



Building BC

2.15.22

# Broome County's 2022 Economic Outlook Guide

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# WELCOME TO THE 2022 ECONOMIC OUTLOOK GUIDE FOR BROOME COUNTY

The Annual Economic Forecast and Outlook Guide is no question one of our most important community resources. Each year, whether it be Leadership Alliance staff, business leaders, or community members, we all come together to collectively take a breath and take stock in the state of our economy. The Economic Outlook Guide provides the Greater Binghamton Chamber and The Agency staff with critical information on the temperature of our business climate and what our small business owners need in order to grow and be their most successful.

As we begin to come out on the other side of the economic impacts of the COVID-19 pandemic, it is important, now more than ever, to make data driven decisions about our community and business development efforts. It is no secret that the past two years have held such great uncertainty for our community and our country as a whole, however, what is better known is the strength and resiliency of the greater Binghamton business community. Looking back just one year, the Economic Outlook Guide presented us with a business ecosystem that was struggling to remain optimistic as regulations continued to change and supply chain and staffing issues impacted day-to-day operations. In a community like ours, it is critical to remember that these day-to-day

operations are not just keeping the business' lights on, but they are key to putting food on the table for our neighbors and loved ones.

Reviewing this year's guide and survey responses, while it is clear that we are not out of the woods just yet, we are making strides in the right direction together. In the last year, the Leadership Alliance between The Agency and the Chamber have learned more about what it is businesses need to flourish in these post-COVID times. A stronger focus on diversity, equity, and inclusion (DEI) is critical, for example, for both workforce development and business expansion. The Chamber is excited to have begun our own DEI journey in the last year and with new programming in 2022 will only be growing the resources available to our members. In sharing what best practices we learn with our business community, we hope to promote a more inclusive and equitable greater Binghamton economy.

As we learn more together, we will continue to do better together. The Leadership Alliance is a key example of this, and we hope to continue to be a resource for our business, community and municipal partners alike. Truly impactful economic and business development must be done as a team, and there are no better players than the ones found here in Broome County. As we continue to roll out new programming from both the Greater Binghamton Chamber of Commerce and The Agency to address the gaps identified by our economic outlook survey, we foresee

a more vibrant greater Binghamton in the year ahead.

Thank you for your interest in the Greater Binghamton Chamber of Commerce and your continued commitment to building our economy. If we can ever be of assistance, please do not hesitate to call or email me at [sduncan@greaterbinghamtonchamber.com](mailto:sduncan@greaterbinghamtonchamber.com).

I would like to personally congratulate the 2022 Building BC award winners: iM3NY, the SUNY Broome Culinary and Event Center, National Pipe & Plastics, Inc. and Naima Kradjian, and extend my most sincere thanks to each of our awardees for believing and investing in our community.

I would like to give a very special thank you to all our sponsors who make this Economic Forecast & Building BC Awards possible. These sponsors include: M&T Bank, Delta Engineers, Architects, Land Surveyors, & Landscape Architects, DPC, Newman Development Associates LLC, Andrew R. Mancini Associates, Inc., Greater Binghamton Association of Realtors, WNBF, News Channel 34 and Idea Kraft.

Stacey Duncan  
President & CEO, Greater Binghamton Chamber of Commerce  
Executive Director, The Agency BC  
IDA/LDC



# WELCOME TO THE 2022 ECONOMIC OUTLOOK

Resiliency. It's what we're made of in Binghamton and the Southern Tier. It's how we've faced the challenges of a global pandemic and emerged ready and determined to create lasting, positive change for our communities.

Our area's institutions, entrepreneurs and workforce are putting into practice the incredible lessons of resilience we've learned over the years. Their experiences and our collective commitment will fuel an inclusive recovery across our region. By lifting up our entire community, we have an opportunity to build a stronger future for all who call the Southern Tier home.

Last year in this space, I wrote about my sense of pride in the way our neighbors have responded, and I continue to see reasons to be optimistic about our region's future. We celebrate this year's Building BC Award winners as evidence of the innovative, restorative and transformative ways we all are contributing to Broome County's growth and recovery.

While there are still challenges ahead of us, my genuine optimism continues to grow.

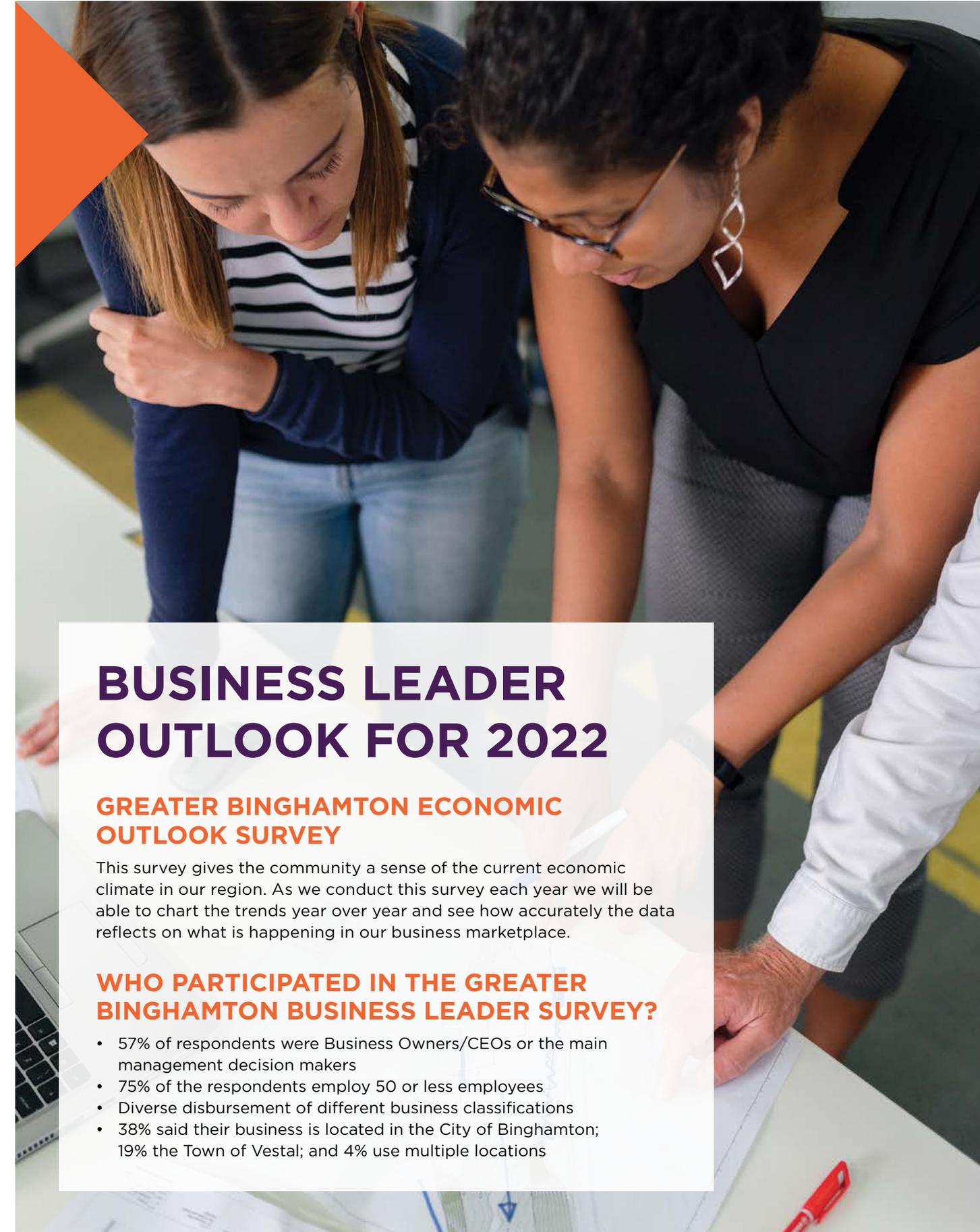
The region is already moving forward in significant ways with the announcement of BATTERY-NY - a battery technology development and manufacturing center at Binghamton University which positions the Southern Tier as a leader in clean energy. This further demonstrates how the bonds between academic research and industry can energize the regional economy.

We're also seeing promising — and frankly, inspiring — entrepreneurial activity on main streets throughout our region and inside hubs of innovation like the Koffman Southern Tier Incubator, which has attracted significant investment to accelerate the growth of local startups. With ongoing collaboration, our region's technology and innovation ecosystem will gain even greater momentum.

At M&T Bank, we remain unwavering in our commitment to helping local businesses grow and our communities thrive. That's why we continue to support and contribute to this guide. We understand the value it provides local companies and believe it's important for all of us to have this information available — especially during this time of recovery.

As you look through this guide, I hope you will find inspiration and motivation for the work ahead of us. Use it as a tool to inform your business planning, identify potential partnerships, and gain insights from talented people who live in the greater Binghamton area. By learning from each other, we will see how collaboration can bring to fruition an inclusive and prosperous future for us all.

Peter Newman  
M&T Bank,  
Regional President



# BUSINESS LEADER OUTLOOK FOR 2022

## GREATER BINGHAMTON ECONOMIC OUTLOOK SURVEY

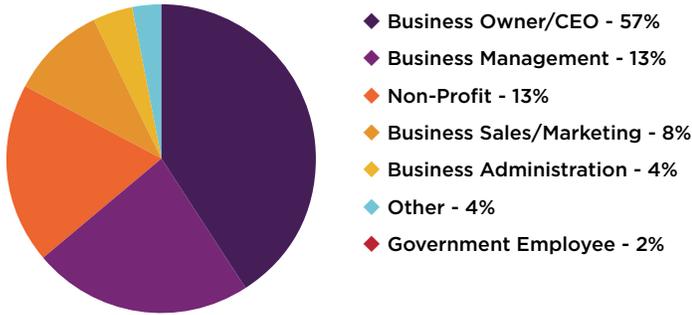
This survey gives the community a sense of the current economic climate in our region. As we conduct this survey each year we will be able to chart the trends year over year and see how accurately the data reflects on what is happening in our business marketplace.

## WHO PARTICIPATED IN THE GREATER BINGHAMTON BUSINESS LEADER SURVEY?

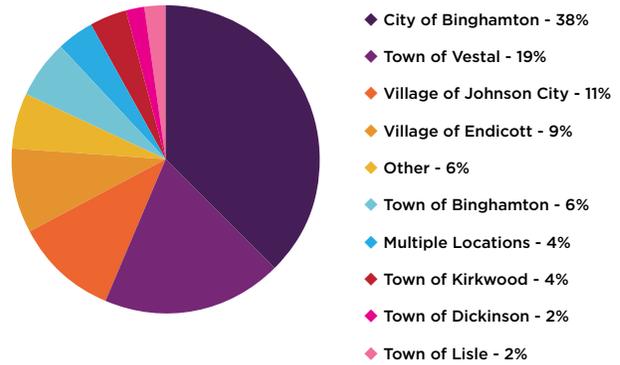
- 57% of respondents were Business Owners/CEOs or the main management decision makers
- 75% of the respondents employ 50 or less employees
- Diverse disbursement of different business classifications
- 38% said their business is located in the City of Binghamton; 19% the Town of Vestal; and 4% use multiple locations

# SURVEY RESULTS

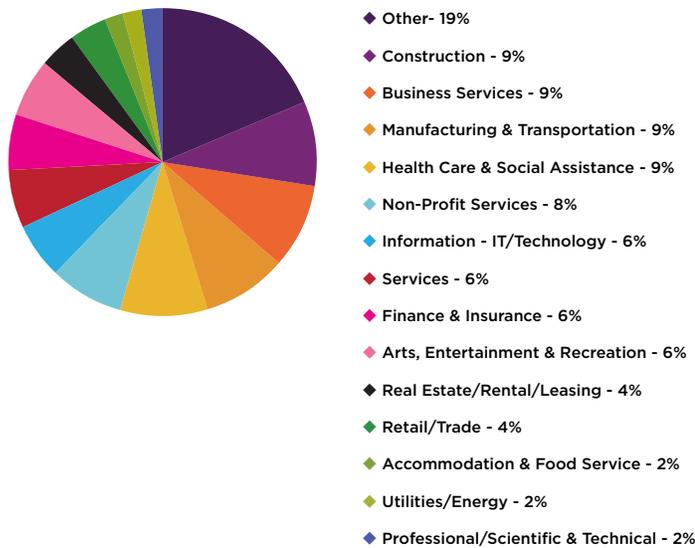
## BUSINESS ROLE



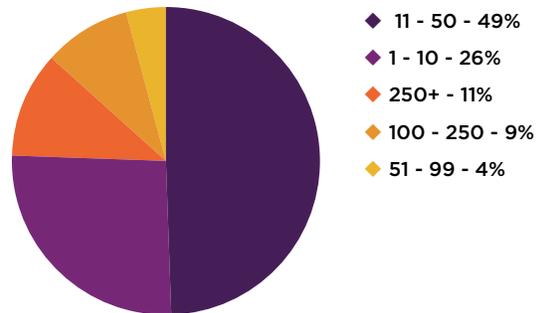
## BUSINESS LOCATION



## BUSINESS TYPE



## NUMBER OF EMPLOYEES



## TOP 5 STATE AND LOCAL BUSINESS CHALLENGES

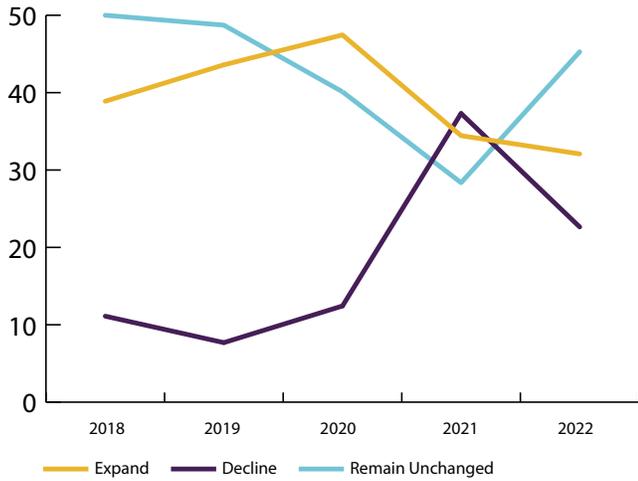
1. NYS Business Regulation
2. Regional Economic Climate
3. Attracting and Retaining Employees
4. Lack of Qualified Workers
5. COVID

## TOP 5 NATIONAL FACTORS THAT IMPACT ECONOMIC OUTLOOK

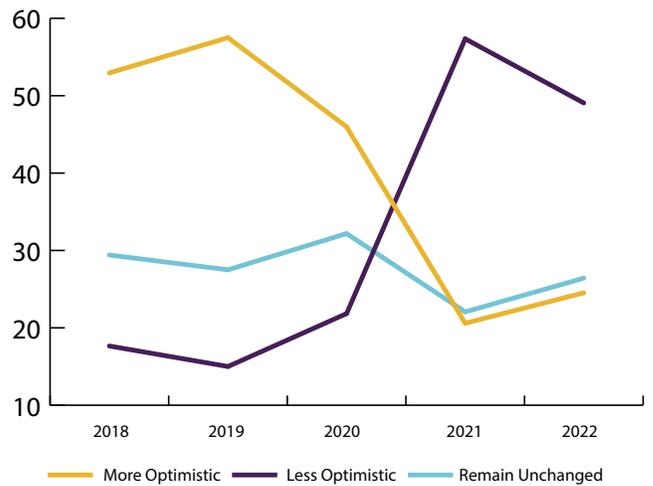
1. Inflation/Deflation
2. Access to Talent
3. COVID
4. Federal Legislation
5. Cost of Healthcare

# SURVEY RESULTS

## 2022 ECONOMY PREDICTION



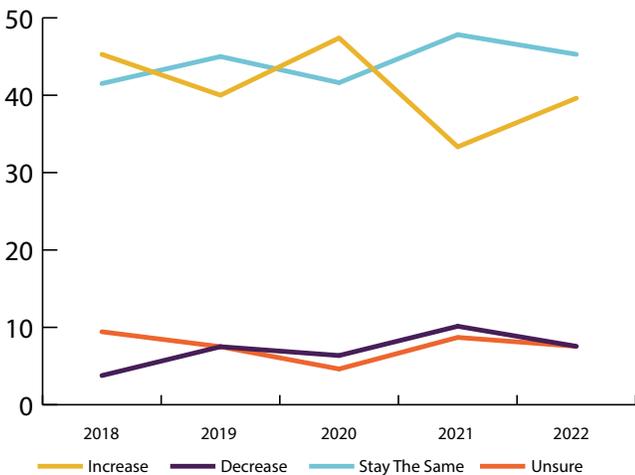
## 2021 VS 2022 OUTLOOK



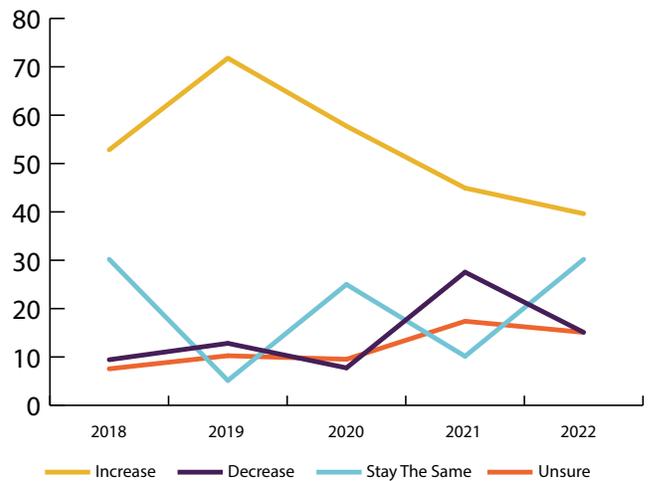
In early 2020, before the pandemic, 47% of businesses surveyed believed the Binghamton economy was expanding. In 2022, as we emerge from the pandemic, more than 30% believe our economy is expanding.

25% of the businesses who responded are more optimistic this year than last. While this is down over the highs we experienced pre-COVID, we are moving in a positive direction.

## WORKFORCE EXPECTATIONS

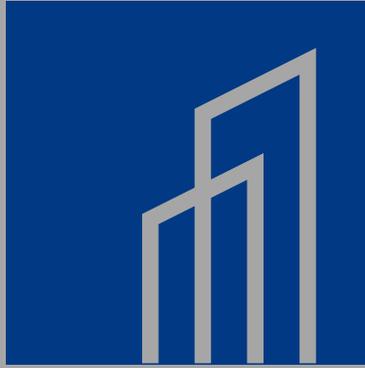


## SALES REVENUE EXPECTATIONS



Nearly 40% of survey respondents anticipate adding employees to their company in 2022, compared to 33% in 2020. 71% of companies with less than 100 employees expect to hire workers this year.

Nearly 40% of businesses who responded believe revenues for their business will increase in 2022. 30% believe revenues would hold steady; a considerable increase over 2021.



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ASSOCIATES CONGRATULATES  
THE WINNERS OF THE 2022  
BUILDING BC AWARDS**

Working collaboratively to improve Broome County

# 2022 U.S. & BINGHAMTON AREA ECONOMIC OUTLOOK

PETER KNEIS - GROUP VICE PRESIDENT, M&T BANK

## Binghamton Economic Outlook

Peter Kneis  
Group Vice President  
M&T Bank



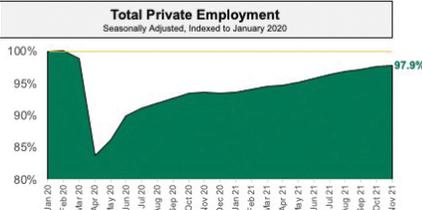
Internal Use Only

### The Big Picture

While the underlying fundamentals are strong, U.S. economic growth is being disrupted by four key drivers:

- 
**LABOR SHORTAGES AND WAGE COSTS**  
 Employers across industries are struggling to find qualified applicants for open positions
- +
- 
**SUPPLY CHAIN DISRUPTION**  
 Raw materials shortages, manufacturing backlogs, and shipping delays are affecting both domestic and international supply chains
- +
- 
**PENT-UP DEMAND / SAVINGS**  
 Many households had excess savings in 2020/2021 due to reduced expenses or gov't assistance, and will be looking to spend in 2022
- =
- 
**INFLATION**  
 Prices are rising quickly across the economy, hurting both businesses and consumers. Will it be "transitory"?

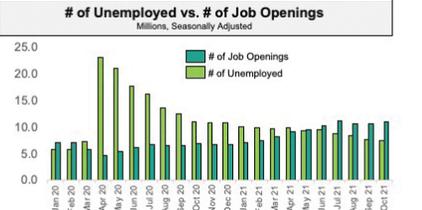
### National Labor Market Trends



**Total U.S. private employment is 2.1% lower than before the pandemic, with nearly 3 million fewer jobs still yet to be recovered...**

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...yet there are not enough workers to fill available jobs. On average, there are 1.5 available jobs for every unemployed person looking for work – a record high

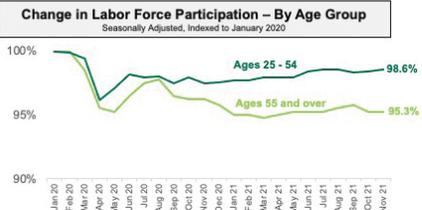


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...workers with lower educational attainment are also disproportionately likely to have left the workforce, likely due in part to the heightened disruption the pandemic has had on low-wage industries

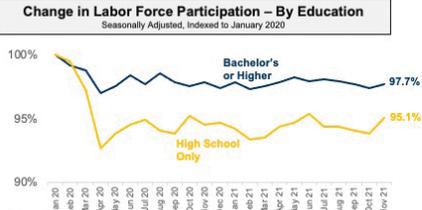
Source: Bureau of Labor Statistics, Federal Reserve Economic Data

### Why Are Workers So Scarce?



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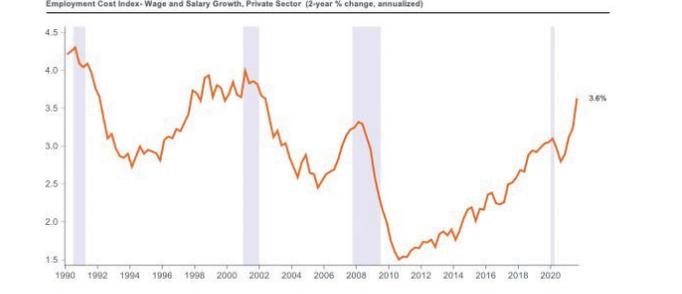
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...workers with lower educational attainment are also disproportionately likely to have left the workforce, likely due in part to the heightened disruption the pandemic has had on low-wage industries

Source: Bureau of Labor Statistics, Federal Reserve Economic Data

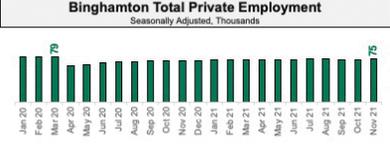
### Employment Cost Index Wage Growth Gaining Steam

The employment cost index (ECI) is one of the best measures of wage growth because it is comprehensive and accounts for composition effects (but is only released quarterly). This measure suggests wages are growing at their fastest pace since 2002.

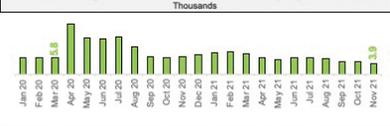


Last data point: 2021 Q3. Source: Macroeconomic, Bureau of Labor Statistics.

### Binghamton Labor Market Overview



While improving, Binghamton private sector employment is still 4,700 jobs (6%) below the pre-pandemic peak...



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...yet the number of unemployed is now smaller than before the pandemic, creating intense competition for the available workers...



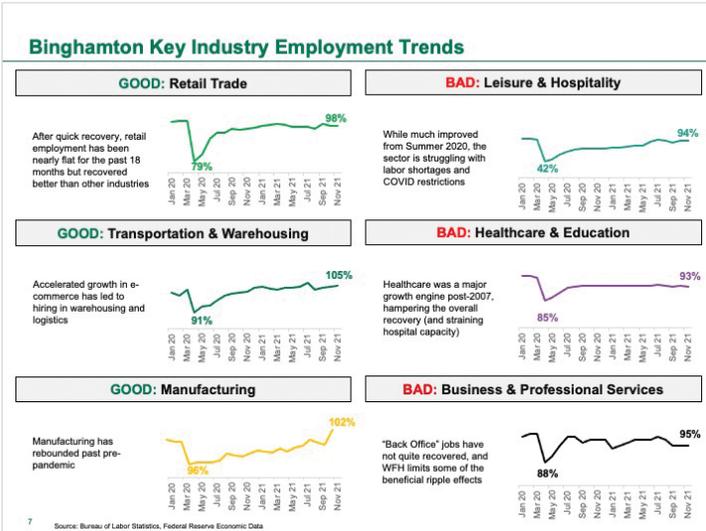
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...because the labor force has shrunk by 4%, due to retirements, structural changes, and lingering COVID pressures.

Source: Bureau of Labor Statistics, Federal Reserve Economic Data

# 2022 U.S. & BINGHAMTON AREA ECONOMIC OUTLOOK

PETER KNEIS - GROUP VICE PRESIDENT, M&T BANK



### Binghamton Business and Economy Headlines

Labor Shortage impacts Binghamton

## Binghamton Economy News

#### How businesses are trying to bring back workers in the Southern Tier

**Binghamton, N.Y.** — Many area dining establishments are limiting hours, and it's not for a lack of food.

Rather it's due to a lack of available employees, and it's not just restaurants. It's hotels, it's hospitals, it's factories, it's retailers and more, and it's having an impact on the economic recovery of the Southern Tier and beyond.

#### Will expiring unemployment benefits solve labor shortage in Broome County?

**Binghamton, N.Y. (WRVO)** — When it came time to set the date for upcoming job fairs, officials in both Broome and Allegany counties made sure to schedule their events after Sept. 5.

That's when enhanced unemployment benefits expire, ending the federal government's weekly \$300 contribution on top of state unemployment dollars.

Economic development officials across the Southern Tier are wondering if the region's labor shortage will have a similar expiration date.

"We'll be curious to see if there's a sudden uptick in activity," said Stacey Duncan. "I would argue the benefits are a contributing factor but not a determining factor in why the labor market was slower to pick up."

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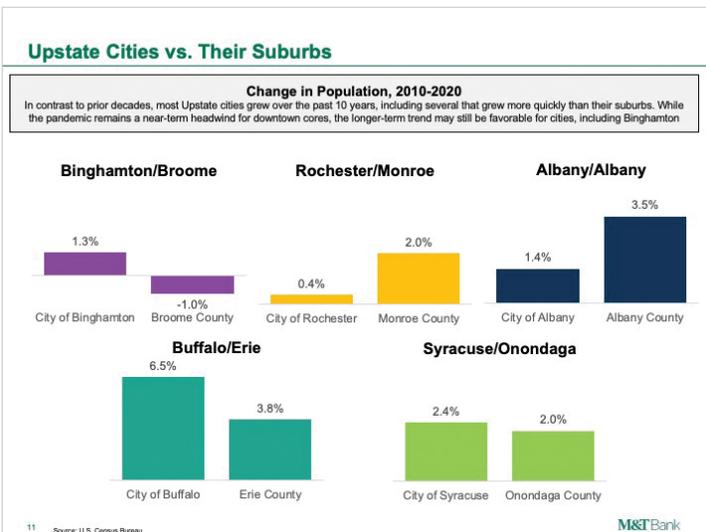
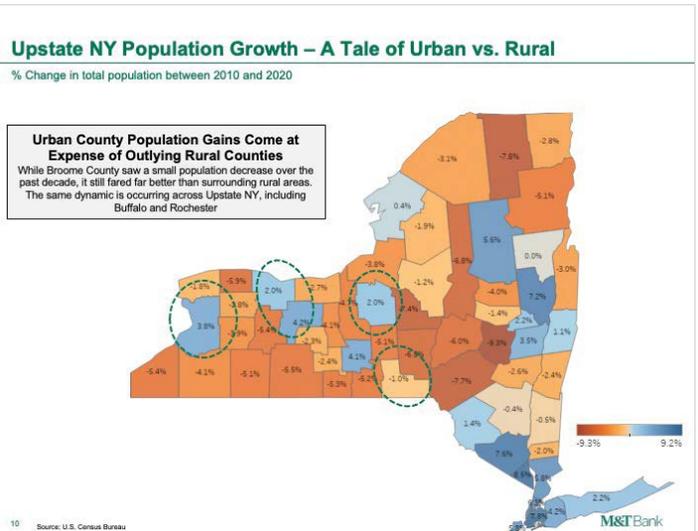
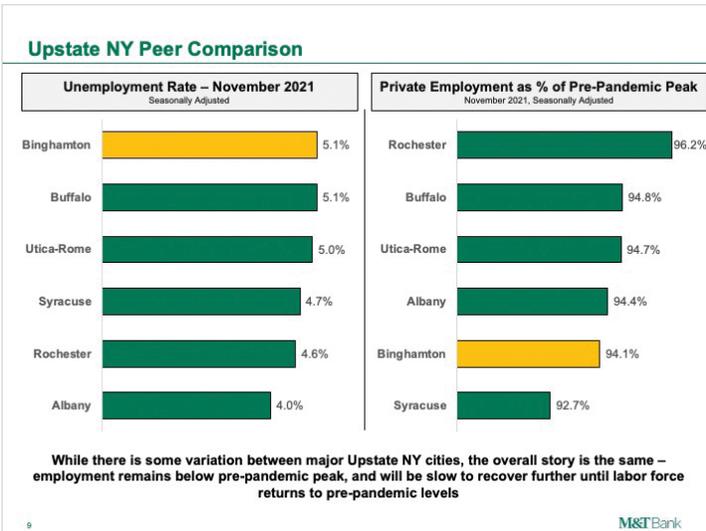
**Fed up with labor shortage, CNY businesses turn in those on jobless benefits who reject work**

**'A community on the rise': What to know about Endicott's \$10M Downtown Revitalization award**

**Labor shortage weighs heavy on restaurant industry during holidays**

8 Source: pressconnects.com, spectrum local news

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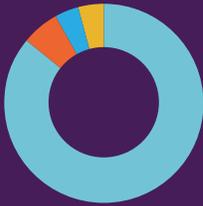


# BROOME COUNTY DEMOGRAPHICS

## POPULATION

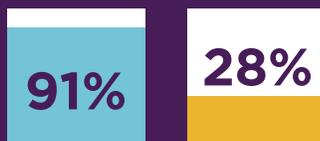
Population.....	<b>198,683</b>
Female population.....	<b>50.7%</b>
Persons under 5 years.....	<b>5.2%</b>
Persons under 18 years.....	<b>19.3%</b>
Persons 65 years & over.....	<b>19.4%</b>
Veterans.....	<b>11,417</b>
Foreign born persons.....	<b>7.0%</b>

## RACE & ETHNICITY



White alone .....	<b>85.8%</b>
Black or African American .....	<b>6.4%</b>
Asian .....	<b>4.4%</b>
Hispanic or Latino.....	<b>4.4%</b>
Two or More Races.....	<b>3.1%</b>
American Indian & Alaska Native.....	<b>0.3%</b>
Native Hawaiian and Other Pacific Islander alone.....	<b>0.1%</b>

## EDUCATION



High School graduate or higher .....	<b>90.7%</b>
Bachelor's degree or higher ..	<b>28.4%</b>

## HOUSING

Housing Units .....	<b>91,408</b>
Owner-occupied housing unit rate.....	<b>65.2%</b>
Median value of owner-occupied housing units .....	<b>\$117,000</b>
Median selected monthly owner costs with a mortgage .....	<b>\$1,202</b>
Median selected monthly owner costs without a mortgage .....	<b>\$516</b>
Median Gross Rent .....	<b>\$776</b>
Number of households .....	<b>78,549</b>
Persons per household.....	<b>2.33</b>

## COMPUTER AND INTERNET USE

Households with a computer ..	<b>88.2%</b>
Households with a broadband Internet subscription .....	<b>81.8%</b>

## HEALTH

With a disability, under age 65 years .....	<b>11.8%</b>
Persons without health insurance, under age 65 years .....	<b>5.2%</b>

## EMPLOYMENT

Full-time, year-round civilian employed population 16 years and over, Broome County

Civilian Labor Force (Percent of population).....	<b>57.6%</b>
Mean travel time to work..	<b>19.3 mins</b>
Median household income ..	<b>\$52,226</b>
Per capita income in past 12 months .....	<b>\$28,699</b>
Persons in poverty.....	<b>18.4%</b>

## TOP INDUSTRIES

- Health Care and Education
- Tourism & Hospitality
- Manufacturing – Aerospace, Computer & Electronics
- Professional, Technical and Business Services Growth Sectors
- Renewable Energy
- Advanced Manufacturing – Small Systems Integration, Next Generation Transportation
- Agriculture – Food Processing
- Health Care



[www.census.gov/quickfacts/broomecountynyork](http://www.census.gov/quickfacts/broomecountynyork)



- **Pre-Construction**
- **General Construction**
- **Post-Construction**
- **Design and Build**
- **Build to Suit and Lease**



**BUILDING TOMORROW**

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WNBF congratulates the winners of the  
**2022 Building BC Awards**



[WNBF.com](http://WNBF.com)

# WORKFORCE STATS

## UNEMPLOYMENT RATES

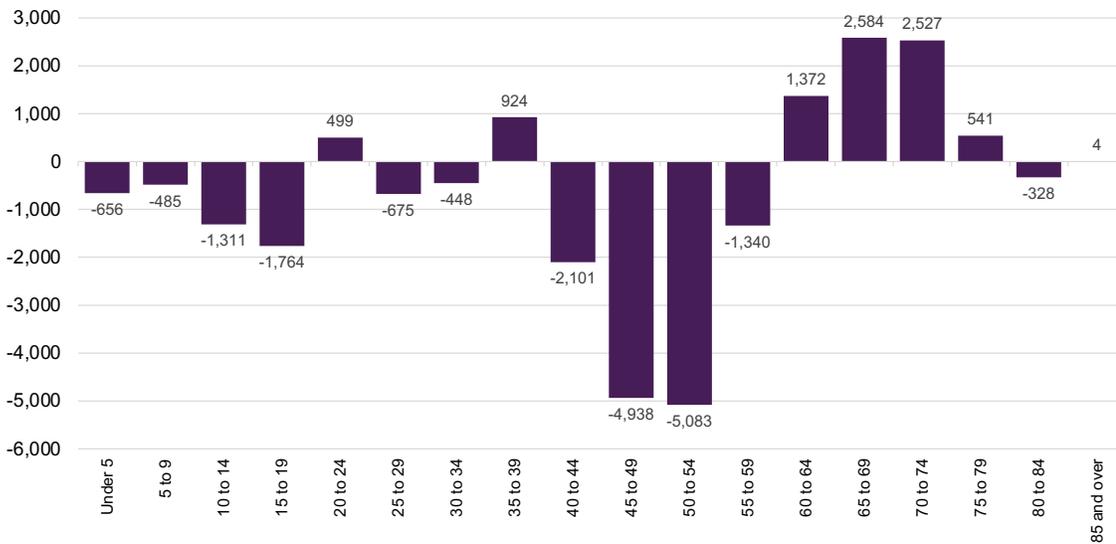
(Not Seasonally Adjusted)

Area	November 2020	November 2021	Net Change
United States	6.6%	4.3%	-2.3
New York State	8.3%	6.0%	-2.3
Broome County	6.2%	4.0%	-2.2

Source: Local Area Unemployment Statistics (LAUS)

## NET CHANGE IN POPULATION, BROOME COUNTY 2010-2020

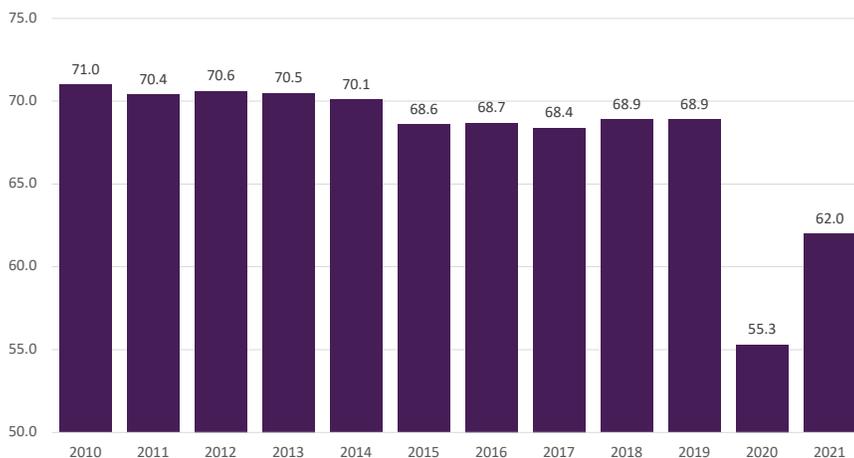
(By Age Group)



Source: Economic Modeling Specialists International (EMSI)

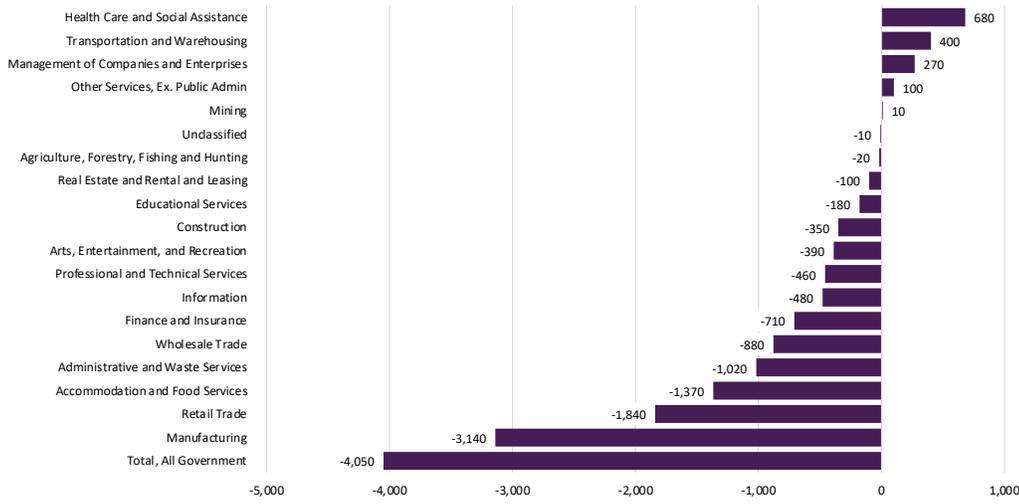
## NUMBER OF PRIVATE SECTOR JOBS BROOME COUNTY, 2ND QUARTER OF EACH YEAR

(Not Seasonally Adjusted)

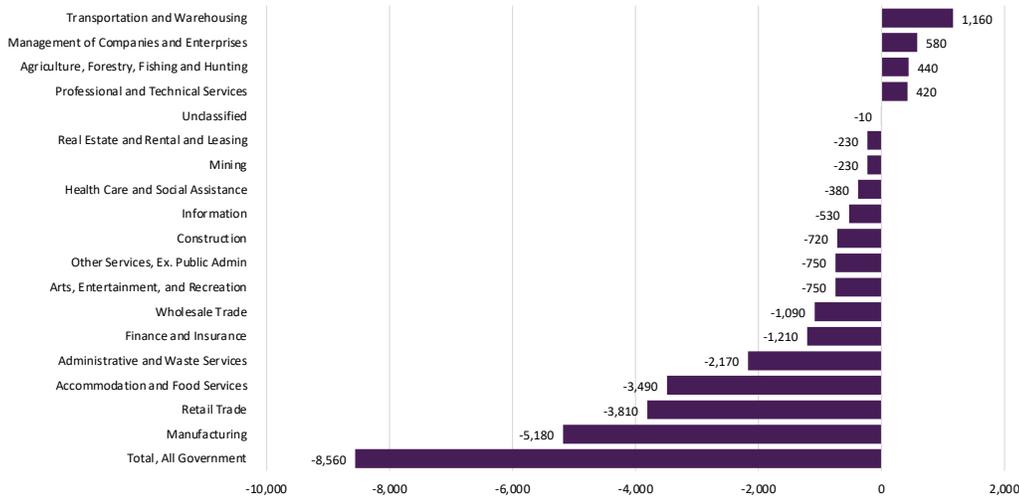


# WORKFORCE STATS

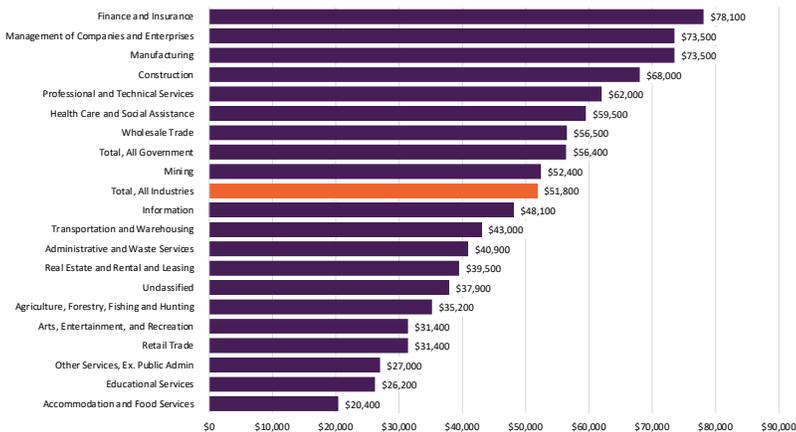
## CHANGE IN EMPLOYMENT BY INDUSTRY, BROOME COUNTY 2010-20



## CHANGE IN EMPLOYMENT BY INDUSTRY, SOUTHERN TIER REGION 2010-20



## AVERAGE INDUSTRY WAGES, BROOME COUNTY 2020



**Source:** Quarterly Census of Employment and Wages (QCEW)

**THE GREATER BINGHAMTON ASSOCIATION OF REALTORS®<sup>®</sup>, INC.**

# **BELIEVING IN OUR COMMUNITY**

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**UHS FOUNDATION**  
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# RESIDENTIAL REAL ESTATE

The 2021 housing market was one for the history books. After three consecutive months of increases recently, existing home sales are on pace to hit their highest level in 15 years, with an estimated 6 million homes sold in 2021 according to the National Association of REALTORS®. Sales prices reached new heights, inventory hit rock bottom, and homes sold in record time, often for well above asking price. Mortgage rates, which began the year at historic lows, remain attractive, and homeowners who choose to sell in the coming months can expect to see plenty of buyer activity due to pent-up demand during the pandemic.

Looking ahead, experts anticipate many of the housing market trends of 2021 will continue in 2022, albeit at a more moderate level. Strong buyer demand and inventory shortages are likely to persist over the next year. Home sales are projected to remain strong but will be tempered by the limited supply of homes, higher sales prices, and rising interest rates, with the Federal Reserve planning multiple rate hikes in the new year. Price growth is expected to slow somewhat as a result, but affordability will likely remain a top constraint for home homebuyers.

## NEW LISTINGS

A count of the properties that have been newly listed on the market in a given month.



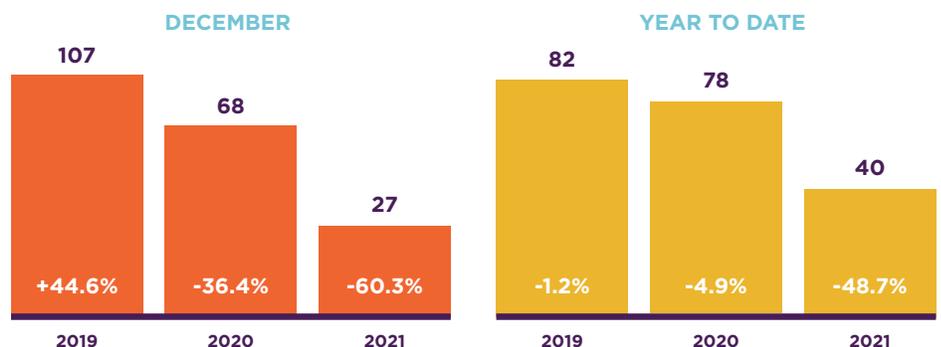
## CLOSED SALES

A count of the actual sales that closed in a given month.



## DAYS ON MARKET UNTIL SALE

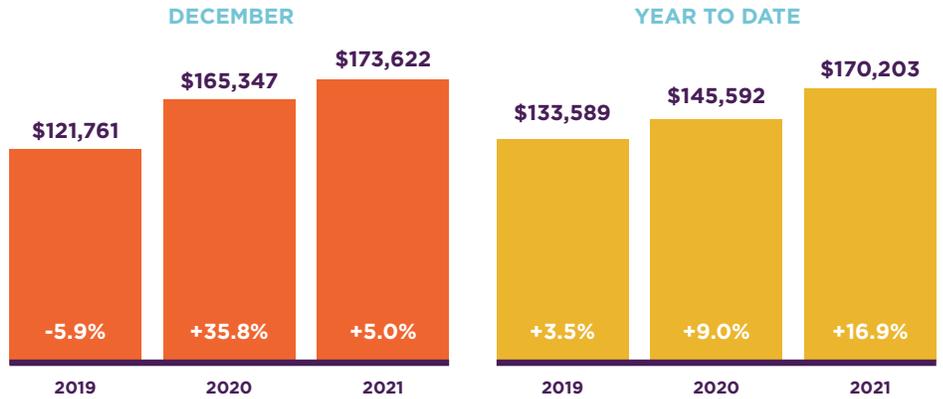
Average number of days between when a property is listed and when an offer is accepted in a given month.



# RESIDENTIAL REAL ESTATE

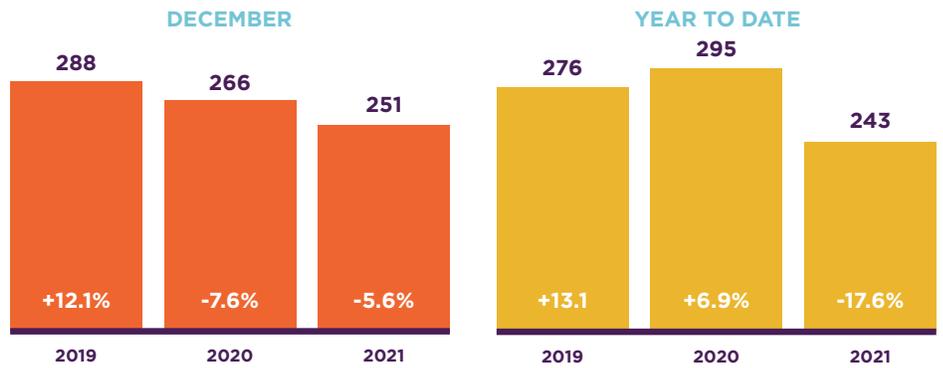
## AVERAGE SALES PRICE

Average sales price for all closed sales, not accounting for seller concessions, in a given month.



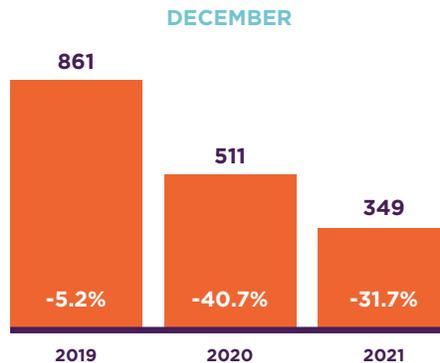
## HOUSING AFFORDABILITY INDEX

This index measures housing affordability for the region. For example, an index of 120 means the median household income is 120% of what is necessary to qualify for the median-priced home under prevailing interest rates. A higher number means greater affordability.



## INVENTORY OF HOMES FOR SALE

The number of properties available for sale in active status at the end of a given month.



Current as of January 10, 2022. All data from the Greater Binghamton Multiple Listing Service. Provided by the New York State Association of REALTORS®. Report © 2022 ShowingTime.

# PROJECTS IN THE WORKS



## EJ VICTORY BUILDING PROJECT

The EJ Victory Building Project led by Paulus Development will restore life to a longstanding legacy site that overlooks the I-86/Rt 17 interchange while entering the urban core of Broome County. Once a leader worldwide in the manufacturing of shoes, the former Endicott Johnson Victory building has now sat dormant for four decades until Syracuse based developer Paulus Development purchased the property in 2020. Paulus Development most recently had success with the redevelopment of the former ANSCO Camera Factory building in the City of Binghamton into a beautiful, modern loft-style apartment building with 100 market-rate units and 35,000 square feet of commercial space. Preserving the rich history behind the building was a key factor in Paulus' development plans at the time, and the developer hopes to do the same with the Victory Building.

The EJ Victory Building Project will be Paulus Development's fourth foray into Upstate New York development, and its second project in the Southern Tier. Once completed, the Victory Building will provide 156 units of market-rate apartments on the second, third and fourth floors as well as 7,500 square feet of commercial space on the fifth floor. Outfitted with many luxury amenities that are often key deciding factors for the young professionals these apartments are designed to attract, the Victory Building apartments will provide its residents with a taste of true city living at a more affordable cost right here in Johnson City.

This project aligns with ongoing efforts by the Village of Johnson City as well as Broome County to revitalize the region. While the Endicott-Johnson Victory building was once filled with hundreds of workers, the structure is most recently often referred to as an eyesore. The

redevelopment of this site continues ongoing work to combat blight within the community. Furthermore, it is important to note that the largest growing population in Broome County is our young professionals, and to successfully attract and retain these talented future leaders, it is critical to have a quality housing stock. As the Binghamton University Health & Sciences Campus in Johnson City continues to grow and attract more undergraduate and graduate students alike to its nationally recognized nursing and pharmaceutical schools, in addition to the growth of UHS Wilson in turn attracting more hospital and research staff, our community must grow simultaneously.



# PROJECTS IN THE WORKS



## AMERICAN HORIZONS GROUP - ALTURA AT SKYE VIEW PROJECT

One of the largest growing populations in Broome County are those in the 55+ demographic, and as we hope to retain this population, it is key to ensure that quality senior living options are available within the community. Capitalizing off of their previous success, American Horizons Group has been approved by the IDA for a PILOT project to develop a 21-acre site at 105 ½ Skye Island Drive in Endicott, New York. Titled “Altura at Skye View Heights” this senior housing project sits adjacent to American Horizons Group’s

previous project, Skye View Heights, a 55+ rental community. The new construction will consist of 120 units and include luxury amenities such as fire places, an indoor pool & jacuzzi, and a community room. All utilities on the site will be installed underground to avoid unsightly poles and wires and maintain a pleasant view for Altura residents and the neighboring community. This project accomplishes several goals the IDA has for our community, including increasing our housing stock, developing more vibrant neighborhoods, and taking care of a population that has called Broome County home for many years.

## NORTHLAND POWER - BLUESTONE WIND PROJECT

In January 2021, the Broome County Industrial Development Agency approved its first PILOT project in the renewable energy space. The Bluestone Wind Project will install a total of twenty-seven wind turbines across the Towns of Sanford and Windsor. The economic impact of this project is estimated to generate more than \$1.8 million in PILOT and host community payments to the Town of Windsor and an estimated \$800,000 to the Town of Sanford each year. These new revenue streams for the County and municipalities alike will afford the region more opportunities to pursue much needed capital project improvements, and the money generated from the lease payments under the host community agreement will provide key financial support for landowners and businesses which will boost the local economy as well.

While the project will only create four full-time permanent positions, it is important to note that over the two-year construction period, the Bluestone Wind project is anticipated to generate approximately 150 construction jobs. The long-lasting environmental impacts are another

great benefit of this project, as project owner Northland Power states that once completed, the turbines can provide enough clean energy to power 20,000 houses. Northland Power broke ground on the project on July 8, 2021 and the IDA and community partners alike are looking forward to taking a step in the right direction towards New York State’s green energy goals.



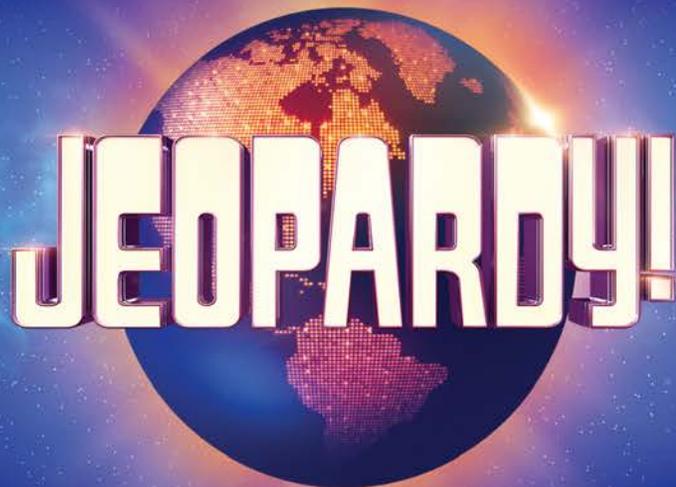
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## iM3NY

### iM3NY

The mission statement for iM3NY is “Powering the world’s transition to clean energy now and for many life cycles.”

iM3NY is part of the green revolution with a focus on clean energy lithium-ion batteries. They are the first major battery manufacturer to locate to this part of the country proving that our area is well-suited for a supplier of high-tech products.

iM3NY is founded on innovation and supported by a patented composition of matter that is novel and industry-leading. Their “outside the box” thinking looked at non-traditional battery materials that could provide greater heat management in a lithium-ion cell. Their unique formula will produce a battery with a 20% higher capacity while providing a longer cycle life, higher safety and a low environmental impact. Coupled with the fact that there is no Cobalt and no Nickel, their batteries are truly a major step forward in creating a greener planet.

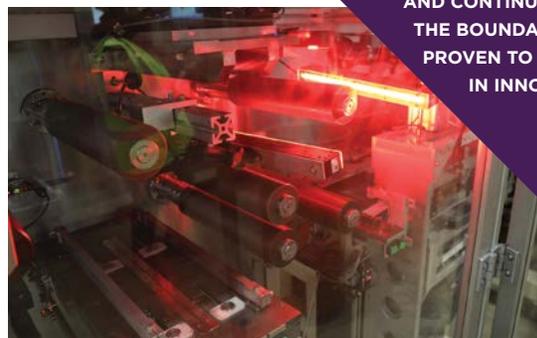
Why locate their facility to this area? iM3NY found that there is a great infrastructure in place throughout the Southern Tier from utilities which include electric, water and available space to transportation which includes roads and rail. They also found there is a large and “very enthusiastic” group of people willing to provide support to companies locating here, like iM3NY. Federal, State and local governments have all been proactive and have been a very positive influence in resolving the issues that have confronted their organization.

iM3NY is looking forward to bringing jobs to the Southern Tier: 150 direct-labor employees as they build the first gigawatt of production and up to 2,300 as they complete expansion plans to 32 gigawatts of production capacity. They have expectations that some of their major suppliers will co-locate with them. They are looking forward to recruiting people to our area, a community that is supportive and welcoming with so much to offer from a quality of life perspective.

We welcome iM3NY to the area as they join other innovative, high-tech companies poised for growth in the energy sector.



THIS AWARD  
RECOGNIZES A PROJECT,  
PRODUCT, OR SERVICE THAT  
“THINKS OUTSIDE THE BOX”  
AND CONTINUES TO STRETCH  
THE BOUNDARIES AND HAS  
PROVEN TO BE A LEADER  
IN INNOVATION.





THIS AWARD  
RECOGNIZES A  
PROJECT THAT BRINGS  
NEW LIFE INTO AN  
AGING HISTORICAL  
BUILDING.



## SUNY BROOME CULINARY AND EVENT CENTER

The Carnegie Library in downtown Binghamton was constructed in 1903 and was charted as “The Peoples’ University”. The library shut down

in 1999 and was left abandoned for over a decade. It was purchased in 2012 by SUNY Broome Community College and they broke ground on the \$21.5 million renovation project in 2016.

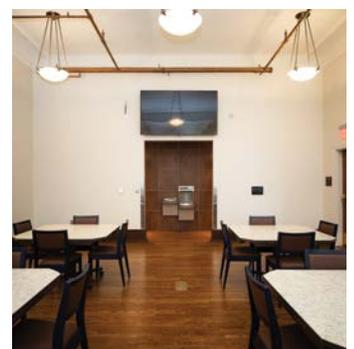
The conversion of the Library into a culinary arts facility started with an exchange of ideas between SUNY Broome President, Dr. Kevin Drumm and Hospitality Programs Chair, Dr. Rey Wojdat about the need for such a center in this area. From the beginning, it was understood that a project like this would require a substantial capital investment in infrastructure in a unique, urban setting.

Dr. Drumm recognized Binghamton as a food hub and wanted to capitalize on that industry which plays such an important role in our local and state economy. The Culinary and Event Center project was further influenced by the resurgent traffic from those living outside the Binghamton city limits who visit downtown as a culinary destination, and the dramatic shift in after-hours business traffic fueled by the local food scene. It became increasingly obvious that a Culinary Arts program would best serve the community by entering a downtown venue.

Today, this historical building experiences new life as a cutting-edge facility and will continue to serve the community as “The Peoples’ University” while providing an educated labor pool for an expanding hospitality industry.

The building demonstrates environmental sustainability and involves the adaptive reuse and preservation of an existing building, while incorporating modern technology to deliver a state-of-the-art facility for its students.

The SUNY Broome Culinary and Event Center is a perfect example of how one entity can restore an aging, historical building and revitalize it in a new and purposeful way.



## NATIONAL PIPE & PLASTICS, INC.

### NATIONAL PIPE & PLASTICS, INC.

National Pipe & Plastics has been producing

polyvinyl chloride(PVC) for residential, agriculture, commercial, municipal and export markets since 1970 and is one of the largest PVC pipe producers in North America. They produce a full line of products for water, electrical and plumbing in two manufacturing facilities—one in Endicott, NY and one in Greensboro, NC.

Through marketing and product diversification, National Pipe has achieved significant market penetration and steady growth amid a sometimes-volatile economy.

Their New York factory originated in Vestal. They purchased the former Endicott Johnson Shoe warehouse in 2001 with their eye on future growth. The adjacent EJ Factory was purchased in 2018 to make room for their new headquarters and expansion capacity as well. The size of the new building and grounds allowed National Pipe to expand in a way that would keep the company viable for the next fifty years. They have proven that they are able to compete with some of the largest companies in the world, and their output has increased beyond any projections they anticipated during the planning cycle.

Work began in 2018 with the demolition of an old six-story building that had been in a state of disrepair for decades. The second task involved the clean-up of a hazardous wastes site in conjunction with the EPA. Both projects took more than a year to complete. The remainder of the project was dedicated to building a modern state-of-the-art office building with a park-like yard to beautify that particular corner of Endicott.



THIS AWARD  
RECOGNIZES A PROJECT  
THAT IMPACTS THE ENTIRE  
COMMUNITY AND FOSTERS  
GROWTH OF THOSE AROUND IT  
OR A PRODUCT/SERVICE THAT  
HAS INFLUENCED  
YOUR INDUSTRY IN A  
CUTTING-EDGE WAY.

In the process of this new build, National Pipe expanded portions of Page Avenue and Maple Street and donated land to provide extra parking spaces for the children's park across the street. The total cost for the new building was \$7 million.

To mitigate truck traffic through a residential neighborhood, National Pipe built a new road to connect directly to Route 17C and constructed one mile of railroad track for the delivery of raw materials. This allowed their quarter million square foot building with immediate rail and highway access inside the urban core of Broome County.

National Pipe moved into the new office building in 2021, and they are excited to grow their business both in volume and geography in coordination with their new capacity. Their new industrial complex provides them with two buildings for their office headquarters and a primary factory on a contiguous 50-acre plot of land in the Town of Union.

This economic development project has certainly transformed the Endicott community in a positive way and also positions the area around it for additional growth.



**NAIMA KRADJIAN**  
**CEO, GOODWILL THEATRE, INC.**

Naima Kradjian has been active in our community in many capacities— as a founder of the multi-award-winning First Night® Binghamton New Year’s Eve Festival; a current Board member of the UHS Foundation; a former SUNY Broome Trustee and a past Chair of the Binghamton Forum. In 2003, she was honored with the national Jefferson Award for Public Service.

Since 1987, Naima Kradjian has devoted her efforts to making a difference in the greater Binghamton arts community. She is the CEO of Goodwill Theatre, Inc. which operates the Schorr Family Firehouse Stage.

Naima Kradjian had a vision for a Performing Arts Conference Center Complex in Johnson City when the 1920 National Register historic Goodwill Theatre was put up for sale due to delinquent taxes. She could not let it decay further and, in 2002, the Goodwill Theatre project started. Believing strongly in collaboration, Naima worked with UHS hospital, the Village of Johnson City and area artistic partners to create the Johnson City Health and Cultural District in 2011 with funding from a 2008 National Endowment of the Arts Grant as well as a New York State Department of State quality communities Grant in 2010. In the beginning, people said “no one would come to Johnson City.” They were proven wrong.

In their quest to transform Johnson City’s Willow Street into a thriving arts mecca, the Goodwill Theatre demolished seven blighted properties. As they continued to move forward with acquisition and demolition, other partners added to the project. Binghamton University chose the former Endicott Johnson Factory site adjacent to Naima’s property for their Pharmacy School. Binghamton University also adapted the Pioneer Shoe Box Factory for the Decker School of Nursing.

What was the neighborhood surrounding Willow and Broad Streets like in 2002 before Naima’s vision came to fruition? It was filled with vacant factories and run-down properties; people were afraid to walk down the streets even in daylight.

What is the neighborhood like now? The lights from the Schorr Stage parking lot and their day and evening activities – sixty-five shows a year – have ensured a much more vibrant neighborhood.



THIS AWARD  
RECOGNIZES  
AN INDIVIDUAL WHOSE  
INVESTMENT POSITIVELY  
IMPACTS THE QUALITY  
OF LIFE AND JOB  
GROWTH TO ENSURE  
THE SUCCESS OF THE  
REGION’S COMMUNITIES  
AND ECONOMY.

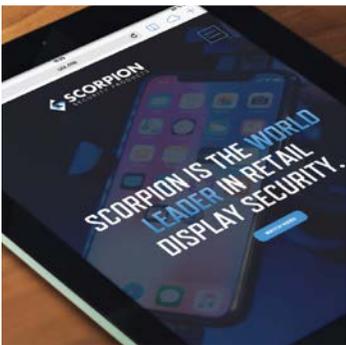
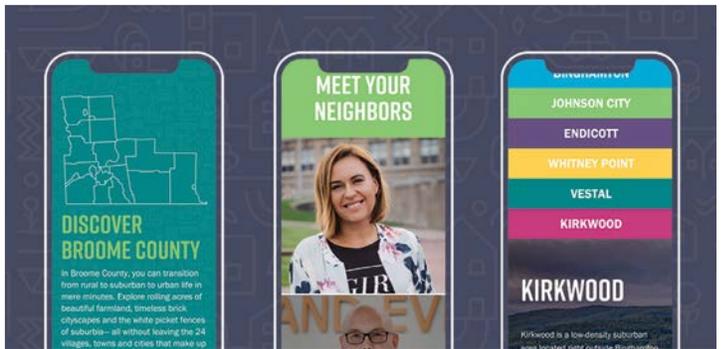
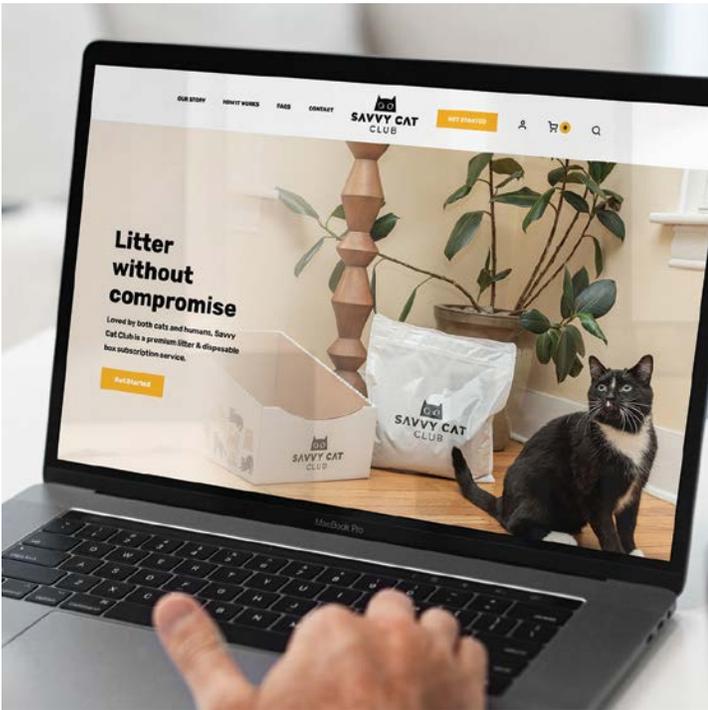
As Naima stresses, this was certainly not accomplished alone; collaboration has been the key to success. The Mosque and a developer adapted and renovated three nearby empty factories; Spool Manufacturing Art Gallery transformed into a creative space. UHS is expanding their footprint and adding buildings and Binghamton University made a huge investment in the area.

What are the next steps for the project? The strategic plan for the Performing Arts Conference Center Complex has been updated and designs have been refined in response to Naima’s new neighbors.

Naima explains that they are truly “shovel ready” and hope for the completion of the Complex within the next five years. The completed project will join two historic buildings, the Schorr Family Firehouse Stage and the Goodwill Theatre, via a connecting building of new construction.

As Naima says: “We are here for keeps.”





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