



# A FOUNDATION FOR GROWTH

Building. Innovating.  
Accelerating. Creating Greater.

# ROC 2025



Growing Greater ROC

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## ABOUT ROC2025

Created in 2019, ROC2025 is a regional alliance of economic development organizations partnering to accelerate growth and vitality in Greater Rochester. Modeled on some of the nation's most innovative and world-class regional growth strategies, ROC2025 is helping drive job growth, increase metro GDP, expand household wealth, and reduce poverty.

ROC2025 is leading a coordinated capacity-building strategy that dedicates significantly more resources to our region's growth and positions Greater Rochester to compete more aggressively and effectively for jobs and investment by focusing on four priority areas:

- Talent Attraction & Retention
- Business Attraction, Retention & Expansion
- Downtown Innovation
- Regional Marketing

## THE FUTURE OF OUR REGION IS OUR BUSINESS.



By investing in the initiatives of ROC2025, you strengthen Greater Rochester's economic future and help fulfill our strategic vision.

### 30,000

NET NEW JOBS IN THE REGION



### 10%

INCREASE IN METROPOLITAN GDP



### 20%

INCREASE IN REGIONAL WEALTH



### 20,000

RESIDENTS LIFTED OUT OF POVERTY



## THE GREATER IMPACT: YEAR 2

In ROC2025's first two years, the Greater Rochester region's ranking among its 53-metro peer group improved on a host of key metrics, including:

- **Job Growth** >> Improved by **8 points**
- **Unemployment Rate** >> Improved by **6 points**
- **Labor Force** >> Improved by **23 points**
- **Regional GDP** >> Improved by **26 points**

## INVEST IN GREATER ROC

To date, ROC2025 has committed more than **\$3 million** to advance regional growth, part of a **\$20+ million** multi-year capacity-building strategy specifically designed to advance the following economic imperatives.



### TALENT ATTRACTION & RETENTION

We are investing to grow and connect our employable labor force by increasing regional college graduate retention, expanding co-op and internship opportunities, attracting remote workers and other world-class talent, easing connectivity between employers and job seekers, and addressing issues of economic access.



### BUSINESS ATTRACTION, RETENTION & EXPANSION

We are investing to grow business development staff horsepower, data and coordination tools across partner organizations in ways that expand our ability to support growth of the region's incumbent firms and entrepreneurs, and market site selectors and C-level executives on the merits of growing in Greater Rochester.



### DOWNTOWN INNOVATION

We are investing to accelerate redevelopment, enhance programming and street-level vibrancy, and create a world-class public-private partnership management model for Downtown and the Riverway.



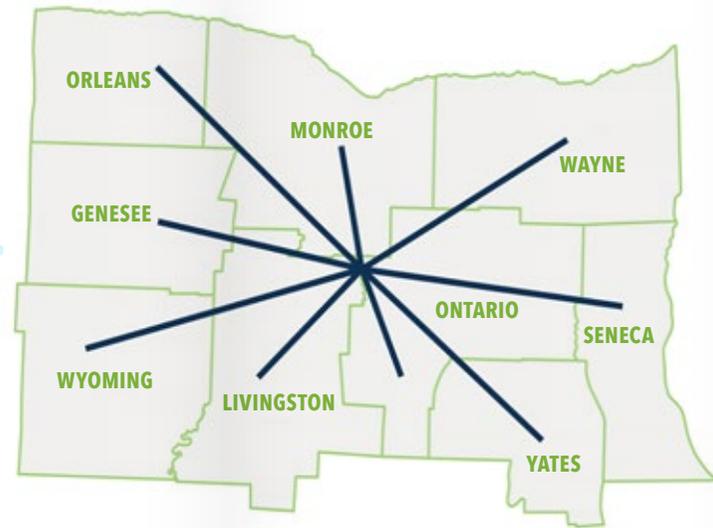
### REGIONAL MARKETING

We are investing in a bold, audacious effort to tell the region's story to the world and reassert its place on the national stage. The "Greater ROC" campaign is activating a powerful place brand that extols our virtues, amplifies our economic assets, and reinforces Rochester as a great place to live, work, and play.



Growing Greater ROC

# GREATER IMPACT FOR A GREATER ROC >>>



Greater Rochester offers a wealth of opportunities to create community impact, economic growth, and innovative change. Dynamic talent, trailblazing creatives, bold innovators, and an inherent spirit of collaboration fuel and fill our city and can take our region to new heights. Our resources, talent, and hidden gems have yet to be fully tapped into and with your investment and support, the success of our region is inevitable.



At M&T Bank, we invest in initiatives that strengthen our community. From sponsoring local arts and cultural events to supporting our regional economic development organizations, we believe it's important for businesses to do their part to help this region thrive. ROC2025 will make Rochester more resilient, grow its economy, and increase community wealth. It's a smart investment for businesses and philanthropic groups that are committed to helping Rochester.

— Dan Burns, M&T Bank Regional President



ROC2025 is accelerating economic growth and building a Greater ROC for everyone. Your game-changing opportunity to impact our community is here and now. **Join our efforts to ensure a vibrant, thriving economic future for the Greater Rochester region.**



For more information, please visit the ROC2025 website at [roc2025.org](http://roc2025.org) or reach out to us at [info@roc2025.org](mailto:info@roc2025.org).

*Moving forward. Greater is the only way to be. Live, grow, build, innovate, and experience Greater Rochester.*



*Powered by the energy of our top talent, Greater Rochester is a region of innovators with impact.*



The time is now for ROC2025. We are one region & one community. ROC2025's role to act as the overall collaboration vehicle for all key stakeholders - public & private - is critical in maximizing our region's ability to prosper far into the future. The power of having the city, county, state, GRE, Chamber, RDDC, Visitor's Association, and all business sectors engaged in a common goal of, "what's in the best interest of the entire region?" – is inspirational and can propel economic development and promote a positive community identity for generations to come. In our region's history, there have been similar initiatives, but I have never witnessed the complete leadership alignment that ROC2025 is driving. Now is the time to unite! The Future is Bright!



— **Bill Goodrich**, LeChase Construction

