



WHY BE DOWNTOWN?

We are fortunate in Rochester.

There are excellent choices for locating a business in this region. Our real estate community has built prestigious towers downtown, class “A” suburban office campuses, chic loft-style work spaces in renovated turn-of-the-century center city buildings, and “flex” space in outlying suburbs. Finding the right location requires layering a series of business image and environment decisions with cost and space layout issues.

Why should you consider downtown in your matrix?

MOMENTUM AND ENERGY

Rochester is experiencing the national wave of downtown revitalization driven by a whole new generation’s desire for a more urban lifestyle. The investment picture tells the story – over \$500 million in downtown development as of January, 2006, rising occupancy in downtown’s towers, successful new market-rate housing, a re-emerging high tech and telecom community downtown, and three hot entertainment districts. Downtown continues to grow despite the lingering national recession and flat regional growth.

PROXIMITY TO PROFESSIONAL COMMUNITY

Downtown contains the majority of legal, banking, and financial service firms and support organizations.

In spite of the fact that Rochester is “the 20-minute city”, every mile away from the region’s hub represents unnecessary travel time, lost productivity, and potentially higher costs to clients. Downtown is also centrally located for all clients in Monroe County and outlying areas.

CORPORATE MESSAGE TO THE COMMUNITY

As the partnership between corporate leaders and public officials works to strengthen the urban economy and to build on the growing vibrancy in the downtown sector, the message each corporation sends regarding its deep support is visible, significant, and has high impact. It is

essential that our collective investments support the kind of community we must build as a catalyst for real regional growth.

Visit **www.rochesterdowntown.com**

for downtown information on:

- 123 restaurants
- 68 bars & nightclubs
- 382 services & amenities
- 76 rental loft, townhouse & apartment properties
- 91 office buildings

FOR A PRIVATE BRIEFING, PLEASE CONTACT:

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