



## Moving in, moving up: Firms are choosing downtown Albany

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Hot on the heels of the Downtown Albany Business Improvement District's (BID) new marketing campaign designed to attract professional companies, one of the Capital Region's premier marketing firms has made the move to their longtime location of choice: "Only Downtown Albany." On August 27, Zone 5 set up shop in a creative, sleek and modern new space at 25 Monroe St. After searching for the perfect location for three years, the company decided to settle down in the industrial building dating back to 1907. "We were on the lookout for a more urban environment," said Paul Hook, director of marketing at Zone 5. "We wanted to find a space that wasn't your standard office - something that we could work with to craft a creative space."

Zone 5 made an investment to restore the interior and exterior of their building. Nearly double the size of their old office, Zone 5 has created an interior that provides for greater self expression. In order to customize their new facilities, Zone 5 turned to 3t Architects, a company that also resides in the downtown area.

Before moving, Zone 5 had resided in a more suburban setting. Since the company's move downtown, Hook said that staff accessibility to services, food, networking and more has increased.

Joining Zone 5 in their recent move are other innovative companies who agree that downtown Albany is the place to be. Fusion Market Group (FMG) is sharing office space with Zone 5. FMG provides strategic corporate positioning, business development and marketing services to high growth companies in N.Y.'s Tech Valley.

Glenmont Partners, LCC, an emerging venture capital firm, opened an office at 54 State St. Horizon Wind Energy is bringing the international focus on renewable energy to the heart of the Capital City with a new 3,151 s/f office at 52 James St. Other companies that have opened or expanded in downtown Albany include Brinjac Engineering Inc., Business Services Group, Inc. and NCCI Productions at 11 North Pearl St.; Sheehan Greene Carraway Golderman & Jacques, LLP, at 54 State St.; UBS and Xerox at 80 State St.; and Albany Upstate Dental, NYS Association of Counties and NYS Commission on Public Integrity at 540 Broadway.

"The recent office activity in our district proves that downtown Albany's access, opportunity, synergy and technology are strong selling points for business owners and investors," said Downtown Albany BID executive director Pamela Tobin. "By continuing to market these strengths through our 'Only Downtown Albany' marketing campaign, the BID is certain to attract even more members of the creative class looking to benefit from the quality of life in our thriving urban environment."

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