# GET REAL

Photo by Rochester Institute of Technology

Looking for top-tier talent, leading-edge innovation, strategic location and a low cost of doing business? The Greater Rochester, NY region is the real deal. Greater Rochester Enterprise can connect you to the right people and the right resources to expand your company in the Greater Rochester, NY region.

"The level of talent, energy and innovation here is second to none. We are proud to play a role in the growth and redevelopment of this technology corridor."

*–George E. Daddis, Jr. PhD, Vice President, Panasonic*

GET REAL
IN GREATER
ROCHESTER
NEW YORK

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RochesterBiz.com

# Real smart.

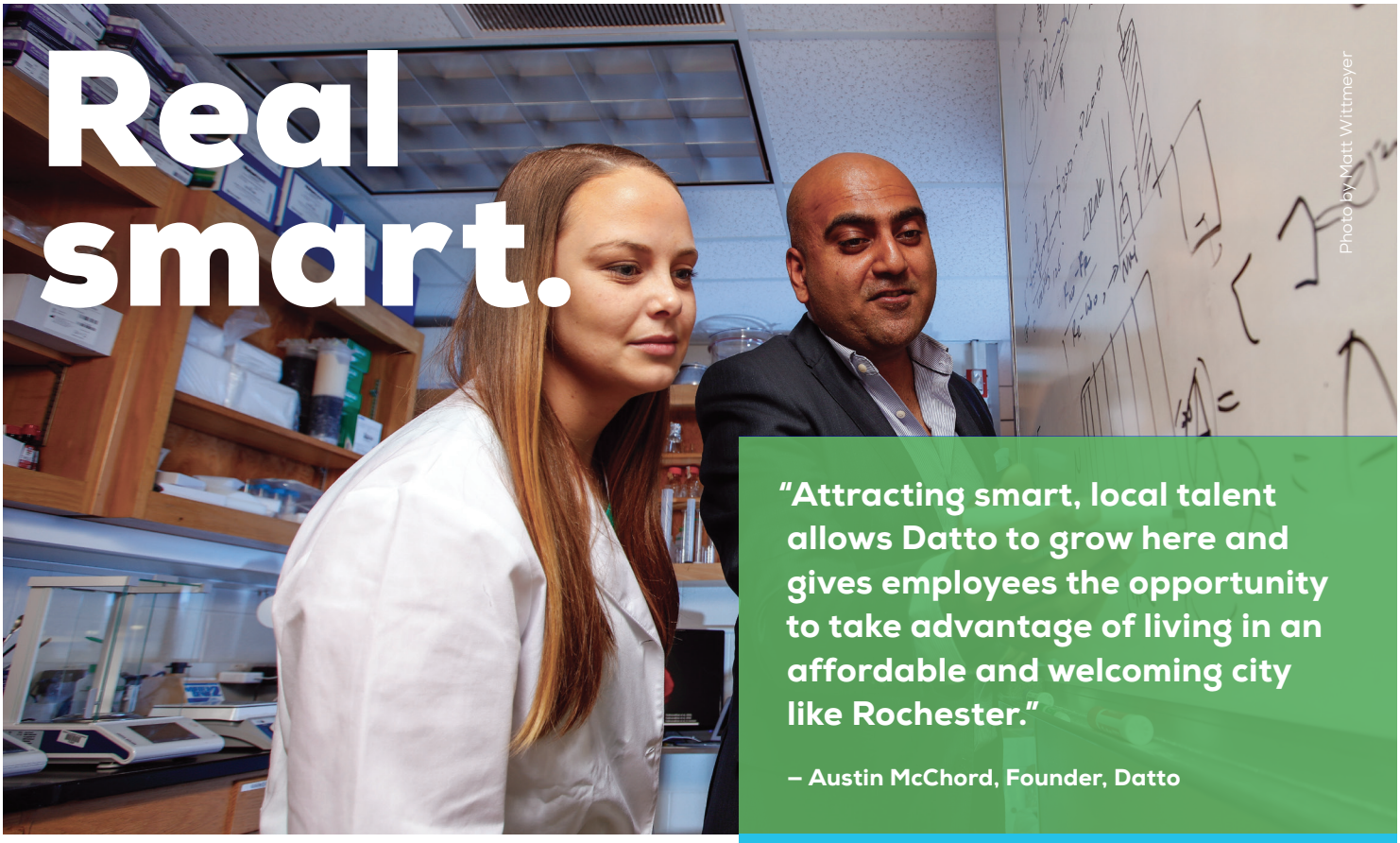


Photo by Matt Wittmeyer

"Attracting smart, local talent allows Datto to grow here and gives employees the opportunity to take advantage of living in an affordable and welcoming city like Rochester."

– Austin McChord, Founder, Datto

## A LEADING TECH EDUCATION AND RESEARCH CENTER

When it comes to smart, the Greater Rochester, NY region is the real deal, with an unusually large higher-education sector and an abundant, technically sophisticated and reliable workforce. We keep our talent pipeline full, too. With 19 colleges and universities adding 19,000 graduates each year, you'll always have the smart people you need to grow. And thanks to the region's low cost of living, you'll be able to access that world-class talent at competitive rates well below the national average.

**1ST** for degrees in STEM programs, including the physical sciences and mathematics, among large metropolitan areas of 1 million or more residents

**3RD** for degrees in engineering and engineering-related fields

**5TH** for degrees in computing and information sciences

Source: US Department of Education, 2018; rankings based on per-capita analysis

**#3**
IN THE NATION FOR COLLEGE DEGREES PER CAPITA

**19**
EXCEPTIONAL COLLEGES AND UNIVERSITIES

**81,000**
STUDENTS

**19,000**
GRADUATES PER YEAR

"From drone research to advanced communications, optronics and image sciences, this region is divining cutting-edge future technologies."

– Dana Mehnert, SVP, Global Business Development Officer, Harris Corporation

Photo by J. Adam Fenster/University of Rochester

# Real innovation.

## #1 MARKET FOR PATENTS PER 1,000 WORKERS

Source: US Patent and Trade Office, 2015

Real innovation starts with a highly skilled and affordable workforce. It's that talent that fuels our world-class R&D labs and drives sustainable business growth across the region. Our creative innovators are developing everything from cancer-preventing vaccines and next-gen medical imaging systems to high-pressure/low-waste food packaging and multi-directional backup cameras for our cars. It's brain power with a purpose.

"Make profits of **$1 million a year more** in Rochester than in Boston, DC or San Francisco."

The timeline to greater profitability for companies with 50+ employees is shorter here than in other major high-tech hubs.

## 20%

**CONCENTRATION OF WORKERS IN HIGH-TECH OCCUPATIONS IS 20% ABOVE THE NATIONAL AVERAGE**

Source: ERI, April 2018

## 49%

**COMMERCIAL REAL ESTATE RATES ARE 49% LOWER THAN THE NATIONAL AVERAGE**

Source: CBRE, 2020

## TOP 10

**ROCHESTER, NY IS AMONG THE TOP 10 MOST CONCENTRATED MILLENNIAL MARKETS**

# Real close.

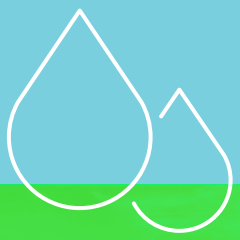
## INCREDIBLY SHORT COMMUTES. INCREDIBLY CLOSE TO MARKET.

We're located within 500 miles of one-third of the US and Canadian populations. That means you get easy access to major markets without the major-market costs. And our average real-time commute? 21.6 minutes. That's five minutes less than the national average. No wonder Kiplinger named Rochester, NY the Best City in the US for Commuters.

### DISTANCE TO MAJOR NORTHEAST MARKETS

| | |
|---|---|
| Boston | 390 miles |
| Cleveland | 250 miles |
| New York | 290 miles |
| Philadelphia | 290 miles |
| Toronto | 150 miles |
| Washington, DC | 350 miles |

Source: US Census Bureau: 2019 American Community Survey 5-Year Estimates



**UNLIMITED ACCESS TO FRESH WATER**

# Real life.

**"We have inherited an exceptional quality of life thanks to an impressive cluster of cultural organizations, unparalleled natural resources, and a resilient and welcoming spirit of community."**

**– David Munson, President, RIT**

## 13TH BEST PLACE TO LIVE IN THE US FOR QUALITY OF LIFE

Source: US News & World Report, 2018

Great schools, world-class attractions, year-round festivals and cultural events, and a low cost of living. If it's on your checklist of must-haves, you'll find it in the Greater Rochester, NY region.

**MEDIAN HOME PRICE: $166,000**

**48% MORE AFFORDABLE THAN THE NATIONAL AVERAGE**

Source: NAHB Housing Opportunity Index, Q4 2020

**Let's get down to business.**

When it comes to the resources you need to grow or expand your business, the Greater Rochester, NY region is the real deal.

**Get started at RochesterBiz.com**

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