

Greater Binghamton Economic Development

NEWSLETTER

Partnering for a Better Greater Binghamton

Fall 2008

Incubator Update

On October 22nd, Broome County Executive Barbara Fiala and State Senator Tom Libous were joined by city and community leaders for a ribbon cutting at the County's new high tech incubator, the Greater Binghamton Innovation Center.



The incubator is located at 123 Court Street in the newly renovated Bern Building. The county is leasing 7,000 square ft. on the first floor from Court Street Redevelopment. The goal of the incubator is to provide an affordable, nurturing environment where startup companies and entrepreneurs of all ages can begin a new business venture. The hope is that by providing this type of assistance to new companies, they are more likely to succeed, expand and create jobs.

Finishing touches are being put on the facility but tenants are ready to begin occupying space November 1st. Four tenants were on hand for Wednesday's ribbon cutting including: Interos, H2 Innovations and Virtosphere, a local simulation company.

There are four separate office spaces of varying size available for lease. There is also a hothouse which houses ten individual cubicles for lease at \$100 a cubicle per month. The office space rents for \$7 a square foot the first year, \$9 a square foot the second year and \$11 a square foot the third and final year. After three years tenants are expected to have grown their business to a point where they can transfer their operations out of the incubator and into a real world environment.

While there are tenants lined up, there are still spaces available. If anyone is interested they should contact Darcy Fauci, Director of Economic Development at 778-2939.

BU Begins Building New Engineering and Science Building

Binghamton University, State University of New York, on October 10th, launched construction of its new Engineering and Science building in a ceremony attended by elected officials, local leaders and University representatives. The facility will be located next to the Biotechnology Building, which is part of the University's Innovative Technologies Complex (ITC).

The \$66 million, two-story glass, metal and stone building will accommodate the expansion of the Thomas J. Watson School of Engineering and Applied Science. Adding about 125,000 square feet to the ITC, the new building will feature state-of-the-art, flexible research laboratory space, as well as suites for new business start-ups and offices that support the University's ongoing and expanding industry partnerships.



Governor David Paterson joins Binghamton University President Lois DeFleur and local officials to kickoff construction of the new \$66 M Science and Engineering Building

"We are grateful to Governor Paterson, Senator Libous and Assemblywoman Lupardo for their leadership and steadfast support," said Binghamton University President Lois B. DeFleur. "This is one of the largest projects the University has undertaken and will have significant impact on the education of our students and on the discoveries and innovative ideas of our faculty."

Funding for the new building was obtained through the efforts of State Sen. Thomas

Continued on Page 2



Home to Innovation

BU Begins Building Continued from Page 1

W. Libous, R-Binghamton, and Assemblywoman Donna Lupardo, D-Endwell. It is estimated that the building will provide \$112 million in economic impact and support over 1,500 jobs in the region during its construction.

The new building will house the [Department of Electrical and Computer Engineering](#), the [Department of Mechanical Engineering](#), and the [Integrated Electronics Engineering Center \(IEEC\)](#). A large rotunda feature will connect the two ITC buildings, offering access to laboratories and fostering closer interactions between departments and the research centers currently housed in the Biotechnology facility.

"With one of the fastest growing programs in New York State, Binghamton is committed to providing high-quality education and research in the engineering and computer science fields," said Seshu Desu, dean of the Watson School. "By adding to the instructional and research infrastructure, this new building will greatly enhance the Watson School's efforts to attract and retain outstanding faculty, staff and students in order to further advance our national reputation."

Through in-house design, planning and construction management, the University has achieved savings that have been redirected to building construction and needed equipment. The building has been designed to meet LEED (Leadership in Energy and Environmental Design) standards, incorporating passive solar energy for heating, geothermal technology for heating and cooling the rotunda, energy-efficient windows and skylights to allow for maximum use of daylight and the latest technology for heat recovery and humidity control.

Tioga County Economic Development & Planning Announces 28 New Jobs to the Village of Owego

The Tioga County Department of Economic Development & Planning is pleased to announce that Superior Well Services, Inc. (Nasdaq: SWSI), a provider of technical pumping and down-hole surveying services, will establish a new branch location in the Village of Owego, NY. The expansion will add twenty-eight (28) new full-time jobs to the region over the next five years. The company, based out of Indiana, Pennsylvania, has operations in thirty-eight (38) states serving over six hundred (600) customers.

An agreement has been signed between SWSI and Steve May of Owego & Harford Railway to lease 22,000 square feet of building space adjacent to the Owego & Harford rail yard, which is located in a NYS Empire Zone. In addition, Owego & Harford Railway will be constructing a 1,000-foot rail siding to handle the business. The availability of rail service was a key factor for SWSI in selecting the Owego

location. It is anticipated that 2,000 rail cars annually will be used to transport material to the region. SWSI notes that by utilizing rail service, over 8,000 trucks will not be placed on the highway system. It is anticipated that SWSI will begin hiring within the next few weeks.

SWSI is a growing oil and natural gas services company operating in many of the significant oil and natural gas producing regions of the United States, providing oil and gas companies with technical pumping and down-hole surveying services. SWSI offers technologically advanced equipment and services at competitive prices, with an emphasis on safety and highly responsive customer service. SWSI offers specialized equipment and service solutions that many smaller independents cannot, or do not, offer. The ability to provide multiple services allows SWSI to maximize efficiency, reduce lead times and provide cost effective solutions for our customers.

Dalton Weaver, Jr., Operations Manager for SWSI stated, "We are looking forward to doing business in southern New York. Everyone has been very cooperative and very helpful. The opportunities are endless. Thanks for everything".

Tioga County Economic Development & Planning Director Doug Barton stated, "We welcome our newest business, Superior Well Services, Inc., to the community. Already with eyes on expansion, the company targets sixty (60) new employees as a realistic goal during these exciting times. The natural gas exploration in our region is in its infancy and one can only speculate how much of an economic boost we will continue to observe."

Binghamton University Recognized for High-Earning Alumni

A recent ranking compiled by Forbes magazine recognizing "Top Public Colleges for Getting Rich" places Binghamton University graduates among the nation's top earners.

The ranking is based on a recent study compiled by [PayScale.com](#) that looks at earnings of alumni from public colleges around the country. Graduates of Binghamton University finished 11th on the list of public colleges with a median salary of \$96,900. According to the study, the highest-paid Binghamton University alums earn \$201,000, with 10 percent of grads having 10 to 20 years' experience earning more.

"I am not surprised that our graduates are highly ranked in respect to their earnings," said Binghamton University President Lois B. DeFleur. "Our graduates are bright, talented and creative problem-solvers. The excellence of our academic programs as well as the wide range of outstanding opportunities to participate in faculty research, internships and international programs prepare our graduates to be successful in the workforce and sets them apart from other graduates."

This is reflected in the growing interest of employers who are recruiting Binghamton University graduates, says DeFleur. "Despite fluctuations in the economy, employer recruitment activity at Binghamton has remained strong," says DeFleur. "Over the last four years, we have seen a 39 percent increase in the number of on-campus interviews. I regularly hear from employers who visit our campus that Binghamton graduates are not only accomplished in their fields of study but in real-world skills such as creative problem-solving, and analytical and critical thinking."

Employers regularly recruiting Binghamton University students include Lockheed Martin, EI, BAE, Goldman Sachs, Ernst & Young, KPMG, PWC, and Deloitte. Other major corporations such as IBM, Bloomberg, FactSet Research Systems, Inc., Microsoft, Lord & Taylor, Enterprise, Deutsche Bank, JCPenney and Target regularly recruit Binghamton University students.

STOC Looking for 20 in their Twenties

On Feb. 11, 2008, the Southern Tier Opportunity Coalition celebrated the first annual 20 in their Twenties program -- recognizing 20 impressive young adults in our community who are making a difference. These 20 were selected from over 60 applicants, all having achieved success in one or more of the following areas: academic excellence, community service, leadership, personal growth and professional achievement.

We're now seeking nominations for our second annual 20 in their Twenties Recognition Ceremony, to be held in early 2009. The deadline to receive application packages is November 7th, 2008. If you know of an outstanding person in our area, age 20 through 29, who has set a standard of excellence, you are encouraged to notify STOC's Administrative Manager, Kim Cerretani at kmartel1@binghamton.edu or 607-772-8863, ext. 5, with the name and address of the nominee. Kim will forward a congratulatory letter and application package to the nominee.

STOC Angel Network Seeks New Investment Opportunities

The STOC Angel Investment Network (AIN) is a group of over 20 local individuals interested in investing in early to later development stage businesses that can demonstrate potential commercial success and can present a written, high quality business plan. STOC, together with the Binghamton University (BU) School of Management, will review business plans of companies seeking Angel investment and facilitate their presentation, as appropriate, to the STOC-AIN investor network.

The STOC-AIN is not an investment fund or club. Likewise, the AIN is not a gift or granting organization. Interested individual investors will work with prospect companies to reach an investment agreement that is attractive and beneficial to both parties. AIN members may choose to invest individually or as a group of several investors.

Companies in need of Angel level funding (typically \$100K to \$1 million) desiring to present to the AIN should have a well developed written business plan, a management team, and some level of sales and/or intellectual property protection

Typically, the owners/leaders of the company should have substantial human and personal capital invested prior to seeking the investment of others.

Candidates for the AIN will typically be from technology-related industries, or be a value-added manufacturing or service company that will ultimately generate jobs in the Southern Tier of New York and other communities. Generally, STOC-AIN will not consider basic service businesses unless they afford a relatively immediate opportunity for regional or national expansion.

If you are aware of a company with a proven idea, please contact STOC Executive Director John Hayek at jhayek24@aol.com or 607.748.1817. STOC has access to resources to help Angel stage companies, and will enter them in to a formal screening process for investment consideration.

STOC Sponsors Channel 34 "Made in Greater Binghamton" News Series

STOC and WIVT / WBGH News Channel 34 are proud to bring you "Made in Greater Binghamton", airing on the business segment of Friday's news broadcast at 5:30. The segment is designed to showcase businesses that manufacture, support or invest in technology in the Greater Binghamton area. To date the following businesses have already been featured:

- BAE Systems
- Lockheed Martin
- Diamond Visionics
- Rogers Service Group
- Universal Instruments
- Endicott Interconnect and more...

To view past segments visit: <http://www.newschannel34.com/content/madeingreaterbinghamton/default.aspx>

News Channel 34 is actively looking for companies to feature! If your business delivers a product or service with good news value that would provide exciting video for the Channel 34 cameras, please contact Channel 34 Executive producer Liza Haines at 607-771-3434, ext 1900 or lizahaines@nc34.com or STOC Executive Director John Hayek at 607.748.1817 or jhayek24@aol.com.

Broome County GIS and Mapping Services Established in the Department of Planning & Economic Development

Geographic Information System (GIS) services and products are extremely important for any government in the 21st century. GIS provides improvements through increased efficiency, effectiveness, communication, collaboration, and productivity of government employees and the community at large. When coupled with an online presence, these benefits result in cost savings, cost avoidance, and better decision-making that although difficult to quantify, nonetheless are real and substantial when taken in their entirety across the large GIS user base.

For instance, the County's flagship online application, the Unified Parcel Information System (UPIS), regularly receives over 10,000 visits per month by local residents, businesses, governments, and the general public from this area and beyond. Without this application, parcel-based information would need to be acquired in person at various county departments during regular business hours. Now nearly all this information can be accessed online 24 hours a day, seven days a week at no cost. Equally as powerful, there are additional links to relevant information both within and outside county government as well.

Up until relatively recently, although the County had an award-winning GIS website and many useful online mapping applications available, GIS was operating at a deficiency due to lack of staff and the problems this presented—primarily related to GIS data maintenance and creation. At the same time, the City of Binghamton was also operating in a deficient manner with regard to GIS, having no full-time staff dedicated to providing GIS products and services within City government.

Recognizing the importance of GIS to this area, and the current deficiencies, we embarked on an innovative and progressive restructuring plan within the County and pursued consolidation of GIS service provision with the City of Binghamton. In June of 2008, the hard work and negotiation between the City and County culminated in the establishment of a GIS and Mapping Services unit within Broome County's Department of Planning and Economic Development. This new unit is supported by funding from the City of Binghamton, Broome County Emergency Services, and Broome County Planning and Economic Development. This additional funding allowed for the addition of two new GIS staff members who, along with the existing GIS Administrator in Planning and the Tax Map Technician transferred from Real Property, are charged with the following primary functions:

- General County Department GIS Support
- General City Department GIS Support
- Countywide Tax Mapping
- 911 Addressing
- City Crime Mapping and Analysis
- Local Government, Business, and Public Support

Although the GIS and Mapping Services unit has only been in existence for a few months, we have already made important progress in addressing our GIS data deficiencies and have provided many quality mapping products and analysis for various City departments as well as expanded the existing services provided to County departments and the public.

For more information about Broome County GIS and Mapping Services, please visit the County's GIS Portal website at www.bcgis.com or contact GIS Administrator Doug English at 607-778-6505 or denglish@co.broome.ny.us.

SCORE to Sponsor Tax Seminar

SCORE® Chapter 217 in conjunction with the Small Business Development Center in Binghamton is presenting a small business oriented tax seminar on December 13, 2008. This seminar will be presented by a local CPA. The seminar is being presented at this time to allow the small business owner to do their planning for the filings required for the tax years 2008 and 2009. This very informative tax seminar will be presented at the Greater Binghamton Chamber of Commerce, in the Metro Center, downtown Binghamton, from 8:00 AM to 12:30 PM. There is a fee for this seminar of \$25.00 per person. Registration forms may be obtained by calling 607-772-8860 (ask for Linda).

Subjects to be covered in the seminar are:

- Business Entities
- Record Keeping
- Profit and loss from business
- What is/is not income
- What is/is not deductible
- Your particular tax questions
- Self-employment tax
- Business use of home or auto
- Estimated tax requirements
- Basics of accounting
- NYS income and sales taxes

SCORE also provides no cost counseling/assistance to new and existing businesses. SCORE is an all volunteer organization made up of experienced business people who are willing to share their many years of learning and expertise to the new or existing entrepreneur. Our advice and assistance is always straight forward, with the hope that we can truly make every person who seeks our assistance successful.

Using Occupancy Tax Dollars to Clean Up Broome County

If you have traveled on North St. in Endicott recently, you will have noticed that the landscape has changed rather dramatically in the last few weeks. The former Endicott Forging buildings are finally being reduced to rubble. The project got started September 23rd and major progress has been achieved in the ensuing days.



Demolition work began in September at the site of the former Endicott Forging manufacturing facility.

The demolition was made possible through an \$800,000 grant from the Restore NY Community Initiative's program. The Village of Endicott applied for the grant money and it was awarded earlier this year.

The Village under former Mayor Joan Pulse applied for the money last year. Initially some in the village expressed concern that the village would not have the 10% matching funds to meet the application's qualifications. That is when Mayor Pulse and County Executive Barbara Fiala talked about applying \$50,000 of the occupancy tax funds towards the project. Approximately half of the revenue received from this additional 2% occupancy tax has been dedicated to brownfield cleanup. The rest is dedicated to marketing and other economic development projects.

This is a perfect use for these funds. While nearly \$250,000 to \$300,000 alone cannot cleanup many brownfields, it can be used to leverage other state funds to make a huge difference.

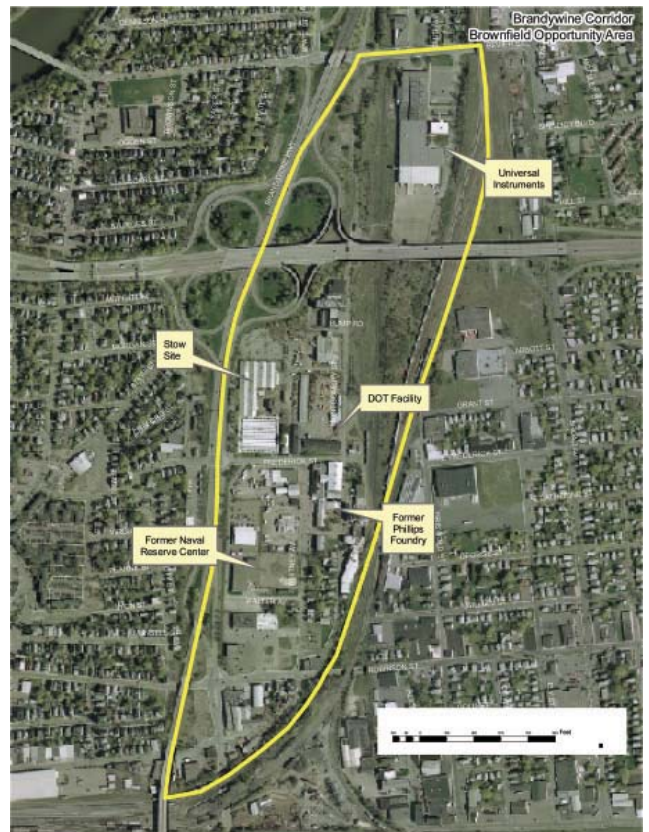
In addition to the Endicott Forging site, Broome County has also committed nearly \$83,000 to the 46 Corliss Avenue de-

molition project in Johnson City and in the coming months, more of these dollars are expected to be utilized remediating parts of the Brandywine Corridor.



With nearly 80-thousand in county brownfield cleanup funds and nearly a half a million in Restore NY funds, this eyesore in Johnson City will hopefully be demolished soon.

In Broome County alone, more than 80 brownfield sites have been identified. Endicott Forging and Corliss are just two of the largest projects to receive attention so far and the Brandywine Corridor is next in line. But we believe that many more sites can be moved towards cleanup and redevelopment a lot faster with the assistance of these funds. It is hoped that as more state cleanup funds become available, these local brownfield cleanup dollars can be leveraged to garner more funds for our area.



County brownfield cleanup funds are being earmarked to begin doing some remediation within the Brandywine Corridor in 2009.

Broome County IDA News

Impress USA

Despite the general slowdown in the U.S. economy, the Binghamton region continues to see significant new investment. Impress, one of the world's leading can makers, announced recently it would invest \$40 million in a new state-of-the-art metal packaging plant in the Broome Corporate Park in Conklin. The plant will be approximately 100,000 square feet and initially employ 75 people. There are plans for an expansion where employment could eventually be doubled. A team of representatives from Empire State Development, Broome County, and the Broome County IDA worked tirelessly over an eight month period to convince the company to build in New York.



Empire State Regional Director Kevin McLaughlin outlines the financial package offered to Impress USA which has decided to build its new plant in the Broome County Corporate Park in Conklin

Innovation Associates

Innovation Associates, a global leader in automated prescription dispensing based in Johnson City, announced recently that Kaiser Permanente had made a deal with the company to build a new high-volume pharmacy automation system for the Kaiser Permanente Colorado region in Denver, Colorado. This new system, PARC-II, will be capable of filling 12,000 prescriptions per 8 hour shift, and will be expandable to fill 20,000 prescriptions per shift. Innovation Associates has two facilities in Johnson City, and is preparing a new site on the Huron Campus in Endicott. The Broome County IDA provided site selection services to Innovation Associates.

Fed Ex Ground

Fed Ex Ground is expanding across the country and has recently opened a 62,000 square foot package distribution center in the Broome Corporate Park. This facility will employ more than 90 people both full and part-time.

Good Shepherd Village

This summer ground was broken for the Good Shepherd Village at Endwell, a more than \$75 million dollar project funded through the sale of bonds from the Broome County Industrial Development Agency.

The project is the first of its kind "fee for service" community with a lower entrance fee; the monthly fee covers living expenses and access to long-term care services when needed. The annual payroll for the Village is anticipated to be \$3.3 million. It is estimated the economic impact on Binghamton will be \$166 million over the next 30 years.

DDR Marketing Update

Broome County and the Broome County IDA have been engaged in a campaign to attract backup data centers to Greater Binghamton. In September, in addition to a trip to NYC to meet with the Partnership for NYC, our team participated in DRJ Fall World in San Diego. The Disaster Recovery Journal is one of the leading business continuity publications in the world. There were more than 1,200 business continuity professionals in San Diego representing many of the major companies in the world. We sponsored a booth at the show and were able to introduce a large number of firms to the benefits of working and living in Greater Binghamton.

Emerson Network Power

Emerson Network Power, a business of Emerson, is near completion of a 40,000 square foot headquarters in the Charles Street Business Park in Binghamton. This world-class facility will host visitors from around the world and showcase Emerson Network Power's global-leading technologies in power protection. The company expects to occupy the building in January, 2009. The Charles Street Business Park has land available for companies seeking to expand or relocate. The Park is in the Empire Zone and in the HUB Zone. Please contact the IDA at 607.584.9000 for more information.



"Emerson Network Power's new Binghamton headquarters under construction in the Charles St. Business Park."

BCIDA Annual Report

In 2007, the Broome County IDA approved more than \$25 million in new project investment in Greater Binghamton. For a review of the year, check out our 2007 Annual Report online at www.bcida.com. To obtain a copy of the report, please call the IDA at 607.584.9000.

WOW – What a Summer Broome County Convention and Visitors Bureau

2008 was a banner year for Greater Binghamton! We hosted several large events, drawing visitors from all over the Country! From Memorial Day through Labor Day we hosted 62 conventions & events, drawing over 40,000 people and generating an economic impact of \$25 million dollars!

We hosted the Special Olympics New York Summer Games and the United States Synchronized Swimming eSynchro Age Group Nationals for the first time. The swimming event was hosted and run through the local BGC Gavitias Swim Club and featured an exhibition display by the United States Synchronized Swim Team. It was one of their final appearances before competing at the 2008 Olympics in Beijing.

The Empire State Games returned to our community on July 23-27. This was the third time Greater Binghamton has hosted the games over the past decade ~ a claim no other city can make since the games began rotating around the state. Mother Nature cooperated and with the exception of moving Opening Ceremonies inside the Events Center, the weather was good for the 4 days of competition.

The BAGSAI softball complex played host to another season full of competitions ~ including the 2nd year of hosting the NYS Public High School Softball Championships and hosting the NYS Public High School Baseball Championships on the same weekend ~ a contract that runs through 2010.

The Anchor House Ride for Runaway's 20th annual bicycle charity ride visited the area, as did the many attendees for the Broome-Tioga Sports Center's weekend competitions.

If you looked to the sky, chances are you saw some great shows ~ the Greater Binghamton Air show featured breathtaking demonstrations and balloons filled the sky at the Annual Spiedie Fest & Balloon Rally.

The American Powerboat Association returned to Dorchester Lake and the blue courts at Recreation Park saw exciting tennis action during the Levene, Gouldin & Thompson Tennis Challenger.

There was rugby, lacrosse, dog shows and more. The Veterans of Foreign Wars, Ukrainian Orthodox League and Teddy Bear Artists were a few of the conventions & conferences that enjoyed time here. And we ended the summer with the 25th Annual Chris Thater Memorial Races and the Antique Gas & Steam Engine show.

There's little time to catch our breath before apple picking and Fall Foliage and then winter is right around the corner along with the holiday season. Greater Binghamton is definitely the Greater Place to Visit!

Economic Development Team Meets with Partnership for NYC

Group touts Greater Binghamton to New York City Financial Institutions

Broome County Economic Development, in partnership with the Greater Binghamton Coalition and the Broome County IDA, have been working to make connections with New York City companies to promote our region as a potential location for data center and data disaster recovery operations. Those efforts got a big boost recently. New York State Senator Charles Schumer, who has been a tremendous advocate for Upstate New York, and a good friend to Greater Binghamton, organized a meeting with the Partnership for New York City. At that meeting, local representatives were allowed to present the Greater Binghamton "story". The meeting took place on September 12 in New York City at the offices of J.P. Morgan.

Broome County Economic Development Director, Darcy Fauci, Broome County Industrial Development Agency Business Development Director, Patrick Doyle and Regional Empire State Development Director, Kevin McLaughlin, made up the team that represented our region. The group was also joined by Endicott Interconnect Technologies Chief Executive Officer Jay McNamara.

During the nearly 2 hour session, the team was able to discuss our area's many assets; proximity to the New York City Metropolitan region, our affordable real estate and construction costs (compared to the NYC metropolitan region), our highly educated and highly skilled workforce, our technological backbone and certainly the community's shining star, Binghamton University.

As Senator Schumer explained afterward, this was not a meeting to make deals, it was an opportunity to get a foot in the door and shine a positive light on Greater Binghamton. Represented at the meeting were top level executives at companies like Goldman Sachs, J.P. Morgan, New York Life, etc. There were also representatives of large, national site selection companies in the room.

"Our team opened some eyes and made key decision makers aware of all that we have to offer," said Broome County Executive Barbara Fiala. "We are extremely grateful to Senator Schumer for coordinating this important opportunity for our community. We now have key contacts, and they now know a little more about Greater Binghamton and I assure you we will be following up with them!"



Binghamton Downtown Inc.

"Creating the Future.....Remembering the Past" could be the slogan of the newly formed Binghamton Downtown Inc, an organization made up of business and community leaders who want to help restore the pride in downtown Binghamton. Their vision is to create a safe, attractive, actively diverse downtown that welcomes a balanced mix of retail and service businesses, residential and commercial spaces as well as cultural, educational and entertainment opportunities for all ages.

Binghamton Downtown Inc. emerged on its own as an outgrowth of a City sponsored analysis by the Main Street Center of the National Trust for Historic Preservation. The Main Street approach to downtown revitalization supports preservation of historic business districts and hinges on "four points" – organization, design, economic restructuring and promotion.

"I welcome Binghamton Downtown Inc. as a new resource to support and enhance the resurgence of our historic downtown," said Mayor Matt Ryan. "They bring experience, fresh energy and ideas along with the proven Main Street approach, a great combination build on the existing momentum."

Funded by a grant from the New York Quality Communities office, the city brought professionals from the Main Street Center to the city in 2006 to meet with stakeholders, evaluate assets and determine if their model for downtown revitalization would work here. A report was produced in early 2007 and the city's Economic and Community Development offices worked with a dedicated group of volunteers to get the independent organization up and running. A copy of the NTHP Main Street Assessment report can be found on the cityofbinghamton.com website.

According to Sue Kirkland, President of the board of directors, "As we move forward Binghamton Downtown Inc. will work to create a vibrant downtown that will stimulate investment, a downtown where residents and visitors alike will love to shop, dine, live, and just enjoy."

Ron Sall, owner of Sall Stearns Men's Wear and longtime downtown booster is the Vice President. "I see the potential to strategically market downtown as a lively, charming historical area situated along the Susquehanna and Chenango Rivers with all the amenities of a large metropolitan area. Many positive changes have already taken place, we just need an organization and resources concentrated on promoting our downtown's great qualities," Ron added.

The new organization will collaborate with the Downtown Binghamton Business Association and work with the city, arts organizations and business owners to develop, promote and maintain high quality and attractive businesses and events. A market survey is being developed and members of

the Economic Restructuring Committee are partnering with the Binghamton Economic Development Office and Small Business Development Center, along with the Office of the County Executive to reach out to downtown businesses.

Another key aspect of the Main Street approach is attention to design – street scapes, visual impact, green and walkable space and architectural integrity. The Design committee has already made an impact by decorating vacant window space. One area of support will be in developing design guidelines to maintain and retain Binghamton Downtown's unique character.

"I think the four point approach and focus that Downtown Binghamton Inc brings to the table is a huge asset," said Merry Harris, Director of the Binghamton Economic Development Office. "We are very excited about working with them and see this as a potential model for rejuvenation of other commercial districts in the city."

Binghamton Downtown Inc. also has established strong links with Binghamton University. A faculty member sits on the board of directors and the organization has been involved with CIC2020 to develop mentorship opportunities through which students may foster a true connection to the area and want to continue their careers here.

Next steps for Binghamton Downtown Inc include market analysis, partnering with the city on promotion for downtown, developing an operating budget and achieving tax exempt status so that it can apply for funding from a broad range of sources.

New Leadership at Empire State Development

On August 22 Governor Paterson nominated Marisa Lago to be the new President of Empire State Development Corporation and Dennis Mullen as Upstate President of Empire State Development Corporation.

In early October, Gov. David A. Paterson announced that he had nominated Lago, acting president and CEO of the Empire State Development Corporation, giving her complete oversight of economic development issues throughout the state.

Ms. Lago was most recently Head of Global Compliance at Citi Markets and Banking and former Chief Economic Development Officer for the City of Boston and Director of the Boston Redevelopment Authority. She also served as General Counsel of the New York City Economic Development Corporation. Ms Lago will be based in New York City.

Mr. Mullen was serving as President and CEO of the Rochester based Greater Rochester Enterprise (GRE). Prior to GRE Mr. Mullen was the chairman, president and CEO of Birds Eye Food. He will be based in Rochester.