



Cases in Clarity

Downtown Committee of Syracuse

When the Downtown Committee of Syracuse needed help updating their website, Cowley rose to the challenge! Working hand-in-hand with the Committee's internal communications team, we created a new powerhouse of a website that serves multiple audiences in the Syracuse area. The site uses API feeds from Insightly to automatically populate businesses, properties, and housing options. It also prominently features their social media feeds and integrates with CNY Arts, to semi-automate Downtown's calendar of events. As with all the sites we build, the Downtown Committee team has complete control of their website's CMS, ensuring Syracuse's countless offerings, resources, events, and activities are current and easily found by both visitors and residents alike! Learn even more about the project from our client's perspective with a look at the Downtown Committee's [press release](#) announcing the new site. You can also learn more about how our website services can help your municipality and community here: <https://www.cowleyweb.com/services/websites>.

