

# Invest in Buffalo Niagara



**INVEST**  
BUFFALO NIAGARA

*Working with community leaders  
to attract business investment to  
the Buffalo Niagara region.*

# Message from the Chair



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*



# Your Investment Matters

*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**



	INDUSTRY	COMPANY WINS	CAPITAL INVESTMENT	TOTAL JOBS
	<b>ADVANCED BUSINESS SERVICES</b>	99	\$1,290,676,833	18,984
	<b>ADVANCED MANUFACTURING</b>	159	\$1,887,228,354	17,397
	<b>AGRIBUSINESS</b>	24	\$335,002,568	2,042
	<b>LIFE SCIENCES</b>	43	\$1,863,575,000	2,857
	<b>LOGISTICS &amp; DISTRIBUTION</b>	65	\$200,696,052	2,513
	<b>NON-TARGETED</b>	11	\$109,151,850	911



# A Plan Forward

*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

