

RDDC Corporate Profile

What is RDDC?

A private, not-for-profit, economic development entity, the Rochester Downtown Development Corporation (RDDC) is primarily funded by corporations, institutions and real estate companies. It is structured as a 501(c)(4) corporation, where financial contributions are treated as a business expense.

RDDC's role is to deliver a vibrant and economically strong downtown as part of the regional asset package.

The corporation is viewed regionally as the "expert" on downtown issues, market information and stakeholder positions. RDDC provides an effective leadership vehicle that explores, influences and directs action on key issues and projects that address a wide variety of topics impacting stakeholder interests in the downtown arena.

What are RDDC's primary functions?

- **DOWNTOWN ADVOCACY & LEADERSHIP** — Issues, programs & policies impacting downtown investment, tenancy, the living environment, visitor attraction, and other stakeholder interests.
- **THE "DOWNTOWN EXPERTS"** — Market tracking including investment levels & trends; residential development, occupancy & pricing; and, office market vacancy and pricing.
- **INVESTOR/DEVELOPER SUPPORT** — Continuous work with local and out-of-town investors and project developers to share market information, neighborhood trends, and connections to government where useful.
- **MARKETING & PROMOTION** — Marketing downtown's assets; improving visibility of downtown housing & commercial space options; improving accessibility to downtown's entertainment, cultural & dining offerings; leveraging the traditional media & social media to amplify downtown's emerging story.
- **PARTNERSHIP WITH GOVERNMENT** — Convening stakeholders to shape a regional agenda for downtown; and, collaborating with City, County and State government officials to identify and solve issues to fuel future downtown investment, occupancy and growth.



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2015 RDDC Membership

AIA – Rochester	ESL Federal Credit Union	Landmark Society of Western New York	Rochester Institute of Technology
Ajay Glass Company	Excellus BCBS Rochester Region	LeChase Construction Services, LLC	Rochester Philharmonic Orchestra
Allpro Parking, LLC	First Niagara Bank	Lifetime Financial Group	Rochester Plaza Hotel & Conference Center
Ambassador Union Street, LLC	Flaum Management Company, Inc.	M&T Bank	Rochester Public Library
Ashley Management Corporation	Flower City Management, Inc.	M/E Engineering, P.C.	Rochester Red Wings
Benderson Development Co., LLC	Foundation Design, P.C.	Mark IV Enterprises	Rochester's Cornerstone Group, Ltd.
Bergmann Associates	Gallina Development Corporation	Max Rochester	Rynne, Murphy & Associates, Inc.
Broadstone Real Estate, LLC	Galvin Realty Group	MCC-Damon City Campus	S&T Bank
Bruckner, Tillet, Rossi, Cahill & Associates	Gar Lowenguth, Inc.	McConville, Considine, Cooman & Morin, P.C.	SEI Design Group
Buckingham Properties	Geva Theatre Center	Monroe County Bar Association	SWBR Architects & Engineers, P.C.
C & S Companies	Greater Rochester Association of REALTORS®	Morgan Management	Spoleta Development
Cabot Group	Greater Rochester Enterprise	Nixon Peabody, LLP	St. Mary's Church
Canandaigua National Bank & Trust	Hamilton Stern Construction	Norry Management Corporation	Stantec
Cannan Alexander & Scott, LLC	Harris Beach PLLC	Nothnagle Realtors	Stern Properties
Catholic Family Center	Harter Secrest & Emery, LLP	Parry Building, LLC	Stewart Title Insurance Company
CB Richard Ellis	Hart's Local Grocers	Passero Associates, P.C.	The Strong
CGI Communications, Inc.	Hilton Garden Inn	PathFinder Engineers & Architects	Studio E
Chaintreuil/Jensen/ Stark Architects, LLP	Hochstein Memorial Music School	PathStone Corporation	T.Y. Lin International
City Newspaper	Home Leasing	Philippone Associates	Thomson Reuters
Clark Patterson Lee	Home Properties, Inc.	Phillips Lytle, LLP	Traikos Development, LLC
CloudSmartz, Inc.	Hunt Engineers, Architects & Land Surveyors, P.C.	Pike Company	Underberg & Kessler, LLP
The College At Brockport	Hyatt Regency Rochester	Pyramid Brokerage Company	Vargas Associates, Inc.
The Community Foundation	I. Gordon Corporation	Radisson Hotel Rochester Riverside	VisitRochester
Community Preservation Corporation	Johnson Controls	Rent Rochester, Inc.	Webster Properties, LLC
Costanza Enterprises, Inc.	Joseph A. Floreano Rochester Riverside Convention Center	Rochester Building Trades Council	Westminster Consulting, LLC
D4, LLC	L&W Supply	Rochester Business Alliance	WinnDevelopment
Democrat and Chronicle	LaBella Associates, P.C.	Rochester District Heating Cooperative	Wolfe Architecture, PLLC
DiMarco Constructors, LLC		Rochester Educational Opportunity Center	Woods, Oviatt, Gilman, LLP
Dutton and Company		Rochester Gas & Electric Corporation	YMCA of Greater Rochester
Eastman School of Music/U of R			

2015 RDDC Leadership

EXECUTIVE COMMITTEE

CHAIR

David Beinetti, President & Principal, SWBR Architecture, Engineering & Landscape Architecture, P.C.

VICE CHAIRS

John Billone, Jr., President, Flower City Management

Armand D'Alfonso, President & CEO, Nothnagle Realtors

Patrick Dutton, President, Dutton & Company

Brian Flanagan, Operations Partner, Nixon Peabody LLP

Andy Gallina, President, Gallina Development Corporation

Ken Glazer, Managing Partner, Buckingham Properties

Sal LaBella, Founder, LaBella Associates, P.C.

Mary Loewenguth, Executive Director, Monroe County Bar Association

Faheem Masood, President & COO, ESL Federal Credit Union

Tom Parrish, Executive Director & Co-CEO, Geva Theatre Center

Joe Rizzo, Economic Development Manager, Rochester Gas & Electric Corp.

Deborah Stendardi, VP, Govt. & Community Rel., Rochester Institute of Technology

Dawn Williams-Fuller, Owner, Ambassador Union Street, LLC

TREASURER

Michele Gibson, Senior Assoc. Dean for Admin. & Finance, U of R/Eastman School of Music

SECRETARY

Kate Karl, Partner, Chair of Banking/Real Estate Groups, Underberg & Kessler LLP

ADDITIONAL BOARD MEMBERS

Wendy Buchholz, Regional Manager, Johnson Controls, Rochester Office

Scott Burdett, VP, Marketing & Brokerage Services, Flaum Management Company, Inc.

Craig Burton, First VP, Commercial Real Estate, First Niagara Bank

John Cake, Architect/Principal, Hunt Engineers, Architects & Surveyors

Joe Eddy, Vice President - Development, WinnDevelopment

Sue Eliazewskyj, Corporate Vice President - Administrative Services, Excellus BCBS

Dr. Joel Frater, Executive Dean, MCC-Damon City Campus

Pete Giovenco, Chief Operating Officer, Bergmann Associates

Brie Harrison, CFO, Rochester Public Library

John Holland, Founder & CEO, D4, LLC

John Manilla, President, Pyramid Brokerage Company

Roosevelt Mareus, Dean/Executive Director, Rochester Educational Opportunity Center

Stuart Mitchell, President & CEO, PathStone Corporation

Tom Mitchell, President & CEO, Bergmann Associates

Richard Mueller, Administrative Vice President - Commercial Real Estate Finance, M&T Bank

Patrick Rogers, Vice President, Pike Company, Inc.

Suzanne Seldes, Vice President for Marketing & Communications, The Strong

Mark Stevens, President, Ashley Management Corporation

Dan Wagner, Co-Founder & CEO, CloudSmartz, Inc.

Heidi Zimmer-Meyer, President, RDDC

Become a Member Today.

RDDC is supported by visionary leaders who drive downtown's progress, aggressively advocate for its needs, and celebrate its growth.



Make Connections: Creating valuable relationships, member to member.

- Our engaged and highly-respected membership share experience, advice, and market knowledge with other members.
- Downtown business leaders have the opportunity to create dynamic partnerships and collaborations with other RDDC members and receive unique access to “power players” in the downtown community.
- Downtown “movers and shakers” meet and mingle in informal, social settings at our regular Urban Nights events, RDDC members receive discounted ticket prices.
- RDDC’s Economic Growth Series events feature VIP receptions for members to network with presenters and sponsors. RDDC members enjoy reduced sponsorship rates and admission fees for the events.

Be Heard: The more members, the louder our voice.

- Our Board of Directors acts as a powerful, private sector leader focused on protecting investment, encouraging growth, and increasing downtown tenancy.
- RDDC uses the collective influence of our member base to impact development incentives, government programs, public policy, and the physical environment to make downtown a more dynamic place to do business.
- RDDC’s leadership works actively with the City of Rochester to address many of downtown’s challenges, particularly those impacting the business community.

Stay Informed: Connecting you to what’s relevant and emerging downtown.

- RDDC is the leader in tracking downtown tenancy, investment, and development trends through annual surveys, our real time Downtown Investment Map, annual downtown market report, and regular meetings with developers, neighborhood groups, and City officials.
- RDDC members have exclusive access to VIP receptions at RDDC events, bi-monthly Members Briefings, and RDDC’s annual shareholders meeting.
- RDDC facilitates special meetings on hot topics impacting downtown’s business climate (e.g., parking, public safety), and with developers on upcoming projects and investments.

Get Noticed: Increase your visibility with downtown’s business leaders.

- Members benefit from RDDC’s extensive media relationships that yield frequent and positive visibility for member companies and investments.
- RDDC member organizations are listed with live links on www.rochesterdowntown.com – the only source for “everything downtown” – where members receive discounted rates on additional website advertising.
- RDDC utilizes social media to promote its members through downtown’s official e-newsletter, “@round downtown,” a Facebook page, and a Twitter page, reaching thousands of followers.

RDDC's Key Accomplishments

What would downtown be like without RDDC?



Advocacy

Parking

- Advocating aggressively for identifying and improving negative impacts of downtown parking system on tenant attraction, tenant retention, and property values.
- Convened multiple forums to capture business sector issues and concerns, then transmitted content to City Administration and City Council.
- Benchmarked alternative mid-sized city models to rethink Rochester's current downtown parking system.
- Creating a perimeter parking model with perimeter locations and connecting shuttle, working with the City and RGRTA.
- Provided development project data to consultants in all three downtown parking studies.

Public Safety

- Created the Red Shirts program in 2007 using retired law enforcement personnel to increase perceptions of safety, which became a highly regarded institution (NOTE: City Council is closing the Red Shirts down in June 2015 for unrelated reasons).
- Advanced the issue of unruly and violent youth in 2010 with the Rochester School District, bus company, Rochester Police Department and Mayor's office – ultimately raised funds to open a Downtown Youth Arts Center to get 85 kids off downtown streets after school.
- Representing downtown issues on Police Chief's Council, which has yielded very responsive relationships with top RPD brass.

Government Relations

- Acting as both a channel and a direct intermediary with City and County leadership regarding downtown projects and issues, these strong working relationships cement RDDC's reputation as a "go to" leadership organization.
- Active in the Finger Lakes Regional Economic Development Council's Community Development Workgroup and the NYS Urban Council, RDDC leadership is involved with moving individual downtown development projects forward and targeting statewide roadblocks to center city investment and redevelopment.
- Drafting "white papers" on the economic impact of downtowns statewide to generate more development support from Albany.

Trusted Source for Market Data & Trends

- **Trends in vacancy and occupancy are identified accurately and quickly as a result of** RDDC's exclusive detailed market data on downtown's office space and housing markets, much of which goes back to the early 1980's.
- RDDC's market data is used by **developers, investors, lenders, City staff and leadership, media, and potential tenants to better understand emerging trends and opportunities in the downtown market.** Market data can be accessed in report form, on individual webpages on www.rochesterdowntown.com, and through special data runs for potential investors and developers.

Improving the Perception of Downtown

- Developed strong, long-term relationships with reporters, editors, and a wide variety of media outlets that yield frequent coverage of downtown with numerous live interviews, stories, and taped shows on downtown trends, projects, and issues that tell a more impactful and accurate story about downtown.
- Connects RDDC members to reporters for media coverage and quotes increasing member company and project visibility.

RDDC's Key Accomplishments, cont'd

Marketing & Promotion

- Showcasing hot development projects and highlighting downtown developers, the annual “Downtown Rising” is often cited by reporters and others as their favorite event of the year as it explores the momentum surrounding downtown investment.
- New “Downtown Market Report” combines all of RDDC’s market tracking work in an easily digestible format that highlights trends and new investment patterns for media, investors, government, and other interested players.
- Downtown’s official website (www.rochesterdowntown.com) and social media pages provide detailed information about all of downtown’s office buildings, residential units, restaurants, and more.

Advancing Development & Investment

- **RDDC’s market tracking work inspires the lending environment and strengthens investor confidence.**
- Assists **housing developers** to share market preferences, orient out-of-town investors, foster connections with City officials, and create greater regional awareness about the explosive trend of downtown living nationwide and here in Rochester.
- **Working frequently with potential tenants** to sell the downtown environment and to connect them with property owners and leasing agents.
- Bringing a network of experts together to **solve a collective downtown problem or move a critical opportunity forward.**

Case Study: Midtown Block Redevelopment. Recognizing that the Midtown Complex was about to go dark, RDDC privately convened its out-of-town ownership, local elected leaders, and RBA and GRE leadership to begin the necessary dialogue to ensure local control over the fate of the block. RDDC raised \$110,000 in three weeks to bring a panel of Urban Land Institute national experts to Rochester for a week to assess the redevelopment potential of the core of downtown. Dozens of local private and public sector leaders were engaged, and the presentation of the public report created a media sensation. Arunas Chesonis of Paetec would not likely have considered consolidating his headquarters on the Midtown Block without this critical pre-development work.

Other examples: North Water Street/Olde Rochesterville redevelopment, design & installation of Albert Paley railings on Main Street Bridge, Bausch & Lomb Library, Frontier Field, Renaissance Square, Performing Arts Center (*rounds 1 & 2*), Two-way street conversions (*St. Paul Street, Clinton Avenue, Broad Street*), Inner Loop East redevelopment, Main Street Streetscape Enhancement Project (*Genesee River to Liberty Pole*).

Improving Commercial Tenancy

- **Designed and launched the Downtown Innovation Zone** in November 2014, in a unique collaboration with the City of Rochester and High Tech Rochester.
- **Engaged private sector representatives to institutionalize a more collaborative relationship with the City on parking** issues that impact the ability to retain and attract office tenancy. Employing a **multi-pronged downtown marketing and promotion campaign** with
- very few resources, but significant impact to heighten downtown visibility in the marketplace and to build caché for downtown as a business location.
- **Created the Red Shirts Program** to allay concerns about safety, including its “Walk You to Your Car” program. City Council is closing down the program, but RDDC’s multi-year advocacy has resulted in the creation of a **new Central Police Section** encompassing downtown and adding significant police resources.
- **Impacting the design and activation of many public infrastructure projects** that improve downtown’s public realm and therefore the street experience of residents, employees, business clients, and visitors.

July
2015

DOWNTOWN MARKET REPORT

Rochester, NY



\$836.4 million being invested downtown in 2015, 21 housing projects in pipeline

Downtown Innovation Zone emerging with 82 innovation and creative class enterprises

Midtown District is becoming a major entrepreneurship hub

6,138 people living downtown, 2,400 more moving in over next few years

Vacancy rate dropped to 3.4% for 3,533 rental housing units downtown

Major landscape-changing projects — Midtown Block, Sibley Building, Alexander Park &

The Rochester Downtown Development Corporation (RDDC) is tracking \$836.4 million in downtown development underway in 2015. There is no question that new housing development has jumpstarted the transformation the center city has been experiencing over the past 14 years.

Downtown Innovation Zone (DIZ)

Launched in November 2014, the DIZ is anchored by two developing centers of gravity — HTR's Business Accelerator and RIT's Center for Urban Entrepreneurship. Its website, www.RocDIZ.com, is the official online hub for downtown's digital and technology ecosystem. The DIZ and its 82 innovation and creative class enterprises, three StartUp NY locations, and myriad of growing entrepreneurial support services and spaces are rapidly recasting the center of the region.



Housing Story



A total of 44 downtown commercial buildings are being or have been converted to residential and mixed-use since the year 2000, and nine new residential projects have been built. Downtown's residential population has grown by more than 2,900 people to over 6,100 since the year 2000, and an additional 2,400 more will be moving in over the next few years. Of the property managers surveyed by RDDC in 2014, 69% say the demand for downtown housing is higher than it was three years ago.

Downtown has become one of the most diverse neighborhoods in the region, blending young professionals, artists, students, mid-career executives, senior citizens, lower income residents, and wealthy retirees. You now see people walking their dogs in the middle of the workday — a sign of an increasingly vibrant, 24/7 environment.

Blockbuster Projects

Large-scale and multi-dimensional projects are changing the urban landscape in a number of ways. The Midtown Block is being completely redeveloped, with Windstream and its 350 employees from the suburbs, Democrat and Chronicle Media Group's new headquarters under construction, and Midtown Tower ("Tower 280") being converted to a major residential and mixed-use site. Across the street, the Winn Companies' Sibley Building is transforming into a major incubator location with housing, office space, and ground level retail. The fill-in of the Inner Loop from Main & University to Monroe Avenue will not only create six acres of new development land, but will rebuild the urban fabric by reconnecting downtown to the Neighborhood of the Arts, Monroe Avenue, Park Avenue, and East Avenue neighbor-



HOUSING

A legitimate downtown housing boom has been taking place in downtown Rochester since 2000. While the County grew by 1.2% and the City declined by 4.2% between the decade 2000 - 2010, downtown's residential population grew by 11.5%. Since 2000, 40 downtown buildings have been or are being converted from under-performing commercial uses to trendy lofts and apartments. RDDC estimates that more than 6,100 people are now living downtown, and another 1,800 will be moving in as the 15 projects in the pipeline open their doors over the next few years.

Rochester's downtown housing market is dominated by rental housing, which comprises 96% of all units. Owner-occupied ("for sale") housing makes up the remaining 4%. Each year, RDDC surveys downtown rental property owners and managers to collect information on vacancy rates, rental rates, and overall market demand.

- ◆ The **market-rate rental vacancy rate dropped to 3.4%**, a 1.5% decrease from figures reported in 2013. Notably, when three troubled buildings with the highest vacancy of the 63 buildings surveyed are removed, the vacancy rate drops to 2.2%.
- ◆ The **subsidized rental vacancy rate is 4.2%**, a slight rise from the 4.0% reported in 2013.
- ◆ The **wide variety of housing options** downtown is reflected in a market-rate rent range that spans from \$400 to \$2,535 per month.
- ◆ **Property managers indicate that market demand remains strong:** 69% reported that vacant units are filled in less than one month; 55% report there are more applicants than units available; and 69% believe the demand for downtown rental housing is higher than three years ago. In addition, 25% of buildings reported having a waiting list.
- ◆ According to property managers, **demand for one-bedroom units remains the strongest.**
- ◆ Property managers identify **young professionals and students** as the groups with the strongest leasing interest.
- ◆ Property managers indicate that the top three most requested amenities are **parking** (off-street/on-site), **laundry** (in-unit/on-site) and **pet-friendly** (in 2013, utilities occupied the #3 spot).

HOUSING PROJECTS IN THE PIPELINE:

Conversions:

Tower 280, 179 units
Sibley Building, 168 units
Chase Tower, 140 units
Alliance Building, 130 units
Terminal Building, 71 units
Cox, 80 units (70 new units)
50 Chestnut, 83 units (60 new)
Hive @ 155, 54 units

Woodbury Place, 44 units
Granite Building, 40 units
88 Elm Street, 36 units
Hiram Sibley, 21 units
Bevier, 15 units
Mills @ HF III, 14 units
Academy, 4 more units
350 State Street, 3 units

New Construction:

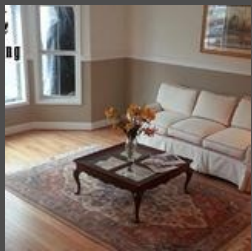
Alexander Park, 200 units
Court Street Apartments, 125 units
North Plymouth Terrace, 14 units

Existing Major Rehab:

50 Chestnut Street, 23 units

TOTALS

16 Conversions (938 units), 4 New Construction projects (376+ units) & 1 Existing Major Rehab (23 units)



OFFICE SPACE

After reporting an improved downtown office market in 2013, the mid-year 2014 story has more complexity. Residential conversion projects continue to take space off the market, with an additional 1,746,700 square feet of commercial (mostly office) space in the pipeline for conversion to residential and mixed use.

Class “A” space was buoyed by the reclassification of Xerox Tower and the addition of the Windstream Building to the market this past year. However, the apparent improvement in Class “A” numbers masks an underlying malaise in many of the larger towers east of the river. This is most acute in the Midtown District, where the vacancy rate this year is more than double the rate for all downtown competitive space combined.

While vacancy in Class “A/R” buildings dropped by nearly 5%, it rose in both “B” and “Non-Traditional” space categories by 2.9% and 6.8% respectively. However, a bright spot can be found in the medical space category which remains 100% occupied for the second year in a row.

Slicing the downtown office market by neighborhood is also instructive. High Falls, Alexander Park, and Washington Square remain the strongest neighborhoods for office occupancy. The Midtown District, St. Paul Quarter, and Manhattan Square neighborhoods registered the highest vacancy figures in this year’s office space survey.

Downtown’s commercial building inventory contains the region’s oldest office structures as well as its newest towers. This year, RDDC is tracking 11 million square feet in 110 office buildings. Of these, 87 are considered competitive buildings which total 7.1 million square feet and comprise 64% of all downtown space.

CLASS “A” STORY IS MIXED. Class “A” vacancy dropped by 2.4% to 19.4% and occupancy increased by 778,332 square feet over last year, buoyed by the addition of the Windstream Building and Xerox Tower and resulting in a net category growth of 900,000 square feet. However, these improvements mask an underlying softness in many of the larger towers east of the river. Without the fully occupied Xerox Tower, Class “A” vacancy is 35%, up 12% over last year.

VACANCY DROPS NEARLY 5% IN “A/R” SPACE. While “A/R” vacancy was 15%, it dropped nearly 5% since last year. Total space in this category decrease again due to the conversion of more space to housing use. Absorption ran positive for the second year, gaining nearly 14,000 square feet.

CLASS “B” VACANCY UP. The Class “B” category decreased by 76,792 square feet in net leasable office space in the past year. Absorption in Class “B” space has been running negative since 2010, and the total space in this category has shrunk in eight out of the past ten years. The “B” vacancy rate rose this year to 22.4%, up 2.9% since May 2013.

NON-TRADITIONAL SPACE VACANCY RISES. By definition, most of these buildings are difficult to market as conventional office space. However, many are considered trendy and tend to attract innovation companies and creative enterprises. “Non-Traditional” space grew by nearly 22,000 square feet since May 2013, the vacancy rate increased to 31.5% (up 6.8%), and the category lost 28,474 square feet of occupied space. Note that the least marketable non-traditional buildings have tended to undergo residential conversion, which will leave over time the stronger and more leasable buildings as office stock.

MEDICAL SPACE FULLY OCCUPIED. A positive note in the 2014 results can be found in the 158,300 square feet of medical space in the Alexander Park neighborhood, which remains 100% occupied for the second year in a row.

NON-COMPETITIVE CLASS SHRINKS. Defined as buildings where the owner is the sole occupant, the 23 “Non-Competitive” buildings downtown in 2014 total 4 million square feet, down 800,000 square feet since last year due to the reclassification of the Xerox Tower to Class “A” space. Buckingham Properties purchased the fully-occupied building with its long-term Xerox Corporation master lease this past year, shifting it out of this classification category.

DOWNTOWN MARKET SNAPSHOT



<i>Downtown Rochester, NY</i>				
MARKET SNAPSHOT				
		<i>Percent</i>	<i>Change,</i>	<i>Number of</i>
OFFICE SPACE	<i>Square Feet</i>	<i>Vacant</i>	<i>2012-13</i>	<i>Buildings</i>
"A"	3,115,733	19.4%	-2.4%	11
"A/R"	572,052	15.0%	-4.8%	12
"B"	2,558,340	22.4%	+2.9%	35
Non-Traditional	661,547	31.5%	+6.8%	25
Medical	158,292	0.0%	--	4
<i>SUBTOTAL, COMPETITIVE SPACE</i>	7,065,964	20.8%	+0.4%	87
Non-Competitive	3,969,747	0.0%	n.a.	23
<i>ALL SPACE</i>	11,035,711	13.3%	+1.8%	110
HOUSING	<i>Existing Units</i>	<i>Percent</i>	<i>Change,</i>	<i>Units Planned &</i>
Rental Only	3,398	3.6%	-2.4%	1003
Market-Rate	2,485	3.4%	-1.5%	975
Subsidized/Affordable	913	4.2%	0.2%	28
Owner-Occupied Only <i>(estimated)</i>	135	0%		4
Total Units	3,533			1007
2014 INVESTMENT				
Total Investment	\$757,920,650			
Private	\$446,613,500			
Public	\$309,306,650			
Public/Private	\$2,000,000			
Investment by Project Type				
Major Institutions & Facilities	\$130,000,000			
Office & General Business	\$58,780,000			
Housing/Mixed-Use	\$385,172,000			
Streets & Public Properties	\$183,968,650			
DOWNTOWN POPULATIONS				
Employees <i>(estimated)</i>	48,000			
Residents	6,138			
Annual Visitors <i>(estimated)</i>	5,000,000			
College Students	6,000			
<i>RDDC - 12/4/14</i>				

FULL MARKET REPORTS AVAILABLE

The following RDDC downtown market reports are available on the "Downtown Market Reports" page at www.rochesterdowntown.com:

- ◆ Survey of Downtown Office Space, May 2014
- ◆ 2014 Downtown Housing Market Report
- ◆ Strategic Center City Development Table, 2014

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