

2020 — IMPACT — REPORT



Courtesy Rochester Bureau of Communications

ROC
2025

DRIVING ECONOMIC GROWTH IN THE GREATER ROCHESTER REGION

When ROC2025 was created in April 2019, its vision was to accelerate economic growth and vitality in our region. Modeled on some of the country's most innovative and world-class regional growth frameworks, ROC2025 set out to drive job growth, increase metro GDP, expand household wealth, and reduce poverty. Because our economic future depends on it, ROC2025 focused on closing the performance gap between the Greater Rochester region and our peer metros.

FULFILLING THE ROC2025 VISION

ROC2025 has moved from ambitious vision to concrete action. By coordinating a multi-agency strategic capacity-building plan, ROC2025 is now driving \$20M into our regional economic development system to advance four priorities:



Courtesy Visit Rochester/Calin Lawrence

Where We're Investing

TALENT STRATEGY

- Retaining more regional college graduates through Campus ROC
- Expanding student co-ops and internships
- Developing a consolidated regional career portal to connect talent to employers
- Expanding tech career pathways for underrepresented groups
- Recruiting veterans and remote workers to the region

DOWNTOWN INNOVATION

- Expanding staff capacity to support downtown developers
- Developing a comprehensive downtown parking strategy to facilitate growth
- Deepening value of locating in the Downtown Innovation Zone
- Piloting innovative redevelopment projects that increase density and sense of place

BUSINESS EXPANSION AND ATTRACTION

- Increasing staff capacity to cultivate site selectors and C-level decision makers
- Scaling data systems to target growth candidates
- Coordinating supports and connectivity for incumbent firms

REGIONAL MARKETING

- Activating a unified regional brand across all economic development verticals
- Launching an aggressive and bold regional and national marketing campaign

*We've laid the groundwork.
We're making the investments.
We're growing the competitive capacity.
And we're beginning to see the results.*



ROC2025 HAS INVESTED NEARLY \$2M TO ADVANCE OUR REGIONAL GROWTH PRIORITIES.

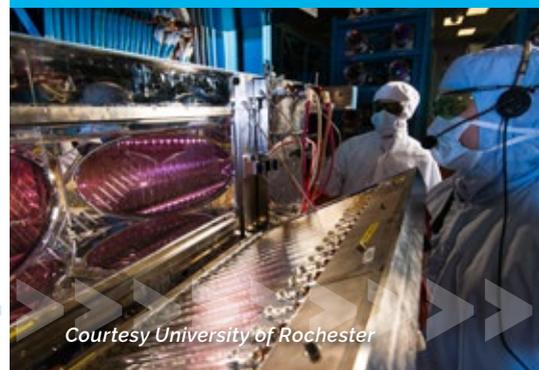
With the generous support of investor partners, ROC2025 has activated its talent strategy, expanded business attraction horsepower, contributed to downtown's progress, and initiated a regional and national marketing campaign to shift the narrative about Greater Rochester and elevate our stature as an innovative region brimming with potential.

Compared nationally to our 53-metro benchmark group, Greater Rochester made progress on a number of key metrics in ROC2025's first year.



FIRST YEAR IMPACT

In ROC2025's first year, the Greater Rochester region's Peer Group Ranking improved on a host of key metrics, including job growth, unemployment rate, labor force, and growth in private business establishments.



Courtesy University of Rochester

A RESPONSE TO 2020

The past year has been marked by unprecedented health and economic upheaval. This has only raised the stakes for our work. All the motivations that led to the creation of ROC2025 — a slow rate of job growth, less GDP growth than our peers, and too little income growth — have taken on even greater urgency in the wake of this turbulence.

ROC2025 has created the foundation we need to respond, to accelerate economic growth, to invest in innovation, and to continue building a future of opportunity in the Greater Rochester region.

Join us as we continue to build on our momentum to ensure a vibrant, thriving economic future for the Greater Rochester region.



For more information, please visit the ROC2025 website at roc2025.org or reach out to us at info@roc2025.org.