



We want that to be true now, and for generations to come. We've grown up here and we want our children and grandchildren to be proud to call Rochester "home." But for us to see Rochester as a thriving community, we have to resolve some problems. Rochester's economy is declining. There has been urban flight and Rochester is losing its younger citizens. Crime continues to be a problem in this city. Major employers are downsizing and the unemployment rate continues to concern our families. Rochester needs revitalization! We need more jobs and a reason for businesses and people to come to the downtown area. We need a reason to stay!

Rochester's renewal has begun. Paetec Park just opened drawing thousands downtown. Renaissance Square is on its way. Plans to refurbish Manhattan Square Park are in process. The Chase Tower modernization, The Strong Museum expansion, Frontier Field, The Convention Center, and festivals are all strong examples of Rochester's commitment to boost the economy. We just need a ribbon to tie it all together.

Rochester has another problem. The tunnel under Broad Street was the old Erie Canal and then a subway tunnel. Now it is vacant. The tunnel is dirty, structurally unsafe, filled with graffiti, and is the perfect place for crime.

We have two problems that may be addressed with one solution. We have learned that throughout the world, people have a natural affinity

to water. We acknowledge that water is abundant in Rochester. But we do not have access to a navigable waterway downtown that invites people to dine, relax, shop, exercise, and gather together at the water's edge. We could increase tourism and resurrect and preserve Rochester's rich history at the same time with The Grasso – Zimmer Plan. It is one potential solution worth considering.

We know there are always obstacles. Where will the money come from? How will we deal with traffic issues? If we build it, will they come? Our purpose for writing this report is to inform you about other cities that have attempted something similar and have succeeded.

We've spent the year researching the impact of waterways in communities. We traveled to Oklahoma City, Oklahoma; Providence, Rhode Island; Ottawa, Canada; and San Antonio, Texas because they all have waterways that have made a big difference in their economies. In these cities, we conducted original research by talking to city officials, tourists, residents, business owners, planners, and architects. Now we will share how the stories of these cities' waterways will inspire Rochester's future.

