



## **The Agency's "Broome County...a good life" marketing program receives economic development award**

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Stacey Duncan and Ryan Silva

Cooperstown, NY The Agency Broome County IDA/LDC was recognized by their economic development peers at the 2019 NYS Economic Development Council's Annual Meeting held on May 22-24.

The Agency received the 2019 Selene Eaton Award for Excellence in Community Based Economic Development for the "Broome County... a good life" program. The award is named in honor of Selene Eaton, an integral member of the NYS EDC staff who died unexpectedly in 2017.

The Good Life program was created in 2016 by The Agency as a place-based economic development effort to build pride of place by Broome County residents and to market the quality of life assets Broome County offers. The program includes a website, <https://broomeisgood.com>; a jobs campaign, Jobs.Now.Broome and opportunities to market things made locally with the Made in Broome sub-brand.

The program also serves as the main communications effort for the work of the Broome Talent Task Force – a more than 30-member collaborative of business, education and non-profits tasked with implementing a three-year workforce development strategy.

"We're thrilled to have our program recognized by our peers," said Stacey Duncan, newly appointed executive director of The Agency. "We created the Good Life program to offer a new narrative about opportunity in Broome. We want the Good Life program to elicit a positive feeling about living and working here and to carry that message to those looking to relocate a business or to find a new opportunity in Broome."

Nominations for this award were evaluated using the following scoring matrix:

- Impact to the community;
- Tangible and intangible results;
- Replicability and transferability;

Innovation and creativity;  
Jobs created or retained.

The Agency has significantly expanded the reach of the Good Life program in just a short time, identifying new partnerships and creative ways to continue to spread the Good Life message.

Learn more about the Broome County...a good life program by visiting [broomeisgood.com](http://broomeisgood.com).

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