Invest in Buffalo Niagara

INVEST BUFFALO NIAGARA

Working with community leaders to attract business investment to the Buffalo Niagara region.
Buffalo Niagara’s renaissance is real. We’re writing a new chapter for our region each and every day—attracting new investments, creating new jobs, and bettering our community.

But we’re not stopping—because our blue-collar work ethic never really taught us how to anyway. The changing landscape of our region has solved many of the problems this organization was originally tasked to resolve back in 1999. But other challenges persist. And so will we.

Invest Buffalo Niagara is supported and empowered by business leaders hoping to serve and improve this region and its economy. With a targeted and strategic plan, a strong track record of experience and success, and the guidance and support of Buffalo Niagara’s most committed and selfless business leaders, Invest Buffalo Niagara will continue to ensure Buffalo Niagara is recognized as a leading business destination in the global marketplace.

With an aim of making our region better and our economy stronger, the important question we ask today is, “Will you please join us?” The opportunities are great and the potential is real. With your participation and support, our work will continue to produce strong results and transform our region for the better.

DOUGLAS W. DIMITROFF
Phillips Lytle LLP
Invest Buffalo Niagara Board of Directors
Invest Buffalo Niagara is a unique private-public partnership that allows business leaders in the region to help guide Buffalo Niagara in marketing and regional initiatives that will positively impact economic growth.

Invest Buffalo Niagara Matters To Our Community

BECAUSE IT:

• Attracts new jobs and capital investment in the Buffalo Niagara region
• Makes companies’ location decision-making easier
• Provides a unified regional voice for potential investment in the community
• Creates an environment where business can succeed
• Leads a coalition of private-sector leaders, public officials, and economic development partners toward a shared vision and regional growth strategy
• Improves Buffalo Niagara’s image
• Builds on the momentum of Buffalo Niagara’s growth—with proven effectiveness
• Evolves and strengthens Buffalo Niagara’s Industry clusters
• Attracts talent to WNY
## 2000 to 2020 Results

401 wins
(BUSINESSES EXPANDED OR NEW TO THE REGION)

44,704 jobs

$5.6 B
capital investment

<table>
<thead>
<tr>
<th>INDUSTRY</th>
<th>COMPANY WINS</th>
<th>CAPITAL INVESTMENT</th>
<th>TOTAL JOBS</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADVANCED BUSINESS SERVICES</td>
<td>99</td>
<td>$1,290,676,833</td>
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<tr>
<td>ADVANCED MANUFACTURING</td>
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<tr>
<td>AGROBUSINESS</td>
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<tr>
<td>LIFE SCIENCES</td>
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<td>$1,863,575,000</td>
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<tr>
<td>LOGISTICS &amp; DISTRIBUTION</td>
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<td>$200,696,052</td>
<td>2,513</td>
</tr>
<tr>
<td>NON-TARGETED</td>
<td>11</td>
<td>$109,151,850</td>
<td>911</td>
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</table>
It’s the spring mix in your grocery cart processed by Pride Pak. It’s the expansion of New Flyer of America to 42,000 sq. ft. in Jamestown, with more than double its initially pledged job numbers. And it’s the well-paying fintech job at AML RightSource. Invest Buffalo Niagara is attracting jobs for our neighbors and investment for our neighborhoods—and we’re doing so with your help. Here is a sample:

**AESKU DIAGNOSTICS**  Life Sciences  
$2.8M  capital investment  /  31 jobs

**AMAZON TONAWANDA FACILITY**  Logistics  
$25M  capital investment  /  125 jobs

**AML RIGHTSOURCE**  Advanced Business Services  
$1.6M  capital investment  /  100 jobs

**BUFFALO FILM WORKS**  Non-Targeted  
$5.8M  capital investment  /  13 jobs

**FEDEX GROUND**  Logistics  
$49M  capital investment  /  121 jobs

**GEICO**  Advanced Business Services  
$40M  capital investment  /  2,500 jobs

**NEW FLYER**  Advanced Manufacturing  
$1.8M  capital investment  /  32 jobs

**ONE TOUCH DIRECT**  Advanced Business Services  
$7.7M  capital investment  /  271 jobs

**PRIDE PAK**  Agribusiness  
$36.9M  capital investment  /  206 jobs

**RETECH SYSTEMS**  Advanced Manufacturing  
$12.8M  capital investment  /  32 jobs

**SUCRO SOURCING**  Agribusiness  
$19M  capital investment  /  55 jobs

**VERIZON MEDIA (FORMERLY YAHOO!)**  Advanced Business Services  
$300M  capital investment  /  125 jobs

**VIATRAN**  Advanced Manufacturing  
$1.5M  capital investment  /  127 jobs

**WELDED TUBE**  Advanced Manufacturing  
$48M  capital investment  /  121 jobs
There’s no denying the progress we’ve made. And we’re not stopping now! Our organization is following a long-term strategic plan for a better tomorrow in Buffalo Niagara.

Support and Grow Key Industry Sectors
- Conduct cluster research and analysis for target identification
- Collaborate with partners and thought leaders to maximize resources and knowledge
- Evolve and strengthen Buffalo Niagara industry clusters
- Attract and retain talent in key occupations
- Promote continued growth of our competitive industries

Target Marketing for Business Expansion and Attraction
- Implement a targeted global recruitment strategy focused on job creation and investment
- Leverage our proximity to the Canadian border
- Identify economic development opportunities through customized, objective research
- Develop a significant site-selection consultant marketing and outreach initiative
- Work with regional partners to connect and capture expansion opportunities
Build Be in Buffalo, the Region’s Talent Attraction Campaign

- Expand availability of tools and marketing assets for companies to use when targeting talent
- Develop increased intelligence of talent issues, including company demand, retention issues, relocation challenges and workforce alignment
- Facilitate quality connections between new companies and education providers

Brand and Promote Buffalo Niagara

- Implement best-in-class marketing strategies to increase leads and opportunities for Buffalo Niagara to be considered for investment
- Implement aggressive media relations strategies that leverage Buffalo Niagara’s success to increased national and international awareness
- Position Buffalo Niagara as the region of choice for business and personal relocation

Secure a Sustainable Future

- Promote the success and importance of Invest Buffalo Niagara’s role in our region’s economic momentum
- Provide investment opportunities to Buffalo Niagara’s most committed business leaders
- Secure guidance and support of InBN initiatives from investors through multi-level engagement
WILL YOU JOIN US?

With your support, our work will transform our region for the better.

BUFFALONIAGARA.ORG