

# ***WHAT YOU NEED TO KNOW!***

*Busting Myths About Rochester  
State of the City March 3, 2016*

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# Update Your Perspective

Outdated  
Information

Urban  
Legends

Conflicting  
Data

Aggregations

Out of  
Context

Acronyms

Mis-  
interpretation

Statistical  
Jargon

Bias

# Community Profile Demographics

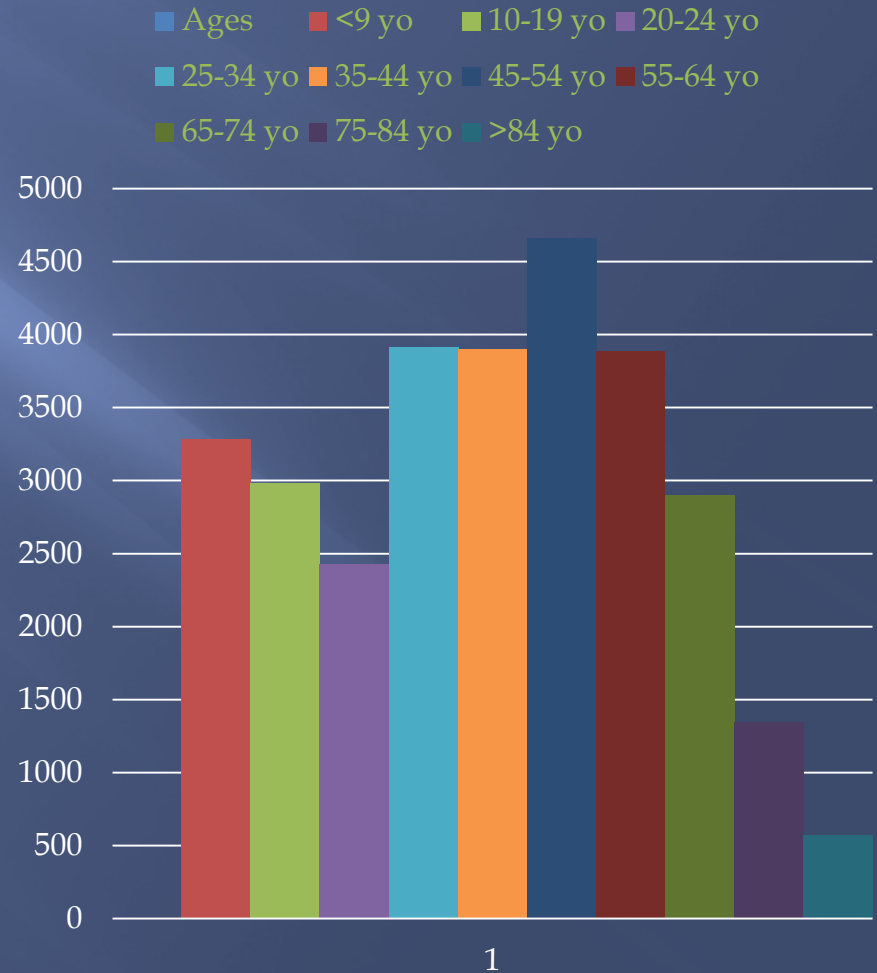
Population (2014) 29,883

- 53.2% Female, 47.8% Male
- Median Age 41.5 years

Median Household Income \$48,114

- <\$20,000 - 17.8%
- \$20,000 - \$34,999 - 16.0%
- \$35,000 - \$49,999 - 17.6%
- \$50,000 - \$74,999 - 19.8%
- \$75,000 - \$99,999 - 13.2%
- \$100,000 - \$149,999 - 10.9%
- \$150,000 or more - 4.5%

Age Distribution



*Data from US Census*

# Top Location Factors

What are the keys to Retention & Attraction?

- Workforce
  - Specialized education
- Infrastructure
  - Maintenance
- Cost of Operations
  - Energy
- State Tax Structure
- Incentives
- Cost of New Facility





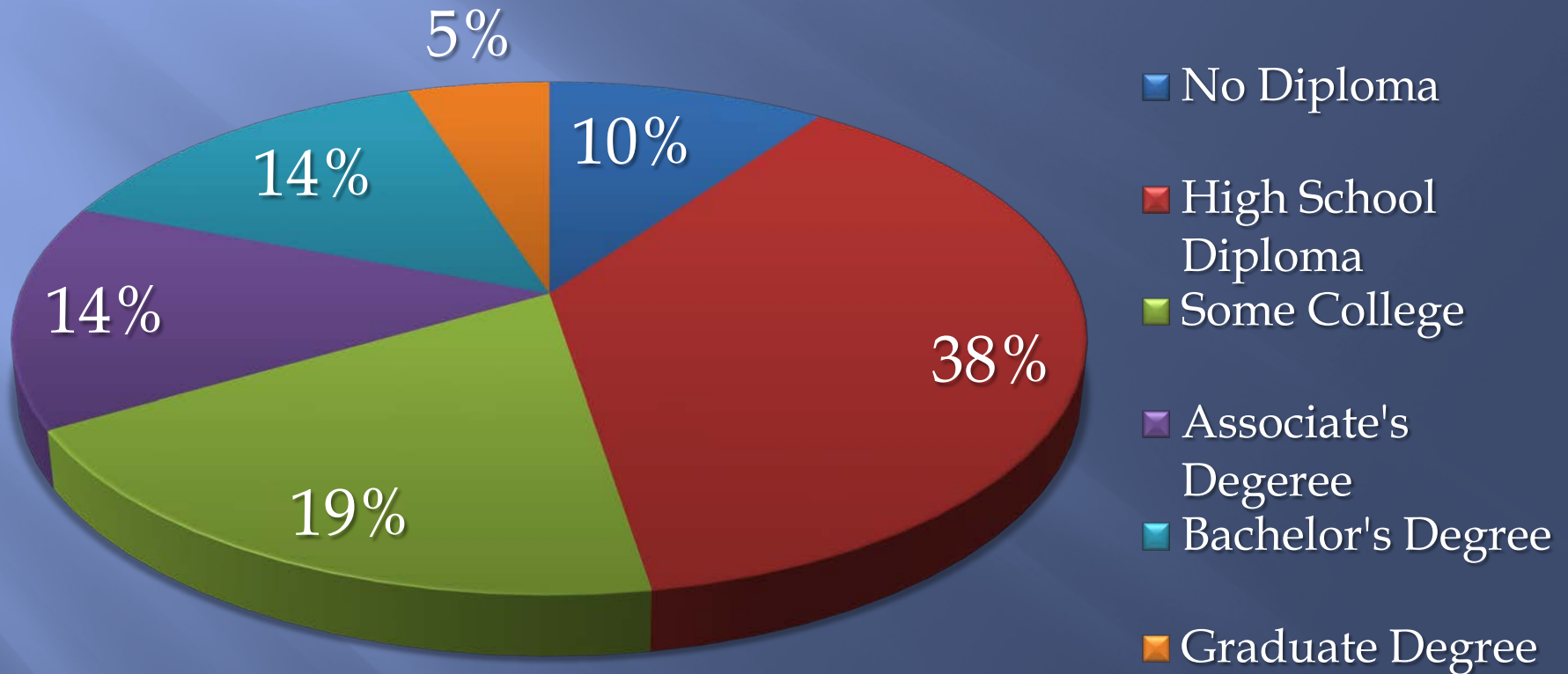
# Economic Impact of Education

- Having “Some College” or an Associate’s Degree will earn 50% more than High School Diploma
- Having a Bachelor’s Degree will earn more than Double a High School Diploma



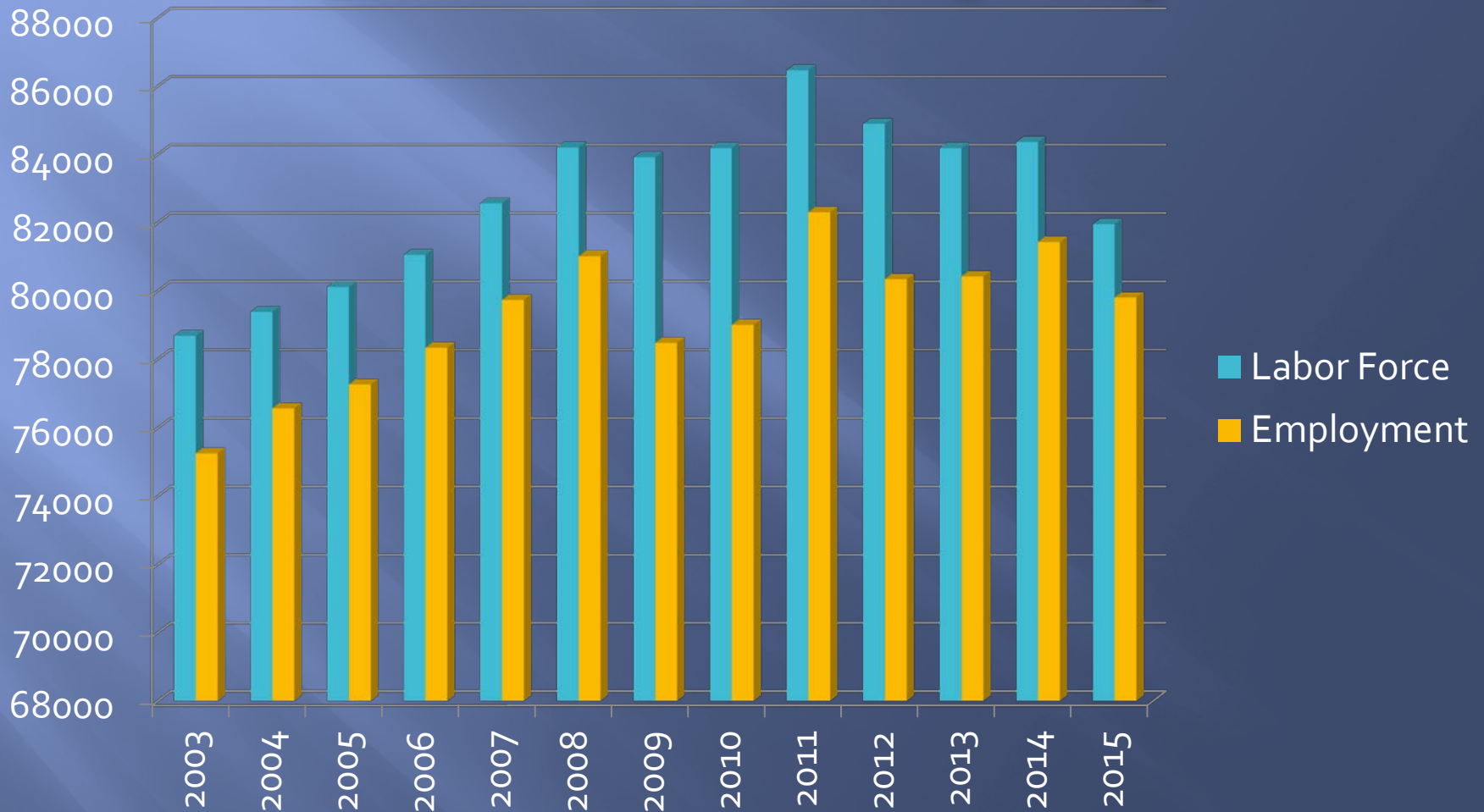
*Governor Hassan's 65/25 Initiative  
By 2025, 65% of all adult NH  
residents will have “some college”*

# Educational Achievement

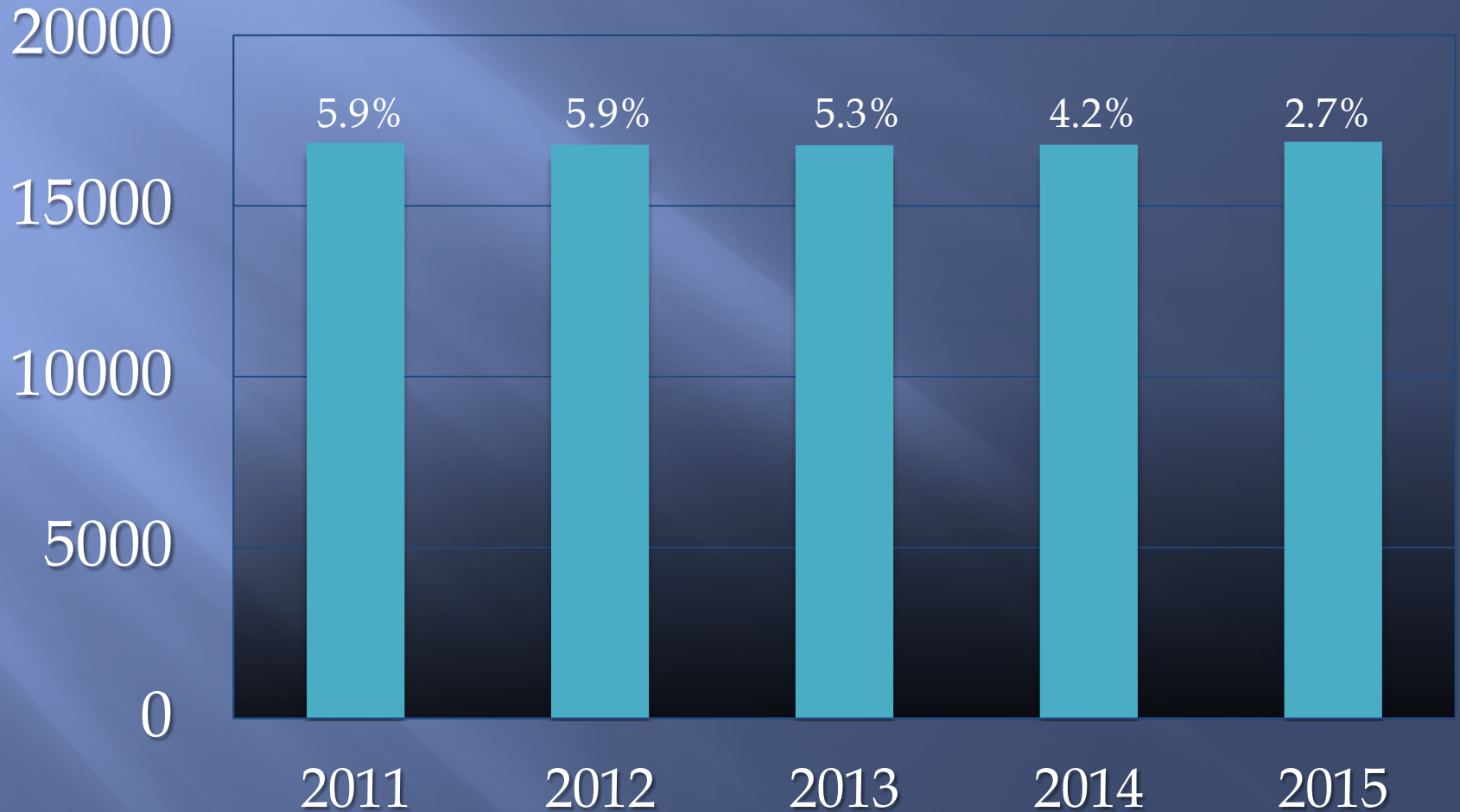


*Data from US Census*

# Metro-NECTA Employment



# Size of Workforce

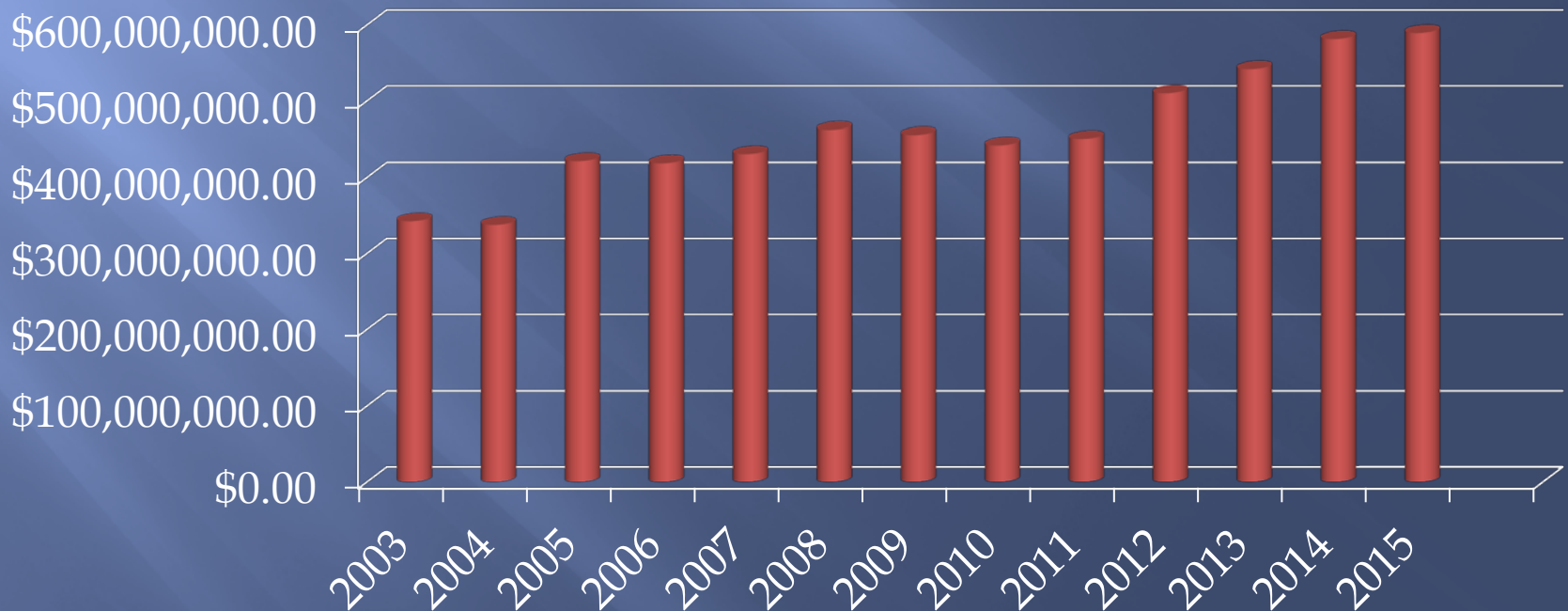




# Property Values – Commercial/Industrial

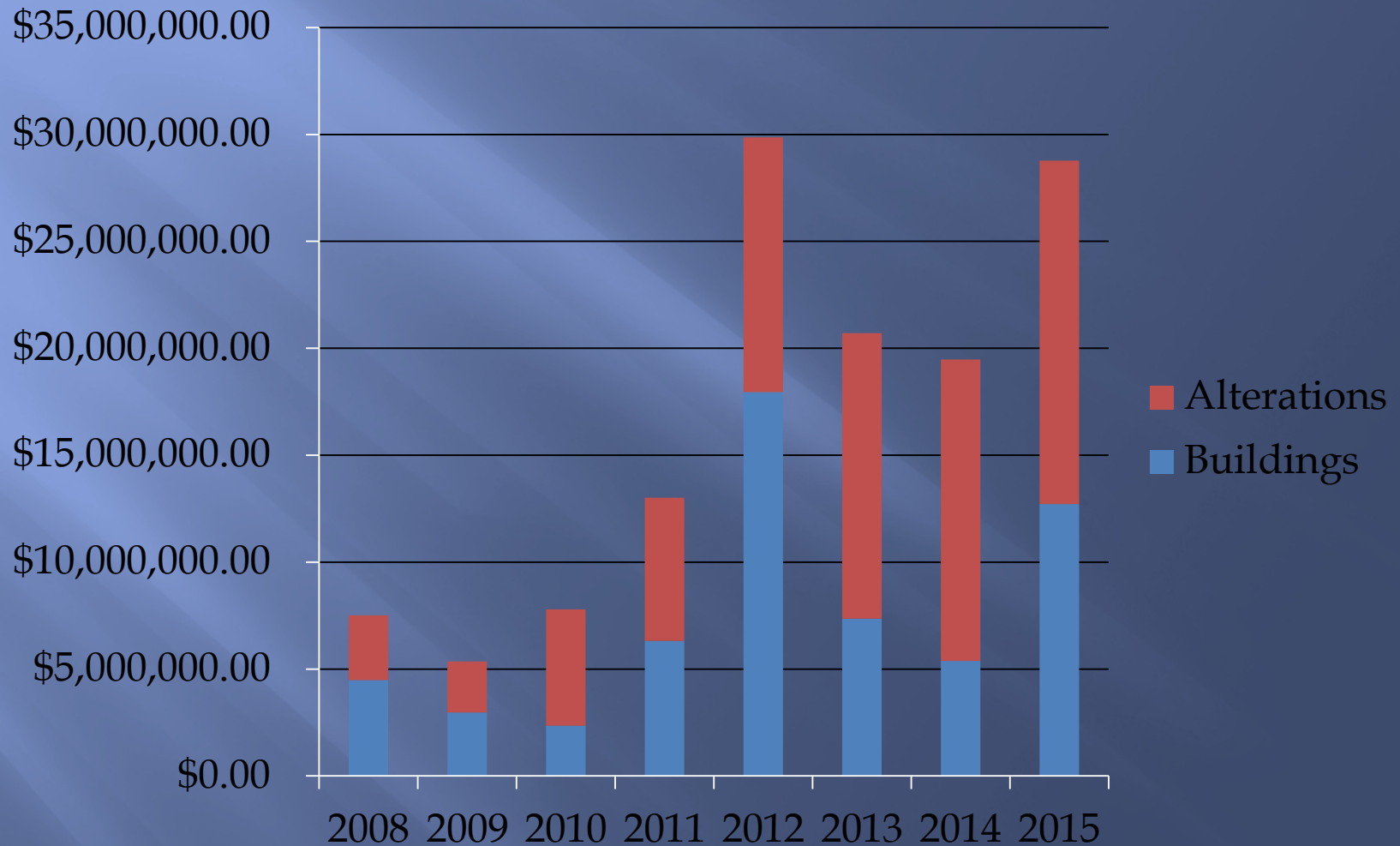
- 29.78% of 2015 Total vs. 18.56% in 2006
- \$589,468,111 in 2015 vs. \$418,628,737 in 2006
- Significant Growth in Commercial & Industrial Land & Buildings

## Taxable Value

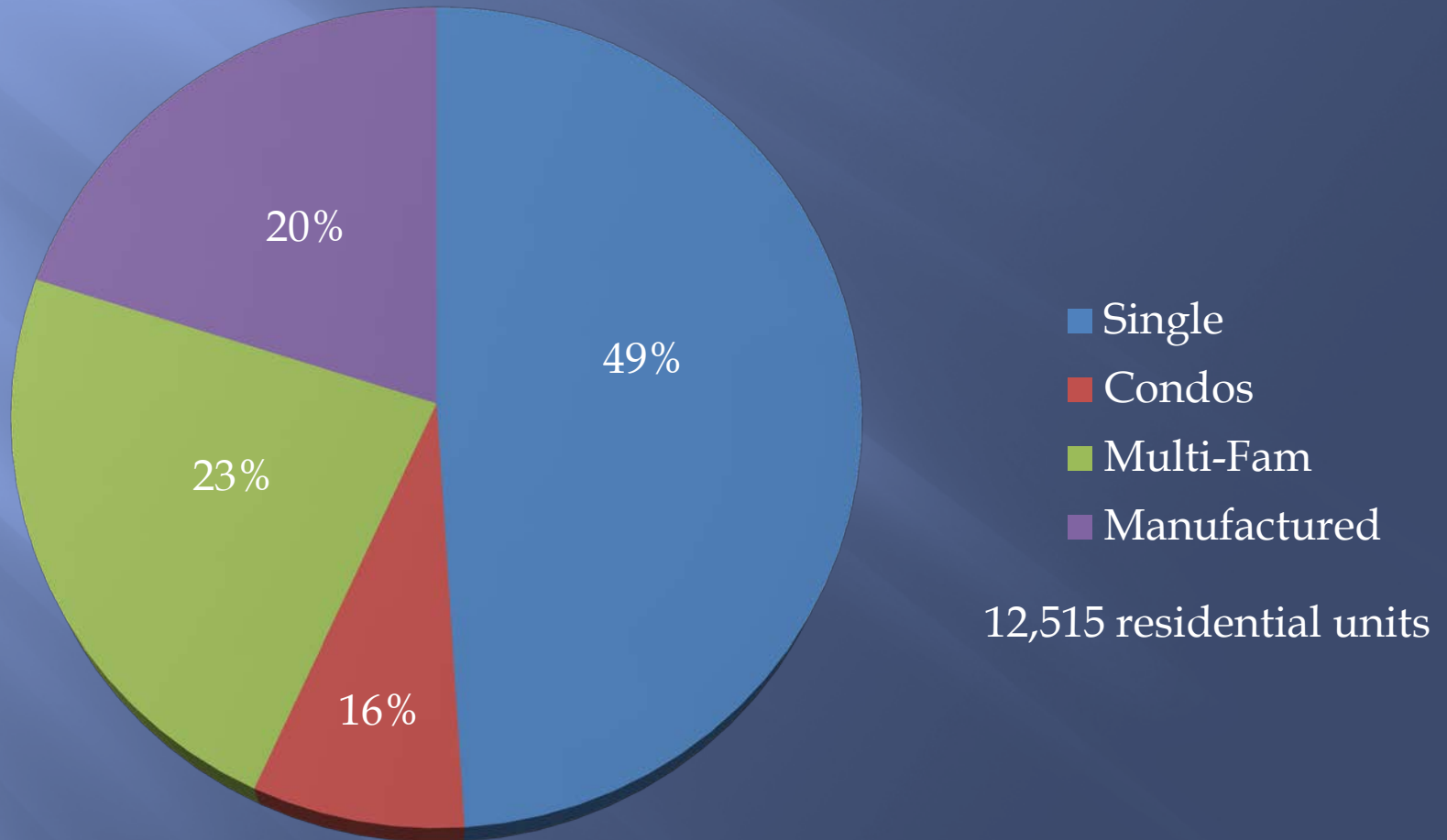


Data from Rochester MS-1

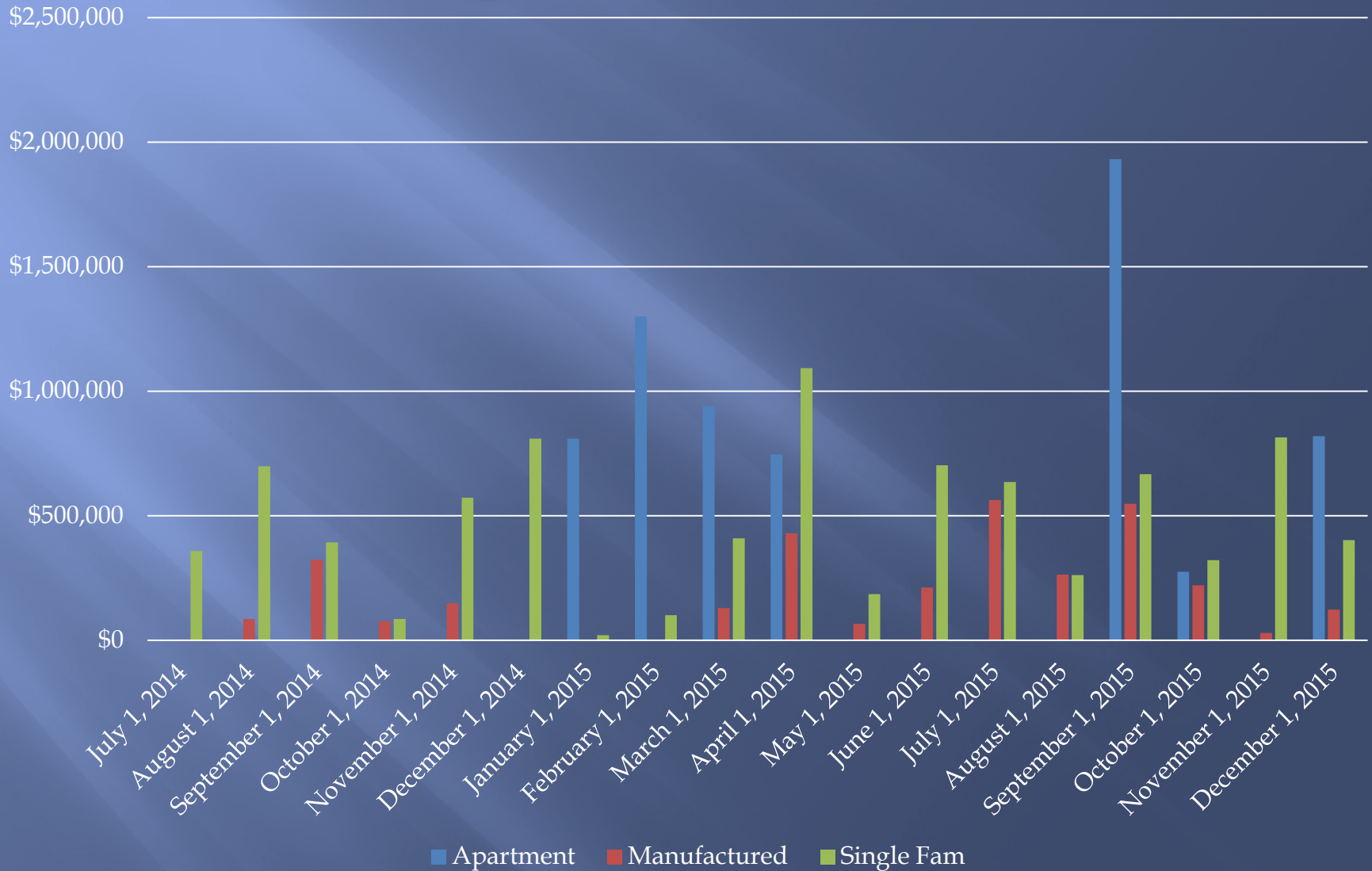
# Building Permits



# Housing Diversity



# Housing Permits (BZLS Dept)





# Downtown Investment



- 812 Private Projects (Building Permits) since 2006, totaling \$10,163,339/\$23,947
- 88 during 2015, totaling \$2,107,312
- Investment Ratio: \$1/\$29.04
- Est. District Tax Revenue Increase: \$361,042
  - Not adjusted for any cumulative increases in assessed valuation or properties utilizing RSA 79:E

*Data from Rochester Main Street*

# Downtown Attraction Targets



## Unique, Destination Businesses

- ▣ Retail Stores
  - Arts to Wear
  - Jewelry
  - Artisans
  - Upscale Consignment
  - Galleries
- ▣ Restaurants & Cafes
  - Outdoor Dining
- ▣ Consumer Services
  - Fitness
  - Salons
- ▣ Finance, Insurance, Real Estate



# Community Values



- ▣ We Invest in Ourselves
  - Roads, Bridges, Parks
  - Education
  - Public Safety
  - Arts & Culture
- ▣ We Care Deeply About Our Community
  - People
  - Environment
  - Partnerships
- ▣ Willing to Work Hard

# What is our Civic Story?

*The Atlantic – James Fallows*

How are our efforts today connected to what we hope for tomorrow?

- Future in Advanced Manufacturing
- Magnet for Talent
  - Creative Class
- Stable & Growing Financially

We Live and Work the American Dream

