



2009-2010
TOP PRIORITIES
FOR STATE INVESTMENT

ROCHESTER COMMUNITY COALITION



MESSAGE TO STATE LEADERS

The people of Rochester once again request your help.

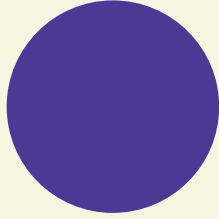
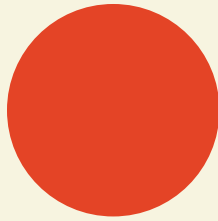
The Rochester Community Coalition is an organization convened by the Rochester Business Alliance that represents 22 organizations, including business, labor unions, academic institutions, faith communities, local government and nonprofits. Working to effect change on issues important to Greater Rochester's future, we're proof positive of a united community. The groups we bring together may disagree on other issues, but all support this short list of state funding priorities to benefit our region.

Recognizing that this is a tough budget year for New York, it's more important than ever to help state leaders identify top priorities for Rochester. We all recognize that there is less money to go around. And we're all struggling locally to make ends meet.

Just the same, it's especially critical in uncertain times to stand behind important public investments that will accomplish our goals in a challenged economy. So the coalition has identified realistic state investments that will allow our community to complete projects and continue programs that offer the biggest payoff in creating jobs.

Every initiative on this list is about jobs, economic health and making this a better community for our families and individuals who live here. What's more, many of these projects hold greater economic promise when supported in concert—when child care is affordable for workers, they're better equipped to earn a full-time living. When we invest in infrastructure, we can put more of those people to work. And when more adults are employed, there are greater opportunities for students who are about to learn a trade and enter the workforce.

STATE INVESTMENT WILL ENABLE THE ROCHESTER COMMUNITY TO WEATHER THE STORM



Given the budget situation facing Albany, we have pared back our request significantly this year. The coalition is asking state leaders to fund six projects totaling \$78.5 million to promote job growth and improve the local economy—63 percent less than the seven projects totaling \$212 million requested in last year’s state budget.

A seventh item would increase state revenues and create jobs related to the local wine industry by allowing wine sales in grocery, convenience and drug stores, as Governor David Paterson has proposed in his draft budget.

In order to make the list, every single one of these items had to show how it would improve the Rochester-area economy. We can support each with specific research findings that demonstrate the number of jobs or other economic benefits that the investment can be expected to deliver—we have data to back it up.

We’re not simply asking for a handout. In return for the state’s investment, each of the leaders on these projects has pledged full accountability for results, a pledge we heartily endorse.



COMMUNITY INVESTMENT

Investments that will preserve jobs and boost employment

AID AND INCENTIVES TO MUNICIPALITIES (AIM) AND MANDATE RELIEF



Investment: Maintain progress toward equity in Upstate funding and mandate relief

We understand the need to make cuts in AIM and other state-funded programs. We only ask that the cuts be made proportionally so that the large gap between Rochester and other Upstate cities does not grow. A massive disparity exists between Upstate cities on a per capita distribution basis. Over the last three years, the City has made considerable progress toward closing the cavernous gap. The City also seeks to have the same mandate relief and revenue generation measures that have been afforded to other cities. Relieving mandates increases aid to our cities at no cost to the state.

INSTITUTE FOR SUSTAINABILITY AT RIT



Investment: \$38 million

Last year's state budget included \$12 million of a requested \$50 million in state funding to complete this project. The institute will support sustainability research and technology transfer, building on RIT academic programs and the region's assets in alternative energy. The projected return is up to 6,000 new jobs regionally, 100 new professional and technical positions at RIT, \$650 million in regional earning potential, and 140 construction jobs over two years. This project will be shovel-ready by July 2009.

RENAISSANCE SQUARE



Investment: \$30 million

This investment will complete—with additional private funding—the \$230 million transit center, community college campus and performing arts center downtown. The projected return is \$60 million in additional spending by the time the theater opens, and a 100 percent return on this investment in tax dollars within seven years after the theater opens. Our skilled-trade workforce is feeling the impact of the recession. Plus, Greater Rochester needs infrastructure projects and has several ready to go the moment funding is available. Renaissance Square will create 3,740 direct and indirect construction jobs.



SUPPORTING WORKING FAMILIES

An investment that will help parents maintain top job performance

CHILD CARE FOR LOW-INCOME FAMILIES

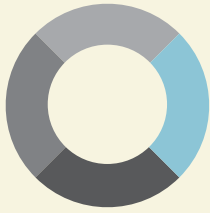


Investment: \$8.5 million

More than 12,000 Monroe County children under age 12 live in working families below the poverty level without subsidized child care. The coalition urges state leaders to support a community child care plan developed by United Way of Greater Rochester and the Early Childhood Development Initiative. The state's investment would allow an estimated 961 low-income families who lost subsidies to be restored to quality care, and would be complemented by private fundraising as well as lobbying for federal support.

This request speaks directly to keeping people at work, and to the notion of a future workforce. There are three key reasons why the provision of child care subsidy is so important.

This investment will greatly help hundreds of low-income working parents to continue to maintain their jobs. And it ensures that children are able to enter school healthy and ready to learn, which contributes to their future school success. Child care subsidies also are important because successful students are less likely to get caught up in the criminal justice system, and more likely to become productive members of our community.



STRENGTHENING EDUCATION

Investments that will help prepare students better for a challenging job market

HILLSIDE WORK-SCHOLARSHIP CONNECTION

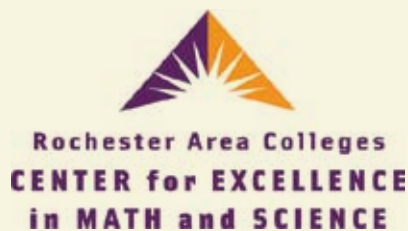


Investment: \$1 million

This nationally recognized, proven program doubles graduation rates for at-risk middle and high-school students by providing long-term advocacy, academic counseling and resources, life skills development, job training and work experience. The requested state investment will enable Hillside and its business and community partners to serve at least 6,000 students by 2013.

This initiative is projected to generate \$135 million in increased tax revenue and reduced government spending.

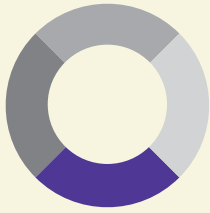
ROCHESTER AREA COLLEGES CENTER FOR EXCELLENCE IN MATH AND SCIENCE



Investment: \$1 million

Nineteen area colleges and universities formed this center with the goal of creating professionals and teachers with a passion for engineering, math and science. The center develops and delivers programs designed to increase the quality and quantity of the student talent pool pursuing curricula in math, science and related technical fields, and is targeted at growing into a national model for math and science education.

Since its creation in 2007, hundreds of educators who teach well over 10,000 students have been assisted by the Center's work. This investment will enable thousands more regional students and their teachers to directly and indirectly engage in activities to increase their interest in math, science and related technologies.



BOOSTING REGIONAL INDUSTRY

Legislative action that will expand the market for the local wine industry

WINE IN GROCERY STORES

The wine and grape industry contributes an estimated \$6 billion annually to the New York economy, with nearly 40 percent of the state's wineries in the Rochester-Finger Lakes region. Currently, 35 states allow wine sales in grocery, drug and convenience stores, and New York is the only major wine-producing state that does not.

A proposal to allow wine sales in these stores, which is already part of Governor Paterson's proposed 2009 budget, would dramatically increase sales and boost state revenues. This is all about improving the New York state economy in these difficult times. This proposal will retain jobs and add over 2,000 jobs in farming, retailing and related businesses.

A coalition composed of the Food Industry Alliance of New York State, the New York Farm Bureau and the Business Council of New York State supports this budget proposal and the positive economic development impact it will have for the state.

Surveys show that approximately 70 percent of New York state residents want wine in grocery stores. This legislative action would raise over \$159 million in the first two years in license fees and taxes.

After passing similar initiatives, total wine sales rose 16 percent in Alabama and 150 percent in Idaho. Washington state, a major wine producer, became second in the U.S. by selling wine in grocery stores, up 53 percent. Imagine the impact in New York state, where the wine industry represents a substantial source of economic growth.

2009 COALITION PARTNERS

Baber AME Church
Builders Exchange of Rochester
City of Rochester
Greater Rochester Association of Realtors
Hillside Family of Agencies
Laborers Local 435
Monroe County
Monroe County School Boards Association
Nazareth College
Rochester Area Colleges
Rochester Area Community Foundation
Rochester Building & Construction Trades Council
Rochester Business Alliance
Rochester City School District
Rochester Institute of Technology
Rochester Labor Council, AFL-CIO
Rochester Tooling & Machining Association
Small Business Council of Rochester
UNICON Rochester
United Way of Greater Rochester
University of Rochester
Urban League of Rochester



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