

**INVEST** BUFFALO  
NIAGARA

## GEICO: Regional Headquarters Attraction

Come grow your business with us.

# Current Trends in HQ Attraction

- Headquarters are migrating/relocating to a handful of major markets.
- Reasons why regions want corporate headquarters
- Why are these corporate HQ's migrating to the major cities?

## Access to Talent

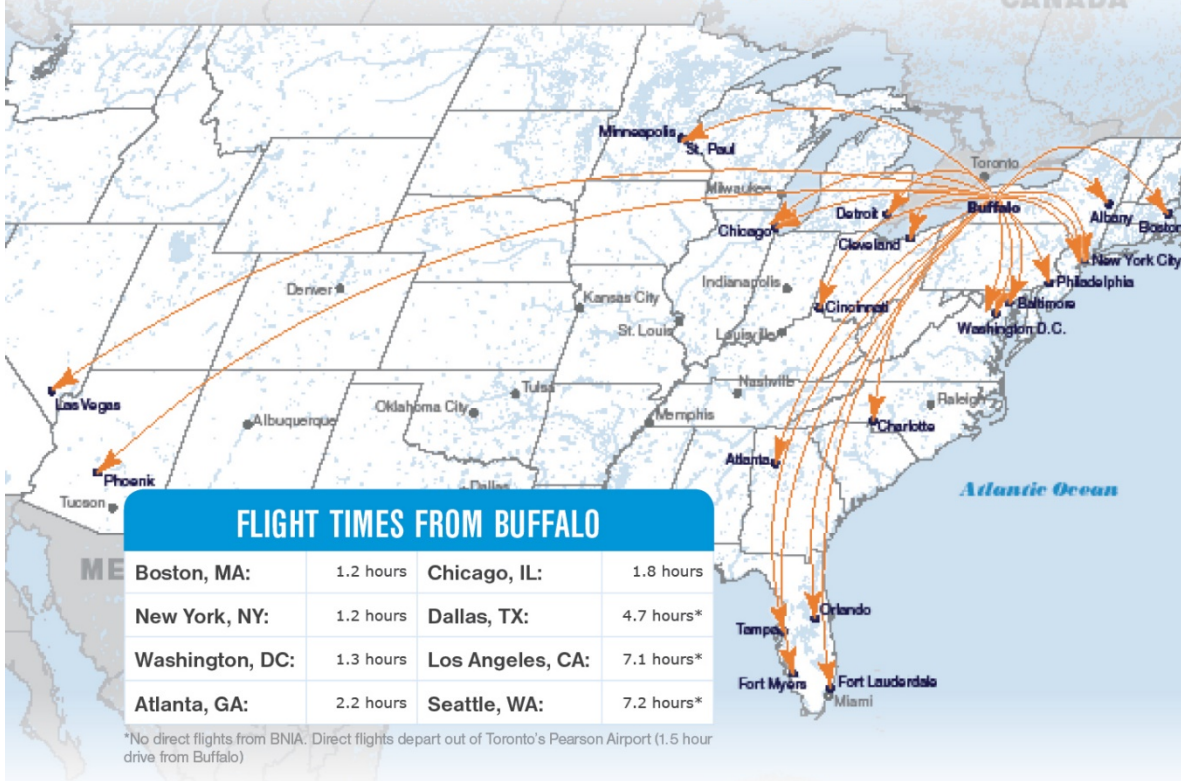
- A large and well-educated workforce is a make or break issue.
- Other C-Suite Executives
- Labor Market Assessment

# Proximity to an Airport

- Frequent & affordable daily flights at Buffalo Niagara & Niagara Falls International Airports.
- 90 minute drive to direct international flights out of Toronto

# Air Travel

Average one way airfare from New York is \$68.58 more - that's **34.2% more expensive than Buffalo Niagara**




The Buffalo Niagara International Airport (BNA) averages 110 daily flights with non-stop service to 18 cities and 22 airports.

**22-25 flights per day to NYC's airports!**

# GEICO Timeline

- **June 2003** – initial lead came in via Empire State Development. Gathered information on available real estate (phase one 100,000 square foot, single story facility, phase two 22+ acres to build 250,000 square foot regional headquarters and additional information).
- **August 2003** – GEICO tours four facilities. After tour, client indicated that they would consider Phase One to be 50,000 square feet and to push up the Phase Two build to suit option to one year.
- **October 2003** - Client came for second tour of 8 buildings/sites. Following tour GEICO indicated that they were interested in receiving proposals from local developers Uniland and Ciminelli for phase one and phase two options.
- **November/December 2003** – incentive negotiations and coordination amongst local ED agencies
- **December 2003** – Press announcement
- **January/February 2004** – Continue to work with GEICO on relocation and finalizing incentive opportunities (WIB funding, NYPA, etc.)
- **August 2009** Invest Buffalo Niagara helps GEICO expands
- **April 2016** GEICO to acquire the 255,500-square-foot building it currently leases.

# Comments/Questions?