

APPENDIX

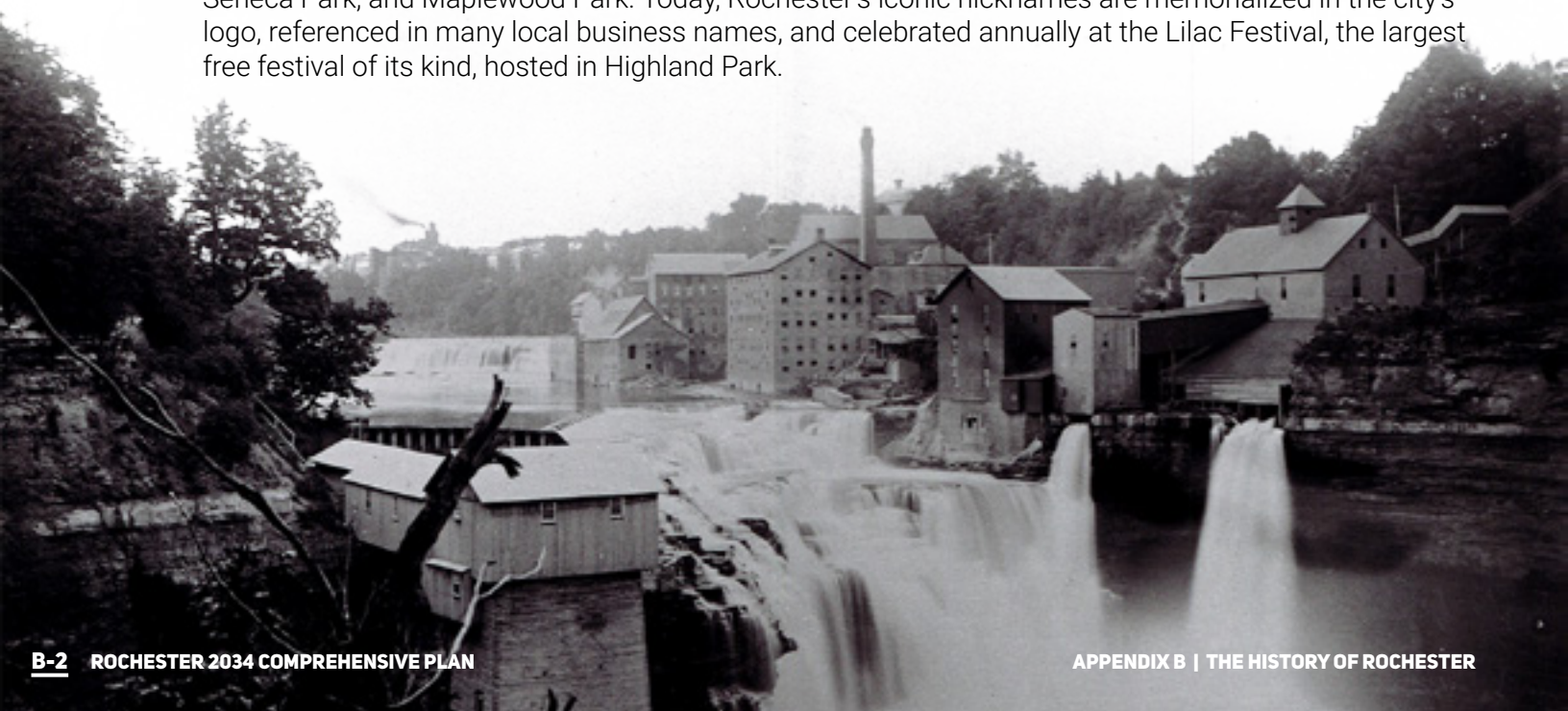
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THE HISTORY OF ROCHESTER

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EARLY HISTORY

- 1803** A 100-acre tract in Western New York along the Genesee river was purchased by Col. Nathaniel Rochester, Maj. Charles Carroll, and Col. William Fitzhugh, Jr.
- 1817** The Village of Rochesterville was formally established along the Genesee River, from which the City of Rochester would grow.
- 1823** Connected via roads, the river, and rail lines, by 1823, the Rochesterville village was a booming agricultural, milling, and industrial center, fueled by the opening of the Erie Canal.
- 1834** In 1834, with a population hovering at around 10,000 people, Rochester was incorporated as a city.
- 1838** By 1838, numerous flour mills were in operation in the Browns Race district, powered by the Genesee River's mighty High Falls waterfall. Rochester soon became the largest producer of flour in the United States and earned its nickname, the "Flour City." The population of Rochester continued to increase, attracting immigrants and settlers eager to put down roots in the bustling city. The rapid growth earned Rochester the distinction of being America's first "boom town".
- 1850s** As the production of flour shifted to westward cities in the 1850s, Rochester's economy was in a phase of transition. Nursery and seed businesses were thriving and beginning to dominate the local economy, rendering Rochester its second nickname, the "Flower City." This new identity was enhanced by George Ellwanger and Patrick Barry, the city's most influential horticulturalists, who cultivated over 500 acres of land into the Mount Hope Nursery.
- 1888** In 1888, the city's formal park system was founded with Ellwanger and Barry's donation of twenty acres of land, which became Highland Park. Famous landscape architect, Frederick Law Olmsted, was commissioned to design this and several of the city's other urban parks, including Genesee Valley Park, Seneca Park, and Maplewood Park. Today, Rochester's iconic nicknames are memorialized in the city's logo, referenced in many local business names, and celebrated annually at the Lilac Festival, the largest free festival of its kind, hosted in Highland Park.





**ROCHESTER TODAY IS SHAPED BY OUR PAST,
INCLUDING INCREDIBLE WEALTH, WORLD
RENOWNED INDUSTRIAL TITANS, AND
EXTRAORDINARY CIVIC ACHIEVEMENTS.**

THE HISTORY OF ROCHESTER (CONTINUED)

EARLY CIVIC ENGAGEMENT

During the 19th century, as Rochester emerged as a major agricultural and industrial region, it also gained a reputation for having very active, civic-minded and outspoken residents fighting for change. In the mid-1800s, Rochester was the backdrop to significant sociopolitical events and home to leaders of the abolitionist and women's suffrage movements. The city was the adopted home of both Susan B. Anthony, a leader of the women's rights and suffragist movements and Frederick Douglass, a former slave and a leader in the abolitionist movement.

Rochester's progressive roots and history of civic advocacy continue to be celebrated and recognized in the city today. The legacies of Anthony and Douglass are proudly preserved, both in the local lore and also in events, public infrastructure and parks, and foundations. For instance, the City of Rochester, alongside many community partners, celebrated the bicentennial of Douglass' birth through a year-long series of events, public art dedications, and educational forums in 2018. The Susan B. Anthony House was designated as a national landmark in 1966. Both Anthony and Douglass are buried in Mount Hope Cemetery.

SUSAN B. ANTHONY

Soon after arriving in Rochester in 1845, Susan B. Anthony began working to secure equal rights for women, including the right to vote. Along with Elizabeth Cady Stanton, Anthony founded the American Equal Rights Association and published an influential newspaper, called *The Revolution*, featuring pieces that advocated for justice for all. Anthony's advocacy catalyzed the passing of the New York State Married Women's Property Bill in 1860, which afforded married women the right to own property, maintain control of their own wages, and have custody of their children. Anthony was famously arrested, along with several other suffragists, for voting in Rochester in 1872.



FREDERICK DOUGLASS

Born in slavery in Maryland in 1818, Frederick Douglass spent his first twenty years a slave. In 1838, he successfully escaped to New York City and began speaking publicly and writing of his experiences and the need to abolish slavery. An influential writer and orator, his book, *Narrative of the Life of Frederick Douglass, an American Slave, Written by Himself*, gained national recognition and thrust him into national spotlight as a key voice in the fight for racial equity.

By the time Douglass moved to Rochester in 1847, he was an established leader in the abolitionist movement. He published the historic newspapers, *The North Star* and the *Frederick Douglass Paper*, from a local church basement. He was active in the Underground Railroad, hosting runaway slaves in his own home. Douglass also advocated for educational reform in partnership with Anthony and in 1857, was successful in ending legalized racial segregation in the Rochester school system. He supported women's suffrage alongside Anthony before moving his family to Washington, D.C. in 1872 after his house on South Avenue was burned down.



THE HISTORY OF ROCHESTER (CONTINUED)

EARLY INDUSTRY AND CHANGES IN THE LOCAL ECONOMY

In the 19th and early 20th centuries, Rochester was a city of entrepreneurial activity and groundbreaking industrial innovation. Rochester's 19th century economy was rooted in thriving industrial businesses, including Gleason Works, the Rochester Button Company, Stromberg-Carlson, Hickey-Freeman, and the Genesee Brewery. Rochester was internationally known for its production of eyeglass lenses, as Bausch & Lomb established itself as a worldwide leader in production of rubber eyeglass frames, photographic lenses, microscopes, and telescopes. It employed 6,000 people in the early 1900s and grew to 11,000 employees during World War II.

Rochester's most significant innovator and entrepreneur at this time was George Eastman, who founded the Eastman Kodak Company in 1880. The leading pioneer of photography and film in the United States for nearly a century, Kodak shaped not only the industry, but also the Rochester economy and community. At its peak, Kodak produced 90% of the film used in the United States. Eastman achieved great wealth and invested in arts, cultural, and education institutions in Rochester; his name is attributed to organizations such as the Eastman School of Music, the Eastman Theatre, and the Eastman Dental Center, as well as investing heavily in the University of Rochester. Rochester's economy was directly tied to the success of Kodak and its local operations. At its employment peak in 1984, 60,400 Rochesterians worked at Kodak.

GEORGE EASTMAN



In the 1960s, Xerox emerged as a major Rochester company, joining Kodak and Bausch & Lomb as the city’s “Big Three” and solidifying Rochester as an international powerhouse in imaging. Although its headquarters were established in downtown Rochester at the Xerox tower for just one year – 1968 – it maintained a strong presence in the region.

As dominant as the Big Three were in shaping Rochester’s economic landscape in the 1960s, their respective declines have fundamentally changed the fabric and economic base of the city. In the 1990s, Xerox employed more than 13,000 people, Bausch & Lomb employed 4,200 people, and Kodak more than 42,000 people in the Rochester area. Nearly one out of ten workers in the Rochester region – approximately 59,100 people – worked at these three companies at that time. However, the emergence of new technology in the digital age, shifts in the companies’ structures, and the great recession had major repercussions. The downfall of these companies was swift and significant.

Today, the University of Rochester, Rochester Regional Health, and Wegmans are Rochester’s new “Big Three”, employing a total of over 55,000 people. The success of these healthcare and grocery retail businesses, respectively, have breathed new life into the Rochester economy, spurring change in the future of the economic landscape.

THE “BIG THREE” THEN

Kodak

**BAUSCH
& LOMB**

XEROX

▼

THE “BIG THREE” NOW

UNIVERSITY of
ROCHESTER

**ROCHESTER
REGIONAL HEALTH**

Wegmans

THE HISTORY OF ROCHESTER (CONTINUED)

RACIAL TENSION AND CIVIL RIGHTS ADVOCACY

As part of the Great Migration of African Americans from the Jim Crow South to northern cities during the late 1940s to 1960, the population of African Americans in Rochester increased 300%. Upon arrival in Rochester, African Americans were frustrated to find discriminatory treatment and lack of opportunity in their new city. Racial clauses were instituted in housing, job, and educational opportunities, making it difficult for African Americans to gain economic security or mobility. Black families experienced de facto segregation, as they were primarily forced to live in two crowded city wards. Many did not have the high school diploma necessary to secure manufacturing jobs. They experienced a heavy police presence in their neighborhoods, and were subject to mistreatment and excessive force tactics.

Civil rights advocacy groups were formed by African Americans who called for an end to their separate and unequal experiences in job markets, housing, and education, and called for police reform and representation. Efforts led to the creation of the Integrated Non-Violence Committee, a strong grassroots community organization with both black and white participants. The group was successful in electing the first African American to local public office. In 1961, Constance Mitchell was the first African American to be elected to the Monroe County board of Supervisors (now the Monroe County Legislature). Governmental and industrial practices and policies were being reexamined in favor of more progressive, anti-discriminatory practices. For example, Kodak and Xerox introduced new training procedures to facilitate a pathway for more skilled employment opportunities for African Americans. Even still, unemployment for blacks in 1963 was 16%, compared to 2.5% for whites.

Despite the civic engagement and progress made in the Rochester community, racial tensions continued and eventually erupted with the historic 1964 Race Riots which started with a clash between police officers and community members. The National Guard was forced to intervene to restore order. Following the riots, community and government leaders regrouped, but the strategies to address the underlying problems were varied. The City Manager's antipoverty task force implemented new job training programs and housing initiatives.

In 1965, Saul Alinsky, a national radical leader in community organizing, was invited to help black Rochesterians develop the tools and skills they needed to organize and advocate for structural changes in the city's institutions. Through this engagement, two powerful groups formed: black-led FIGHT (Freedom, Integration/Independence, God, Honor, Today) and Friends of FIGHT, a group of progressive whites who supported FIGHT. The groups advocated for fair employment and economic opportunity.

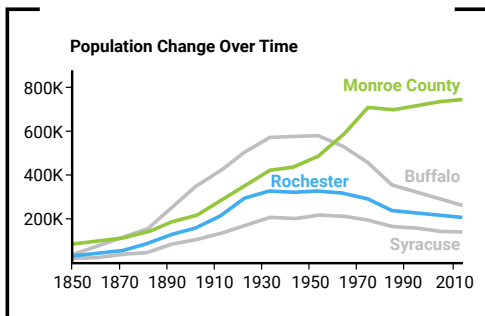
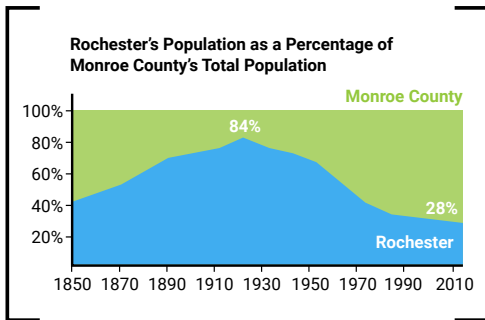
→ 1964 RACE RIOTS



THE HISTORY OF ROCHESTER (CONTINUED)

SHIFTS IN THE GEOGRAPHY OF POPULATION, RACE, AND WEALTH

In the 1950s, Rochester was the 32nd largest city in the United States and its population of 332,000 people was 98% white. Rochester's decline in population followed a national trend in urban depopulation brought on by suburbanization, racial tensions, and 'white flight' that began in the late 1950s. In 1940, whites comprised 97.4% of the city's population, compared to 43.7% in 2010. The rise of the automobile, new highway systems, and the creation of residential home mortgages began an exodus of families from the city to newly built tract homes in the suburbs. The population of Rochester fell the most from 1970 to 1980, down 18% in ten years.



White flight and suburbanization constituted a dramatic shift in wealth and economic power from the city to the suburbs. Wealthy residents sold their homes in the city, purchasing newly built homes in the suburbs. Depopulation caused demand for city homes and apartments to decline, leading to decreasing property values over time. This led to serious decline for neighborhood economies and contributed to increasing concentrations of poverty. Until 1968, discriminatory practices in lending known as 'redlining' limited blacks from getting mortgages to purchase homes in white neighborhoods, and confined black homeowners to certain neighborhoods in Rochester.

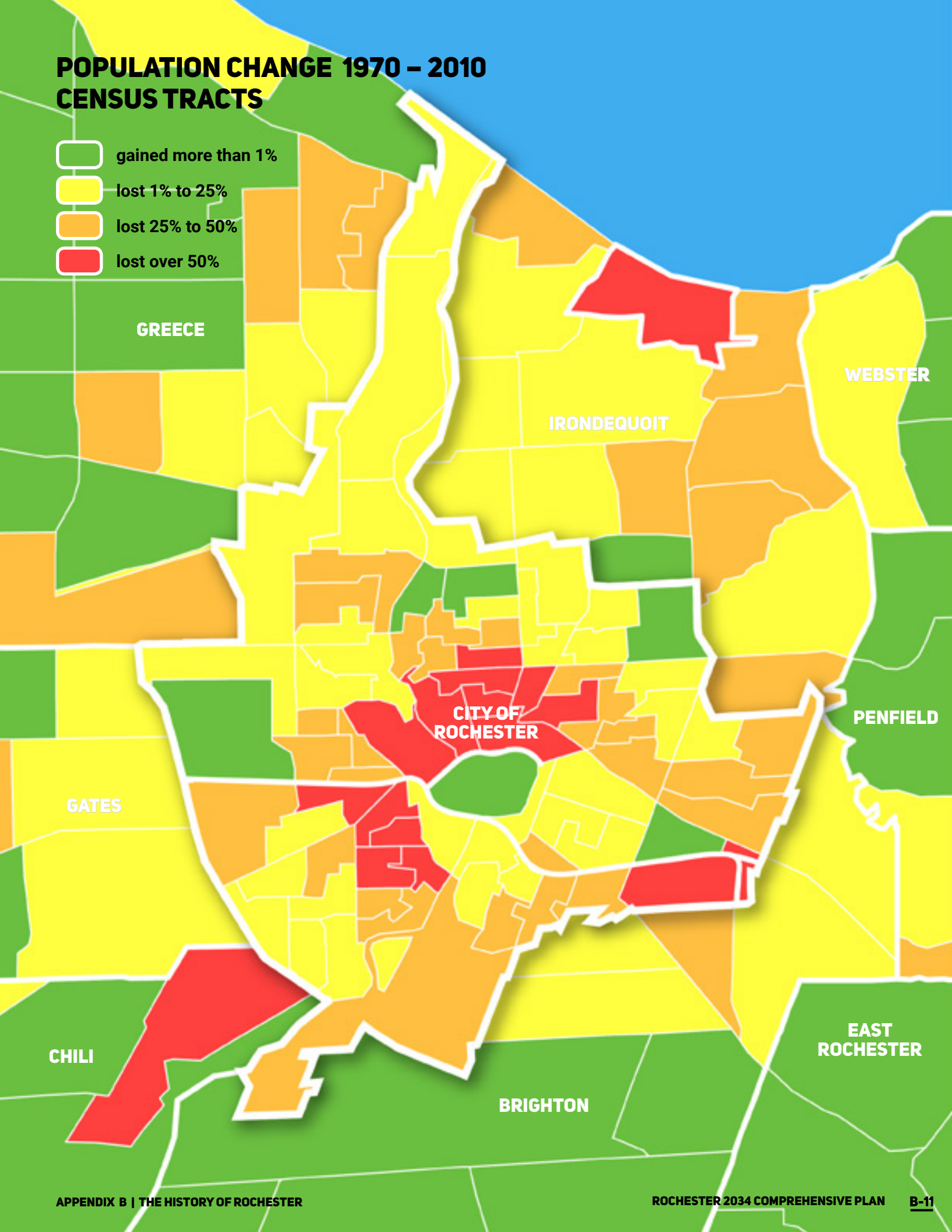
The Rochester City School District began to suffer from increased concentrations of high needs children and declining educational outcomes, alarming remaining families and creating yet another impetus for them to move to the suburbs for better educational opportunities. Over time, all of these factors have combined to create a distilling effect, where those who could afford to move out of the city often chose to, leaving behind those who could not in larger and larger concentrations.

The long-term effects of depopulation as a result of white flight in Rochester included the redistribution of jobs from the city center to the suburbs, resulting in the closing of historic downtown shopping centers such as Midtown Plaza and Sibley's Department Store. Investors and businesses shifted investment patterns to follow white workers and wealthy clientele, building new employment and shopping centers on inexpensive land in the suburbs. Car-oriented shopping malls and suburban office parks sprung up to serve suburban residents. Over time, the bulk of low-skill and entry-level jobs shifted to suburban locations, while some high-skill high paying jobs continue to be concentrated in downtown and at certain city job sites.

These trends result in a spatial mismatch, where many city residents are commuting to the suburbs for work while suburban residents are commuting into the city. The new suburban sites are harder to serve through traditional public transit which makes commuting to suburban locations for city workers without automobiles difficult, isolating them from job opportunities in the suburbs. This structural urban versus suburban divide is one of the biggest issues facing the City of Rochester today.

POPULATION CHANGE 1970 – 2010 CENSUS TRACTS

-  gained more than 1%
-  lost 1% to 25%
-  lost 25% to 50%
-  lost over 50%



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