| Median Household Income | $13,527 | $18,208 | $14,528 | $13,755 | $11,099 | $10,488 |
| Median Household Income (2023) | $14,479 | $19,462 | $15,061 | $14,423 | $11,429 | $10,720 |
| Growth (2018-2023) | 7% | 7% | 4% | 5% | 3% | 2% |

*Source: ESRI, "2010 Community Profile"*

When comparing the City of Syracuse to other Upstate New York cities (Albany, Buffalo, and Rochester), Syracuse's existing and projected median household income is comparable to Buffalo and Rochester. Albany has a higher median household income and is projected to experience the largest growth (+10%) of the four cities.

| Household Income Distribution, Comparable Upstate NY Cities (2018) | | | | |
|---|---|---|---|---|
| | Syracuse | Albany | Buffalo | Rochester |
| Median Household Income | $31,973 | $41,904 | $32,651 | $31,813 |
| Median Household Income (2023) | $34,451 | $45,913 | $35,490 | $34,631 |
| Growth (2018-2023) | 8% | 10% | 9% | 9% |

*Source: ESRI, "2010 Community Profile"*

## VEHICLE OWNERSHIP

The presence of a vehicle in the household indicates mobility – the ability to get to work and to other goods and services needed in daily life. Vehicle ownership is studied for renter- and owner-occupied households, as renter households are the most at risk of displacement in an improving market, and as additional retail and jobs are provided nearby a complementary housing strategy should be considered.

| Vehicle Ownership (Current 2012-2016 ACS) | | | |
|---|---|---|---|
| | Onondaga County | Syracuse | Central Core |
| Owner Households with No Vehicles | 4% | 7% | 28% |
| Renter Households with No Vehicles | 29% | 42% | 51% |

*Source: ESRI, "Vehicle Ownership"*

Owner-occupied households in all cases, except Census Tract 43.02, have more cars than renter-occupied households. In Census Tract 43.02, the high share of households without a car (87%) corresponds with relatively low household earnings compared to other Census Tracts in the Central Core. This also likely accounts for students who are not able to have a car on campus and rely on Syracuse University's shuttle bus system along with Centro.

The presence of a car in both renter- and owner-occupied households is highest in Onondaga County where the density is lowest and the need for a car is greater. The City of Syracuse's and Census Tract 34 owner-occupied households also have access to vehicles, with only 7% and 5% with no vehicles, respectively.

| Vehicle Ownership, Census Tracts (Current 2012-2016 ACS) | | | | | | |
|---|---|---|---|---|---|---|
| | Central Core | CT: 32 | CT: 34 | CT: 42 | CT: 43.01 | CT: 43.02 |
| Owner Households with No Vehicles | 28% | 35% | 5% | 43% | 38% | 87% |
| Renter Households with No Vehicles | 51% | 29% | 45% | 64% | 76% | 59% |

*Source: ESRI, "Vehicle Ownership"*

# RETAIL MARKET CONDITIONS

## BUSINESS MIX

The business mix detailed below outlines the existing retail supply in the City of Syracuse and the Central Core. In the City there are an estimated 1,056 retailers, 241 of which are in the Central Core.

A majority of retail is in the Food Services & Drinking Places category across all geographies, accounting for over 58% of the total number of businesses in the Central Core. This high percentage in the Central Core is driven by the Central Core's primary population and employees who demand dining and beverage options before, during, and after work. Food and Beverage Stores (including grocers, convenience stores, liquor stores, etc.) and Clothing and Clothing Accessories Stores account for the second and third largest share of businesses.

| Business Mix within the City of Syracuse (2018) | | | | | | | |
|---|---|---|---|---|---|---|---|
| by NAICS Code | Syracuse | Central Core | CT 32 | CT 34 | CT 42 | CT 43.01 | CT 43.02 |
| Furniture & Home Furnishings Stores | 39 | 4 | 3 | 1 | - | - | - |
| Electronics & Appliance Stores | 29 | 6 | 3 | 2 | - | 1 | - |
| Bldg Material & Garden Equipment & Supplies Dealers | 31 | 3 | 3 | - | - | - | - |
| Food & Beverage Stores | 149 | 21 | 8 | 4 | 4 | 2 | 3 |
| Health & Personal Care Stores | 67 | 14 | 4 | 5 | - | 2 | 3 |
| Clothing & Clothing Accessories Stores | 147 | 28 | 20 | 3 | 1 | 2 | 2 |
| Sport Goods, Hobby, Book, & Music Stores | 50 | 9 | 6 | - | - | 1 | 2 |
| General Merchandise Stores | 37 | 4 | 2 | 1 | 1 | - | - |
| Miscellaneous Store Retailers | 102 | 12 | 5 | 2 | - | 2 | 3 |
| Food Services & Drinking Places | 405 | 140 | 86 | 15 | 4 | 8 | 27 |
| Total | 1,056 | 241 | 140 | 33 | 10 | 18 | 40 |

**CITY WIDE RETAIL OBSERVATIONS**

The following observations were derived from qualitative interviews.

- Walgreens' acquisition of Rite Aid and the subsequent store retraction to rebalance the supply has contributed to vacant drugstores citywide.

- Few restaurants are open on Sundays, a day many families or visitors eat out. As this customer group seeks dining options, they often result to suburban and/or national chain restaurants.

- Many interviewees stated that the permit process is impeding development including retail.

- As legacy business owners near retirement, support is needed to ensure their businesses do not shutter.

**CENSUS TRACT 32**

The Downtown Committee of Syracuse conducts an annual Storefront Property Analysis that serves as an inventory of the first-floor storefront occupancy. The December 2018 analysis resulted in a business mix that differs slightly from the Business Summary completed by ESRI, as Services listed to the right include retail and non-retail businesses such as law firms, banks, and convenience stores, and Nightlife included nightclubs and bars. The total mix included 196 businesses, 186 of which were in categories that included retail. The Downtown Committee further notes the net growth of 8 new retail businesses per year (Source: Be Downtown Syracuse: Market Data for Retail).

| Storefront Property Analysis - Census Tract 32 | | |
|---|---|---|
| Business Type | Count | % of Total |
| Dining | 79 | 40.3% |
| Services | 57 | 29.1% |
| Shopping | 31 | 15.8% |
| Bars & Nightlife | 18 | 9.2% |
| Non-Profit | 5 | 2.6% |
| Arts & Culture | 3 | 1.5% |
| Professional | 2 | 1.0% |
| Government | 1 | 0.5% |
| Total | 196 | 100% |

*Source: Downtown Committee of Syracuse, December 2018*

# RENTAL RATES

**CITY OF SYRACUSE**

Retail rental rates have continued to climb in recent years from a low of $8.11/SF (NNN) in 2011 to over $12/SF in 2018. The average annual increase during this time was approximately 6%, which correlated with a significant drop in vacancy rates. Despite these indications of a tightening market, data from 2018 and 2019 show signs of stabilization with vacancy rates returning to around the 4% mark and average lease rates falling back under $12/SF. This has coincided with a significant decrease in occupied space in 2018, during which time there was a substantial net decrease of over 233,000 square feet of occupied retail space in the City. The following table shows detail retail market trends for the City from 2007 to present.

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| | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| Annual Retail Trends - City of Syracuse | | | | | | | | | | |
| Year | Total Inventory SF | Occupancy SF | Vacant SF | Net Absorption SF | Vacant Available Percent % Total | NNN Rent Overall | Leasing Activity SF Total | Deliveries SF | Under Construction SF |
| 2007 | 16,120,843 | 15,260,076 | 860,767 | 269,160 | 5.3% | $11.58 | 90,219 | 311,242 | 10,219 |
| 2008 | 16,126,717 | 15,407,391 | 719,326 | 151,065 | 4.4% | $10.57 | 130,438 | 10,219 | 13,049 |
| 2009 | 16,146,749 | 15,548,208 | 598,541 | 140,817 | 3.7% | $9.65 | 140,808 | 27,644 | 9,420 |
| 2010 | 16,165,101 | 15,653,559 | 511,542 | 105,351 | 3.1% | $8.96 | 112,066 | 28,757 | 4,640 |
| 2011 | 16,168,432 | 15,524,568 | 643,864 | (128,991) | 3.4% | $8.11 | 88,610 | 4,640 | 0 |
| 2012 | 16,201,232 | 15,457,821 | 743,411 | (66,747) | 4.1% | $9.71 | 191,419 | 36,360 | 19,550 |
| 2013 | 16,160,671 | 15,343,455 | 817,216 | (114,366) | 4.3% | $9.57 | 215,404 | 19,550 | 0 |
| 2014 | 16,162,535 | 15,331,726 | 830,809 | (11,729) | 4.9% | $10.24 | 238,746 | 8,400 | 40,677 |
| 2015 | 16,204,262 | 15,679,101 | 525,161 | 347,375 | 2.6% | $10.68 | 167,433 | 51,677 | 10,424 |
| 2016 | 16,126,596 | 15,687,098 | 439,498 | 7,997 | 2.7% | $9.72 | 196,690 | 16,790 | 50,319 |
| 2017 | 16,176,915 | 15,761,733 | 415,182 | 74,635 | 2.5% | $10.69 | 184,695 | 50,319 | 40,664 |
| 2018 | 16,187,579 | 15,528,719 | 658,860 | (233,014) | 4.1% | $12.07 | 100,375 | 10,664 | 38,800 |
| YTD | 16,196,379 | 15,543,849 | 652,530 | 15,130 | 4.0% | $11.17 | 25,244 | 8,800 | 30,000 |

*Source: CoStar*

## CENTRAL CORE

Over the past five years the retail market has shown considerable signs of strengthening in the Central Core. The average lease rate in the area from 2007 through 2013 averaged approximately $11.40/SF compared to the more recent 2014-2018 average of nearly $19/SF. Data from 2018 and 2019 indicates the central core is becoming a very tight retail market with rates skyrocking to nearly $30/SF in 2018 and crossing the $30 mark during the first half of 2019, which is well above citywide averages of $11-$12/SF. Despite this trend, no new retail space is under construction and only 6,765 square feet of new inventory has been added to the market in the past decade. Furthermore, the market lost over 20,000 SF of retail space from 2015 to 2016, contributing to the lack of available spaces for tenants.

| | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| Annual Retail Trends - Central Core | | | | | | | | | | |
| Year | Total Inventory SF | Occupancy SF | Vacant SF | Net Absorption SF | Vacant Available Percent % Total | NNN Rent Overall | Leasing Activity SF Total | Deliveries SF | Under Construction SF |
| 2007 | 2,036,265 | 1,937,657 | 98,608 | 71,446 | 4.8% | $9.04 | 14,257 | 0 | 0 |
| 2008 | 2,036,265 | 1,946,849 | 89,416 | 9,192 | 4.4% | $10.07 | 2,610 | 0 | 0 |
| 2009 | 2,036,265 | 1,957,740 | 78,525 | 10,891 | 3.9% | $12.13 | 3,469 | 0 | 0 |
| 2010 | 2,036,265 | 1,974,342 | 61,923 | 16,602 | 3.0% | $12.61 | 19,313 | 0 | 0 |
| 2011 | 2,036,265 | 1,966,352 | 69,913 | (7,990) | 3.4% | $12.16 | 1,650 | 0 | 0 |
| 2012 | 2,036,265 | 1,915,187 | 121,078 | (51,165) | 5.6% | $12.06 | 8,506 | 0 | 0 |
| 2013 | 2,036,265 | 1,936,567 | 99,698 | 21,380 | 4.3% | $11.85 | 20,000 | 0 | 0 |
| 2014 | 2,036,265 | 1,938,410 | 97,855 | 1,843 | 4.7% | $15.68 | 11,061 | 0 | 0 |
| 2015 | 2,036,265 | 1,981,439 | 54,826 | 43,029 | 2.0% | $16.21 | 8,265 | 0 | 0 |
| 2016 | 2,012,959 | 1,952,786 | 60,173 | (28,653) | 2.9% | $16.58 | 6,634 | 0 | 6,765 |
| 2017 | 2,019,724 | 1,938,205 | 81,519 | (14,581) | 3.8% | $16.14 | 16,332 | 6,765 | 0 |
| 2018 | 2,019,724 | 1,954,909 | 64,815 | 16,704 | 3.2% | $29.79 | 16,864 | 0 | 0 |
| YTD | 2,019,724 | 1,913,864 | 105,860 | (41,045) | 5.2% | $30.32 | 3,332 | 0 | 0 |

*Source: CoStar*

## CENSUS TRACT 43.02

Census Tract 43.02 contains much of Syracuse University and its surrounding areas. For this reason, and because of the robust data availability for this Census Tract, we further analyzed retail trends in this area. Data shows a very strong market for retail space with rates exceeding $50/SF during the first half of 2019. Vacancy rates for 43.02 are extremely low and have not exceeded 2% in the past four-plus years. Retail rental rates have historically been strong in the Census Tract but cooled noticeably during the recession and post-recession recovery period; however, 2015 saw dramatic rate escalations with average rates more than doubling from the previous year. Despite the very low vacancy rates and robust lease rates, no new retail space has been added to the market in the past twelve years and no new retail projects are underway.

| Annual Retail Trends - Census Tract 43.02 | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Year | Total Inventory SF | Occupancy SF | Vacant SF | Net Absorption SF | Vacant Available Percent % Total | NNN Rent Overall | Leasing Activity SF Total | Deliveries SF | Under Construction SF |
| 2007 | 300,356 | 288,956 | 11,400 | 300 | 3.8% | - | 1,575 | 0 | 0 |
| 2008 | 300,356 | 293,256 | 7,100 | 4,300 | 2.4% | $18.34 | 0 | 0 | 0 |
| 2009 | 300,356 | 292,947 | 7,409 | (309) | 2.5% | $36.64 | 2,019 | 0 | 0 |
| 2010 | 300,356 | 297,269 | 3,087 | 4,322 | 1.0% | $22.78 | 817 | 0 | 0 |
| 2011 | 300,356 | 293,869 | 6,487 | (3,400) | 2.2% | $14.53 | 0 | 0 | 0 |
| 2012 | 300,356 | 293,513 | 6,843 | (356) | 2.3% | $14.53 | 256 | 0 | 0 |
| 2013 | 300,356 | 294,056 | 6,300 | 543 | 2.1% | $14.53 | 487 | 0 | 0 |
| 2014 | 300,356 | 293,506 | 6,850 | (550) | 2.3% | $17.99 | 0 | 0 | 0 |
| 2015 | 300,356 | 299,756 | 600 | 6,250 | 0.2% | $38.51 | 1,050 | 0 | 0 |
| 2016 | 300,356 | 300,356 | 0 | 600 | 0.0% | $49.62 | 0 | 0 | 0 |
| 2017 | 300,356 | 296,390 | 3,966 | (3,966) | 1.3% | $35.00 | 0 | 0 | 0 |
| 2018 | 300,356 | 295,556 | 4,800 | (834) | 1.6% | $35.00 | 3,966 | 0 | 0 |
| YTD | 300,356 | 295,556 | 4,800 | 0 | 1.6% | $50.47 | 0 | 0 | 0 |

*Source: CoStar*

## SUPPLEMENTAL DATA

During an on-site focus group with local developers, asking rental rates were noted as:

- $17-$22 in Armory Square,
- $20+ near the intersection of Salina and Fayette Street, and
- $15-$17 in other parts of the downtown core.

As noted by developers, retail developments have yet to be financially feasible without subsidy based on the retail rental rates of the existing market. In most cases, if a project does not include multifamily residential, the return on investment for a developer would not make a project profitable or desirable.

## STUDENT MARKET

As detailed in the population analysis above, university students enrolled at Syracuse University (including SUNY College of Environmental Science and Forestry, or SUNY ESF) and SUNY Upstate Medical Campus greatly contribute to the customer base of the Central Core, especially in Census Tracts 43.01 and 43.02, where the respective campuses lie. Syracuse University requires freshmen and sophomore students to reside in on-campus housing. The following table outlines key statistics needed to define the depth of the student market and their consumer behaviors.

### SYRACUSE UNIVERSITY

The Fall 2017 Census conducted by the University revealed that there are 22,484 students enrolled. Approximately 68% are undergraduate students; nearly 54% of the undergraduate population is female. Gender is more evenly distributed for graduate and law students, with a total student enrollment of 7,232. 53% of the total student body (graduate and undergraduate students) live on-campus. There are an additional 1,800 undergraduate students enrolled at SUNY ESF, along with 400 graduate students.

| Syracuse University Enrollment (2017) | | | |
|---|---|---|---|
| | Total Students | Male | Female |
| Undergraduate | 15,252 | 46.1% | 53.9% |
| Graduate | 6,633 | 50.6% | 49.4% |
| Law | 599 | 49.2% | 50.8% |
| All University Total | 22,484 | 47.5% | 52.5% |

*Source: Syracuse University Office of Institutional Research and Assessment*

| Syracuse University On- and Off-Campus Housing | | |
|---|---|---|
| | Total Students | % |
| Housing: On-Campus | 11,917 | 53% |
| Housing: Off-Campus | 10,567 | 47% |

*Source: U.S. News and World Report*

### SYRACUSE UNIVERSITY CURRENT AND PLANNED RETAIL FOOTPRINT

Marshall Street is the primary retail node in Census Tract 43.01, serving the population at both Syracuse University, SUNY ESF and SUNY Upstate Medical Campus, as well as others nearby. This mix of retail primarily includes dining establishments and bars. On campus there are a few other retailers including the University's bookstore and several on-campus dining establishments.

Syracuse University's *Campus Framework: Vision for Excellence 2017-2037* did not directly identify areas for additional retail development, but the report did select many sites along Waverly and University Avenues as redevelopment opportunities (see illustration below).

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*Source: Syracuse University Campus Framework: Vision for Excellence 2017-2037*

The University previously invested in increased mobility throughout the Connective Corridor, which is a multimodal link between the University and greater Downtown Syracuse. Along this corridor, there are free bus rides on Centro, the region's bus system, and dedicated bike lanes. A few stakeholders interviewed noted that students have increasingly patronized downtown businesses after this investment and its paired marketing initiative, but could also be a factor of the increased multi-family residential options in the downtown core where grad students live.

### SUNY UPSTATE MEDICAL CAMPUS
SUNY Upstate Medical Campus, located in Census Tract 42.01, has a total enrollment of 715 medical students. The university provides 276 units at its housing facility, Geneva Towers, which are dedicated to four-year students.

| SUNY Upstate Medical Campus | |
| --- | --- |
| | Total Students |
| Medical Students | 715 |

*Source: SUNY Upstate Medical Campus*

# VISITOR MARKET

Visitors routinely shop and dine when traveling. In Onondaga County, visitor spending was estimated at $865 million, generating $66.5 million in local taxes (2017 Tourism Economics Report: The Economic Impact of Tourism in New York). Onondaga County's visitor profile was studied in greater depth in 2015 in the Visit Syracuse, Onondaga County, New York Travel Market Research Report by Young Strategies, Inc. Downtown data from this analysis was analyzed, as it was assumed to closely align with the City of Syracuse's boundaries, in comparison to other geographies studied.

## MARKET SEGMENTATION

Visitors to Onondaga County, New York are primarily in the leisure transient segment of the market, and business travelers (transient and conference/meeting) make up the second largest portion of visitors to the market. These conditions are typical.

## VISITOR PARTY

The average party size and the percentage of adults traveling with children were analyzed for overnight and daytrip domestic and international visitors. Party sizes were larger for daytrippers who opt to bring children along, while overnight visitors are typically couples traveling alone or with another couple of friends.

| Visitor Market Segmentation in Onondaga County | |
|---|---|
| Transient & Other | 77.4% |
| Corporate/Governemnt Transient | 34.2% |
| Leisure Transient | 39.1% |
| Other | 4.1% |
| Group/Conference/Meeting | 22.6% |
| Corportate | 5.3% |
| Social, Military, Educational, Religious and Fraternal (SMERF) | 8.1% |
| Team Sports | 1.7% |
| Government | 1.7% |
| Association | 5.3% |
| Group Tour / Motorcoach | 0.5% |

*Source: Visit Syracuse, Onondaga County, New York Travel Market Research Report (2015)*

| Visitor Party Size, Onondaga County | | | |
|---|---|---|---|
| | Total Respondents | Average Party Size | Adults Traveling with Children |
| Overnight Domestic | 416 | 2.6 | 20% |
| Overnight International | 209 | 3.0 | 23% |
| Overnight Total | N/A | 2.7 | 21% |
| Daytrip Domestic | 206 | 3.3 | 59% |
| Daytrip International | 74 | 3.2 | 52% |
| Daytrip Total | N/A | 3.3 | 57% |
| Total | 905 | 2.9 | 32% |

*Source: Visit Syracuse, Onondaga County, New York Travel Market Research Report (2015). Note that totals are a weight average based upon the number of survey respondents in each category.*

CAMOIN 310 & STREETSENSE

Although team sports only account for 1.7% of the visitor market (or approximately 20,400 people), Syracuse University's football stadium receives approximately 237,500 attendees annually, across 7 home games, and its highly ranked basketball team had 21 home games with a total of 444,809 attendees. These major attractions concentrate retail demand around the stadium for pre-, post- and during the game sales.

| Sporting Event Attendance | | | |
|---|---|---|---|
| | 2017 Total | 2017 Average | 2016 Average |
| Football | 237,503 | 33,929 | 32,805 |
| Basketball | 444,809 | 21,181 | 21,592 |

*Source: NCAA 2016 and 2017 national College Football and Basketball Attendance*

# HOUSING CHARACTERISTICS

Understanding housing characteristics in the City of Syracuse and surrounding region helps us assess market trends, evaluate the types of housing that currently exist compared to what is in-demand, and identify opportunities for future development to meet residential demand.

## HOUSING UNITS, TENURE, AND AGE

### UNITS BY TYPE

The table below displays housing by units in structure for the City of Syracuse, Onondaga County, and Regional Economic Development Council (REDC) Central New York Region. Multi-unit structures are more prevalent in the City of Syracuse than the county and the REDC Central New York Region, with about 60% of all housing units being part of a multi-family complex. The city's dense structure lends itself more to upward development than outward, resulting in more compact multi-family residential construction. As multi-family units constitute a significant portion of the housing options in the city, in particular duplexes and structures with more than 50 units, ensuring that apartments/condos cater to a range of incomes and ages will help to retain residents whose income fall across the spectrum.

| Housing by Units in Structure, 2016 | | | | |
|---|---|---|---|---|
| Number of Units in Structure | City of Syracuse | | Onondaga County | REDC Central NY Region |
| | Count | % of Total | % of Total | % of Total |
| 1 Detached Unit | 25,467 | 38.8% | 62.9% | 64.7% |
| 1 Attached Unit | 2,271 | 3.5% | 4.1% | 3.0% |
| 2 Units | 13,696 | 20.9% | 9.1% | 8.3% |
| 3 or 4 Units | 6,202 | 9.5% | 4.9% | 4.8% |
| 5 to 9 Units | 4,674 | 7.1% | 6.2% | 5.0% |
| 10 to 19 Units | 3,115 | 4.7% | 4.4% | 3.3% |
| 20 to 49 Units | 3,341 | 5.1% | 2.9% | 2.2% |
| 50 or More Units | 6,655 | 10.1% | 4.5% | 3.3% |
| Mobile Homes | 171 | 0.3% | 1.0% | 5.4% |
| Boat/RV/Van | - | 0.0% | 0.0% | 0.0% |
| Total Housing Units | 65,592 | 100.0% | 100.0% | 100.0% |

*Source: ACS 2016 5-year estimates*

### HOUSING TENURE

The majority of households in the City of Syracuse are renter-occupied with 54% of all housing units being rentals. Conversely, the housing tenure in Onondaga County and the Central NY Region are predominately owner-occupied at 60% and 59%, respectively. The vacancy rate in Syracuse is two percentage points higher than the vacancy rate in the REDC Region and almost five percentage points higher than the county. The city's vacancy rate of 13% demonstrates a possible over supply of housing, or housing that is not meeting the needs of those in search of housing.

## Housing Tenure Comparison, 2018
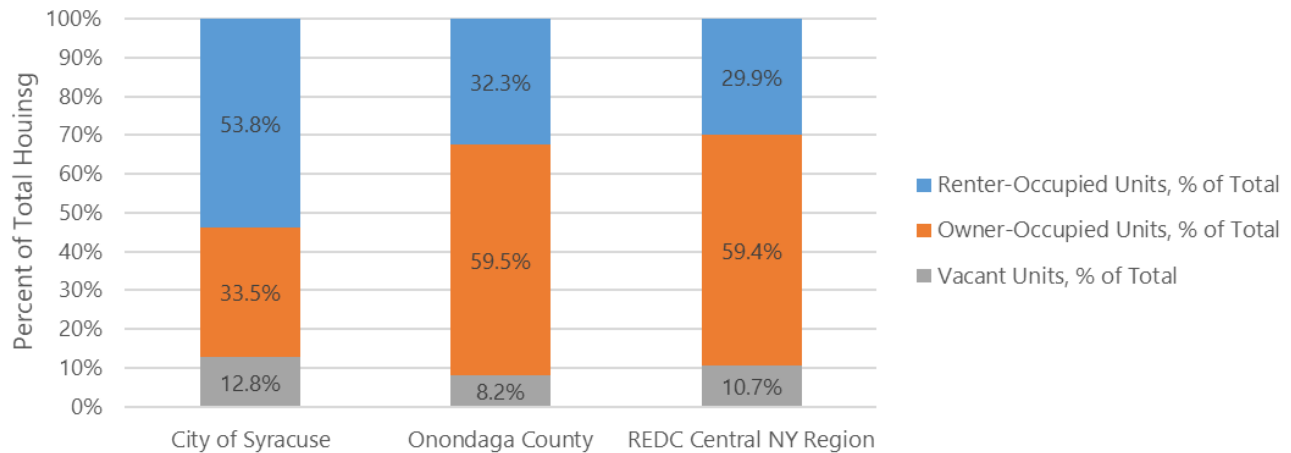


Note: Percentages may add to more than 100% due to rounding.

While the number of occupied units will remain flat through 2023, the number of owner-occupied units are expected to jump at an annual rate of 1.2% between 2018 and 2023.[3] Vacant units increased at a rate of 2.6% annually from 2010-2018, then are projected to slow to an annual rate of 1.4% from 2018-2023. This decrease in the projected rise in vacancies points to current efforts made by the City of Syracuse to reduce the number of vacant properties.

| Housing Tenure, City of Syracuse, 2010-2023 | | | | | |
|---|---|---|---|---|---|
| | 2010 | 2018 | 2023 (proj.) | Rate of Annual Change 2010-2018 | Rate of Annual Change 2018-2023 |
| Occupied Units | 57,355 | 57,510 | 57,740 | 0.03% | 0.08% |
| Owner-Occupied | 22,104 | 22,060 | 23,408 | -0.02% | 1.22% |
| Renter-Occupied | 35,251 | 35,450 | 34,332 | 0.07% | -0.63% |
| Vacant Units | 7,001 | 8,432 | 9,039 | 2.55% | 1.44% |
| Total Housing Units | 64,356 | 65,942 | 66,779 | 0.31% | 0.25% |

Source: Esri

### HOUSING STOCK AGE

The age of an area's housing stock is an important indicator as it can provide a high-level estimate of the quality of the housing stock. Although well-maintained older homes can contribute to the preservation of an area's local history and community character, older houses also tend to be costlier to maintain and have more structural and environmental concerns. In many communities, substandard older housing is often occupied by those residents that are least able to afford the regular maintenance that an older home requires.

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[3] From Esri's 2018/2023 Methodology Statement: "*Recorded change in the housing inventory is culled from several data sources, including multiple construction data inputs from Metrostudy, Axiometrics, data for new manufactured homes placed by state from the Census Bureau, and building permits for permit-issuing places and counties…. Independent estimates of change in occupancy are calculated from USPS residential lists, the American Community Survey, and various state and local data sources. Additionally, data from the Current Population Survey and the Housing Vacancy Survey from the Census Bureau is used to model trends in occupancy.*"

Overall the housing stock in the City of Syracuse is considerably older than the surrounding county and region, as evidenced by a median year built of 1946 compared to 1961 in both the county and region. Nearly 43% of the housing units in Syracuse were built in 1939 or earlier, making them more than 80 years old. Of those built from 1940 on, just 2% were built after the turn of the millennium. The age of housing, projected increase in vacancy, and lower home value indicate there are significant economic impacts because of the city's housing stock.

| Housing by Year Built, 2016 | | | | |
|---|---|---|---|---|
| Year Built | City of Syracuse | | Onondaga County | REDC Central NY Region |
| | Count | % of Total | % of Total | % of Total |
| 2014 or Later | 50 | 0.1% | 0.2% | 0.1% |
| 2010-2013 | 365 | 0.6% | 1.2% | 1.1% |
| 2000-2009 | 979 | 1.5% | 6.0% | 6.2% |
| 1990-1999 | 1,565 | 2.4% | 7.3% | 8.8% |
| 1980-1989 | 3,025 | 4.6% | 11.1% | 11.3% |
| 1970-1979 | 5,839 | 8.9% | 13.0% | 12.3% |
| 1960-1969 | 6,900 | 10.5% | 12.7% | 11.1% |
| 1950-1959 | 11,007 | 16.8% | 17.6% | 13.9% |
| 1940-1949 | 7,803 | 11.9% | 7.6% | 6.3% |
| 1939 or Earlier | 28,059 | 42.8% | 23.3% | 28.8% |
| Total Housing Units | 65,592 | 100.0% | 100.0% | 100.0% |
| Median Year Structure Built | 1946 | | 1961 | 1961 |

Source: ACS 2016 5-year estimate
Note: Units built since 2014 are undercounted because 2016 ACS data is based on a sample taken between 2012 and 2016.

## HOUSING PRICES AND AFFORDABILITY

### RESIDENTIAL HOME VALUES

The largest proportion of the city's homes are valued between $50,000 and $99,999 at 46% of the total owner-occupied units in the city. Another 21% fall in the segment above, between $100,000 and $149,999, while 11% are valued at less than $50,000. Homes throughout Onondaga County and the REDC Region, are valued higher as indicated with higher median and average values. Both the county and REDC Region have a greater portion of homes in the cohorts above $100,000 cohorts as compared to the City of Syracuse.

### CHANGING TRENDS IN THE RENTAL MARKET

The table below shows net monthly rent distribution among Syracuse residences. Median rent in the city is $624. This is $80 less than the county and $40 less than the REDC Region and does not include utilities. This figure does not include the estimated cost of utilities and fuels. The majority of rental units in Syracuse are priced between $500 and $799 at over 52%. About 40% of rental units in Syracuse are priced between $500 and $699 per month. Approximately 11% of the rental households in the City of Syracuse are achieving rents higher than $1,000.

Supplementing this data with recent on-the-ground changes, we understand that new market-rate, Central Core rentals are coming online and targeting young professionals. Data from the City's planning department demonstrating where residential development has occurred over the last decade shows that the Southeast quadrant of the Central Core has been the most concentrated area for housing development. The properties that have come to market include higher-end student apartments, as well as market-rate options for non-students. These recent apartment developments are proving successful with a 99%

| Distribution of Monthly Rents, City of Syracuse, 2016 | | |
|---|---|---|
| Monthly Rent Cost | Households | Percentage |
| Less than $100 | 440 | 1.3% |
| $100 to $199 | 1,109 | 3.3% |
| $200 to $299 | 1,651 | 4.9% |
| $300 to $399 | 1,868 | 5.5% |
| $400 to $499 | 3,251 | 9.6% |
| $500 to $599 | 6,489 | 19.1% |
| $600 to $699 | 6,741 | 19.9% |
| $700 to $799 | 4,468 | 13.2% |
| $800 to $899 | 2,625 | 7.7% |
| $900 to $999 | 1,512 | 4.5% |
| $1,000 to $1,249 | 1,559 | 4.6% |
| $1,250 to $1,500 | 967 | 2.9% |
| $1,500 to $1,999 | 415 | 1.2% |
| $2,000 or more | 232 | 0.7% |
| No cash rent | 599 | 1.8% |
| Total | 33,926 | 100.0% |
| Median Rent | $624 | |

*Source: ACS 2016 5-year estimate*

| Home Values, Owner-Occupied Units, 2018 | | | | |
|---|---|---|---|---|
| Home Value | City of Syracuse | | Onondaga County | REDC Central NY Region |
| | Count | % of Total | % of Total | % of Total |
| Less than $50,000 | 2,445 | 11.1% | 4.2% | 6.6% |
| $50,000-$99,999 | 10,026 | 45.5% | 20.2% | 24.3% |
| $100,000-$149,999 | 4,535 | 20.6% | 27.8% | 26.0% |
| $150,000-$199,999 | 2,193 | 9.9% | 20.0% | 18.5% |
| $200,000-$249,999 | 929 | 4.2% | 10.4% | 9.5% |
| $250,000-$299,999 | 682 | 3.1% | 6.2% | 5.5% |
| $300,000-$399,999 | 433 | 2.0% | 5.0% | 4.3% |
| $400,000-$499,999 | 250 | 1.1% | 1.9% | 1.7% |
| $500,000-$749,999 | 381 | 1.7% | 2.5% | 2.1% |
| $750,000-$999,999 | 79 | 0.4% | 0.9% | 0.7% |
| $1,000,000-$1,499,999 | 90 | 0.4% | 0.7% | 0.6% |
| $1,500,000-$1,999,999 | 1 | 0.0% | 0.0% | 0.1% |
| $2,000,000+ | 6 | 0.0% | 0.2% | 0.1% |
| Total Count | 22,050 | 100.0% | 100.0% | 100.0% |
| Median Home Value | $ 92,789 | | $ 146,028 | $ 136,719 |
| Average Home Value | $ 129,676 | | $ 190,044 | $ 175,659 |

*Source: Esri*

occupancy rate[4], with prices ranging from approximately $1,200 to $1,950 per unit (or in the case of some student housing, per bed). So, while data from the 2016 American Community Survey indicates a lower rental rate, recent events in the market indicate a shift towards units that target higher earning demographics.

As these new market-rate units, which cater to households that can afford to live alone in a 1-bedroom or with a roommate or partner in a 2-bedroom unit, are completed, complementary services that support the everyday needs of these units will continue to foster an environment that is 24/7 – something that many retailers consider an absolute necessity when looking for burgeoning markets. This is echoed in the *Be Downtown Syracuse: Market Data for Retail,* where surveyed residents noted that a grocery store was desperately needed in the neighborhood. Services like drycleaners, fresh food markets for international foods, smoothie bars, tailors and packing and shipping stores were all desired by downtown residents.

## FAIR MARKET RENT

The Fair Market Rent (FMR) refers to how much rent could potentially be collected for a property if it were currently available on the real estate market. It is a metric used to determine how much rent is covered by public agencies in subsidized housing units. The FMR for a one-bedroom unit in the city is $688.

| 2019 Fair Market Rent | |
|---|---|
| Studio | $ 599 |
| 1 Bedroom | $ 688 |
| 2 Bedroom | $ 858 |
| 3 Bedroom | $ 1,088 |
| 4 Bedroom | $ 1,224 |

*Source: HUD*

## REGIONAL AFFORDABILITY

*Purchasing a Home*

Using the median home values for Syracuse, Onondaga County and the REDC Central NY Region, we calculated estimated mortgage payments and the household income threshold required to support the average mortgage payment for the area. To reasonably afford a median valued home in the City of Syracuse, a household would need an income of over $31,000 to afford the $724 monthly mortgage payment.

Based on the breakdown of households by income in the city, you would need to earn $31,000 per household to afford a monthly mortgage payment. It should be noted that we expect that these housing figure numbers are conservative because they exclude other home-buying costs such as closing costs, real estate agent costs, and legal fees. The household income threshold is higher in the county and region, where households would need to earn over $48,000 and $45,000, respectively, to afford a median priced home.

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[4] *Be Downtown Syracuse Retail Recruitment*

CAMOIN 310 & STREETSENSE

| Estimated Mortgage Payment | | | |
|---|---|---|---|
| | City of Syracuse | Onondaga County | REDC Central NY Region |
| Median Price of Home | $ 92,789 | $ 146,028 | $ 136,719 |
| Down Payment at 10% | $ 9,279 | $ 14,603 | $ 13,672 |
| Loan Amount | $ 83,510 | $ 131,425 | $ 123,047 |
| Average Mtg Payment, 30 Years at 4.5% | $ 423 | $ 666 | $ 623 |
| Estimated Additional Costs per Mortgage Payment | $ 301 | $ 456 | $ 428 |
| Average Mtg Payment, 30 Years at 4.5% with Additional Costs | $ 724 | $ 1,122 | $ 1,051 |
| Household Income Threshold | $ 31,029 | $ 48,086 | $ 45,043 |

*Note: Estimated additional costs include private mortgage insurance, taxes, and insurance, for comparable priced houses within each region.*
*Source: ESRI, Zillow, Camoin 310*

**JOB GROWTH AND HOUSING AFFORDABILITY**

To further understand regional housing dynamics based on job growth trends, the housing budget for each of the top 10 growing industries was calculated. The table below displays the top 10 growing industries in Onondaga County and their respective 2018 wages.[5] The Monthly Income column shows 2018 wages in terms of the monthly earnings (2018 Wages/12 months=Monthly Earnings). The last column, Monthly Housing Budget, displays an estimated housing allowance based on monthly income. The Monthly Housing Budget accounts for 30% of the total monthly income, which is generally the agreed upon proportion of income that a household should spend on housing costs.

---

[5] Includes wages, supplements, and property earnings.

| NAICS | Description | 2018 Jobs | 2028 Jobs | 2018 - 2028 Change | 2018 - 2028 % Change | 2018 Wages* | Monthly Income | Monthly Housing Budget** |
|---|---|---|---|---|---|---|---|---|
| top | Top 10 Growing 4-digit NAICS Industries in Onondaga County | | | | | | | |
| 6241 | Individual and Family Services | 5,949 | 8,253 | 2,304 | 39% | $ 27,983 | $ 2,332 | $ 700 |
| 5413 | Architectural, Engineering, and Related Services | 4,201 | 5,809 | 1,608 | 38% | $ 101,523 | $ 8,460 | $ 2,538 |
| 6211 | Offices of Physicians | 6,287 | 7,854 | 1,567 | 25% | $ 101,362 | $ 8,447 | $ 2,534 |
| 5511 | Management of Companies and Enterprises | 4,299 | 5,461 | 1,162 | 27% | $ 99,248 | $ 8,271 | $ 2,481 |
| 6212 | Offices of Dentists | 2,271 | 3,176 | 905 | 40% | $ 77,915 | $ 6,493 | $ 1,948 |
| 6233 | Continuing Care Retirement Communities and Assisted Living Facilities for the Elderly | 1,748 | 2,644 | 896 | 51% | $ 37,215 | $ 3,101 | $ 930 |
| 5613 | Employment Services | 4,911 | 5,790 | 879 | 18% | $ 36,059 | $ 3,005 | $ 901 |
| 7225 | Restaurants and Other Eating Places | 15,364 | 16,198 | 834 | 5% | $ 22,335 | $ 1,861 | $ 558 |
| 6113 | Colleges, Universities, and Professional Schools | 10,743 | 11,577 | 834 | 8% | $ 57,541 | $ 4,795 | $ 1,439 |
| 6216 | Home Health Care Services | 1,808 | 2,607 | 799 | 44% | $ 45,029 | $ 3,752 | $ 1,126 |

*Source: EMSI, Camoin 310*

*\*Includes wages, supplements and proprietor earnings*

*\*\* 30% of monthly income*

The next table displays how the housing budgets of the industries listed above compare to Fair Market Rents (FMR) and mortgage payment estimation in the City of Syracuse. The "Payment Gap for 1 bedroom" column shows the respective industry's housing budget minus the cost for a 1-bedroom unit, $688, based on the Fair Market Rents noted above. The "Payment Gap for 2 bedrooms" column is based on the cost for a 2-bedroom FMR unit, $858. The last column then compares housing budgets to the estimated mortgage payment calculated in the previous table, $724. A negative payment gap means that based on that industry's wages, a mortgage payment is unattainable.

Of the top 10 growing industries in the county, only two industries indicate payment gaps: Individual and Family Services (the fastest growing industry in the county) and Restaurants and Other Eating Places. The later industry is heavily reliant on tips, some of which go unreported. Therefore, it is possible that those in the Restaurants and Other Eating Places industry could afford housing within the city. The other eight industries all demonstrate the ability to afford a 1- or 2-bedroom rental unit or purchase a home in Syracuse.

| | | | City of Syracuse Housing Affordability for Growing County Industries | | |
|---|---|---|---|---|---|
| NAICS | Description | Housing Budget | Payment Gap for 1 bedroom | Payment Gap for 2 bedroom | Payment Gap for Mortgage Payment |
| 6241 | Individual and Family Services | $ 700 | $ 12 | $ (158) | $ (24) |
| 5413 | Architectural, Engineering, and Related Services | $ 2,538 | $ 1,850 | $ 1,680 | $ 1,814 |
| 6211 | Offices of Physicians | $ 2,534 | $ 1,846 | $ 1,676 | $ 1,810 |
| 5511 | Management of Companies and Enterprises | $ 2,481 | $ 1,793 | $ 1,623 | $ 1,757 |
| 6212 | Offices of Dentists | $ 1,948 | $ 1,260 | $ 1,090 | $ 1,224 |
| 6233 | Continuing Care Retirement Communities and Assisted Living Facilities for the Elderly | $ 930 | $ 242 | $ 72 | $ 206 |
| 5613 | Employment Services | $ 901 | $ 213 | $ 43 | $ 177 |
| 7225 | Restaurants and Other Eating Places | $ 558 | $ (130) | $ (300) | $ (166) |
| 6113 | Colleges, Universities, and Professional Schools | $ 1,439 | $ 751 | $ 581 | $ 715 |
| 6216 | Home Health Care Services | $ 1,126 | $ 438 | $ 268 | $ 402 |

*Source: EMSI, Camoin 310*

# INDUSTRY CLUSTER ANALYSIS

This section provides an analysis of economic trends and industry performance for the three comparison geographies: City of Syracuse, Onondaga County, and the Central NY REDC Region (which include Cayuga, Cortland, Madison, Onondaga, and Oswego Counties). From this we will be able to ascertain pertinent industry clusters that show the greatest potential to flourish and that align with the area's workforce characteristics.

This analysis will look at economic activity by industry cluster, as classified in the North American Industry Classification System (NAICS). However, data from our proprietary data source, EMSI (Economic Modeling Specialists International), is unavailable at the city or census tract level.

**Central New York Regional Context**
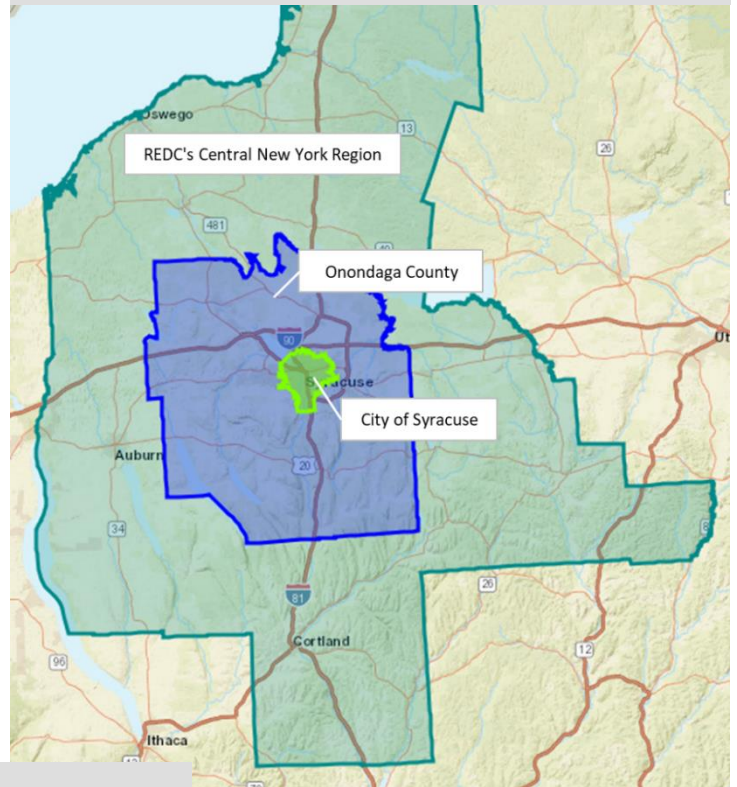


**City of Syracuse Zip Codes**
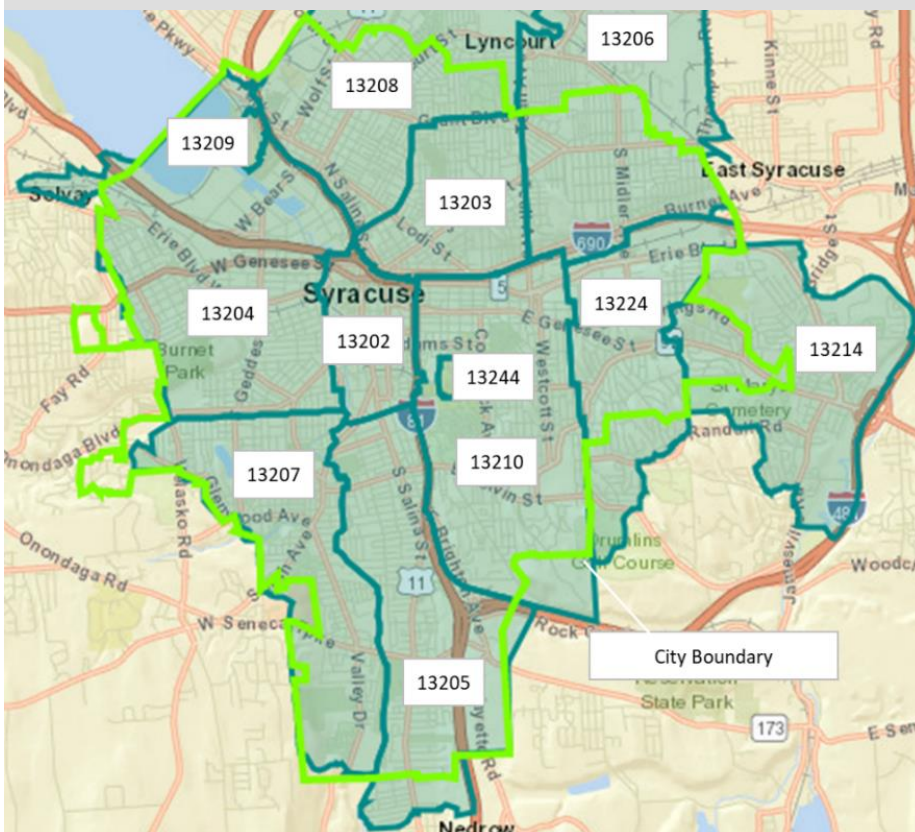


The figure to the left indicates the 12 zip codes we will use to represent the city region: 13202, 13203, 13204, 13205, 13206, 13207, 13208, 13210, 13214, 13224, 13244, and 13290. This figure shows the city boundary in bright green and the zip boundaries in turquoise. We will compare this 12-Zip city region Onondaga County and the Central NY REDC Region to identify potential trends and synergies for industry clusters.

## REGIONAL ECONOMY OVERVIEW

Gross Regional Product (GRP), like national Gross Domestic Product (GDP), provides a snapshot of the size of a regional economy, as measured by the value of goods and services produced in that region. The figure below compares the City of Syracuse against Onondaga County and the Central NY REDC Region. The City of Syracuse's top five industries by GRP include Government (13%); Health Care and Social Assistance (12%); Finance and Insurance (9%) Professional, Scientific, and Technical Services (8%); and Educational Services (8%). The county and REDC Region generally follow the same proportion of GRP by industry sector. The Manufacturing industry in the City of Syracuse significantly lags the county and region in terms of percent of GRP (6% in the city and 13% in both county and region).

Percent Gross Regional Product by 2-Digit NAICS Industry Sector



*Source: EMSI*
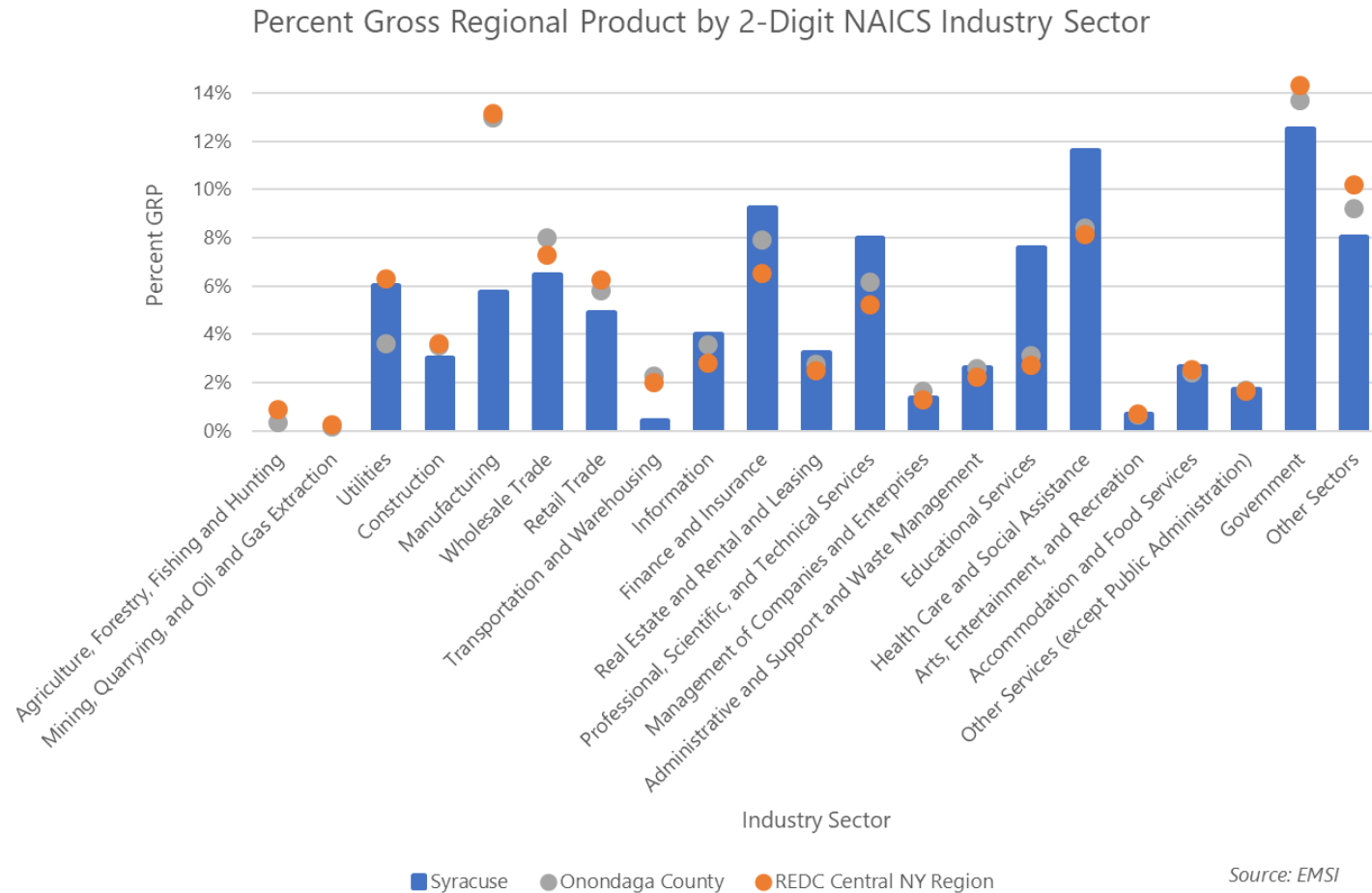
Breaking down the City of Syracuse's largest industry, government, we can see how government jobs are distributed throughout the city. The highest number of jobs, about 5,600, are within the Education and Hospitals (Local Government) field. Following this sub-industry is the Education and Hospitals (State Government) with 3,500 jobs where jobs  SUNY Upstate Medical University and SUNY ESF are held. Jobs at the Syracuse VA Medical Center (Veterans Health) are federal employees and located in the Federal Government, Civilian sub-industry.

## NAICS 90 (Government) Industry Breakdown

| Sub-Industry | Number of 2018 Jobs |
|---|---|
| Local Government, Excluding Education and Hospitals | 2,357 |
| Education and Hospitals (Local Government) | 5,559 |
| State Government, Excluding Education and Hospitals | 2,068 |
| Education and Hospitals (State Government) | 3,501 |
| Federal Government, Military | 139 |
| Federal Government, Civilian | 1,143 |

*Source: EMSI*
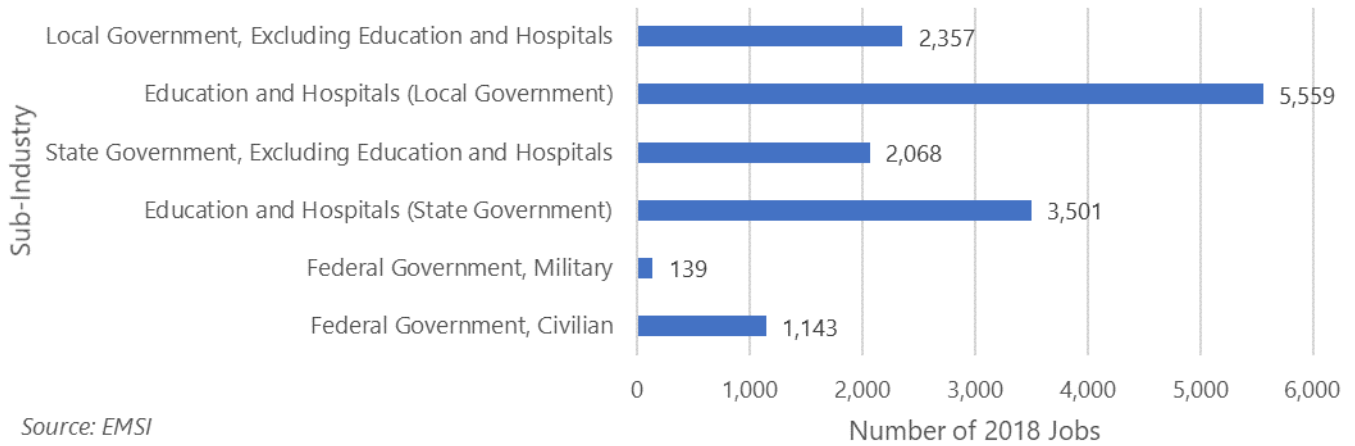
## THE SYRACUSE WORKFORCE

### LABOR FORCE PARTICIPATION AND UNEMPLOYMENT

For this analysis, labor force participation is defined as all residents aged 16 years old and over who are either employed or are seeking employment. Of all the comparison geographies, Syracuse has the lowest labor force participation rate at 54%. This means the available labor pool is much smaller proportionally.

The unemployment rate is defined as that proportion of the population who are seeking employment but not working. Aligning with its low labor force participation rate, Syracuse has the highest unemployment rate of the comparison geographies at 8.5%. This is nearly four percentage points higher than the national rate.

| Workforce Characteristics | | |
|---|---|---|
| Region | Labor Force Participation Rate | 2018 Unemployment Rate |
| City of Syracuse | 56.4% | 8.5% |
| Onondaga County | 63.1% | 5.3% |
| REDC Central NY Region | 61.5% | 5.1% |
| United States | 63.4% | 4.8% |

*Source: 2016 American Community Survey 5-Year Estimates, Esri*
*Includes those 16 years of age and older.*

### WORKFORCE DENSITY AND EARNINGS

Historically, the City of Syracuse has experienced flat job growth from 2008 to 2018. During that same time period, both the county and REDC Region declined in terms of jobs, experiencing a 3% loss each. Looking forward to 2028, projected jobs numbers are anticipated to increase relatively the same amount in all comparison geographies, between 3-4% each. Average earnings per job are highest in Onondaga County at $62,000, followed by Syracuse at $61,000, and the Region at $60,000. There is a significant concentration of jobs within the city; 39% of all jobs within the county are in the city, and 28% of all REDC Region jobs are within the city.

| Industry Overview by Region, 2008-2028 | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Region | 2008 Jobs | 2018 Jobs | 2028 Jobs | 2008 - 2018 Change | 2008 - 2018 % Change | 2018 - 2028 Change | 2018 - 2028 % Change | Avg. Earnings Per Job |
| City of Syracuse | 105,724 | 106,663 | 110,827 | 939 | 1% | 4,164 | 4% | $60,672 |
| Onondaga County | 271,480 | 262,563 | 270,749 | (8,917) | (3%) | 8,186 | 3% | $62,295 |
| REDC's Central NY Region | 382,881 | 372,199 | 387,672 | (10,682) | (3%) | 15,473 | 4% | $59,815 |

*Source: EMSI*

### COMMUTER TRENDS

How residents move around a region is important when analyzing workforce characteristics, employment locations, shopping for daily necessities, and leisure and entertainment. It can also be an important component of regional culture, covering how residents move around, how far they need to travel to find work suitable for their skills, and how far they are willing to travel for entertainment.

The table below shows the top 10 places of work for Syracuse residents, and the top 10 places of residence for Syracuse workers. The highest number of people both work and live in Syracuse (22,119, or 26% of all workers and 45% of all residents). This high number of people both living and working in Syracuse speaks to its comparative concentration of jobs as it is the largest city in the area.

| Places of Residence for Syracuse Workers | | |
| --- | --- | --- |
| Place of Residence | Number of Residents | Percent of Residents |
| Syracuse, NY | 22,119 | 23.5% |
| Fairmount, NY | 1,640 | 1.7% |
| New York City, NY | 1,242 | 1.3% |
| Westvale, NY | 924 | 1.0% |
| Solvay, NY | 871 | 0.9% |
| North Syracuse, NY | 869 | 0.9% |
| Mattydale, NY | 857 | 0.9% |
| Auburn, NY | 740 | 0.8% |
| Baldwinsville, NY | 726 | 0.8% |
| Lyncourt, NY | 715 | 0.8% |
| All Other Locations | 63,550 | 67.4% |
| All Places (Cities, CDPs, etc.) | 94,253 | 100.0% |

*Source: US Census OnTheMap 2015*

| Places of Work for Syracuse Residents | | |
| --- | --- | --- |
| Place of Work | Number of Workers | Percent of Workers |
| Syracuse, NY | 22,119 | 45.4% |
| New York City, NY | 1,082 | 2.2% |
| Lyncourt, NY | 484 | 1.0% |
| Manlius, NY | 430 | 0.9% |
| Solvay, NY | 396 | 0.8% |
| Rochester, NY | 377 | 0.8% |
| Albany, NY | 344 | 0.7% |
| East Syracuse, NY | 335 | 0.7% |
| Fairmount, NY | 316 | 0.6% |
| Galeville, NY | 294 | 0.6% |
| All Other Locations | 22,554 | 46.3% |
| All Places (Cities, CDPs, etc.) | 48,731 | 100.0% |

*Source: US Census OnTheMap 2015*

# INDUSTRY TRENDS

## INDUSTRY OVERVIEW (2-DIGIT NAICS[6])

The following tables show a summary of all jobs in the City of Syracuse, Onondaga County, and the REDC Central NY Region. They are categorized by 2-digit NAICS code; number of jobs in 2008, 2018, and 2028; the average yearly earnings of each category; Gross Regional and the industry's Location Quotient (LQ). The Location Quotient measures an industry's relative concentration in a given area compared to the rest of the United States. A LQ above 1 denotes a higher concentration of an industry in a given geographic area compared to the rest of the United States, while a LQ below 1 denotes a lower relative density. A LQ of1.5 is typically touted as regionally significant industry in terms of specialization. This figure is used to show industry clustering and identify industries that may be particularly prominent in the area in question. The three comparison geographies share two industries with an LQ above 1.5, Utilities and Educational Services.

Consistently, the Manufacturing, Wholesale Trade; Retail Trade; Transportation and Warehousing; Information; Finance and Insurance; and Real Estate and Rental and Leasing industries are declining among the city, county, and region. However, the Utilities; Professional, Scientific, and Technical Services, Management of Companies and Enterprises; Educational Services; Health Care and Social Assistance; Arts, Entertainment, and Recreation; and Accommodation and Food Services industries are expanding among all three geographic regions. Within the city, the top industries by number of 2018 jobs include Health Care and Social Assistance, Educational Services, and Government. The significant growth in the Utilities sector can be attributed to the Electronic Power Distribution subsector (NAICS 221122). Companies like National Grid, Astoria Generation Company, Bluerock Energy Inc, City Electric Co. and Graybar Electrical Supply fall into this NAICS code in the city.

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[6] Industries are classified by the North American Industrial Classification System (NAICS). The U.S. Census Bureau maintains NAICS codes, which are the standard used by Federal statistical agencies in classifying business establishments. 2-digit codes are the most basic aggregate NAICS code level and represent broad categories such as "retail," whereas 4-digit industry codes present a finer level of detail such as "grocery stores." For those interested in understanding the composition of the NAICS and more detail about what is included in each industry, visit: **http://www.census.gov/eos/www/naics/**.

| NAICS | Description | 2008 Jobs | 2018 Jobs | 2028 Jobs | 2008 - 2018 Change | 2008 - 2018 % Change | 2018 - 2028 Change | 2018 - 2028 % Change | Avg. Earnings Per Job | 2018 Location Quotient | 2018 GRP |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | Industry Changes for City of Syracuse by 2-Digit NAICS, 2008-2028 | | | | | | | | | | |
| 11 | Agriculture, Forestry, Fishing and Hunting | 0 | 0 | 0 | 0 | 0% | 0 | 0% | $ - | 0.00 | $ - |
| 21 | Mining, Quarrying, and Oil and Gas Extraction | 0 | 0 | 0 | 0 | 0% | 0 | 0% | $ - | 0.00 | $ - |
| 22 | Utilities | 26 | 1,325 | 1,815 | 1,299 | 4996% | 490 | 37% | $118,790 | 3.60 | $ 737,906,433 |
| 23 | Construction | 3,666 | 3,524 | 3,739 | (142) | (4%) | 215 | 6% | $ 72,482 | 0.60 | $ 371,259,967 |
| 31 | Manufacturing | 5,365 | 4,457 | 4,355 | (908) | (17%) | (102) | (2%) | $ 70,480 | 0.53 | $ 707,577,458 |
| 42 | Wholesale Trade | 3,453 | 3,315 | 3,129 | (138) | (4%) | (186) | (6%) | $ 76,310 | 0.84 | $ 793,714,154 |
| 44 | Retail Trade | 9,850 | 9,168 | 8,533 | (682) | (7%) | (635) | (7%) | $ 34,240 | 0.85 | $ 601,820,359 |
| 48 | Transportation and Warehousing | 855 | 851 | 734 | (4) | (0%) | (117) | (14%) | $ 41,100 | 0.22 | $ 52,966,831 |
| 51 | Information | 2,525 | 1,903 | 1,650 | (622) | (25%) | (253) | (13%) | $ 72,967 | 0.97 | $ 489,762,962 |
| 52 | Finance and Insurance | 6,283 | 4,606 | 3,506 | (1,677) | (27%) | (1,100) | (24%) | $ 92,696 | 1.07 | $1,134,408,706 |
| 53 | Real Estate and Rental and Leasing | 1,901 | 1,787 | 1,709 | (114) | (6%) | (78) | (4%) | $ 47,714 | 0.99 | $ 400,055,943 |
| 54 | Professional, Scientific, and Technical Services | 7,753 | 7,864 | 8,545 | 111 | 1% | 681 | 9% | $ 77,895 | 1.14 | $ 978,186,975 |
| 55 | Management of Companies and Enterprises | 1,090 | 1,375 | 1,764 | 285 | 26% | 389 | 28% | $ 99,252 | 0.90 | $ 166,689,282 |
| 56 | Administrative and Support and Waste Management and Remediation Services | 5,476 | 5,456 | 5,687 | (20) | (0%) | 231 | 4% | $ 40,276 | 0.82 | $ 324,036,218 |
| 61 | Educational Services | 11,605 | 12,014 | 13,017 | 409 | 4% | 1,003 | 8% | $ 55,622 | 4.40 | $ 932,008,210 |
| 62 | Health Care and Social Assistance | 17,801 | 20,029 | 22,878 | 2,228 | 13% | 2,849 | 14% | $ 57,189 | 1.49 | $1,424,358,680 |
| 71 | Arts, Entertainment, and Recreation | 1,491 | 1,672 | 1,863 | 181 | 12% | 191 | 11% | $ 23,719 | 0.90 | $ 84,219,527 |
| 72 | Accommodation and Food Services | 7,596 | 8,323 | 8,478 | 727 | 10% | 155 | 2% | $ 23,130 | 0.91 | $ 325,069,268 |
| 81 | Other Services (except Public Administration) | 4,209 | 4,136 | 4,223 | (73) | (2%) | 87 | 2% | $ 35,749 | 0.81 | $ 214,096,656 |
| 90 | Government | 14,717 | 14,768 | 15,184 | 51 | 0% | 416 | 3% | $ 89,805 | 0.92 | $1,536,001,545 |
| 99 | Unclassified Industry | 62 | 92 | 19 | 30 | 48% | (73) | (79%) | $ 32,697 | 0.63 | Insf. Data |
| | | 105,724 | 106,663 | 110,827 | 939 | 1% | 4,164 | 4% | $ 60,672 | | |

Source: EMSI

*Note that the significant jobs added in Utilities between 2008-2018 may be attributed to job relocation as opposed to net new jobs.*

CAMOIN 310 & STREETSENSE

| NAICS | Description | 2008 Jobs | 2018 Jobs | 2028 Jobs | 2008 - 2018 Change | 2008 - 2018 % Change | 2018 - 2028 Change | 2018 - 2028 % Change | Avg. Earnings Per Job | 2018 Location Quotient | 2018 GRP |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | **Industry Changes for Onondaga County by 2-Digit NAICS, 2008-2028** | | | | | | | | | | |
| 11 | Agriculture, Forestry, Fishing and Hunting | 1,075 | 1,369 | 1,617 | 294 | 27% | 248 | 18% | $ 35,715 | 0.44 | $    97,718,578 |
| 21 | Mining, Quarrying, and Oil and Gas Extraction | 181 | 73 | 53 | (108) | (60%) | (20) | (27%) | $ 72,205 | 0.07 | $    48,747,862 |
| 22 | Utilities | 1,506 | 1,988 | 2,605 | 482 | 32% | 617 | 31% | $122,658 | 2.19 | $1,156,317,656 |
| 23 | Construction | 12,296 | 11,417 | 11,893 | (879) | (7%) | 476 | 4% | $ 67,416 | 0.78 | $1,131,811,045 |
| 31 | Manufacturing | 25,731 | 19,609 | 18,843 | (6,122) | (24%) | (766) | (4%) | $ 85,587 | 0.95 | $4,167,937,980 |
| 42 | Wholesale Trade | 13,463 | 12,162 | 11,366 | (1,301) | (10%) | (796) | (7%) | $ 77,041 | 1.25 | $2,566,031,720 |
| 44 | Retail Trade | 29,531 | 27,822 | 26,367 | (1,709) | (6%) | (1,455) | (5%) | $ 34,715 | 1.04 | $1,857,182,666 |
| 48 | Transportation and Warehousing | 9,594 | 8,875 | 8,261 | (719) | (7%) | (614) | (7%) | $ 57,106 | 0.94 | $   729,270,407 |
| 51 | Information | 5,156 | 4,216 | 3,955 | (940) | (18%) | (261) | (6%) | $ 71,672 | 0.87 | $1,140,530,638 |
| 52 | Finance and Insurance | 13,510 | 10,146 | 8,088 | (3,364) | (25%) | (2,058) | (20%) | $ 91,162 | 0.96 | $2,537,255,196 |
| 53 | Real Estate and Rental and Leasing | 4,152 | 3,739 | 3,587 | (413) | (10%) | (152) | (4%) | $ 49,411 | 0.84 | $   878,243,418 |
| 54 | Professional, Scientific, and Technical Services | 15,262 | 15,874 | 17,804 | 612 | 4% | 1,930 | 12% | $ 79,922 | 0.93 | $1,975,182,876 |
| 55 | Management of Companies and Enterprises | 3,479 | 4,299 | 5,461 | 820 | 24% | 1,162 | 27% | $ 99,248 | 1.15 | $   521,214,131 |
| 56 | Administrative and Support and Waste Management and Remediation Services | 14,739 | 13,584 | 14,591 | (1,155) | (8%) | 1,007 | 7% | $ 40,036 | 0.83 | $   825,249,932 |
| 61 | Educational Services | 12,717 | 13,425 | 14,628 | 708 | 6% | 1,203 | 9% | $ 53,458 | 2.00 | $   997,707,817 |
| 62 | Health Care and Social Assistance | 32,859 | 37,486 | 43,457 | 4,627 | 14% | 5,971 | 16% | $ 58,389 | 1.13 | $2,698,220,938 |
| 71 | Arts, Entertainment, and Recreation | 4,271 | 4,589 | 5,077 | 318 | 7% | 488 | 11% | $ 21,114 | 1.01 | $   211,475,103 |
| 72 | Accommodation and Food Services | 17,399 | 19,407 | 19,944 | 2,008 | 12% | 537 | 3% | $ 22,922 | 0.86 | $   765,792,394 |
| 81 | Other Services (except Public Administration) | 10,908 | 10,627 | 10,852 | (281) | (3%) | 225 | 2% | $ 34,776 | 0.85 | $   529,838,496 |
| 90 | Government | 43,506 | 41,639 | 42,256 | (1,867) | (4%) | 617 | 1% | $ 89,457 | 1.05 | $4,402,756,149 |
| 99 | Unclassified Industry | 147 | 216 | 41 | 69 | 47% | (175) | (81%) | $ 32,697 | 0.60 | Insf. Data |
| | | 271,480 | 262,563 | 270,749 | (8,917) | (3%) | 8,186 | 3% | $ 62,295 | | |

*Source: EMSI*

CAMOIN 310 & STREETSENSE

| NAICS | Description | 2008 Jobs | 2018 Jobs | 2028 Jobs | 2008 - 2018 Change | 2008 - 2018 % Change | 2018 - 2028 Change | 2018 - 2028 % Change | Avg. Earnings Per Job | 2018 Location Quotient | 2018 GRP |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | **Industry Changes for REDC Central NY Region by 2-Digit NAICS, 2008-2028** | | | | | | | | | | |
| 11 | Agriculture, Forestry, Fishing and Hunting | 3,723 | 4,424 | 4,933 | 701 | 19% | 509 | 12% | $ 37,253 | 1.01 | $ 385,791,449 |
| 21 | Mining, Quarrying, and Oil and Gas Extraction | 277 | 146 | 105 | (131) | (47%) | (41) | (28%) | $ 72,498 | 0.10 | $ 96,911,488 |
| 22 | Utilities | 3,531 | 3,918 | 4,622 | 387 | 11% | 704 | 18% | $151,451 | 3.05 | $2,797,040,099 |
| 23 | Construction | 17,976 | 16,965 | 17,954 | (1,011) | (6%) | 989 | 6% | $ 62,546 | 0.82 | $1,597,296,291 |
| 31 | Manufacturing | 37,933 | 31,110 | 30,385 | (6,823) | (18%) | (725) | (2%) | $ 81,479 | 1.06 | $5,865,841,318 |
| 42 | Wholesale Trade | 15,819 | 14,346 | 13,774 | (1,473) | (9%) | (572) | (4%) | $ 75,844 | 1.04 | $3,241,017,855 |
| 44 | Retail Trade | 43,334 | 41,131 | 40,115 | (2,203) | (5%) | (1,016) | (2%) | $ 34,479 | 1.09 | $2,775,281,380 |
| 48 | Transportation and Warehousing | 11,314 | 10,519 | 9,852 | (795) | (7%) | (667) | (6%) | $ 56,409 | 0.79 | $ 880,414,343 |
| 51 | Information | 6,083 | 4,926 | 4,712 | (1,157) | (19%) | (214) | (4%) | $ 67,244 | 0.72 | $1,248,701,473 |
| 52 | Finance and Insurance | 15,759 | 12,104 | 10,142 | (3,655) | (23%) | (1,962) | (16%) | $ 86,643 | 0.81 | $2,907,719,311 |
| 53 | Real Estate and Rental and Leasing | 5,124 | 4,630 | 4,569 | (494) | (10%) | (61) | (1%) | $ 47,368 | 0.74 | $1,107,221,783 |
| 54 | Professional, Scientific, and Technical Services | 18,740 | 19,159 | 21,138 | 419 | 2% | 1,979 | 10% | $ 76,710 | 0.80 | $2,328,199,142 |
| 55 | Management of Companies and Enterprises | 3,884 | 4,707 | 5,810 | 823 | 21% | 1,103 | 23% | $ 96,451 | 0.89 | $ 554,899,206 |
| 56 | Administrative and Support and Waste Management and Remediation Services | 17,981 | 16,400 | 17,720 | (1,581) | (9%) | 1,320 | 8% | $ 39,501 | 0.71 | $ 986,277,369 |
| 61 | Educational Services | 16,140 | 17,111 | 19,416 | 971 | 6% | 2,305 | 13% | $ 50,406 | 1.79 | $1,197,237,678 |
| 62 | Health Care and Social Assistance | 47,597 | 52,348 | 60,034 | 4,751 | 10% | 7,686 | 15% | $ 56,390 | 1.11 | $3,626,635,012 |
| 71 | Arts, Entertainment, and Recreation | 6,145 | 6,417 | 6,944 | 272 | 4% | 527 | 8% | $ 21,950 | 0.99 | $ 298,080,868 |
| 72 | Accommodation and Food Services | 26,578 | 29,701 | 30,748 | 3,123 | 12% | 1,047 | 4% | $ 21,650 | 0.93 | $1,113,963,122 |
| 81 | Other Services (except Public Administration) | 15,880 | 15,441 | 16,173 | (439) | (3%) | 732 | 5% | $ 32,431 | 0.87 | $ 732,284,513 |
| 90 | Government | 68,806 | 66,361 | 68,459 | (2,445) | (4%) | 2,098 | 3% | $ 83,152 | 1.18 | $6,383,340,725 |
| 99 | Unclassified Industry | 259 | 332 | 66 | 73 | 28% | (266) | (80%) | $ 31,789 | 0.65 | Insf. Data |
| | | 382,881 | 372,199 | 387,672 | (10,682) | (3%) | 15,473 | 4% | $ 59,815 | | |

*Source: EMSI*

**A CLOSER LOOK: TOP INDUSTRIES IN SYRACUSE (4-DIGIT NAICS)**

The following three tables outline the top industries by 4-digit NAICS codes in the City of Syracuse by number of 2018 jobs, by historic change in jobs from 2008 through 2018, and by projected increase in jobs from 2018 through 2028. The tables are color coded to indicate industry overlap from one table to the next. Green indicates a top industry by number of jobs and shows both historic and projected growth; yellow indicates a top industry by number of jobs and shows projected growth; orange indicates an industry that is not a top industry by jobs but is a top performer both historically and projected into the future.

By examining the first table, the top industries by number of jobs within the city, we can see how those industries with the largest number of jobs are expected to change over time. Eight of the top 25 industries are expected to decline from 2018 to 2028. The majority of these industries declined from 2008 through 2018 as well, indicating an economic shift in these industries. The industry with the largest historic and projected <u>decrease</u> by number of jobs is Insurance Carriers; followed by Nursing Care Facilities; General Medical and Surgical Hospitals; and Clothing Stores. Those industries with the largest historic and projected <u>increase</u> include Individual and Family Services; Electric Power Generation; Restaurants; Home and Health Care Services; and Colleges and Universities.

Examining the top industries by historic growth, the second table in this section, we see an accurate depiction of those industries with the largest job gains over the past 10 years. When pairing these results with the third table in this section, those industries that show the most projected growth by job number of jobs, we have further evidence of emerging industry trends within the city. This is particularly the case for those industries that are not a top industry in the city, but have and will experience the strongest growth relative to industry size. These are colored orange in the tables below and include General Merchandise Stores. Other Amusement and Recreation Industries; Offices of Dentists; Utility System Construction; Communications Equipment Manufacturing; Educational Support Services; and Continuing Care Retirement Communities.

CAMOIN 310 & STREETSENSE

| NAICS | Description | 2008 Jobs | 2018 Jobs | 2028 Jobs | 2008 - 2018 Change | 2008 - 2018 % Change | 2018 - 2028 Change | 2018 - 2028 % Change | Avg. Earnings Per Job | 2018 Location Quotient |
|---|---|---|---|---|---|---|---|---|---|---|
| | Top 25 4-Digit Industries by 2018 Jobs, City of Syracuse 2008-2028 | | | | | | | | | |
| 6113 | Colleges, Universities, and Professional Schools | 10,496 | 10,651 | 11,478 | 155 | 1% | 827 | 8% | $57,541 | 8.17 |
| 7225 | Restaurants and Other Eating Places | 5,505 | 6,335 | 6,669 | 830 | 15% | 334 | 5% | $22,536 | 0.90 |
| 9036 | Education and Hospitals (Local Government) | 5,990 | 5,559 | 5,839 | (431) | (7%) | 280 | 5% | $82,578 | 0.99 |
| 6221 | General Medical and Surgical Hospitals | 5,653 | 5,489 | 5,100 | (164) | (3%) | (389) | (7%) | $77,571 | 1.78 |
| 6241 | Individual and Family Services | 2,247 | 3,994 | 5,556 | 1,747 | 78% | 1,562 | 39% | $28,169 | 2.36 |
| 9026 | Education and Hospitals (State Government) | 2,730 | 3,501 | 3,632 | 771 | 28% | 131 | 4% | $101,649 | 1.71 |
| 9039 | Local Government, Excluding Education and Hospitals | 2,778 | 2,357 | 2,190 | (421) | (15%) | (167) | (7%) | $80,510 | 0.63 |
| 6211 | Offices of Physicians | 2,035 | 2,356 | 2,955 | 321 | 16% | 599 | 25% | $100,946 | 1.35 |
| 9029 | State Government, Excluding Education and Hospitals | 1,972 | 2,068 | 2,198 | 96 | 5% | 130 | 6% | $98,895 | 1.39 |
| 5241 | Insurance Carriers | 3,291 | 1,955 | 1,243 | (1,336) | (41%) | (712) | (36%) | $98,651 | 2.35 |
| 5613 | Employment Services | 1,779 | 1,844 | 2,131 | 65 | 4% | 287 | 16% | $33,148 | 0.78 |
| 5411 | Legal Services | 1,954 | 1,841 | 1,829 | (113) | (6%) | (12) | (1%) | $72,435 | 2.08 |
| 6231 | Nursing Care Facilities (Skilled Nursing Facilities) | 2,022 | 1,699 | 1,363 | (323) | (16%) | (336) | (20%) | $43,240 | 1.60 |
| 5413 | Architectural, Engineering, and Related Services | 1,255 | 1,468 | 1,937 | 213 | 17% | 469 | 32% | $99,796 | 1.44 |
| 5242 | Agencies, Brokerages, and Other Insurance Related Activities | 1,414 | 1,453 | 1,186 | 39 | 3% | (267) | (18%) | $84,542 | 1.41 |
| 5511 | Management of Companies and Enterprises | 1,090 | 1,375 | 1,764 | 285 | 26% | 389 | 28% | $99,252 | 0.90 |
| 5417 | Scientific Research and Development Services | 1,274 | 1,349 | 1,509 | 75 | 6% | 160 | 12% | $77,697 | 2.99 |
| 2211 | Electric Power Generation, Transmission and Distribution | 23 | 1,294 | 1,776 | 1,271 | 5526% | 482 | 37% | $118,989 | 4.98 |
| 4481 | Clothing Stores | 1,531 | 1,266 | 1,045 | (265) | (17%) | (221) | (17%) | $18,395 | 1.79 |
| 4451 | Grocery Stores | 1,242 | 1,226 | 1,164 | (16) | (1%) | (62) | (5%) | $28,756 | 0.68 |
| 5415 | Computer Systems Design and Related Services | 842 | 1,193 | 1,434 | 351 | 42% | 241 | 20% | $81,591 | 0.81 |
| 5617 | Services to Buildings and Dwellings | 1,003 | 1,151 | 1,303 | 148 | 15% | 152 | 13% | $27,436 | 0.61 |
| 9011 | Federal Government, Civilian | 1,069 | 1,143 | 1,189 | 74 | 7% | 46 | 4% | $98,582 | 0.60 |
| 6216 | Home Health Care Services | 674 | 1,099 | 1,586 | 425 | 63% | 487 | 44% | $45,025 | 1.11 |
| 2382 | Building Equipment Contractors | 1,128 | 1,083 | 1,161 | (45) | (4%) | 78 | 7% | $74,076 | 0.69 |

*Source: EMSI*

Top industry, top historic growth and top projected growth

Top Industry, top projected growth

Not Top industry, but top historic and projected growth

CAMOIN 310 & STREETSENSE

| NAICS | Description | 2008 Jobs | 2018 Jobs | 2008 - 2018 Change | 2008 - 2018 % Change | Avg. Earnings Per Job | 2018 Location Quotient |
|---|---|---|---|---|---|---|---|
| | **Top 25 4-Digit by Historic Change, City of Syracuse 2008-2018** | | | | | | |
| 6241 | Individual and Family Services | 2,247 | 3,994 | 1,747 | 78% | $28,169 | 2.36 |
| 2211 | Electric Power Generation, Transmission and Distribution | 23 | 1,294 | 1,271 | 5526% | $118,989 | 4.98 |
| 7225 | Restaurants and Other Eating Places | 5,505 | 6,335 | 830 | 15% | $22,536 | 0.90 |
| 9026 | Education and Hospitals (State Government) | 2,730 | 3,501 | 771 | 28% | $101,649 | 1.71 |
| 6216 | Home Health Care Services | 674 | 1,099 | 425 | 63% | $45,025 | 1.11 |
| 5415 | Computer Systems Design and Related Services | 842 | 1,193 | 351 | 42% | $81,591 | 0.81 |
| 6211 | Offices of Physicians | 2,035 | 2,356 | 321 | 16% | $100,946 | 1.35 |
| 5511 | Management of Companies and Enterprises | 1,090 | 1,375 | 285 | 26% | $99,252 | 0.90 |
| 4523 | General Merchandise Stores, including Warehouse Clubs and Supercenters | 321 | 565 | 244 | 76% | $26,458 | 0.44 |
| 5413 | Architectural, Engineering, and Related Services | 1,255 | 1,468 | 213 | 17% | $99,796 | 1.44 |
| 3115 | Dairy Product Manufacturing | 233 | 415 | 182 | 78% | $68,873 | 4.32 |
| 7139 | Other Amusement and Recreation Industries | 735 | 898 | 163 | 22% | $17,196 | 0.95 |
| 6113 | Colleges, Universities, and Professional Schools | 10,496 | 10,651 | 155 | 1% | $57,541 | 8.17 |
| 6212 | Offices of Dentists | 342 | 495 | 153 | 45% | $77,871 | 0.77 |
| 5617 | Services to Buildings and Dwellings | 1,003 | 1,151 | 148 | 15% | $27,436 | 0.61 |
| 6213 | Offices of Other Health Practitioners | 440 | 581 | 141 | 32% | $47,629 | 0.85 |
| 2371 | Utility System Construction | 130 | 265 | 135 | 104% | $99,368 | 0.74 |
| 3342 | Communications Equipment Manufacturing | 325 | 456 | 131 | 40% | $76,641 | 8.04 |
| 8111 | Automotive Repair and Maintenance | 741 | 866 | 125 | 17% | $38,504 | 1.13 |
| 3279 | Other Nonmetallic Mineral Product Manufacturing | 49 | 169 | 120 | 245% | $50,636 | 3.13 |
| 6117 | Educational Support Services | 52 | 161 | 109 | 210% | $67,112 | 1.33 |
| 6233 | Continuing Care Retirement Communities and Assisted Living Facilities for the Elderly | 176 | 276 | 100 | 57% | $37,536 | 0.45 |
| 9029 | State Government, Excluding Education and Hospitals | 1,972 | 2,068 | 96 | 5% | $98,895 | 1.39 |
| 5121 | Motion Picture and Video Industries | 129 | 222 | 93 | 72% | $26,682 | 0.70 |
| 5611 | Office Administrative Services | 80 | 172 | 92 | 115% | $71,051 | 0.49 |

*Source: EMSI*

- ▮ Top industry, top historic growth and top projected growth
- ▮ Top Industry, top projected growth
- ▮ Not Top industry, but top historic and projected growth

CAMOIN 310 & STREETSENSE

| | Top 25 4-Digit by Projected Change, City of Syracuse 2018-2028 | | | | | | |
|---|---|---|---|---|---|---|---|
| NAICS | Description | 2018 Jobs | 2028 Jobs | 2018 - 2028 Change | 2018 - 2028 % Change | Avg. Earnings Per Job | 2018 Location Quotient |
| 6241 | Individual and Family Services | 3,994 | 5,556 | 1,562 | 39% | $28,169 | 2.36 |
| 6113 | Colleges, Universities, and Professional Schools | 10,651 | 11,478 | 827 | 8% | $57,541 | 8.17 |
| 6211 | Offices of Physicians | 2,356 | 2,955 | 599 | 25% | $100,946 | 1.35 |
| 6216 | Home Health Care Services | 1,099 | 1,586 | 487 | 44% | $45,025 | 1.11 |
| 2211 | Electric Power Generation, Transmission and Distribution | 1,294 | 1,776 | 482 | 37% | $118,989 | 4.98 |
| 5413 | Architectural, Engineering, and Related Services | 1,468 | 1,937 | 469 | 32% | $99,796 | 1.44 |
| 5511 | Management of Companies and Enterprises | 1,375 | 1,764 | 389 | 28% | $99,252 | 0.90 |
| 7225 | Restaurants and Other Eating Places | 6,335 | 6,669 | 334 | 5% | $22,536 | 0.90 |
| 6242 | Community Food and Housing, and Emergency and Other Relief Services | 569 | 875 | 306 | 54% | $36,426 | 4.84 |
| 5613 | Employment Services | 1,844 | 2,131 | 287 | 16% | $33,148 | 0.78 |
| 9036 | Education and Hospitals (Local Government) | 5,559 | 5,839 | 280 | 5% | $82,578 | 0.99 |
| 5415 | Computer Systems Design and Related Services | 1,193 | 1,434 | 241 | 20% | $81,591 | 0.81 |
| 6212 | Offices of Dentists | 495 | 693 | 198 | 40% | $77,871 | 0.77 |
| 4523 | General Merchandise Stores, including Warehouse Clubs and Supercenters | 565 | 762 | 197 | 35% | $26,458 | 0.44 |
| 3342 | Communications Equipment Manufacturing | 456 | 638 | 182 | 40% | $76,641 | 8.04 |
| 6214 | Outpatient Care Centers | 1,006 | 1,181 | 175 | 17% | $64,561 | 1.60 |
| 5417 | Scientific Research and Development Services | 1,349 | 1,509 | 160 | 12% | $77,697 | 2.99 |
| 6233 | Continuing Care Retirement Communities and Assisted Living Facilities for the Elderly | 276 | 436 | 160 | 58% | $37,536 | 0.45 |
| 5617 | Services to Buildings and Dwellings | 1,151 | 1,303 | 152 | 13% | $27,436 | 0.61 |
| 2371 | Utility System Construction | 265 | 413 | 148 | 56% | $99,368 | 0.74 |
| 7139 | Other Amusement and Recreation Industries | 898 | 1,044 | 146 | 16% | $17,196 | 0.95 |
| 6117 | Educational Support Services | 161 | 299 | 138 | 86% | $67,112 | 1.33 |
| 9026 | Education and Hospitals (State Government) | 3,501 | 3,632 | 131 | 4% | $101,649 | 1.71 |
| 9029 | State Government, Excluding Education and Hospitals | 2,068 | 2,198 | 130 | 6% | $98,895 | 1.39 |
| 4461 | Health and Personal Care Stores | 838 | 954 | 116 | 14% | $37,582 | 1.17 |

*Source: EMSI*

Top industry, top historic growth and top projected growth

Top Industry, top projected growth

Not Top industry, but top historic and projected growth

camoin associates 310 ltd

**REGIONAL INDUSTRY COMPARISON**

The table below compares the top industries between the city, county, and region. An "x" is placed in each column if the industry meets a particular criterion (top industry by 2018 jobs, top industry by historic growth, or top industry by projected growth). This helps show those industries that are also supported by the regional economy, those that may be significant to the region but not the city, and those that are expected to grow but may currently not be a top employer. Industries are ranked by the number of criteria met; those at the top of the list have a stronger regional presence and growth. Government NAICS codes have been removed, except those related to education and hospitals, as the local government sector is not typically considered an economic generator.

Of the 32 industries listed, 16 show projected growth within all three geographic regions (50%). These include:

- Architectural, Engineering, and Related Services

- Management of Companies and Enterprises

- Services to Buildings and Dwellings

- Individual and Family Services

- Restaurants and Other Eating Places

- Colleges, Universities, and Professional Schools

- Offices of Physicians

- Electric Power Generation, Transmission and Distribution

- Home Health Care Services

- General Merchandise Stores, including Warehouse Clubs and Supercenters

- Employment Services

- Offices of Dentists

- Continuing Care Retirement Communities and Assisted Living Facilities for the Elderly

- Education and Hospitals (Local Government)

- Utility System Construction

- Other Amusement and Recreation Industries

# CAMOIN 310 & STREETSENSE

| NAICS | Description | Analysis of Top Industries by 4-Digit NAICS | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | City of Syracuse | | | Onondaga County | | | REDC Central NY Region | | |
| | | Top Industry by 2018 Jobs | Top Historic Change 2008-2018 | Top Projected Change 2018-2028 | Top Industry by 2018 Jobs | Top Historic Change 2008-2018 | Top Projected Change 2018-2028 | Top Industry by 2018 Jobs | Top Historic Change 2008-2018 | Top Projected Change 2018-2028 |
| 5413 | Architectural, Engineering, and Related Services | X | X | X | X | X | X | X | X | X |
| 5511 | Management of Companies and Enterprises | X | X | X | X | X | X | X | X | X |
| 5617 | Services to Buildings and Dwellings | X | X | X | X | X | X | X | X | X |
| 6241 | Individual and Family Services | X | X | X | X | X | X | X | X | X |
| 7225 | Restaurants and Other Eating Places | X | X | X | X | X | X | X | X | X |
| 6113 | Colleges, Universities, and Professional Schools | X | X | X | X | | X | X | X | X |
| 6211 | Offices of Physicians | X | X | X | X | | X | X | X | X |
| 2211 | Electric Power Generation, Transmission and Distribution | X | X | X | | X | X | X | | X |
| 6216 | Home Health Care Services | X | X | X | | X | X | | X | X |
| 9026 | Education and Hospitals (State Government) | X | X | X | | X | | X | X | X |
| 4523 | General Merchandise Stores, including Warehouse Clubs and Supercenters | | X | X | | X | X | | X | X |
| 5613 | Employment Services | X | | X | X | | X | X | | X |
| 6212 | Offices of Dentists | | X | X | | X | X | | X | X |
| 6233 | Continuing Care Retirement Communities and Assisted Living Facilities for the Elderly | | X | X | | X | X | | X | X |
| 9036 | Education and Hospitals (Local Government) | X | | X | X | | X | X | | X |
| 2371 | Utility System Construction | | X | X | | | X | | X | X |
| 5415 | Computer Systems Design and Related Services | X | X | X | | | X | | X | |
| 7139 | Other Amusement and Recreation Industries | | X | X | | X | X | | | X |
| 2382 | Building Equipment Contractors | X | | | X | | | X | | |
| 4451 | Grocery Stores | X | | | X | | | X | | |
| 5241 | Insurance Carriers | X | | | X | | | X | | |
| 5242 | Agencies, Brokerages, and Other Insurance Related Activities | X | | | X | | | X | | |
| 5611 | Office Administrative Services | | X | | | X | | | X | |
| 6117 | Educational Support Services | | X | X | | X | | | | |
| 6213 | Offices of Other Health Practitioners | | X | | | X | | | X | |
| 6221 | General Medical and Surgical Hospitals | X | | | X | | | X | | |
| 6231 | Nursing Care Facilities (Skilled Nursing Facilities) | X | | | X | | | X | | |
| 3115 | Dairy Product Manufacturing | | X | | | | | | X | |
| 3342 | Communications Equipment Manufacturing | | X | X | | | | | | |
| 5417 | Scientific Research and Development Services | X | | X | | | | | | |
| 6214 | Outpatient Care Centers | | X | | | | | | | X |
| 8111 | Automotive Repair and Maintenance | | X | | | X | | | | |

*Source: EMSI, Camoin 310*

## INDUSTRY CLUSTERS

Which industry clusters demonstrate the greatest potential for generating economic activity in Syracuse? To begin this analysis, we examined industry clusters in the City of Syracuse, Onondaga County, and REDC Central NY Region by using the Industry Cluster Identification Tool provided by Economic Modeling Specialists International (EMSI).[7] The clusters in this analysis are defined according to the methodology of Harvard Business School's U.S. Cluster Mapping Project.

Industry clusters are groups of industries that are linked to common products, labor pools, technologies, supply chains, and/or training needs. Identifying clusters is crucial in long-term economic development planning, as benefits to one industry will generally impact other industries within the same cluster. The clusters identified in this analysis were determined based on growth potential and, to a lesser extent, on regional concentration, earnings, regional competitiveness, and gross regional product. Each 6-digit NAICS industry receives a score based on these factors; each industry cluster's score is a weighted average of the 6-digit industry scores. Scores are based on a comparison of the relative performance of clusters to each other, not benchmarked against another region. We examined the larger regions outside the city to show potential clusters that could be drawn into the city, and/or those that overlap between the regions.

The tables below demonstrate the top five industry clusters by score for each region, and the top 6-digit NAICS industries that fall under that cluster with the highest score. For each cluster, the total number of jobs by cluster is provided. The cluster analysis shows that:

- *Local Utilities* and *Local Education and Training* and supported by all three regions;

- *Communications and Equipment Services* are shared by the city and county;

- *Business Services* and *Aerospace Vehicles and Defense* are shared by the county and region; and

- *Paper and Packaging* and *Food Processing and Manufacturing* are unique clusters to the city.

These clusters will be used to form recommendations as we further our analysis within the commercial corridors in the city. In addition, we will consider the following:

- How might the educational workforce in the region (see the *Local Education and Training* cluster) lend itself to supporting other clusters in Syracuse?

- Are there other industries not in the top five listed below that could help support a higher performing cluster?

- The health care industry shows the most growth in the region but is not an identified industry cluster. Health care typically is considered a local industry (with little export or trade potential) but spin-off industries such as commercialization of medicines and biotech manufacturing could be developed.

- What space types (office, industrial, commercial, flex, etc.) are needed to support these clusters, and are these spaces available within the primary and auxiliary corridors?

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[7] See Attachment A for more about EMSI.

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| City of Syracuse Top Industry Clusters | | |
|---|---|---|
| **Communications Equipment and Services** | | |
| NAICS | Top Industries | Jobs |
| 334220 | Radio and Television Broadcasting and Wireless Communications Equipment Manufacturing | 456 |
| 517312 | Wireless Telecommunications Carriers (except Satellite) | 12 |
| | Total Jobs in All Cluster Industries | 469 |
| **Local Utilities** | | |
| NAICS | Top Industries | Jobs |
| 221122 | Electric Power Distribution | 1,294 |
| 517311 | Wired Telecommunications Carriers | 779 |
| 562910 | Remediation Services | 35 |
| | Total Jobs in All Cluster Industries | 2,185 |
| **Paper and Packaging** | | |
| NAICS | Top Industries | Jobs |
| 322130 | Paperboard Mills | 269 |
| 322211 | Corrugated and Solid Fiber Box Manufacturing | 31 |
| | Total Jobs in All Cluster Industries | 300 |
| **Food Processing and Manufacturing** | | |
| NAICS | Top Industries | Jobs |
| 311511 | Fluid Milk Manufacturing | 414 |
| 311421 | Fruit and Vegetable Canning | 60 |
| 311919 | Other Snack Food Manufacturing | 38 |
| | Total Jobs in All Cluster Industries | 571 |
| **Local Education and Training** | | |
| NAICS | Top Industries | Jobs |
| 903611 | Elementary and Secondary Schools (Local Government) | 4,484 |
| 611110 | Elementary and Secondary Schools | 659 |
| 624310 | Vocational Rehabilitation Services | 458 |
| | Total Jobs in All Cluster Industries | 5,664 |

*Source: EMSI Industry Cluster Identification Tool*

| Onondaga County Top Industry Clusters | | |
|---|---|---|
| **Aerospace Vehicles and Defense** | | |
| NAICS | Top Industries | Jobs |
| 334511 | Search, Detection, Navigation, Guidance, Aeronautical, and Nautical System and Instrument Manufacturing | 2,304 |
| | Total Jobs in All Cluster Industries | 2,304 |
| **Local Utilities** | | |
| NAICS | Top Industries | Jobs |
| 221122 | Electric Power Distribution | 1,862 |
| 517311 | Wired Telecommunications Carriers | 1,809 |
| 562910 | Remediation Services | 288 |
| | Total Jobs in All Cluster Industries | 4,072 |
| **Local Education and Training** | | |
| NAICS | Top Industries | Jobs |
| 903611 | Elementary and Secondary Schools (Local Government) | 12,857 |
| 611110 | Elementary and Secondary Schools | 921 |
| 624310 | Vocational Rehabilitation Services | 571 |
| | Total Jobs in All Cluster Industries | 14,685 |
| **Business Services** | | |
| NAICS | Top Industries | Jobs |
| 551114 | Corporate, Subsidiary, and Regional Managing Offices | 4,222 |
| 541330 | Engineering Services | 2,404 |
| 561330 | Professional Employer Organizations | 1,646 |
| | Total Jobs in All Cluster Industries | 14,175 |
| **Communications Equipment and Services** | | |
| NAICS | Top Industries | Jobs |
| 334220 | Radio and Television Broadcasting and Wireless Communications Equipment Manufacturing | 530 |
| 517312 | Wireless Telecommunications Carriers (except Satellite) | 54 |
| | Total Jobs in All Cluster Industries | 584 |

*Source: EMSI Industry Cluster Identification Tool*

| REDC's Central NY Region Top Industry Clusters | | |
|---|---|---|
| **Electric Power Generation and Transmission** | | |
| NAICS | Top Industries | Jobs |
| 221112 | Fossil Fuel Electric Power Generation | 153 |
| 221113 | Nuclear Electric Power Generation | 1,643 |
| | Total Jobs in All Cluster Industries | 1,796 |
| **Local Education and Training** | | |
| NAICS | Top Industries | Jobs |
| 903611 | Elementary and Secondary Schools (Local Government) | 22,619 |
| 611110 | Elementary and Secondary Schools | 1,378 |
| 624310 | Vocational Rehabilitation Services | 1,131 |
| | Total Jobs in All Cluster Industries | 25,541 |
| **Aerospace Vehicles and Defense** | | |
| NAICS | Top Industries | Jobs |
| 334511 | Search, Detection, Navigation, Guidance, Aeronautical, and Nautical System and Instrument Manufacturing | 2,304 |
| | Total Jobs in All Cluster Industries | 2,304 |
| **Local Utilities** | | |
| NAICS | Top Industries | Jobs |
| 221122 | Electric Power Distribution | 2,026 |
| 517311 | Wired Telecommunications Carriers | 2,013 |
| 562910 | Remediation Services | 378 |
| | Total Jobs in All Cluster Industries | 4,805 |
| **Business Services** | | |
| NAICS | Top Industries | Jobs |
| 551114 | Corporate, Subsidiary, and Regional Managing Offices | 4,629 |
| 541330 | Engineering Services | 2,754 |
| 561330 | Professional Employer Organizations | 1,657 |
| | Total Jobs in All Cluster Industries | 15,867 |

*Source: EMSI Industry Cluster Identification Tool*

## TOP OCCUPATIONS BY CLUSTER

What occupations make up Syracuse's target industry clusters? The tables below outline the top 10 occupations by industry cluster.[8] Note that the number of employed represent just those within the cluster, not the entire occupation. For example, while Janitors and Cleaners are a top occupation in the Local Education and Training Cluster, there also exist Janitors and Cleaners in other industries.

Each table outlines the change in cluster employment from 2008 to 2018 and from 2018 to 2028; median hourly earnings; typical entry level education needed; and replacement demand from 2018 to 2018. Replacement demand is an estimate of openings resulting from workers retiring or otherwise permanently leaving an occupation. It represents demand for the entire occupation, not just those occupations within this cluster. This figure is important as future workforce strategies are prioritized.

Trends from each cluster include:

**Communications Equipment Services |** This cluster has experienced, and is expected to continue, gains in employment, increasing by 100% or 125 jobs from 2008 to 2018 and 110% or 176 jobs from 2018 to 2028. Top occupations include Electrical Assemblers, Software Developers, and Electrical Engineers.

**Local Utilities Cluster |** With about 1,800 jobs in 2018, the Local Utilities Cluster is expected to grow by 17% from 2018 to 2028 to about 2,100 jobs. Customer Service Representatives are the largest occupation in this sector, followed by Telecommunications Equipment Installers, and First-Line Supervisors of Mechanics.

**Paper and Packaging |** As of 2018, this cluster employs 120. This is expected to decline by 39 jobs by 2028 or a decline of 22%. The top occupations include Paper Goods Machine Setters and Operators; Industrial Machinery Mechanics; and Stationary Engineers and Boiler Operators.

**Food Processing and Manufacturing |** There are approximately 326 jobs in the Food Processing and Manufacturing cluster in the City of Syracuse as of 2018. Among this cluster's top occupations, they all experienced historic growth and are projected to continue to grow. This sector is expected to grow to 400 jobs by 2028. Packing and Filling Machine Operators, Food Batchmakers, and Laborers are the top occupations within this cluster.

**Local Education and Training |** In 2018 this cluster employed 5,300. While seven of the top ten occupations declined from 2008 to 2018, employment is expected to grow by 180 from 2018 to 2028. Teacher Assistants, Elementary School Teachers, and Secondary School teachers are those most employed in this cluster.

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[8] **Occupations** are classified by using the Standard Occupational Classification (SOC) system. This is the system used by Federal statistical agencies to classify workers into one of 840 occupational categories. For more detail on occupations and the "Standard Occupational Classification" (SOC) system, we refer the reader to **http://www.bls.gov/soc/**.

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| | | Top Ten Occupations, Communications Equipment and Services Cluster, City of Syracuse 2008-2028 | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| SOC | Description | Employed in Cluster (2008) | Employed in Cluster (2018) | Employed in Cluster (2028) | Change (2008 - 2018) | % Change (2008 - 2018) | Change (2018 - 2028) | % Change (2018 - 2028) | % of Total Jobs in Cluster (2018) | Median Hourly Earnings | Typical Entry Level Education | Replacement Demand 2018-2028* |
| 51-2028 | Electrical, Electronic, and Electromechanical Assemblers, Except Coil Winders, Tapers, and Finishers | 32 | 45 | 56 | 13 | 41% | 11 | 24% | 10% | $ 14 | High school diploma or equivalent | 103 |
| 15-1133 | Software Developers, Systems Software | 17 | 28 | 40 | 11 | 65% | 12 | 43% | 6% | $ 50 | Bachelor's degree | 177 |
| 17-2071 | Electrical Engineers | 10 | 16 | 22 | 6 | 60% | 6 | 38% | 3% | $ 45 | Bachelor's degree | 128 |
| 17-2112 | Industrial Engineers | <10 | 15 | 26 | 8 | 114% | 11 | 73% | 3% | $ 40 | Bachelor's degree | 99 |
| 51-2098 | Assemblers and Fabricators, All Other, Including Team Assemblers | 13 | 14 | 17 | 1 | 8% | 3 | 21% | 3% | $ 15 | High school diploma or equivalent | 425 |
| 11-1021 | General and Operations Managers | <10 | 13 | 19 | 6 | 86% | 6 | 46% | 3% | $ 45 | Bachelor's degree | 1,230 |
| 51-9061 | Inspectors, Testers, Sorters, Samplers, and Weighers | <10 | 12 | 15 | 5 | 71% | 3 | 25% | 3% | $ 19 | High school diploma or equivalent | 309 |
| 15-1132 | Software Developers, Applications | <10 | 12 | 18 | 4 | 50% | 6 | 50% | 2% | $ 42 | Bachelor's degree | 234 |
| 17-3023 | Electrical and Electronics Engineering Technicians | 11 | 11 | 16 | 0 | 0% | 5 | 45% | 2% | $ 27 | Associate's degree | 89 |
| 41-4012 | Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products | <10 | 11 | 16 | 5 | 83% | 5 | 45% | 2% | $ 29 | High school diploma or equivalent | 761 |
| Entire Cluster | | 84 | 176 | 326 | 125 | 110% | 176 | 85% | | | | |

*Source: EMSI*

*\* Replacement demand is an estimate of openings resulting from workers retiring or otherwise permanently leaving an occupation. It represents demand for the entire occupation, not just those occupations within this cluster.*

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| | | | | | | Top Ten Occupations, Local Utilities Cluster, City of Syracuse 2008-2028 | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| SOC | Description | Employed in Cluster (2008) | Employed in Cluster (2018) | Employed in Cluster (2028) | Change (2008 - 2018) | % Change (2008 - 2018) | Change (2018 - 2028) | % Change (2018 - 2028) | % of Total Jobs in Cluster (2018) | Median Hourly Earnings | Typical Entry Level Education | Replacement Demand 2018-2028* |
| 43-4051 | Customer Service Representatives | 140 | 235 | 249 | 95 | 68% | 14 | 6% | 11% | $ 17 | High school diploma or equivalent | 3,000 |
| 49-2022 | Telecommunications Equipment Installers and Repairers, Except Line Installers | 123 | 182 | 158 | 59 | 48% | (24) | (13%) | 8% | $ 34 | Postsecondary nondegree award | 233 |
| 49-1011 | First-Line Supervisors of Mechanics, Installers, and Repairers | 19 | 99 | 123 | 80 | 421% | 24 | 24% | 5% | $ 32 | High school diploma or equivalent | 361 |
| 49-9051 | Electrical Power-Line Installers and Repairers | <10 | 94 | 167 | 88 | 1467% | 73 | 78% | 4% | $ 41 | High school diploma or equivalent | 125 |
| 49-9012 | Control and Valve Installers and Repairers, Except Mechanical Door | <10 | 94 | 118 | 92 | 4600% | 24 | 26% | 4% | $ 40 | High school diploma or equivalent | 103 |
| 41-3099 | Sales Representatives, Services, All Other | 51 | 74 | 68 | 23 | 45% | (6) | (8%) | 3% | $ 24 | High school diploma or equivalent | 816 |
| 17-2071 | Electrical Engineers | <10 | 65 | 91 | 62 | 2067% | 26 | 40% | 3% | $ 45 | Bachelor's degree | 128 |
| 11-1021 | General and Operations Managers | 11 | 59 | 72 | 48 | 436% | 13 | 22% | 3% | $ 45 | Bachelor's degree | 1,230 |
| 49-9052 | Telecommunications Line Installers and Repairers | 78 | 59 | 53 | (19) | (24%) | (6) | (10%) | 3% | $ 31 | High school diploma or equivalent | 102 |
| 43-1011 | First-Line Supervisors of Office and Administrative Support Workers | 20 | 51 | 60 | 31 | 155% | 9 | 18% | 2% | $ 28 | High school diploma or equivalent | 1,182 |
| Entire Cluster | | 679 | 1,777 | 2,080 | 1,182 | 162% | 364 | 17% | | | | |

*Source: EMSI*

*\* Replacement demand is an estimate of openings resulting from workers retiring or otherwise permanently leaving an occupation. It represents demand for the entire occupation, not just those occupations within this cluster.*

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| | Top Ten Occupations, Paper and Packaging Cluster, City of Syracuse 2008-2028 | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| SOC | Description | Employed in Cluster (2008) | Employed in Cluster (2018) | Employed in Cluster (2028) | Change (2008 - 2018) | % Change (2008 - 2018) | Change (2018 - 2028) | % Change (2018 - 2028) | % of Total Jobs in Cluster (2018) | Median Hourly Earnings | Typical Entry Level Education | Replacement Demand 2018-2028* |
| 51-9196 | Paper Goods Machine Setters, Operators, and Tenders | 76 | 89 | 76 | 13 | 17% | (13) | (15%) | 30% | $ 23 | High school diploma or equivalent | 96 |
| 49-9041 | Industrial Machinery Mechanics | 17 | 20 | 18 | 3 | 18% | (2) | (10%) | 7% | $ 27 | High school diploma or equivalent | 165 |
| 51-8021 | Stationary Engineers and Boiler Operators | 16 | 11 | <10 | (5) | (31%) | (2) | (18%) | 4% | $ 30 | High school diploma or equivalent | 59 |
| 19-2031 | Chemists | 0 | <10 | 0 | 0 | 0% | 0 | 0% | 0% | $ 31 | Bachelor's degree | 38 |
| 51-9195 | Molders, Shapers, and Casters, Except Metal and Plastic | 0 | <10 | <10 | 1 | Insf. Data | 0 | 0% | 0% | $ 18 | High school diploma or equivalent | 13 |
| 51-9198 | Helpers--Production Workers | <10 | <10 | <10 | (2) | (33%) | 1 | 25% | 1% | $ 15 | High school diploma or equivalent | 131 |
| 51-9199 | Production Workers, All Other | <10 | <10 | <10 | (2) | (67%) | 1 | 100% | 0% | $ 10 | High school diploma or equivalent | 65 |
| 53-1048 | First-line Supervisors of Transportation and Material Moving Workers, Except Aircraft Cargo Handling Supervisors | <10 | <10 | <10 | 0 | 0% | 0 | 0% | 0% | $ 25 | High school diploma or equivalent | 181 |
| 43-6011 | Executive Secretaries and Executive Administrative Assistants | <10 | <10 | <10 | (2) | (67%) | 0 | 0% | 0% | $ 27 | High school diploma or equivalent | 508 |
| 51-9192 | Cleaning, Washing, and Metal Pickling Equipment Operators and Tenders | <10 | <10 | <10 | (1) | (100%) | 0 | 0% | 0% | $ 16 | High school diploma or equivalent | 11 |
| Entire Cluster | | 131 | 120 | 94 | (31) | (8%) | (39) | (22%) | | | | |

*Source: EMSI*
*\* Replacement demand is an estimate of openings resulting from workers retiring or otherwise permanently leaving an occupation. It represents demand for the entire occupation, not just those occupations within this cluster.*

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| | Top Ten Occupations, Food Processing and Manufacturing Cluster, City of Syracuse 2008-2028 | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| SOC | Description | Employed in Cluster (2008) | Employed in Cluster (2018) | Employed in Cluster (2028) | Change (2008 - 2018) | % Change (2008 - 2018) | Change (2018 - 2028) | % Change (2018 - 2028) | % of Total Jobs in Cluster (2018) | Median Hourly Earnings | Typical Entry Level Education | Replacement Demand 2018-2028* |
| 51-9111 | Packaging and Filling Machine Operators and Tenders | 42 | 73 | 84 | 31 | 74% | 11 | 15% | 13% | $ 18 | High school diploma or equivalent | 241 |
| 51-3092 | Food Batchmakers | 25 | 54 | 64 | 29 | 116% | 10 | 19% | 9% | $ 14 | High school diploma or equivalent | 110 |
| 53-7062 | Laborers and Freight, Stock, and Material Movers, Hand | 21 | 31 | 35 | 10 | 48% | 4 | 13% | 5% | $ 15 | No formal educational credential | 1,591 |
| 51-9012 | Separating, Filtering, Clarifying, Precipitating, and Still Machine Setters, Operators, and Tenders | 11 | 25 | 30 | 14 | 127% | 5 | 20% | 4% | $ 25 | High school diploma or equivalent | 45 |
| 49-9041 | Industrial Machinery Mechanics | 12 | 23 | 28 | 11 | 92% | 5 | 22% | 4% | $ 27 | High school diploma or equivalent | 165 |
| 53-3032 | Heavy and Tractor-Trailer Truck Drivers | 16 | 20 | 23 | 4 | 25% | 3 | 15% | 4% | $ 21 | Postsecondary nondegree award | 654 |
| 51-1011 | First-Line Supervisors of Production and Operating Workers | 11 | 20 | 23 | 9 | 82% | 3 | 15% | 3% | $ 31 | High school diploma or equivalent | 269 |
| 53-7051 | Industrial Truck and Tractor Operators | 13 | 16 | 18 | 3 | 23% | 2 | 13% | 3% | $ 17 | No formal educational credential | 221 |
| 49-9071 | Maintenance and Repair Workers, General | 12 | 15 | 18 | 3 | 25% | 3 | 20% | 3% | $ 18 | High school diploma or equivalent | 1,128 |
| 51-9061 | Inspectors, Testers, Sorters, Samplers, and Weighers | <10 | 14 | 16 | 7 | 100% | 2 | 14% | 2% | $ 19 | High school diploma or equivalent | 309 |
| Entire Cluster | | 174 | 326 | 422 | 198 | 87% | 81 | 29% | | | | |

*Source: EMSI*
*\* Replacement demand is an estimate of openings resulting from workers retiring or otherwise permanently leaving an occupation. It represents demand for the entire occupation, not just those occupations within this cluster.*

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| SOC | Description | Employed in Cluster (2008) | Employed in Cluster (2018) | Employed in Cluster (2028) | Change (2008 - 2018) | % Change (2008 - 2018) | Change (2018 - 2028) | % Change (2018 - 2028) | % of Total Jobs in Cluster (2018) | Median Hourly Earnings | Typical Entry Level Education | Replacement Demand 2018-2028* |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | **Top Ten Occupations, Local Education and Training Cluster, City of Syracuse 2008-2028** | | | | | | | | | | | |
| 25-9041 | Teacher Assistants | 926 | 878 | 907 | (48) | (5%) | 29 | 3% | 15% | $ 13 | Some college, no degree | 1,417 |
| 25-2021 | Elementary School Teachers, Except Special Education | 784 | 639 | 666 | (145) | (18%) | 27 | 4% | 11% | $ 32 | Bachelor's degree | 466 |
| 25-2031 | Secondary School Teachers, Except Special and Career/Technical Education | 669 | 560 | 579 | (109) | (16%) | 19 | 3% | 10% | $ 36 | Bachelor's degree | 404 |
| 25-3098 | Substitute Teachers | 381 | 484 | 501 | 103 | 27% | 17 | 4% | 9% | $ 16 | Bachelor's degree | 683 |
| 25-2022 | Middle School Teachers, Except Special and Career/Technical Education | 526 | 455 | 470 | (71) | (13%) | 15 | 3% | 8% | $ 32 | Bachelor's degree | 328 |
| 37-2011 | Janitors and Cleaners, Except Maids and Housekeeping Cleaners | 326 | 288 | 304 | (38) | (12%) | 16 | 6% | 5% | $ 14 | No formal educational credential | 3,495 |
| 53-3022 | Bus Drivers, School or Special Client | 224 | 189 | 183 | (35) | (16%) | (6) | (3%) | 3% | $ 21 | High school diploma or equivalent | 644 |
| 43-6014 | Secretaries and Administrative Assistants, Except Legal, Medical, and Executive | 139 | 139 | 128 | 0 | 0% | (11) | (8%) | 2% | $ 17 | High school diploma or equivalent | 2,949 |
| 11-9032 | Education Administrators, Elementary and Secondary School | 128 | 129 | 133 | 1 | 1% | 4 | 3% | 2% | $ 49 | Master's degree | 105 |
| 25-2052 | Special Education Teachers, Kindergarten and Elementary School | 139 | 115 | 120 | (24) | (17%) | 5 | 4% | 2% | $ 33 | Bachelor's degree | 88 |
| | Entire Cluster | 5,856 | 5,295 | 5,471 | (601) | (10%) | 180 | 3% | | | | |

*Source: EMSI*

*\* Replacement demand is an estimate of openings resulting from workers retiring or otherwise permanently leaving an occupation. It represents demand for the entire occupation, not just those occupations within this cluster.*

# ATTACHMENT A: DATA SOURCES

## PROPRIETARY DATA SOURCES

### ECONOMIC MODELING SPECIALISTS INTERNATIONAL (EMSI)

To analyze the industrial makeup of a study area, industry data organized by the North American Industrial Classification System (NAICS) is assessed. Camoin 310 subscribes to Economic Modeling Specialists Intl. (EMSI), a proprietary data provider that aggregates economic data from approximately 90 sources. EMSI industry data, in our experience, is more complete than most or perhaps all local data sources (for more information on EMSI, please see www.economicmodeling.com). This is because local data sources typically miss significant employment counts by industry because data on sole proprietorships and contractual employment (i.e. 1099 contractor positions) is not included and because certain employment counts are suppressed from BLS/BEA figures for confidentiality reasons when too few establishments exist within a single NAICS code.

### ESRI BUSINESS ANALYST ONLINE (BAO)

ESRI is the leading provider of location-driven market insights. It combines demographic, lifestyle, and spending data with map-based analytics to provide market intelligence for strategic decision-making. ESRI uses proprietary statistical models and data from the U.S. Census Bureau, the U.S. Postal Service, and various other sources to present current conditions and project future trends. Esri data are used by developers to maximize their portfolio, retailers to understand growth opportunities, and by economic developers to attract business that fit their community. For more information, visit www.esri.com.

## PUBLIC DATA SOURCES

### AMERICAN COMMUNITY SURVEY (ACS), U.S. CENSUS

The American Community Survey (ACS) is an ongoing statistical survey by the U.S. Census Bureau that gathers demographic and socioeconomic information on age, sex, race, family and relationships, income and benefits, health insurance, education, veteran status, disabilities, commute patterns, and other topics. The survey is mandatory to fill out, but the survey is only sent to a small sample of the population on a rotating basis. The survey is crucial to major planning decisions, like vital services and infrastructure investments, made by municipalities and cities. The questions on the ACS are different than those asked on the decennial census and provide ongoing demographic updates of the nation down to the block group level. For more information on the ACS, visit http://www.census.gov/programs-surveys/acs/

### ONTHEMAP, U.S. CENSUS

OnTheMap is a tool developed through the U.S. Census Longitudinal Employer-Household Dynamics (LEHD) program that helps to visualize Local Employment Dynamics (LED) data about where workers are employed and where they live. There are also visual mapping capabilities for data on age, earnings, industry distributions, race, ethnicity, educational attainment, and sex. The OnTheMap tool can be found here, along with links to documentation: http://onthemap.ces.census.gov/.

**CENSUS FLOWS MAPPER, U.S. CENSUS**

The Census Flows Mapper is a web mapping application that provides users with an interface to view county-to-county migration flow maps of the United States, as well as download the underlying data. The tool shows migration inflows, outflows, and net flows and can be cross-tabulated by demographic characteristics such as place of birth, English-speaking ability, and number of years in the U.S. It utilizes American Community Survey (ACS) data.

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