



Business Expansions and Attractions Generate Total Economic Impact of \$2.4 billion, 14,262 Jobs in Greater Rochester, NY

In the 15 years since Greater Rochester Enterprise (GRE) was founded as the first organization dedicated to supporting business attraction, expansion, entrepreneurship and innovation across the 9-county Greater Rochester, NY region, more than \$2.4 billion and 14,000 jobs have bolstered the area's economy as a result of GRE's leadership and influence on several successful economic development projects spanning an array of key industries in every county. A selection of **14** regionally significant, GRE-led executed projects¹ was used in this analysis.

The 14 business attraction and expansion projects combined to generate **\$629.25 million** in new capital investments in construction, facility improvements, and equipment purchases; created **3,724 direct company jobs**,² including line workers, engineers, customer service, and sales positions; and **4,804 direct construction and maintenance and repair jobs** (total: 8,528)³. The jobs and investment created by these economic development projects further resulted in indirect⁴ and induced⁵ benefits due to industry demand and new labor income, supporting 5,734 jobs and creating a total employment impact of **14,262 jobs**.⁶ Total value added⁷ to the regional economy by these projects was more than \$1.1 billion, and total output⁸ was **\$2.4 billion**.⁶

The local industries most heavily impacted include business support services, construction, food and beverage processing and manufacturing, advanced manufacturing, information technology, trucking, wholesale trade, hospitals, and restaurants/drinking places, which all experienced direct, indirect, and induced benefits.⁹ Additionally, the newly created jobs, companies, and associated wealth are estimated to have had an approximately **\$100 million** impact on state and local tax collection,¹⁰ as well as a **\$192 million** impact on federal tax collection.¹¹ This combines for a **cumulative \$292 million fiscal impact**.

¹ See Table 1

² See Table 1

³ See Table 2

⁴ **Indirect effects** are the impact of local industries buying goods and services from other local industries. The cycle of spending works its way backward through the supply chain until all money leaks from the local economy, either through imports or by payments to value added. The impacts are calculated by applying Direct Effects to the Type I Multipliers.

⁵ **Induced effects** are the response by an economy to an initial change (direct effect) that occurs through re-spending of income received by a component of value added. IMPLAN's default multiplier recognizes that labor income (employee compensation and proprietor income components of value added) is not a leakage to the regional economy. This money is recirculated through the household spending patterns causing further local economic activity.

⁶ See Table 2

⁷ **Value added** consists of compensation of employees, taxes on production and imports less subsidies, and gross operating surplus (BEA). Gross value added is the value of output less the value of intermediate consumption; it is a measure of the contribution to GDP made by an individual producer, industry or sector.

⁸ **Output** represents the value of industry production. In IMPLAN these are annual production estimates for the year of the data set and are in producer prices. For manufacturers this would be sales plus/minus change in inventory. For service sectors production = sales. For Retail and wholesale trade, output = gross margin and not gross sales.

⁹ See Tables 3-6

¹⁰ See Table 7

¹¹ See Table 8

Economic Gardening Impacts

The 93 companies enrolled since 2012 in GRE’s Economic Gardening program,¹² which aims to support growing mid-size companies in the region, further created 685 net new jobs, cumulatively resulting in an economic impact of nearly **\$381 million**.¹³ This activity resulted in additional fiscal benefits of more than **\$46.6 million**¹⁴ and touched industries including telecommunications, optics, photonics, and imaging, data processing, computer services, advanced manufacturing, and food and beverage processing and manufacturing.¹⁵ Companies enrolled in this business retention and expansion program are located in all corners of the region’s nine counties (see Figures 1 and 2, below).

Figure 1: Map of Companies Enrolled in GRE Economic Gardening Program, 2012-Present

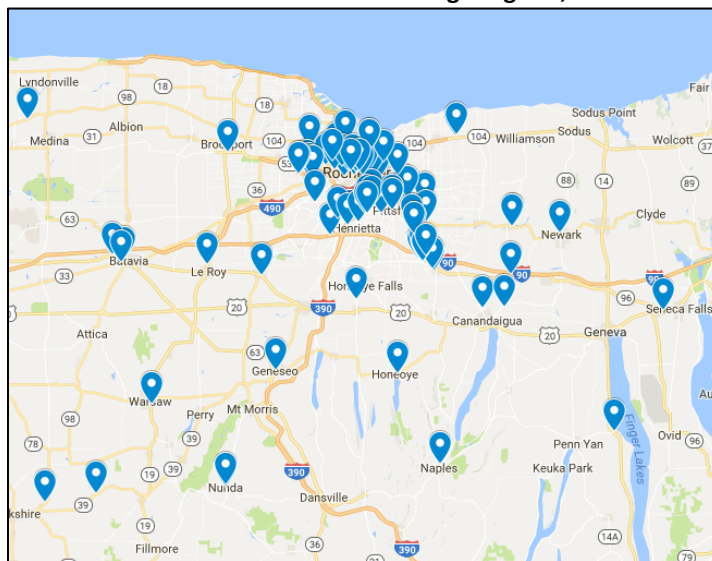
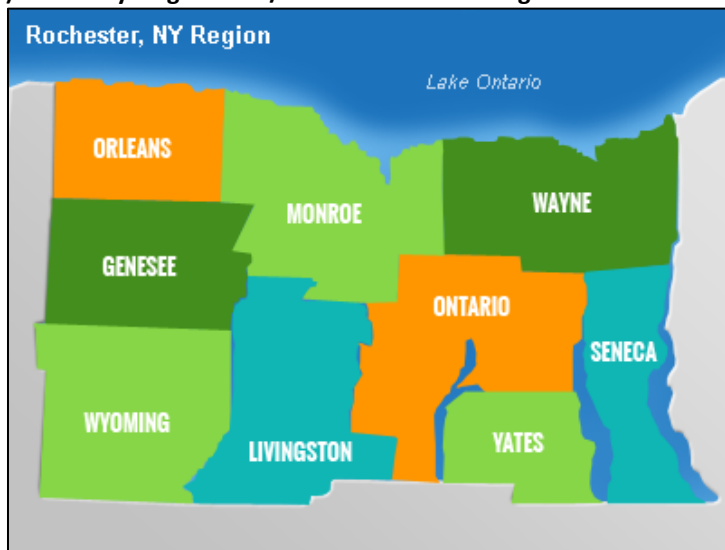


Figure 2 (For Reference): 9-County Finger Lakes/Greater Rochester Region



¹² The GRE Regional Economic Gardening Program is designed to provide sophisticated, tailor-made technical assistance to local companies poised for growth in the Greater Rochester, NY region. GRE partners with the Edward Lowe Foundation, a national nonprofit organization that supports entrepreneurship, to provide this unique program to Rochester area companies.

¹³ See Table 9

¹⁴ See Tables 14 and 15

¹⁵ See Tables 10-13

Table 1: Select GRE Projects, Capital Investment, and Jobs Created 2002-2016

Company Name	Industry	Capital Investment	Jobs Created	Project Year	Project Location
Barilla America	Dry Pasta, Dough, and Flour Mixes Manufacturing from Purchased Flour	\$96.2 million	121	2006	Town of Avon, Livingston County
Alpina Foods	Fluid Milk Manufacturing	\$15 million	50	2011	Genesee Agri-Business Park, Genesee County
FedEx Freight	General Freight Trucking, Long-Distance, Truckload	\$8 million	120	2011	Town of Chili, Monroe County
LiDestri Foods	Fruit and Vegetable Canning	\$60 million	275	2012	Eastman Business Park, Monroe County
Maximus	Administrative Management and General Management Consulting Services; Business Support Services	\$4.7 million	350	2012	Town of Pittsford, Monroe County
Former Muller Quaker Dairy Facility*	Fluid Milk Manufacturing	\$206 million	N/A*	2012	Genesee Agri-Business Park, Genesee County
Brand Networks	Other Computer Related Services	\$1.95 million	75	2013	Rochester, Monroe County
Unither	Pharmaceutical Preparation Manufacturing	\$15.7 million	22	2014	Town of Henrietta, Monroe County
Love Beets USA	Beet Sugar Manufacturing; Canned Fruits and Vegetables Manufacturing	\$17 million	140	2015	Eastman Business Park, Monroe County
Pride Pak	Postharvest Crop Activities (except Cotton Ginning); Frozen fruits, Juices and Vegetables Manufacturing	\$20 million	200	2015	Town of Medina, Orleans County
American Packaging Corp.	Paper Bag and Coated and Treated Paper Manufacturing	\$170 million	262	2016	Rochester, Monroe County

Klein Steel	Plate Work Manufacturing	\$8 million	50	2016	Rochester, Monroe County
Maximus	Administrative Management and General Management Consulting Services; Business Support Services	\$5 million	2000	2016	Town of Pittsford, Monroe County
Seisenbacher Rail Interiors	All Other Industrial Machinery Manufacturing	\$1.7 million	59	2016	Rochester, Monroe County
	Total:	\$629.25 million	3,724		

* Theo Müller Group and Quaker Oats, a unit of PepsiCo, operated this plant from 2012-2014 but sold it to Dairy Farmers of America (DFA), a large milk cooperative based in Missouri, in 2015. DFA is currently working on putting the plant back into operation.

Table 2: Impact Summary

Impact Type	Employment	Labor Income	Total Value Added	Output
Direct Effect	8,528	\$478,427,535	\$594,972,628	\$1,443,834,938
Indirect Effect	2,257	\$156,812,290	\$241,785,017	\$488,268,308
Induced Effect	3,477	\$152,204,345	\$276,608,275	\$478,501,788
Total Effect	14,262	\$787,444,170	\$1,113,365,920	\$2,410,605,035

(Minnesota IMPLAN Group, Inc., 2017)

Table 3: Top 10 Industries Impacted, Ranked by Employment

Industry	Total Employment	Total Labor Income	Total Value Added	Total Output
Construction of new manufacturing structures	4,403	\$257,765,249	\$317,199,399	\$567,200,027
Business support services	2,398	\$109,564,938	\$103,231,432	\$153,704,798
Wholesale trade	456	\$41,127,760	\$77,293,889	\$119,128,985
Canned fruits and vegetables manufacturing	417	\$25,877,435	\$33,443,307	\$188,230,534
Plastics packaging materials and unlaminated film and sheet manufacturing	282	\$17,914,568	\$42,344,410	\$136,585,878
Maintenance and repair construction of nonresidential structures	278	\$17,802,846	\$22,487,805	\$46,706,347
Full-service restaurants	225	\$4,725,131	\$5,462,885	\$10,576,106
Truck transportation	224	\$15,346,772	\$18,149,242	\$40,335,033
Hospitals	218	\$14,803,805	\$16,501,805	\$30,792,708
Frozen fruits, juices and vegetables manufacturing	201	\$11,237,604	\$15,592,005	\$89,199,515

(Minnesota IMPLAN Group, Inc., 2017)

Table 4: Top 10 Industries Impacted, Ranked by Labor Income

Industry	Total Employment	Total Labor Income	Total Value Added	Total Output
Construction of new manufacturing structures	4,403	\$257,765,249	\$317,199,399	\$567,200,027
Business support services	2,398	\$109,564,938	\$103,231,432	\$153,704,798
Wholesale trade	456	\$41,127,760	\$77,293,889	\$119,128,985
Canned fruits and vegetables manufacturing	417	\$25,877,435	\$33,443,307	\$188,230,534
Plastics packaging materials and unlaminated film and sheet manufacturing	282	\$17,914,568	\$42,344,410	\$136,585,878
Maintenance and repair construction of nonresidential structures	278	\$17,802,846	\$22,487,805	\$46,706,347
Management of companies and enterprises	111	\$16,520,095	\$19,989,254	\$30,123,090
Truck transportation	224	\$15,346,772	\$18,149,242	\$40,335,033
Hospitals	218	\$14,803,805	\$16,501,805	\$30,792,708
Frozen fruits, juices and vegetables manufacturing	201	\$11,237,604	\$15,592,005	\$89,199,515

(Minnesota IMPLAN Group, Inc., 2017)

Table 5: Top 10 Industries Impacted, Ranked by Value Added

Industry	Total Employment	Total Labor Income	Total Value Added	Total Output
Construction of new manufacturing structures	4,403	\$257,765,249	\$317,199,399	\$567,200,027
Business support services	2,398	\$109,564,938	\$103,231,432	\$153,704,798
Wholesale trade	456	\$41,127,760	\$77,293,889	\$119,128,985
Owner-occupied dwellings	0	\$0	\$43,901,709	\$65,591,833
Plastics packaging materials and unlaminated film and sheet manufacturing	282	\$17,914,568	\$42,344,410	\$136,585,878
Canned fruits and vegetables manufacturing	417	\$25,877,435	\$33,443,307	\$188,230,534
Maintenance and repair construction of nonresidential structures	278	\$17,802,846	\$22,487,805	\$46,706,347
Real estate	188	\$4,178,923	\$21,596,907	\$31,486,706
Management of companies and enterprises	111	\$16,520,095	\$19,989,254	\$30,123,090
Truck transportation	224	\$15,346,772	\$18,149,242	\$40,335,033

(Minnesota IMPLAN Group, Inc., 2017)

Table 6: Top 10 Industries Impacted, Ranked by Total Output

Industry	Total Employment	Total Labor Income	Total Value Added	Total Output
Construction of new manufacturing structures	4,403	\$257,765,249	\$317,199,399	\$567,200,027
Canned fruits and vegetables manufacturing	417	\$25,877,435	\$33,443,307	\$188,230,534
Business support services	2,398	\$109,564,938	\$103,231,432	\$153,704,798
Plastics packaging materials and unlaminated film and sheet manufacturing	282	\$17,914,568	\$42,344,410	\$136,585,878
Wholesale trade	456	\$41,127,760	\$77,293,889	\$119,128,985
Dry, condensed, and evaporated dairy product manufacturing	56	\$4,152,666	\$6,951,212	\$95,591,891
Frozen fruits, juices and vegetables manufacturing	201	\$11,237,604	\$15,592,005	\$89,199,515
Owner-occupied dwellings ¹⁶	0	\$0	\$43,901,709	\$65,591,833
Dry pasta, mixes, and dough manufacturing	124	\$5,827,160	\$11,822,807	\$64,387,421
Maintenance and repair construction of nonresidential structures	278	\$17,802,846	\$22,487,805	\$46,706,347

(Minnesota IMPLAN Group, Inc., 2017)

Table 7: State and Local Tax Impact

Description	Employee Compensation	Proprietor Income	Tax on Production and Imports	Households	Corporations
Dividends					\$164,888
Social Ins Tax- Employee Contribution	\$333,691	\$0			
Social Ins Tax- Employer Contribution	\$674,214				
Tax on Production and Imports: Sales Tax			\$30,278,246		
Tax on Production and Imports: Property Tax			\$30,977,658		
Tax on Production and Imports: Motor Vehicle Lic			\$406,158		
Tax on Production and Imports: Severance Tax			\$0		
Tax on Production and Imports: Other Taxes			\$2,802,676		
Tax on Production and Imports: S/L NonTaxes			\$605,802		
Corporate Profits Tax					\$3,128,914
Personal Tax: Income Tax				\$25,400,935	
Personal Tax: NonTaxes (Fines- Fees				\$4,117,647	
Personal Tax: Motor Vehicle License				\$595,718	
Personal Tax: Property Taxes				\$452,843	
Personal Tax: Other Tax (Fish/Hunt)				\$117,849	
Total State and Local Tax	\$1,007,906	\$0	\$65,070,540	\$30,684,992	\$3,293,802
Total, Combined:	\$100,057,240				

(Minnesota IMPLAN Group, Inc., 2017)

Table 8: Federal Tax Impact

Description	Employee Compensation	Proprietor Income	Tax on Production and Imports	Households	Corporations
Social Ins Tax- Employee Contribution	\$40,524,688	\$4,210,464			
Social Ins Tax- Employer Contribution	\$39,559,013				
Tax on Production and Imports: Excise Taxes			\$6,797,519		
Tax on Production and Imports: Custom Duty			\$2,559,198		
Tax on Production and Imports: Fed NonTaxes			\$415,535		
Corporate Profits Tax					\$19,788,510
Personal Tax: Income Tax				\$78,464,471	
Total Federal Tax	\$80,083,701	\$4,210,464	\$9,772,251	\$78,464,471	\$19,788,510
Total, Combined:	\$192,319,397				

(Minnesota IMPLAN Group, Inc., 2017)

Table 9: Economic Gardening Companies – Impact Summary

Impact Type	Employment	Labor Income	Total Value Added	Output
Direct Effect	685	\$58,158,783	\$96,225,544	\$230,400,920
Indirect Effect	495	\$30,682,863	\$46,284,849	\$78,573,683
Induced Effect	530	\$23,413,309	\$42,184,072	\$71,894,753
Total Effect	1,710	\$112,254,955	\$184,694,464	\$380,869,356

(Minnesota IMPLAN Group, Inc., 2017)

Table 10: Economic Gardening Companies – Top 10 Industries Impacted, Ranked by Employment

Industry	Total Employment	Total Labor Income	Total Value Added	Total Output
Data processing, hosting, and related services	174	\$17,007,752	\$18,335,029	\$50,086,815
Wired telecommunications carriers	102	\$12,652,565	\$37,363,083	\$60,073,188
Employment services	71	\$2,735,669	\$3,957,048	\$5,065,781
All other industrial machinery manufacturing	63	\$5,177,437	\$6,446,124	\$17,986,249
Full-service restaurants	47	\$986,265	\$1,139,503	\$2,202,471
Wholesale trade	39	\$3,520,086	\$6,616,308	\$10,200,186
Investigation and security services	38	\$1,696,514	\$1,837,744	\$2,380,371
Other plastics product manufacturing	36	\$2,273,930	\$3,376,925	\$10,468,774
Real estate	36	\$806,143	\$4,191,788	\$6,082,189
Hospitals	34	\$2,351,782	\$2,620,884	\$4,871,916

(Minnesota IMPLAN Group, Inc., 2017)

Table 11: Economic Gardening Companies – Top 10 Industries Impacted, Ranked by Labor Income

Industry	Total Employment	Total Labor Income	Total Value Added	Total Output
Data processing, hosting, and related services	174	\$17,007,752	\$18,335,029	\$50,086,815
Wired telecommunications carriers	102	\$12,652,565	\$37,363,083	\$60,073,188
All other industrial machinery manufacturing	63	\$5,177,437	\$6,446,124	\$17,986,249
Management of companies and enterprises	29	\$4,100,824	\$4,971,383	\$7,643,053
Software publishers	25	\$3,843,028	\$6,326,598	\$8,954,758
Wholesale trade	39	\$3,520,086	\$6,616,308	\$10,200,186
Employment services	71	\$2,735,669	\$3,957,048	\$5,065,781
Optical instrument and lens manufacturing	28	\$2,614,940	\$3,318,010	\$8,586,913
Architectural, engineering, and related services	31	\$2,502,768	\$2,509,194	\$4,911,724
Hospitals	34	\$2,351,782	\$2,620,884	\$4,871,916

(Minnesota IMPLAN Group, Inc., 2017)

Table 12: Economic Gardening Companies – Top 10 Industries Impacted, Ranked by Value Added

Industry	Total Employment	Total Labor Income	Total Value Added	Total Output
Wired telecommunications carriers	102	\$12,652,565	\$37,363,083	\$60,073,188
Data processing, hosting, and related services	174	\$17,007,752	\$18,335,029	\$50,086,815
Wholesale trade	39	\$3,520,086	\$6,616,308	\$10,200,186
All other industrial machinery manufacturing	63	\$5,177,437	\$6,446,124	\$17,986,249
Software publishers	25	\$3,843,028	\$6,326,598	\$8,954,758
Owner-occupied dwellings	0	\$0	\$6,276,200	\$9,377,026
Management of companies and enterprises	29	\$4,100,824	\$4,971,383	\$7,643,053
Real estate	36	\$806,143	\$4,191,788	\$6,082,189
Monetary authorities and depository credit intermediation	10	\$661,828	\$3,981,876	\$4,767,302
Employment services	71	\$2,735,669	\$3,957,048	\$5,065,781

(Minnesota IMPLAN Group, Inc., 2017)

Table 13: Economic Gardening Companies – Top 10 Industries Impacted, Ranked by Total Output

Industry	Total Employment	Total Labor Income	Total Value Added	Total Output
Wired telecommunications carriers	102	\$12,652,565	\$37,363,083	\$60,073,188
Data processing, hosting, and related services	174	\$17,007,752	\$18,335,029	\$50,086,815
Roasted nuts and peanut butter manufacturing	34	\$1,504,041	\$3,794,963	\$21,696,071
All other industrial machinery manufacturing	63	\$5,177,437	\$6,446,124	\$17,986,249
Pesticide and other agricultural chemical manufacturing	10	\$641,165	\$2,845,741	\$14,682,748
Other plastics product manufacturing	36	\$2,273,930	\$3,376,925	\$10,468,774
Wholesale trade	39	\$3,520,086	\$6,616,308	\$10,200,186
Owner-occupied dwellings ¹⁶	0	\$0	\$6,276,200	\$9,377,026
Software publishers	25	\$3,843,028	\$6,326,598	\$8,954,758
Optical instrument and lens manufacturing	28	\$2,614,940	\$3,318,010	\$8,586,913

(Minnesota IMPLAN Group, Inc., 2017)

¹⁶ This Sector creates an industry out of owning a home, and its production function represents repair and maintenance of that home. The Sector's sole product (Output) is ownership and is purchased entirely by personal consumption expenditures (i.e., the household Sector). There is no Employment or Employee Compensation for this industry. Taxes on production for this Sector are largely made up of property taxes paid by the homeowner, while Other Property Income is the difference between the rental value of the home and the costs of home ownership. (Source: IMPLAN Knowledge Base, Special Sector Definitions).

Table 14: Economic Gardening Companies – State and Local Tax Impact

Description	Employee Compensation	Proprietor Income	Tax on Production and Imports	Households	Corporations
Dividends					\$39,210
Social Ins Tax- Employee Contribution	\$47,186				
Social Ins Tax- Employer Contribution	\$95,338				
Tax on Production and Imports: Sales Tax			\$5,552,929		
Tax on Production and Imports: Property Tax			\$5,579,984		
Tax on Production and Imports: Motor Vehicle Lic			\$72,432		
Tax on Production and Imports: Severance Tax					
Tax on Production and Imports: Other Taxes			\$504,801		
Tax on Production and Imports: S/L NonTaxes			\$114,154		
Corporate Profits Tax					\$732,798
Personal Tax: Income Tax				\$3,625,536	
Personal Tax: NonTaxes (Fines- Fees				\$586,824	
Personal Tax: Motor Vehicle License				\$83,893	
Personal Tax: Property Taxes				\$64,318	
Personal Tax: Other Tax (Fish/Hunt)				\$16,958	
Total State and Local Tax	\$142,524		\$11,824,299	\$4,377,529	\$772,008
Total, Combined:	\$17,116,360				

(Minnesota IMPLAN Group, Inc., 2017)

Table 15: Economic Gardening Companies – Federal Tax Impact

Description	Employee Compensation	Proprietor Income	Tax on Production and Imports	Households	Corporations
Social Ins Tax- Employee Contribution	\$5,686,159	\$673,295			
Social Ins Tax- Employer Contribution	\$5,550,663				
Tax on Production and Imports: Excise Taxes			\$1,260,435		
Tax on Production and Imports: Custom Duty			\$474,541		
Tax on Production and Imports: Fed NonTaxes			\$77,051		
Corporate Profits Tax					\$4,634,508
Personal Tax: Income Tax				\$11,203,381	
Total Federal Tax	\$11,236,821	\$673,295	\$1,812,026	\$11,203,381	\$4,634,508
Total, Combined:	\$29,560,031				

(Minnesota IMPLAN Group, Inc., 2017)

About IMPLAN:

IMPLAN is an economic impact assessment software system. The system was originally developed and is now maintained by the Minnesota IMPLAN Group (MIG). It combines a set of extensive databases concerning economic factors, multipliers and demographic statistics with a highly refined and detailed system of modeling software. IMPLAN allows the user to develop local-level input-output models that can estimate the economic impact of new firms moving into an area as well as the impacts of professional sports teams, recreation and tourism, residential development, and firm expansion or contraction. The model accomplishes this by identifying direct impacts by sector, then developing a set of indirect and induced impacts by sector through the use of industry-specific multipliers, local purchase coefficients, income-to-output ratios, and other factors and relationships.

About RIMS-II Multipliers:

The U.S. Bureau of Economic Analysis (BEA) publishes input-output multipliers, known as RIMS II, which show how local demand shocks affect total gross output, value added, earnings, and employment in a region. *IMPLAN software used for this study utilizes RIMS-II multipliers based on 2015 data purchased by Greater Rochester Enterprise for Genesee, Livingston, Monroe, Ontario, Orleans, Seneca, Wayne, Wyoming, and Yates counties in New York State.*