



## **Investment, expansion, workforce and startups in Broome County: Defining our economy - by Kevin McLaughlin**

April 17, 2018 - Spotlights

We realize the key to driving Broome County's economy forward lies in understanding the things that drive and define our economy: investment, expansion, workforce and startups.

### **Investment**

In order for a lasting and sustainable impact to be made on our local economy, those in and around Broome County need to #invest in our area and everything it has to offer.

One of the most enduring ways to do this is through the construction of transformative projects that will open up opportunities for different areas of the Southern Tier. One such project is Newman Development Group, LLC's construction of the 50 Front St. Luxury Apartments in downtown Binghamton.

We supported and assisted in this project because we see 50 Front as instrumental in rebuilding and revitalizing a historic area of Binghamton. This project will also be key to filling the increased need for professional housing in our region as we begin shifting away from the trend of student housing that has dominated the last five years. The positive impact of the 50 Front St. Luxury Apartments on our area will be undeniable.

50 Front Street Luxury Apartments - Binghamton, NY

### **Expansion**

As we've made clear through the Broome County...a good life initiative, our area is an ideal place to live, work and thrive. This region is ripe with opportunity for professionals in almost any industry—especially entrepreneurs. Broome County has a legacy of successful entrepreneurial endeavors dating back to the turn of the century and is evidenced through the homegrown growth of companies like Dick's Sporting Goods, Inc.

## DICK'S Sporting Goods, Inc. Regional Distribution Center - Broome Corp. Park

DSG, Inc. was able to begin and succeed after its founding here in 1948 and will continue to do so well into the future with the construction of the DICK'S Sporting Goods, Inc. Regional Distribution Center in the Broome Corporate Park. Originally 670,000 s/f, the distribution center is set to expand to 923,000 s/f.

This expansion shows how a company that started here is still committed to helping its community thrive with a state-of-the-art facility and more than 500 jobs. We're so proud to have worked with Dick's Sporting Goods, Inc. to get them to return to, and expand in, Broome County.

### Workforce

We recognize that now, more than ever, it's imperative to re-position Broome County as the thriving community it is, abound with countless opportunities for advancement. That's why we created the Broome Talent Task Force.

The Broome Talent Task Force has brought together all the major employment sectors in Broome County including healthcare, education, engineering and production, manufacturing and more to create an actionable, realistic and sustainable talent retention and attraction strategy to reverse the trend of outward migration and set Broome County on a path toward economic prosperity, and more importantly, economic diversity.

The members of our Task Force know what it takes to grow a business and attract a top talent workforce. We are confident that we can achieve this goal. Through monthly strategic planning sessions, we've been educating our Task Force with critical data and analytics, brainstorming ways for companies to recruit the best and brightest to their teams, as well as collaborating with our resource partners on how to identify career pathways to provide them access and opportunity for economic advancement.

We are poised to make a tremendously positive economic impact in our community. We encourage area business leaders to join us, and those throughout, and outside of, the county to get involved. Collectively, we can empower our employers, educators, job seekers, students, and resource partners to define our economy now and for the next generation of Broome County residents.

### Startups

In conjunction with all of this, we envision our role in Broome County's startup community as a connector—offering programs, workshops and events to support and build the growing entrepreneurial community here because holistic economic development is about understanding all parts of the economy.

An energetic and upbeat startup atmosphere is one where entrepreneurs, innovators and mentors can connect today to build the companies of tomorrow. This is exactly the type of atmosphere The Center at the Koffman Southern Tier Incubator provides.

This new partnership offers us countless opportunities to remain connected to, and support, the burgeoning startup community in Broome County. We look forward to hosting a whole host of events to help connect entrepreneurs to the resources, mentors, and innovative atmosphere at the Koffman Southern Tier Incubator. We're proud to continue our role in supporting the next generation of innovators in Broome County.

Investment. Expansion. Workforce. Startups. All of these things are defining Broome County. We invite you to define it with us #defineyoureconomy #thrivenow #Broomeisgood.

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