



News From

Maggie Brooks

Monroe County Executive

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BROOKS: COMIDA INVESTS IN GRE TO BOOST JOB CREATION AND BUSINESS ATTRACTION EFFORTS

Monroe County Executive Maggie Brooks today announced the County is taking a significant step forward in its efforts to attract new businesses and jobs. The County of Monroe Industrial Development Agency (COMIDA) is investing \$300,000 in Greater Rochester Enterprise (GRE) to advance marketing and business attraction activities. COMIDA funds are generated through fee income from approved projects and are not taxpayer dollars.

Joining Brooks at the announcement were Theresa Mazzullo, Chairman of COMIDA, Dennis M. Mullen, President and CEO of GRE, and Wayne LeChase, Chairman of GRE.

“My top priority is creating jobs. I’m proud of the progress the County has made in the last three years, helping create over 6,400 new jobs, retain 27,000 jobs, and bring in almost \$1 Billion in new investment,” said **Brooks**. *“As we look to the future, however, we recognize that a strong and stable economy is dependent upon our successful efforts to attract outside investment that will in turn create more jobs and grow our tax base. COMIDA’s investment in GRE is the next step in bolstering the fight for jobs in Monroe County.”*

Brooks added that under the County’s existing partnership with GRE, GRE serves as the marketing arm for economic development in the community. COMIDA’s investment will be used to increase GRE’s marketing and business attraction activities outside the area. Brooks stressed that the COMIDA dollars will be used solely for this purpose.

“We’ve had a productive partnership with GRE over the last two years. Most recently, we worked together to bring Florida-based CareGuide and 200 new jobs to Monroe County. We know that our ability to compete on a national and global level to attract new businesses requires a coordinated, team approach,” **Brooks** added. *“Combining our resources, we can all work together more effectively to market ourselves outside the area and bring new investment and jobs to Monroe County.”*

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Brooks/COMIDA/GRE

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“We appreciate the tremendous leadership Monroe County Executive Brooks has provided in support of GRE’s vision for economic development in the Rochester Region,” said Greater Rochester Enterprise Chairman **Wayne LeChase**. *“COMIDA’s generous investment will help sustain GRE’s marketing efforts to attract new business to the Rochester Region.”*

COMIDA will now have a seat on the GRE Board of Directors.

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