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Iskalo Development leases 2,700 s/f to Dixon Schwabl at Electric Tower

September 04, 2018 - Upstate New York



Buffalo, NY According to Dixon Schwabl, a Rochester-based integrated marketing services agency, it has signed a 2,700 s/f lease with Iskalo Development Corp. for office space in the Electric Tower,

535 Washington St. The deal represents the next phase in Dixon Schwabl's ongoing expansion and growth in the region.

Established in 1987, Dixon Schwabl is a New York State Certified Women-owned Business Enterprise.

Dixon Schwabl will occupy the 11th floor of the Electric Tower. The local office will initially be staffed by several current Dixon Schwabl employees, including director of Buffalo business Justin Shaw, with plans to hire an additional four or five employees. Dixon Schwabl anticipates moving into the Electric Tower in early July.

"This is an important time for Buffalo as it continues its progressive, future-forward revitalization of a city poised for even greater times ahead," said Mike Schwabl, Buffalo native and president of Dixon Schwabl. "We are thrilled to have a formal Buffalo presence with our new office in the city, helping contribute to the resurgence currently happening in my hometown. We look forward to further integrating Dixon Schwabl into the fabric of Buffalo's growing business community."

"We are pleased and honored that Dixon Schwabl selected the iconic Electric Tower for their base of operations in the Buffalo Niagara region," said Paul Iskalo, president & CEO of Iskalo Development. "Their presence here serves as further evidence of the economic renaissance taking place in Buffalo Niagara as well as in the Electric District of downtown."

A full-service firm, Dixon Schwabl provides public relations, digital media advertising, search engine optimization, search engine marketing, business and marketing intelligence and analytics, social media and content marketing, marketing technology and automation, branding and creative, video production and event planning/management services. With 100 employees, Dixon Schwabl serves clients across the U.S. During its 31-year history, the agency has worked with a number of clients in Buffalo, including Tops Friendly Markets, Wilson Farms, The Gow School and Northtown Automotive Group.

Dixon Schwabl has always had Buffalo-based clients on its roster. Over the past year, the agency has worked with Delaware North, Hyatt Regency Buffalo and Wendt Corporation, and is in the process of finalizing a contract with the Erie Canal Harbor Development Corp. for a five-year branding, website development, marketing and public relations project focused on Canalside and the Outer Harbor.

"While we have been fortunate to have Buffalo-based companies seek out our agency during our 31 years in business, we've been incredibly pleased with the revenue growth we've experienced since we started actively pursuing new business in the Buffalo Niagara region," said Lauren Dixon, chief executive officer of Dixon Schwabl. "We pride ourselves on our 'make it happen' culture and our client-centric approach — and as we continue our growth in Buffalo, we felt we were at a point where we needed to have a physical office in the Queen City. The downtown area is at the heart of its economic and cultural renaissance, and the Electric Tower building is a true cornerstone of the city."

