

THINK **ROCHESTER**
NEW HAMPSHIRE

Have You Seen Rochester Lately!?

Business Development in the City

*State of the City – March 13, 2012
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Economic Development Manager*



Another Transition

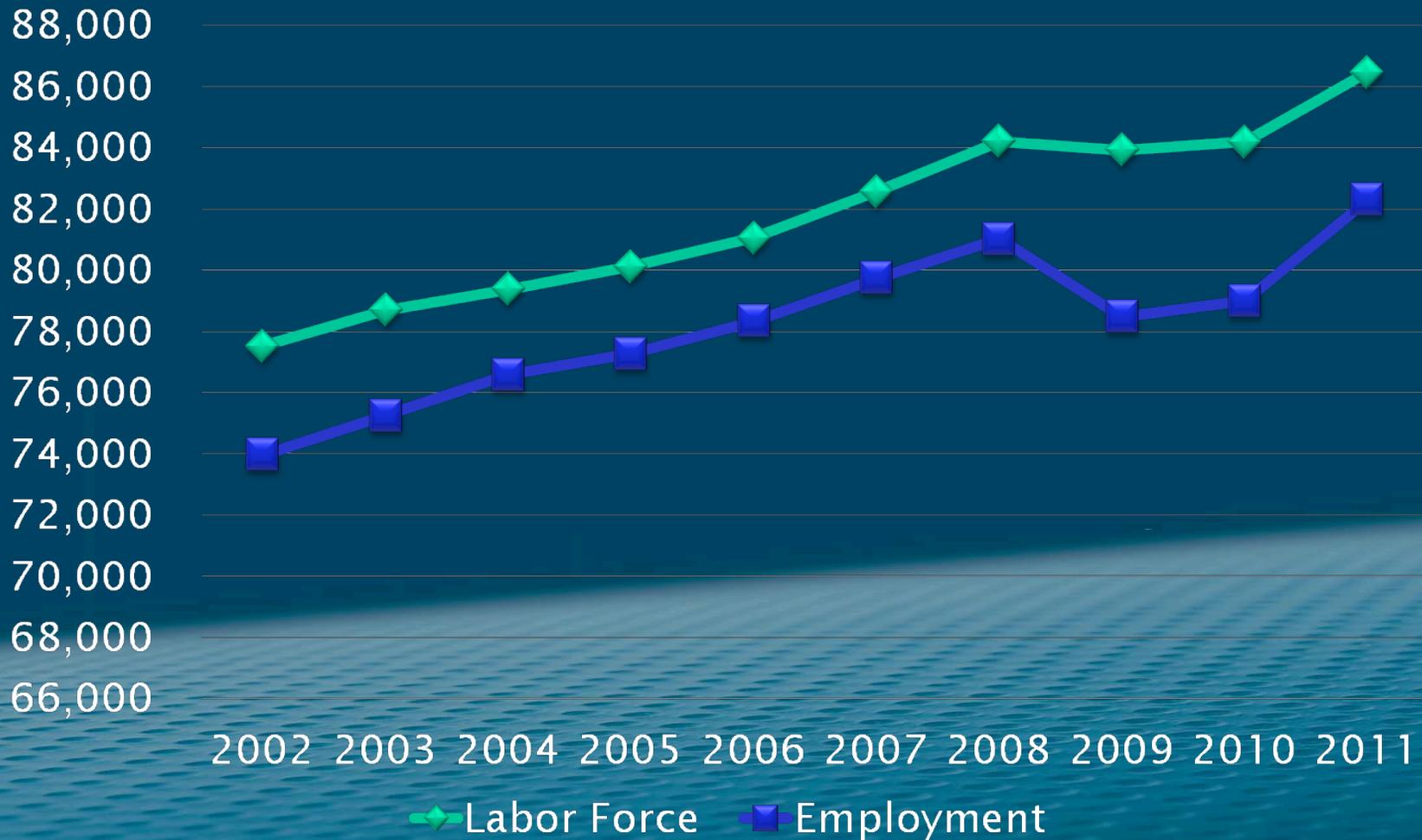
- “Jobless Recovery”
 - Employment levels returning
 - Shift in employment sectors
- Investment is happening!
 - Stalled projects move
 - New projects proposed
 - Demonstrated local stability
- Ready to leap forward
 - How will outside factors impact us?



The price of gasoline directly affects disposable income and consumer spending.

A Look at Employment

Labor Force & Employment



NH Employment Security - Rochester-Dover MetroNECTA

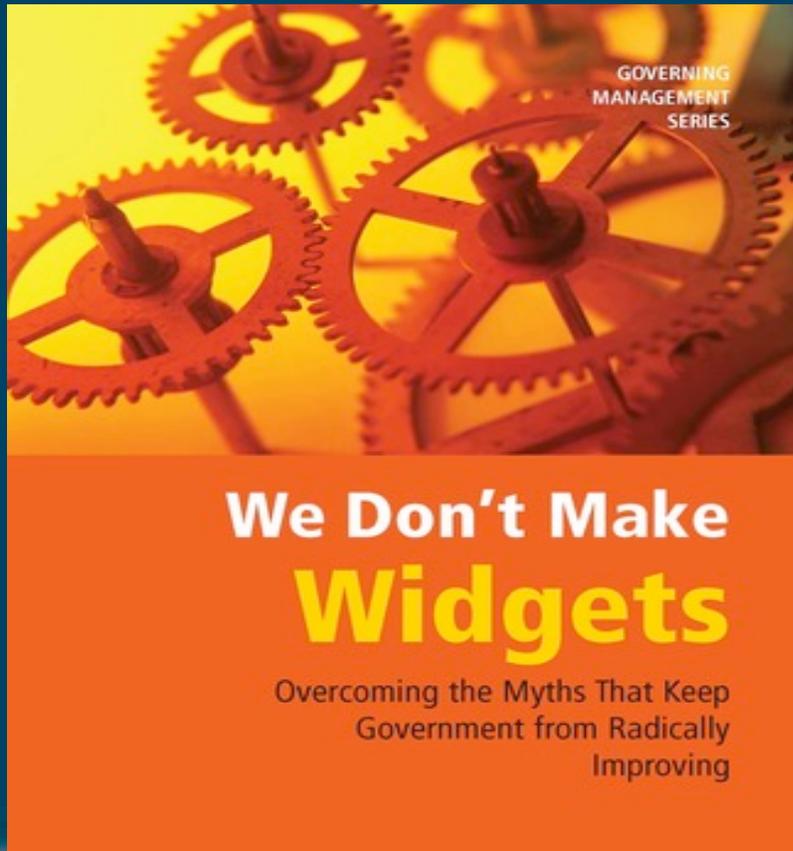
What is in Our Control?



The City of Rochester has access to business-related permits and fees on its website www.rochesternh.net.

- Land Use (Zoning)
- Site Plan Review Process
- Local Fees & Development Costs
- Regulation
- Infrastructure
- Incentives
- Customer Service

Not Government as Usual

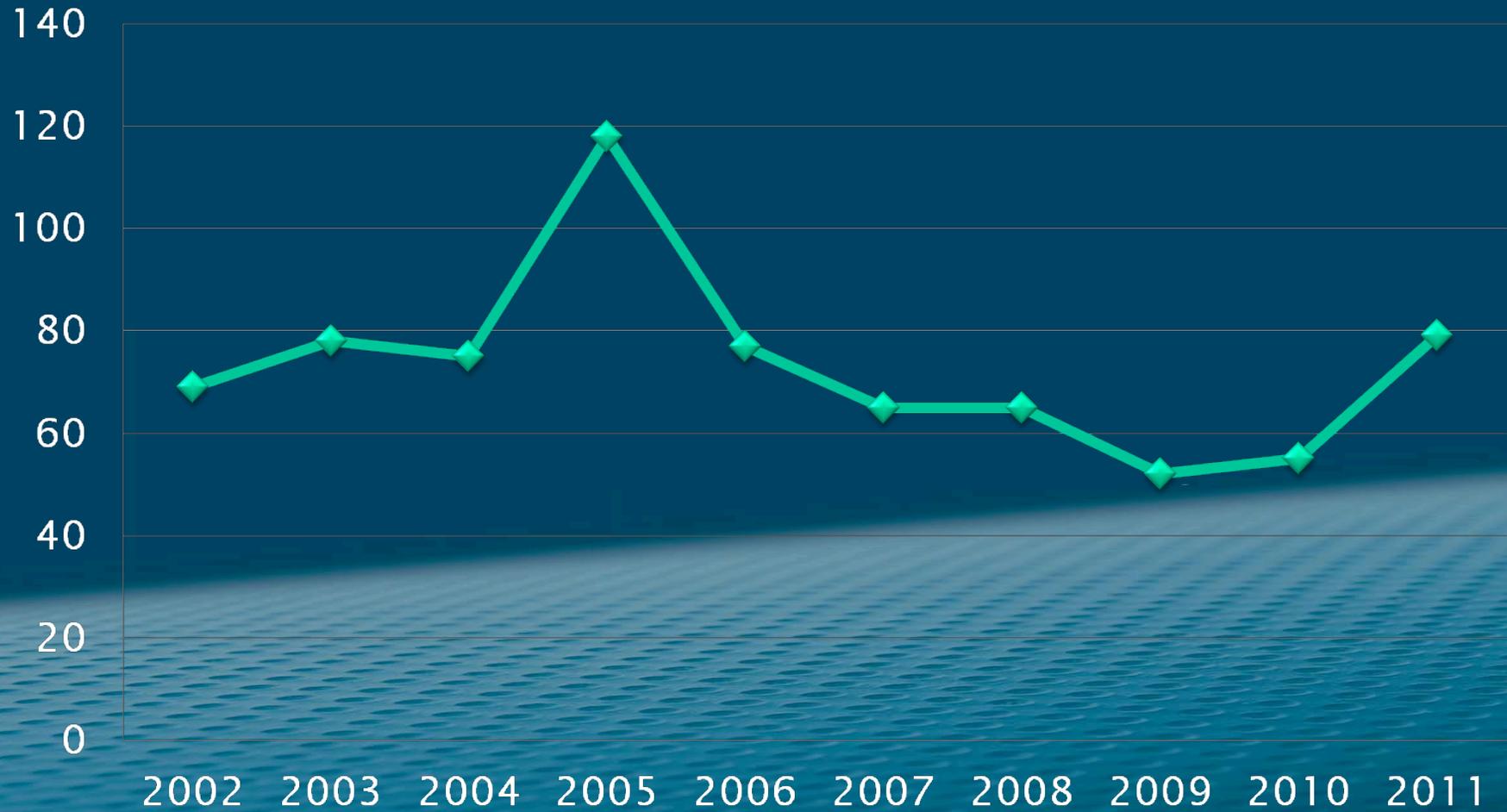


- *Mission & Results Directed*
- *Team & Network Driven*
- *Accountable for Results*

- Technology Changes
 - Software
 - Mobility
 - Social Media
- New Staff
- Changing Roles
- Customer Service!
- Adapt to changing budgets and expectations

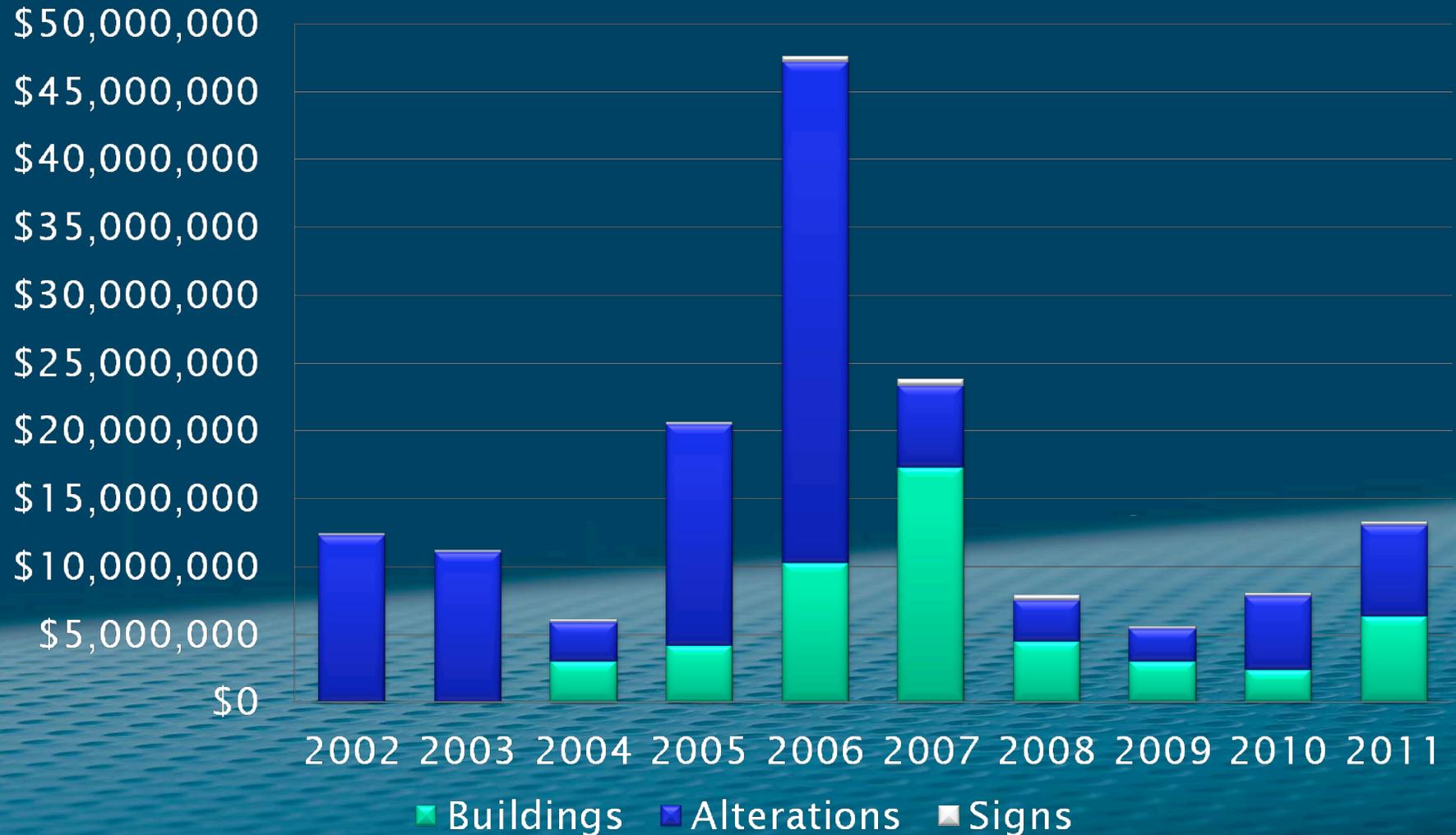
Development Stats

Non-Residential Permits

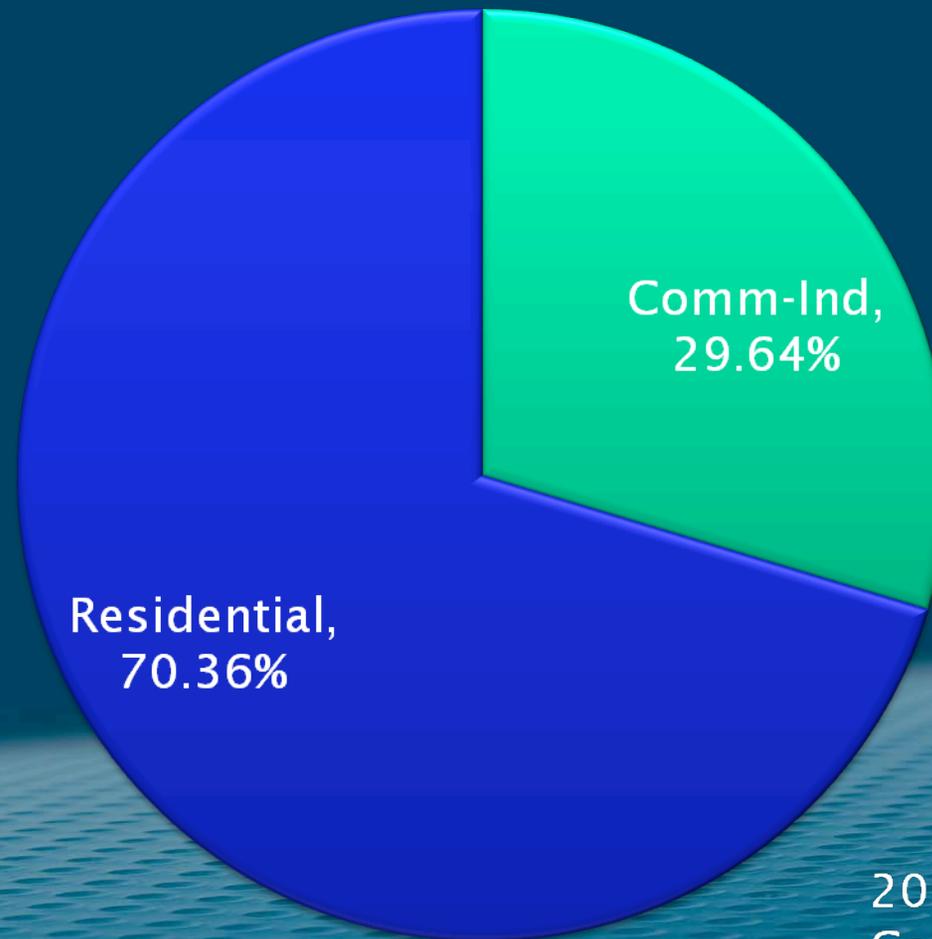


Development Stats

Non-Residential Building Permits



2011 Taxable Property



2004 Res 77.03%
Comm-Ind 22.97%

What's Next?



- Leverage success
- Coordinate process
- Handbooks & Guides
- Technical Review
- Board Training
- Roundtable Listening Sessions
- Working Together
- Continuous Improvement

Granite State Business Park

- Expanding to 235 acres
 - Phase 1 - 125 acres
 - Phase 2 - 110 acres
- Development Plans adopted by Council
- Business List
 - Albany International Inc.
 - Albany Engineered Composites
 - Snecma (Safran USA)
 - Phase 2 Medical
 - SpecTex
 - Frisbie Medical Records
 - Service Master by Disaster



Under Construction May 2012

Rochester Crossing



100% Occupancy Fall 2012

- The Wilder Companies
- Grand Opening Fall 2007
- Lowe's
- Kohl's
- Famous Footwear
- Maurice's
- GameStop
- Joann's Fabrics
- Aspen Dental
- Mattress Giant
- Tropical Smoothie Café
- Avalar Real Estate
- Clemente's Pizzeria & Brew
- Sally Beauty Supply
- Great Clips
- Amcomm Verizon Wireless
- Tip n Toe Salon

Ten Rod Road Business Park

- City-Developed in 1988
 - Former Cabletron Campus
- Ashland Electric
- Eastern Propane
- Laars Heating Systems
- Granite State College
- Radianse
- Smart ATI
- YMCA of Strafford County
- Measured Progress
- Student Transportation of America
- William Verweii
- Strafford County Board of Realtors
- eCoast Sales Solutions
- APW – Accident Benefit Association



*Lease or Condo Ownership
Available. Abundant Parking.*

Granite Ridge Development District



- Zoning Unified & Adopted 2009
 - Frontage Road
 - Auto-Oriented Commercial District
- Capacity for 2 Million Square Feet
- Demand for Amenities, Services & Entertainment
- Now Leasing 300,000 square feet (Piper's Landing)

North Main Street

- Transitional Corridor between Downtown & Granite Ridge
 - Spaulding Turnpike Expansion
 - Strafford Square Roundabout in 2014
- For now redevelopment concentrated by Turnpike
 - Smith & Wesson Site
 - Globe Plaza
- Zoning Changes



*New Exit 14 & 15 are now OPEN!
Public investment is a catalyst for
Private investment & redevelopment.*

Downtown Business District



The Rochester Main Street Program volunteers work constantly to make Downtown a destination for entertainment, shopping & dining.

- Reinvestment Stats
- Increased Occupancy rates on North Main St. & Hanson Street
- Overall 5% increase since 2006
- Total of 222 businesses currently in the Downtown Business District
- Total of 391 Projects since 2006
- Total Private Investment of \$5,240,049
- Investment Ratio: \$1/\$29.94
- Annual Tax Revenue Increase: \$125,183.60
- Brown Bag Concert Series Returning on Fridays
- Raised more than \$43,000 in donations & grants for Parson Main & Central Square



We feel welcomed
in Rochester NH
and Spaulding Ave
Industrial Park is a
great location for
our business.



www.ThinkRochester.biz



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