

Regional Overview



Buffalo Niagara... At the Center of It All

Buffalo Niagara is a region comprised of the eight counties of Western New York State on the border of the Niagara Peninsula of Ontario, Canada. Strategically located, Buffalo Niagara is within 500 miles/800 kilometers of 55 percent of the United States population and 62 percent of the Canadian population.

Buffalo Niagara's geography places it in the center of a key international market. Unlike any other region in the world, Buffalo Niagara is home to six international bridges, which facilitate \$81 billion in annual trade between Canada and the United States. That's 31 percent of the total trade conducted between these two countries—the world's two largest trading partners.

More than nine million people reside within 125 miles/200 kilometers of the international border between Buffalo, New York and Fort Erie, Ontario. Being at the center of this international market gives Buffalo Niagara businesses a logistical advantage while providing convenient access to a host of professionals with expertise in international business.

A Large, Well-Educated Population

Home to 1.6 million people, Buffalo Niagara boasts a highly productive workforce of more than 790,000.

Compared to other metropolitan areas, the Buffalo-Niagara Falls MSA offers substantial labor cost savings among several occupational categories. Overall, wages in the Buffalo-Niagara Falls MSA are 0.3 percent to 31.2 percent lower than median salaries in competing metropolitan areas

The people in this region are highly educated, with 61.2 percent of the population attaining 12 to 15 years of education, outpacing the US average by 5.2 percent.

They also have spending power. The Buffalo Designated Market Area (DMA) ranks among the top 50 markets in the United States for effective buying income and total retail sales. And Buffalo's Buying Power index places it in the top 15 percent of US metropolitan areas in an estimation of a market's ability to buy.

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It's All About Productivity

Buffalo Niagara has highly skilled, educated and enthusiastic people to help businesses be more productive. The workforce of 790,000 is added to annually by graduates of the region's 30 colleges and universities where 100,000 students are enrolled.

As part of New York State, the Buffalo Niagara workforce boasts productivity levels 16 percent higher than the national average. Local business leaders constantly rave about the high productivity, low turnover and low absenteeism of the Buffalo Niagara workforce. Here is sampling of what they have to say:

"At Precision Process we believe that the quality of the work force here in Western New York is second to none and it is because of this and the commitment given by our employees that we have chosen to grow our business here in Niagara County."

Joy Hoyt, General Manager

Precision Process Equipment — Wheatfield, NY

Designer & manufacturer of chemical processing equipment

"The Buffalo Niagara area has met all of our expectations. We have found the work force well educated and dedicated. GEICO is pleased to have selected Western NY as the location of our newest office building."

John Zinno, Assistant Vice President

GEICO Direct -- Amherst, NY

Insurance claims & customer service

"United Biochemicals, located in Vantage International Pointe, picked this spot for our new facility to do business because of the very reasonable price. The experience has been wonderful and we have enjoyed the tremendous growth here. We are looking forward to a long and prosperous future here in Sanborn, NY."

Fayyaz Hussein, President

United Biochemicals – Sanborn, NY

Packager & distributor of laboratory reagents, equipment and specialty biochemicals

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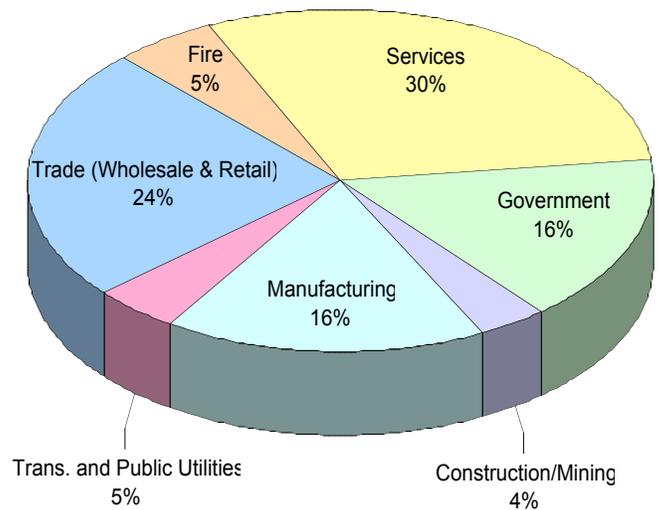
A Diverse Economy

Buffalo Niagara is anything but a one-industry town. From medical research to professional support services, to high growth areas like technology services and development, dozens of industry sectors call the region home.

Major Regional Employers (Full Time Employees)

Company	FTE	Business Description
Kaleida Health	5,876	Health care provider
HSBC Bank USA	5,155	Financial Services
M&T Bank	5,130	Financial Services.
Delphi Thermal & Interior	4,000	Manufacturer -- auto
Tops Markets Inc.	3,200	Retail - Supermarket
General Motors	3,100	Manufacturer – auto
Verizon – New York	2,700	Telecommunications
United Parcel Service	2,300	Distribution
Moog Inc.	2,035	Manufacturer-aerospace
Roswell Park Cancer Institute	2,000	Health Services – Cancer Institute
Dresser-Rand Co.	1,936	Manufacturer – auto
Ford Motor Company	1,840	Manufacturer -- auto
Adelphia Communications	1,700	Cable, telecommunications services
American Axle and Manufacturing	1,633	Manufacturer – auto
The Park Associates	1,600	Nursing home administration
BlueCross BlueShield of WNY	1,460	Health insurance provider
Goodyear Dunlop Tires N. America	1,400	Manufacturer - auto
Ingram Micro Inc.	1,400	Technology products and supply chain services

Private Sector Employment by Industry



Major Niagara County Employers

Company	FTE	Business Description
Delphi Thermal & Interior	4,000	Manufacturer -- auto
Niagara Falls Air Reserve Station	2,936	Military
Seneca Niagara Casino	2,374	Hospitality
Prime Outlets of Niagara	1,000	Retail
TeleTech	800	Call Center
Saint Gobain Ceramics & Plastics	720	Manufacturer – chemicals
Mt. Saint Mary's Hospital	700	Health Care Provider
Niagara Falls Memorial Medical	700	Health Care Provider
First Niagara Bank	700	Financial Services

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Several business sectors are primed for growth in Buffalo Niagara due to an existing business infrastructure and ample, skilled workforce. These are:

- **Logistics, Distribution and Trade** — It's all about location, and Buffalo Niagara provides a market that no other city in the US or Canada can match. Buffalo Niagara is home to six international bridges, which facilitate \$81 billion in annual trade between Canada and the U.S. That's 31 percent of the total trade conducted between the world's two largest trading partners—and the volume is growing by 20 percent annually.
- **Hospitality/Tourism** – The Buffalo Niagara region attracts more than 22 million visitors annually. A recent survey of visitors to Niagara Falls, USA noted that over two-thirds of surveyed visitors were staying at least one night, and over one-third were staying multiple nights. The visitors also come with spending power, with 60 percent making at least \$50,000. New attractions to enhance tourist visits and length of stay are under development including the continued growth of the Seneca Casino complex with luxury hotel rooms, world-class entertainment and more gaming. A new state of the art Conference Center recently opened and several large entertainment projects are in the works.
- **Technology Intensive Manufacturing** — Manufacturing is a key part of Buffalo Niagara's economy, employing more than 105,000 workers. Major corporations such as General Motors, Delphi, Motorola and American Axle produce various automotive components. Many of these companies have committed substantial capital investments to their facilities—over \$500 million since 2000—because they experience first hand the value of the Buffalo Niagara region. Other sizable manufacturing industries include food and kindred products, chemicals and allied products, and the aerospace and defense industry.
- **Life Sciences** — Buffalo Niagara is a major international market in the medical, dental and pharmaceutical research, development, manufacturing and distribution industries. With more than 250 companies and an employment base topping 250,000, Buffalo Niagara is one of the largest medical corridors for medical products and services in North America. Over the next three years, more than \$59 million will be invested locally in life sciences research, infrastructure and talent.
- **Customer Service Centers/Back Office Operations** -- Several of the country's largest employers, like Sodehxo Marriott, Geico, and Teletch, have discovered why Buffalo Niagara is the best location for their customer support and back office centers: an abundant

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and qualified workforce. More than 50 companies with 16,000+ employees in customer contact centers and back office operations call Buffalo Niagara home.

A Region with Year-Round Appeal

Buffalo Niagara residents experience four seasons, each with its own unique appeal. Each year, spring arrives and fruit trees, dogwood and forsythia blossom. Summer is marked by temperatures in the 70s to 80s, customary low humidity, and with it comes sailing, golf, tennis, biking and roller skating. Fall continues with warm temperatures until Halloween when Indian Summer arrives with a blaze of color. Winter recreation abounds, with downhill and cross-country skiing, snowmobiling, ice fishing, sledding and skating.

Contributing to the region's excellent quality of life are a low cost of living and the shortest average to-work commute time in the United States of just 19 minutes. According to the National Association of Home Builders, over 87 percent of homes are considered "affordable" to families earning median incomes.

Beyond its geography and history, Buffalo Niagara is also home to one of the natural wonders of the world – Niagara Falls. Buffalo Niagara's cultural attractions also enhance the quality of life here. The Theater District in Buffalo, New York has more live stages than any region in New York State other than Broadway in New York City. The region also boasts the Niagara-on-the-Lake performance district in Southern Ontario, Canada, a philharmonic orchestra which performs in a center designed by Eero and Eliel Saarinen, world-class art museums, and incredible architecture by Frank Lloyd Wright, E.B. Green, Louis Sullivan, and H. H. Richardson.

For sports enthusiasts, the region provides plenty of opportunity and reason to cheer. Buffalo Niagara is home to professional football, hockey, baseball and lacrosse teams, as well as numerous collegiate-level teams.

The Buffalo Niagara region offers big-town amenities with the benefits of a small-town atmosphere. All in all, it's a great place to live, work and play.

For additional regional information, please contact Buffalo Niagara Enterprise at (716)842-1330 or visit www.buffaloniagara.org.