



INVEST **BUFFALO NIAGARA**

IMPACT 2020–2021 ANNUAL REPORT

14 BUSINESSES
RECRUITED

725 JOBS
PLEGDED

\$447M CAPITAL
INVESTMENT

Invest Buffalo Niagara Annual Report 2020-2021

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Invest Buffalo Niagara is the region's nonprofit, privately funded economic development organization focused on job creation.



OFFICERS

Chair Douglas W. Dimitroff, Phillips Lytle LLP

Vice Chair Ken Kujawa, National Grid

Secretary Dottie Gallagher, Buffalo Niagara Partnership

Treasurer Michael O'Brien, KeyBank, NA

COMMITTEE CHAIRS

Performance Committee Chair

Carl Montante, Jr., Uniland Development Company

Finance Committee Chair

Michael O'Brien, KeyBank, NA

Nominating Committee Chair

Steve Hyde, Genesee County Economic Development Corporation

Joint Letter From Chair & President

The Buffalo Niagara region and our team faced immense challenges brought on by the COVID-19 pandemic, far more significant and prolonged than predicted. Despite those hurdles, this report outlines the significant successes our organization achieved with direct jobs and capital investment as well as through programs improving our region's desirability to businesses and talent.

Our business attraction results were extremely exciting in any business climate, let alone the economic framework in which our region and country were working within throughout this year. And yet, they still do not fully capture the scope of our work.

Our team pushed forward critical programs – such as the Industrial Site Development Study, Be in Buffalo talent attraction initiative, and Economic Gardening – each addressing issues within our economy and economic development delivery system that even better position our region for future success.

We are deeply proud of the work our staff achieved this fiscal year. Their successes are only made possible by the commitment of our investors and partners. We are grateful for your dedication to our organization and our region. Economic development is a team sport, and we are thankful to have each of you on our team.



Douglas W. Dimitroff
Chair



Thomas A. Kucharski
President & CEO

2020–2021 Wins

14
BUSINESSES
RECRUITED



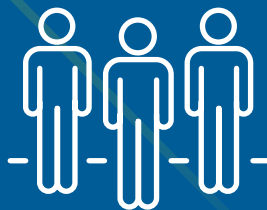
\$447,208,300

CAPITAL INVESTMENT

\$289,610,527

ECONOMIC IMPACT

725
JOBS NEW
& RETAINED



\$48,500

AVERAGE SALARY

To say COVID-19 was a challenge for businesses and individuals is an understatement. The impact on human health, as well as regional, national, and global economies remain significant. However, many businesses and partners adapted quickly to new economic realities to capture market opportunities. Invest Buffalo Niagara and our economic development partners were able to increase business attraction and retention – while in many cases operating virtually.

NOTABLE ACHIEVEMENTS:

2020-21 NEW
OPPORTUNITIES
GENERATED

92

▲ 8% YoY

2 PROJECT WINS
WITHIN

PPE
MANUFACTURING

N95 MASKS &
NITRILE GLOVES

2 BUSINESS
RETENTION
PROJECTS

\$4.4M
CAPITAL INVESTMENT

54
NEW JOBS PLEDGED

2020–2021 Wins

Our impact is tangible. Companies we assisted this fiscal year are creating green hydrogen to help in the world’s clean energy transfer, housing Hollywood’s next major motion picture, manufacturing N95 masks to help fight the pandemic, and so much more.

COMPANY NAME	CODE NAME	INDUSTRY	CAPITAL INVESTMENT	NEW JOBS PLEDGED	ECONOMIC IMPACT
Amazon	Asher	Logistics/Distribution	\$47,000,000	50	\$7,453,078
AML RightSource	Pontiac	Advanced Business Services	\$2,958,300	75	\$30,194,498
Wayland Brewery	IPA	Tourism	\$5,000,000	20	\$2,135,862
Feedback Solutions	Noise	Advanced Manufacturing	\$100,000	19	\$8,244,920
Gear Motion	Dino	Advanced Manufacturing	\$4,300,000	4	\$19,560,409
Great Point Media	The Merv Griffin Show	Non-Targeted	\$50,000,000	50	\$16,377,532
HiOperator	Ringaling	Advanced Business Services	\$100,000	50	\$6,868,063
KBD Holding	Gourmet	Tourism	\$3,000,000	50	\$3,203,793
U.S. Glove Supply	Gloversville	Advanced Manufacturing	\$6,000,000	36	\$15,447,511
NYPPE	Protector	Advanced Manufacturing	\$6,000,000	21	\$9,926,203
Plug Power	Gateway	Advanced Manufacturing	\$290,000,000	68	\$132,339,005
Sucro Sourcing	Candy Lineup	Agribusiness	\$19,000,000	55	\$17,571,689
Surmet	Glasses	Advanced Manufacturing	\$13,000,000	18	\$9,859,530
T&T Materials	Metallica	Advanced Manufacturing	\$750,000	20	\$10,428,434

Economic Gardening

“This data is going to accelerate our ability to grow.”

– Jon DeWald, President, HELIXintel

“Market research is expensive and we’re so glad this was not.”

– Chris Berardi, President, Bengal Machine

Accelerate Your Growth

What is economic gardening?
An economic development program focused on helping Second Stage companies grow. Traditional economic development focuses on recruiting companies to come to town (economic hunting). This program focuses on growing local companies (economic gardening).

What is a second stage company and why focus on them?
Second Stage companies, sometimes called emerging growth companies, are defined as having \$1-50 million in sales and 10-99 employees. They have proof of product, proof of market and proof of management skills. They typically have the potential for additional sustained growth but do not have access to the sophisticated tools and concepts of larger companies.

There is substantial research that indicates many of the new jobs come from this small band of companies (3-10% of all companies in most communities). Accelerating the growth potential of this highly productive group is a very efficient and effective economic development approach.

How long will it take?
Engagements generally run about three-four weeks from initial interview to final survey. Obviously, the demands of business and personal lives may alter this but we try to work at the speed of business (results in hours and days, not weeks and months).

What do I get from the program?
Research to help you make decisions in strategic areas, specifically:

- ✓ Market research, industry trends, competitor intelligence, new product releases
- ✓ GIS computer maps of customers/competitors/potential markets/trade areas
- ✓ Search engine optimization, web marketing, social media
- ✓ Analysis in five classes of business problems:
 - Core strategy
 - Market Dynamics
 - Innovation
 - Temperament
 - Qualified Sales Leads

What will I not get?

- ✗ Research to help you make decisions in strategic implementation. You will have to hire your own consultants for that.
- ✗ Financial Analysis
- ✗ Primary research (surveys, telephone calls, focus groups)
- ✗ Business plans

INVEST BUFFALO NIAGARA Let's grow your business with us. 1.800.916.9073 BUFFALONIAGARA.ORG

In May 2021, Invest Buffalo Niagara officially launched the Economic Gardening Program to assist emerging growth companies develop strategic business plans to increase revenue and add new jobs. Designed to support companies with 10-99 employees and \$1-\$50 million in sales, we anticipate a minimum of 10 companies going through the Economic Gardening program over the next year.

COHORT ONE:

Bengal Machine | Compliance Team | HELIXintel | Tapecon

ECONOMIC GARDENING TIMELINE



Industrial Site Development Study

38 INTERVIEWS AND FOCUS GROUPS WITH LOCAL STAKEHOLDERS

31 SITES ACROSS EIGHT COUNTIES TOURED AND ANALYZED

13 BUILDINGS TOURED

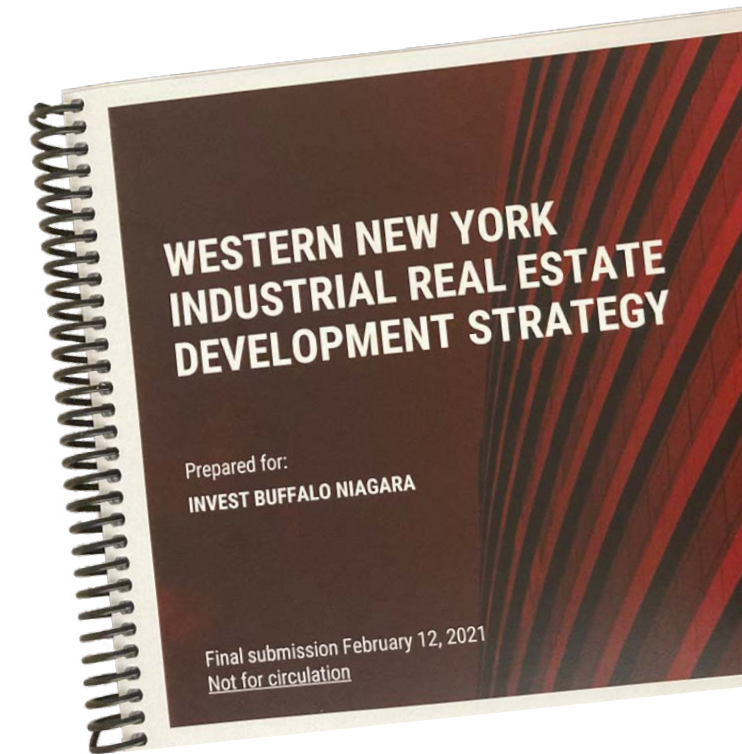
20 SITE SELECTOR INTERVIEWS

3 COMPETITIVE REGIONS BENCHMARKED ACROSS 25 FACTORS

22 MANUFACTURING SUBSECTORS EVALUATED

Seeking to improve industrial real estate options available in Western New York, Invest Buffalo Niagara engaged Newmark to assess the region's competitive advantages and industrial real estate market. The work culminated in a strategy focused on increasing the region's ability to attract manufacturing plants, distribution warehouses, and data centers. A network of local business and economic development partners along with funding from National Grid, National Fuel, NYSEG, Empire State Development and Erie County made this strategy possible.

STRATEGIC RECOMMENDATIONS ORGANIZED AROUND 6 COMMON THEMES



Promoting Buffalo Niagara

17 WEBSITE
LEADS GENERATED

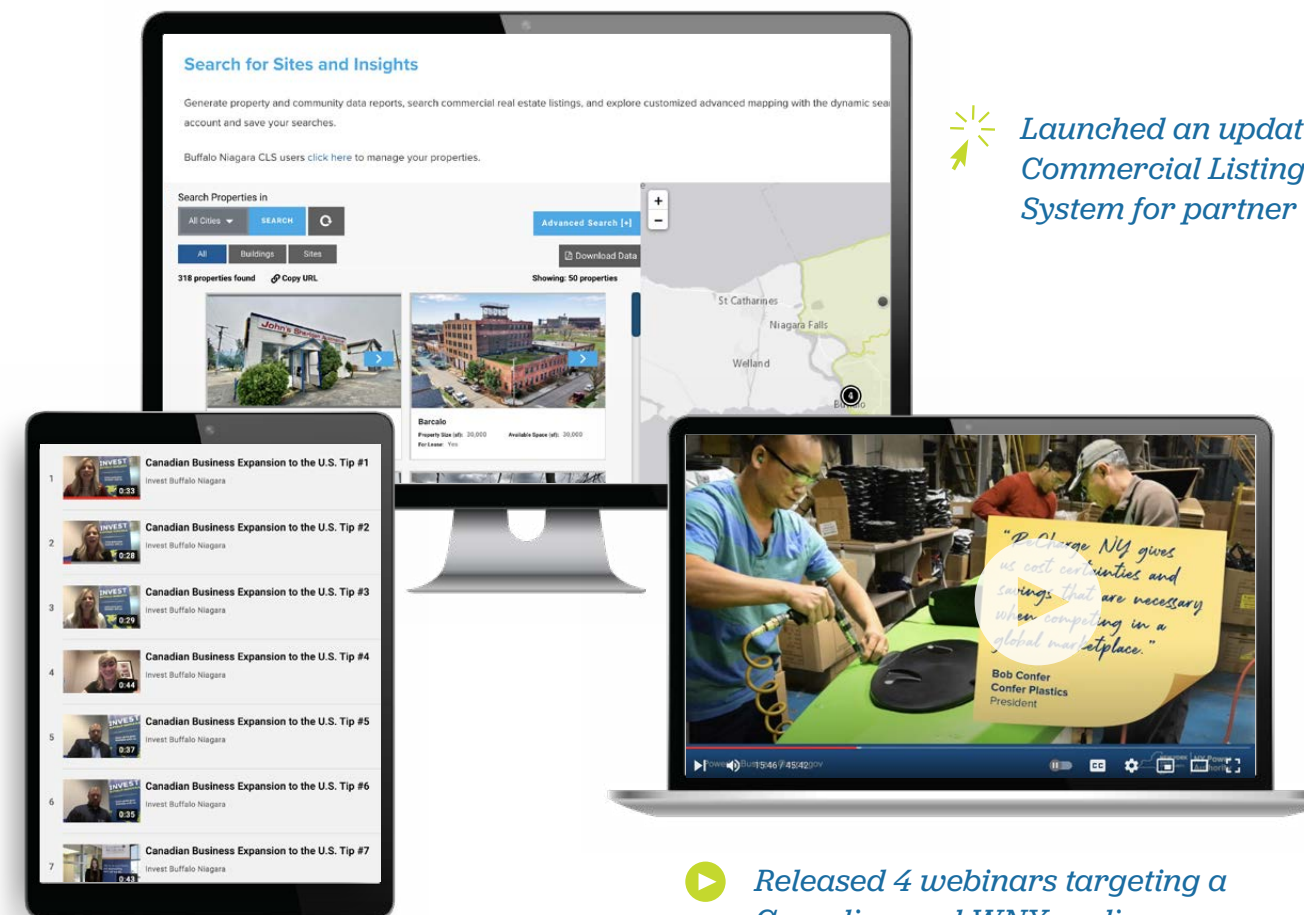
80,000+
WEBSITE PAGEVIEWS

80 PRESS MENTIONS **▶ 5**
NATIONAL

24 BLOGS **10,000+**
BLOG VIEWS

21 PODCAST INTERVIEWS

Invest Buffalo Niagara's commitment to integrated marketing, investment in technology, and passion for creating great content continued to position WNY as a region of choice for expanding businesses, even during the pandemic. Marketing efforts contributed to generating 92 new opportunities for our region.



▶ *Launched an updated Commercial Listing System for partner usage*

▶ *Released 4 webinars targeting a Canadian and WNY audience*

▶ *Produced YouTube Playlist of 9 tips for Canadian Business Expansion to the U.S.*

PODCASTS WITH :



- Confer Plastics
- Garwood Medical
- General Mills
- HANSA
- Moog
- Northland Workforce Training Center
- Rich Products

Promoting Buffalo Niagara

Engaging with our targeted audiences, InBN released timely social media, email campaigns, and newsletter messaging to cultivate leads online.

INVEST
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Connect with bright minds and big ideas in Buffalo Niagara.

Buffalo Niagara offers everything that forward-thinking companies need to succeed, especially talent.

A skilled and robust workforce is easy to access among our strong ecosystem of 47 colleges and universities within 100 miles of downtown Buffalo. What's better is our turn over rate is 15% less than other comparable metros. And, our educational pipeline well serves data processing occupations:

Program	Educational Institutions	2019 Grads
Industrial Engineering	3	206
Chemical Engineering	3	267
Chemistry	18	293
Mechanical Engineering	4	670
Packaging Science	1	56
Engineering Technology	1	49
Industrial Technology Technician	3	35
Marketing	12	238

I would love to hear about your business at your convenience.

SCHEDULE A CALL

14 target industry emails released to nearly 9,000 C-level executives, receiving 164 engagements

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Site Selector News: Buffalo Niagara Announcements

Buffalo Niagara is a destination for expanding businesses - be it technology, logistics, or advanced manufacturing - as seen in the below announcements. Our team is still hard at work, closing domestic deals with significant job and capital investment impacts on our community and virtually assisting Canadian businesses while the border remains restricted.

M&T Bank opens new tech hub in downtown Buffalo

The \$58 million development spans 330,000 SF in Seneca One, Buffalo's largest office tower. Over 1,000 technologists, bankers, engineers, developers and programmers will develop, improve and deploy financial technology solutions.

Get in touch with our Research Director, Matthew Hubacher

SCHEDULE A CALL

475 site selectors received a bi-monthly newsletter with a 14% avg. open rate

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Access U.S. Navigating the Border

2021 Immigration Hot Topics

There have been many changes with immigration between Canada and the U.S. over the last few months with a new U.S. president and COVID. Learn more about what's new in 2021.

Buffalo Niagara's Supply Chains

Buffalo Niagara has a strong manufacturing industry but with that comes supply chain needs. Maybe it's time your Canadian company takes advantage of opportunities in the manufacturing supply chain here!

Get in touch with me, Olivia Hill, to jumpstart your U.S. expansion virtually.

SCHEDULE A CALL

1,800+ receive bi-monthly Canadian newsletter with a 23% avg. open rate

20,842 social engagements, clicks, comments, and shares on over 2,200 posts

YOUR TEAM WILL LOVE OUR 3.5% lower cost of living.

21.6 MINUTE average commute time

LOW RISK from natural disasters

Buffalo Niagara works.

Be in Buffalo

500+ JOB SEEKERS
ENGAGED VIA VIRTUAL CAREER FAIRS

300 RESPONSES TO
NEWCOMER SURVEY

11k+ EXPATS RECEIVE
MONTHLY NEWSLETTER

3,200
THE ARGUMENT ARTICLE VIEWS

Population ↑
IN CITY OF BUFFALO & ERIE COUNTY
– CENSUS 2020

Be in Buffalo, a program of Invest Buffalo Niagara, is the region's talent attraction initiative working to introduce – or reintroduce – a new Buffalo to an entire generation of people with the skills needed to build an economy of the future.

TALENT ATTRACTION STRATEGY:

- Attract 25-35-year-olds back to the region
- Attract talent in key occupations (technology, engineering, finance, health sciences)
- Retain local college graduates
- Increase diversity of highly-skilled talent

RECENT ACTIVITY HIGHLIGHTS:

- 2 Virtual Career Fairs | 500+ job seekers engaged, over 1,300 conversations between job seekers and recruiters.
- Completion of survey to newcomers – those that have moved to (or back to) WNY within the last 5 years. Respondents answered questions on everything from WiFi to childcare, inclusion to the job market, and more.
- Monthly newsletter to over 11,000 expats, reconnecting them with the happenings and job opportunities in WNY.
- Developed tools for employers and recruiters to leverage in hiring.
- Published *The Argument for Buffalo To Win The Metro Musical Chairs*, a piece about COVID, climate change, and how Buffalo may benefit from ensuing migration trends. Read by more than 3,200 people and shared widely on social media.

Be in Buffalo

Accent Challenge

- Cheektowaga
- Chiavetta's
- Canisius

"Buffalo is a hidden gem – our expectations were blown away."
Tyler Hill, from Texas



Virtual **Be in Buffalo** Career Fair

Tuesday, May 4
11AM - 2PM

Register Today!

SUPPORTED BY FORGE BUFFALO

All the tools recruiters need to land that perfect candidate.

You found the perfect candidate for that job you've been trying to fill. Now, you've just got to convince them why they should be in Buffalo. We've got you covered.

Utilize the below tools to help your recruitment and hiring efforts. And let us know if there is anything else that would be useful.

- Box: recruit or newest art, coffee mug
- 'I Accepted' Social Media Graphics: Social media graphics for your newest hires that help welcome them to the Buffalo Niagara community
- West Coast of the East
- NIAGARA FALLS
- #3 TOP SOCIAL CITY IN THE U.S.
- 205 things to do every year
- PRO SPORTS
- Featured Job Postings
- Sell Sheet: Easily digestible one-pager of the best Buffalo
- 150 City Park
- 34 performing arts theatres
- 100 days of rooftop lights
- BUFFALO NICKNAMES
- AKG
- QUEEN CITY
- NICKEL CITY
- \$154,200 median home price
- 21 colleges & universities
- 21 minutes to work
- 51 breweries and counting

Be in Buffalo

HOME WORK LIVE COMMUNITY BLOG GET UPDATES

- Pandemic Changes Priorities
- An Odoo Opportunity
- 2,600 Miles to Buffalo
- A Humble Pride

Be in Buffalo

Lights, Action i

Tyler & Janie from Texas to Buffalo

Tyler and Janie met at Texas A&M – college sweethearts, proven to be a perfect match. But after graduating, they went on a new search, this time looking for a city they could call home.

They were open to moving just about anywhere, so long as Tyler could find a job he loved, Janie could find a doctorate program she loved, and they could both find an affordable apartment without sacrificing the amenities they both loved.

In Buffalo, together this time, they again found their perfect match.

What are you most looking forward to in Buffalo?

We're big music fans and we've heard so much about the music scene here and cool concert venues. We can't wait to go to some local shows when they

Read more about [Buffalo Studio's here.](#)

Job Spotlight

BE IN BUFFALO TASKFORCE

- AAA of Western and Central New York
- Acara Solutions
- Amherst IDA
- Buffalo Urban Development Corporation
- Calspan
- Chautauqua County IDA
- Delaware North
- Evans Bank
- HSBC
- Moog
- M&T Bank
- Niagara County EDC
- Phillips Lytle, LLP
- Rich Products
- Turner Construction
- West Herr

Strategic Plan

“With the support and collaboration of our partners, we are committed to helping to create an environment where businesses can thrive and all members of our community can be successful.”

– Jenna Kavanaugh, COO

Since 1999, Invest Buffalo Niagara has contributed significantly to the resurgence of our region’s economy. We are, and will continue to be, an important partner and catalyst in enabling Buffalo Niagara’s economic momentum through business expansion and attraction.

2021-2022 STRATEGIC PRIORITIES

- Business attraction focused on target industries
- Local business expansion
- Branding and promotion of Buffalo Niagara region
- Building Be in Buffalo, the region’s talent attraction campaign
- Building a sustainable future

KEY OBJECTIVES

- Grow and enhance talent attraction program
- Implement industrial site availability study recommendations
- Promote Buffalo Niagara regional assets and industry-specific opportunities
- Work with our regional partners to connect and capture expansion opportunities
- Expand Economic Gardening program
- Position Buffalo Niagara as the region of choice for business and personal relocation in a Covid-impacted world

Invest Buffalo Niagara Team

INVEST BUFFALO NIAGARA TEAM

President & CEO

Thomas A. Kucharski

Project Manager

Kari Bonaro

Senior Business Development Specialist

Olivia Hill

Research Director

Matthew Hubacher

Be in Buffalo & Public Relations Specialist

Greg Pokriki

COO

Jenna Kavanaugh

VP, Business Development

Kim Grant

Economic Development Analyst

Rob Leteste

Marketing Manager

Sarah Larson

Senior Graphic Designer

Casi Hall

INVEST BUFFALO NIAGARA'S ROLE

- Attract new jobs and additional capital investment to the Buffalo Niagara region
- Understand Buffalo Niagara's strengths and leverage them to attract investment
- Make companies' location decision-making easier
- Provide a unified regional voice for potential investment in the community
- Bring together private-sector leadership and economic development partners to create and support a cooperative vision and growth strategy for the region
- Spur growth in dynamic industry sectors
- Improve Buffalo Niagara's image
- Build on the momentum of Buffalo Niagara's growth – with proven effectiveness

THANK YOU TO OUR PARTNERS

Great partners make all the difference. And we've got some that really shine. Our regional partners all contribute to the area's attraction, retention and expansion projects. Their efforts are critical to sustaining our local economy.

Invest Buffalo Niagara supports these efforts by lending marketing and business development expertise and research capabilities. We extend our thanks and congratulations to our partners for their economic development efforts.



Thank You To Our Investors

AAA of Western & Central New York*

Acara Solutions, Inc.

Allegany County Industrial Development Agency

Amherst Industrial Development Agency

ARC Building Partners

Astronics Corporation

The Buffalo News

Buffalo Niagara Partnership*

Buffalo Urban Development Corporation

Calspan

Cattaraugus County Industrial Development Agency

Chautauqua County Industrial Development Agency

City of Buffalo

Delaware North*

Douglas Development

Empire State Development Corporation*

Employer Services Corporation

Erie County

Erie County Industrial Development Agency*

Ernst & Young, LLP*

Evans Bank

Five Star Bank

Frey Electric Construction Company

Genesee County Economic Development Center

Hamburg Industrial Development Agency

Hanna Commercial Real Estate

Harris Beach, PLLC

Harter Secrest & Emery LLP

Highmark BlueCross BlueShield of Western New York*

Hodgson Russ LLP

HSBC Bank USA, NA*

HUNT Real Estate Corporation

Hurwitz & Fine, P.C.

Independent Health

KeyBank, NA*

Lippes Mathias Wexler Friedman LLP

Lockport Industrial Development Agency

Lumsden & McCormick, LLP

The Martin Group

Medaille College

Merchants Insurance Group*

Moog Inc.*

M&T Bank Corporation*

National Fuel Gas Company*

National Grid*

Niagara County Department of Economic Development

Northwest Bank

NYSEG*

Phillips Lytle LLP*

Schutte Buffalo

Sonwil Distribution

TM Montante Development

Tops Markets, LLC*

Tronconi Segerra & Associates LLP

Turner Construction Company

Uniland Development Company*

Univera Healthcare

University at Buffalo

Walsh Duffield Companies, Inc.

Wegmans Food Markets

West Herr Automotive Group

WNY NYSCAR

Wyoming County Business Center

*FOUNDING INVESTORS

