We are thrilled to be expanding into Western New York because of the availability of strong qualified talent and unrivaled work ethic.

– Dave Masi
Executive Vice President
Welcome to Buffalo Niagara

Buffalo Niagara offers everything that forward-thinking companies need to succeed: a skilled and dedicated workforce, highly competitive real estate costs, low-cost energy, and research and development partnerships. Additionally, a revitalized Central Business District, a world-class waterfront highlighted by Niagara Falls, and accessible amenities provide a high quality of life that is attracting talent from across the country.

Buffalo Niagara has an impressive cluster of 3,800 advanced business services companies with an existing workforce exceeding 60,000.

Leading Advanced Business Services Employers

<table>
<thead>
<tr>
<th>COMPANY</th>
<th>INDUSTRY</th>
<th>EMPLOYEES</th>
</tr>
</thead>
<tbody>
<tr>
<td>M&amp;T BANK</td>
<td>Corporate Headquarters</td>
<td>7,892</td>
</tr>
<tr>
<td>GEICO</td>
<td>Insurance Services</td>
<td>3,300</td>
</tr>
<tr>
<td>HSBC BANK NA</td>
<td>Financial Services</td>
<td>3,000</td>
</tr>
<tr>
<td>DELAWARE NORTH</td>
<td>Corporate Headquarters</td>
<td>2,345</td>
</tr>
<tr>
<td>CITIGROUP</td>
<td>Financial Services</td>
<td>1,900</td>
</tr>
<tr>
<td>INGRAM MICRO INC.</td>
<td>IT Consulting</td>
<td>1,662</td>
</tr>
<tr>
<td>BLUE CROSS BLUE SHIELD OF WESTERN NEW YORK</td>
<td>Health Insurance services</td>
<td>1,607</td>
</tr>
<tr>
<td>CHARTER COMMUNICATIONS</td>
<td>Telecommunications</td>
<td>1,548</td>
</tr>
<tr>
<td>RICH PRODUCTS CORP.</td>
<td>Corporate Headquarters</td>
<td>1,350</td>
</tr>
<tr>
<td>NATIONAL FUEL GAS CO.</td>
<td>Corporate Headquarters</td>
<td>1,216</td>
</tr>
<tr>
<td>INDEPENDENT HEALTH</td>
<td>Health Insurance services</td>
<td>1,125</td>
</tr>
<tr>
<td>KEY BANK</td>
<td>Financial Services</td>
<td>825</td>
</tr>
<tr>
<td>BANK OF AMERICA</td>
<td>Financial Services</td>
<td>750</td>
</tr>
</tbody>
</table>

Source: Buffalo Business First 2020 Book of Lists
Operational Advantages

Buffalo Niagara’s low cost of real estate and wages help a business’ bottom line while the low cost of living allows employees the desired lifestyle outside of work.

Reasonable Wages

Existing advanced business services occupations have competitive, but reasonable, wages. At $43,580, the average wage across occupations the Buffalo-Niagara Falls MSA is 7% lower than the nation.

Telecommunication Infrastructure

Buffalo has more than 80,000 miles of fiber optic lines laid and managed by private companies, making it the fifth best-equipped region in the world.

Easily Accessible

Buffalo Niagara is an easily accessible location with a developed interstate highway system and reliable and affordable air service to 21 cities including New York City, Chicago, and Washington D.C.

Public Transportation in Buffalo, Niagara Falls, and the surrounding suburbs include the Metro Bus Line and the Metro Rail - an electric train service with stops along Main Street in Buffalo between the University at Buffalo’s South Campus, First Niagara Center, Canalside, and HARBORCENTER.

Commercial Real Estate Overview

<table>
<thead>
<tr>
<th>OFFICE TYPE</th>
<th>CENTRAL BUSINESS DISTRICT</th>
<th>CITY OF BUFFALO (OUTSIDE OF CBD)</th>
<th>NORTH SUBMARKET</th>
<th>SOUTH SUBMARKET</th>
<th>EAST SUBMARKET</th>
</tr>
</thead>
<tbody>
<tr>
<td>CLASS A</td>
<td>$22-26/SF</td>
<td>$21-25/SF</td>
<td>$19-24/SF</td>
<td>$20-24/SF</td>
<td>$19-24/SF</td>
</tr>
<tr>
<td></td>
<td>11.5% vacancy</td>
<td>10.5% vacancy</td>
<td>17.4% vacancy</td>
<td>10.7% vacancy</td>
<td>2.8% vacancy</td>
</tr>
<tr>
<td>CLASS B</td>
<td>$16-20/SF</td>
<td>$15-19/SF</td>
<td>$16-19/SF</td>
<td>$15-19/SF</td>
<td>$15-19/SF</td>
</tr>
<tr>
<td></td>
<td>16.6% vacancy</td>
<td>25.4% vacancy</td>
<td>12.4% vacancy</td>
<td>11.8% vacancy</td>
<td>12.9% vacancy</td>
</tr>
</tbody>
</table>

Source: CBRE | Buffalo Marketview Report 2017
Access to Talent
We boast a well educated workforce with a number of educational institutions poised for expansion.

College and University Recruitment
+ The eight-county Buffalo Niagara region boasts 21 colleges and universities with a total enrollment of 100,000+ students producing over 25,000+ graduates annually.
+ Over 200,000 students and nearly 50,000 graduates can be found at the 47 2-and-4-year colleges and universities within 100 miles of downtown Buffalo.

Educated and Skilled Workforce
+ The region is supported by both private and public colleges and universities that produce a substantial number of graduates in relevant programs as summarized in the chart below.

Annual Graduates by Degree (8 County Region)

<table>
<thead>
<tr>
<th>PROGRAM</th>
<th>ASSOCIATE DEGREE</th>
<th>BACHELOR’S DEGREE</th>
<th>ADVANCED DEGREES</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUSINESS, MANAGEMENT, AND MARKETING</td>
<td>826</td>
<td>2,349</td>
<td>891</td>
<td>4,066</td>
</tr>
<tr>
<td>COMPUTER AND INFORMATION SERVICES</td>
<td>184</td>
<td>447</td>
<td>534</td>
<td>1,165</td>
</tr>
</tbody>
</table>

Source: Economic Modeling Specialists Intl. (EMSI), 2021
Robust Existing Workforce
+ The region’s population of over 1.5 million includes an existing labor pool of 61,000 workers in the advanced business services sector, approximately 8.9% of the region’s employment.

Low Turn Over
+ Employers praise the high productivity and stability of the region’s workforce.
+ Turn over rates across sectors are 1/2 of the national average.

Short Commute Time
+ Short commute time allows for an expanded labor draw throughout the Western New York and Finger Lakes regions.

Valuable Incentives
New York State and the Buffalo Niagara region offer a variety of valuable incentives to companies expanding or relocating in the region. Invest Buffalo Niagara can facilitate the process of identifying and applying for applicable incentive programs.

Excelsior Jobs Tax Credit Program
Refundable tax credits available to new and existing companies in New York State based on job creation, capital investment, and investment in research and development.

START-UP NY
Helps new and expanding businesses through tax incentives and academic partnerships. Companies operate 10 years tax free on or near eligible academic campuses.

Training Incentives
A credit of 50% of eligible training costs, up to $10,000 per employee receiving eligible training.

Industrial Development Agencies (IDA)
Local IDAs can offer tax incentive programs that provide major savings by abating property, sales, and mortgage recording taxes.
Buffalo Niagara’s Strengths in Advanced Business Services

Insurance
New York State plays an important role in the global economy as a worldwide finance and insurance capital. Nearly 10,000 insurance companies call NY home, including GEICO which employs over 3,000 at its Northeast Regional Office in Buffalo Niagara.

“We’re ever mindful that GEICO’s success is due to the talent and total commitment of our associates.”
- Tony Nicely, GEICO

Back Office
Buffalo Niagara has over 50 companies with more than 16,000 employees in customer contact centers and back office operations. Based on the success of our employers and their continual expansion in the area, Buffalo Niagara has the right resources and business environment to make your operation a success.

“We picked Buffalo because we thought it was the right place for us to grow our business. We felt the energy that was happening in a place where people enjoy working. They take real pride in their work.” - Ryan Sasson, Strategic Financial Solutions

Data Processing
Buffalo Niagara features several advantages for data center operators including low natural disaster risk, low cost electricity through the New York Power Authority hydropower allocations, and a temperate climate that allows for free cooling using ambient air.

“It’s going to be, by far, Yahoo’s most efficient and arguable the most innovative data center, at least from a cooling perspective.” - Scott Noteboom, Yahoo

Technology, Development & Design
Both long-established and startup companies are thriving in the technology, development, and design space in Buffalo Niagara. From software development to hardware systems design, local tech companies are leveraging talent and technology not only from local colleges and universities but also from unique partnerships such as M&T’s Tech Academy.

“The region’s fantastic educational system and the state of New York’s focus on encouraging the growth of local business were the deciding factors for TROVE’s decision to expand locally.” - Dr. Adam Stotz, TROVE
Safe from Natural Disasters

Trulia ranked Buffalo Niagara as the fourth safest city from natural disasters in 2017. Minimized risk should be considered in business location decisions. This New York Times map below shows the region’s safety from the sprawling effects of tornadoes, hurricanes, and earthquakes.

MATTHEW ERICSON, JOE BURGESS AND BILL MARSH/THE NEW YORK TIMES

Buffalo Niagara

MATTHEW ERICSON, JOE BURGESS AND BILL MARSH/THE NEW YORK TIMES

Hurst risk: Dallas
Lots of almost everything but quakes: twisters, hurricane remnants, hail, wind, drought, floods.

Tornado Risk

Hurricane Risk

Earthquake Risk

Sources: Sperling’s Best Places; National Oceanic and Atmospheric Administration (tornado map); University of Miami (hurricane map); U.S. Geological Survey (earthquake map)
SINCE 2004, PLANES AT BUFFALO NIAGARA INTERNATIONAL AIRPORT HAVE BEEN GROUNDED DUE TO SNOW ON AVERAGE ONLY 4.25 HOURS/YEAR.

Source: Q1-2020 Source: US Department of Transportation - Consumer Airfare Report

Easily Accessible
100 daily flights with non-stop service to 21 cities and 24 airports. Average one-way fare is only $184.

Invest Buffalo Niagara is a non-profit economic development agency.

Founded in 1999, Invest Buffalo Niagara represents the eight counties of Western New York. We are the region’s nonprofit, privately funded economic development organization focused on job creation. Our mission is to attract new employers to the Buffalo Niagara region through outreach to growing companies around the world.

buffaloniagara.org/industries/advanced-business-services