The GRE Regional Economic Gardening Program is an innovative, entrepreneur centered program that provides the tools to help your business. If selected, you will work with a strategic research team to develop a plan to further accelerate your business success. They will perform focused research to help you:

- Identify qualified sales leads by sorting contents of extensive databases
- Map geographic areas using GIS software to facilitate targeted marketing efforts
- Review core strategies related to commodity and/or niche markets
- Examine social media utilization to connect with customers
- Place your website in front of more customers using search engine optimization (SEO)
- Analyze employee temperament to build strong management teams

Executives should plan to spend 8 – 12 hours with their strategic research team over the course of a few weeks. It is strongly advised that executives assemble a team of employees to analyze and sift through the research provided.

Eligibility:

✓ Be a for-profit, privately held company headquartered and operating in Monroe or Ontario County
✓ Have between $700,000 and $50 million in annual revenue
✓ Employ at least 5 but no more than 100 employees
✓ Have maintained principal operations in the Greater Rochester, NY Region for at least the past 2 years
✓ Demonstrate growth in employment and/or revenue for at least 2 of the past 5 years
✓ Provide products and/or services to markets outside of the Greater Rochester, NY Region

Note: Retail, restaurant establishments, and local service providers (e.g. accounting, legal, staffing firms) do not qualify for this program.

“I wish I had this information 10 years ago, things would look different.” - Electronics & Innovation, Ltd.

“It is clear the Economic Gardening Program fills a huge resource void for Stage 2 Start-Ups like SavageIO. We have improved networking, created a supplier relationship with another economic gardening program company, and generated half a dozen potential sales following our participation in the program.” - Savage IO

All program costs are covered by the Max and Marian Farash Charitable Foundation, M&T Bank, and GRE investors

Call us at 585.530.6217 if you are interested in applying

Greater Rochester, NY
Where smart people live and smart businesses grow.

RochesterBiz.com/gardening