



## **Setting up your employees and business for true success starts with location - choose Broome County - by Stacey Duncan**

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Stacey Duncan

Three years ago, the Greater Binghamton Chamber of Commerce and the Broome County Industrial Development Agency & Local Development Corp. (The Agency) formed a strategic partnership to promote the economic success of Broome County while simultaneously confronting the traditional way of doing business. The Leadership Alliance represents the unprecedented collaboration of all the organizations that support Greater Binghamton business. This unique combination of economic development, business support and community promotion provide all the tools necessary to thrive in a community that is on the rise.

Under single leadership, the two organizations have identified key synergies that allow the Chamber and The Agency to leverage each other's resources in order to more successfully attract and retain both talent and business. A defining pillar in the Leadership Alliance's guiding philosophy is viewing economic development through a community-centered lens. The COVID-19 pandemic revealed critical gaps in workforce frameworks across the nation, and Greater Binghamton was no different. Economic and workforce development has become more than just about job numbers, however, and rightfully so requires a strong commitment to workplace and employee wellness. To be able to work well, one must first be able to live well, and fortunately for us, Broome County is home to a good life.

A recent survey of Greater Binghamton business leaders has found that 47% believe their own business revenues will increase and an additional 39% think that the Greater Binghamton economy will grow in 2023. This survey also revealed to Leadership Alliance staff that the number one challenge that our businesses have been facing is the ability to attract and retain a quality workforce. When investigating the employee side of the issue, especially following the COVID-19 pandemic, prospective employees, especially young professionals between 18-35, are now searching for companies who truly value and invest in their staff.

For this reason, the Leadership Alliance has spearheaded new programs in our community centered around professional and office development and are working with local businesses to educate them on these ever-changing but equally important workforce trends. The Greater Binghamton Chamber, for example, has developed a series of programming for our young professional population as well as leads our business community in education surrounding diversity, equity, and inclusion, to help make employees across the board feel more welcomed and valued. When the average individual spends about one third of their life at work, it is key that employers provide them with the resources needed to thrive, especially a true work-life balance. When the key to a perfect work-life balance is location, a business can easily set up their employees for success, which is why Broome County is the place to be.

To those who are simply visiting Greater Binghamton or for those who are even just driving through, it is clear that we are a community dedicated to growth. Broome County lies at the crossroads of several major transportation networks, such as I-81, I-88, and Rte. 17, which both expands our economic reach while also allowing our community to serve as an ideal and easy to access destination. With all the change and new development happening around Greater Binghamton, who wouldn't want to take a weekend or even just a day trip to explore what a revitalized Broome County

has in store for you. From our beautiful natural assets to our booming downtowns, thanks to strong partnerships between local organizations, businesses and municipalities, Broome County has a little bit of something for everyone and will leave you wanting more.

Growth is all around us, and we invite you to take part. As Rte.17 carries passengers over the city of Binghamton, a beautiful new apartment building has replaced one of our county's largest eyesores in the new EJ Victory Lofts project. As visitors continue to make their way through our triple cities, they'll find new murals and small businesses lining our main streets committed to improving their neighborhoods. The Leadership Alliance's new Placemaking Office is hosting community designed events and bringing life and laughter to underutilized spaces. The list of exciting new opportunities in Greater Binghamton is endless; we are home to innovators, creators, cultivators, leaders, and all we are missing is you. Whether a business looking for a community ready and able to provide top tier business support or an individual or family looking to find that perfect place to call home, the Leadership Alliance invites you to be a part of our story. With top employers, accredited universities, and unique and lively villages, towns, and the flourishing city of Binghamton, we encourage professionals and businesses to come partake in the good life.

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