

# ANNUAL REPORT **2023-2024**



*Bridging the Past  
& Future*

# INVEST BUFFALO NIAGARA *Team*

## OFFICERS

**Chair** Douglas W. Dimitroff, Phillips Lytle LLP

**Vice Chair** Ken Kujawa, National Grid

**Vice Chair** Michael O'Brien, KeyBank, NA

**Treasurer** Dave Bauer, National Fuel

**Secretary** Becky Gandour,  
Buffalo Urban Development Corporation

## COMMITTEE CHAIRS

**Be in Buffalo** Pete Petrella, TalentRise

**Finance** Dave Bauer, National Fuel

**Marketing** Matt Davison, The Martin Group  
& Kay Bostaph, Moog

**Nominating**  
Steve Hyde, Genesee County Economic Development Center

**Performance**  
Carl Montante, Jr., Uniland Development Company

**Site Availability**  
Mike Casale, Niagara County Center for Economic Development

## STAFF

**President & CEO** Thomas A. Kucharski

**Senior Administrator** Erin Sinclair

**VP, Business Development** Kim Grant

**Business Development Manager** Olivia Hill

**Business Development Manager** Bryon Price

**VP, Research** Matthew Hubacher

**Business Intelligence &  
Workforce Manager** Rob Leteste

**Brand & Creative Director** Sarah Larson

**Communications Manager** Greg Pokriki

**Graphic Designer** Carlton Sanders

**Invest Buffalo Niagara  
is the region's nonprofit,  
privately funded economic  
development organization  
focused on growing jobs  
and investment for  
the eight county region  
of Buffalo Niagara.**

# LETTER FROM *The Chair*

**Dear investors and friends of Invest Buffalo Niagara,**

I am proud to present to you our organization's **2023-24 Annual Report**. This being my final year as Chair of Invest Buffalo Niagara, I have taken time not only to reflect on the last twelve months of our work, but on that of the duration of my term and, more broadly, of the organization's existence.

**It has been my honor serving as Chair of Invest Buffalo Niagara** and seeing up-close the incredible work that this team does on behalf of our region. Since 1999, Invest Buffalo Niagara has helped over 440 companies expand or relocate to Buffalo Niagara, **creating over 47,000 jobs and \$7.2 billion in capital investment**. To put it simply, the organization is our region's front door to Canada; to expatriates hoping to move back home; to a regional industrial real estate development strategy; to local coalition building; and broadly, to all globally significant economic development opportunities.

**I can say with certainty that Invest Buffalo Niagara is a driver of important progress in the Western New York region.** Thanks to all of you - our loyal investors, collaborative partners, and talented staff - for a steadfast adherence to the critical work at hand.

Thank you for supporting this incredible organization's work through your time and treasure.

**Douglas W. Dimitroff**



# LETTER FROM *The President*



As we reflect on the past year's achievements and turn our attention to the future, I am honored to present Invest Buffalo Niagara's **2023-2024 Annual Report**. This fiscal year has been tremendously successful – landing **12 wins** in our region, creating a combined **957 jobs** and **\$176 million capital investment**.

**But our organizational impact goes far beyond those numbers** – and more so than ever before in my career. The role of a regional economic development organization like Invest Buffalo Niagara has broadened. While project management and business attraction remain our core focus – and we excel at them – our work has taken on new dimensions.

Our team is leading efforts in **industrial real estate development**, securing federal funding to position Buffalo as a **hub for the semiconductor industry**, and **attracting talent** relocations through Be in Buffalo. We are reshaping outdated perceptions of our region and helping **local companies grow** through initiatives like Economic Gardening.

In many ways, our efforts have been about **bridging the past and future**, and serving the needs of both through these transformative times in our region.

I am proud of the work Invest Buffalo Niagara has accomplished this fiscal year. Buffalo possesses many great assets – and we tout them each and every day – but our people top the list, and I am grateful for our staff, investors, and partners that help make all of this possible.

While this Annual Report reflects on past accomplishments, I cannot help but **focus my sights on the opportunities ahead** as we continue to build the bridge to the next chapter for both our organization and our region.

**Thomas A. Kucharski**

A handwritten signature in black ink, reading "Thomas A. Kucharski". The signature is written in a cursive style with a long horizontal flourish at the end.



# 2023-2024 *Wins*

Ralph Wilson Park Bridge

# 2023-2024 *Wins*

**12**

**BUSINESSES  
RECRUITED  
& RETAINED**

**\$176  
MILLION**

**CAPITAL  
INVESTMENT**

**\$743  
MILLION**

**ECONOMIC  
IMPACT**

**957**

**JOBS  
CREATED  
OR RETAINED**

**97**

**NEW  
OPPORTUNITIES**

## 5 PROJECT WINS FROM CANADA

Workspport  
Bay Area Health  
Pharmacy Prep

Electrovaya  
Norgen Biotek

Our region's reputation as a manufacturing powerhouse continues to grow, reporting half of Invest Buffalo Niagara's wins this fiscal year in the industry. Additionally, five Canadian-based companies established or expanded their presence here. These successes are a testament to the region's robust economic environment and the confidence that businesses have in the Buffalo Niagara region's future.

# 2023-2024 *Wins*

COMPANY NAME	INDUSTRY	CAPITAL INVESTMENT	JOBS PLEDGED	ECONOMIC IMPACT
SPARKCHARGE	Advanced Manufacturing	\$500,000	15	\$10,452,441
FATHER SAM'S	Agribusiness	\$8,600,000	88	\$29,056,833
ELECTROVAYA	Advanced Manufacturing	\$120,000,000	250	\$403,695,044
IMA LIFE	Life Science	\$27,600,000	30	\$66,810,196
NORGEN BIOTEK	Life Science	\$5,000,000	49	\$16,400,981
FETCH ME A TREAT	Agribusiness	\$5,000	4	\$7,113,143

# 2023-2024 *Wins*

COMPANY NAME	INDUSTRY	CAPITAL INVESTMENT	JOBS PLEDGED	ECONOMIC IMPACT
WORKSPORT	Advanced Manufacturing	\$6,500,000	280	\$22,222,416
BAIRO FILTRATION	Advanced Manufacturing	\$500,000	25	\$2,400,079
KAV	Advanced Manufacturing	\$500,000	5	\$2,416,125
BAY AREA HEALTH TRUST	Life Science	\$500,000	10	\$3,245,744
PHARMACY PREP	Life Science	\$10,000	4	\$402,404
BUFFALO GAMES	Advanced Manufacturing	\$6,500,00	197	\$22,141,278



# 2023-2024 **Wins**

## WORKSPORT

Canadian company Workspport expanded to Western New York in 2022, establishing their first U.S. location. In 2023, Workspport re-engaged with InBN to discuss expanding their facility, increasing their lines of production, and hiring 280 additional workers. InBN assisted Workspport with incentives, partner introductions, cross-border due diligence, HR, and more.



**STEVEN ROSSI**  
CEO · WORKSPORT



**[BuffaloNiagara.org/workspport](https://BuffaloNiagara.org/workspport)**

*“We’ve been very successful in being able to attract and retain talent here. That real strong mix of brain and braun. And, that has a lot to do with Invest Buffalo Niagara’s Be in Buffalo program.”*

Steve Rossi, CEO of Workspport



# PROMOTING

# *Buffalo Niagara*

Peace Bridge

Annual Report 2023-2024

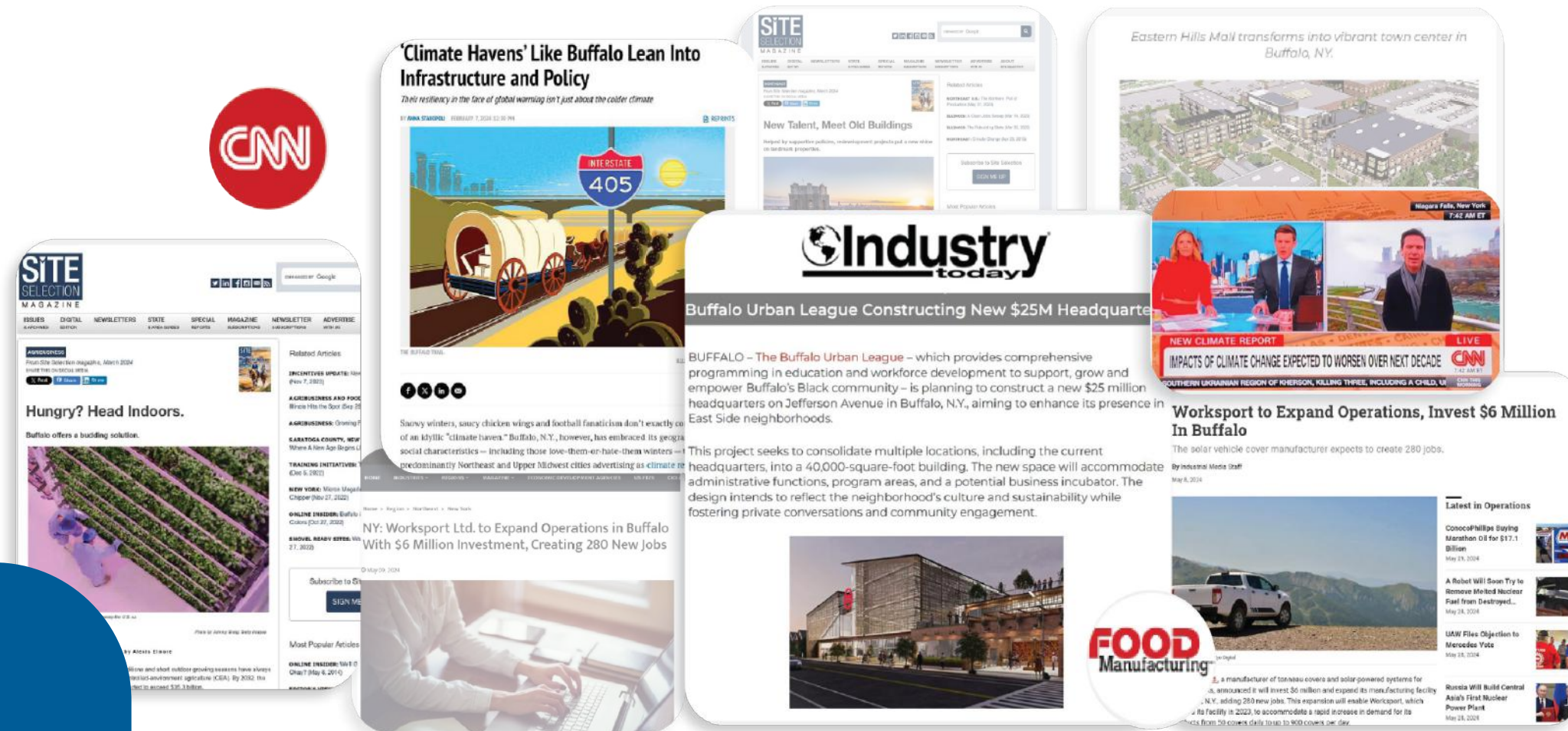
**INVEST** BUFFALO  
NIAGARA

# PROMOTING *Buffalo Niagara*

This fiscal year, our region achieved record-breaking coverage, with prominent features on major media outlets such as CNN, Industry Today, MSN, Site Selection Magazine, Business Facilities Magazine, and Trade & Industry, to name a few. Key topics driving this attention are climate change, our innovation ecosystem, and our regional strengths in the manufacturing industry including the second expansion of Workspport. Additionally, East Side development, vertical farming initiatives, and urban redevelopment projects have positioned our region at the forefront of economic development.

**1.67**  
**MILLION**  
ESTIMATED READERSHIP

**50**  
PIECES OF  
NATIONAL  
COVERAGE

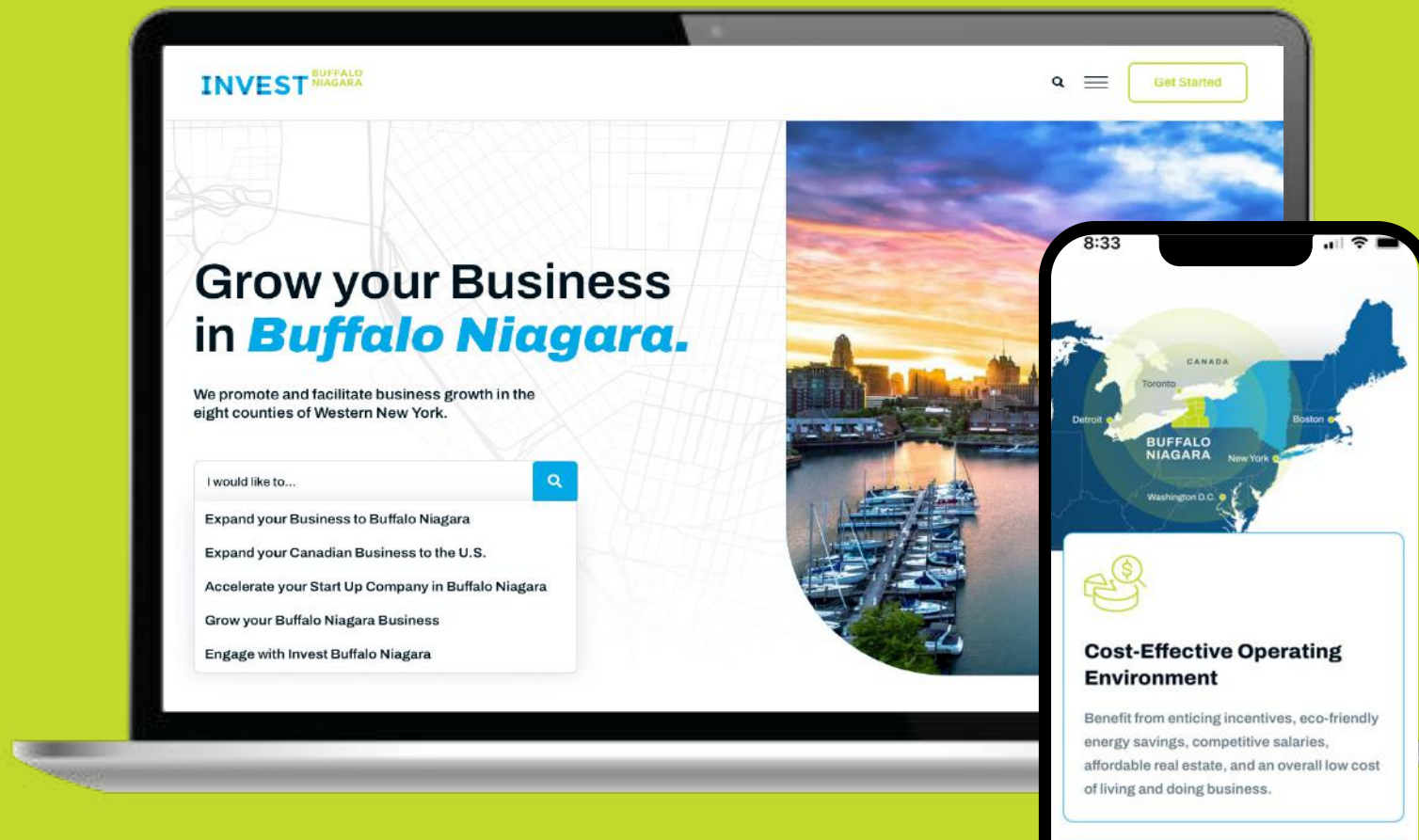


# PROMOTING *Buffalo Niagara*

**BuffaloNiagara.org**

Recognizing the critical role our website plays as a lead generator, we embarked on a transformative refresh this year. Our team focused on enhancing the user journey with intuitive new navigation and a clean, modern design, with high-quality imagery, and dynamic video content.

Increased use of video & animation has been highly effective on social media. Our Innovation Corridor Video Series featuring M&T Tech, Odoo, and ACV share a combined 125,000 views.



**142k**  
WEBSITE PAGEVIEWS  
(SECOND YEAR ABOVE 120K GOAL)

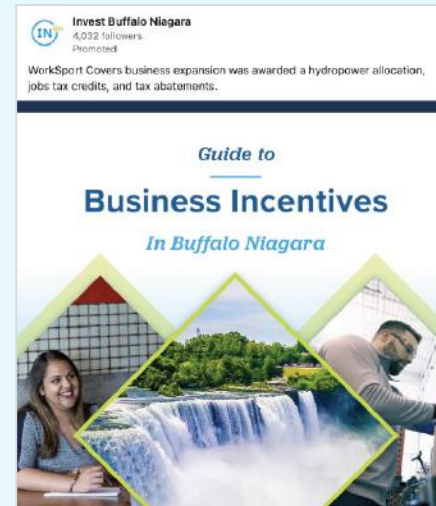
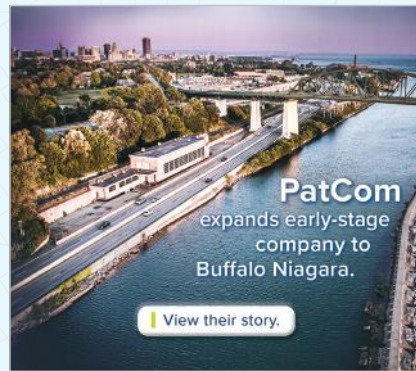
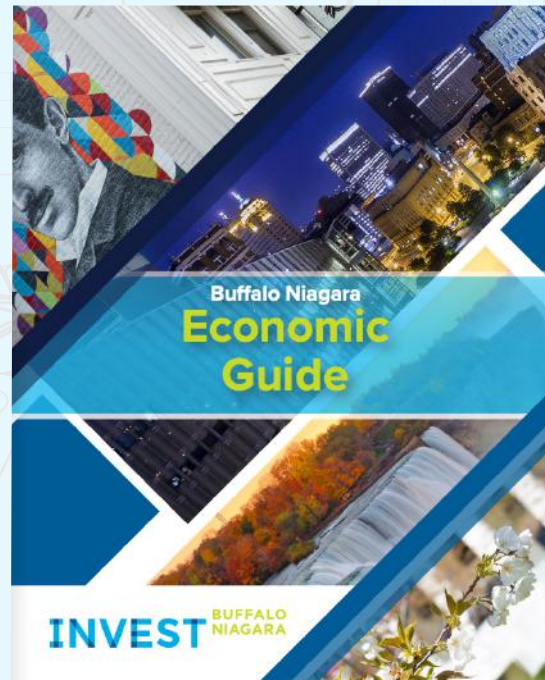
**127%**  
SOCIAL MEDIA  
ENGAGEMENT INCREASE



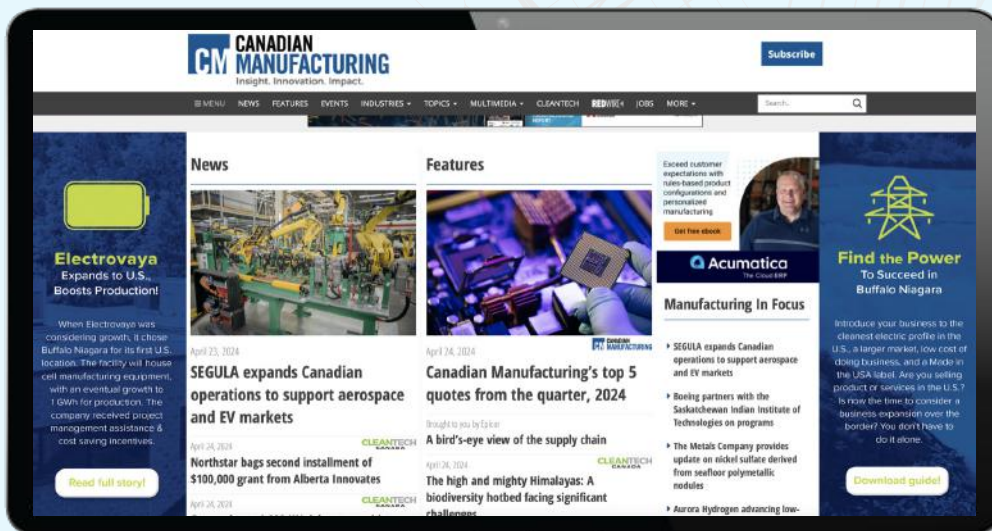
# PROMOTING *Buffalo Niagara*

Invest Buffalo Niagara's focus on integrated digital marketing has been a key driver in attracting new business to our region. Our success in leveraging a variety of outlets has contributed to the fiscal year's 97 new opportunities.

Ad placements included forbes.com, businessinsider.com, digitaltrends.com, usnews.com, techcrunch.com, reuters.com, the weathernetwork.com, inc.com, and bloomberg.com.



▶ Revamped our leading content piece; tracked 136 of our total 320 downloads.



**Canadian Company Chooses Jamestown, NY for its First U.S. Location**

Companies like Electrovaya are expanding to Buffalo Niagara for market access, proximity to the border, mature manufacturing base, and low cost hydropower. Plus, with plans to add 250 jobs, Electrovaya sees a well-trained workforce from Jamestown Community College and the Northland Workforce Training Center among the areas other 47 colleges & universities within a 160 kilometer drive of Buffalo.

[Explore the benefits of an expansion to Buffalo Niagara!](#)



▶ Gained 383 new contacts from advertising in CanadianManufacturing.com.

**10+**  
**MILLION**  
**SEARCH ENGINE**  
**MARKETING**  
**IMPRESSIONS**

**~50%**  
**WEBSITE USERS**  
**DIRECTED FROM**  
**PAID MARKETING**  
**EFFORTS**



# 2023-2024 *Initiatives*

Chautauqua County Veterans Memorial Bridge

# ECONOMIC GARDENING *Initiative*

24

COMPANIES COMPLETED PROGRAM SINCE MAY 2021

Full Time Equivalent Gain

7.4% INCREASE

Annual Revenue Gain

20.7% INCREASE

Total percentage increase post Economic Gardening participation



Gary Fredricks  
Co-Owner | Control Systems Labs



[BuffaloNiagara.org/eg](https://BuffaloNiagara.org/eg)

*“Being enrolled in the Economic Gardening Program forced us to revisit our sales, our marketing plan, and focus our efforts on more strategic goals.”*

Gary Fredricks, Co-Owner of Control Systems Labs

# INDUSTRIAL SITE AVAILABILITY *Initiative*

**36**

OF 58 RECOMMENDATIONS  
COMPLETED SINCE  
MARCH 2021

## SITES SELECTED FOR DEVELOPMENT

1. 2050 NIAGARA FALLS BOULEVARD (WHEATFIELD)
2. STEELE AVENUE SITE (ARCADE)
3. 288 AUSTIN STREET (BUFFALO)
4. EAGLE BAY SITE (SILVER CREEK - CHAUTAUQUA)
5. 6600 WALMORE ROAD (WHEATFIELD)



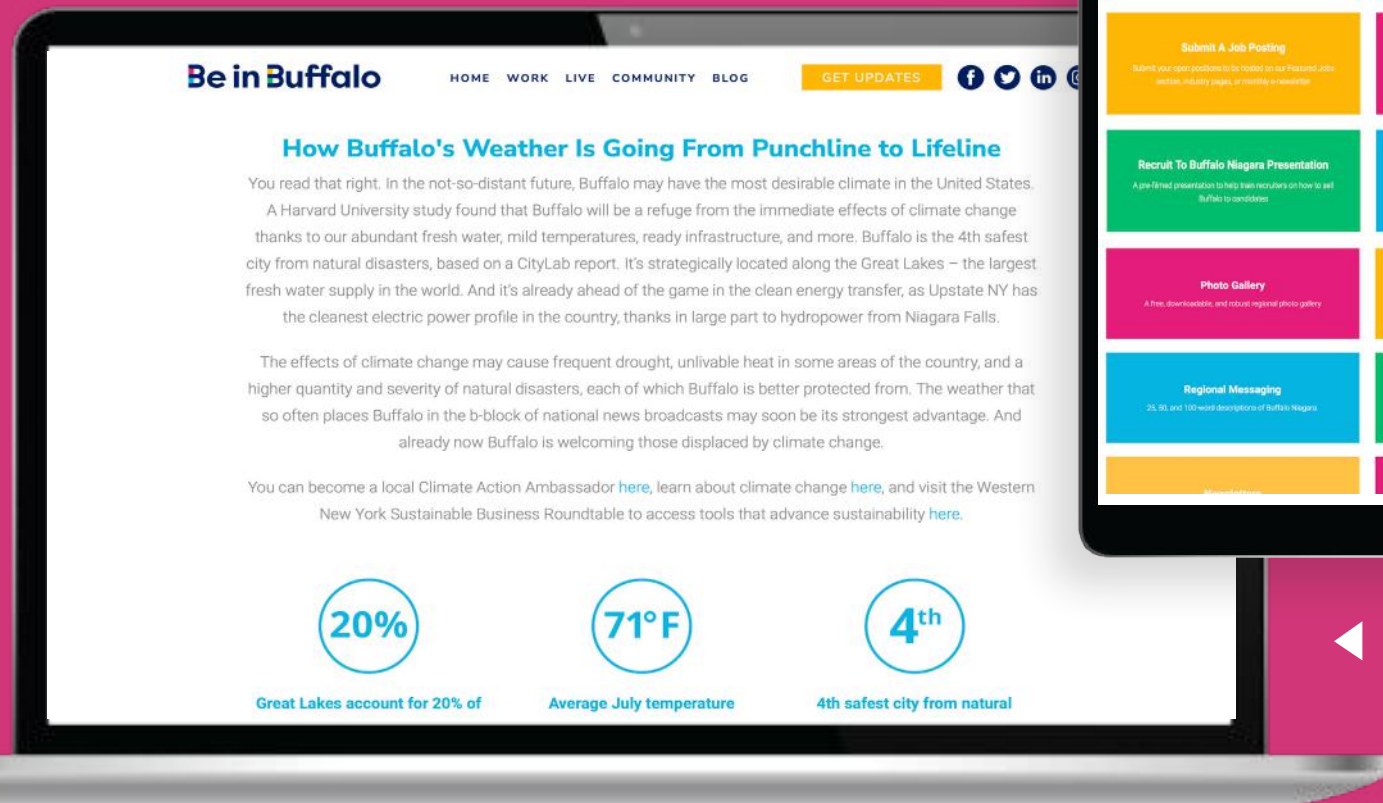


# Be in Buffalo Initiative

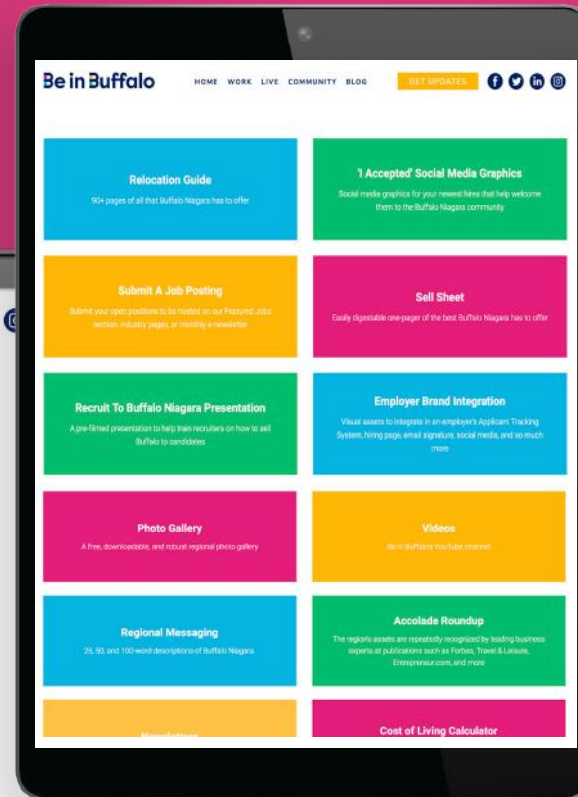
**BeinBuffalo.com**

Be in Buffalo is the region’s talent attraction initiative working to introduce – or reintroduce – a new Buffalo to an entire generation of people with the skills needed to build an economy of the future.

- Attract talent in key occupations (technology, engineering, finance, sales & marketing)
- Attract 25-35-year-olds back to the region
- Retain local college graduates
- Increase diversity of highly skilled talent



◀ Climate Change Refuge page

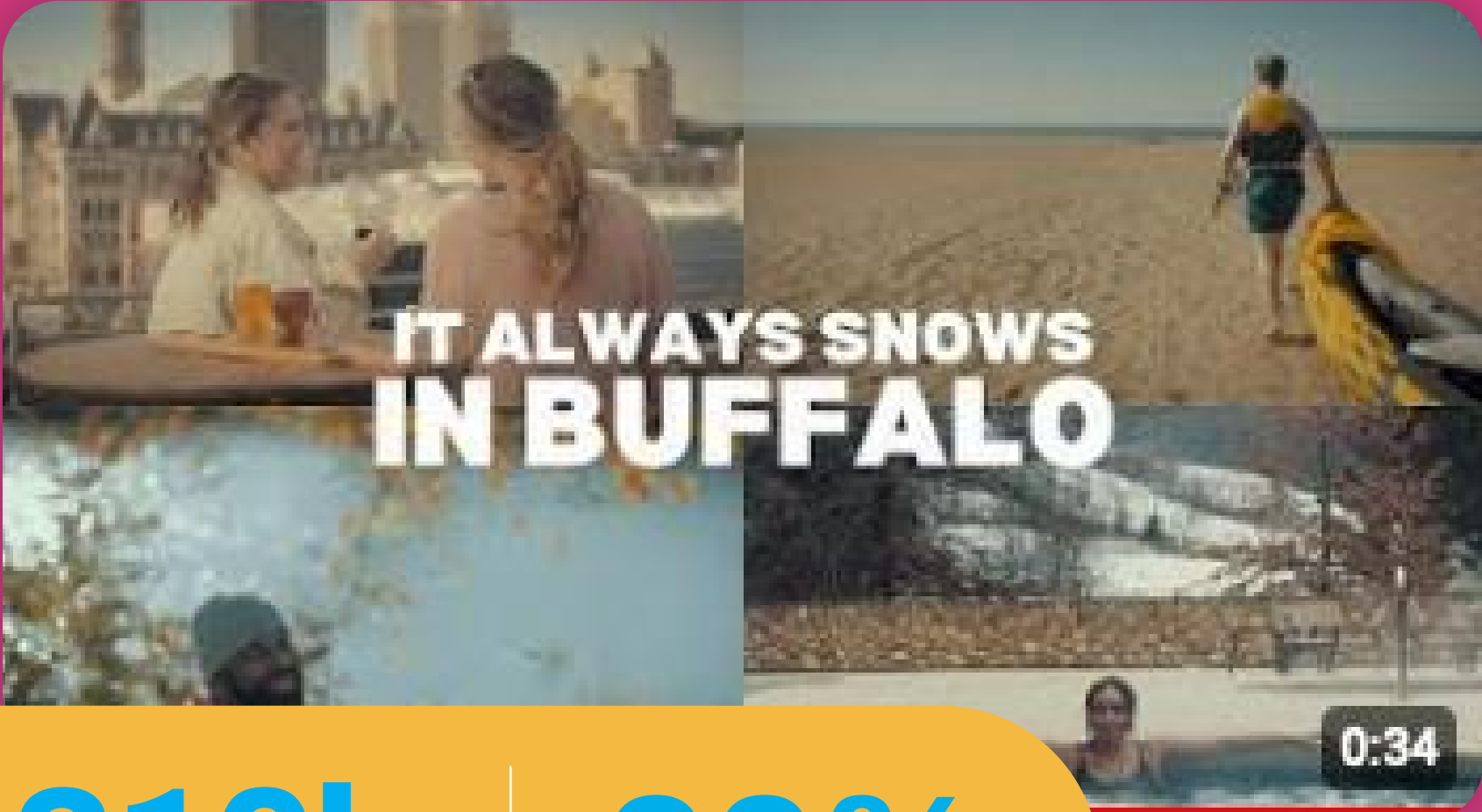


◀ Growing Recruiters Toolkit page

## WEBSITE PAGEVIEWS BY CITY (EXCLUDING BUFFALO)

1. LOS ANGELES
2. CHICAGO
3. NEW YORK CITY
4. HOUSTON
5. PHILADELPHIA
6. ATLANTA
7. COLUMBUS
8. ASHBURN
9. MIAMI
10. SEATTLE

# Be in Buffalo Initiative



**310k**  
 'IT ALWAYS SNOWS'  
 VIDEO VIEWS


**60%**  
 EXPAT EMAIL  
 OPEN RATE

Newcomer Meetups welcoming new & returning Buffalonians



## Be in Buffalo


Work
Live
Community



### Inviting all innovative minds

From the air conditioner to instant coffee to the pacemaker, Buffalo has always been innovating and changing the world as we know it. The fast pace and innovation make for an exciting culture full of enthusiasm and fulfillment.


This week's hot jobs



### \$5 million. 5 winners.

It's time to crown the winners of this year's 43North competition. Innovative startups from as far as the United Kingdom, Canada and California are among the 15 semifinalists who are in the running for five \$1 million investments and the opportunity to build their operations in Buffalo. Last year's winners included artificial intelligence and 3D movie content companies. Who will be next to relocate to Western New York? Find out Oct. 12.

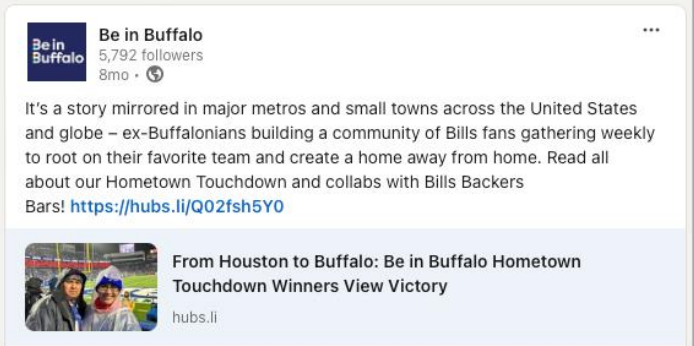
Meet the semifinalists



# Be in Buffalo Initiative



Laura and Carlos  
2023 Hometown Touchdown sweepstakes winners



Christian's Tailgate | Houston, TX  
2023 Bar with the most Hometown Touchdown signups

**3.5k**  
HTTD SUBMISSIONS

**70+**  
BILLS BACKER BARS REACHED

# 2023-2024 *Partnerships*

Portage Viaduct Bridge

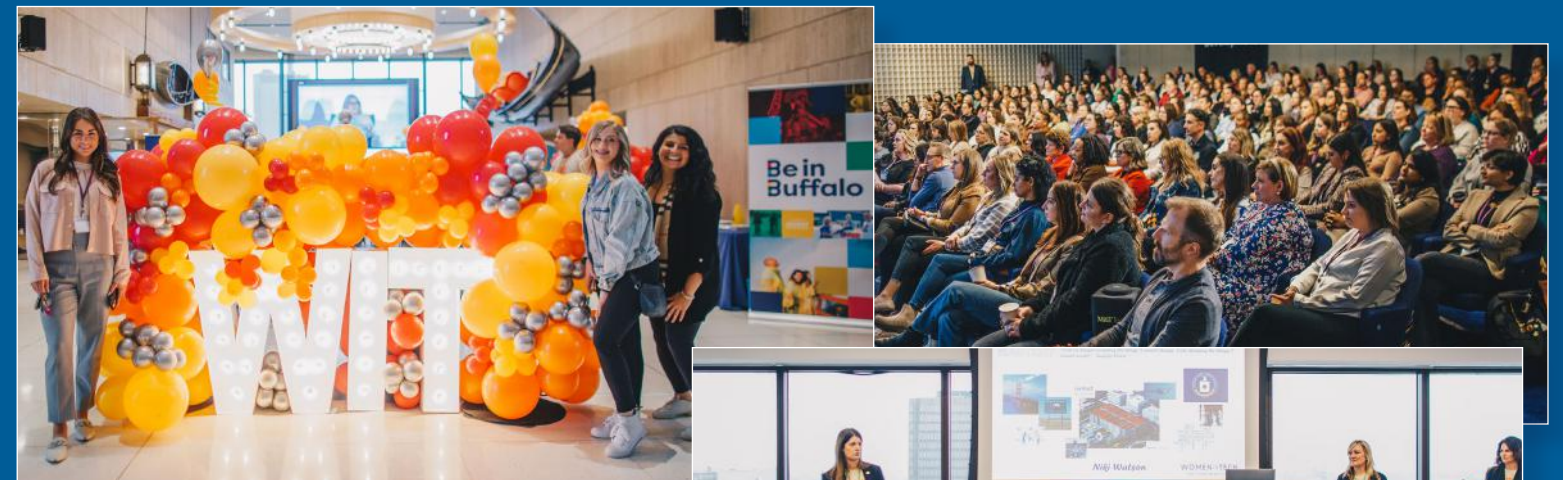
# 2023-2024 *Partnerships*

Economic development is a “team sport” with many great teammates throughout WNY. We know partners are the way to progress. Here are a few meetings, event, and presentations InBN has partnered on hosting/ sponsoring with speaking, planning, and creative roles.

Co-presenting at C2ER/LMI Annual Conference with Say Yes and NYATEP. ▶



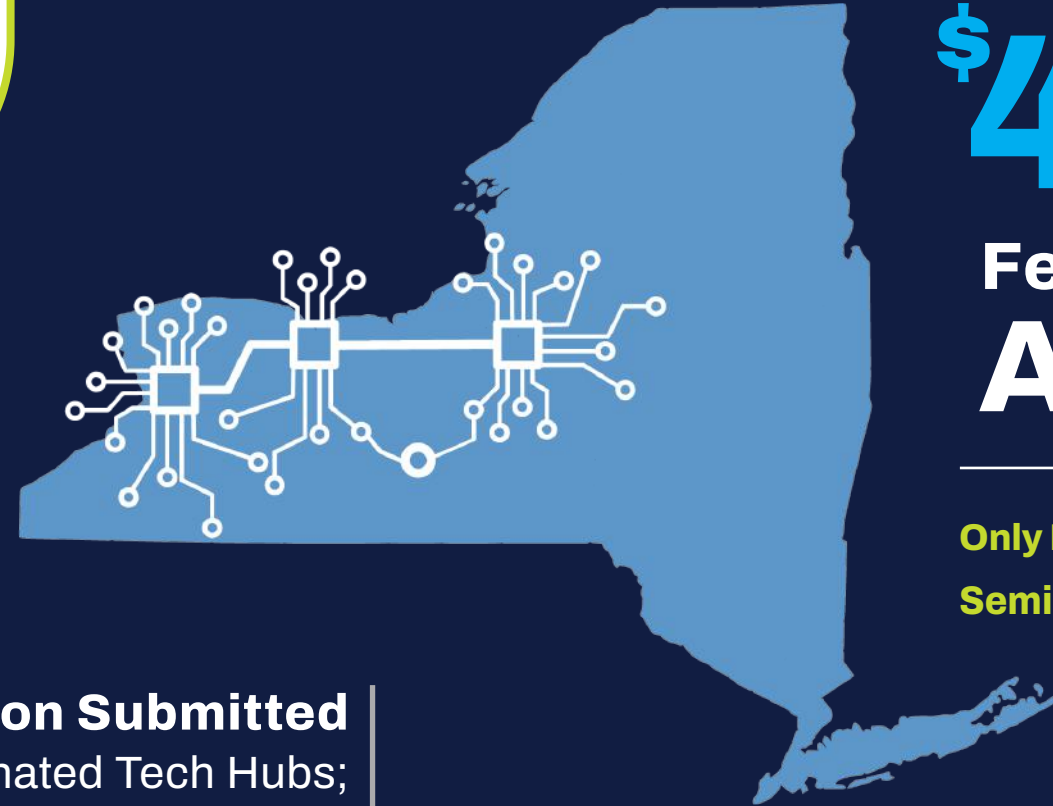
▶ InBN, Erie County, Buffalo Niagara Film Commission, and Villa Maria Collage hosted a film & gaming working session with over 40 attendees exploring our strength in this industry.



▶ InBN collaborated with TechBuffalo and 43North for the 3rd annual Women in Tech event. 300 attendees participated in large and small group presentations. Pictured right is a presentation by three employees from Moog.

▶ NYS pavilion at SemiCon West. Booth collaboration with GCEDC and GRE.





# \$40M

## Federal EDA Award

Only Region Awarded for  
Semiconductor Industry

**Phase 1 Application Submitted**

~400 applications

**Phase 2 Application Submitted**

31 designated Tech Hubs;  
4 Semiconductor Industry applications

**Jan 2023**

**Feb 2024**

**Aug 2023**

**July 2024**

**Coalition Building, Technology  
Analysis, Application Development**

Supporting elements included InBN led WNY Industrial Real Estate Development Strategy, InBN led Buffalo Niagara Regional Labor Market Study, the Build Back Better Application Template, InBN led Economic Gardening initiative, and InBN's Be in Buffalo talent attraction initiative.

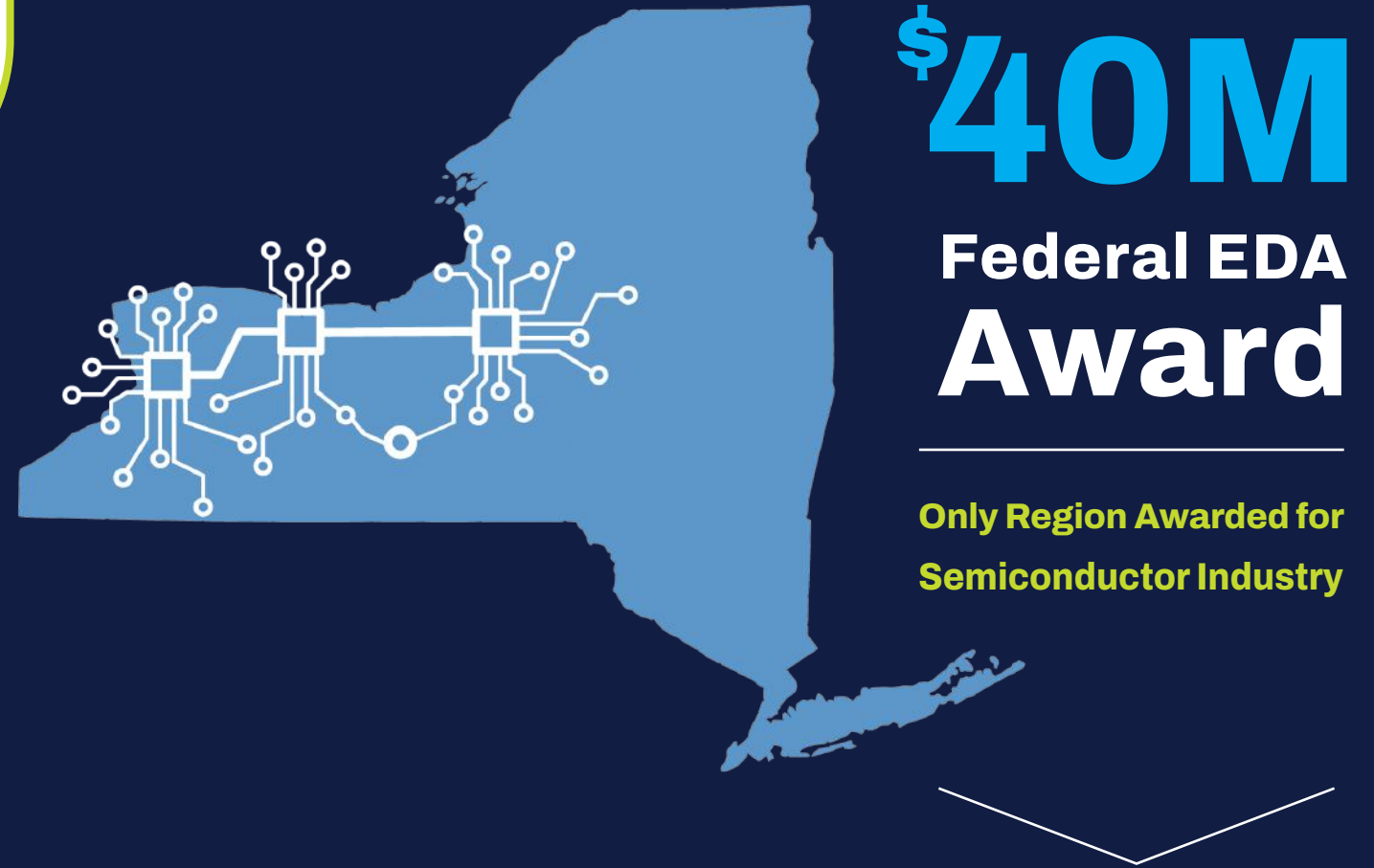
## InBN Awarded Activities

### FY '25

- Hire Navigator Position
- Fundraise for Economic Gardening
- Develop & Outreach for Manufacturing Capabilities Survey in Collaboration with UB
- Project Manage Expansion Opportunities

### FY '26

- Economic Gardening Enrollment
- Convene a Supply Chain Symposium and Develop Interactive Map
- Attract Ex-pats Home to Experienced Roles
- Market Sites for Supply Chain Expansions & Targeted Subindustry Attractions
- Project Manage Expansion/Attraction Opportunities



**\$40M**

**Federal EDA Award**

Only Region Awarded for Semiconductor Industry

**\$9M | Supply Chain Activation Network**

**\$17M | Workforce Development**

**\$15M | Commercialization of R&D**

**\$6M | Collaboration and Grant Governance**

# 2022-2025 *Strategy*

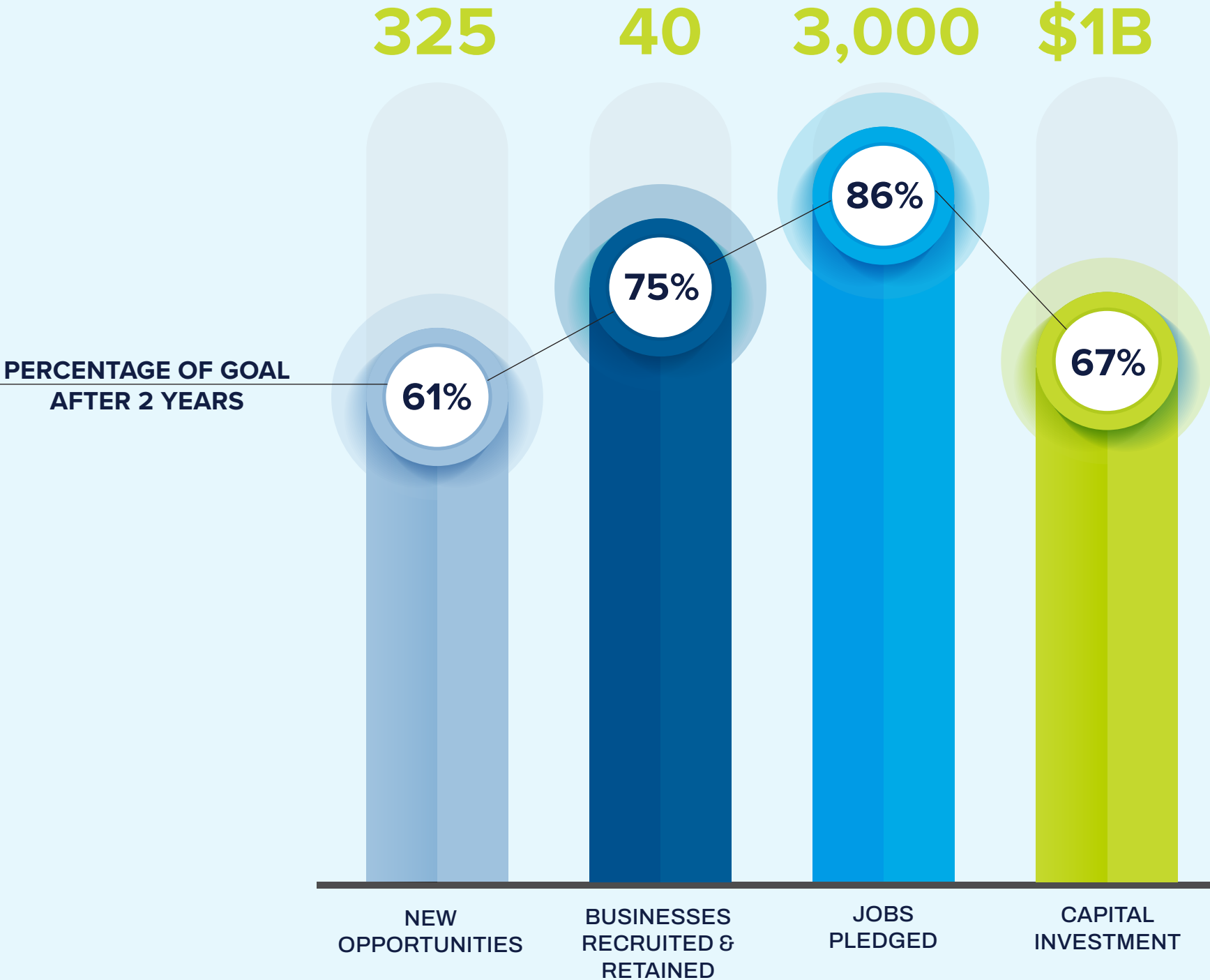
## STRATEGIC PRIORITIES

- Attract new businesses to the region, increasing jobs and investment
- Actively support expansion of existing companies in the region
- Promote Buffalo Niagara and enhance the regional image
- Conduct regional assessment and develop toolkit
- Attract and retain talent
- Build and sustain a regional development organization

## KEY OBJECTIVES

- Promote Buffalo Niagara regional assets and industry-specific opportunities
- Position Buffalo Niagara as the region of choice for business and personal relocation
- Work with our regional partners to connect and capture expansion opportunities
- Foster efforts toward implementing industrial site availability study recommendations
- Deploy regional labor market assessment and strategy
- Expand economic gardening program
- Grow and enhance Be in Buffalo talent attraction program

## THREE YEAR GOALS





# THANK YOU *Investors*

AAA of Western & Central New York\*  
Acara Solutions, Inc.  
Allegany County Industrial Development Agency  
Amazon  
Amherst Industrial Development Agency  
Buffalo Niagara Partnership\*  
Buffalo Urban Development Corporation  
Cattaraugus County Industrial Development Agency  
Chautauqua County Industrial Development Agency  
Ciminelli Real Estate Corporation  
City of Buffalo  
Clarence Industrial Development Agency  
Delaware North\*  
Douglas Development  
Empire State Development Corporation\*\*  
Erie County  
Erie County Industrial Development Agency\*  
Ernst & Young, LLP\*  
Exxpress Tire  
Frey Electric Construction Company  
Genesee County Economic Development Center

Hamburg Industrial Development Agency  
Hanna Commercial Real Estate  
Harter Secrest & Emery LLP  
Hodgson Russ LLP  
HSBC Bank USA, NA\*  
HUNT Real Estate Corporation  
Hurwitz & Fine, P.C.  
Independent Health  
KeyBank, NA\*  
Lippes Mathias Wexler Friedman LLP  
Lockport Industrial Development Agency  
Lumsden & McCormick, LLP  
The Martin Group  
Merchants Insurance Group\*  
M&T Bank Corporation\*  
National Fuel Gas Company\*  
National Grid\*

Niagara County Department of Economic Development  
NYPA  
NYSEG\*  
Orleans County Economic Development Agency  
Phillips Lytle LLP\*  
Schutte Buffalo  
Sonwil Distribution  
The Buffalo News  
TM Montante Development  
Tops Markets, LLC\*  
Tronconi Segerra & Associates LLP  
Turner Construction Company  
Uniland Development Company\*  
Univera Healthcare  
University at Buffalo\*\*  
Wegmans Food Markets  
West Herr Automotive Group  
WNY NYSCAR  
Wyoming County Business Center

\*FOUNDING INVESTORS

\*\*EX-OFFICIO