

# Greater Binghamton Economic Development NEWSLETTER

*Partnering for a Better Greater Binghamton*

FALL/WINTER 2007

**Welcome** to the Greater Binghamton Economic Development Project Team's first published newsletter updating our community on our current projects and initiatives. There are so many positive things taking place in Greater Binghamton right now and we wanted to share that good news.

This regional coalition is working together to fight for developing opportunities in our global economy. We all understand that we must work together to highlight Greater Binghamton's assets and market them to business and industry in the Northeast, throughout the United States and around the world.

In addition to marketing our region, our coalition is poised to assist local businesses and to guide businesses from out of the area looking to relocate to Greater Binghamton.

Within these pages, we hope to provide you a snapshot of some of our major initiatives. Not everything we do can be documented in this publication but by giving you a glimpse of some of our agencies' accomplishments, we hope there is a better understanding of the good work that is being done in our community in the name of economic development.

Sincerely,

*The Greater Binghamton Economic Development  
Project Team*

## **Broome County's Incubator Construction Underway**

Search for tenants begins.

There is a lot of rehabilitation work taking place on Court Street in Downtown Binghamton and Broome County's new incubator is right in the middle of all of the action. Broome County secured a \$250,000 federal Housing and Urban Development grant with the assistance of Senators Clinton and Schumer.

The money was earmarked by County Executive Barbara J. Fiala for a small business incubator. It is hoped the incubator will become a place where new and emerging businesses could get their feet wet and begin to develop and grow their ideas, services or products.

The focus is on high tech enterprises and a search for those start-up businesses is already underway. Rehabilitation of the building has begun. Applications from prospective tenants are now being accepted for the new **Greater Binghamton Innovation Center**. Once the applications have been filled out and collected, they will be reviewed by the Greater Binghamton Economic Development Project Team.

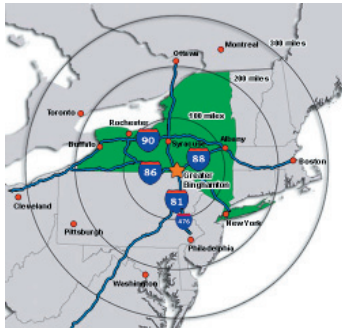
The incubator at 123 Court Street will provide 7,500 square feet of space for three emerging businesses. Broome County is partnering with the Greater Binghamton Coalition on this project and both groups are working with Binghamton University in hopes of attracting some of the on campus start up companies to transfer into the community. However, this incubator is not solely for Binghamton University related ventures. The application process is open to anyone in the community with an idea, a business plan and a dream.

## Data & Disaster Recovery Centers Marketing Campaign

Greater Binghamton stresses location

Greater Binghamton is in the process of aggressively marketing itself as an ideal location for data disaster recovery centers. The need for these services has always existed but certainly the demand became more urgent in the wake of September 11<sup>th</sup>. Communities outside of New York City have been developing strategies to attract the attention of New York City financial institutions.

Greater Binghamton's location is probably its number one strength. We are approximately 180 miles from New York City and we have the good fortune of being located at the intersection of three major interstates; I-88, I-81 and I-86(Route 17).



Other communities in Pennsylvania and New Jersey are also vying for this type of business but Greater Binghamton hopefully has the upper hand in attracting New York City business because we are located in New York State. State leaders have vowed to assist us in convincing New York financial and other institutions to look upstate first.

In fact, Assemblywoman Donna Lupardo recently co-sponsored legislation that would provide incentives if New York companies locate their Data & Disaster Recovery Centers elsewhere in New York State.

"While promoting economic development, this legislation will also help financial companies prepare for crises ranging from power failures to natural disasters and potential terrorist attacks," said Lupardo. "Greater Binghamton has distinct advantages and there is certainly the potential for these sites to be located here."

The Greater Binghamton region has a tremendous amount of office space suitable for data disaster recovery centers. The L-3 building in Kirkwood, Huron Campus in Endicott and Glendale in the Town of Union offer thousands of square feet of space and the necessary high tech infrastructure to support the technical requirements of a data center.

The marketing committee of the Greater Binghamton Economic Development Project Team is putting the final touches on its marketing campaign. That presentation hopes to attract companies to consider Greater Binghamton when making decisions about where to locate their data back-up operations.

## Greater Binghamton Flying High with US Airways Magazine Profile

Region highlighted in national magazine



In August, US Airways Magazine profiled Greater Binghamton providing a national audience a wide ranging view of our area. The 20 pages included stories about the economic development climate of Greater Binghamton, the successful avionics and simulation industry, the arts scene in Downtown Binghamton and the exciting cutting edge research and technology taking place at Binghamton University. The spread also included advertisements from at least a dozen different businesses and organizations promoting their products and services.

The August issue has a potential readership of 2 million readers and has the potential to deliver our community's message to key decision makers and business executives across the United States and Canada.

In April, the idea of a Greater Binghamton Profile was presented to Binghamton, Broome County and Chamber representatives. All at the table believed this to be an opportunity we could not pass up. The spread required local advertising support and the local business and economic development community came through with that support in a big way. The folks behind the magazine say they were quite surprised at the overwhelming response in light of the community's size.

A brainstorming session was held with members of the Greater Binghamton Economic Development Project Team and others to help the magazine's writers and editors focus the content of the feature and to make sure it truly represented what makes Greater Binghamton "...ideally situated for your business, workforce and lifestyle."

"We were thrilled with the end result," said Executive Barbara J. Fiala. "They really delivered on their promise to highlight the positive aspects of living here in Greater Binghamton and the writers were also able to capture the essence of what makes our local economy so vibrant."

For the entire month of August, the magazine could be found in the back pocket of the airplane seats in the entire US Airways fleet plus other subsidiary airlines run by US Airways.

In addition, copies of the magazine are available to local economic development entities and industries wishing to use the feature as a marketing tool. And the profile remains on the US Airways Magazine web site for anyone to access.

## Greater Binghamton's Rapid Response

Coordinated effort key to success.

The Rapid Response initiative was advocated by Broome County Executive Barbara J. Fiala. Executive Fiala commissioned the Southern Tier Opportunity Coalition (STOC) to establish a human and physical resource plan to respond to local and out of the area businesses looking to expand in or into Greater Binghamton.

STOC, Broome County and the Greater Binghamton Coalition worked together on this initiative because all three agencies wanted local businesses as well as those looking at Greater Binghamton from outside the region to have immediate access to key information about our community. We need a Rapid Response Team to respond to requests for information and to be able to effectively communicate the following points about what Greater Binghamton has to offer:

- An exceptional workforce available at attractive labor rates.
- Available manufacturing and office space at highly competitive costs.
- Public and private sector leadership committed to insuring the successful integration of new economic growth.
- A high quality of life complimented by quality education and the most affordable housing market in Upstate New York.

The Rapid Response Team consists of Broome and Tioga County economic development departments as well as other partner agencies, including: Empire State Development, Greater Binghamton Coalition, Broome County Industrial Development Agency, the Greater Binghamton Chamber, Broome Tioga Workforce, Southern Tier Opportunity Coalition, City of Binghamton Economic Development and Town of Union Economic Development.

Audiences of the rapid response team can consist of local developers and companies in need of assistance or that want to expand their current business. The team is also poised to respond to site selectors and companies from outside the region who are looking to expand into Greater Binghamton.

A rapid response effort over the summer had an out of state company representative remark that this was one of the most effective community responses her company had ever experienced.

The Rapid Response Team can be triggered by any agency and all partner agencies will respond in 24 hours to assist clients.

## New Website to Aid Small Business

Tioga County spearheads new internet resource.

A new website, [www.broometiogasmallbusiness.com](http://www.broometiogasmallbusiness.com) is a wonderful new resource available for small business. Look to this website for a calendar of current and upcoming small business programming and vital regional business resource information that is available for small business. Through Tioga County Economic Development and Planning and a consortium of regional small business partners, this website has been developed to assist the development and growth of small business.

Our regional network of small business resources coordinate informative workshops that are held throughout the year. Workshops such as "Should You Go Into Business," a course which outlines the basic skills and commitment needed to open your business, "Lets Write Your Business Plan," a course to assist in organizing your project and making it bank-worthy, "Bookkeeping for Small Business & Financial Statement Basics," "Successful Marketing," and "Internet Marketing for Small Business" to name a few have been held. Business advisors from SCORE, the U.S. Small Business Administration - Small Business Development Center, BCC ExCEL Program and Entrepreneurial Assistance Program support your efforts and are available to meet with start-up and expanding businesses at no cost.

Your business success is important to our region. You can reach the regional small business resource partners listed in [www.broometiogasmallbusiness.com](http://www.broometiogasmallbusiness.com) for one-on-one meetings and information on site selection, available resources, funding, and contacts to help grow your business.

If you have any questions feel free to contact the Tioga County Economic Development and Planning Office at 607-687-8255. It is the mission of this office to support and assist you in making your business successful. We can direct you towards a number of regional small business resources and initiatives to grow your business.

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## Kilmer Building Comes to Life

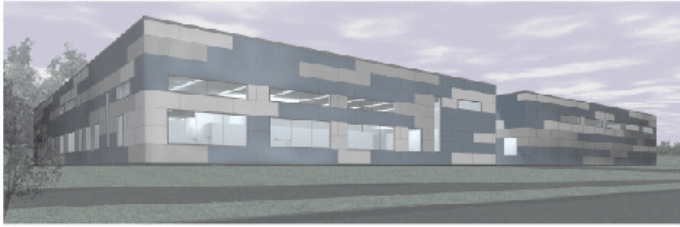
BCIDA assists in historic building renovation

After many years of attempting to redevelop the Kilmer building on downtown Binghamton's north side, the BCIDA entered in to a sales agreement with Trakside Development in an effort to restore this historic site. General partner Frank Whitney is developing a modern, multi-use space for retail and commercial uses. This fall, the Goldsmith, a popular Binghamton jeweler, re-opened its doors in a magnificently refurbished space on the first floor. A restaurant is set to open soon. And Mr. Whitney is working with a number of potential tenants for the upper floors of the building.

## Charles Street Business Park

New York State, BCIDA, Binghamton and Broome County partner for new Greater Binghamton development

One of Greater Binghamton's prime pieces of real estate is about to get a major makeover. In November, Governor Spitzer came to town to announce that New York State Empire State Development is investing a million dollars into the Charles Street Business Park. The business park is located at the site of the former Anitec facility in Binghamton's First Ward. The state's investment will be combined with nearly a million dollars in investment from the Broome County Industrial Development Agency to improve the infrastructure and create a "true" shovel ready site.



This financial commitment has leveraged a major private sector investment on the property, Emerson Network Power, a world-class leader in power surge suppression devices and electrical line filtering equipment. Emerson will build a new 40,000 square foot facility in the business park, becoming an anchor tenant.

The \$5.9 million project budget includes the purchase of land, new building construction, as well as furnishings, fixtures and equipment. A grant of \$325,000 will assist with project expenses. The company's investment in Binghamton will retain approximately 56 manufacturing, engineering, marketing and administrative jobs in the Southern Tier. The project should be completed in 2008.



## WiFi Coming to Downtown Binghamton

Wireless access available in early 2008

The City of Binghamton is progressing towards the launch of its downtown WiFi network. The city has teamed with Plexicomm LLC, the only fixed wireless provider in downtown Binghamton, and plans to launch the system in early 2008. The key to this project was the city's successful grant application to Empire State Development. Applying through New York State's Wireless Communities Program, the city won a grant for \$29,000. The award requires the

city to provide matching funds that bring the total project cost to \$58,000. The proposed coverage area will be one square mile in the downtown core.

A wireless downtown will advance the city's infrastructure as well as make downtown a better place to visit, do business, and live. WiFi is easily accessible from most laptops, new cell phones, and hand held devices. Making downtown a WiFi corridor makes the area an ideal stop for business people. WiFi also immediately makes Binghamton's urban core more conducive to the lifestyles of young professionals. Public WiFi will also allow businesses to easily utilize the signal in their stores. Soon, downtown restaurants and cafes will be able to easily provide WiFi to their patrons. WiFi markets downtown as a technologically savvy district that is ideal to visit, do business, and live.

Throughout the fall, city officials worked with Binghamton University professors, MBA students, and various community leaders on establishing a WiFi business model. Research indicates that these networks are most successful when municipalities work in partnership with private wireless providers. Further examination has also revealed that smaller cities have been much more successful implementing networks than larger cities. Considering these findings, WiFi should be very successful in downtown Binghamton.

## NYS Empire State Development

New Regional Director and new deals announced

Empire State Development (ESD) is New York State's lead economic development agency. Locally, there is a new head of the regional Empire State Development Office and his name is Kevin McLaughlin. Kevin most recently worked as a Director of the National Development Council out of its Binghamton Office in the Metro Center. In his new role, Kevin oversees the ESD program in a nine county region. Kevin's main office is located in the State Office Building in Downtown Binghamton. ESD has had an active roster this year assisting businesses with expansion plans in Greater Binghamton. There are a number of deals in the works but below is a list of the projects that were finalized in 2007 in the Greater Binghamton region.

BAE Systems .....	\$462,500 grant, 125 new jobs
L-3 Microdyne .....	\$200,000 grant, 250 new jobs
Emerson Network Power.....	\$325,000 grant, 56 jobs retained new facility to be built in Binghamton
National Pipe & Plastic.....	\$125,000 grant, 50 new jobs

## STOC Launches Angel Investment Network

### Angels looking for entrepreneurs

After months of planning and conversation led by STOC Board members Larry Schorr and Upinder Dhillon, the STOC Angel investment Network (AIN) launched in late September and followed with a successful meeting in late October.

The STOC-AIN now has 20 members - high net worth "accredited" individuals who are interested in making early stage (generally pre-Venture Capital) investments in companies who hope to bring technology-based businesses to the community.

After an organizational meeting, the October meeting featured a Binghamton University-based business that is ready to "launch" its technology. Several members of the candidate company presented for 20 minutes to the investors, followed by an in depth question and answer session from the Angels. Several in the Angel group expressed an interest in following up on the investment, and will now be in direct contact with the entrepreneurs (STOC's role formally ends after we make the introductions).

A number of companies have expressed interest in presenting to the STOC-AIN.

STOC is looking for both Angel candidate companies and Angel investors. If you know of someone who may be interested in this exciting new program, please have them contact John Hayek at [jhayek24@aol.com](mailto:jhayek24@aol.com) or 607.748.1817 for more information.

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## Greater Binghamton Chamber of Commerce and Unshackle Upstate Release 2008 Policy Agenda

Tell Albany the state we're in.

GET INVOLVED TODAY!



Unshackle Upstate, a growing coalition of business and trade organizations, of which the Greater Binghamton Chamber of Commerce is a founding member, has announced its 2008 policy agenda, calling for legislative reforms that will help revitalize the lagging Upstate economy. The coalition doubled in size in 2007 and is currently comprised of more than 60 organizations representing over 32,000 employers.

In 2008, the coalition will work with Governor Spitzer, his economic development team and the legislature on issues that will improve the state's economic climate and make all of New York more competitive for new business investment. All partners agree on the need to cut government costs and spending and acknowledge that while some of the proposed

reforms cost money, savings can be realized through cuts to government spending.

With this in mind, the coalition will focus in 2008 again on tax relief, economic development policies and regulatory reform. Specifically, the Unshackle Upstate tax reform agenda calls for a five-year phase-in of the elimination of the franchise tax for all Upstate businesses. The impact this would have on the Upstate economy is estimated at \$150 million the first year, and \$300 million in the second year. The coalition also calls for small business property tax relief, in effect a STAR program for Upstate employers. Unshackle Upstate recommends that a \$700 rebate check be sent to those businesses employing fewer than 50 people, resulting in \$115 million in relief to small business owners.

In the area of personal taxes, the coalition is calling for a plan to "Keep NYers in NY," that includes allowing student loan deductions on taxable income as well as an increase in the standard deductions for people ages 18 – 25. With young people leaving the state, the goal is to provide tax incentives to encourage them to stay in New York.

"The Greater Binghamton Chamber of Commerce fully and comprehensively supports the end goals of the Unshackle Upstate Coalition: reform, revitalization and a renewed vibrancy for the upstate economy," said Catherine Glover, president and CEO, Greater Binghamton Chamber of Commerce.

Also on the agenda are the following economic development proposals:

**Urban Site Development:** The coalition calls for a new program to create shovel-ready sites and Brownfield reforms, encouraging private investment.

**Workforce development:** Recommendations that Workforce Investment Boards and Empire State Development (ESD) policies and criteria for incumbent workers be more closely aligned.

**Energy policies:** The coalition recommends a long-term energy policy designed to yield maximum economic development benefits while reducing regulatory costs and taxes, including the operation of viable nuclear and coal generating facilities to ensure stable prices and greater diversity of supply sources.

Unshackle Upstate will continue to push for the repeal or significant reform of New York State's Scaffold Law to strike a fairer balance between protecting worker safety and allowing employers to defend themselves against lawsuits.

To learn more about the Unshackle Upstate initiative or to send a message to elected officials in Albany, visit the coalition's website at [www.unshackleupstate.com](http://www.unshackleupstate.com).

## Business Development

### BCIDA marketing Greater Binghamton

The BCIDA has for two years been engaged in a targeted marketing campaign to foster business investment in Greater Binghamton. The goals of the campaign include raising awareness of Greater Binghamton in the U.S. marketplace, and increasing the number of business development leads in to the region.

The targets of the campaign include site selectors, corporate real estate executives, and company leaders in medium-sized aerospace, electronics, communications, materials handling, health care, food processing, and simulation firms.

The BCIDA regularly places ads in leading economic and real estate development magazines, including Area Development Magazine, the New York Real Estate Journal, Business Expansion Journal and Business Facilities. The Agency also produces a quarterly column in the NY Real Estate Journal that highlights some of the latest news in the Greater Binghamton market. The Agency was a proud partner this summer in the first-ever special section in US Airways Magazine on Greater Binghamton. The magazine was distributed to thousands of travelers during August including C-level executives from across the country.

The BCIDA is a partner with Fast Facility, an affiliate of Area Development Magazine. Fast Facility is an innovative web-based platform that makes it possible to list all of the community's available buildings and land in one place. Fast Facility is linked directly to the BCIDA's recently reworked website. The website includes a searchable property database, an interactive profile of the region, and a link to the Agency's incentives and programs.

Last summer, the BCIDA was a proud sponsor of the inaugural Dick's Sporting Goods Open. Dick's Sporting Goods was founded here more than 50 years ago and has become one of the biggest sports retailers in the nation. This tournament represented the first title sponsorship for Dick's, and builds on our reputation as one of the finest stops on the pro-gold circuit. The BCIDA used this event to introduce the community to a number of key site selectors and business prospects.



## Broome Corporate Park

### Expansion in 2008

The last year has been marked by a number of significant projects in the Broome Corporate Park, a 600 acre, mixed-use industrial park in Conklin owned and operated by the Broome County IDA. Maines Paper & Food Service, one of the largest foodservice distributors in the country, is near completion of an 82,000 square foot distribution center for Darden Restaurants located in the park. Darden is the leading casual dining restaurant company in the U.S. with 1,400 Red Lobster, Olive Garden, Bahama Breeze, Smokey Bones, and Seasons 52 restaurants. The BCIDA, through a sale-leaseback, helped facilitate construction of the facility.

Maines will soon begin construction on a nearly 80,000 square foot addition to its corporate headquarters located in the Broome Corporate Park. This enhancement will give the company much-needed refrigeration and storage space. These new facilities will make it more efficient for Maines to serve clients in the major population centers of the northeast.

FedEx Ground is constructing a 62,000 square foot package distribution center at the intersection of Carlin Road in the Broome Corporate Park. The facility is in the early stages of construction and expected to employ about 90 people both full and part-time.

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## Edwin A. Link Building

### BCIDA attracts new tenants

We are proud to report that two companies, Microdyne Outsourcing and Diversified



Information Technologies, have recently assumed space in the Edwin A. Link Building, a 428,000 square foot technology center owned by the Broome County IDA and located in the Kirkwood Industrial Park. Microdyne Outsourcing is owned by L-3 Communications, and provides contact center services to high technology clients. L-3 Communications' Link Simulation and Training subsidiary already has a strong presence in the building providing advanced simulation and training services for both U.S. and international military clients.

Headquartered in Scranton, PA, Diversified Information Technologies offers information management services including document imaging, records management, document destruction, and disaster recovery. The company employs 2,000 associates in 22 domestic and international locations.