



SALMON RUN MALL CARES

2024 YEAR IN REVIEW



SALMON RUN MALL SNAP SHOT

YOUR SHOPPING, DINING, AND ENTERTAINMENT DESTINATION

850

**JOBS BROUGHT TO WATERTOWN
& JEFFERSON COUNTY**

1ST

**ONLY SHOPPING, DINING,
AND ENTERTAINMENT
DESTINATION IN NORTHERN NY**

65

BUSINESSES

SEPTEMBER 14, 1986

Salmon Run Mall opened its doors to the public.



TO OUR FRIENDS, PARTNERS, NEIGHBORS AND GUESTS:

Salmon Run Mall experienced another successful year with the non-profit groups of Watertown, our host community, and Jefferson County! Salmon Run Mall donated space to 80 not-for-profits and collaborated with them to hold 25 special events at the center in 2024. Partnering with and giving back to our community is important to us and we believe it is part of what makes the center successful. We are pleased to work with all not-for-profit organizations looking to benefit from the center, whether a tabling opportunity for fundraising and awareness campaigns, a community room for training or a large event in the common area. Our doors are always open! Together, we can make a difference.



READY, SET, FUN EVENT

For the last four years, Salmon Run Mall teamed up with WPBS and hosted their annual Ready, Set, Fun Sunny Days Festival! Over 50 community exhibitors and local children's authors attend the hands-on, literacy focused event.

Average attendance is 1,400 children and parents.

“ After 20 years of hosting this event around town, we decided to give the mall a try and their Marketing Team exceeded expectations from the planning stages to the day of the event – looking forward to continuing this partnership with Salmon Run Mall. ”

-Mark Prasuhn, President & General Manager WPBS



FESTIVAL OF TREES

The largest fundraiser for the Samaritan Medical Center Foundation and the Watertown YMCA, a North Country Festival of Trees chose to host their 20+ year event at the mall for the first time in 2021. Over 150 trees, donated and decorated by local area businesses and nonprofits, were auctioned off and purchased the week after Thanksgiving, making it the largest, and most successful event in the organization's history.

Average attendance was 4,000 people over the week-long event.



FARM TO FOOD INDOOR MARKET

Salmon Run Mall partnered with Cornell Cooperative Extension's North Country Food & Farm Connections and hosted this first annual indoor farmer's market. Over a dozen local agricultural producers offered everything from high-quality meats to handcrafted soaps.

Over 700 people attended the event.





“MALLOWEEN” SPOOKTACULAR



Each year Salmon Run Mall offers a well-lit, climate controlled and safe environment for our littlest customers! Held on Halloween night every year, the evening includes Halloween Family Photo night with proceeds to benefit the Children’s Miracle Network, informational tables from the Town of Watertown Ambulance, Jefferson County Sheriff Department and New York State Police, and of course, tons of candy with mall-wide trick or treat!

Attendance averages 1,100 children and parents each year!



FIRST ANNUAL WATERTOWN COLLECTOR'S FEST

Salmon Run Mall hosted the first annual Watertown Collector's Fest in the fall of 2024. The event was a huge success, bringing in over 50 vendors with collectible toys, cards, Lego sets, Pokemon and more! Pokemon tournaments were held throughout the day. Local collectors enjoyed the event, as well as those traveling from Syracuse and beyond to take part in the festivities. The event was such a success, a Spring 2025 event date is in the works!

The one-day event attracted over 800 people to Salmon Run Mall.

NNY BRIDAL SHOWCASE

Salmon Run Mall partnered with WBLH Tunes 92 and hosted the annual NNY Bridal Showcase throughout the mall. Over 75 vendors attend this event offering their services, catering ideas, bride and bridesmaid dresses, a fashion show, samples, giveaways and more. About 100 brides (along with their families and friends) register to attend ahead of time.

Average attendance is 1,500 brides, family and friends

“ This event has grown immensely over the years. We have had a fantastic partnership with Salmon Run Mall over the years so decided to bring our biggest event to the mall to grow it even more – and it has by capturing a whole new audience! ”

-Tim Sweeney, Vice President, Intrepid Broadcasting



SALMON RUN MALL IS PROUD TO PARTNER WITH THE FOLLOWING COMMUNITY ORGANIZATIONS

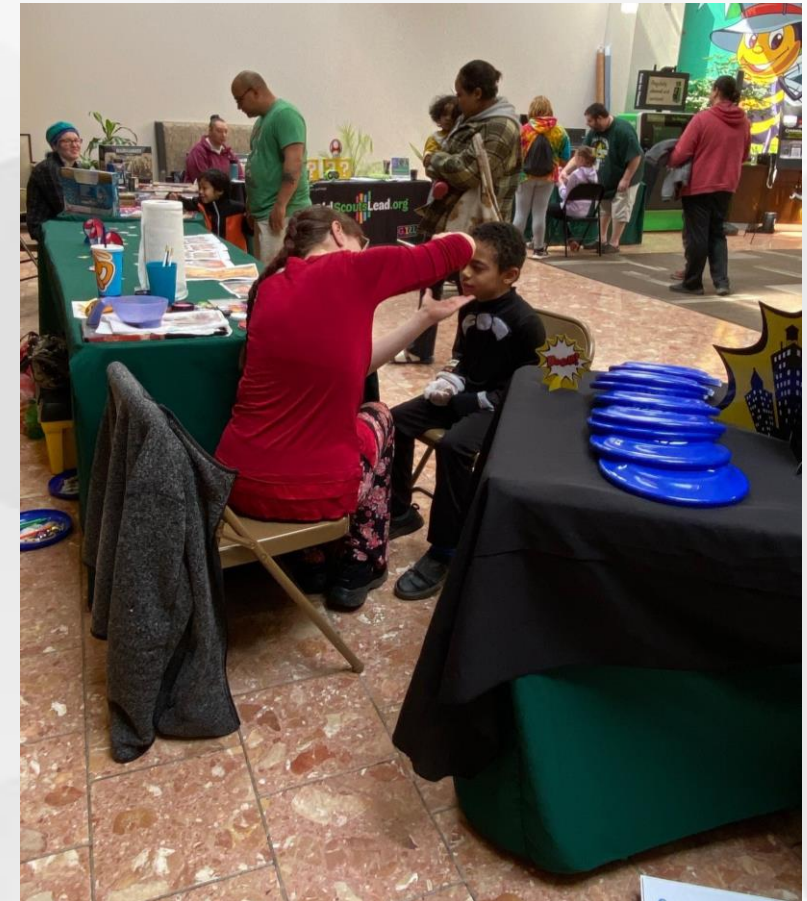


AWARENESS CAMPAIGNS

Groups using the center for fundraising purposes will not only be in the eyes of six million annual visits, but also our social media outreach. Salmon Run Mall is happy to help promote your organization in order to let our guests know about your cause.

Have a question? A campaign? An event? Or looking for more information, please don't hesitate to reach out. We'd love to hear from you!

Salmon Run Mall is a part of a community, just like your organization and we look forward to working with you in 2025 and beyond!



DONATION REQUESTS

Salmon Run Mall event space, tabling, and community rooms are FREE for non-profit use. Groups are asked to fill out and submit the required paperwork in order to be granted access.

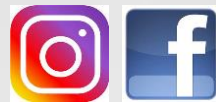
Coupon books and giveaways are available on a first come, first serve basis. Groups are asked to submit a letter of request two months prior to event date.

Many of our stores, restaurants, and entertainment venues will partner and donate to various not-for-profit organizations. Please submit your request to the marketing department at www.shopsalmonrunmall.com/eventspace two months prior to event date and the team will pass along your request.



FROM OUR FAMILY TO YOURS, THANK YOU!

Salmon Run Mall is the most visited shopping venue in Northern New York and is the premier shopping, dining, and entertainment destination. Salmon Run Mall is a single-level facility with shopping, dining, and entertainment from over 65 brands, restaurants, entertainment and more! With its unique and diverse tenant mix, Salmon Run Mall is the go-to place for local shoppers and tourists alike.



Salmon Run Mall

www.shopsalmonrunmall.com

315.788.9210 • Watertown, NY