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**FOR IMMEDIATE RELEASE**

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**DOWNTOWN ROCHESTER BUSINESS STARTS NEW YEAR ON THE RIGHT FOOT**  
**Retail Locations are 97% Full**

**ROCHESTER, Mich.** – Jan. 20, 2011 – Business in downtown Rochester has started the New Year on the right foot: a 97% retail occupancy rate. This “straight A” grade puts the city well above the national retail occupancy rate which hovers around 90%.

Rochester has seen a significant increase in its occupancy since 2008 when it was 90.5% full. Businesses have steadily demonstrated their confidence in downtown Rochester and 2010 ended with a net increase of 26 new businesses downtown. The continued increase in occupancy in spite of the Michigan recession also demonstrates that Rochester is a viable and vibrant place to do business.

New Businesses established in 2010 are:

Academy of Forensics & Dramatic Arts	Compete Communications	Powerplay Communication
Allstar Chair Covers	Earth Spa	Re/Max Defined
Allstar Corner	Fortesa	Revitalizing Touch Wellness Spa
Aspect Properties	Inkceptions	Rochester Barber Shop
Avatal Salon	Integrative Health & Wellness	Rochester Play
Bellissima Bridal Salon	Intellitouch Digital Solutions	Shehrzad Mediterranean Grill
Boho Cupcakes	Limelight Sports Pub & Grill	Simply the Best \$10 Boutique
Campus Closet	Lombardo Computer Service	South Street Skateshop
Capelli Salon & Spa	Mijo-a' Beauty Studio	Soy Valley Candle Co.
Changing Places	Parker Massage	Tracy Jane Jewelry
Chomp Deli & Grille	Penny Black	Tuscany Development

A perfect mix of historic and hip, downtown Rochester attracts both local residents and visitors from across the state of Mich. Downtown Rochester is home to more than 400 shops, salons, restaurants and service businesses, 85% of which are independent merchants.

The 4<sup>th</sup> Annual Fire & Ice Fest is scheduled for Jan. 28 – 30 in downtown Rochester. It features ice sculptures, fireworks, winter sports and more! For more information on the Rochester DDA, including a complete schedule of events, please visit [www.DowntownRochesterMI.com](http://www.DowntownRochesterMI.com) or call 248/656.0060.