



# The Seven Habits That Make Rochester Successful!

State of the City

*February 13, 2007*



## The State of Rochester

- ▶ John Larochelle, Mayor
- ▶ John Scruton City Manager
- ▶ Karen Pollard, Economic Development Manager
- ▶ The Seven Habits that Make Rochester Successful
  - ▶ Keynote Address at the International Economic Development Council Annual Conference
  - ▶ The Seven Habits of Successful Cities
  - ▶ Mayor Michael Bloomberg, New York City
  - ▶ September 19, 2006
  - ▶ Steven Covey's Seven Habits Series



## Mayor John Larochelle

#1 – Fight Crime

#2 – Paint the Town Green



## City Manager John Scruton

#3 – Accountability Counts

#4 – Self Sufficiency: Do More With Less

#5 – Never Stop Investing in the Future



# Economic Development Manager Karen Pollard

#6 – Feed the Spirit

#7 – Small Business is Big Business



## #6 – Feed the Spirit



### ▶ What feeds our Rochester Spirit?

- ▶ Arts & Culture
- ▶ Community Events
- ▶ Education & Learning
- ▶ Green & Natural Spaces
- ▶ Recreation
- ▶ Participation & Activism



## Arts & Culture

- ▶ Rochester Opera House
- ▶ Historical Society Museum
- ▶ Galleries & Studios
- ▶ Art Esprit
- ▶ Arts Rochester
- ▶ Touring Actors Company
- ▶ Dance Studios
- ▶ Rochester Poet Laureate
- ▶ Rochester Public Library
- ▶ Concerts on the Commons
- ▶ Music Scene in Rochester Venues







## The Creative Economy



- ▶ “Rise of the Creative Class” by Richard Florida 2002
  - ▶ new ideas
  - ▶ new technologies
  - ▶ new creative content
- ▶ Includes:
  - ▶ Scientists
  - ▶ Engineers
  - ▶ Architects
  - ▶ Educators Writers
  - ▶ Entertainers
  - ▶ Artists
  - ▶ Musicians





## Contributions to the Community

- ▶ Influences work & lifestyle issues
- ▶ High-achieving individuals
- ▶ Interested in the common good
- ▶ In NH, \$136.4 mm in annual revenue by 1,140 cultural organizations
- ▶ Strafford County
  - ▶ 21,703 in Creative Occupations
  - ▶ 36.5% of Workforce
- ▶ Super Creative
  - ▶ Education, Training & Library
  - ▶ Architecture & Engineering
  - ▶ Computer & Mathematical
  - ▶ Life, Physical and Coastal Sciences



## Community Events



- ▶ Lilac Family Fun Festival
- ▶ Skyhaven Airshow
- ▶ Moonlight Madness
- ▶ Concerts on the Common
- ▶ Charity Pride Ride
- ▶ Fall Lantern Festival
- ▶ Annual Holiday Parade
- ▶ Skate with Santa
- ▶ July 3<sup>rd</sup> Celebration & Fireworks
- ▶ Rochester Fair
- ▶ Memorial Day, Veteran's Day



## Education & Learning

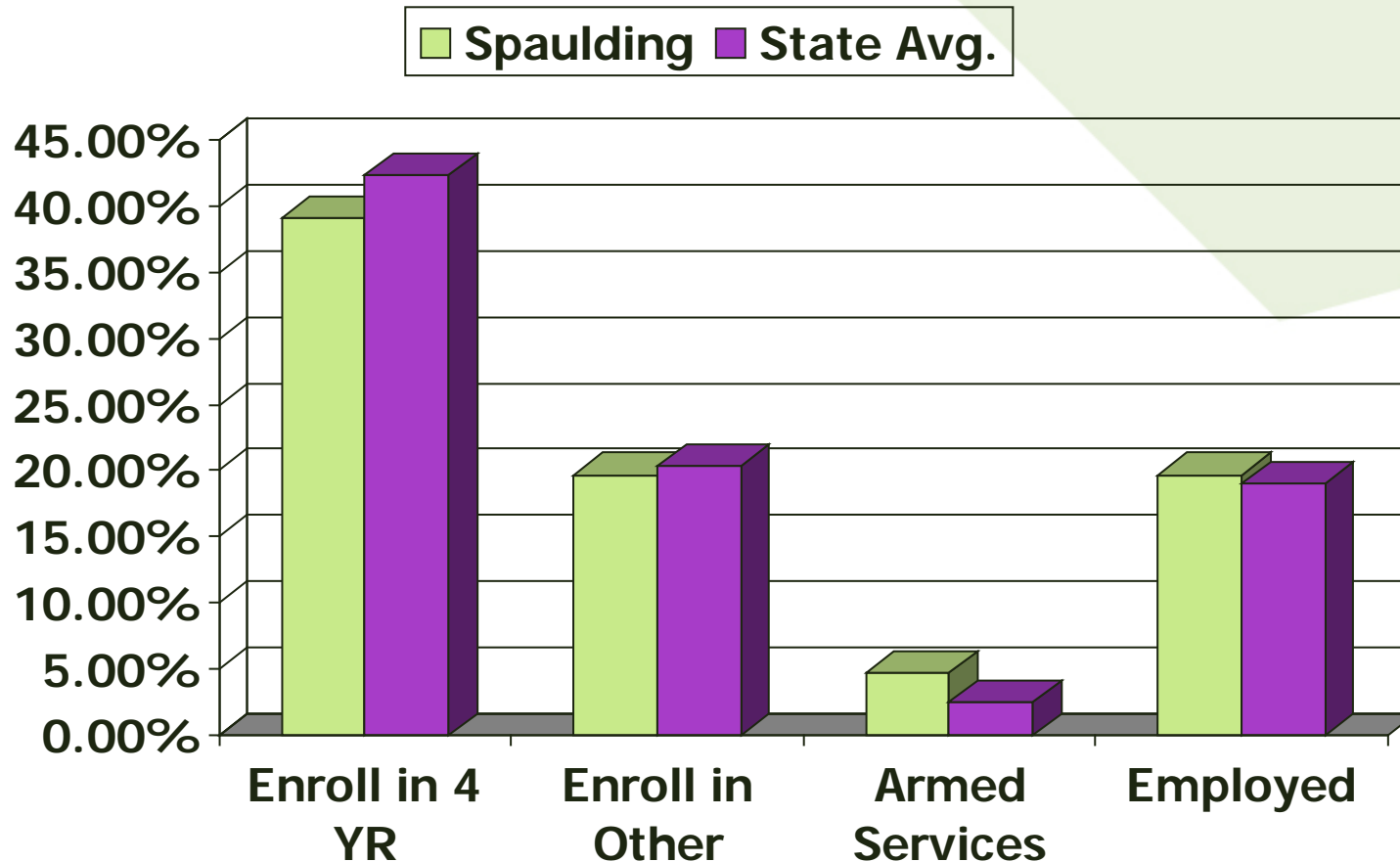
### ▶ Educational Attainment 2000 Census

- ▶ 5.0% Graduate or Professional Degree
- ▶ 10.2% Bachelor's Degree
- ▶ 8.7% Associate's Degree
- ▶ 20.9% Some college, no degree
- ▶ 38.0% High School Diploma or GED
- ▶ 11.9% 9<sup>th</sup> to 12<sup>th</sup> Grade, no diploma
- ▶ 5.3% less than 9<sup>th</sup> grade





## High School Completers: Where Do They Go? SY 2004-2005





## Rochester Public Library

Residents with Cards: Up 9% in Calendar 2006

1,734 New Library Cards Issued

Web Site Visits: Up 7% in Calendar 2006

68,170 "hits" to website to look up items in catalog,  
place holds, check records, and access online databases

	FY 2001	FY 2006	# Change	% Change
Library Cardholders	8,274	20,758	12,484	151%
Library Circulation	185,280	251,565	66,285	36%
Virtual Visits	N/A	186,448	186,448	N/A
Hours of Internet Use	N/A	10,632	10,632	N/A





## Natural & Green Spaces



- ▶ Rochester Common
- ▶ Mt. Isinglass Recreation Area
- ▶ Adopt-A-Spot Program
- ▶ Union Street Park
- ▶ Torr Park
- ▶ Hanson Pines
- ▶ Arboretum
- ▶ Hanging Baskets in Downtown





## Recreation

### ▶ Sports

- ▶ Roger Allen Park
- ▶ Ice Arena
- ▶ Rochester Country Club
- ▶ Paintball
- ▶ Karate, kickboxing, boxing, yoga
- ▶ Gymnastics
- ▶ Fitness



### ▶ Personal Interests

- ▶ Camping
- ▶ Flying @ Skyhaven
- ▶ Horseback Riding
- ▶ Motorcycle Enthusiasts
- ▶ Classic Car Clubs
- ▶ Model Airplanes
- ▶ Quilting Groups
- ▶ Collecting
- ▶ Gardening
- ▶ Trains





## Recreation Department



Rochester Recreation, Arena & Youth Services

- ▶ Community Center
  - ▶ Adult Programs
  - ▶ Yoga & Kickboxing
- ▶ Summer Camp
  - ▶ 400 Campers Ages 6-15
- ▶ Swim Lessons & Pools
  - ▶ 4 pools free admission to residents
- ▶ Skating Lessons & Public Skate
  - ▶ 100 Learn to Skate Annually
  - ▶ Public Skate hosted 630 in Jan 2007
- ▶ Basketball Clinics



- ▶ Preschool Programs
  - ▶ Open Gym
  - ▶ 3-5 Sports Programs, Karate
  - ▶ Themed Arts & Crafts
  - ▶ Mini-roller hockey
- ▶ [www.rochesterrec.com](http://www.rochesterrec.com)



## Participation & Activism

- ▶ Organizations, Clubs & Charities
  - ▶ More than 100
  - ▶ *A Safe Place to Your VNA*
- ▶ Elected Office & Public Service
  - ▶ 10 Boards and Commissions
  - ▶ 6 Standing Committees
  - ▶ 3 Special Committees
- ▶ Worship
  - ▶ 24 Places of Worship







## #7 – Small Business is Big Business

### ▶ In Rochester

- ▶ 2,346 Small Businesses
- ▶ 685 have employees 29.18%
- ▶ 579 Women Owned 24.7%

▶ Annual Sales Volume  
\$83,020,503

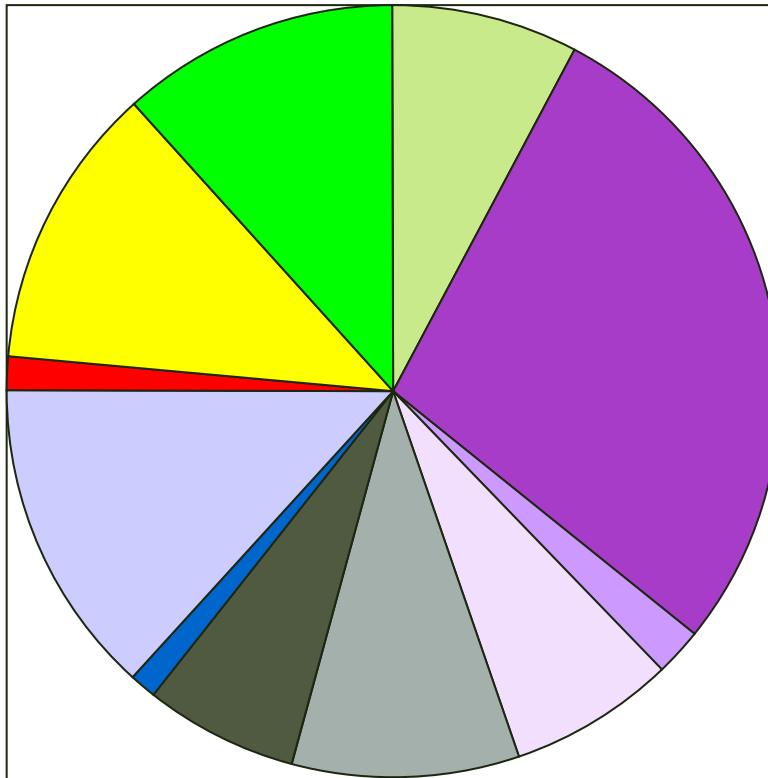
### ▶ In New Hampshire

- ▶ 133,052 Small Businesses
- ▶ 38,052 have employees
- ▶ 32,864 Women Owned

NH	2004	2005
Firm Births	4,865	4,758
Terminations	5,401	5,406
Bankruptcies	158	586 (+371%)



## Rochester SB Firms With Employees



- Manufacturing
- Retail
- Information
- Real Estate
- Professional
- Administrative
- Education
- Health Care
- Arts
- Food Service
- Services



## Rochester Main Street Program

- ▶ Main Street District - Downtown Business District
  - ▶ \$145 Million Assessed Value
  - ▶ 6% of Entire City
  - ▶ \$2.5 Million in property tax revenue
  - ▶ 210 Businesses
  - ▶ 892 FTE Jobs, 361 PTE Jobs
  - ▶ 176 Commercial Buildings
  - ▶ 24 have vacancies on 1<sup>st</sup> floor – 13.6%
  - ▶ 69% Owner Occupied, 31% Rental
  - ▶ 46% of Rental Properties Absentee Landlords
  - ▶ 6% Upper Floor Vacancies
- ▶ Proven Economic Development Program Focused on Downtown Revitalization & Preservation
  - ▶ Avg. Investment (Private & Public) \$12.5 Million
  - ▶ US Avg. Business Gain 37, jobs 171 per community
  - ▶ NH Avg. Business Gain 42, jobs 135
  - ▶ Building Rehabs Avg. 60 (17% of Downtown)
  - ▶ Return on Investment of \$26.67 for every \$1
  - ▶ Professional Director & Coordinator for Target Area





## Who Are Successful Entrepreneurs?

- ▶ Self Starter
- ▶ Deal with different personalities
- ▶ Good Decision Making
- ▶ Physical & Emotional Stamina
- ▶ Good Planning & Organizing Skills
- ▶ Strong Motivation
- ▶ Family Support



- ▶ All Sole Proprietorships
- ▶ 74.9% Show a Profit



## What Causes Small Business Failures?

- ▶ Lack of Experience
- ▶ Insufficient Capital
- ▶ Poor Inventory Management
- ▶ Over-investment in Fixed Assets
- ▶ Poor Credit Arrangements
- ▶ Unexpected Growth
- ▶ Competition
- ▶ Poor Location
- ▶ Low sales
- ▶ Personal Use of Business Funds





## How Do We Provide Support?

- ▶ Technical & Financial Assistance
  - ▶ SBDC [www.nhsbdc.org](http://www.nhsbdc.org)
  - ▶ SCORE [www.score.org](http://www.score.org)
  - ▶ Women's Business Center [www.womenbiz.org](http://www.womenbiz.org)
  - ▶ SBA [www.sba.gov](http://www.sba.gov)
  - ▶ MicroCredit NH [www.microcreditnh.org](http://www.microcreditnh.org)
  - ▶ Chamber of Commerce [www.rochesternh.org](http://www.rochesternh.org)
  - ▶ Main Street Program [www.core-nh.org](http://www.core-nh.org)
  - ▶ Economic Development [www.thinkrochester.biz](http://www.thinkrochester.biz)
- ▶ Googled "small business assistance" 398,000 hits
- ▶ Industry Specific
  - ▶ FIRA [www.localflavor.org](http://www.localflavor.org)
  - ▶ NH Made [www.nhmade.org](http://www.nhmade.org)
  - ▶ Retail Merchants Assoc. NH [www.rmanh.org](http://www.rmanh.org)
  - ▶ NH Manufacturing Extension Partnership [www.nhmep.org](http://www.nhmep.org)
  - ▶ NH Association of Realtors [www.nhar.org](http://www.nhar.org)
  - ▶ Tourism [www.visitnh.org](http://www.visitnh.org)
  - ▶ Many, many more.



## Quality of Life – Q32

**Q32**

**Quality of Life**

Is your city one  
of the **BEST** at  
providing quality  
life *after* work?

- ▶ Safest
- ▶ Healthiest
- ▶ Economy
- ▶ Culture
- ▶ Education
- ▶ Recreation
- ▶ Housing
- ▶ Drive Times
- ▶ Rankings – 18<sup>th</sup> in  
Nation by Business  
Development Outlook

**THINK: ROCHESTER**

Department of Economic Development ▶ Rochester, NH



# Thank You for Making Rochester Successful!