



When it comes to
quality of life,

ROCHESTER, N.Y.
means
BUSINESS.





ROCHESTER, N.Y.

No longer a best-kept secret ...

MSN rated Rochester, NY the #1 most livable bargain market in the US. "Rochester provides a lot of bang for your buck. It has big-city culture, a highly educated population, picturesque scenery, affordable housing and an expanding high-tech job base."

And here's why.

- *TheStreet.com* names Rochester, NY one of "10 Cities Poised for Greatness in 2012" due to our community's diversified economy, relatively low unemployment, and stable real estate market. (Jan 2012)
- *Brookings Institution* ranks Rochester the 46th best metro economy in the world and 3rd best in the U.S., trailing only Houston and Dallas and outperforming areas such as New York City, Boston and Washington.
- Greater Rochester ranked first in job growth by *Business Facilities Magazine*, a leading trade publication targeted at site selectors.
- Based on *Forbes'* analysis of the most innovative cities in the US, Rochester is ranked 5th for patents per capita. (2010)
- *Trulia.com* names Rochester, NY one of the "5 Real Estate Markets to Watch in 2012." (Jan 2012)
- *Zillow.com* rated Rochester the third best place to buy a home due to a number of factors: affordability of homes, home value increases, low unemployment, and low % homes in foreclosure. (Jan 2011)
- *The New Republic* reports Rochester, NY is one of the most innovation-intensive metro areas in the country, along with Boston, Minneapolis, San Diego, and San Jose. (2012)

A MESSAGE

from the Mayor and the Commissioner

If you are looking to relocate or expand your current business, Rochester, N.Y. is the place for you, your company and your employees. Allow us to introduce you to the Flower City!

Rochester has always had a pioneering spirit, a testament to such trailblazing residents as abolitionist Frederick Douglass and suffragette Susan B. Anthony - as well as George Eastman (photography) and Chester Carlson (xerography), business pioneers who created their historic inventions here.

Today, with a next generation of dynamic pioneers and entrepreneurs, we are on the cusp of more history-making innovations. You and your company can become part of this exciting transition. Here, you'll get the assistance you need to create the next big idea or to build your business. And your employees will benefit from a quality of life that is second to none.

Residents here benefit from affordable housing, high-performing schools, a low cost of living, safe neighborhoods and a health care system recognized as a national model.

Brookings Institute reports Rochester's economy is one of the "Top 20 Strongest-Performing Metro Areas" in the country, and Rochester boasts an abundant supply of fresh water ... world-renowned museums and cultural attractions ... year-round sports and recreational activities ... great music and festivals ... changing seasons ... and the finest colleges and universities.

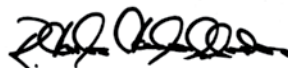
The best part? Everything is accessible in approximately 20-minutes - we don't have the long commutes or traffic congestion of other places. What's more, Rochester serves as a gateway to the picturesque Finger Lakes region, and it is at the doorstep of Toronto, Niagara Falls and more.

We hope you'll consider our community when building, relocating or expanding a business. Our Neighborhood and Business Development Department will work with you every step of the way. Contact us today to get started on a new and exciting journey to Rochester, N.Y., well on its way to becoming the best mid-sized city in America.

Sincerely,



Thomas S. Richards
Mayor of Rochester



R. Carlos Carballada
Commissioner, Department of
Neighborhood and Business Development



Business is “blooming” in the Flower City.

Today, our universities are among the area’s top employers, along with Wegman’s, Bausch & Lomb, Xerox and others. But Rochester is a city reinventing itself, with new companies blazing an exciting path toward the future.

The local economy is transitioning from largely a manufacturing hub into a metropolitan magnet for high-tech start-ups and innovative businesses.

Emerging and existing industries here range from biotech to bio-medical engineering, optics and imaging, to alternative energy, health care, and telecommunications.



The City of Rochester is the center of a dynamic region offering a tremendous place to do business and a highly skilled workforce.

We are one of only six cities in the U.S. to have multiple research centers, including University of Rochester and Rochester Institute of Technology.

- The Rochester area lays claim to more patents per employee than any other city in the U.S.
- Richard Florida’s National Best Seller book titled, *“The Rise of the Creative Class: and how it’s transforming work, leisure, community and every day life”* ranks the Top 50 cities in America where the most creative people live. Rochester ranked 4th in innovation, and earned an overall creative ranking of 25th.
- Rochester ranks in the Top 10 in the nation for volunteer hours per resident. (source: Corporation for National & Community Service, 2009)



We are known as the “Flower City” because of the annual Lilac Festival, which attracts visitors from around the globe. With the exciting changes occurring in the local economy, we may soon be better known for growing businesses than for growing flowers.

Recreation is part of our culture.

When it comes to sports, recreation and cultural attractions, we have it all.

Recently rated the best minor league sports market in America by *Street & Smith's Sports Business Journal*, Rochester is home to professional sports teams in baseball, hockey, soccer and lacrosse.

Arts and cultural attractions include the Rochester Philharmonic Orchestra, Garth Fagan Dance and the Strong National Museum of Play, a *Child* magazine top 10 children's museum. The annual Lilac Festival, a showcase for 1,200 lilacs, is the largest display of its kind in North America. The Rochester International Jazz Festival attracts music legends - and hundreds of thousands of visitors - every year.

Whatever the season, there's an activity for everyone.

- Our close proximity to Lake Ontario and the Finger Lakes region makes boating and fishing popular activities.
- Skiers and snowboarders can choose from several area resorts and slopes.
- The area's 12,000 acres of parkland are perfect for hiking, biking, cross-country skiing and more.
- The Finger Lakes region boasts nearly 100 wineries that produce award-winning vintages.
- And we have more than 90 area public and private golf courses, including Locust Hill and Oak Hill Country Clubs.



Photo courtesy of
Rochester Philharmonic Orchestra





Ahead of the class in education.

Why does Rochester employ such a highly educated workforce? The answer is elementary.

Greater Rochester is home to some of the country's top academic institutions, including the University of Rochester and Rochester Institute of Technology - leaders in optics, photonics and much more.

- The area's largest employer, the University of Rochester is consistently ranked among the top 35 universities in the nation by *U.S. News & World Report* - and was ranked among the top 25 entrepreneurial colleges by *Entrepreneur* magazine.
- Rochester Institute of Technology, ranked first or second in academic reputation by peer assessment among regional universities in the North for the past 20 years (*U.S. News & World Report*), offers centers of excellence in such areas as electronics manufacturing, imaging science, and lean enterprise - and is home to the National Technical Institute for the Deaf.
- Six high schools in Greater Rochester have been ranked in "the 100 best high schools in America" by *US News.com*.

These high-performing educational institutions - and the many others in the area - are the reasons why more than 30 percent of residents 25 years old or above earned at least a bachelor's degree and why nearly 90 percent of area residents have at least a high-school diploma.



Low cost of living, more bang for the housing buck.

Rochester is the third largest city in New York State, with a metro population of a little more than 1 million people, following New York City and Buffalo.

We are approximately an hour away from the Big Apple by airplane, but our cost of living couldn't be more distant. In fact, the cost of living here is among the lowest anywhere.

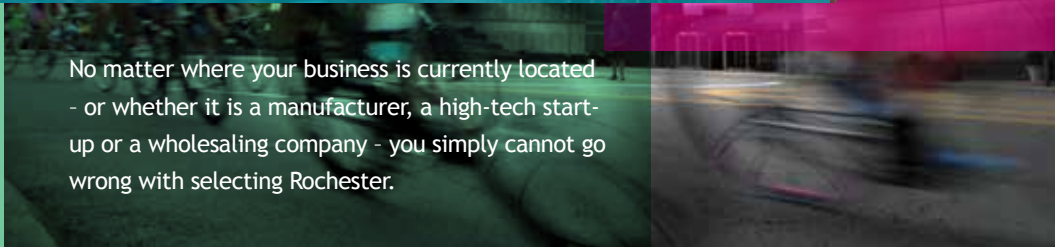
- The national median price for a new home is more than \$200,000. In Rochester, the average home costs almost 50 percent less.
- Nearly 80 percent of homes here are affordable to families earning average incomes.



It is time for your business - and your employees - to say "welcome home" to Rochester.



Become part of the economic excitement.



No matter where your business is currently located - or whether it is a manufacturer, a high-tech start-up or a wholesaling company - you simply cannot go wrong with selecting Rochester.

Our quality of life, low cost of living, educated workforce and pioneering spirit make it the perfect location for businesses of any size.

The City's Neighborhood and Business Development Department is committed to working in collaboration with you to make it happen. Our team of experts provides a one-stop shop with unsurpassed service and support to help you:

- Identify the right location.
- Navigate through permits and approvals.
- Get assistance with financing, property renovations and working capital.
- Take advantage of the area's highly competitive commercial real estate rates.
- Maximize state and local incentives, as well as loan and grant opportunities.

Our team will work with you to ensure a smooth transition for your business and for your employees.

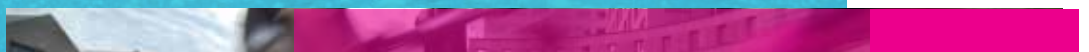
Want to learn more about how we can help you - and how you can write the next chapter in Rochester's economic success story? Contact us today.

R. Carlos Carballada
Commissioner

Neighborhood and Business Development Department

Phone: 585.428.8801

E-mail: carballc@cityofrochester.gov





City of Rochester
Economic Development Department
City Hall
30 Church Street, Room 005A
Rochester, NY 14614

585.428.6808

www.cityofrochester.gov