

GAFFER DISTRICT

CORNING, NEW YORK



@GAFFERDISTRICT
#EXPLORECORNING



Corning has received accolades from nationally-recognized sources such as the **Huffington Post**, **American Bus Association**, **Country Living**, **Trip Advisor**, & much more.



In the heart of Corning's Gaffer District, you'll find the headquarters of Fortune 200 Company, Corning Incorporated. With over 165 years in the downtown, they have shown a long-standing sense of corporate responsibility in the area via private support for economic development, education, art, & public infrastructure

{ "I'm not sure that I've seen a better example of Main Street revival than Market Street in Corning, New York."

Kaid Benefield, Senior Council for
Environmental Strategies, PaceMakers LLC }

over **260**

national and local businesses within Corning & the Gaffer District including



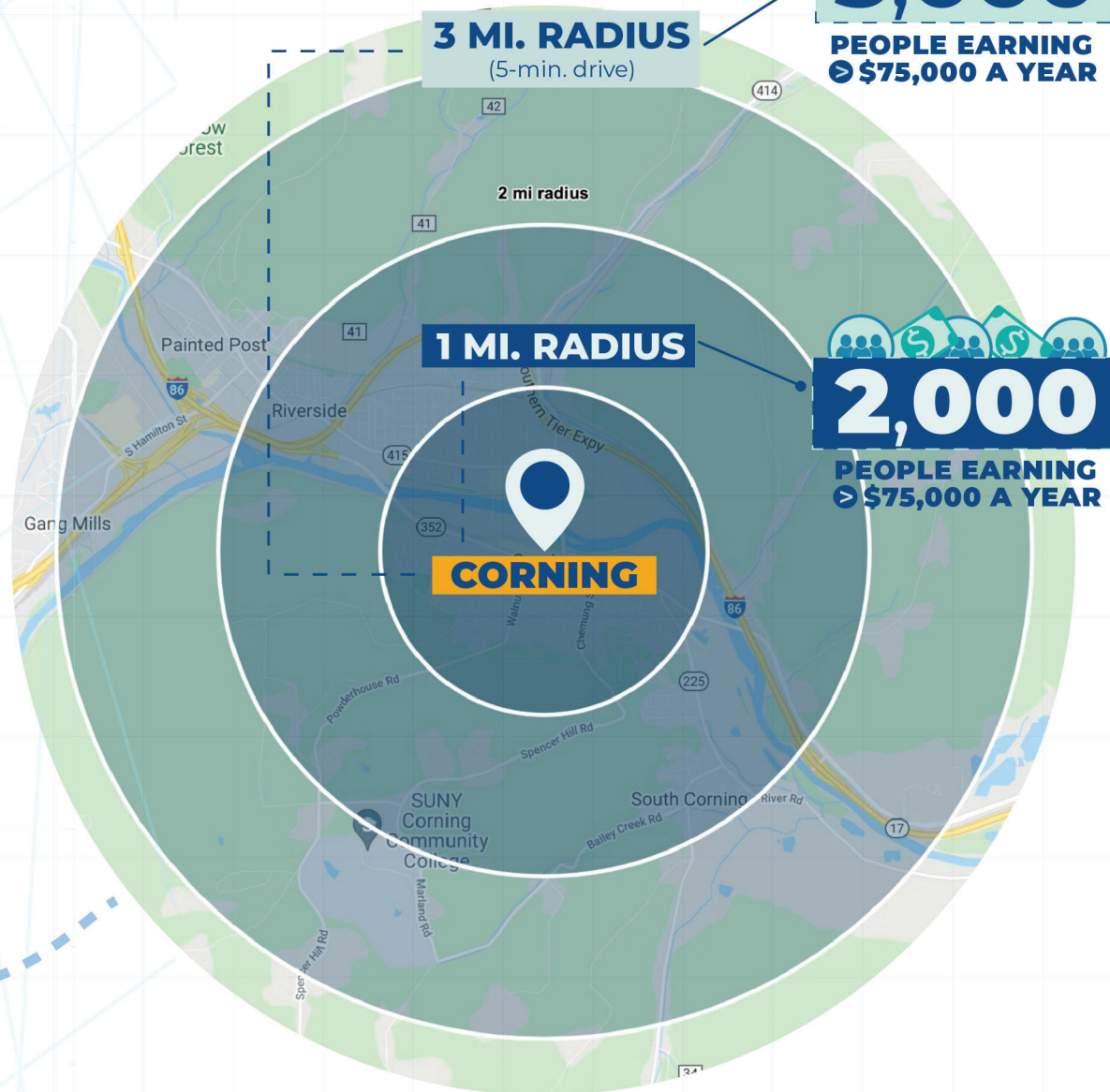
GAFFER DISTRICT

CORNING, NEW YORK

A UNIQUE MICRO TRADE AREA



Between 8 am and 6 pm,
there are over 2000 people
in the Gaffer District
making \$75,000 per year or
more (individuals with
discretionary income), and
there are over 5000 of
those individuals within a
five-minute drive.



ANNUAL VISITOR TRENDS

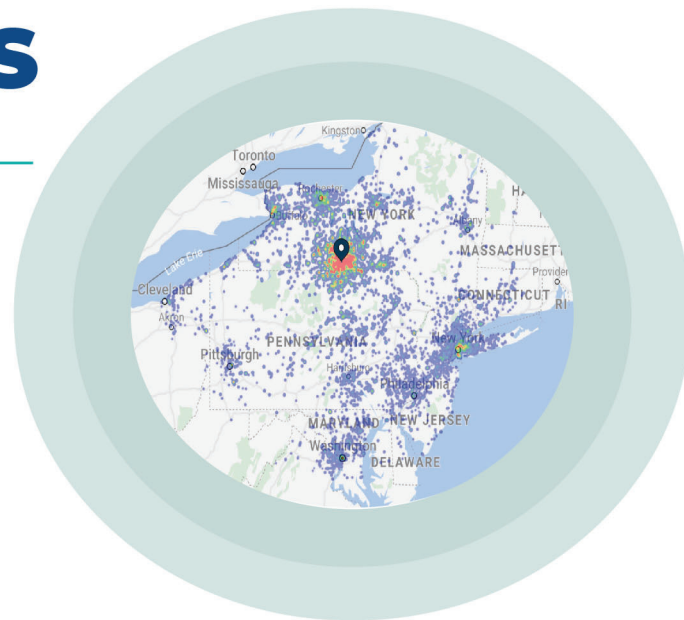


Est. # of Customers

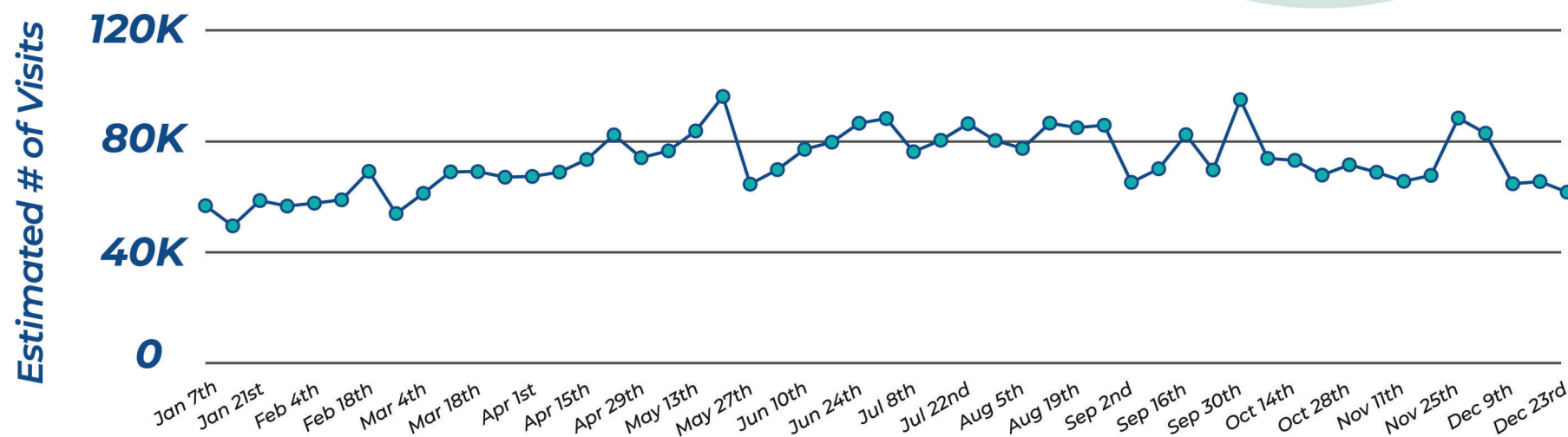
715.9K

Est. # of Visits

3.81M



VISITS TREND ● Corning's Gaffer District / Museum Way



The Gaffer District enjoys consistent visitation throughout the year and leverages that consistency with a number of annual events (seen as peaks in the above chart), which drive up unique visitation to the District from larger metros like Rochester, Buffalo and New York City.

DAILY VISITOR TRENDS

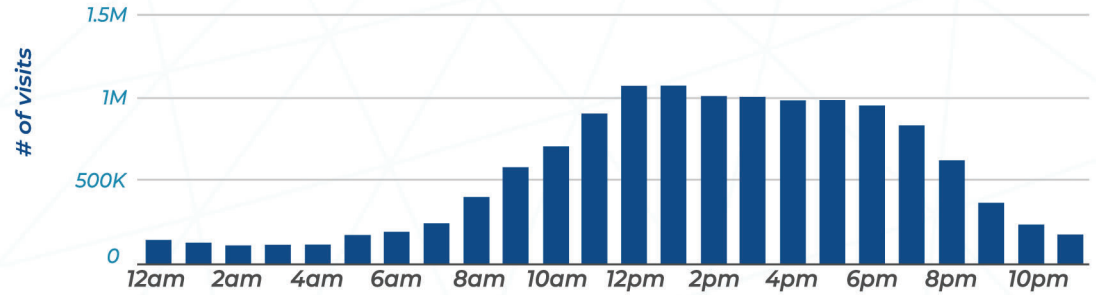


The Gaffer District is generally a **9-to-5 marketplace** that depends heavily on the presence of large **corporate employers**.

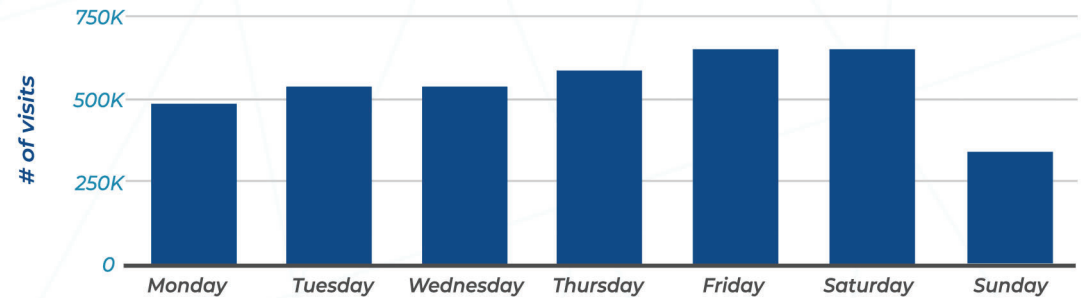


That said, **Saturday** tends to be the busiest day of the week, which is evidence of its **diverse retail & dining offerings**.

HOURLY VISITS

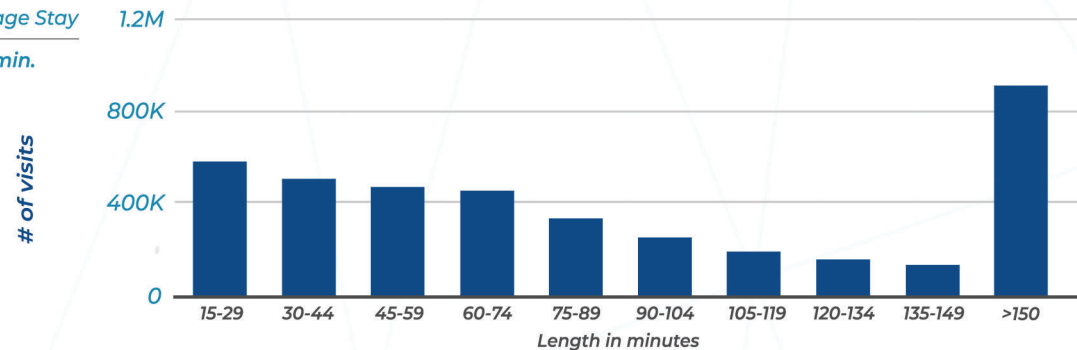


DAILY VISITS



LENGTH-OF-STAY

Average Stay
146 min.





The Gaffer District is looking to attract businesses that provide a **unique retail experience** not currently available in the community.



NEW BUSINESS ATTRACTION & INCENTIVES



CORNING
Community Engagement

Corning Community Engagement can provide cash grants to new and unique (non-competing) businesses locating in the Gaffer District. Grants are based on the level of investment being made by the new business.





THE
**ROCKWELL
MUSEUM**

In an average year, the
Rockwell Museum
attracts ~48,000 visitors.
Visitation is primarily driven by
domestic travelers and a portion
from Canada. While we do see visitors
from other countries, the numbers are
minimal and **not** a reliable
source for visitation.
Peak visitation months are
July, August and October.



**CORNING
MUSEUM
OF GLASS**

CMoG welcomes 400,000 visitors
annually from around the globe
and from all walks of life. The
Museum accommodates different
cultural, language, and physical
needs. Peak visitation times are
July and August with May, June,
September and October proving
to be quite strong as well.