

Talk It Up ROCHESTER



GREATER ROCHESTER, NY. WHERE THE SMART PEOPLE LIVE.

Greater Rochester Enterprise

April/May 2008

FORMER ARMY DEPOT CONTINUES SUCCESSFUL TRANSFORMATION

The former Seneca Army Depot continues its transformation into a technology and manufacturing center. Two new companies will bring approximately 170 jobs to the Greater Rochester Region as they expand their operations to the Seneca Army Depot.

At a recent groundbreaking, Top Quality Hay Processors and Seneca Bioenergy announced they have selected the Army Depot as the best location to build their respective new facilities. These projects will not only create 170 permanent staff positions, but also nearly 200 additional transportation and support jobs.

With the recent transformation and revitalization efforts, the Army Depot now employs more people than it did in the 1990s at the height of its use.

New York State Senator Michael Nozzolio has secured \$856,000 in state funding to implement the expansion of the companies. This funding comes on the heels of an additional \$2.5 million secured in January via a Restore-NY grant to revitalize the Army Depot.

“Since the Army Base closed, we have created more than 1,670 jobs at the former Army Depot,” said Senator Nozzolio. “I was pleased to fight to secure this funding and continue efforts to transform the Depot into an economic engine for Seneca County and the Finger Lakes Region.”

Top Quality Hay Processors takes hay cut from the field and then dries and bales the hay indoors in a matter of hours instead of days. Seneca Bioenergy is a soybean processor on the Depot grounds. It produces renewable energy and biodiesel fuels.

“While working with both Top Quality Hay Processors and Seneca Bioenergy separately over the last 12 months, and trying to strategically place them on the depot, we realized that there was a great opportunity in collocating these two operations into one facility,” said Michael Palumbo, chief operating officer of Flaum Management Company Inc. “The synergies and complementary uses they possess are a blueprint that we intend to duplicate.”



Senator Nozzolio celebrates the Seneca Army Depot investment with Garrett and JJ Warren as (left to right) David Kaiser, Patsy Amidon, Dennis Mullen and Mike Palumbo look on.

READ MORE ABOUT
IBC Trade Dinner and Expo

READ MORE ABOUT
Monroe County's Economic
Development Highlights

READ MORE ABOUT
Rohrbach Brewing Company's
New Location

Hundreds Gather to Discuss Rochester's \$4.6 Billion International Trade Industry



The International Business Council (IBC) of Greater Rochester, NY is hosting its 17th Annual International Trade Dinner and Expo on May 15. An affiliate of GRE, the IBC promotes and expands international opportunities for local companies by developing and enhancing its members' expertise.

At the Trade Dinner, approximately 300 representatives from the Greater Rochester Region's 2,000 small to mid-sized exporting companies will be joined by local corporate heavyweights Xerox, Kodak and Carestream Health. During the evening, attendees will network

and share information on lessons learned from their international trade activities to boost the region's collective success.

These companies account for \$4.6 billion in trade (FY06 figures), which ranks Rochester as one of the top five largest exporting regions per capita in the United States. The largest segment of the region's trade comes from traditional manufacturing, exporting auto components and items for the aerospace industry. However, the area has also seen substantial growth in its service industries, including financial, logistics and agriculture.

The number one trading partner for the Rochester Region is naturally its closest neighbor, Canada. In fact, GRE and IBC recently hosted a delegation from Quebec to forge an even stronger trading partnership. Following Canada, the Rochester Region's top trading partners include China, Mexico, Japan and Germany (FY07).

The Greater Rochester Region is steadily increasing its trade exports, and from FY05 to FY06 it saw a dollar increase of more than 5.25%. This increasing trade activity translates into new jobs for the area as well. Multinational companies are also taking note of Rochester's high-quality universities and the ready supply of highly qualified employees they produce. Rochester's world-class universities are a distinct competitive advantage in this arena because they generate graduates who are highly skilled and capable of immediately starting in trade-related employment.

The IBC Trade Dinner and Expo is one component that helps perpetuate the region's success. At the dinner, The Honorable Christopher Padilla, Department of Commerce Undersecretary for International Trade, will lead a panel discussion about opportunities in trade exports and the influences affecting trade in the region.

Monroe County Executive Highlights Economic Development at State of the County



Monroe County Executive Maggie Brooks delivered her 2008 State of the County address on April 22, 2008 at the RIT Center for Integrated Manufacturing Studies (CIMS).

Monroe County is home to nearly 5,000 small to mid-sized businesses in the 10 to 1,000 employee range. For a community that once thrived on big business, we are seeing a shift in economic prosperity to savvy entrepreneurial start ups, to innovative, new wave technology companies, and to the booming industries of optics and large format printing.

In 2007, Monroe County helped 165 companies grow, which will result in the investment of more than \$471

million in our local economy. Over the next three years, 1,925 new jobs will be created and 11,580 jobs will remain in our community.

Not only are companies attracted to our highly skilled workforce and to a quality of life that is second to none, but also to the variety of incentive programs that Monroe County offers to support business. It is because of that support that Monroe County has many corporate success stories.

Phoenix Tool, a local woman-owned business, took advantage of the county's Manufacturing Rewards Program and purchased a new lathe to improve operations and increase their competitiveness.

Adecco USA, a division of the largest human resources company in the world, recently chose to locate its Eastern Shared Services Center in Monroe County instead of Grand Rapids, Michigan or Chattanooga, Tennessee.

Weldrite Closures manufactures welded marine enclosures and flood protection products. County incentives coupled with our highly skilled workforce gave them good reason to open their U.S. operation in Monroe County instead of Connecticut.

ESL Federal Credit Union's planned six-story corporate headquarters in downtown Rochester is the first company to take advantage of the county's Green JobsPlus program.

Our efforts are paying off with job growth, increased job retention, and a reenergized confidence in the local economy. With continued investment in existing businesses and a focus on finding resources to support entrepreneurs, we will be able to sustain this momentum.

Submitted by Monroe County

Microbrewery Expands to Rochester



John Urlaub, owner of Rohrbach Brewing and City of Rochester Mayor Robert Duffy.

A popular local microbrewery and restaurant is expanding in the Rochester, NY area and opening its second location. Rochester, NY Mayor Robert J. Duffy and City Economic Development Commissioner R.

Carlos Carballada recently joined owner John Urlaub to celebrate the grand opening of the Rohrbach Brewing Co. at the Rochester Public Market. The Public Market is a popular attraction in Rochester and has been in operation since 1827, making it one of the oldest continuously operating farmers' markets in the nation.

The opening of the second Rohrbach location marks the brewery's return to the city. Desiring to capitalize on the downtown resurgence and bring his brewery back to the city of Rochester, Urlaub searched for the most suitable location and decided on the property at 97 Railroad St., located in the heart of the City's Public Market. The new site consists of 37,000 sq. ft. and provides 40 parking spaces. The new brewery currently employs six people; however, this number will increase when bottling operations are soon added.

The Rochester native founded the Rohrbach Brewery in 1991 as a small family-owned microbrewery and restaurant, located at the Historic German House on Gregory St. in Rochester's South Wedge neighborhood. The company enjoyed 10 great years in the German House location. In 1995, Urlaub opened a 120-seat restaurant and a larger, 20-barrel brewery in nearby Ogden, NY, which continues to operate very successfully today.

The company is run as two separate business units, the restaurant operation and the brewing operation. Rohrbach's award-winning ales and lagers are served at over 100 establishments throughout Upstate New York. The company self-distributes and has its own sales force.

Submitted by City of Rochester

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PRESIDENT'S MESSAGE



Attracting new business and supporting the expansion of existing and emerging businesses is the heart of what Greater Rochester Enterprise was created to do and we pursue that goal every day. GRE strives to provide a unified, focused voice as it champions the Greater Rochester Region. Many people may not

realize we are a not for profit public-private partnership, with approximately 80% of our funding from private sources and 20% from public sources.

I am pleased to announce that over the last few months we have received new investments from Clough Harbour & Associates, LLP; Constellation Brands; Monroe County Water Authority; Paradigm Environmental Services; Pardi Partnership Architects; Phillips Lytle, LLP; SRF & Associates, P.C.; and Wegmans Food Markets. They join a long list of more than 125 business, community and government leaders who share our vision for the revitalization of the Greater Rochester Region.

GRE was formed just five years ago. It's amazing to see the outpouring of support from our board members and investors who share the same passion for our community and its success. Thanks to their support, we now have a coordinated effort to handle business requests in a seamless and timely fashion, fulfilling requests within 72 hours. Response speed is critical to our dealings with site selectors who are often looking for reasons to remove a community from the short list of possible sites.

A recent prospect commented that our proposal was "the best one I've seen yet." I hope this type of response yields results both with this prospect and with many others currently in our pipeline.

GRE's ability to market the Greater Rochester Region as a viable business location would not be possible without the vision and faith of our members who support GRE's core values: act responsibly on behalf of clients and investors; subscribe to an attitude of servant leadership; collaborate with our economic development partners; and operate as a team.

I thank each of our investors for their commitment -- both in time and treasure -- to help us improve the Greater Rochester Region's economy.

Best Regards,

Dennis M. Mullen
President and CEO
Greater Rochester Enterprise

Champions walk here.

First hole at Oak Hill Country Club, Rochester, New York. Photo: Rick Stewart / Allsport / Getty Images

The Greater Rochester, NY Region is also home to **champions of business.**



*Source: Expansion Management

Golf Magazine recently recognized Rochester as one of the top 10 best places for golf in the country — but that's not the only reason we're a big draw for companies of all sizes.

- We have a highly-skilled and educated workforce
- Our commercial real estate is competitively priced
- The Greater Rochester Region was recently rated #1 in quality of life among major U.S. metros*

We have the resources you need to help your business succeed in the Greater Rochester, NY Region.

CONTACT US

The Greater Rochester Enterprise team is here to help you grow your business in the Rochester Region. Call us at 585-530-6200 or e-mail us at Info@RochesterBiz.com

RochesterBiz.com

GRE encourages you to be ambassadors, matchmakers and rainmakers for Rochester.



Greater Rochester Enterprise Foundation, Inc.
100 Chestnut Street
One HSBC Plaza, Suite 1910
Rochester, NY 14604

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