

ROME

the copper city



GRAPHIC STANDARDS MANUAL & STYLE GUIDE

CITY OF ROME



Section 1
THE IDENTITY DESIGN SYSTEM

Section 2
OPERATIONAL MATERIALS

Section 3
ADVERTISING

Section 4
SIGNAGE & PROMOTIONAL MATERIALS

CONTENTS

SECTION 1

THE IDENTITY DESIGN SYSTEM

Introduction.

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Main Logo



Secondary Logo



THE CITY OF DURHAM ORGANIZATIONAL IDENTITY

Magniendest, occumqui cum voluptat latur re mi, et imagnis moloratem reiunt.

Heniedebita evelibus atem aut etur? Aboreperum expeliqui doluptatem re perum quam alique ped quiae num dolupti orporpor magnim vero dollic te quam doluptatur?

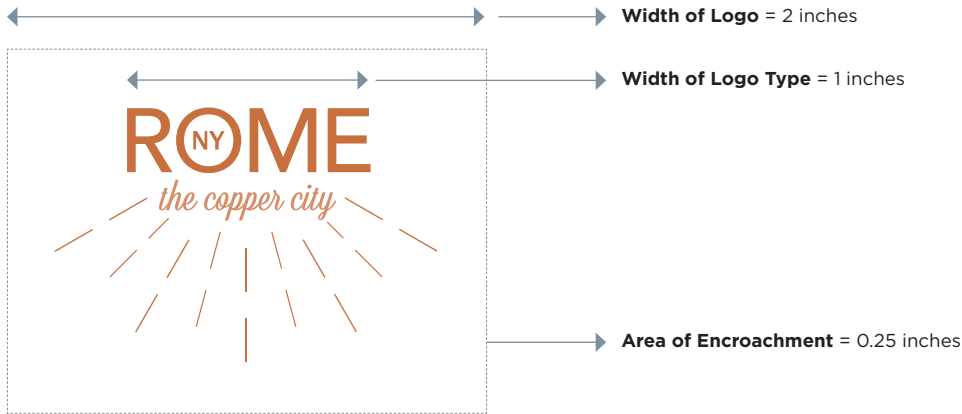
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ABOUT THE CITY'S LOGO

Ucimollaut asimill upidion sequis et ad unte parum cus mo eos et expernam cus eost, excearu ptuscipid magnam nus dendit doluptate venderrum quunt reiuntiis et re velectae as est, te ium intiundi dis re, iscid ulluptas sequia est quia simus, voluptatiatie anducil luptatem cum fugiandus ipsae. Nam evelit, velectes audis inistem. Et et voluptatio. Nem que velenihil es pa ilis estia consequae cus delecabcessitiore verum ea est lam doles nihiciis im repro estiam conet latur? Quis ut ium sim et ut pellutem abo. Ique post, arum voloratem il ma quianda nihitat em.

Section 1
THE IDENTITY DESIGN SYSTEM



Use of Logo with an Secondary Logo

OFFICIAL PLACEMENT OF THE IDENTITY

Magniendest, occumqui cum voluptat latur re mi, et imagnis moloratem reiunt.

Heniendebita evelibus atem aut etur? Aboreperum expeliqui doluptatem re perum quam alique ped quiae num dolupti orporpor magnim vero dollic te quam doluptatur?

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Section 1
THE IDENTITY DESIGN SYSTEM

DO NOT reverse type out of a box.



DO NOT italicize type.



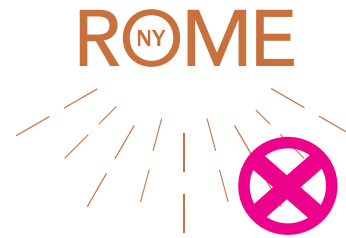
DO NOT place type within the area of non-encroachment.



DO NOT alter the graphic design or the elements in any way.



DO NOT delete the type from the logo.



DO NOT change the width of the burst.



DO NOT change the colors or screen values of the burst or type.



DO NOT use a different typeface for the logo-type.



INCORRECT USE OF THE IDENTITY

Magniendest, occumqui cum voluptat latur re mi, et imagnis moloratem reiunt.

Heniendebita evelibus atem aut etur? Aboreperum expeliqui doluptatem re perum quam alique ped quiae num dolupti orporpor magnim vero dollic te quam doluptatur?

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Section 1 THE IDENTITY DESIGN SYSTEM



Pantone 7572 C
CMYK C22 M60 Y94 K8
Hex #bb7232



Pantone 7593 C
CMYK C25 M85 Y92 K18
Hex #a3402a



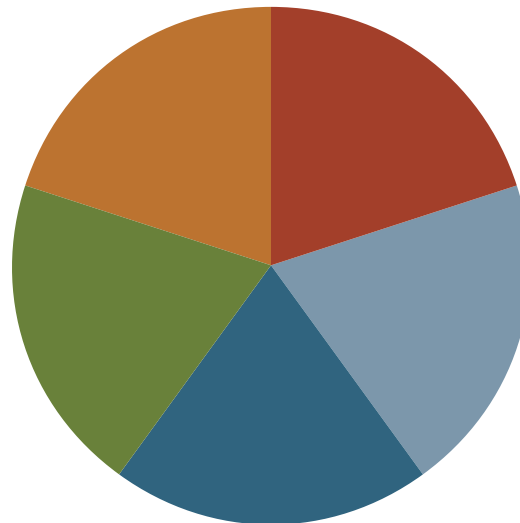
Pantone 5425 C
CMYK C55 M32 Y24 K0
Hex #7c98ab



Pantone 7699 C
CMYK C83 M54 Y35 K12
Hex #35647e



Pantone 575 C
CMYK C61 M32 Y97 K14
Hex #6a813b



INCORRECT USE OF THE IDENTITY

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Aboreperum expeliqui doluptatem re perum quam alique ped quiae num dolupti orporpor magnim vero dollic te quam doluptatur?

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TYPOGRAPHY

Ucimollaut asimill upidion sequis et ad unte parum cus mo eos et expernam cus east, excearu ptuscipid magnam nus dendit doluptate venderrum quunt reiuntiis et re velectae as est, te ium intiundi dis re, iscid ulluptas sequia est quia simus, voluptatiare anducil luptatem cum fugiandus ipsae. Nam evelit, velectes audis inistem. Et et voluptatio. Nem que velenihil es pa ilis estia conseqe cus delecabcessitiore verum ea est lam doles nihiciis im repro estiam conet latur? Quis ut ium sim et ut pellutem abo. lque post, arum voloratem il ma quianda nihitat em.

CITY OF ROME OFFICIAL TYPEFACES

GOTHAM - ULTRA
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

GOTHAM - MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

GOTHAM - BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

GOTHAM - BOOK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

GOTHAM - BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

GOTHAM - LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

SECTION 2

OPERATIONAL MATERIALS

Magniendest, occumqui cum voluptat latur re mi, et imagnis moloratem reiunt. Heniendebita evelibus atem aut etur? Aboreperum expeliqui doluptatem re perum quam alique ped quiae num dolupti orporpor magnim vero dollic te quam doluptatur?

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Section 2
OPERATIONAL MATERIALS

ROME
the copper city

OFFICE OF THE MAYOR
ROME CITY HALL,
198 N. WASHINGTON ST.
ROME, NY 13440-5815

Office 315.339.7676
Fax 315.339.7667
mayor@romecitygov.com

Day, Month XX, 2017

Name Here
Company Name
XXXX Street Name
City, State XXXXX

Dear City Employee

Magniendest, occumqui cum voluptat latur re mi, et imagnis moloratem reiunt. Heniendebita evelibus atem aut etur? Aboreperum expeliqui doluptatem re perum quam alique ped quiae num dolupti orporpor magnim vero dollic te quam doluptatur?

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Sincerely,
Signature
Name Here, Title Here

To learn more about the City of Rome visit ROMENEWYORK.COM

Begin letter at 2.25 inches from top of the page.

Date (4 paragraph spaces)

Address (2 paragraph spaces)

Salutation, etc. (2 paragraph spaces)

Right margin should be .5 to 1 inch. For the text of the letter, a point size of 10 or 11 is recommended. Any larger and the text of the letter begins to look awkward in relation to the elements on the letterhead. Automatic leading is fine. Font is Gotham.

Left margin should be 2.75 inches. This allows the body of the letter to remain even with the "City of Durham" address block.

Try to stop the text on the first page at 1 inch from the bottom of the sheet so as not to crowd the tag line.

LETTERHEAD

Magniendest, occumqui cum voluptat latur re mi, et imagnis moloratem reiunt.

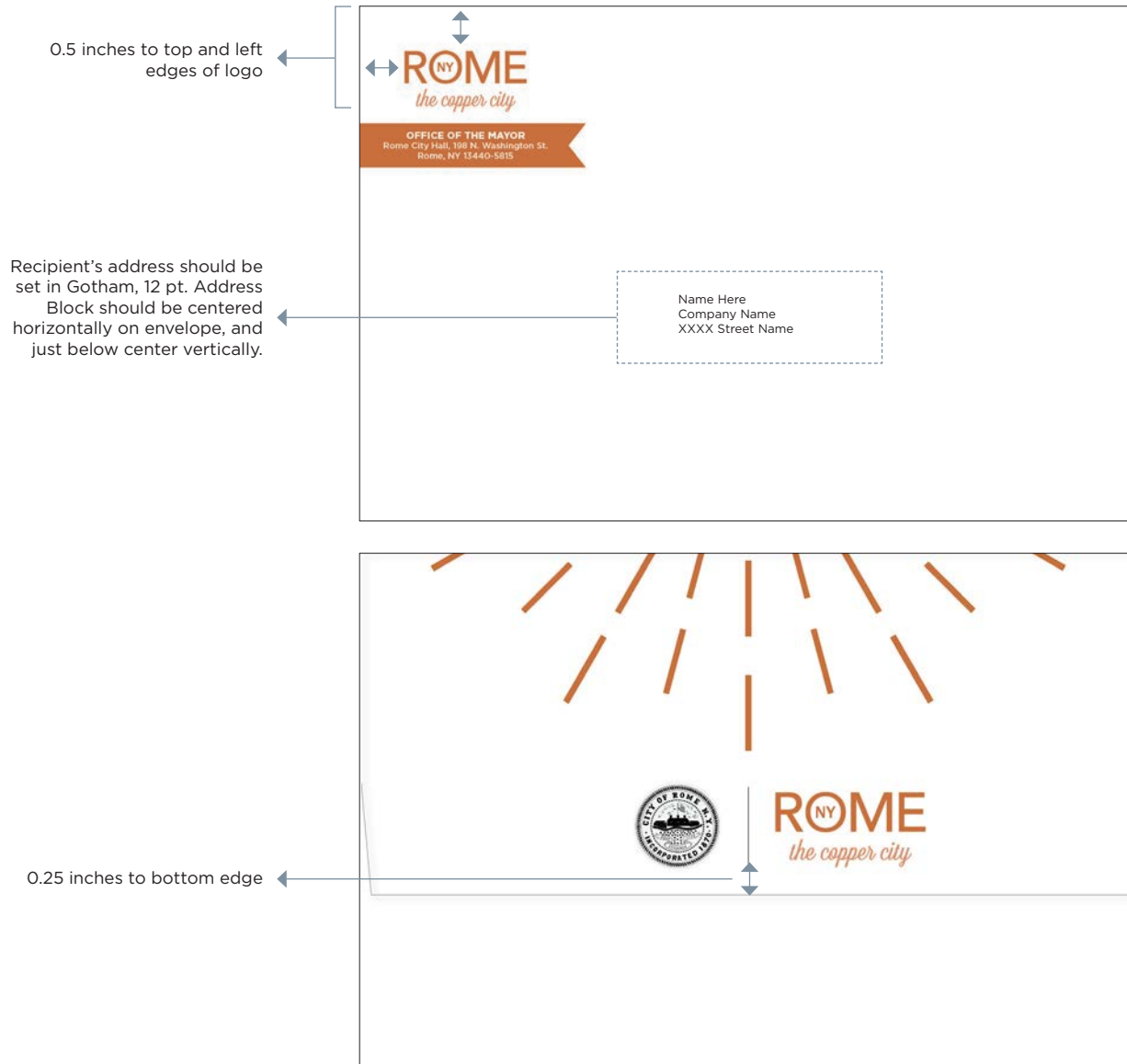
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Section 2 OPERATIONAL MATERIALS



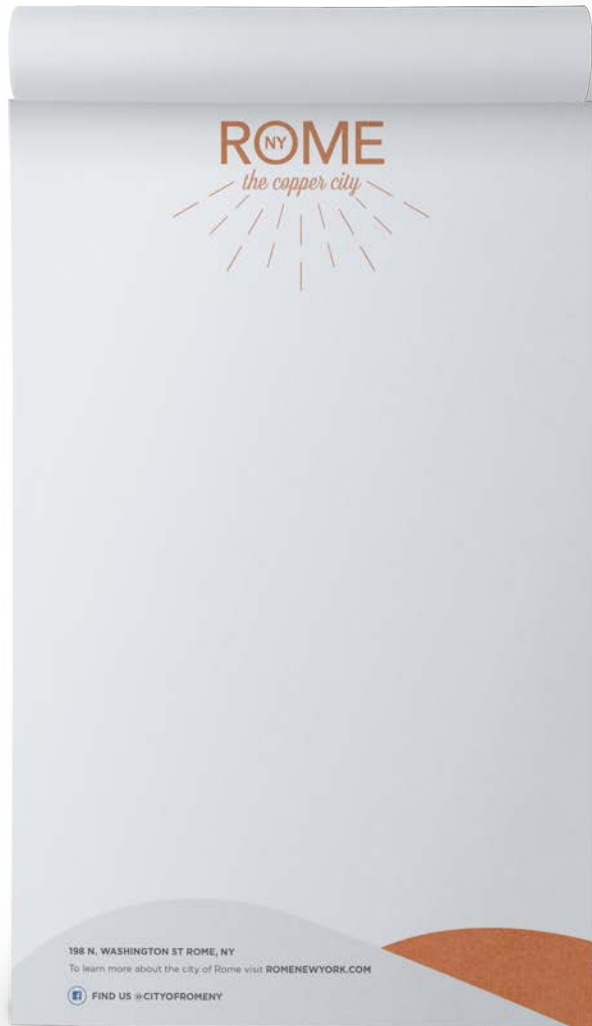
ENVELOPE

Magniendest, occumqui cum voluptat latur re mi, et imagnis moloratem reiunt.

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NOTEPAD

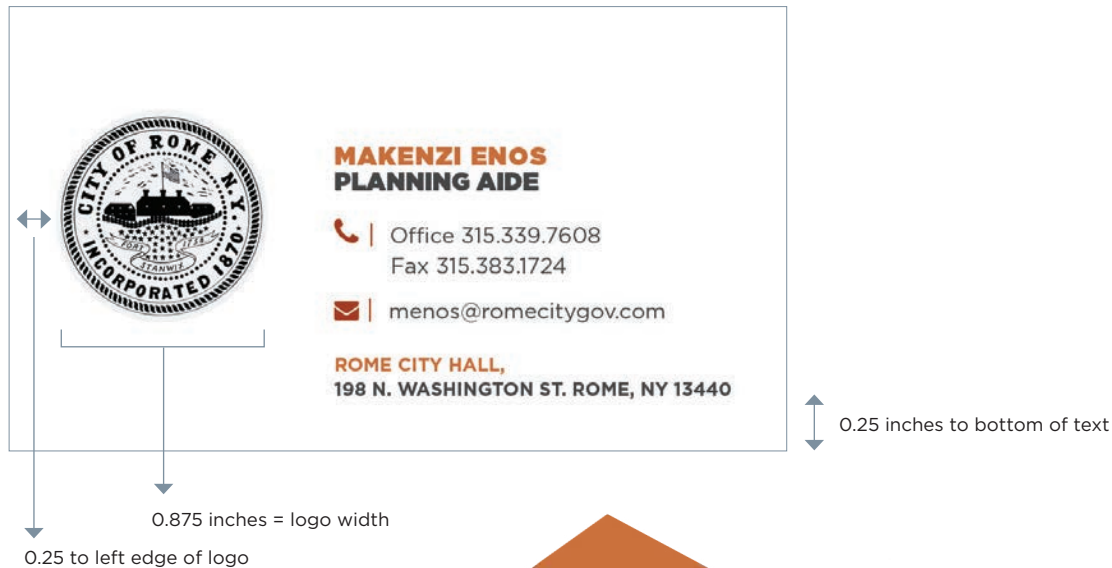
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Section 2 OPERATIONAL MATERIALS



0.875 inches = logo width

0.25 to left edge of logo

0.25 inches to bottom of text



BUSINESS CARDS

Magniendest, occumqui cum voluptat latur re mi, et imagnis moloratem reiunt.

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Section 2 OPERATIONAL MATERIALS

Typeface: Gotham

Size: 8-10 pt

Ultra Bold your Name & Title.
Contact information should be
set in Book and the address
should be set in Bold version of
the chosen typeface.

0.25 inches between logo & text



MAKENZI ENOS
PLANNING AIDE

Office 315.339.7608
Fax 315.383.1724

menos@romecitygov.com

ROME CITY HALL,
198 NORTH WASHINGTON STREET
ROME, NY 13440

ROME
the copper city

The image shows a business card layout for Makenzi Enos, Planning Aide at the City of Rome. It includes contact information (phone, fax, email), the address of Rome City Hall, and the City of Rome logo. Below the contact information is the City of Rome logo, which consists of the word "ROME" in a bold, sans-serif font with "NY" inside the "O", and the tagline "the copper city" in a script font below it. A double-headed arrow indicates a 0.25-inch gap between the contact information and the logo.

E-MAIL SIGNATURES

Magniendest, occumqui cum voluptat latur re mi, et imagnis moloratem reiunt.

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SECTION 3

ADVERTISING

Magniendest, occumqui cum voluptat latur re mi, et imagnis moloratem reiunt. Heniendebita evelibus atem aut etur? Aboreperum expeliqui doluptatem re perum quam alique ped quiae num dolupti orporpor magnim vero dollic te quam doluptatur?

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Section 3
ADVERTISING

ROME
the copper city

ROME
RESIDE IN ROME
RISES
INVEST IN YOUR CITY
STROLL THROUGH NATURE
EDUCATE FOR THE FUTURE
SEE YOURSELF IN ROME

The City of Rome is a unique and wonderful place to live, work, play, and raise a family. Progressive schools, safe streets, a great labor force, countless outdoor recreational activities, amazing arts, entertainment events, and an abundance of historical treasures can all be found here. The quality of life in Rome is unmatched, and offers magnificent opportunities for continued growth and prosperity.

Rome is ranked among the top 10 most affordable mid-sized metropolitan statistical areas in the country. Both the cost of living and the cost of housing in Rome are significantly lower than the national and state averages. Rome is also considered to be among the top 15 safest and most secure mid-sized cities in the country with crime rates considerably lower than the national average.

198 N. WASHINGTON ST ROME, NY | ☎ 315-336-6000

To learn more about the City of Rome visit ROMENEWYORK.COM
For more information about Rome Rising Developments visit ROMERISES.COM

FIND US @CITYOFROME

ROME WATERFRONT
ROME GRIFFISS PARK
ROME HISTORIC
ROME ARTS & CULTURE
ROME LITTLE ITALY

0.5 inches to top of main logo and 0.25 from top and left edges of Rome Rises Graphic.

City of Rome Sub logos

Please note this document is NOT actual size.

PRINT AD

Magniendest, occumqui cum voluptat latur re mi, et imagis moloratem reiunt.

Heniedebita evelibus atem aut etur?
Aboreperum expeliqui doluptatem re perum quam alique ped quiae num dolupti orporpor magnim vero dollic te quam doluptatur?

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Section 3
ADVERTISING



0.5 inches to top of main logo and 0.25 from top and left edges of Partner logo.

City of Rome Sub logos

Please note this document is NOT actual size.

PRINT AD - PARTNER

Magniendest, occumqui cum voluptat latur re mi, et imagnis moloratem reiunt.

Heniedebita evelibus atem aut etur? Aboreperum expeliqui doluptatem re perum quam alique ped quiae num dolupti orporpor magnim vero dollic te quam doluptatur?

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SECTION 4

SIGNAGE & PROMOTIONAL MATERIALS

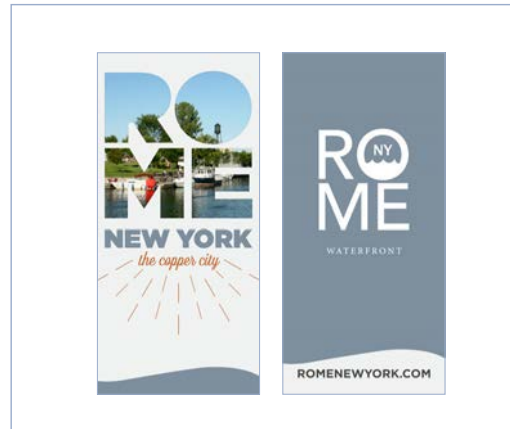
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Section 4
SIGNAGE & PROMOTIONAL MATERIALS



STREET BANNERS

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BRING YOUR BUSINESS TO ROME

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ROME PRIORITIZES COMMUNITY AND ECONOMIC DEVELOPMENT. MULTIPLE AGENCIES PROVIDE ADVICE AND FINANCIAL ASSISTANCE FOR LOCAL SMALL BUSINESSES. RESIDENTS AND THOSE THINKING OF MOVING TO ROME WHO WISH TO START THEIR OWN BUSINESS CAN VISIT THE COMMUNITY AND ECONOMIC DEVELOPMENT DEPARTMENT AT CITY HALL, MOHAWK VALLEY EDGE, OR THE ROME INDUSTRIAL DEVELOPMENT CORPORATION FOR ASSISTANCE.

ROME IS HOME TO THE ROME LAB, AN AIR FORCE RESEARCH LABORATORY (AFRL) AT THE FOREFRONT OF THE DEVELOPMENT FOR INFORMATION AND COMMUNICATION TECHNOLOGIES AND THE TOOLS TO ENABLE AND PROTECT OUR CYBERSPACE. IN 2016 THE ROME LAB ACHIEVED OVER \$1 BILLION IN REVENUE, MAKING A SUBSTANTIAL ECONOMIC IMPACT IN THE REGION.



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BRING YOUR BUSINESS TO ROME



TAKE ADVANTAGE OF ROME'S LOCAL BUSINESS INCENTIVES.

THE EMPIRE STATE ECONOMIC DEVELOPMENT FUND (EDF)

EDF offers financial assistance for projects that promote New York State's economic health by facilitating job creation and/or retention, or increased business activity in the state. EDF is flexible, providing a range of assistance to ensure that the state is meeting the diversity of business needs.

EDF funds assist with:

- Construction, expansion, & rehabilitation of facilities
- Acquisition of machinery & equipment
- Working capital
- Training full-time, permanent employees

<https://esd.ny.gov/empire-state-economic-development-fund-program>

NYSERDA ENERGY EFFICIENCY PROGRAM FOR NEW CONSTRUCTION

More than \$19 million is available to support building owners who apply for this program. Support can offset a portion of capital costs to purchase and install energy-efficient equipment that reduces energy consumption in new and substantially renovated commercial buildings in New York State.

Because early design intervention yields greater energy efficiency benefits, technical assistance is also available. NYSERDA project managers and regionally based consultants can work with building owners and their design teams to analyze efficiency opportunities for new or substantially renovated commercial buildings.

NYS BROWNFIELD CLEANUP PROGRAM (BCP)

The BCP is an alternative to greenfield development and provides incentives such as liability relief and tax credits.

The objective of BCP is to encourage **USE THE CONSOLIDATED FUNDING APPLICATION TO APPLY FOR BCP FUNDS.**

private-sector cleanup and redevelopment of brownfield sites across New York State as a means to revitalize economically and environmentally blighted communities. For more information visit:

<https://esd.ny.gov/brownfield-cleanup-program>

NATIONAL GRID ECONOMIC DEVELOPMENT GRANT PROGRAM

Whether a business is powered by people, technology, resources, or market access, you will find that the National Grid Economic Development Team can provide assistance and resources from their Public Service Commission approved Economic Development Plan. The Plan maintains a strong focus on site development, urban revitalization, strategic marketing, and facilitating customer growth through infrastructure assistance, energy efficiency, and productivity improvement. For more information and how to contact the National Grid Economic Development Team visit:

<https://www9.nationalgridus.com/niagaramohawk/business/ecdev/ecdev.asp>



WORKING SOLUTIONS

Working Solutions' goal is to make the Mohawk Valley a premier place for employment opportunities and a source of talent for businesses. They can serve as an extension of your human resource department, providing a wide range of services, all free of charge, to help businesses develop a better workforce.



RESOURCES.

MOHAWK VALLEY EDGE

Economic Development Growth Enterprises Corporation (EDGE) provides a coordinated economic development program that can assist your business to locate, grow, and prosper in Oneida County, in the center of New York State. EDGE is aligned with the six-county Mohawk Valley Regional Economic Development Council region.

MOHAWK VALLEY EDGE PROJECT LOANS

Mohawk Valley EDGE is responsible for administering several revolving loan funds that are used for economic development specifically in Rome. These funds are available to support economic development projects that will create jobs, support the retention of existing jobs, enhance the tax base of the area, and provide other benefits to the region's economy.

<https://www.mvedge.org/>

LOCAL TAX ABATEMENT

Oneida County Industrial Development Agency provides major local incentives to new companies and expansion projects:

- Payment in Lieu of Taxes (PILOT) programs to offset local real estate taxes
- Relief from sales tax (8.75%) on building materials and supplies
- Exemption from mortgage recording tax

CONSOLIDATED FUNDING APPLICATION

As part of Governor Cuomo's transformative plan to improve the state's economic development model, a Consolidated Funding Application (CFA) has been created that will streamline and expedite the grant application process. Many incentives that can be used locally in Rome. To learn more about the CFA and to start the application process visit:

<https://apps.cio.ny.gov/apps/cfa/index.cfm>



FACTS ON TAX!

New York State has numerous tax incentives for businesses. Employers that do business in Rome can trim their labor costs through several workforce and economic development programs. Employment-based tax credits may save your business money by cutting federal or state tax liability.

UNDERSTANDING WORK OPPORTUNITY TAX CREDIT (WOTC)

The Work Opportunity Tax Credit (WOTC) offers employers up to \$2,400 in federal tax savings for hiring low-income individuals with barriers to employment. Qualified individuals must complete at least 120 hours of work to qualify for partial WOTC credit of \$1,500, and over 400 hours for the full \$2,400 credit.

URBAN YOUTH JOBS PROGRAM

The Urban Youth Jobs Program encourages the hire of unemployed, disadvantaged youth, ages 16-24, who live in one of 13 designated target areas in New York State, including Rome. Businesses may earn tax credits of up to \$5,000 for hiring youth full-time, and up to \$2,500 for hiring youth part-time.

HIRE-A-VET CREDIT

The Hire-a-Vet Credit encourages the hire of qualified veterans. Businesses must employ a qualified veteran for no less than 35 hours per week for one full year. Businesses may earn up to \$5,000 for hiring a qualified veteran and up to \$15,000 for hiring a qualified veteran who is also disabled.

MINIMUM WAGE REIMBURSEMENT CREDIT

The Minimum Wage Reimbursement Credit helps businesses adjust to the rise of the minimum wage rate of pay. Businesses may earn a credit of \$.75 cents per hour for all hours worked by eligible employees. An eligible employee is a student who is 16-19 years of age at the time of employment at the minimum wage rate.

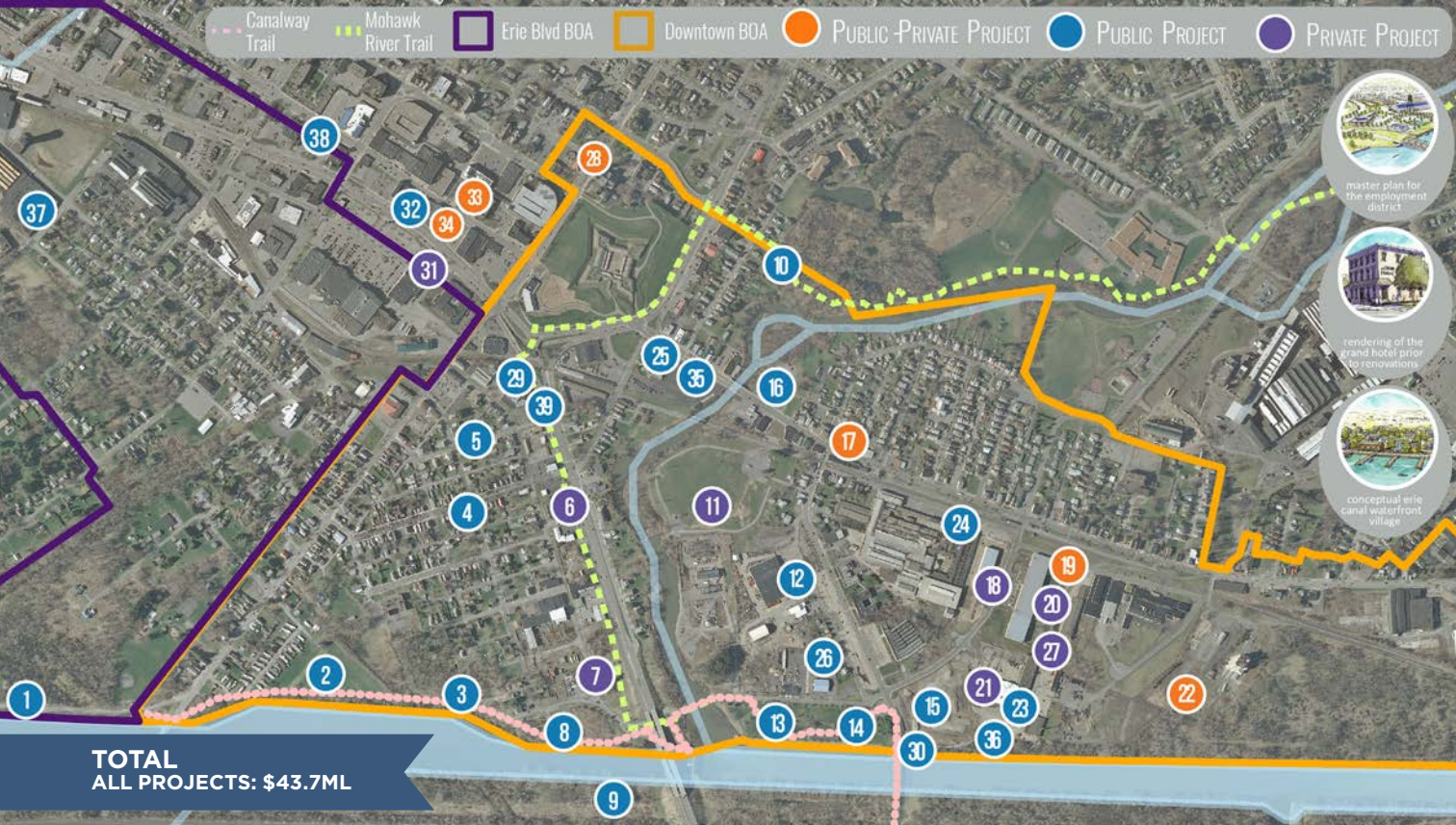
WORKERS WITH DISABILITIES EMPLOYMENT TAX CREDIT (WETC)

Businesses that employ individuals who currently receive vocational rehabilitation services (or individuals who received them up to two years prior to hire) may earn \$2,100 more in state tax credits. Businesses get the credit during the second year of employment and can combine it with the WOTC credit.



TIME TO APPLY!
TO APPLY FOR THE CREDITS YOUR BUSINESS DESERVES - CALL THE NEW YORK STATE LABOR DEPARTMENT AT 1-888-4-NYSOL OR GO TO WWW.LABOR.NY.GOV.





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- 1. Canal Trail Gap Project: \$50K
- 2. Waterfront Village Project: \$780K
- 3. NYS Canalway Trail Project: \$2ML
- 4. Depeyster Street Reconstruction: \$250K
- 5. Neighborhood Stabilization Program: \$550K
- 8. Brownfield Cleanup Activities: \$500K
- 9. Brownfield Cleanup Activities: \$100K
- 10. Mohawk River Trail Development: \$1ML
- 12. DPW Reuse Strategy: \$40K
- 13. Canoe & Kayak Launch: \$160K
- 14. Bellamy Harbor Terminal Restoration: \$350K
- 15. Navigation Center: \$519K
- 16. Little Italy Business District Rehab.: \$250K
- 23. Rod Mill Green Infra. Project: \$660K
- 24. Little Italy Colonnade Green Infra.: \$452K
- 25. NYS DOT TAP: \$350K

- 6. East Whitesboro Street: \$750K
- 7. Finish Line: \$150K
- 11. MGP Cleanup Activities: \$7ML
- 18. MSP Industrial Facility: \$1.5ML
- 20. AAS Expansion: \$1.5ML
- 21. Rod Mill/Harbor Way: \$250K
- 26. Mill Street/ Bellamy GIGP: \$450K
- 29. Rome Turney EPA Cleanup: \$200K
- 30. NYS Canal Boat Launch: \$225K
- 32. Capitol Steps GIGP: \$440K
- 35. East Dominick Streetscape: \$1ML
- 36. Bellamy Harbor Site Improvements: \$500K
- 37. Rome Cable: \$8.3ML
- 38. Smart Walk: \$450K
- 39. Rome Turney RESTORE: \$500K

- 17. The Grand Restoration: \$750K
- 19. American Alloy Steel (AAS): \$6.5 ML
- 22. Enviromotive USA: \$750K
- 28. Old City Hall Restoration: \$1.4 ML
- 33. Capitol Theatre Rehab: \$1.6 ML
- 34. REACH Center: \$1.5 ML



ROME

- RESIDE IN ROME
- INVEST IN YOUR CITY
- STROLL THROUGH NATURE
- EDUCATE FOR THE FUTURE
- SEE YOURSELF IN ROME



ROME

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ROME



RESIDE IN ROME.

The City of Rome is a unique and wonderful place to live, work, play, and raise a family. Progressive schools, safe streets, a great labor force, countless outdoor recreational activities, amazing arts, entertainment events, and an abundance of historical treasures can all be found here. The quality of life in Rome is unmatched, and offers magnificent opportunities for continued growth and prosperity.

Rome is ranked among the top 10 most affordable mid-sized metropolitan statistical areas in the country. Both the cost of living and the cost of housing in Rome are significantly lower than the national and state averages. Rome is also considered to be among the top 15 safest and most secure mid-sized cities in the country with crime rates considerably lower than the national average.



INVEST IN YOUR CITY.

Rome has several organizations dedicated to economic and business development. Rome prioritizes community and economic development, and multiple municipal and non-profit agencies provide advice and financial assistance for local and small businesses. The city is an excellent place to nurture a small business. Many small businesses have found success in Rome.

The City's vision embraces the synergy between the Erie Canal as an economic catalyst and its diverse commercial corridors. Significant investments along the waterfront establish a unique destination, attracting more people to visit, play, work, and live in Rome, and supporting the city's small businesses.



STROLL THROUGH NATURE.

With over 60 miles of recreational trails, Rome provides many opportunities for outdoor activity during any season. Residents and visitors can hike through the beautiful, scenic landscape of the Delta Lake State Park or bike throughout the city. Adventure seekers can take in the waterfront while walking along the Mohawk River and Erie Canalway Trails or snowmobile along many maintained routes.

In an effort to maintain the area's natural beauty, Rome has been dedicated to environmental stewardship and sustainability for over 10 years. The city has been nationally recognized with the Environmental Excellence Award and the Tree City USA designation. Residents of Rome contribute to sustainable living by utilizing the outdoor trails that Rome has worked so hard to protect. With the Mohawk River Trail connecting directly to downtown, residents can bike to work to reduce their commute times and carbon footprint.



EDUCATE FOR THE FUTURE.

The Rome City School District has a proud history and a bright future. Rome Free Academy was one of the first public schools in upstate New York. In 2002, a new Rome Free Academy was opened on the Griffiss Business and Technology Park. This attractive, spacious, and modern facility currently enrolls about 1,600 high school students.

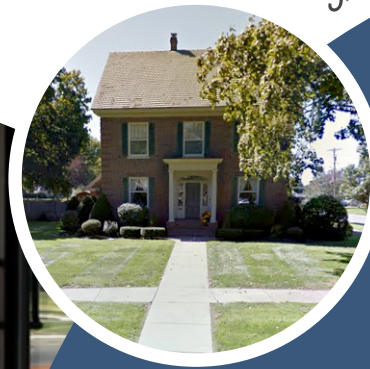
The District has seven neighborhood schools serving grades K-6, one middle school serving grades 7-8, and one high school serving grades 9-12. There are two Early Childhood Programs, prekindergarten and Forever Growing, which recently moved into a newly renovated space on Bell Road. Rome has recently completed a \$30 million capital project that renovated and upgraded five elementary schools to ensure the spaces are appropriate and adequate for 21st century learners.



SEE YOURSELF IN ROME.

Rome boasts five commercial, cultural, and recreational districts. Downtown Rome has a variety of unique and distinct entertainment districts. Residents and visitors can dine and shop along the North James Street Corridor or along East Dominick Street. Those who love outdoor adventures can boat or kayak on the Erie Canal and enjoy a variety of arts and cultural attractions, such as the Capitol Theatre or Veteran's Memorial Park.

Rome is a hotbed of historical treasures with 10 attractions listed on the National Register of Historic Places and countless local landmarks. Residents are proud of the significant role that Rome played during the Revolutionary War. Fort Stanwix National Monument represents a major turning point in America's defeat of the British in the 1777 battle at Saratoga. Those who want to take a deep dive into the battle can have a guided tour at the Marinus Willett Center to experience a day in the life of a Revolutionary War hero. Other attractions that contribute to Rome's rich history are the Gansevoort-Bellamy Historic District, Jervis Public Library, the completely restored 1929 Historic Sears Service Station, and Zion Church.



The Rome School District develops graduates with both compassionate hearts and powerful minds.

EDUCATION FAST FACTS:

- 80% of students graduate with at least one semester of college credit. 50% of juniors and seniors are enrolled in college credit courses. Our students can graduate from Rome Free Academy with enough credits to begin their sophomore year in college!
- 91% of our graduates attend either a two-year or four-year college.
- Mohawk Valley Community College offers free tuition to the top 10% of Rome Free Academy's graduating class.
- Rome City School District's music education program received national recognition as one of 2016's Best Communities for Music Education.
- Rome is one of only three districts in the country to receive a grant to create a STEM program.
- The 2015 Rome Free Academy VEX Robotics Team was world-ranked in the top 3%.
- The City of Rome has 33 sports and 70 interscholastic teams.
- Rome's world class Air Force Research Lab integrates with the schools.
- Rome Free Academy offers Advanced Placement courses in: Biology, Calculus, Computer Science, English Literature, Physics 1, Physics 2, United States History, and World History.



ROOTED IN ROME

The City of Rome is a unique and wonderful place to live, work, play, and raise a family. Progressive schools, safe streets, a great labor force, countless outdoor recreational activities, amazing arts, entertainment events, and an abundance of historical treasures can all be found here. The quality of life in Rome is unmatched, and offers magnificent opportunities for continued growth and prosperity.



FRANKLYN'S FIELD

FRANKLYN'S FIELD IS ONE OF THE MOST UTILIZED PARKS IN THE CITY. The park features two playgrounds specific to children ages 5-12 and 2-5; a clubhouse with a variety of activity tables; a regulation baseball field; four lighted tennis courts; two basketball courts; and several acres of open space. Franklyn's Field is also host to the local farmers market which runs 2pm-7pm every Wednesday June 14th-October 11th.



GREEN & GROWING

In an effort to maintain the area's natural beauty, Rome has been dedicated to environmental stewardship and sustainability for over 10 years. **THE CITY HAS BEEN NATIONALLY RECOGNIZED WITH THE ENVIRONMENTAL EXCELLENCE AWARD AND THE TREE CITY USA DESIGNATION.** Residents of Rome contribute to sustainable living by utilizing the outdoor trails that Rome has worked so hard to protect. With the Mohawk River Trail connecting directly to downtown, residents can bike to work to reduce their commute times and carbon footprint.



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ROOTED IN ROME

■ ■ ■
ROOTED IN EDUCATION.

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project that renovated and upgraded five elementary schools to ensure the spaces are appropriate and adequate for 21st century learners.

Rome Free Academy houses an impressive S.T.E.M. (Science, Technology, Engineering, and Mathematics)

program. This program provides the framework that connects the growing network of educational disciplines, businesses, and communities working together to develop life-long functional literacy among all citizens through reality-based and globally responsible programs.

Mohawk Valley Community College (MVCC) is a valuable secondary education option for Romans. MVCC is home to a new small unmanned aerial systems (sUAS) degree program.

SHAPING MINDS THROUGH S.T.E.M.

The sUAS program equips students with the education and training to work and think critically in this lucrative and rapidly developing field. Additionally, MVCC was the first college in New York State to have an MIT-networked FABLab. FABLab is a small-scale workshop with industrial-grade fabrication equipment and electronic tools - a place for ideas, designs, innovations, inventions, and learning.

<https://www.mvcc.edu/academics/mvcc-institute/unmanned-aerial-systems>

■ ■ ■
ROOTED IN BUSINESS.

Rome has several organizations dedicated to economic and business development. Rome prioritizes community and economic development, and multiple municipal and non-profit agencies provide advice and financial assistance for local and small businesses. Rome is an excellent place to nurture a small business.

■ ■ ■
ROOTED IN RECREATION.

If you enjoy outdoor activities in breathtaking natural settings - Rome is for you! With over 60 miles of recreational trails, Rome provides many opportunities for outdoor leisure during any season - right in your back yard. Residents can hike through the beautiful, scenic landscape of the Delta Lake State Park or bike throughout the city. Those who love the outdoors can take in the waterfront while walking along the Mohawk River and Erie Canalway Trails or snowmobile along the old railroad bed.

Rome is also home to 25 parks, 12 playgrounds, five pools and one incredible arena - the J.F. Kennedy Civic Arena. The arena is one of Rome's most popular venues and hosts numerous figure skating and ice hockey events, as well as learn-to-skate programs for youths. The arena is also home to the Rome Free Academy Varsity Hockey Team, which plays its home games at the 1,200-seat facility.

■ ■ ■
ROOTED IN HISTORY & ARTS.

Rome has an incredible mix of arts, entertainment, and culture in its historic setting.

Friends and families can dine together and shop along the North James Street Corridor or in the East Dominick Street neighborhood. Those who love outdoor adventures can boat or kayak on the Erie Canal and enjoy a variety of arts and cultural attractions, such as the Capitol Theatre or Veteran's Memorial Park.

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■ ■ ■
ROOTED IN SAFETY & AFFORDABILITY.

Rome is the ideal setting to lay down roots and raise a family. Rome is ranked among the top 10 most affordable mid-sized metropolitan statistical areas in the country. Both the cost of living and the cost of housing in Rome are significantly lower than the national and state averages. Rome is also considered to be among the top 15 safest and most secure mid-sized cities in the country with crime rates considerably lower than the national average.



MOHAWK VALLEY COMMUNITY COLLEGE'S ROME CAMPUS RECENTLY COMPLETED A \$30 MILLION RENOVATION PROJECT ON ITS JOHN D. PLUMLEY SCIENCE AND TECHNOLOGY COMPLEX. MVCC ALSO OPERATES THE AVIATION TRAINING CENTER AT GRIFFISS BUSINESS AND TECHNOLOGY PARK AND IS A PARTNER WITH SUNY CANTON IN THE DENTAL HYGIENE TRAINING CLINIC AT THE GRIFFISS VETERANS ADMINISTRATION FACILITY.

THE ROME CAMPUS OFFERS A WIDE RANGE OF SERVICES AND MANY OF MVCC'S ASSOCIATE DEGREE PROGRAMS CAN BE COMPLETED IN THEIR ENTIRETY IN ROME. IN ADDITION, THE MVCC CULTURAL SERIES BRINGS FILMS, LECTURES, AND PERFORMANCES TO ROME CAMPUS AUDIENCES.

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DID YOU KNOW

- **THE PLEDGE OF ALLEGIANCE IS FROM ROME!** Rome was the home of Francis Bellamy, author of The Pledge of Allegiance. You can visit his grave and monument at the **Rome Cemetery**.
- Rome is the birthplace of the **Erie Canal**, once the main economic engine of New York State. The canal is still heavily used today by recreational boaters. All visitors are welcomed to Rome at our new Navigation Center at Bellamy Harbor Park.
- The **Capitol Theatre** remains the only building in Rome constructed for the specific purpose of exhibiting motion pictures. Although the theatre received an Art Deco face-lift in 1939, the auditorium is configured exactly as it was in 1928, and much of the original decor remains. Also still in place is the theatre's 3 manual, 7 rank, Moeller theatre organ. In addition to motion pictures, the theatre hosts musical performances and other performing arts productions.

NOW IS THE TIME TO VISIT ROME!

2017 MARKS THE 200TH ANNIVERSARY OF THE ERIE CANAL. A Bicentennial celebration will take place on July 22nd at Bellamy Harbor Park that will include entertainment, vendors, food, activities for kids, an arts and antiques festival, and a reenactment ceremony.

Rome is a bike-friendly community with bike rental stations, bike paths, and bike racks in front of area buildings, including the Willett Center at Fort Stanwix. A 220-foot walking bridge crosses the Mohawk River and connects Erie Canalway Trail from Bellamy Harbor Park to Fort Stanwix. The bridge is wide enough to accommodate walkers, bikers, and joggers, and it offers lighting for 24-hour use. Rome is easily accessible by car, train and plane. Three New York State Thruway exits lead to Rome, as well as State Routes 365, 26, 46, and 49. The **Rome Station on Martin Street** is served by Amtrak and has multiple departures seven days a week. In addition, Griffiss International Airport is now located at Griffiss Airfield, in the heart of **Griffiss Business and Technology Park**.

GET AROUND ROME.

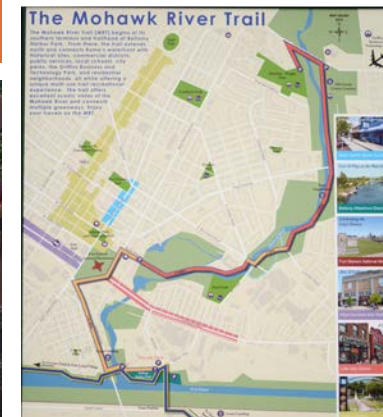
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WHEN IN ROME

■ ■ ■
BE PART OF HISTORY.

Visit the many historical treasures that Rome has to offer. Rome was the home of Francis Bellamy, author of The Pledge of Allegiance. You can visit his grave and monument at the **Rome Cemetery. Fort Stanwix National Monument** commemorates the major role that the original fort had in helping America defeat the British at the Battle of Saratoga. Take a guided tour at the **Marinus Willett Center** to experience a day in the life of a Revolutionary War hero.

Don't miss Rome's other historical sites, all listed on the National Register of Historic Places: the **Rome Historical Society**, home to a vast collection of artifacts and archives, including over 14,000 paper records; **Gansevoort-Bellamy Historic District; Jervis Public Library**; and the completely restored 1929 **Historic Sears Service Station**.



■ ■ ■
BE IMMersed IN THE ARTS.

The **Rome Art and Community Center**, a multi-art facility, contains four art galleries, modern arts studios, performance spaces, and the ArtHouse Café. The facility houses exhibits for local, regional, and national artists; concerts and theatrical performances; an art festival; and children's and teen events.

The **Rome Community Theater**, one of the oldest theaters in the region, showcases performances by local residents that span many genres, including dramas, comedies, musicals, and mysteries. The regular season runs from October to May, featuring four productions, each playing seven times. The theater also offers summer cabarets and summer youth performances.



■ ■ ■
BE SURROUNDED BY NATURE.

Take in the beauty of Rome's perfectly preserved parks. Individuals and families flock to the pristine parks and glistening waterways to swim, boat, fish, camp, hike, bike, picnic, and even cross country ski.

The **Mohawk River Trail** serves the residents and visitors of Rome as a connector to downtown and conduit for viewing the city's beauty. The trail begins at its southern terminus and trailhead at Bellamy Harbor Park. From there, the trail extends north and connects Rome's waterfront with historical sites, commercial districts, public services, local schools, city parks, the Griffiss Business and Technology Park, and residential neighborhoods, all while offering a unique multi-use trail recreational experience.

Delta Lake State Park, a 3,000-acre park on the Delta Reservoir, comprises mainly flat, wooded areas and offers year-round outdoor recreation. The lake has a boat launch and contains trout, pike, bass, bullhead, and perch. With several tent and RV campsites - the park is a camper's paradise.

Rome Fish Hatchery is located in Oneida County about four miles north of the City of Rome. The hatchery is one of Department of Environmental Conservation's largest, with annual production totaling nearly 160,000 pounds of brook, rainbow, and brown trout. Hatchery staff play a major role in providing fish for airplane and helicopter stocking of remote waters.

The **Erie Canal State Park** is a national recreational trail that runs 36 miles from Rome, NY to Clay, NY. To learn more visit, <https://parks.ny.gov>

Additional Experiences:

- Erie Canal Trail
- Rome Sand Plains Resource Management
- Griffiss Sculpture Garden Trail



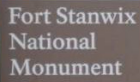
■ ■ ■
BE A FAMILY.

Take a nature break and visit **Fort Rickey Children's Discovery Zoo**. Fort Rickey is a special "hands-on" zoo where kids can feed the animals, hold baby goats, and more.

For non-stop action, visit **Peterpaul's Recreation Park** for a day filled with go-karts, bumper boats, batting cages, and arcade games. Also fun for the young and young at heart is a trip to the **J.F. Kennedy Civic Arena** where you can watch or participate in a number of on-ice sports events in the winter months.

Other family-friendly activities include Rome's **Honor America Days** and **CanalFest**. Honor America Days is an annual, two-week community event. Highlights of the celebration are the parade, fireworks display, and Syracuse Symphoria's concert. 2017 marks the CanalFest's 15th anniversary - three fun-filled days on the historic **Erie Canal at Bellamy Harbor Park**. The festival is a family-oriented event with non-stop music and entertainment.





National Park Service
U.S. Department of the Interior
Fort Stanwix
National
Monument



ROME
the copper city



1- DAY ITINERARY



*Make the most of your
visiting for the day with a friend or loved one?*



DAY in Rome!

ROME HAS THE PERFECT **1- DAY ITINERARY**
FOR YOUR QUICK TRIP TO THE COPPER CITY.

10:00AM Start your day by beating the crowds to Rome's most valued historical treasure - Fort Stanwix. Fort Stanwix National Monument commemorates the major role that the original fort had in helping America defeat the British at the Battle of Saratoga. Take a guided tour at the Marinus Willett Center to experience a day in the life of a Revolutionary War hero.

Fort Stanwix National Monument & Marinus Willett Center
100 North James St.,
Rome, NY
(315) 338-7730


1:00PM Pack a lunch or order sandwiches to-go from Spressos and have a picnic in one of Rome's perfectly preserved parks such as Delta Lake State Park, a 3,000-acre park on the Delta Reservoir which includes beaches and several scenic areas for your picnic.

Spressos
160 Brooks Rd.,
Rome, NY
(315) 356-7106

Delta Lake State Park
8797 State Route 46,
Rome, NY

4:00PM Before you leave, try to squeeze in a quick trip to The Capitol Theatre. The Capitol Theatre remains the only building in Rome constructed for the specific purpose of exhibiting motion pictures. The auditorium is configured exactly as it was in 1928, and much of the original decor remains. Also still in place is the theatre's 3 manual, 7 rank, Moeller theatre organ.

The Capitol Theatre
220 W. Dominick St.,
Rome, NY
(315) 337-6277



7:00PM
If you have time to stick around for dinner, try the award winning Chicken Riggies at Teddy's.

Teddy's
851 Black River Blvd N.,
Rome, NY
(315) 336-7839

TO FIND MORE EXCITING
OPTIONS TO ADD TO YOUR
ITINERARY VISIT [HTTPS://
VISITROMENY.WORDPRESS.
COM/THINGS-TO-DO/](https://visitromeny.wordpress.com/things-to-do/).

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Rome, NY
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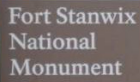
5135 Rome-New London Rd.,
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5135 Rome-New London Rd.,
Rome, NY | (315) 336-1930

7:00PM If you have time to stick around for dinner try The Savoy Restaurant, an excellent Italian dining experience.

The Savoy Restaurant
255 E Dominick St, Rome, NY

DOWNTOWN ROME NY

Logo Development | 12.19



OPTION 1A



OPTION 1B



OPTION 1C



OPTION 2A

Downtown

ROME
NY

OPTION 2B



OPTION 2C

DOWNTOWN

ROME

OPTION 3A



OPTION 3B



OPTION 4



OPTION 5



OPTION 6



OPTION 7



OPTION 8



DOWNTOWN

Entertainment

CAPITOL

**T
H
E
A
T
R
E**

CAPITOL

CAPITOL
THEATRE

NY
ROME
the copper city



*Wish You
Were Here!*



198 N. WASHINGTON ST ROME, NY | ☎ 315-336-6000

To learn more about the City of Rome visit ROMENEWYORK.COM

DOWNTOWN ROME! YOU ARE HERE

(or should be!)

ROME
the copper city



COPPERCCINOS
(2 mins from City Hall)

CAPITOL THEATRE
(2 mins from City Hall)

Go to Stone!
CITY HALL

PARKING

FORT STANWIX
(10 mins from City Hall)

BRENDA'S NATURAL FOODS
(3 mins from City Hall)

THE REACH CENTER
(1 min from City Hall)



DISCOVER DOWNTOWN ROME

Did you know that you can visit (comfortably on foot) the most popular Downtown Rome sights?

Next time you head downtown, don't miss out on the highlights

- Catch a show at the Capitol Theatre
- Grab some coffee and a pastry at Copperccinos
- Get your healthy shopping done for the week at Brenda's Natural Foods
- Take in a bit of history at Fort Stanwix
- Enjoy local art at The Reach Center

198 N. WASHINGTON ST ROME, NY | ☎ 315-336-6000

To learn more about the City of Rome visit [ROMENEWYORK.COM](https://romenewyork.com)
For more information about Rome Rising Developments visit [ROMERISES.COM](https://romerises.com)

Downtown

R**O****N****M****E**

Wish You Were Here!



Walk Did you know you can walk the entirety of Downtown in just 10 minutes? Next time you head Downtown, make an afternoon out of it!

Bike Did you know that you can cruise right down W. Dominick street via Rome's new bike lane? Bike racks are conveniently located right in front of XYZ business.

Park Did you know that you can park for free at the West Liberty Street lot and walk to any of the top Downtown destinations in just 10 minutes?

198 N. WASHINGTON ST ROME, NY | ☎ 315-336-6000

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WEEKEND ITINERARY

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ROME
the copper city



Friday

7:00PM Arrive in Rome and check into your room at the Hampton Inn which has many adjoining rooms for families.

The Oak and Ivy

1352 Floyd Ave., Rome, NY
(315) 709-0000

8:00PM Head over to Teddy's for dinner and make sure to try their award winning Chicken Riggies.

Teddy's

851 Black River Blvd N.,
Rome, NY | (315) 336-7839

Saturday

8:00AM Fuel up for the day at Raspberries Café. French Toast lovers should try Raspberries' version – piled high with whipped cream and raspberries, naturally.

Raspberries Café

1700 N James St., Rome, NY
(315) 336-1111

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(315) 338-7730

1:00PM When you visit Eddie's Paramount Diner, you come for the food. The humble exterior of this diner doesn't do this gem justice. For lunch – pick something your server recommends and consider gabbing a homemade pie to take home!

Eddie's Paramount Diner

414 W Dominick S., Rome, NY
(315) 336-9581

2:00PM For non-stop action, visit Peterpaul's Recreation Park for a day filled with go-karts, bumper boats, batting cages and arcade games.

Peterpaul's Recreation Park

5615 Rome-New London Rd.,
Rome, NY | (315) 339-2666

7:00PM Don't miss out on DiCastro's Brick Oven pizza. From sandwiches, soups, and salads to homemade pasta dishes, exquisite entrees, and amazing brick oven wood-fired pizza, DiCastro's brings an incredible dining experience to those who visit Rome.

DiCastro's Brick Oven

615 Erie Blvd W., Rome, NY
(315) 336-0671

Sunday

8:00AM Rise and shine at The Clover over a cup of coffee and hearty breakfast. The friendly service and generous portions will leave you full and with a smile.

The Clover

287 E Dominick St.,
Rome, NY | (315) 371-0380

9:00AM

Take a nature break and visit Fort Rickey Children's Discovery Zoo. Fort Rickey is a special "hands-on" zoo where kids can feed the animals, hold baby goats, and more.

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12:00PM Before you leave town make sure to stop by Aquino's for a delicious lunch from their diverse menu.

Aquino's

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(315) 337-7440

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J.F. Kennedy Civic Arena

500 W Embargo St, Rome, NY
(315) 339-7768

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FIND US @CITYOFROMENY

Stay and Play this WEEKEND in Rome!

MAKE THE MOST OF YOUR STAY IN THE COPPER CITY WITH THIS **WEEKEND ITINERARY**. PERFECT FOR TRAVELING WITH FRIENDS OR AS A COUPLE.



Friday

7:00PM Arrive in Rome and check into your room at The Oak and Ivy – a charming Bed and Breakfast housed in an 1870's Victorian Italianate home located in the heart of historic Rome, New York. Furnished with English, French and American antiques, and surrounded by lush English-style perennial gardens, the house offers a very distinctive English atmosphere quite unique in Central New York.

The Oak and Ivy

600 N George S., Rome, NY
(315) 337-3065

8:00PM Head over to Teddy's for dinner and make sure to try their award winning Chicken Riggies.

Teddy's

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5:00PM Wind down at Copper City Brewing Company over handcrafted microbrews. Enjoy your drinks on the patio or indoors in front of a roaring fire during the colder months. If you simply can't decide between their numerous in-house made beers – make sure to ask the bartender for a flight to sample.

Copper City Brewing Company

1111 Oneida St., Rome, NY
(315) 281-8987

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287 E Dominick St.,
Rome, NY (315) 371-0380

9:00AM Take a step back into American history by visiting the grave of Francis Bellamy, author of The Pledge of Allegiance. Rome was the home and final resting place of this nationally treasured writer.

Rome Cemetery

1500 Jervis Ave., Rome, NY
13440 (315) 336-6210

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Rome Historical Society

200 Church St., Rome, NY
(315) 336-5870

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ROME
the copper city



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Rome Historical Society
200 Church St., Rome, NY
(315) 336-5870

