

THINK **ROCHESTER**
NEW HAMPSHIRE

Rochester's Healthy Economy

A Community Wellness Checkup

State of the City – March 21, 2014



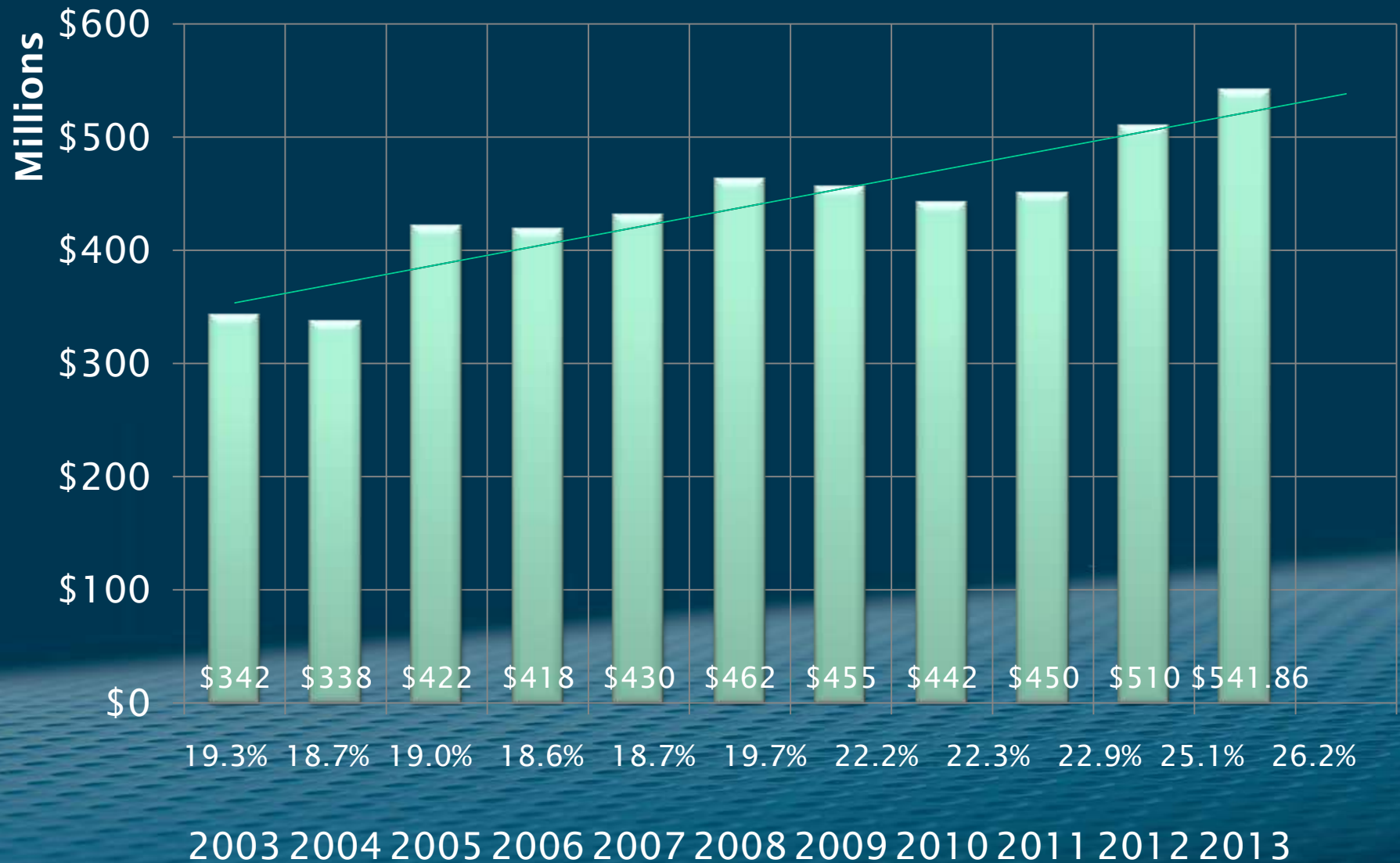
Signs of a Healthy Economy

- Expanding tax base
- Building permits
- Real estate sales
- Business announcements
- Unemployment figures
- Education
- Crime stats
- Rochester Main Street



*NCS Global Headquarters,
LEED Certified Silver
Granite State Business Park
Completed October 2013*

2013 Ind/Comm Property MS-1



What does it mean?



*120 Washington St, Groen Builders
Granite State Express Care, Granite
State Lab, Many More to Come
Now Leasing - Paul McInnis, Inc.*

- The industrial and commercial tax base of Rochester has grown by 58.24% in 10 years
- Business uses now account for 26.16% of property tax valuation
- This saves residential taxpayers \$4.625 Million in taxes at today's rates
 - (Excludes TIF Increment)

Most “Business Friendly” City

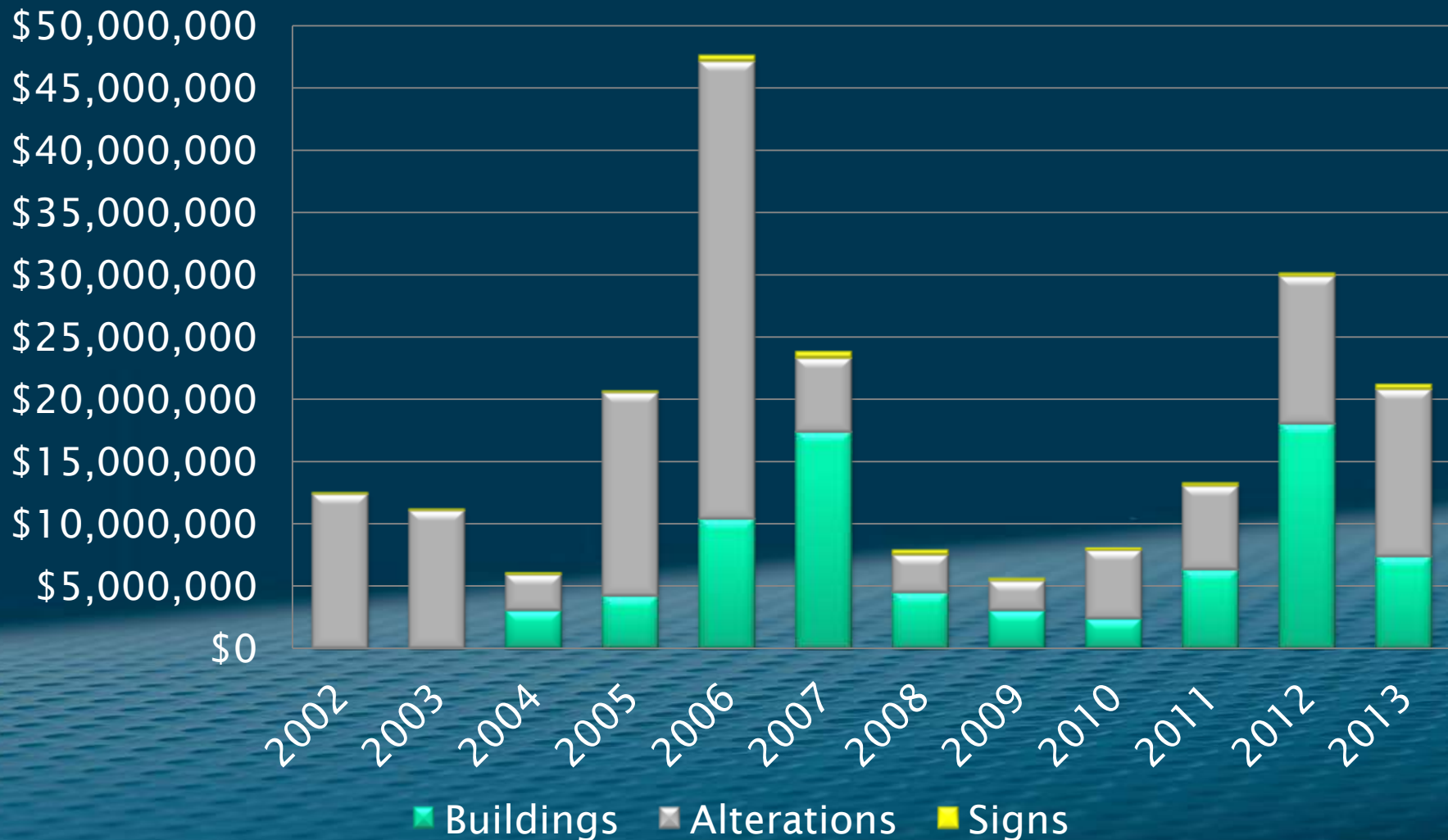
- Transparency in Approvals Process
- Technical Review Group coordinated by business advocate
- Increase Planning support – Chief Planner and 2 FT Planners
- Code Enforcement officer position
- Improvement in responsiveness and problem solving!
- Working on “One-Stop” and effective software for all development related activity



*Welcome Progressive Training
in the Gonic Mill, Gonic
By Ben Higgins, ACE CPE*

Building Permits

Non-Residential Building Permits



Granite State Business Park

- Expanded to 252 ac
- TIF District
 - \$5M Infrastructure
- Incentives
 - ERZ Tax Credits (NH)
 - R&D Tax Credit (NH)
 - FTZ (US)
- Anticipated Development
 - 50 Acres Under Agr.
 - Lot #33 Under Agr.
 - Lot #34, 35 Avail.



2003 Value \$5,128,800 330,865 ft²

2012 Curr Value \$14,712,207 +186.854% inc
423,666 ft² Revenue \$359,689

2030 Est. Value \$34,740,000 +236.13% inc.
1,596,900 ft² Revenue \$892,223

Granite Ridge Development District



Holiday Inn Express offers local businesses discounted rates!

1995 Value \$28,145,137 186,372 ft²

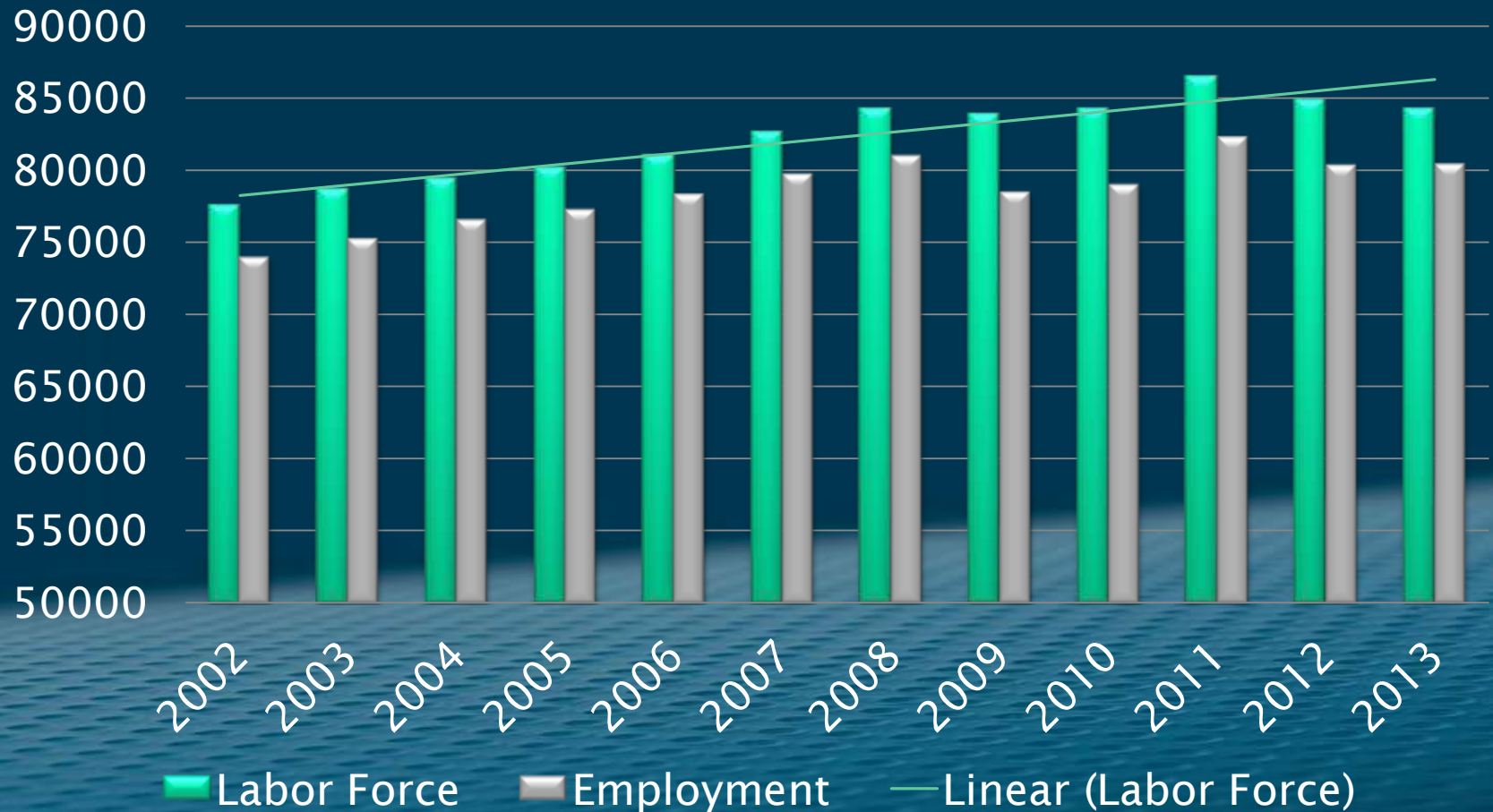
2013 Value \$62,326,773 +121.45% inc
Annual Rev. \$1,642,934 594,316 ft²

2030 Est. Value \$222,179,930 +271.89%
Annual Rev. \$3,137,580 2,210,220 ft²

- Zoning Unified & Adopted 2009
 - Auto-Oriented Commercial District
 - Granite Ridge Boulevard
- Capacity for 2 Million Square Feet of Dev.
- 3B Demand for Amenities, Services & Entertainment
- Waterstone Development Leasing 300,000 ft² – 51,000 ft² still available
- Now Leasing 50,000 ft² (CBRE – former Thompson)

A Look at Employment

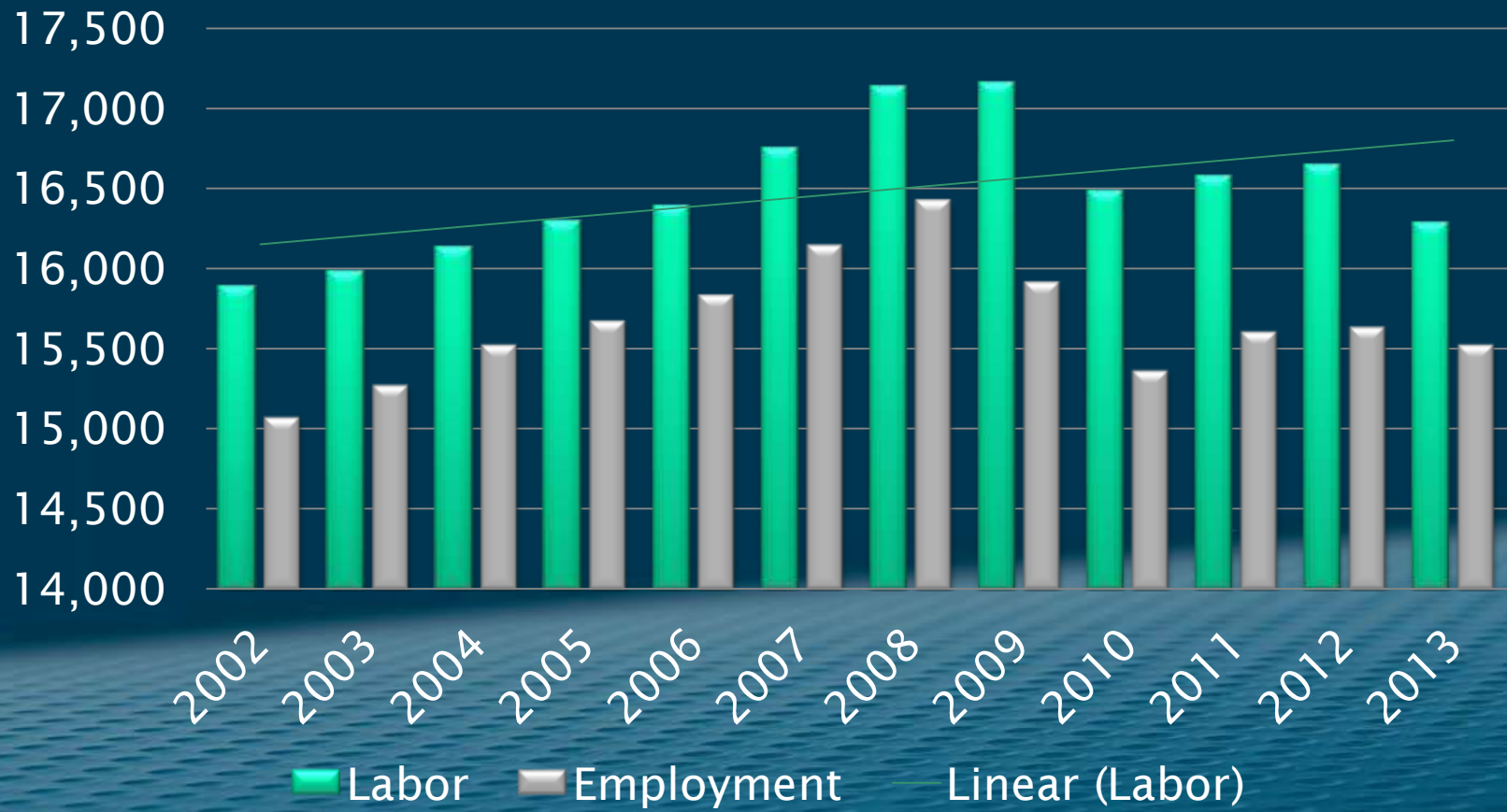
Rochester-Dover MetroNECTA Labor Force & Employment



NH Employment Security

Focus on Increasing Workforce

Rochester Labor Force & Employment



Education Key to Development & Jobs



*ATAC Opened in July 2013
It has the capacity for 500
students per semester!
Scholarships are available
through the US Dept. of Labor*

About the Center |
Great Bay
Community
College

SAFRAN IS CREATING
A RESEARCH & TECHNOLOGY CENTER
IN 2014: WE'RE HIRING
160 TOP SCIENTISTS AND ENGINEERS

APPLY HERE

New Indicators

The unusual...

- Men's Underwear
- Divorce Rates
- Hair Salon Visits
- Restaurant Sales
- Plastic Surgery
- Bring kids to the Zoo
- Quit or be Fired?
- Ride the Subway
- Dentist Visits

*Alan Greenspan, former
Chairman of the Federal Reserve*



“Winning” Numbers



*Adam Levine & David Beckham
had popular ad campaigns, but
Charlie Sheen kept it clean.*

- Men's Underwear 2013 Expenditures \$207,430
 - Residents Index – 106
 - Workforce - 111
- Use of Botox
 - Resident Index – 77
 - Workplace Index 89
- Dentist Visits – 13 Dental Practices, 16 Practitioners
 - Avg. HH dental care \$306
 - One office for 3,009 pp
- Visit the Zoo
 - Residents and Workforce are both national average

Cars and Food



Rochester Toyota built a beautiful new showroom and service center in 2012

- Demand for Restaurant Meals is UP!
 - Full-Service \$15,587,144
 - Limited-service \$15,566,623
 - Combined – \$31,153,167
- Restaurant Frequency
 - At least 1 visit per month
 - Residential Index – 104
 - Workforce Index – 108
- Rochester Car Sales Index
 - Resident Index for NEW – 90
 - Workforce Index NEW – 99
 - Resident Index USED – 113
 - Workforce Index USED - 111

Most Entrepreneurial City

- Start-Up Competition \$10,000 cash prize + technical assistance
 - BUSINESS ACCELERATOR
- Seacoast Manufacturer's Exchange
- Monthly Business Roundtables
- Advocacy in approval process
- Small Business Loans
- Scholarships for Training
- Sponsor Business Boot-Camps
- Bring Training & Education HERE! – Partnerships
- Business Start Up Checklist on www.thinkrochester.biz



Bring your big idea to Rochester.

Got a big idea for a new business or product? Bring it to Rochester's 2nd Annual Start-Up competition and you could win a \$10,000 cash prize, plus a package of more than \$7,500 in in-kind services.

START UP 2014
The Rochester Business Accelerator

DEADLINE TO APPLY: April 8
FINALISTS' PITCH AND JUDGING: May 8 (Public is welcome!)

APPLICATION + INFO: www.thinkrochester.biz • 603-335-7522 • info@thinkrochester.biz

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New Hampshire's best bank

FOUNDING SPONSOR:  THINK ROCHESTER
NEW HAMPSHIRE

Rochester Main Street 2013



*The Publick House &
Prohibition Music Room
North Main Street*

*“Munch Madness” is
March Madness
with good food!*



- Reinvestment Stats
- Downtown Ground Floor Occupancy 84.8%
 - Up 10% from 75% in 2009
- Total of 232 businesses currently in the Downtown Business District
- Total of 585 Projects since 2006
- Total Private Investment of \$6,700,367
- Public Improvements \$2,372
- Investment Ratio: \$1/\$27.35
- Main Street Matters 1,200 e-mailed every week!
- 122 Positive Press Releases
- Up and coming “restaurant events”
- Annual Revenue Opp: \$176,622
- Pledges/Donations: \$22,930
- Events: \$25,407
- Economic Development Fund: \$35,000

Arts & Economic Prosperity

National Economic Impact Survey

www.americansforthearts.org

- City-wide Attendance
190,633 guests
 - 70.2% Strafford residents
\$14.27 pp
 - 29.8% out of county
\$16.09 pp
- Total Impact \$7,391,023
 - Audience spending
\$3,068,572



BBQ & Blues Festival, Riverwalk



*Rochester
Museum of
Fine Arts
Film Series*

The Best is Yet to Come



*This City is what it is because our
citizens are what they are. Plato*