



DIA 
ANNUAL 
REPORT
2024



DOWNTOWN
ITHACA
ALLIANCE

Echoes of Appreciation

Apple Harvest Festival - ^{DIA Staffing Recovering} **New Team** ^{New Perspective}
^{Increased Community Activities in DT}
Gift Card Program up & running
^{Great Team Work}
The staff! ^{Amazing Team}
^{Apple Fest} **Fairy Fest**
This is Books Festival
^{Addition of Great Staff} ^{Chart of Accts Updated}
Successful Events ^{New Blood}
Internal Organization & Capacity Building
Community Outreach Worker Program
Apple Harvest Festival - New Layout
^{Apple Harvest Fest 2024 - Smoother, changes embraced, SO much positive feedback.}
^{Sidewalk Showcase}
Awesome Team - Apple & Chili
^{Apple Changes} ^{Hired Chad as Public Space Ops Director}
New Businesses
^{Social Media} ^{Board Volunteers} ^{Comfort Food Trail} ^{The success of Chili Fest}
New Events
^{It seems like as an organization the DIA if finally getting a chance to make real progress on thing.}
^{Apple Harvest was the best it's ever been}
Successful Events **New Faces** **Stability**
Winter Holiday Bash **Successful Events**

The Ithaca Downtown Business Improvement District, Inc., DBA the Downtown Ithaca Alliance (DIA) is the primary organization charged with promoting Downtown Ithaca as a place to live, invest, grow a business, and visit regularly from across the region and beyond. Established in 1997, DIA works to enhance the quality of life for Downtown stakeholders through Clean, Green, and Welcoming services aimed at beautifying public spaces within the 22-square-block Business Improvement District. DIA is a State of New York chartered 501(c)(3) not-for-profit organization dedicated to the revitalization, development, promotion, and management of Downtown Ithaca.



2024 DIA Staff

Nan Rohrer
CEO

Chad Smith
Public Space Operations Director

Corrie Root
Administrative Manager

Adam Kokoni
Media Manager & Sr Graphic Designer

Maggie Mowrer
Social Media Coordinator

Zoe Zrini
Project Coordinator

Tonika Jones
Office Coordinator

Ambassadors

Tim Mavros
Abdoulaye Diakhate

Tim Davis

Matthew Handzel

Luke Sjolund

Christopher Thomas

OUR VISION

Downtown Ithaca is the economic, social, and cultural heart of the city and Tompkins County. We envision Downtown as a vibrant, inclusive, and sustainable community where people live, work, explore, and connect. DIA strives to preserve and enhance the downtown core as the region's hub for commerce, culture, and community — home to banks, businesses, public offices, local government, shops, restaurants, arts, and events. Downtown Ithaca serves residents, college communities, and visitors alike, offering a destination that is memorable, welcoming, and continuously evolving.

2024 By the Numbers

	Visits	Visitors
Commons	1.3 million	429,500
BID Area	4.2 million	714,500
	Avg visit time 2+ hours	

DIA offices are located at 171 The Commons (Center Ithaca) in Downtown Ithaca.

Contact info: (607) 277-8679 and info@downtownithaca.com.



DOWNTOWN ITHACA ALLIANCE STATEMENT OF ACTIVITY

(Unaudited Numbers through December 31, 2024)

REVENUES	2023	2024
BID Revenues	\$ 762,598	\$ 811,099
Contracts	\$ 154,488	\$ 156,023
Grants	\$ 335,065	\$ 365,994
Events & Sponsorships	\$ 357,059	\$ 272,483
Donations	\$ 7,512	\$ 7,050
Marketing	\$ 30,931	\$ 30,250
Admin/Office Operations	\$ 10,354	\$ 3,945
Total Revenue	\$ 1,658,007	\$ 1,646,844
EXPENSES	2023	2024
Economic & Business Development	\$ 155,736	\$ 40,192
Marketing	\$ 92,492	\$ 62,349
Events	\$ 261,004	\$ 223,941
Grants	\$ 154,172	\$ 148,670
Salaries	\$ 769,870	\$ 568,952
Operations	\$ 273,243	\$ 265,301
LDC Reserve	\$ 0	\$ 50,000
Total Expenses	\$ 1,706,517	\$ 1,359,405
Net Assets	\$ -48,510	\$ 287,439



2024 Board of Directors

The DIA is governed by a board of 28 people. By State statute, 51% of the voting board seats need to be filled by Class A property owner members. There are four (4) ex officio nonvoting community seats on the board provided to the Tompkins County Chamber of Commerce, TC3, Cornell University, and Ithaca College.

Executive Members:

John Guttridge - Board Chair
Megan Vidler - Vice Chair and Treasurer
Teri Tarshus - Secretary (January - April)
Laura Larson - Secretary (May - December)
Elsa Hyde (January - April)
Abby Peterson (January - September)
Ben Sandberg
Fred Schoeps
Lisa Swayze

Board Members

Meryl Bursic
Robert Cantelmo
Amy Cohen
Greg Conard
Jennifer Demarest
Larry Hochberger
Isaac Kain
Tom Knipe
Jodi LaPierre
Ducson Nguyen
Jan Norman
Dennis Panagitsas
Veronica Pilar
Callyn Pyhtila
Susan Riley
Phil Shay
Danica Wilcox
Dean Zervos

Board of Directors Affiliations

January 1 - December 31, 2024

Amy Cohen (Circus Culture): \$ 1,000
(Sidewalk Showcase Administration)

Elsa Hyde (Center Ithaca/Travis Hyde): \$ 52,978
(Office rent & storage)

Larry Hochberger (Ithaca Times): \$ 13,409
(Advertising w/ Ithaca Times)

Jodi LaPierre (Tompkins County Chamber of Commerce/CVB): \$ 2,684
(Marketing dues, retail retention, and community outreach)

Abby Peterson (Tompkins Financial)

The DIA holds its operating account, line of credit, credit cards, and office insurance package with Tompkins Financial.

Teri Tarshus (The Canopy): \$ 1,684
(Annual Meeting 2024)

Megan Vidler (Home Green Home): \$ 790
(Office Plants)

Lisa Swayze (Buffalo Street Books): \$8,000
(Triad Foundation - Fiscal Sponsor)

Philip Shay (CFCU): \$ 3,250
(Performer fees)

The DIA's LDC Reserve Account is with CFCU

For amounts of \$500.00 or more paid by the DIA for the twelve-month period



DOWNTOWN ITHACA ALLIANCE

Grantors, Sponsors & Trade Partners January 1 - December 31, 2024

The Downtown Ithaca Alliance extends our heartfelt thanks to our grantors, sponsors, and trade partners for their steadfast support throughout 2024. Your partnership has been essential in helping us sustain Downtown Ithaca as a vibrant, inclusive, and welcoming destination — a place where people live, work, explore, and connect. Together, we are strengthening Downtown’s role as the economic, social, and cultural heart of our community, ensuring that it remains a memorable and thriving hub for residents, students, and visitors alike. We are grateful for your investment in our shared vision and look forward to building on this momentum in the year ahead.

Grantors:

- City of Ithaca
- Community Arts Partnership
- Google
- NYSERDA
- TCAT
- Tompkins County

Trade Partners:

- Cayuga Radio Group
- Cinemapolis
- Monks on the Commons
- Sound on Sound
- What's Hot Magazine
- WSKG

Sponsors:

- AMRIC Associates
- Asteri Ithaca
- Canopy by Hilton Ithaca Downtown
- CFCU
- Cayuga Health
- Coughlin & Gerhart LLP
- Guthrie
- Hancock Estabrook LLP
- Hilton Garden Inn Ithaca
- The Hotel Ithaca
- The Ithaca Voice
- Maguire Automotive Ithaca
- Ithaca Marriott Downtown on the Commons
- Rentals to Go
- The Ithacan Residence
- Tompkins Financial
- Travis Hyde
- Visions Federal Credit Union
- William Jane Dispensary
- Wegmans

