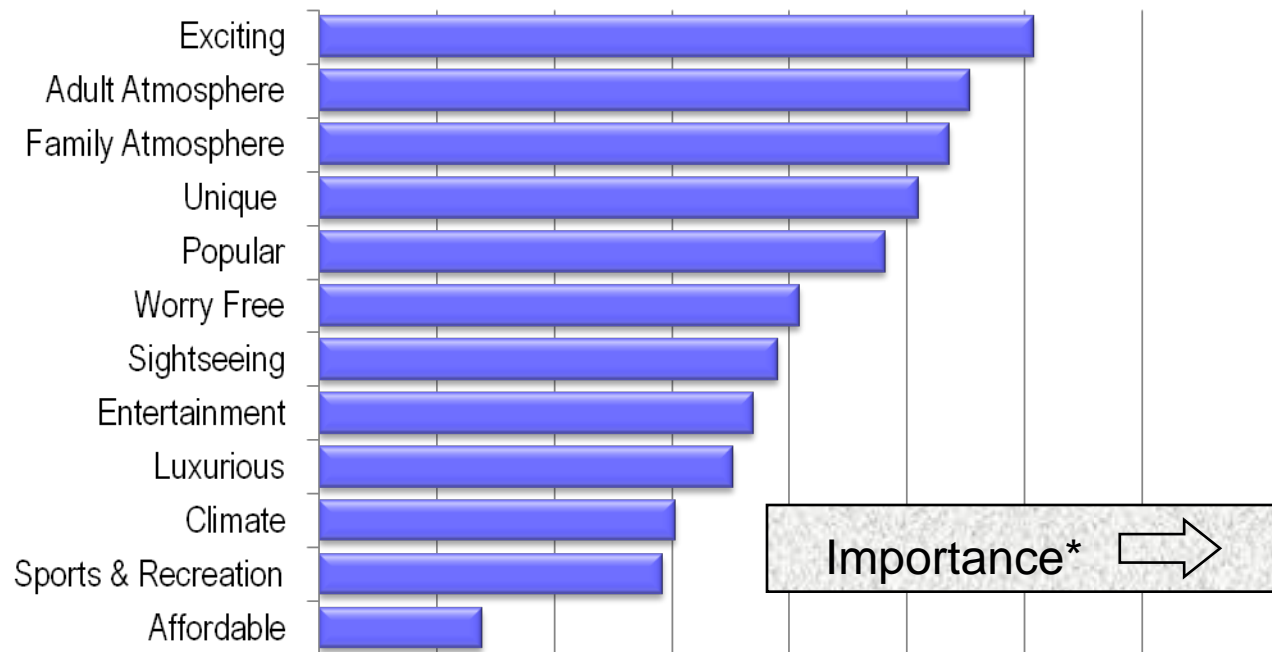




THE IMPORTANCE OF IMAGE

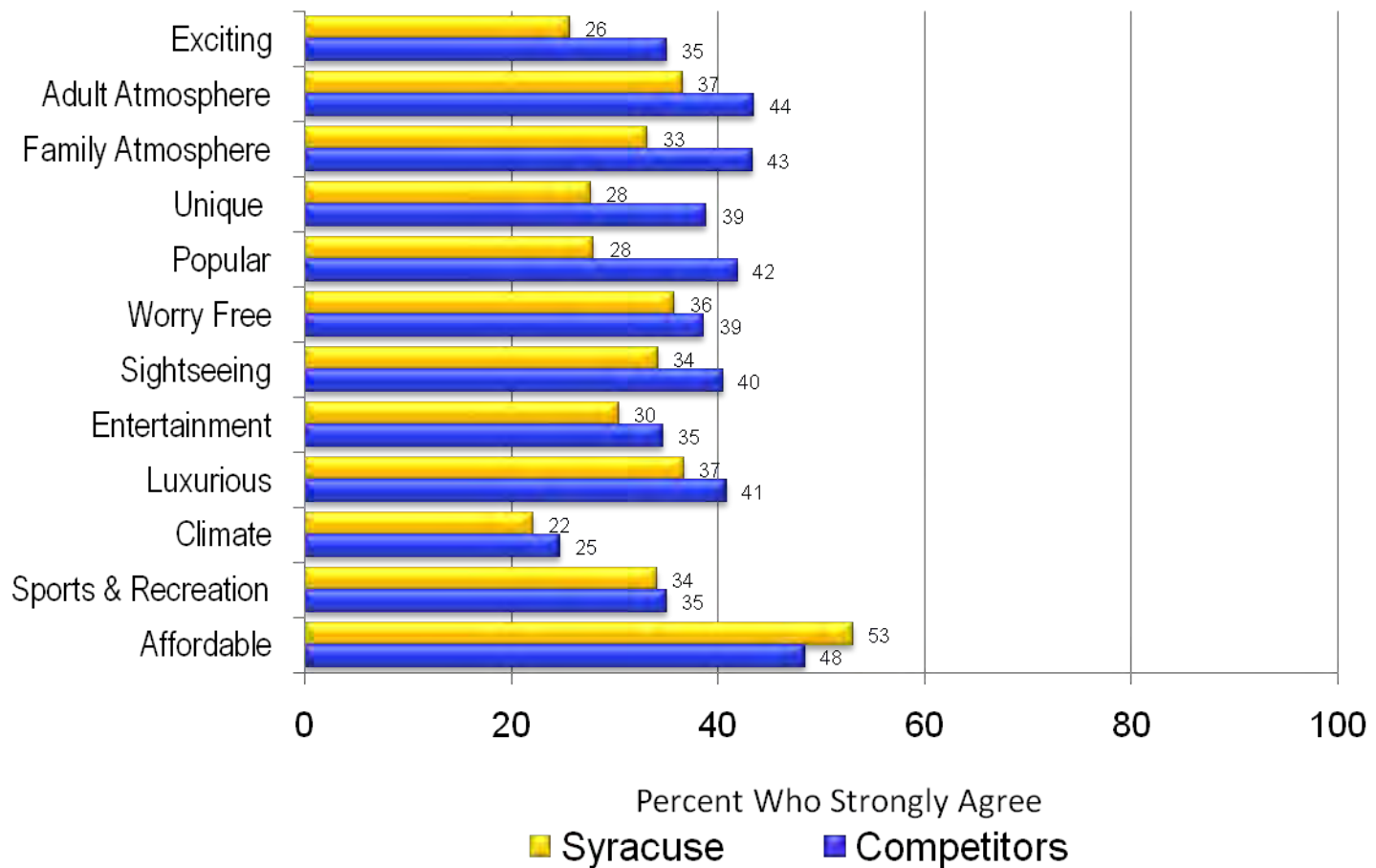
A results driven approach to tourism development

Travel Motivators – What’s Important in Getting on the Destination Wish List



*A measure of the degree of association between ratings of destinations on each factor and for being a place “I would really enjoy visiting”

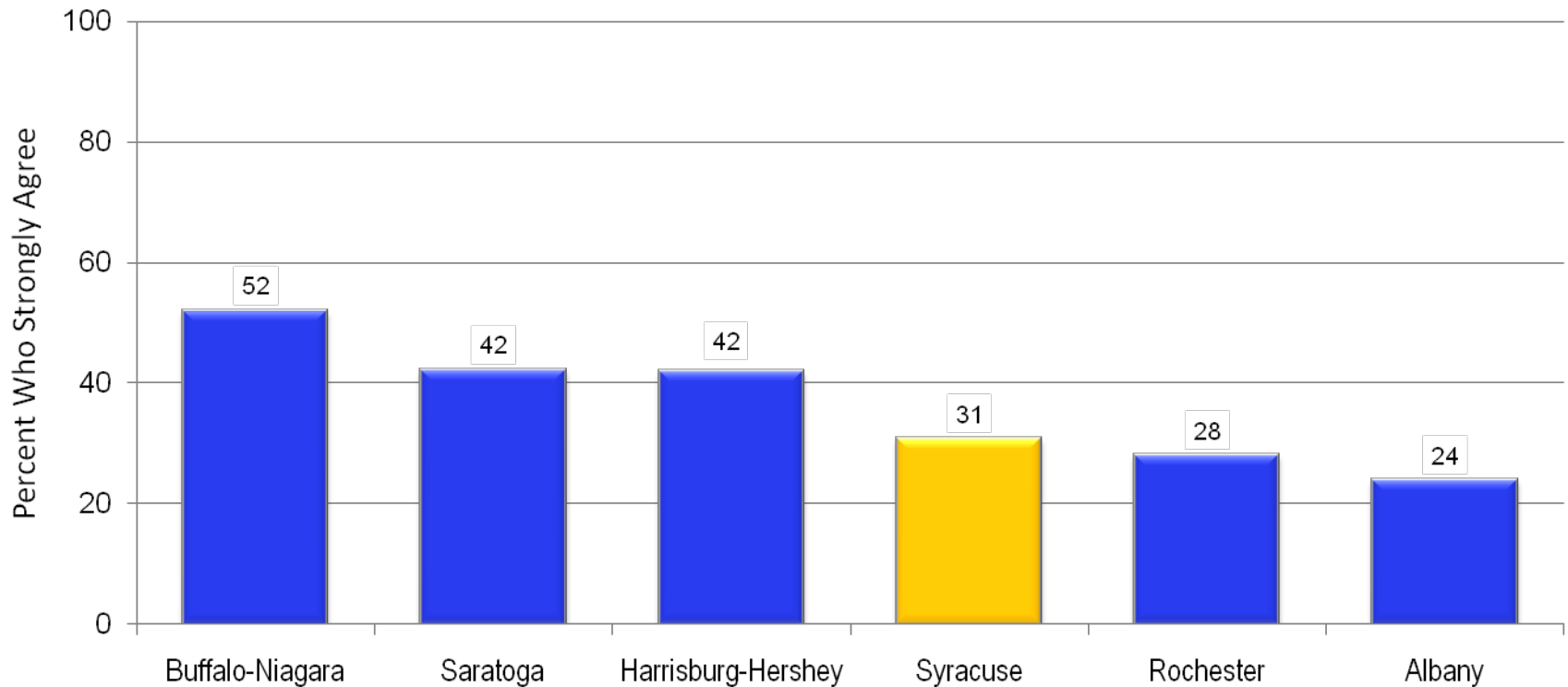
Syracuse's Overall Image vs. The Competition

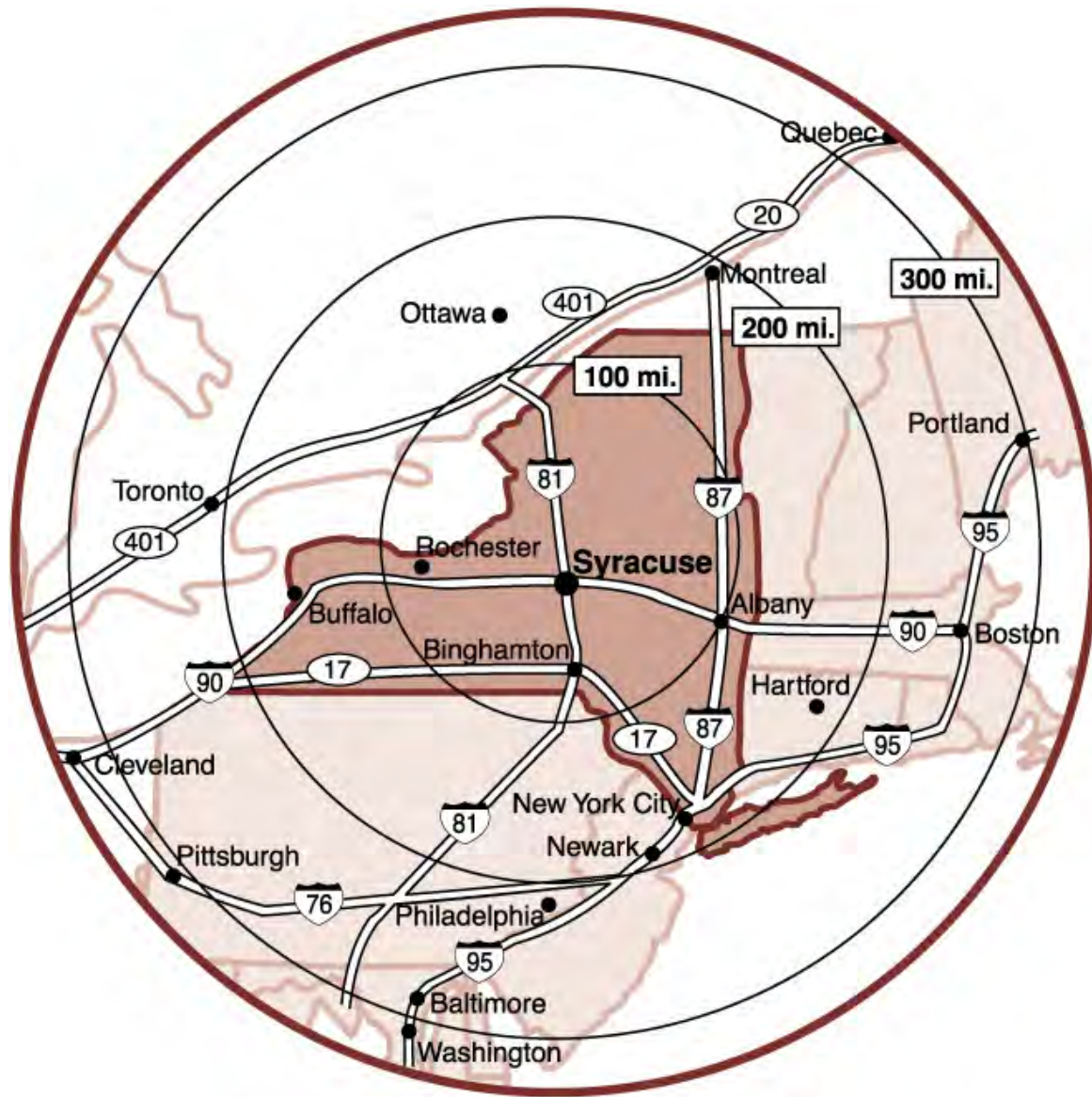


Syracuse's Overall Image vs. The Competition



“A place I'd really enjoy visiting”







Shopping





Cuisine





Arts & Culture



Sports & Recreation





Pampering



Online Advertising

Christopher J. Kelly Columns on thetimes-tribune.com

HTTP://www.thetimes-tribune.com/news.cfm?brd=2185&pag=460&dept_id=422126

Getting Started Latest Headlines Apple Mac Login Scranton news, sport... Apple Yahoo! Google Maps YouTube Wikipedia News Popular

SYRACUSE For more information or to plan your trip [click here!](#)

June 3, 2008 Scranton, PA

Newsletter | NewsFlash! | Subscribe to the paper
Electronic Edition | Place a Classified Ad | Contact us

The Times-Tribune.com

Search our site

News Sports Opinion Business Lifestyles Online Extras Shopping Cars Homes Jobs

Christopher J. Kelly, a staff writer and columnist for The Times-Tribune newspapers, writes columns on Sundays. Love him or hate him - just try not to read him.
► [Send Chris Kelly e-mail](#)
► For columns before 4/2001, [click here](#).
► For a list of Chris Kelly's awards, [click here](#).

Lost in America

They combed the grandma first, hending her off to a makeshift pen where the hounded or so other head of cattle waiting to be processed could gawk at her. [Full Story](#)

Ordinary man's story is quite extraordinary

The photographs in the Ziploc bag were taken when television was still seen as a miracle and upward of 50 percent of rural America still lacked electrical and telephone lines. [Full Story](#)

GUNFIGHT AT THE O.C. BUFFET

"Life is tough, but it's tougher if you're stupid." John Wayne, "The Sands of Iwo Jima"

I love the Duke.

Love him.

In an extremely manly, "cowpoke across the campfire, never been to 'Brokeback Mountain" sort of way, of course. Pointing out that Curly's new chaps would look fabulous with a gingham scarf and some silver spurs don't make me no ninestone cowboy. [Full Story](#)

Sacrifice left to soldiers; parade chance for salute

There's a war going on. [Full Story](#)

The cross menagerie

I came home from work the other night to find a stray cat and a snake fighting in my driveway. [Full Story](#)

Feeling Our Pain?

My mother grew up on a farm in Butler County, in a house my grandfather built with his own calloused hands. [Full Story](#)

Follow syrup trail

One of those delicious words that can be enjoyed as a noun and a verb, "waffle" can describe either a delectable breakfast dish or the less palatable dissembling usually associated with politicians dancing around momentous questions and facts. [Full Story](#)

A messy birth

[Full Story](#)

SYRACUSE For more information or to plan your trip [click here!](#)

TEMPUR-PEDIC welcome to bed™

Welcome to Tempur-Pedic™. Night time renewal for body & mind.

CLICK HERE for your FREE Night-Sleep Renewal Kit

Everyday Savings, Boscov's

From Our Family To Yours!

Today's Most Read

- Woman threatening to kill herself is plucked from overpass at 1:51

The Citizens Voice - News - Business

http://www.citizensvoice.com/site/news.cfm?brd=2259&nav_sec=5626&nr=1&nostat=1

Apple Mac Login Scranton news, sport... Apple Yahoo! Google Maps YouTube Wikipedia News Popular

Shopping and fine dining and sightseeing and nightlife and why didn't? [Search](#)

June 3, 2008 Wilkes-Barre, PA

Newsletter | NEWSFLASH! | Subscribe to the paper
Special Sections | Place a Classified Ad | Contact us

CITIZENS VOICE.com

Search our site

News Sports Opinion Business Lifestyles Online Extras Shopping About Us

LOCAL AND STATE BUSINESS NEWS

Cornell Iron Works purchases competitor
Two months shy of its 160th birthday, Cornell Iron Works finalized Wednesday the acquisition of its top domestic competitor for an undisclosed sum in a move that will allow the Mountain Top firm to expand industrial and commercial security door production to the Southeast and Southwest parts of the country. [Full Story](#)

TOP BUSINESS

- Staples takes bid for Corporate Express to \$2.9B
- Oil stocks after Bernanke comments are up as oiler
- Bernanke signals more rate cuts unlikely
- Ford's US sales are 15 pct. off March, SUVs sag
- Former HealthSouth CEO opens conviction

BUSINESS VIDEO

AP Video Money

Google Gears Up MySpace

RANKING

- Bank of America CEO: Countrywide remains good deal
- Housing need cut 12 pct. applies to nearly half
- Ford's Bank helping on world food crisis

COLORFUL NEWS

- MIT agrees to 2008 settlement of \$100-million lawsuit
- Apple cracks down on virus with copyright law

FINANCE

- S&P breaks even in hefty 2Q loss on red-ink
- Where reports 18 pct rise in 1st-quarter profit
- Housing need cut 12 pct. applies to nearly half
- Bank holdings swing to 12 pct. loss on slumping sales
- Stocks 32 pct. higher, 52 pct. higher, 100 pct. higher

TECHNOLOGY

- Stocks tumble on more concerns about Facebook
- United Technologies, Spacex among big movers
- Microsoft Windows continues the week on Wall Street
- Rising demand pushes manufacturers' goods orders up
- China issues trade military order
- Young economy puts the bid on oil markets
- Manufacturing remains sluggish in May
- Inflation Watch continues the week on Wall Street
- Japan issues new rate, spending bills
- German consumer confidence remains anemic in June

COMMODITY

- Stocks tumble on more concerns about Facebook
- United Technologies, Spacex among big movers
- Bernanke signals more rate cuts unlikely
- Rising demand pushes manufacturers' goods orders up
- China issues trade military order
- Young economy puts the bid on oil markets
- Manufacturing remains sluggish in May
- Inflation Watch continues the week on Wall Street
- Japan issues new rate, spending bills
- German consumer confidence remains anemic in June

AP Video

Google Gears Up MySpace

NATIONAL BUSINESS NEWS

- GM closing 4 truck, SUV plants in North America
- Bernanke signals more rate cuts unlikely
- Rising demand pushes manufacturers' goods orders up
- Stocks tumble on more concerns about financials
- Ford's US sales sink 15 pct. as trucks, SUVs sag
- Toll Brothers swings to hefty 2Q loss on wife-downers
- Technical problems plague Nordic markets
- Staples raises bid for Corporate Express to \$2.0B

NAZDAQ COMP

100 1000 10000 100000 1000000 10000000 100000000 1000000000

10/1/07 10/1/08 10/1/09 10/1/10 10/1/11 10/1/12 10/1/13 10/1/14 10/1/15 10/1/16 10/1/17 10/1/18 10/1/19 10/1/20 10/1/21 10/1/22 10/1/23 10/1/24 10/1/25 10/1/26 10/1/27 10/1/28 10/1/29 10/1/30 10/1/31 10/1/32 10/1/33 10/1/34 10/1/35 10/1/36 10/1/37 10/1/38 10/1/39 10/1/40 10/1/41 10/1/42 10/1/43 10/1/44 10/1/45 10/1/46 10/1/47 10/1/48 10/1/49 10/1/50 10/1/51 10/1/52 10/1/53 10/1/54 10/1/55 10/1/56 10/1/57 10/1/58 10/1/59 10/1/60 10/1/61 10/1/62 10/1/63 10/1/64 10/1/65 10/1/66 10/1/67 10/1/68 10/1/69 10/1/70 10/1/71 10/1/72 10/1/73 10/1/74 10/1/75 10/1/76 10/1/77 10/1/78 10/1/79 10/1/80 10/1/81 10/1/82 10/1/83 10/1/84 10/1/85 10/1/86 10/1/87 10/1/88 10/1/89 10/1/90 10/1/91 10/1/92 10/1/93 10/1/94 10/1/95 10/1/96 10/1/97 10/1/98 10/1/99 10/1/100

Get more at the new KNBT.

[CLICK HERE](#)

Simply The Best "Value" In Retirement Living

Providence Place Retirement Community

POTTSVILLE 670-628-6950
HAZLETON 670-788-7665

Today's Most Read

- Adonizio sentenced to home confinement in DUI case
- Kingston senior, friend subdue robbery suspect
- Woman threatening suicide plucked from I-81 overpass
- Hire an appraiser before challenging reassessment, says appeals chairman
- Rally calls for abolition of school property taxes

Public Relations

Public Relations Tools:



Located in the center of New York State and easily accessible from just about anywhere, Syracuse, N.Y. offers its visitors many reasons to spend a few days in the city and surrounding areas. In addition to a variety of great restaurants, shopping and attractions, visitors can enjoy amazing events and leisure activities just a short drive away. Encourage your audience to find out why in Syracuse...We'll Surprise You!

Go Green...Shopping!

In 2009, the first phase of Destiny USA, an expanded version of the existing Carousel Center Mall, will be completed creating a new shopping experience for visitors to Syracuse. The shopping center will achieve the U.S. Green Building Council's LEED Platinum Certification Standard, and future plans feature a solar plant, an aquatic 'green' hotel and a 1.3 million square-foot research and development facility. In addition, Destiny USA will offer a number of restaurants and high-end retailers as well as other traditional mall attractions.



A Winner Wonderland

Syracuse, N.Y. is known by many as a winter wonderland, and it truly lives up to this reputation during the holiday months. Surrounded by mountains for skiing and trails for snowmobiling, Central New York offers many choices when it comes to enjoying the winter months. Each year Syracuse kicks off the season with special performances by local performing arts groups at the opening of Clinton Square's public ice skating rink and the lighting of the holiday tree at the "Holiday Magic in the Square Celebration." Visitors are taken back through time at "Older's Christmas" in nearby Skaneateles, N.Y. with period character interaction and performances of "A Christmas Carol." Another Syracuse tradition is "Lights on the Lake." This two-mile-drive light extravaganza features live-site light displays, themed sections and a memorable grand finale.



For more information go to www.visitSyracuse.org or contact: Darica Bryant, Communications Manager — (315) 470-5903 or email DBryant@VisitSyracuse.org

An Art-Lover's Dream

Syracuse, N.Y. is the host to several world-renowned art collections. Through January 2009, the Benson Museum of Art will host "Mafia Anatomical: Skying the 18th-Century Superstar," and "Warhol Presents," a series of early pieces by the revolutionary artist Andy Warhol. The Benson will also host "Turner to Cézanne: Masterpieces from the National Museum of Wales," a 53-piece collection of paintings once owned by the Davies family. The exhibit, never seen before in the United States, features pieces by artists including Cézanne, Corot, van Gogh, Monet, and others. The exhibit will run from October 2009 through January 2010.



Flora Augusta Booth
A. Puckham, 1874.
Oil on canvas.
Acquired in 1978 by
National Museum of Wales,
Wales (Glenkiln C. Davies
Bequest, 1971) (Museum of Art)
Copyright American Federation
of Arts

Sports in Syracuse



Sports heat up in Syracuse as the weather cools down. Home of the men's and women's Orange basketball teams, Syracuse University's Carrier Dome is known nationwide as "The Loud House." Syracuse residents are passionate about the Orange, and have broken national records for fan attendance. The Syracuse Crunch, members of the American Hockey League, are counting off a successful season and are ready to carry that momentum forward as they compete with teams from around the country. As winter winds down, Syracuse kicks off lacrosse season. In February, the Syracuse University's 2008 NCAA Division I National Champion men's team will once again take the field to defend their title alongside the 2008 WCC Region II and Mid-State Athletic Conference Champion Onondaga Community College Lacrosse and the NCAA Division II national runner-up Le Moyne College Dolphins.

Sparked in Syracuse

In the world of schedules, cell phones and stress, a relaxing getaway is always in demand. Syracuse is a great place for couples to reconnect and leave the stress behind, all without breaking the bank or occupying too much coveted calendar space. Share a couple's message at one of the area's spas, enjoy a candlelit dinner in historic Army Square or take an intimate tour through the area's wine region to get the sparks flying.

Help Syracuse Spread Its Story and Bring Visitors to Onondaga County! - Mozilla Firefox

http://www.visitSyracuse.org/mail/NewBiz/

Spread Your Story and Help Bring Visitors to the Syracuse Area!

SO FAR THIS YEAR... PRINT TELEVISION INTERACTIVE

TARGET MARKETS:

- ALBANY
- SCRANTON/WILKES-BARRE
- OTTAWA

within a short drive to Onondaga County.

4,012 number of television spots viewed in key markets

80,000 average combined household income of target markets

425,000 number of Visit Syracuse magazines distributed in key markets

Join us as we take Syracuse on the road!

We're taking our aggressive Syracuse marketing campaign (see the [Print](#), [TV](#) and [Interactive](#) tabs above) to the media in our three target markets: Albany, Scranton/Wilkes-Barre and Ottawa – and we want to bring as many local products and items with us, as we can. This way all three cities can see firsthand how many great things there are to see and do in Onondaga County!

How can you help: Provide items that show off your business and make Syracuse unique.

We'll be bringing goodie bags filled with products that highlight our area businesses, attractions, restaurants, hotels and more to our one-on-one meetings with producers and reporters at local newspapers, TV and radio stations.

Our goal: to show off our great city by securing free press coverage in all three cities and ultimately encourage adult leisure travel to the Syracuse area.

Bringing visitors to Onondaga County begins with word-of-mouth communication; and we want to start the conversation.

Who we'll be talking to...

Done

McAfee SiteAdvisor



Thursday, October 30 (noon newscast)
CJOH-TV (the CTV affiliate for the Ottawa, Ontario market)
Broadcasts locally on channel 13

Emailer program

Syracuse Convention & Visitors Bureau and Onondaga County Parks Presents: Tailgating, Parading, - Windows Internet Explorer

H:\Danica\E-Blasts\2008 E-Blasts\Tailgating, Parading, & Celebrating! - September.mht

File Edit View Favorites Tools Help

Google G Go Bookmarks 0 blocked Check AutoLink AutoFill Send to Settings

Syracuse Convention & Visitors Bureau and Onondag...

If this message is not displaying properly, [click here](#) to launch your browser.



Syracuse Convention & Visitors Bureau
and Onondaga County Parks Present:

TAILGATING, Parading, & Celebrating

Want more information on [what to do?](#)

Summer is winding down but that doesn't mean the fun has to stop. Celebrate autumn in the 'Cuse! We've got football fun and a million and one festivals just waiting for your attendance! So turn off the movie in the mini-van and let the tailgating begin.

It's fun fall festival time in the 'Cuse, starting with the [Guinness Irish Fest](#), September 5 and 6 in Clinton Square! Step dance your way into a weekend of Celtic cuisine, Irish dance and green-loving activities! Then trade in your corned beef and cabbage for some hearty Italian dishes and authentic German brews! Check out [Festa Italiana](#), September 13 through 15 and the [Great Syracuse OktoberFest](#), September 19 through 21. Want more delicious dining options? Pick your favorite [cuisine](#) and see all that Syracuse has to offer!

Take a break from festivals for a second and inject a little orange spirit into your life with a fall film and football weekend! (Try saying "Fall Film and Football Weekend" five times fast.) Check out ["The Express" movie premiere](#) Saturday, September 12 at the Landmark Theatre and the [Syracuse University Football](#) vs. Penn State game, Sunday, September 13 at the Carrier Dome! "The Express" is a drama based on the life of college football hero Ernie Davis, the first African-American to win the Heisman Trophy. This exclusive movie premiere will even have an orange carpet and plenty of national media, including a guest appearance by actor Dennis Quaid! Lets Go SU!

Local intranet 80%

Packages

- Thematic Package Development
- Offer value & experience (NOT DISCOUNT!)

The screenshot displays the official website of the Syracuse Convention & Visitors Bureau. The header features the 'SYRACUSE NEW YORK' logo and the text 'Welcome to Syracuse' with the subtitle 'Official site of the Syracuse Convention & Visitors Bureau'. A navigation bar includes links for 'STAY', 'DINE', 'SEE', 'MEET', and 'GO'. Below this, a row of utility links includes 'SAVE SOME MONEY', 'EXPLORE THE NEIGHBORHOODS', 'OPEN THE MAP', 'GET A GUIDE', 'HELPFUL AREA LINKS', 'VISIT THE MEDIA CENTER', and 'LEARN ABOUT US'. The main content area is titled 'Special Offers & Packages' and lists several packages with their respective valid-through dates:

- Holiday Shopping Package** (Valid Through: December 30, 2008)
- A Night in Kilkenny** (Valid Through: March 30)
- Blues and Barbeque Holiday Shopping Package** (Valid Through: December 30, 2008)
- Music, Art, and More...** (Valid Through: November 22, 2008)
- Wedding Package** (Valid Through: No expiration)
- Shop 'til You Drop** (Valid Through: January 17, 2008)
- Getaway for the Night** (Valid Through: December 31, 2008)
- Honeymoon Package** (Valid Through: December 31, 2008)
- Dine and Brew** (Valid Through: March 2009)
- Culture in the City** (Valid Through: March 2009)
- Downtown Dinner**

On the left side of the page, there are promotional banners for 'Planning a Visit?' (Check out these affordable visitor packages) and 'Let us SURPRISE you!' (FREE Visitor News).

Tuesday, November 16, 2009

Search



Welcome to Syracuse

Official site of the Syracuse Convention & Visitors Bureau



SAVE SOME MONEY

EXPLORE THE NEIGHBORHOODS

OPEN THE MAP

GET A GUIDE

HELPFUL AREA LINKS

VISIT THE MEDIA CENTER

LEARN ABOUT US

Upcoming Events [View All Events >](#)

Auction Item: This is an...
2009 Annual National Parts, Paddles, Auction & Trade Show
 Fri. Nov. 21 - Sun. Nov. 23
 Orange City Convention Center
 The event offers a wide spectrum of racing vehicles and equipment ranging from...
Lights on the Lake
 Tue. Nov. 25 - Sun. Jan. 04
 Onondaga Lake Park
 An extraordinary, 100-mile long drive through...

Special Offers & Packages

Syracuse in the News

Online Reservations

HOTELS **FLIGHTS** **CARS**

Check-in Date: Check-out Date:

1 or 2 Rooms

ADULT

FIND HOTELS



GET A SURPRISE!

FREE Visitor News

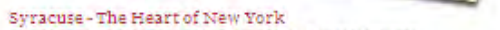
Local Filmmaker Wins Grand Prize

Enter to Win!

This award-winning work of art...



Syracuse Style



Syracuse - The Heart of New York

Reg in the car roll down the windows and hum up your tunes... Syracuse here you come!
 Centrally located - we're quick and easy to get to. And if that's a hybrid you're driving... you'll be right in.
 The Salt City is going green - and it's not just in our lush landscape.
 Proper you offers fabulous getaway... filled with dining, dancing, shopping, sports, and so much more.
 Where everyone you meet greets you with friendly Central New York hospitality.
 Syracuse... we're going places... and we're moving fast. We're here to come and enjoy the ride.
 Syracuse... We'll Surprise You.

View new Syracuse TV spots

Know Your Way 'Round Town...

Order a Visitors Guide >

Syracuse, New York

4 Shows more Recent

SYRACUSE NEW YORK



Location Syracuse, NY

Information

Website <http://www.usfsyracuse.org>
Fishing **Open**
Tasting Lab

App-Feed

Displaying 3 stories See All

November 7

Syracuse, New York uploaded a new video. [View video](#) 100,000



Do All Here Syracuse
8:33 video about a week ago

- Get Page
- Get Admin
- Send an Update to Page
- Customize Page with an Ad
- Add to my Page's Favorites
- Remove me from Page
- View Insights

Share

Photos

1 item Log Photo



Syracuse Area Photos
Created about a week ago

No one has added the photos.
[Get Settings](#)

Videos

2 of 2 videos Add Video



Do All Here Syracuse
8:33 video about a week ago



Syracuse Summer 2008 TV Ad
9:30 video about 1 year ago

No one has added the videos.
[Get Settings](#)

Preble Rest Area



Why CNY?

Spreading the message to our area's hospitality providers

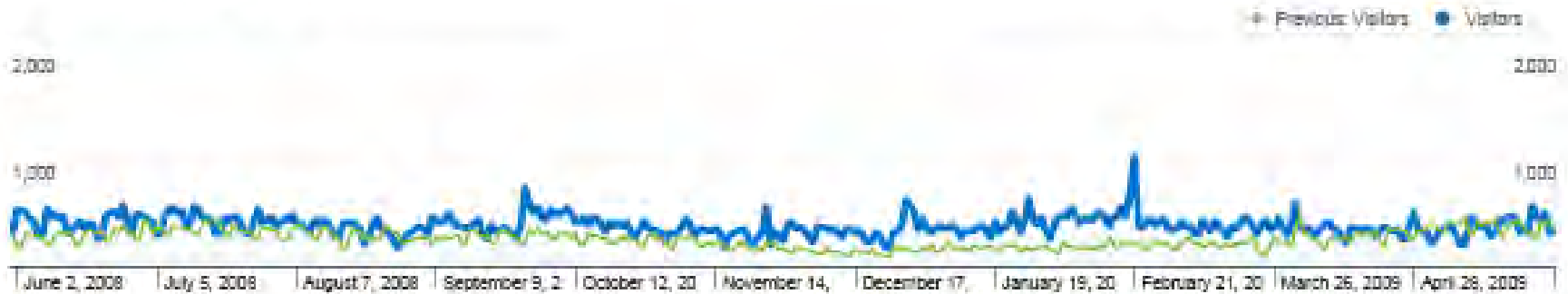


Convention & Sports Sales



Visit Syracuse Visitors Overview

Jun 1, 2008 – May 31, 2009
Comparing to: Jun 1, 2007 – May 31, 2008



121,872 people visited this site

158,790 Visits

Previous: 110,358 (43.88%)

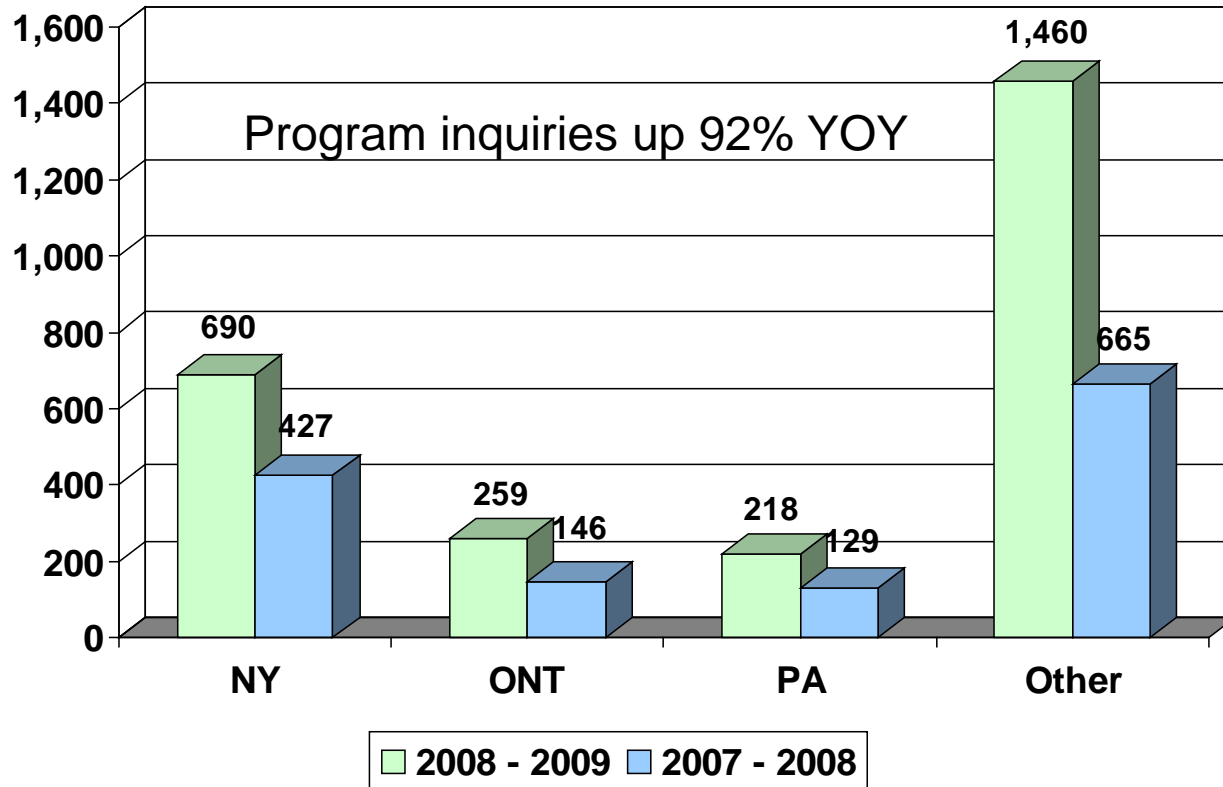
121,872 Absolute Unique Visitors

Previous: 83,425 (45.08%)

Absolute Unique Visitors up 45% YOY

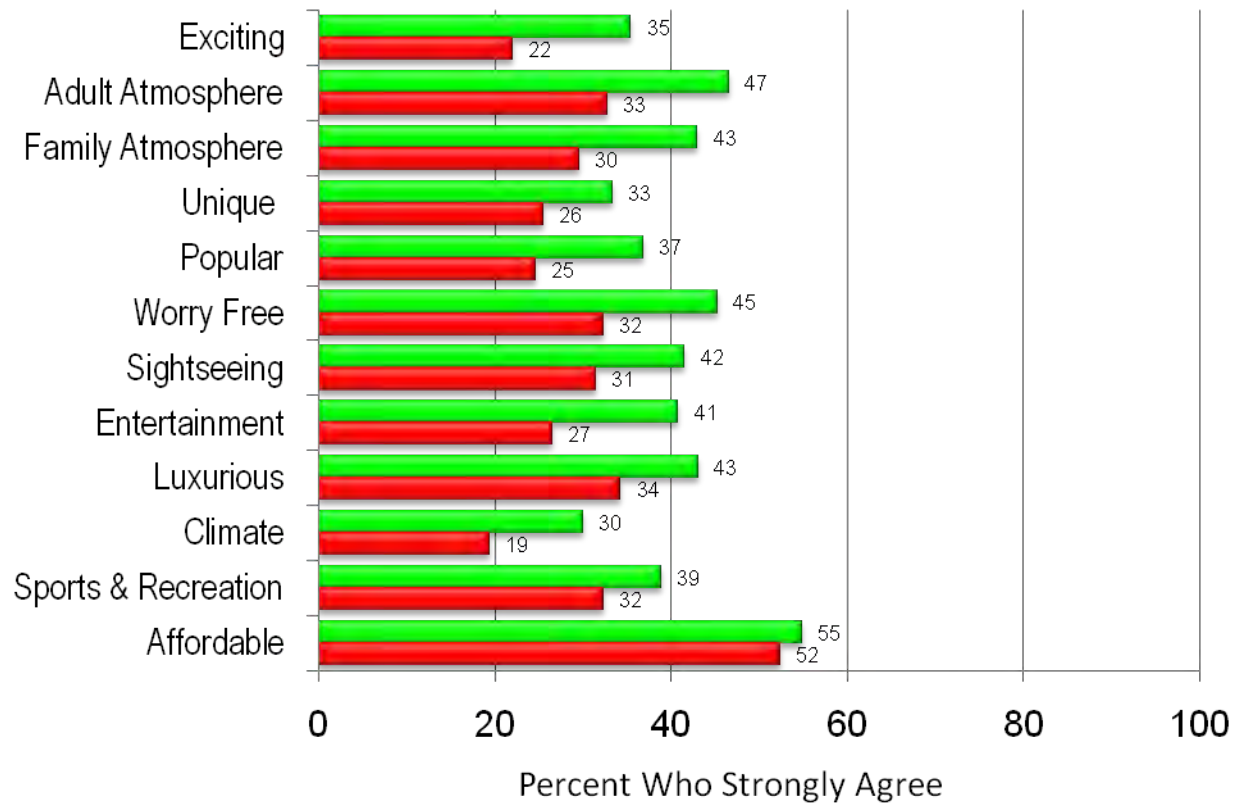
Inquiries (Phone & Email)

June 1 to May 31



2008 – 2009 Total Inquires – 2,627

Impact of Advertising on Syracuse's Image

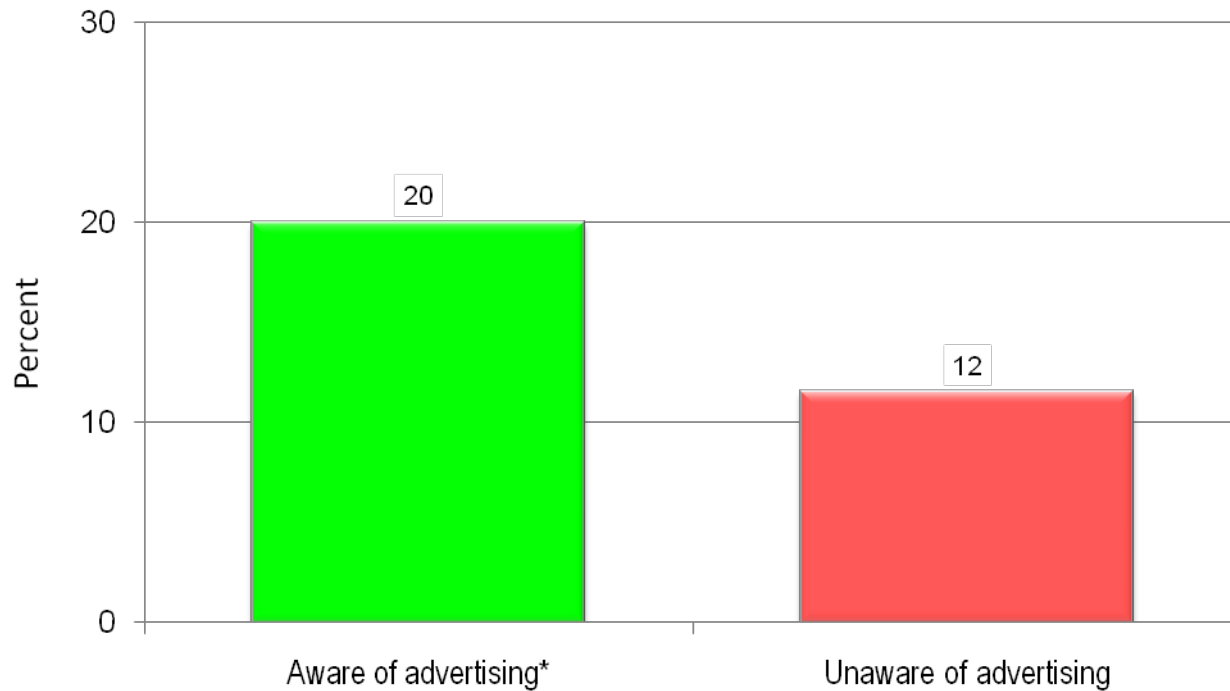


*Exposed to at least one ad

■ Ad Aware*

■ Unaware

Impact of Advertising on Incidence of Travel to Syracuse



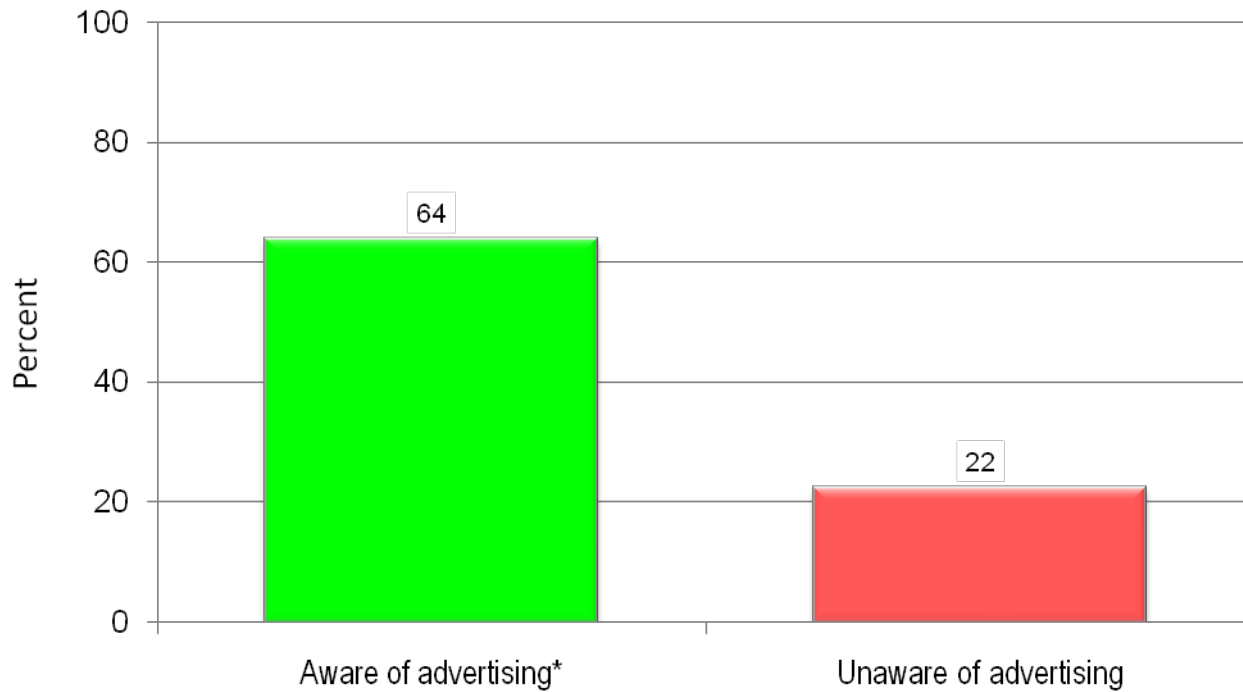
*Saw at least one ad

Return on Advertising Budget



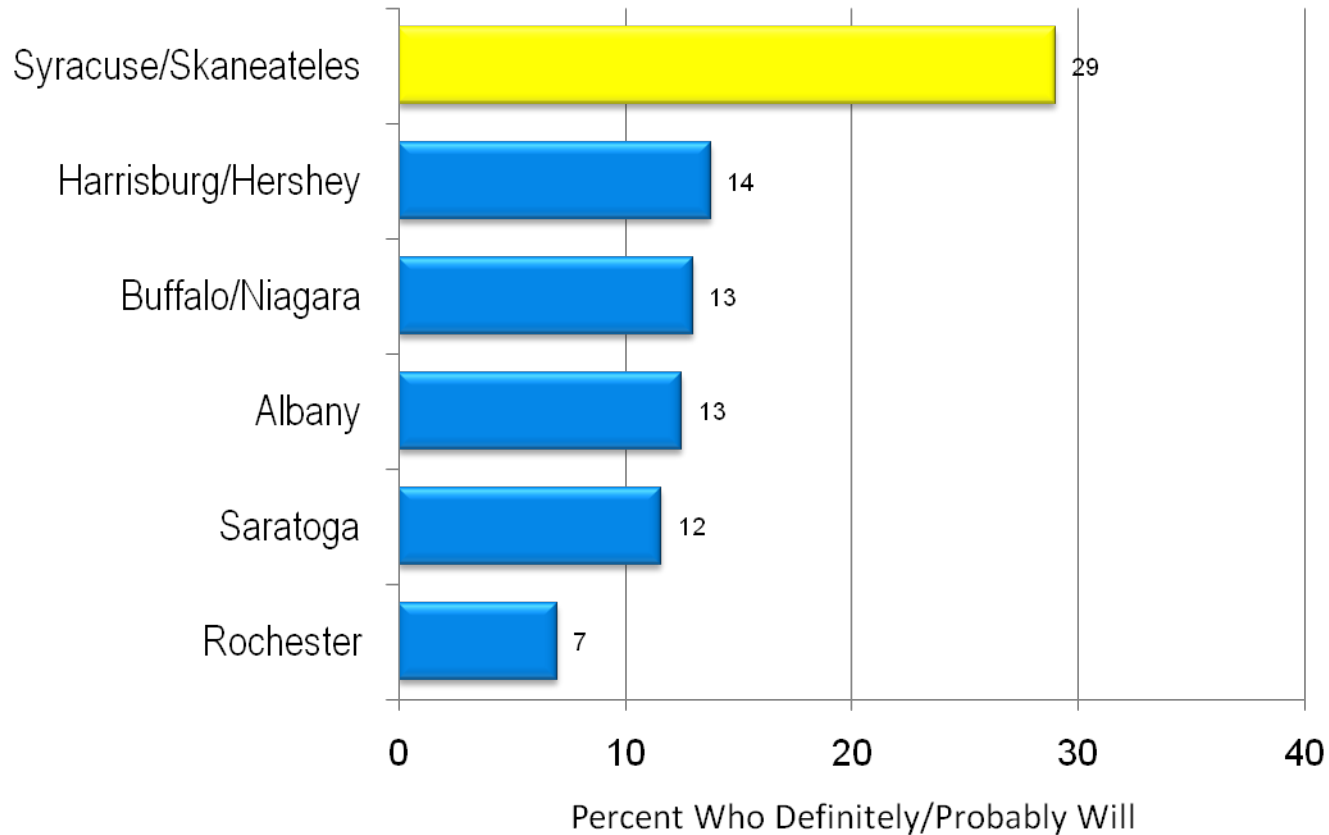
Incremental trips due to advertising	36,000
Incremental spending due to advertising	\$4,173,000
Taxes generated on incremental spending	\$485,000
Advertising budget	\$357,452
Spending generated per advertising dollar	\$11.67
Taxes generated per advertising dollar	\$1.36

Impact of Advertising on Intent to Visit Syracuse

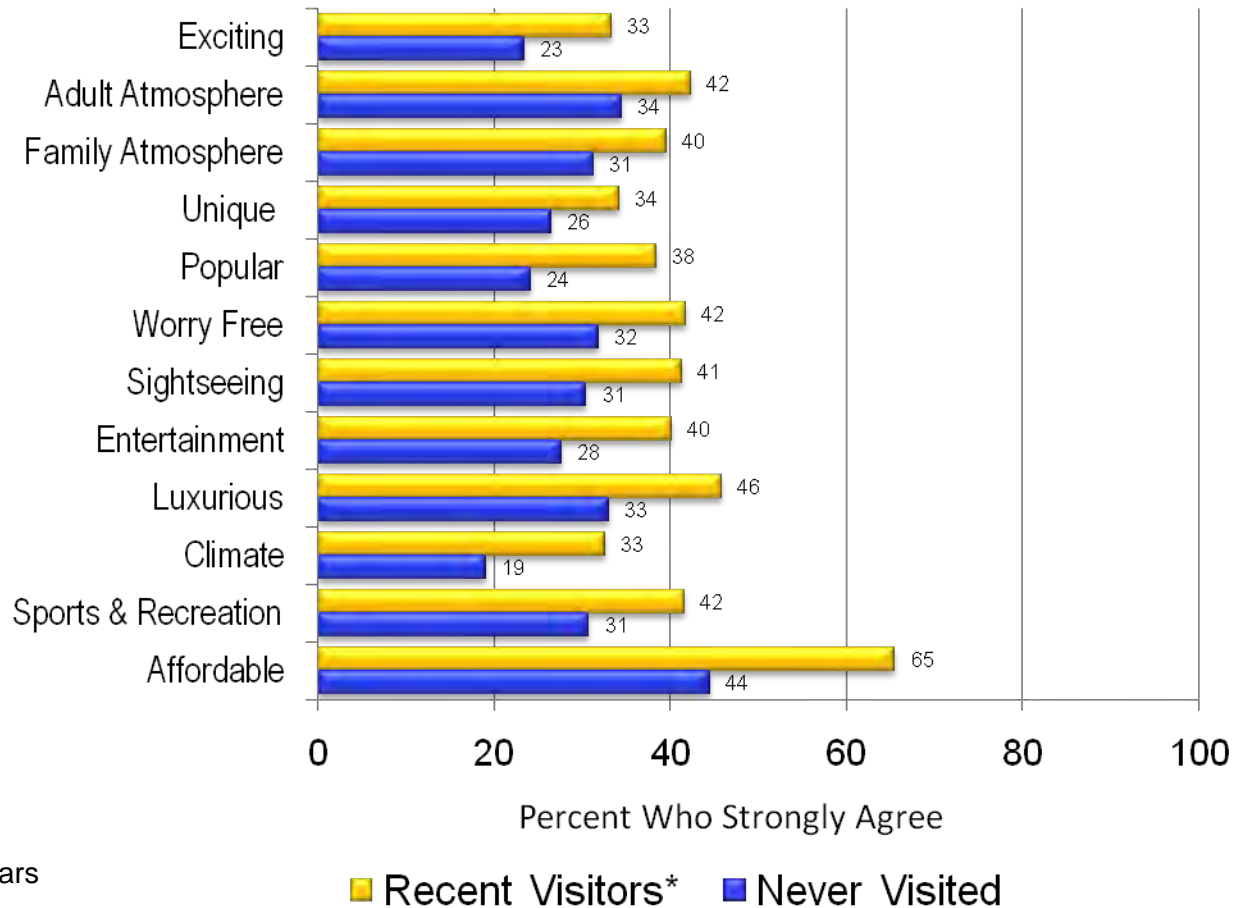


*Saw at least one ad

Intend to Visit in Next Year



Syracuse's Product Delivery



*Visited in past two years



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL

POST OFFICE MAIL PERMIT NO. 17 SYRACUSE NY
POSTAGE WILL BE PAID BY ADDRESSEE

SYRACUSE CONVENTION AND VISITORS BUREAU
575 S SALINA ST
SYRACUSE NY 13202-7909



and unparalleled shopping



and affordable fun

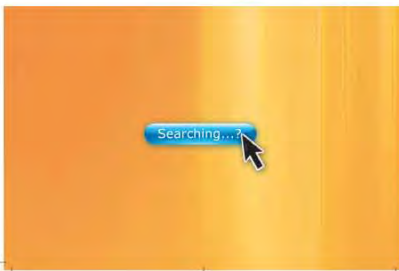


SYRACUSE
132 South Salina Street
Syracuse, NY 13202-7909

1st Class First
US POSTAGE
PAID
Syracuse NY
Permit #939

Ms. Margaret Williamsonville
Events Coordinator
International Association of Engineers
1234 Main Street
Anytown, US 12345

Margaret Williamsonville
can call
off the search!



2009 Direct Marketing

- Highly targeted, very qualified audience
- Personalized message
- Accentuate deals and offers to push conversion



Great hotels



and endless dining options



and flexible meeting space



Syracuse, New York,
everything the International Association
of Engineers has been searching for.

If you're looking for a new option for your next event—think about Syracuse and the Convention Center. Syracuse has a great deal to offer you and your attendees, from nearby hotels and great dining, to exciting attractions and events. And, with a newly renovated ballroom and the capability to handle events large and small, the Convention is the perfect venue. Give us a call at 1-800-234-4797 or go to VisitSyracuse.org for more information.



Margaret Williamsonville
may win a new laptop!

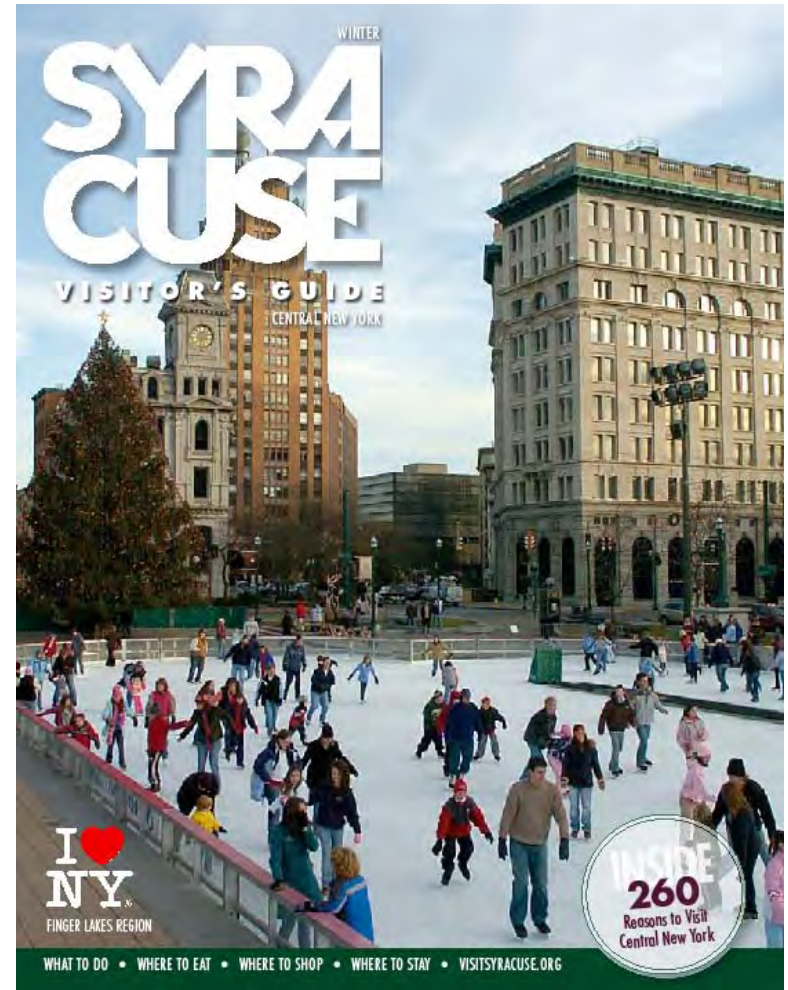
Be entered to win one of three laptops when you submit a qualified RFP to the Syracuse Convention & Visitors Bureau. Submit your RFP at www.visitsyracuse.org/laptop. Qualified RFPs include events that require 50 rooms or more, meet in the Northeast and states. RFPs must be received by 1/31/09. See how Syracuse will surprise you and be entered to win a laptop!

Ms. Margaret Williamsonville
Events Coordinator
International Association of Engineers
1234 Main Street
Anytown, US 12345

Some restrictions may apply. Chances of winning are dependent on the number of entries. See Web site for more information and the complete rules.

2009 Visitors Guide

- Partnership with Post Standard
 - 59% greater reach
 - Significant savings for advertisers
 - Seasonally topical
 - Magazine format



Syrartcuse.com

- 2009 Davies Sisters exhibit – Everson Museum
- Overnight stays
- Th3 promotions
- Local galleries and studios
- Museums
- Performances
- Connective corridor
- Other points of engagement



SAGA

- Build golf packages
- Provide direct promotion through golf shows
- Membership for:
 - Golf courses
 - Accommodations
 - Affiliated businesses

www.GolfSyracuse.org





- Microsite
- High-quality collateral piece
- Concentrated sales initiatives
- Concentrated services programs



Offers

- Surprise Me pass



Surprise Me PASS

ATTRACTIONS:

From unique attractions and museums to theatres and amazing shopping, Syracuse is filled with surprises around every corner. And with the Surprise Me Pass, you'll save money and enjoy special offers as you discover the best that Syracuse has to offer. Simply present your pass at participating attractions to take advantage of:

- Discounted admission
- Exclusive offers
- Special savings at gift shops and concessions

ATTRACTIONS:

- Museum of Science and Technology
- Erie Canal Museum
- Everson Museum of Art
- Open Hand Theater
- Onondaga Historical Association
- Cedarvale Maple Syrup Co.
- Mid-Lakes Navigation Co.

Surprise Me Pass Attractions

<p>Museum of Science and Technology</p> <p>505 S. Franklin Street 13151 425-9588</p>	<p>Erie Canal Museum</p> <p>318 Erie Blvd. E. 13151 471-2585</p>	<p>Everson Museum of Art</p> <p>401 Harrison St. 13151 475-4564</p>	<p>Open Hand Theater</p> <p>518 Prospect Ave. 13151 475-5444</p>
<p>Onondaga Historical Association</p> <p>321 Montgomery St. 13151 428-1864</p>	<p>Cedarvale Maple Syrup Co.</p> <p>3769 Pleasant Valley Rd. 13151 468-4422</p>	<p>Mid-Lakes Navigation Co.</p> <p>11 Jordan St. 13151 688-8500</p>	<p>TBD</p> <p>Address Telephone Number</p>

From unique attractions and museums to theatres and amazing shopping, Syracuse is filled with surprises around every corner. Use this Surprise Me Pass, to save money and enjoy special offers as you discover the best that Syracuse has to offer. Simply present this pass at participating attractions to take advantage of:

- Discounted admission
- Exclusive offers
- Special savings at gift shops and concessions

For more information, check out surprisemepass.org

Check out

