ENTREPRENEURIAL KNOW-HOW

That’s the bold kind of maker and rule-breaker spirit powering the entrepreneurial explosion that’s growing jobs, driving private investment and spearheading the revitalization revolution throughout the Greater Rochester, NY region.

EXPERIENCE TAKES ADVANCED MANUFACTURING FURTHER

Advanced manufacturing is taking a leadership role in the region thanks to companies like Seisenbacher Rail Interiors Inc., a major supplier of rail-car interiors in Europe that recently chose Rochester as its U.S. home base. It saw the region’s hyper-skilled manufacturing and exceptional rail infrastructure and got on board, investing millions of dollars and creating new jobs as a result.

ENTREPRENEURIAL KNOW-HOW

A company town? Well, if you mean a region that’s boiling over with successful startups, small-business superstars and so many new super-creative companies that we’re seen as a key emerging entrepreneurial hub, then yeah, we’re a company town. The whole region is dedicated to cultivating good ideas into great businesses, and that raises everybody’s boats. Take eHealth Technologies. It’s an industry-leading provider of clinically informed referral services and has seen its business grow by an average of 79 percent each year from 2007 to 2015. Now that’s a healthy business climate.

Not only did Rochester’s Susan B. Anthony get arrested for voting, she refused to pay her bus fare to the police station. And when Frederick Douglass escaped from slavery, he didn’t hide—he moved to Rochester and started a newspaper.
THE NEXT-GEN JOBS FOR NEXT-GEN WORKERS

Millennials get it. They’re the most educated and tech-savvy generation ever, and they’re putting that to work for forward-thinking companies. Millennials are the fastest-growing segment in Rochester’s population, increasing by more than 15,000 people in just six years. Low cost of living, a tight-knit community and strong values are the main reasons millennials find Rochester so appealing. Forget the cold-pressed coffee; they’re the workforce jolt your company needs to take off.

1 U.S. Census Bureau

INVESTING IN OUR OWN

Money talks. So let’s talk about how more than $850 million is being invested to transform our city and support this metro-makeover. We’re talking housing, retail, business and infrastructure investments throughout Rochester, attracting more of the kinds of people and professionals who are fueling the region-wide resurgence.

INNOVATION SO BOLD IT’S MAGIC

We’re not talking rabbits-out-of-hats—we’re talking game-changing-ideas-out-of-brilliant-minds. The MAGIC Spell Studios program at Rochester Institute of Technology is a first-of-its-kind effort linking academia with cutting-edge facilities needed to converge and commercialize film and animation, digital media and computer gaming. Freakishly smart people and the latest technologies mean lots of cross-disciplinary discovery—something key investors, including Dell and Cisco Systems Inc., are banking on. And it’s all done without smoke and mirrors.

They wouldn’t recognize the skyline, but Susie B. and Freddie D. would know that rule-breaking, difference-making attitude that defines the Greater Rochester, NY region. We can put that attitude to work for you.

Head to GRE’s website, RochesterBiz.com, and let’s break some rules together.