



News From

Maggie Brooks

Monroe County Executive

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BROOKS ANNOUNCES HIRING INCENTIVE GRANT PROGRAM

*Goal is to Help Businesses Train Workers and
Accelerate Job Creation*

Monroe County Executive Maggie Brooks today announced a new program, the Hiring Incentive Grant program, to help local businesses hire and train skilled workers. Brooks was joined by Marty Birmingham, Chair of the Workforce Investment Board, Matt Hurlbutt, Executive Director of RochesterWorks!, and WIB members.

Under the Hiring Incentive Grant program, federal grant funds administered through RochesterWorks! will be made available to small and medium-sized businesses in Monroe County to hire and train workers that do not meet the minimum qualifications for a specific job. The Hiring Incentive Grant will offset the cost of training new employees who lack required skills. The program will be administered by RochesterWorks!.

“The goal of the Hiring Incentive Grant program is to help businesses grow and compete by improving the skills of its workers. Ultimately, the goal is creating more jobs in our community,” said Monroe County Executive **Maggie Brooks**. *“Training workers is a costly expense for many businesses, particularly smaller companies. We want to reward those companies that are investing and creating jobs in our community. This program is a win-win, benefiting local businesses, local workers, and our economy. It’s also a great example of how government is working collaboratively with the business community to identify ways we can assist companies in growing and creating jobs.”*

“The City’s Economic Development Department routinely teams with RochesterWorks! at providing programs that have a positive impact upon job creation and retention in the City of Rochester,” said Mayor **Robert J. Duffy**. *“Training individuals to fill positions especially in the manufacturing and high-tech industries, can be costly. The programs at RochesterWorks! can be instrumental in lowering their cost of doing business.”*

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RochesterWorks! currently administers training funds, through its partnership with Monroe County and the City of Rochester. Working together with business owners on the Workforce Investment Board, officials decided to change the way existing training funds are administered and consolidate them into one program that is more business-friendly.

“The Workforce Investment Board is eager to support business growth and economic development efforts throughout Monroe County,” said **Marty Birmingham**, Chair of the Workforce Investment Board and President, Eastern Region, Five Star Bank. *“This program streamlines existing training funds and provides an incentive for companies to hire workers who may lack the skills or experience needed by growing companies. The program is another way the WIB is working, in partnership with the County and City, to improve services available to businesses through RochesterWorks!”*

“The Hiring Incentive Grant is an exciting investment in our local economy and a great opportunity for area businesses,” said **Eric Voss**, Executive Vice President of Diamond Packaging. *“This program will allow businesses like ours to continue to grow by expanding our skilled employee base, enabling us to attract new business, and thus bring new jobs to Monroe County.”*

Businesses that are creating new jobs and need to increase the skills of new hires are eligible to apply for up to \$10,000 per year. Businesses that are creating new jobs and also undergoing significant expansion and making significant investments (\$100,000 or more in infrastructure including equipment, machinery, etc.) are eligible for up to \$50,000 per year based on the number of new employees being hired.

Private sector for-profit or not-for-profit businesses in Monroe County with four or more employees may apply.

For an application and further information on the Hiring Incentive Grant program, businesses should contact RochesterWorks! at 258-3541 or visit their website at www.rochesterworks.org.

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