

C. World Trade Center Buffalo Niagara (W668)

September 17, 2009

- Grantee:** Buffalo Niagara International Trade Foundation
d/b/a World Trade Center Buffalo Niagara (“WTCBN” or the “Center”)
- ESD Investment:** A grant of up to \$150,000 to be used for the cost of salaries and wages, database subscriptions, office supplies, marketing and communications, and travel associated with outreach and service efforts.
- Project Locations:** Various locations in Chautauqua, Cattaraugus, Erie, Niagara, Allegany, Wyoming, Genesee, Orleans, Monroe, Livingston, Ontario, and Wayne Counties (the “Twelve-County Region”).
- NYS Empire Zone (or equivalent):** N/A
- Project Completion:** August 31, 2010
- Project Team:**
- | | |
|--------------------|---------------|
| Project Management | Jean Bly |
| Affirmative Action | Helen Daniels |
| Environmental | Soo Kang |
- Grantee Contact:** Mr. Christopher Johnston, Executive Director
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Project Description:

Background

The WTCBN, previously known as the International Trade Council, was formed in 1988, and is a member-supported not-for-profit organization, providing education and customized international trade development programs to local and regional companies. The Center, which serves a bi-national region that includes Ontario, Canada; Buffalo, Rochester, and the Finger Lakes region, is licensed by the World Trade Centers Association that includes nearly 300 World Trade Centers in 100 countries. The WTCBN’s team of trade professionals and associates has developed and delivered solutions in the areas of international strategic planning, market research and analysis, market entry, international marketing support, export management, product sourcing, and international distribution. The WTCBN also hosts several educational and trade-related events throughout the region. The Center’s membership consists of more than 165 manufacturers, distributors and service companies. Combined, these companies export more than \$954 million annually and employ approximately 38,500 employees.

Since 2001, the ESD Directors authorized four grants totaling \$408,985 to support market research, training and educational seminars, trade database purchases, updating of Web resources, and community outreach. ESD’s 2008-2009 grant, which is complete, allowed

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for the expansion of global business services to companies in the Twelve-County Region and increased presence in global markets. A survey of seventy-nine regional manufacturing and service firms concluded that more than twenty-one export-oriented, educational events were held by WTCBN in 2008-2009 with over 1,592 participants from 870 companies. In addition, 678 new companies and 2,282 contacts were added to the WTCBN’s trade contact database for export targeting. More than nine companies participated in Local Access to Global Markets funding for export projects, resulting in more than \$850,000 in export success stories to date.

The Project

The Center will continue an approach to significantly boost its outreach and service efforts to small-to-medium-sized companies in the Twelve-County Region. The project will assist companies with entering or expanding into global markets and involves international business services, including on-site trade assessment sessions; exploration options to either begin or increase export activities and the development of promotional strategies to target specific overseas markets; trade education through workshops and seminars; and continued operation of a Global New York Web site, providing companies with networking opportunities and access to trade data and information. The project commenced in September 2009 and is expected to be complete in August 2010. The project is expected to greatly expand global business services to companies in the Twelve-County Region, allowing for an increased presence in global markets and the retention and creation of New York State jobs. The WTCBN will manage the project.

Upon completion of the project, the Grantee will furnish a final report describing the impact and effectiveness of the project.

Financing Uses	Amount	Financing Sources	Amount	Percent
Salaries, Wages & Fringe	\$96,865	ESD Grant	\$150,000	100%
Database Subscriptions	8,950			
Office Supplies	15,885			
Marketing and Communications	24,800			
Travel	3,500			
Total Project Costs	\$150,000	Total Project Financing	\$150,000	100%

Statutory Basis – Community Projects Fund:

The project is authorized in the 2009-2010 New York State budget. No residential relocation is required as there are no families or individuals residing on the site.

Disclosure and Accountability Certifications:

The Grantee has provided ESDC with the required Disclosure and Accountability Certifications. Grantee’s certifications indicate that Grantee has no conflict of interest or good standing violations and, therefore, staff recommends that the Corporation authorize the grant to the Grantee as described in these materials.