

QUALITY OF LIFE



The Greater Rochester, NY Region offers an exceptional quality of life, easy commute, excellent schools and a rich cultural environment. Residents enjoy four beautiful seasons, wineries along the Finger Lakes, the historic Erie Canal and abundant recreational opportunities providing entertaining pursuits for all.

Nestled between Lake Ontario and the Finger Lakes wine region in Upstate New York, Rochester is one of America's best places to live and work. It has the arts, culture, sports and nightlife of a big city, but the ease and comfort of a small town.

Quality of Life Overview



Housing

Median Home Price, Q1, 2007	\$106,900
Affordability Index, Q1, 2007	81.4%
Home Ownership Rate, 2005	69.4%

National Association of Realtors; National Association of Home Builders; U.S. Census American Community Survey

Safety

Property Crimes, 2003 (per 100,000 persons)	3,377.4
Violent Crimes, 2003 (per 100,000 persons)	292.5

Federal Bureau of Investigation

Commute

Percentage of Freeway Lanes Congested, 2001	20%
Mean Travel Time to Work (minutes), 2000	19.1

Texas Transportation Institute; U.S. Census Bureau

Climate

Annual Precipitation (inches)	33.98
Daily Mean Temperature – January	23.9°F
Daily Mean Temperature – July	70.7°F
Average Annual Sunshine	51%

National Weather Data Center

Cultural & Recreational Rankings

Arts and Cultural Rankings (0-100 scale)	84
Leisure Rankings (0-100 scale)	78

Cities Ranked & Rated, 2004

One of the “10 Best Cities to Raise a Family”

Child Magazine, 2003

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Housing Costs

The Rochester housing market is diverse. Many homes are rich in architectural details and craftsmanship. The character of these homes extends into the suburbs along streets lined with sidewalks and streetlamps. Outlying suburbs feature newer, larger homes on generous lots in subdivisions, along with picturesque village homes along the Erie Canal dating back to 1800s. But, best of all are prices! You will be very surprised by how much house your money can buy in the Rochester region.



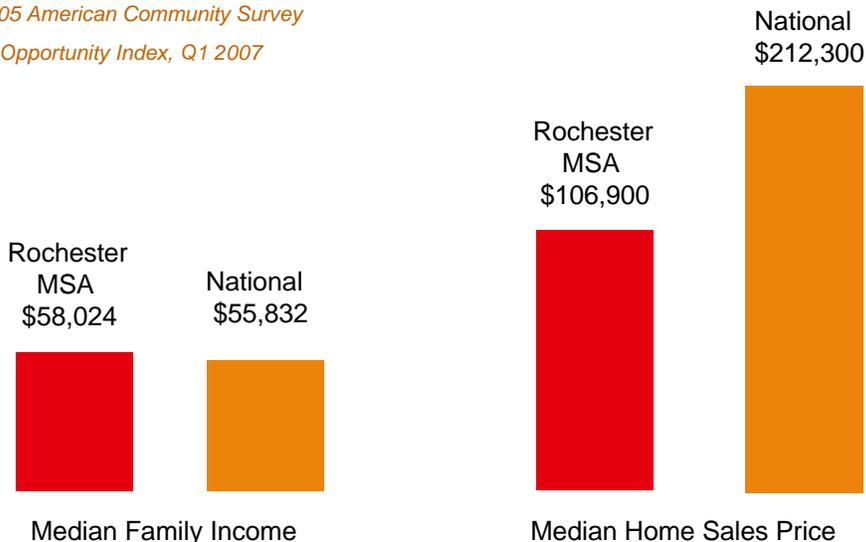
HOUSING PROFILE

	Rochester MSA	United States
Median Housing Sales Price*	\$106,900	\$212,300
Median Family Income**	\$58,024	\$55,832
National Affordability Ranking***	30	-
Owner Occupant Housing Units**	69.4%	66.9%
Median Cash Rent**	\$684	\$728
Homes Affordable for Median Income***	81.4%	43.9%
Average Household Size**	2.47	2.60

*National Association of Realtors, Q1 2007

**U.S. Census, 2005 American Community Survey

***NAHB Housing Opportunity Index, Q1 2007



One of the “10 Best Places to Own Real Estate”

Fortune, 2006

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Cultural Highlights

Rochester has a big-city vibe when it comes to Art, Music, Theater and Dance.



For nightlife and live music, Rochester offers something for everyone. An eclectic mix of classical, jazz, hip-hop, R&B, rap, reggae, alternative, blues, and rock music may be enjoyed at many clubs, bars, pubs, and lounges throughout the region.

The annual **Rochester MusicFest**, features local and national R&B, jazz, and blues acts at outdoor venues throughout the city; and the annual **Rochester International Jazz Festival** showcases national stars alongside many local musicians.

Located in the historic Naval Armory building, **Geva Theater** is the most attended regional theater in Upstate New York. Off-Broadway plays are featured at Rochester's **Shipping Dock Theatre**.

The Rochester community truly comes alive during the summer months, with a wealth of **festivals** being held on a weekly basis. There isn't a weekend during the summer when Rochesterians aren't celebrating their heritage, culture, art, or just the warm weather. Some of the more popular Rochester festivals include: the Corn Hill Arts Festival, Park Ave. Summer Art Festival, High Falls Film Festival, the Lilac Festival, and the Monroe County Fair.

The **Downstairs Cabaret Theatre** offers intimate popular productions, while **Rochester's Broadway Theatre League** makes traveling Broadway shows available for all the Rochester region to enjoy.

Rochester is also home to one of the premiere modern dance troupes in the world: the **Garth Fagan Dance Troupe**. Its founder, Garth Fagan, is the Tony Award-winning choreographer of Broadway's *The Lion King*.

The **Rochester City Ballet** performs traditional favorites as well as challenging new works before thousands each year, while **Opera Rochester** presents three touring operas each season at the Eastman Theatre.

The **Rochester Philharmonic Orchestra** performs for nearly 350,000 people annually. Concerts, many of which are free, are also offered year round by the internationally renowned **Eastman School of Music**. Lessons and performances by local and visiting artists are offered by the **Hochstein School of Music and Dance**, an 86 year-old community school, in its renovated concert hall.



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**The Greater Rochester, NY Region is home to over
35 museums and 60 galleries.**



Explore 5,000 years of world art at the **Memorial Art Gallery**. The Gallery provides the best- balanced collection in Upstate New York and hosts traveling exhibitions from around the world.

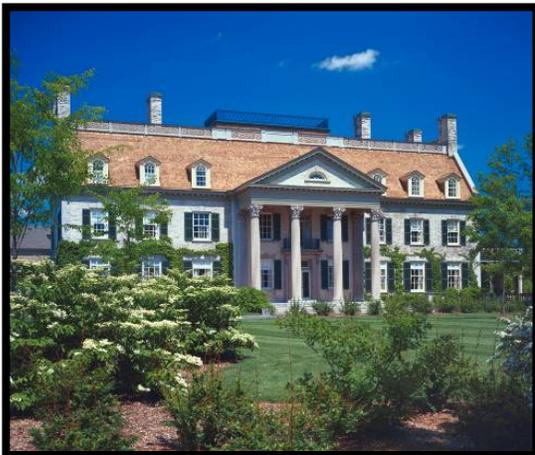
Visit the award-winning **ArtWalk** in the **Neighborhood of the Arts** to encounter benches, sidewalk imprints, light-pole art, and sculptures by area artists.

The region is also home to dozens of **intimate local galleries** that showcase local and regional art.

Child Magazine rates the **Strong Museum**, home to **The National Toy Hall of Fame**, as one of the Top Ten Children's Museums in the nation. Nearby, the **Rochester Museum and Science Center** provides a wide range of hands-on activities for children and adults; and the **Strasenburgh Planetarium** opens children's eyes to a whole new frontier. For more family fun, visit the **Jell-O Museum and Gallery** and the **Seneca Park Zoo**.

The region is steeped in history...

The **Susan B. Anthony House** is a museum of National Historic Landmark status. It was the home of the legendary American civil rights leader during the most politically active period of her life, and was the site of her famous arrest for voting in 1872.



The George Eastman House *International Museum of Photography and Film* houses one of the best and oldest cinematic collections in the world. Its archives boast more than 400,000 photographs, 25,000 films and many sole surviving prints.

The Visual Studies Workshop is an internationally recognized center for media studies.

The **High Falls Film Festival** recognizes the achievements of women in film and video.

The Little Theatre, housed in an Art deco building since the 1920s, brings foreign and independent films to Rochester moviegoers.

Other historical attractions in the area include:

National Women's Hall of Fame; Women's Rights National Historical Park; New York Museum of Transportation; Rochester and Genesee Valley Railroad Museum; Sodus Bay Historical Society Lighthouse Museum; and Genesee Country Village and Museum

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Sports & Recreation

No wonder Rochester is ranked 7th among 225 metro areas for recreational amenities...we offer recreational activities for every season.



Fresh water is everywhere in the Rochester region...

Lake Ontario, the Genesee River, the Erie Canal; and five Finger Lakes provide unequalled opportunities for fishing, boating, canoeing, kayaking, waterskiing, swimming and enjoying the great scenery. Several smaller lakes throughout the region provide local recreational opportunities.

In addition to the fishing available in the many streams, rivers, and lakes in the area, Lake Ontario is known for its annual fishing derbies. The LOC derby is held twice a year on Lake Ontario, and awards a number of prizes to contestants at the end of its ten day run. Trout, salmon, and a variety of other species inhabit the lake, providing for an exciting excursion. Gear and supplies, as well as charter boats can be rented or bought at any of the many charter fishing and tackle companies sprinkled throughout the region.

Parks and natural attractions...

Monroe County has 12,000 acres of parkland. Rochester's outstanding 3,500 urban acre parks and recreation system is nationally recognized.

From Rochester, it's a short drive to the "Grand Canyon of the East," Letchworth State Park, featuring cascading waterfalls and majestic views of the Genesee River Gorge.

There are 25 state parks and 132 State Forests and Wildlife Management areas in the Finger Lakes Region, including Montezuma National Wildlife Refuge and the Finger Lakes National Forest, the Adirondack State Park, and the famed Catskill Mountains.



Seasonal outdoor activities of every kind...

Opportunities abound for biking, jogging, hiking, horseback riding, sledding, swimming, boating, camping and even hot air balloon rides.

Runners have their pick of trails throughout the region, and races are held every weekend.

The Greater Rochester New York Region offers exceptional road and mountain biking - tackle hills in the Finger Lakes, cruise flat, windy stretches along Lake Ontario, or peddle along the paths of the Erie Canal.

Take advantage of all four seasons in Rochester...



Winter sports' enthusiasts have their pick of over a hundred snow trails. Nearby slopes at Bristol Mountain Winter Resort, Holiday Valley, Swain Ski and Snowboard Center, among others, are all popular during the winter months.

For cross-country skiing, visit Rochester's parks or climb hills at the Harriett Hollister Spencer Recreation Area.

Outdoor Ice skating is offered in Highland Park or downtown at Manhattan Square Park; for indoor ice skating try the ESL Sports Center, one of many indoor rinks throughout our region.

Snowmobilers have access to hundreds of miles of trails throughout the region.

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Rochester offers an unparalleled mix of seasonal sports and activities to keep you busy year round.

Spectator Sports



Baseball enthusiasts can watch the Rochester **Red Wings**, while hockey fans cheer on the Rochester Americans, known as the **Amerks**. The Amerks have a long-running partnership with the pro-hockey team the **Buffalo Sabres** and an affiliation with the **Florida Panthers**.

The Rochester **Raging Rhinos** draw droves of excited soccer fans each season. There are two new pro teams, the Rochester **Raiders**, who play indoor football and the Rochester **Razor Sharks**, who play basketball.

Rochester is also home to two professional lacrosse teams: the **Rattlers**, who play major league outdoor lacrosse, and the **Knighthawks** who play indoor, box lacrosse.

Even more excitement is close at hand...

Watch the **Buffalo Bills** NFL football team compete in Orchard Park, NY, or practice locally during their summer training camp at St. John Fisher College. Fans of college football and basketball can watch the nationally-ranked **Orangemen** at Syracuse University. Also, enjoy a short drive through the Finger Lakes to experience automobile racing at **Watkins Glen**.

A Rich Tradition of Golf in Rochester...

The Rochester area has more than 95 golf courses, a number which increases yearly. **We have more golf holes per capita than any other industrial city in the northeast.**

In addition, Rochester is the home of many world-renowned country clubs. For the past 25 years, Locust Hill Country Club has hosted the annual *LPGA Rochester International Tournament*. Oak Hill Country Club has also proudly hosted two *U.S. Amateur Open Championships*, three *U.S. Opens*, two *PGA Championships*, a *Ryder Cup*, a *Senior Open*, and a host of other competitions and exhibitions.



Visit Award Winning Wineries in the Finger Lakes

The perfect and rare mix of climate, good geology and geography, along with experienced and gifted winemakers, combine to produce superior award-winning Finger Lakes vintages. Winery trail routes have been developed around, and named for, the five "finger" lakes. The wine trails all host special wine festivities throughout the year, celebrating the harvest, new vintages, wine and food pairings, as well as holidays.

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Health and Safety

With great facilities and a large number of physicians per capita, Rochester takes healthcare seriously. Rochester's quality of life is enhanced by nationally recognized medical research centers.



Recognized among the finest health organizations in the country, the **University of Rochester Medical Center** operates facilities at Strong Memorial and Highland Hospitals; as well as the research centers at the University of Rochester School of Medicine and Dentistry, School of Nursing, the Eastman Dental Center, Golisano's Children Hospital at Strong, and the Aab Institute of Biomedical Sciences.

The University of Rochester School of Medicine and Dentistry ranks 13th among the best primary care medical schools in the nation.

U.S. News & World Report, 2008

Rochester Health and Safety Rankings:

Ranked the 3rd Healthiest City for Men upon the basis of health, environment, and fitness.

Men's Health Magazine, 2003

Ranked 8th among 200 metro areas in childcare for "Best Cities For Women 2002"

Ladies Home Journal, 2003

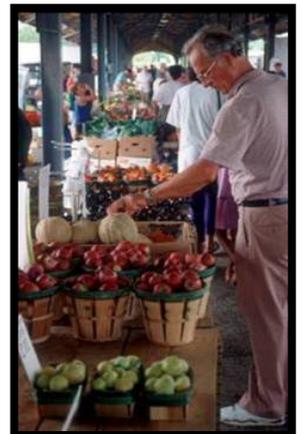
Rochester outranks most other large metro regions for having a low crime rate overall

Sperling's "America's Best and Worst Cities for Crime"

Rochester General Hospital is New York's 4th largest cardiac center, and is a leading provider of cancer treatment. It was one of only three hospitals in New York State to be named a "**Solucient Top 100 Heart Hospital**" in 2006.

Ranked as one of the nation's leading breast care facilities, the **Elizabeth Wende Breast Clinic** is the nation's first freestanding mammography and breast imaging center.

Strong Memorial Hospital, consistently recognized in *U.S. News and Report* as "**One of America's Best Hospitals in the Nation,**" is widely known for its cardiac care. It operates the only heart transplant program in Western New York, and is also nationally recognized for its neurosurgery, urology, gynecology, cancer, and pediatric specialties.



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