

About the Upstate Revitalization Initiative Plan

The development of our URI plan has brought together stakeholders from across the region including businesses, government leaders, and members of the community. Supported by data and strengthened by community consensus, this plan identifies our competitive advantages, but also addresses the significant challenges faced by our region.

The plan focuses on three “pillars” – the key industry clusters that build on our significant strength in the region and will drive economic growth with future investment:

- Optics, Photonics & Imaging;
- Agriculture & Food Production; and
- Next-Generation Manufacturing & Technology at strategic hub locations, including Eastman Business Park, WNY STAMP, and the new Rochester Downtown Innovation Zone.

Furthermore, the draft plan focuses on three “enablers” – areas that will facilitate growth in the key pillars:

- “Pathways to Prosperity” supports multiple workforce development efforts aimed at reducing poverty by employing hard-to-place workers;
- Entrepreneurship & Development, and;
- Higher Education & Research.

If the Finger Lakes is selected as a URI winner, implementation of the plan will include extensive private sector investment in the region, and alignment with the ongoing efforts of the Rochester-Monroe Anti-Poverty Initiative.

About the Regional Economic Development Councils

The Regional Economic Development Council initiative (REDC) is a key component of Governor Andrew M. Cuomo's transformative approach to State investment and economic development. In 2011, Governor Cuomo established 10 Regional Councils to develop long-term strategic plans for economic growth for their regions. The Councils are public-private partnerships made up of local experts and stakeholders from business, academia, local government, and non-governmental organizations. The Regional Councils have redefined the way New York invests in jobs and economic growth by putting in place a community-based, bottom up approach and establishing a competitive process for State resources. After four rounds of the REDC process, nearly \$3 billion have been awarded to more than 3,100 job creation and community development projects consistent with each region's strategic plans, supporting the creation or retention of more than 150,000 jobs. For more information on the Regional Councils, visit www.regionalcouncils.ny.gov.

The three Upstate winners of the URI will receive approximately \$130 million each this year (\$100 million in URI funding, and an estimated \$30 million from Round V of the REDC competition). Aside from those regions, three regions will earn “Top Performer” distinction in the REDC competition and will receive approximately \$105 million each. Finally, the remaining four regions will receive approximately \$90 million each through the REDC competition – which is more than the average amount awarded to the top place finisher in prior years. This approach ensures that every region benefits, while also maintaining the competitive nature that has worked so well to bring local business, academic, and community leaders together to develop long term, impressive economic visions for their regions.