

Talk It Up ROCHESTER



GREATER ROCHESTER, NY. WHERE SMART PEOPLE LIVE AND SMART BUSINESSES GROW.®

Greater Rochester Enterprise Summer 2017

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HP Hood to Acquire Facility Built by Muller Quaker Dairy

Our region's abundant milk supply and a nearly new multimillion-dollar food processing facility were a few of the reasons why HP Hood chose to expand in our region. Executives plan to invest more than \$200 million and create 230 new jobs at the Agri-Business Park in Batavia. For those less familiar with this facility, it's the state-of-the-art building Muller Quaker Dairy built a few years ago. Genesee County Economic Development Center and GRE worked together to land this business attraction project, which was a joint venture between PepsiCo and Germany's Theo Müller. When the companies disbanded Muller Quaker Dairy, the facility was scooped up by Dairy Farmers of America. And now the facility will be back in operation under HP Hood, which plans to produce extended-shelf-life beverages at this site. It all means great new investments to continue to build on our region's food processing expertise.

"HP Hood joins more than 100 major food production companies that have put down roots in the Greater Rochester, NY region," said Matt Hurlbutt, interim president and CEO, Greater Rochester Enterprise. "Abundant milk supply, a talented workforce and the right facility made Rochester's Genesee County the smart choice for HP Hood's expansion plans."

"The major commitment from one of the nation's most prominent dairy companies will inject new life into the community, creating hundreds of jobs and spurring new investment in the Finger Lakes," Gov. Andrew M. Cuomo said.



Gov. Andrew M. Cuomo announces HP Hood's plans to expand in Batavia, NY. Photo: Office of Gov. Andrew M. Cuomo

SatisPie Expands to Keep Up with Demand for Its Frozen Pies

SatisPie, a frozen-pie manufacturer, is the latest company to recognize the extensive resources that have made the Greater Rochester, NY region the right location for more than 100 food processing companies. GRE helped the company, formerly “Project Pumpnickel,” find warehouse and cold storage space at Allied Frozen Storage in Brockport. SatisPie has seen an increase in demand for its frozen pies, which prompted a search for additional warehouse and freezer space to support the company’s growth trajectory. In addition to investing

\$9.25 million, SatisPie plans to retain 60 local employees and hire up to 57 new people over the next three years. Sales tax abatements from Imagine Monroe, as well as a highly skilled workforce and a fully integrated food processing supply chain, ensured the company expanded in our market.



eHealth Technologies Has the IT Factor ... to Rapidly Grow in Our Region

eHealth Technologies, an industry-leading provider of clinically informed referral services, plans to create up to 160 new jobs and retain 215 jobs in our region. This company, one of the first to take part in GRE’s Economic

Gardening program, has seen its business grow by an average of 79 percent per year over the past several years. To encourage eHealth Technologies to continue to grow in the Greater Rochester, NY region, Empire State Development will provide the company with up to \$2 million in performance-based Excelsior tax credits.



Shifting Site Selectors’ Impressions of Rochester ... One Visit at a Time

Our region is truly the bread basket of New York State. The water, abundant milk supply and close proximity to major markets without major market costs have served as a magnet for numerous food and beverage manufacturers to expand here. GRE recently hosted a couple of leading site selectors who specialize in food and beverage manufacturing facility planning and analysis. Their itinerary was filled with informative meetings at Barilla, LiDestri Food & Drink, Love Beets USA, New York Wine & Culinary Center, Cornell Agriculture and Food Technology Park, and Red Jacket Orchard. It’s clear that these tours make a difference and definitely enhance perceptions of our region.

“Connecting with you and the group of distinguished business leaders provided treasured insights into what the Rochester area can offer new and expanding business. I was pleasantly surprised by the high level of activity and degree of innovation present in the region,” Don Schjeldahl of DSG Advisors said.



Don Schjeldahl of DSG Advisors, Brian Nicholson of Red Jacket Orchard and Kevin Kelly of CBRE Food Facilities Group



Since its formation 15 years ago, GRE has generated projects with an estimated \$2.4 billion in regional economic impact. What were the keys to this success?

It's all about talent. When GRE was founded 15 years ago to serve as our nine-county regional economic development organization, we quickly learned that the talented workforce was the Rochester, NY region's true competitive advantage. We recently commissioned an economic impact study, which highlighted that more than 14,200 direct, indirect and induced jobs were

created through business attraction and expansion projects our team led in collaboration with our partners at Empire State Development and local economic development agencies.

Our team focuses on the industries where we have significant, competitive advantages, such as advanced manufacturing, energy innovation, food and beverage manufacturing, IT and software design, optics, photonics and imaging. Laser-like focus on our core industry strengths has enabled GRE to manage more economic development projects with larger job creation and capital investment projections.

OFD Foods announced that it will build a \$25 million manufacturing facility in Henrietta. What makes Greater Rochester, NY so attractive to the food processing industry?

Talent was the top reason OFD Foods chose to expand in Rochester, NY. The region has a whip-smart, highly skilled workforce that capitalizes on resources available at local universities, including Monroe Community College and Rochester Institute of Technology. The senior leadership at OFD Foods specifically cited RIT's food packaging, research and development, and engineering programs, as well as MCC's mechatronics program, as important skilled-trade training and educational resources. Greater Rochester, NY also has a fully integrated supply chain — including precision manufacturing, engineering and packaging support.

And more than 120 million people live within 500 miles of the region, which is near OFD's key partnerships in the Northeast and Midwest markets. Speed to market is critically important for any business. We can produce a product here in Rochester today and be on the shelf in Boston tomorrow.

Are Greater Rochester's higher education resources playing a major role in workforce development for high-tech sectors?

Greater Rochester, NY is one of the most productive regions in the country, outperforming regions three times our size. With 19 colleges and universities educating more than 85,000 students and graduating 19,000 students each

year, we have resources deployed to support our future talent pipeline. Many of these students are remaining here after graduation. A recent CBRE study ranks Rochester 10th among Small Tech Talent Markets across the US and Canada for recent growth in millennial population.

In addition, there are workforce development programs in place to help train residents for new technical positions. Monroe Community College recently launched the Finger Lakes Workforce Development Center to provide fast-tracked training, career and technical education, and apprenticeship programs directly linked to regional workforce needs.

In 2015, we were also ranked #1 in the US for patents issued per 1,000 workers, according to the US Patent and Trademark Office. Innovations such as cancer-preventing vaccines and the technology supporting missions to Mars were created by highly skilled talent here in our region. When measured by educational attainment levels and patents generated annually, the Greater Rochester, NY region offers the highly skilled workforce necessary to compete in a knowledge-based economy.

Rochester's housing costs are among the lowest in the nation. Has a lower cost of living been a factor in attracting new business to the region?

At \$122,000, the median home sale price in the Greater Rochester, NY region is 60 percent more affordable than the national average. Our cost of living is much lower than more traditional tech hubs, like Silicon Valley or Boston. Datto and CloudCheckr, two leading cloud computing companies, are rapidly expanding in Rochester because of the availability of talented people at a competitive wage who then can afford to buy a home. Cloudcheckr CEO Aaron Newman recently noted that Rochester has top-tier talent in the tech space who can also live a better lifestyle here. When you combine the affordable real estate with an average commute time of only 21.5 minutes, you have factors in place that enable our workforce to be that much more productive than major metros where the workforce grapples with long commutes and exorbitant real estate prices.

Available water resources have become a major priority in site selection decisions. Is Greater Rochester maximizing its advantage in water resources as part of its growth strategy?

Water is the new platinum. The Greater Rochester, NY region has access to more than 7 percent of the world's fresh water supply thanks to our strategic location adjacent to the Finger Lakes and one of the Great Lakes, Lake Ontario. Companies here do not face water rationing or water rights fees. We have an abundance of fresh water — literally millions of gallons of water in excess capacity each day. We leverage water to help attract agriculture, food processing and advanced manufacturing companies. It's part of the reason we have more than 100 food and beverage manufacturing companies in our region.

Portions of this article appeared in Business Facilities, May/June 2017 edition.

Eyes on the Future Focuses on Economic Progress



GRE's weekly radio show, Eyes on the Future, airs every Saturday from 10 to 11 am on WHAM1180. Each week, we speak to Rochester-area leaders who are helping grow our regional economy. We recently featured a two-part series on progress our county and city of Rochester economic development partners have made to transform the Greater Rochester, NY region's economy. If you missed these broadcasts, check out our show podcasts at RochesterBiz.com/podcast.



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

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ROCC YOUR WORLD

It's not the size of the region that matters, but what it can accomplish. We pump out more patents per resident, and we've got more brains trained to excel in this knowledge-based economy than communities three times our size. The talented people in the Rochester, NY region are powering incredible innovations — cancer-preventing vaccines, fuel cell components and the technology supporting missions to Mars. It's the innovative hub that inspired Datto, OFD Foods and other future-focused companies to expand here.

GET IT ON IN THE GREATER ROCHESTER, NY REGION