

Regional Brand

Action Items

Implementers

Need to build it from what we have

Waterways

Innovation

Green

Higher education

Regional medical center

Knowledge based economy “eds & meds”

- This region has accessibility
- Greenway project (already underway)
- Greater Binghamton 30K (already underway)
 - Look at Angelou plan
- The “pipeline”
 - How is that being reinforced
- When folks hear term Southern Tier
 - What does that convey
 - Outside of region
 - How it is positioned nationally
- Has to draw people in
 - Look at the point that other regional brands convey
- National Trust for historic pres
 - Main street program initiative
 - State heritage area/corridors
 - Inventory of our assets (Twilight zone)
 - Rural
 - Small communities
 - Downtowns
- Smart Living/not overdeveloped
- Have a contest/create a buzz
- Invest in ourselves
- First Fridays in Binghamton

Economic Development Integration

- Need “catch” to get the right folks
Wine tasting?
- ESD is looking regionally to help make the right match between needs and resources
- Elected politicians have to be part of this equation. There has to be an agreement that it’s ok to think regionally (this is starting to happen)
- Connect students with local businesses
- Focus on the sectors that are competitive for the region (and sub regions) and that helps work in cooperation
- Pubic/Inclusive process-agreement to work in alliance fashion
Transparency and accountability and sustainability
Like a charter/MOU across the region
What will the commitments be of org/assoc/community
What is the communication mechanism

Entrepreneur and Business Growth

- Financial Capital/VC/Angel Funds for broad set businesses (not just high tech)
Rural based/agriculture enterprises for example
- Do a formal assessment of how entrepreneur-friendly 6 communities are across a region
- More fully explore renewable energy opportunities given our land base/agriculture foundation
Is this an evolving sector for the region
Water wind
- Incubator model for broad set of startup businesses
Culinary school
- Need to connect the resources and create “entry” points for businesses to access technology assistances, resources, etc.
- Identify businesses/communities doing something well
Best practices
Might be replicated in other areas

Entrepreneur and Business Climate

- Expand on successful initiatives
www.greaterbinghamton.com
- Need for “navigators” through the maze
 - Personal connections are valuable
 - “Concierge” concept
 - Broadband connections needed
- Workforce development for our young people
 - Coaching/mentoring on career choices
 - Including entrepreneur and business

Strategies

- Indicator: 25-45 age group – what is proportion of total population and ?
- Creating “brand recognition” for region
 - Market to businesses and job candidates
 - Re-invention of self
- Consolidation of economic development agencies at regional level
 - Too fractionalized
- Integration of economic development & planning (land use, etc.) needs to take place on a ‘regional’ level
 - Inventory of assets
- Overcome parochialism at local level
- Action at broader geographic level
- Regionalism may be more supported with new administration
- Brookings report →Ed, Med, Cultural tourism, Arts not traditional income generators but may represent strategies around these areas
- Leaders that can effectively articulate vision “implementers” to build consensus
- One economic development group per county
 - Designated by state to receive state dollars
- View proximity to PA state lines as opportunity for joint funding and other partnerships
- Look for uniqueness of region for sustainable transportation opportunities
- Run events that bring people to the region (they get to see region, region showcases what it has to offer)
 - Health
 - Environment
 - Marketing the region/branding the region
- Community support for entrepreneurship
 - How entrepreneurship friendly are communities
 - Tapping into universities
 - Technology transfer
 - Quality of life as an attraction for entrepreneurs
- Foster civic engagement at early ages (elementary school)
- Need to make it easier for new businesses to take hold

- Economic development agencies coming together
 - Better access to capital
- Increased partnerships between state agencies and regions
- Attracting “creative” work class
- Need to reinvent the region
- Investing in our future
- Once project ideas are agreed upon, need implementers
- Re-educate citizens and elected officials about the new way economic development happens and interconnections among planning, quality of life, economic developers, etc.
- Build upon what STOC (Southern Tier Opportunity Coalition) is already doing
 - STOC is primarily comprised of businesses/doctors*
- Build upon returning retirees (not just the young professionals)
 - Returning brains
 - Ability to mentor and teach
- Look at structural issues
- Look across the NY/PA border