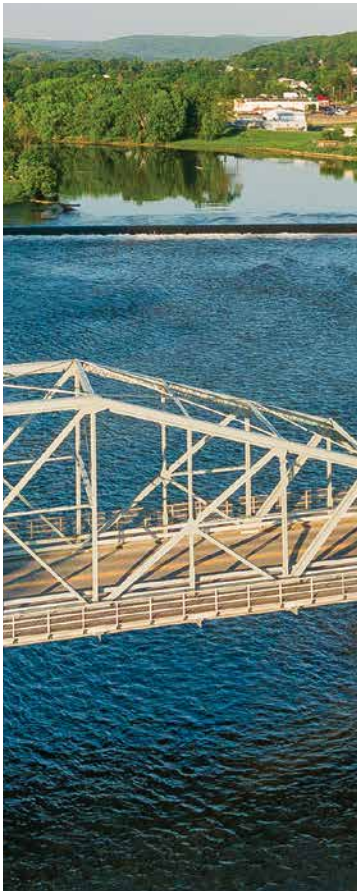
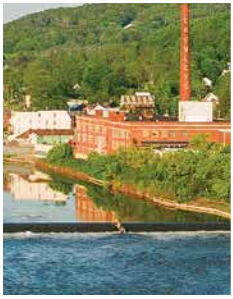
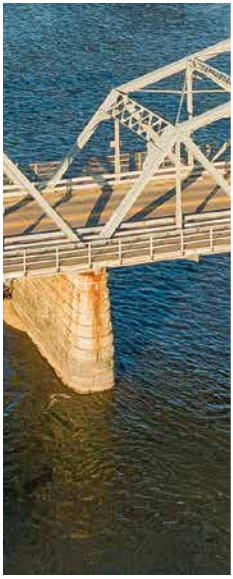
GREATER BINGHAMTON CHAMBER OF COMMERCE







2018–2019 Year in Review

EXECUTIVE MESSAGE

Chairman:
Peter G. Newman

Welcome to our 2019 Annual Dinner.

We come together tonight to celebrate our accomplishments and to contemplate what is possible for the coming year. Our Chamber of Commerce is strong because our members are engaged and committed to overcoming challenges together. It is this united effort that emphasizes the continued relevance of the Chamber of Commerce in an economy that is evolving in our region, throughout the state, our nation and worldwide. Under the leadership of Jennifer Conway, our Chamber of Commerce President, we are focused on working together to identify needs and opportunities, but more importantly to take action.

Taking action is how I characterize the past year. We strengthened our ADVOCACY efforts, greatly expanded our EDUCATIONAL & VOCATIONAL programing, focused our MEMBER EVENTS to be purposeful, and engaged members, business and government leaders, and constituents as the area's most important force in CONNECTIVITY.

In the pages that follow you'll note statistics that evidence our actions. You note increased membership, increase attendance at events, increase participation in our education programs such as Junior Achievement and Broome Leadership Institute. What statistics can't evidence is the improved sentiment, the level of personal commitment from our members, and the increased reliance on our organization as an important force in driving positive economic change in our community. While hard to demonstrate, from personal experience, I assure you these aspects of your Chamber are present.

Thank you to each of our members for your continued commitment to the Greater Binghamton Chamber of Commerce. We continue to work for you, building a Greater Binghamton.

Peter

Peter Newman
M&T Bank, Binghamton
Regional President

M&T Bank
Understanding what's important®

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Mary O'Malley-Trumble
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Peter G. Newman

Chairman-Elect:
Tyrone Muse

President:
Jennifer Conway

Secretary:
Kevin E. Drumm

Assistant Secretary:
Mary O'Malley-Trumble

Treasurer:
Michael Fosbury

Assistant Treasurer:
Jon Sarra

Immediate Past Chairman:
Joe Mirabito

SPONSORS

The following sponsors partnered with the Chamber in 2018 to offer a broad array of business programming and networking opportunities. On behalf of our over 800 members, the Chamber gratefully acknowledges their support.

ABC Creative
Allstate Insurance
American Food & Vending/The McKinley
Antonio's Bar & Trattoria
Association for Vision Rehabilitation and Employment (AVRE)
Auchinachie Plumbing Heating &AC
Barton & Loguidice
Beer Tree Brew Co.
Binghamton Brewing
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BLI Alumni Association
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CoreLife Eatery, LLC
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Hue
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ICS
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International Paper
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Jack Sherman Toyota
Johnson Outdoors
Keystone Associates
Logowise
M Squared Management Consultants
Magic 101.7
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Roberson Museum & Science Center
Rotary District 7170
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Southern Tier Insulations
Southern Tier Veterans Support Group
Southern Tier Young Professionals
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Terra Cotta Catering
The Colonial
The Garage
Townsquare Media
Traditions at the Glen
United Methodist Homes
United Way of Broome County
Upstate Office Furniture
Vestal Army Career Center
Vestal Wine and Liquors
Volunteer Administrators of the Southern Tier
Warren Real Estate of Greater Binghamton
Warehouse Carpet Outlet
Wegmans Food Markets
WICZ-TV 40
Worldwide Sport Supply
ZMK Construction

YEAR IN REVIEW

2018-2019 CHAMBER HIGHLIGHTS

The Greater Binghamton Chamber achieved great success with some record-breaking numbers in 2018. Here is a snapshot of what our year looked like:

835
Total # of Members

53% of Members
With 10 or Less Employees

10% of Members
With 100 or More Employees

127
Total # of New Members

20% Increase over 2017; Largest # of New Members Since 2004

86%
Member Retention Rate

43,634
Full time

7,540
Part time

51,174
Total # of People Employed by Members

75
Committee Meetings

5,692
Event Attendees

YEAR IN REVIEW

In 2018-19, the Chamber focused on three key areas including advocacy, workforce development and chamber publications.

Advocacy:

- **Unshackle Upstate** – The Chamber participated in the hiring process for new Executive Director Michael Kracker. He has been a great asset in the fight for a pro-growth agenda in Albany.
- **Legislative Breakfast** – The Chamber hosted its first annual legislative Breakfast. EJ McMahon of the Empire Center presented to approximately 160 business leaders and elected officials.
- **Legislative Agenda Rollout/ Local Lobby Day** – The Chamber facilitated meetings between business leaders and our state representatives at the start of the 2019 legislative session.
- **Eggs and Issues** – The Chamber is hosting a series of events on the topic of marijuana legalization. Topics include employer/employee, healthcare, legal/criminal justice, and economic impact.
- **Predictive Scheduling Regulations** – The Chamber along with coalition allies were able to defeat the burdensome predicative scheduling regulations proposed by the Department of Labor.
- **Childcare Workgroup** – The Chamber is facilitating childcare workgroup meetings to look for collaborative solutions that will help employers, parents and childcare facilities resolve a critical workforce barrier.
- **Advocacy Priorities** – The Chamber advocated in Albany on the property tax cap, ESCO tax credit removal, prevailing wage, energy, workforce development, plastic bag ban & bottle bill expansion.

Workforce Development/Talent Initiatives:

The Chamber initiated a wide variety of programs and events over the last 6-12 months related to workforce development/talent initiatives including:

- **BingBizCon** – June 19, 2019 will mark the inaugural year for BingBizCon, an exciting new event providing leadership and professional development for management and employees at all levels including breakout sessions and networking opportunities. A showcase of local and regional businesses and organizations will complete the day. Speakers will be focused on top-ranking issues from a recent Chamber survey related to workforce, leadership development and marketing.
- **Bing Connect** – A program designed to expose college level, summer interns in Greater Binghamton to local attractions, provide them with professional development opportunities, and connect them with their peers from other industries.
- **Experience BING** – A program designed to assist businesses with attracting talent to Broome County. The Greater Binghamton Chamber of Commerce and Visit Binghamton will design customized experiences to introduce employers' potential candidates to all aspects of life in our community.

YEAR IN REVIEW

- **Your Future Greater Binghamton website** – A career exploration tool that helps students, educators and local business connect, communicate and collaborate through various career-based learning experiences. Students can discover the path to a successful career, while educators can connect their classroom learning to real world experiences for their students.
- **Your Future Pathway to Success** – Career exploration evenings held in the fall in different school districts with the intent of communicating the job and career opportunities in our region to adult and youth attendees. Students engage with selected businesses from target industries in the area, as well as higher education organizations, that will present careers and the paths available for students to take and remain in the community.
- **Young Professional Summit** – This annual event continues to bring together over 250 of the next generation of leaders. Nationally and regionally known speakers lead discussions and interactive break-out sessions on personal and professional development topics for Young Professionals.

Chamber Publications:
We were so incredibly excited to show off our brand new, completely redesigned community guide, THRIVE, as well as our more focused Business Directory with a clean new look.

- **THRIVE: A Guide to Greater Binghamton** – This newly revamped piece showcases our community's growth through engaging copy, interesting content and vibrant visuals. Rather than simply being a reference piece, THRIVE can now be a quality retention tool and lifestyle guide for the area. The guide is primarily distributed to all Chamber member companies, newcomers, visitors, businesses relocating employees into the area, and others. We also launched a digital version of THRIVE on our website with direct links to our advertisers.

HIGHLIGHTS

GREATER BINGHAMTON EDUCATION OUTREACH PROGRAM

GBEOP has laid the groundwork for business-education initiatives, and with workforce development at the forefront of discussion in our community, we realized how important it is to increase our resources, our collaboration and our impact.

We adopted a comprehensive approach to workforce development that includes retaining and strengthening our existing workforce, attracting talent, and retaining graduates by growing our own workforce with a K-12 pipeline. In partnership with The Agency's Broome County Talent Taskforce, the vision is to expose every student in the Greater Binghamton region to a career pathway that sets them up for success in Broome County.

GBEOP program highlights for 2018-19:

- Graduated 21 individuals in the 32nd class of the Broome Leadership Institute
- Reached over 850 students grades K-12 and engaged over 50 business professionals through Junior Achievement
- Exposed over 200 7-12th graders and their families to STEAM careers
- Hosted 7 Your Future Pathway to Success events reaching over 600 students and their families and engaged 55 businesses
- Assisted with Modern Marketing Concept's 9th annual Greater Binghamton Scholastic Challenge with over 140 students and 30 business volunteers
- Growing the "Your Future" website to connect students and teachers to businesses in our region
- Hired a part-time Education Initiatives Coordinator in November 2018
- Danielle Britton was selected to participate in the fifth cohort of ACCE's Education and Talent Development Fellowship with 20 chamber professionals from across the country

New GBEOP initiatives for 2019-20

- Full launch of the "Your Future" career exploration website in the fall
- First Career Exploration Fair for area 8th grade students will be hosted November 5 providing hands-on exposure to careers in our region
- Communication of the skills and training needed for top positions in key industries
- Inventory of career exploration programs in our region
- Assist businesses with the development of unique work-based learning opportunities

HIGHLIGHTS

Southern Tier Welcome Center
Taste NY Store, I-81, NYS/PA Border

Southern Tier Welcome Center
2018 was an exciting year at the Southern Tier Welcome Center as it was the first full year of operation under the new design. There were increases across the board over the previous year with double digit growth in visitor count, gross sales at the Taste NY store as well as tour bus traffic. The Welcome Center is unique when compared to the other NY Welcome Centers.

Our location truly makes us a "gateway" to the state. When travelers stop in, they are on their way to numerous destinations like Niagara Falls, the Finger Lakes, 1000 Islands, Adirondacks and Cooperstown just to name a few. Our Tourism Ambassadors are well versed on all destinations in NY State. Our staff will go above and beyond to engage with our visitors and give them the best experience possible. When a traveler is looking for directions to Niagara Falls, our ambassador doesn't just give them directions to their desired location. They first ask where they were coming from, then they inquire about their timeframe on their trip (do they need to get there ASAP, or do they have a little extra time).

We have preprinted directions to Niagara Falls giving 2 different route options they can take, but by asking them other questions, we may be able to give them an alternative more scenic route with many more places to stop and visit on the way. Some of the visitors are coming to New York for the first-time, others come every year. Our team always strives to make a grand impression for all our visitors.

Taste NY Overview:
Governor Andrew M. Cuomo recently announced Taste NY sales increased in 2018, growing to a record $17.8 million. Total gross sales of New York products from Taste NY events and locations this year, including the opening of six brand new Taste NY Markets in Welcome Centers across the State, increased by $1.7 million over the previous year.

The continued year-over-year growth reflects increasing consumer demand for local food and beverage products, which supports New York's agricultural and tourism industries.

Number of Visitors: 515,000
Taste NY Sales: $518,000

BING
Visit Binghamton
Be Part of Our Story

Visit Binghamton is the official destination marketing organization for Broome County. Our mission is to bring regional, national and international business and leisure visitors to Greater Binghamton for the economic benefit of the County, the community and our tourism partners.

In 2018 we hosted 188 events which drew 69,679 visitors generating almost $34 million in economic impact. We also offer a golf package featuring hotels and golf courses. That package generated 2,333 hotel room nights and 6,176 rounds of golf booked resulting in a direct economic impact of almost $600,000 (for the hotel rooms nights and golf).

Our website, **VisitBinghamton.org**, saw an increase of 15% in overall traffic and 25% increase in unique visitors.

In 2018 we continue to push our social media marketing, and we saw great gains, including an increase in followers by over 50%. Additionally, Visit Binghamton won a state award from the NYS Tourism Industry Association for "Overall Tourism Marketing" for a county agency under $500,000 for our "Be Part of Our Story" campaign.

Visit Binghamton continued to grow our video assets by adding 3 more "stories" to our portfolio in 2018. The videos can be found on our website and YouTube channel.

Visit Binghamton staff is working on more events for the future. We are collaborating with the Binghamton Rumble Ponies for the 2020 Eastern League All Star Game. We hosted a press conference to announce that we will proudly host the 2020 American Legion State Department convention at the Floyd L. Maines Veterans Memorial Arena. We also signed a contract to keep the NYS Order of the Eastern Star convention here through October of 2022.

COMMITTEES & CHAIRS

Ambassadors
Crystal DeMarco
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Broome Leadership Institute Alumni Board
Kate Stewart
National Pipe & Plastics, Inc.

Building BC Awards Committee
Peter Newman
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Levene Gouldin & Thompson, LLP

Governmental Affairs Committee
Joe Mirabito
Mirabito Energy Products

Greater Binghamton Education Outreach Program
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Visions Federal Credit Union

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Jack Sherman Toyota

Live Wire Club
Josh Miller
Miller Auto Group

Recognition & Awards Committee
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Rob Warholic
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GREATER BINGHAMTON CHAMBER OF COMMERCE

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