

GET REAL

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

Photo by Rochester Institute of Technology

**GET
REAL**
IN GREATER
ROCHESTER
NEW YORK

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Real smart.

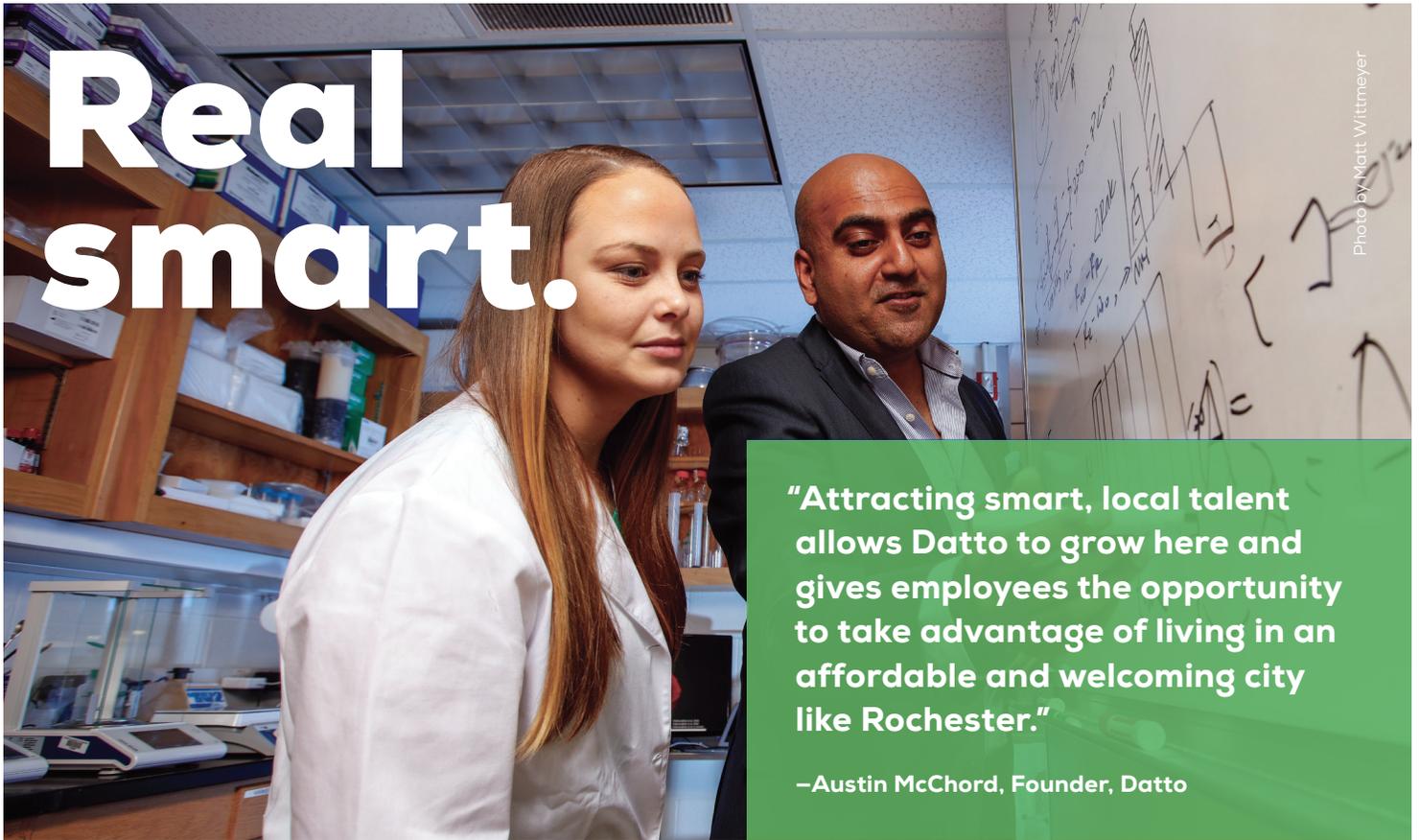


Photo by Matt Wittmeyer

“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

80,000

STUDENTS

18,590

GRADUATES PER YEAR

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

—Dana Mehnert, President, Communication Systems, L3Harris Technologies

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

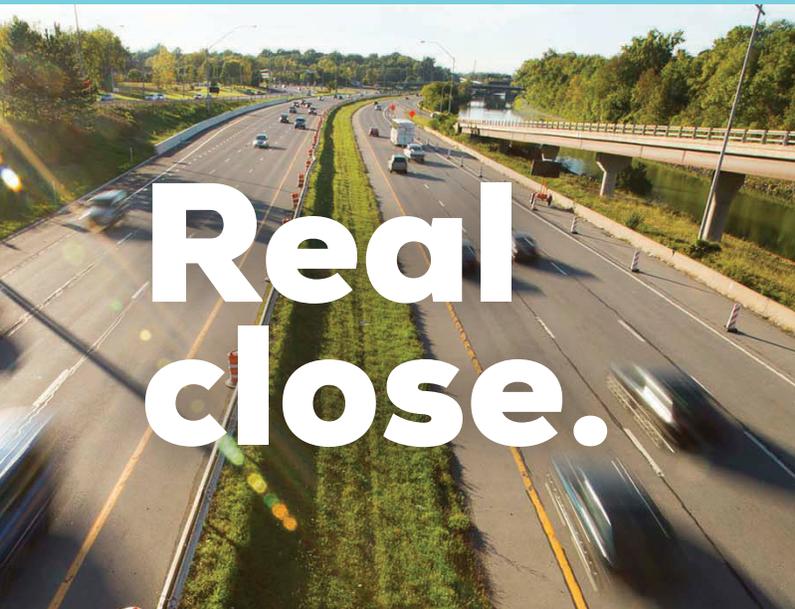
49%

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

Source: Pyramid Brokerage Company of Rochester—2021 Market Outlook, Rochester, NY

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.

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.

"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



MEDIAN HOME PRICE: \$175,000

50% LOWER 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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