

Located in Rochester, New York the United States' new mid-market tech hub.

Offering experiences from renowned home grown brands and the most sought-after retailers.



INTRODUCING
FISHERS  **RIDGE**





FISHERS RIDGE

Rochester, NY

Fishers Ridge is poised to be the premiere leisure and shopping destination for those that enjoy the good life.

Partnerships with homegrown favorites similar to Moosewood Restaurant, Chobani and Ballast Point Brewery; the introduction of regional exclusives such as a bespoke jeweler; and special destinations like Bass Pro Shops will answer the call for a heightened shopping experience in the region.

On-site, class A office space reflects the consolidation of the premium workforce to Victor, solidifying it as the new heart of the business community in the Rochester MSA.



Two, four-star hotels will bring a new level of hospitality to the region.

A respite for business visitors.

A hub for the millions visiting the biggest wine region outside of the northwest.



An oasis for outdoor enthusiasts looking for more than a B&B or camping region.

Condominiums, with their sweeping views of the nature trails and ponds of Fishers Ridge, will offer the exclusive live-work-play option in the market.

FISHERS RIDGE: A REGIONAL DESTINATION



REGIONAL TRADE POPULATION: 2,740,430 PEOPLE (2015)

The area is the third largest metro in New York State, as well as those living in the neighboring cities of Buffalo and Syracuse, which are both an hour drive from the site.

The Rochester MSA is home to the second largest regional economy in New York State after NYC.

FISHERS RIDGE: PRIMARY TRADE AREA

70,000 people with average incomes of more than \$100,000 live within 15-minutes.

Fishers Ridge is less than an hour's drive from anywhere in the Finger Lakes Region.

Proximity to major highways and the NYS Thruway allows for ease of access.

NO. 1 city for **COMMUTERS** in America.
Kiplinger



- LIMA: 15.9 miles
- FAIRPORT: 8.9 miles
- BRIGHTON: 15 miles
- MENDON: 5.35 miles
- PERINTON: 9.25 miles
- PITTSFORD: 9.86 miles
- BLOOMFIELD: 5.98 miles
- CANANDAIGUA: 10.03 miles

An active workforce within a 20 minute drive of Fishers Ridge.

EXCEPTIONAL LIFESTYLE

3rd best economy in the U.S.
Brookings Institution

Rochester homes are 45% more affordable
than the national average. At \$125,000, the
median home sales price is 45% more
affordable than the national average.
NAHB Housing Opportunity Index

Rochester is tied with Buffalo, Cincinnati and
Cleveland for the most affordable housing among
the 52 major markets in the US.
Demographic International Housing Affordability Survey

“Once people get used to short commutes, low home prices, and quality schools, they don’t want to leave.”

Arunas Chesonis, CEO Sweetwater Energy

“A lower cost of living means more disposable income for Rochester-area residents.”

Amit Batabyal, economics professor at RIT



John Kucko

The Rochester MSA cost of living index ranks 79. 100 denotes the national average positioning. Groceries, healthcare, housing and utilities are considerably less expensive in Rochester than the rest of the US, **leaving people with more disposable income.**

“Rochester is the no. 1 place to buy a home.”

Forbes Magazine

AN INNOVATION HUB THAT'S REVITALIZING THE FINGER LAKES REGION

EMERGING INDUSTRY CLUSTERS

1. Optics, Photonics,
and Imaging
2. Agriculture
and Food
Manufacturing
3. New Generation
Manufacturing
and Technology



Rochester
was a
recipient
of \$500
million in
funding
to support
**new
business
growth**
in the area.

“

14 PERCENT
OF
ROCHESTER
MSA
RESIDENTS
HAVE
PROFESSIONAL
OR
GRADUATE
DEGREES.
IN LINE WITH
WASHINGTON,
DC, SAN JOSE,
BOSTON, NEW
YORK CITY
AND DENVER.

”

LET THE NUMBERS TELL THE STORY.

No. 3 area for **high-tech employment** in the U.S.

No. 2 area for number of people with **doctorates** who are employed in science, engineering and healthcare fields



49 **universities and colleges**, including the esteemed University of Rochester and RIT with a total of 254,000 **college students**

Almost 40 percent of the graduates major in Science and Technology fields

No. 2 in the country for number of science and engineering doctoral degrees awarded

13th biggest **patent-generating metro** (Brookings Institution)

Ranked No. 7 **Brainiest City** in America (The Atlantic)

One of Ten “Underrated Hotbeds of **American Innovation**” (Fast Company)

Ranked No. 18 among the world’s leading **science cities** (Science Reports)

One of the ten most unexpected cities for **high-tech innovation** (techie.com)

“A new wave of people in their 20s and 30s are re-choosing Rochester...”

They're bringing with them a generation's signature brand of teamwork, tech savviness and impatience to revitalize the city they now want to call home. ● ●

(The Rochester Magazine [2016])



Did you know...Fishers Ridge will document the construction and leasing progress through social media, building a pre-opening loyalty and awareness in the market?

THE NEW HOT SPOT FOR **MILLENNIALS**



Ranked among top 10
“Hippest US cities” in 2016.

(Infogroup)

Nearly **one in four residents** in the region is a millennial. This important demographic values high-quality products, services and hospitality.

15 to 34-year-olds make up the largest generational segment in the area.

(Early Census Estimates, June 2016)

The Rochester Craft Beverage Trail was created for lovers of handcrafted beer, wine and spirits.

- More than 200 wineries on the Finger Lakes Wine Trail.
- More than 80 breweries on the Finger Lakes Beer Trail.

Fishers Ridge will serve as the new starting point for these beloved beverage outings.

Home to the famous Wegmans Food Markets' headquarters, which has helped drive the New York State farm-to-table movement.

100 waterfront dining options.

Rochester's Public Market, a historic city-run weekly farmer's market, has been voted "Best in the US" twice by the American Farmland Trust. Fishers Ridge will be partnering with local farmers to develop a permanent market, offering fresh, seasonal produce & other goods from local artisans.

THE
FINGER
LAKES
REGION
IS FOR
FOODIES





Wegmans

600

low prices!

1.99 3.99

STATE LAW

4 10



One of the 10 best golf
cities in America.

(Golf Magazine)

DELIVERING AN
OASIS OF CALM
IN THE
FINGER LAKES



95 golf courses
including the famed
Oak Hill Country Club –
part of the **PGA** tour.

650 miles
of shoreline
including
Lake Ontario
and the
Finger Lakes.

Canandaigua
Lake has the
distinction of
being the second-
most expensive
lake front
community in the
nation, behind
Lake Tahoe in
California.

Three Rochesterians are on the
“billionaires list” including
Danny Wegman, Malcolm
Glazer and Thomas Golisano,
while two others from
Buffalo – Terry Pegula and
Jeremy Jacobs – also make the list.

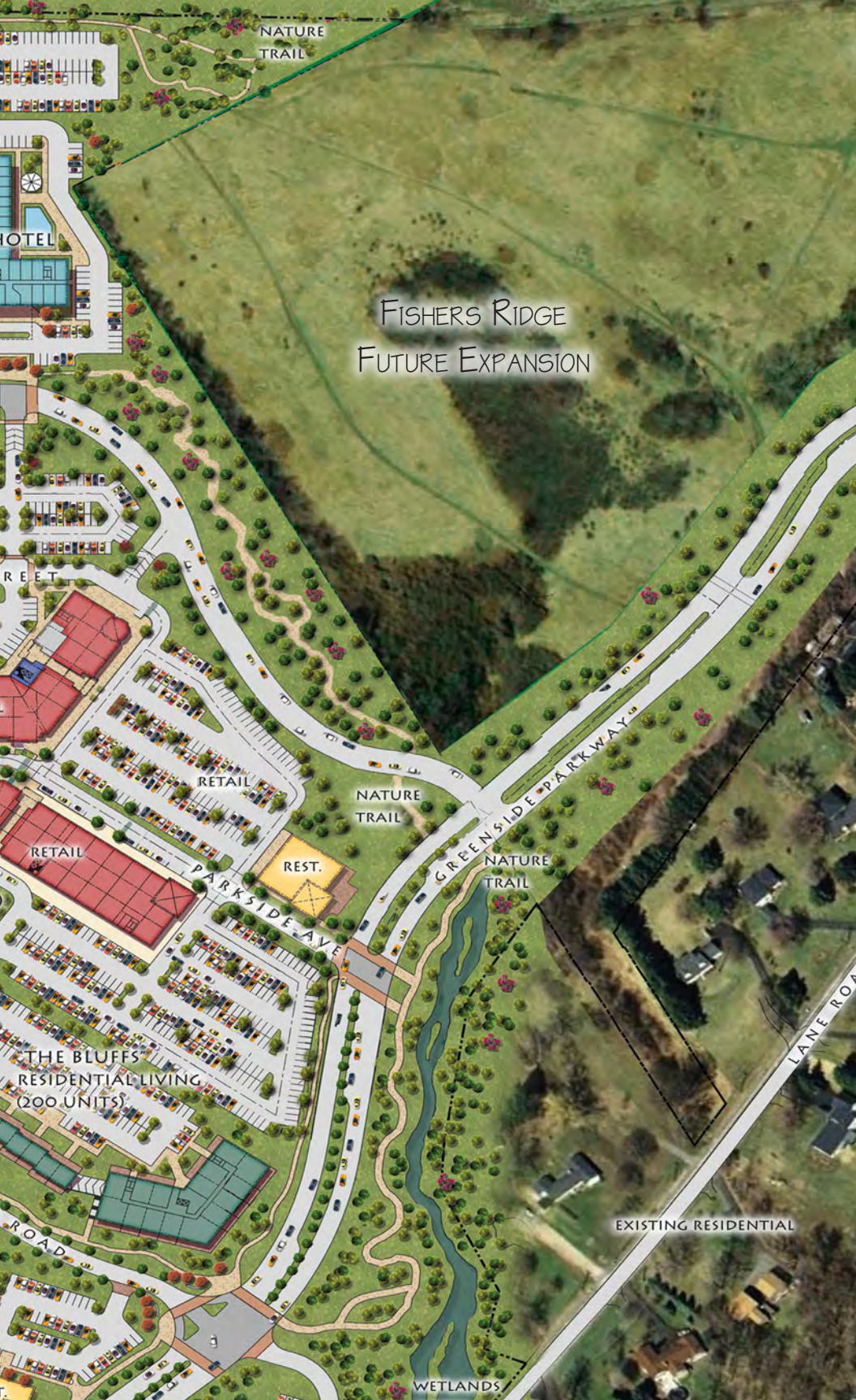


Year-round abundance
of quality, high profile
events that draw
thousands of people,
including the Rochester
International Jazz Festival,
Rochester Lilac Festival,
Imagine RIT and
Fairport Canal Days.

More than 250
museums and art
galleries including the
George Eastman House
and the
Strong National
Museum of Play.

FISHERS RIDGE
FUTURE EXPANSION





FISHERS RIDGE
FUTURE EXPANSION

CENTER FEATURES

Neighborhoods of retailers, providing
an easy shopping experience

More than 500,000 square feet
of retail; many stores will be
exclusive to the region

75,000 square feet of
food and beverage

1,200 cinema seats

More than 100,000 square feet
of new, Class-A office space

450 condominiums

250 hotel rooms under
two nationally recognized
hospitality flags





DEDICATION to the ENVIRONMENT

Open air for
convenient
shopping

Protected, covered
walkways for
inclement days

Heated sidewalks

Solar power and
other alternative
energy sources

BEAUTIFUL LANDSCAPING FEATURES

Terraced ponds stocked with fish.

Acres of green spaces to be used by the community.

Nature trails for a true Finger Lakes region experience.

Architecture influenced by the regions' numerous hills, valleys and lakes.





kate shade

SEPHORE


OVER ARMOUR

FISHERS RIDGE:

THE DEFINITIVE CHOICE FOR SPECIALTY RETAILERS & HOSPITALITY PROVIDERS IN NEW YORK'S FINGER LAKES REGION

A flagship store opportunity that will serve an entire region, pulling guests from as far as Buffalo and Syracuse.



An intuitive design that responds to the way customers prefer to shop today.

Future home of a Finger Lakes public market.



A haven that offers experiences from renowned New York State homegrown brands along with the most sought-after national and international retailers.



FLX Table (Geneva, New York) | Winner of USA Today's Readers' Choice 2017 award for Best New Restaurant in the country. Photo credit: Daniel Bell Media.

CHEF-DRIVEN RESTAURANT CONCEPTS, STAYING TRUE TO THE REGION'S BEST IN-CLASS CULINARY SCENE

Tie-in to the Finger Lakes Wine Trails through a restaurant serving only New York State wines.

Wine and craft beer tastings on-site.

Associations with local food companies to showcase their latest products.

Waterfront dining on the ponds.

Fishers Ridge will incorporate the best of the culinary scene with its chef driven restaurants.

TECHNOLOGY

Partnerships with Rochester technology companies.
Device charging stations.
Wifi.

Modernity inspired by the emergence of Rochester as the United States' new mid market tech hub.



“ [People in Rochester] are typically more able to spend more and hence high-end national chains want to locate in a place like Rochester. ”

Amit Batabyal, economics professor at RIT



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