ITHACA, NEW YORK
WHERE INNOVATION & CULTURE CONVERGE
Take back those hours you spend just getting from one place to another. Say hello to a quality of life that makes you feel CONNECTED.

In Ithaca, you can build your business career and still spend time with your friends and family. Know your neighbors. Sample great restaurants. Visit nearby wineries. Enjoy a vibrant arts scene. Expand your education. Take time for yourself. BREATHE!

Designated one of the best small cities in America, the country’s “most enlightened city,” and one of Kiplinger’s top ten “Smart Cities,” Ithaca offers big-city culture alongside small-town community. With its great natural beauty and DIVERSE, COSMOPOLITAN, AND HIGHLY EDUCATED WORKFORCE, the Ithaca area is an attractive and exciting place to invest, work, and live.

Add to the mix optimistic and pioneering local governments, a low crime rate, excellent schools, an innovative spirit and the kinds of cultural riches that a great university and top-flight college attract, and you come close to perfection.

You have more say in what’s happening around you — there are fewer barriers to INVOLVEMENT IN THE COMMUNITY. You might find yourself on a non-profit board with a retired physicist from Cornell, or having a cup of Joe with a world renowned author. You never know who you’ll meet on the street.

Herb Wyer
Sales Manager at Warren Real Estate, and founder of Ithaca Forward

Top 20, Best Small Places for Business

FORBES 2006

At 215 feet, Taughannock Falls is 33 feet taller than Niagara Falls. It’s the highest free-falling waterfall in the northeastern United States and one of the highest water falls of any kind east of the Rocky Mountains.

WELCOME TO

ITHACA

Ithaca named 5th most secure small town in U.S.

FARMERS INSURANCE GROUP OF COMPANIES, DECEMBER 2006

Bachelors, Professional, or Graduate Degrees for people 25 years and older

TOMPKINS COUNTY, 2000: 42%
UNITED STATES, 2000: 24%

Number 1 City for Knowledge Workers

EXPANSION MANAGEMENT MAGAZINE, MARCH/APRIL 2006

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Where Innovation & Culture Converge

RPM Ecosystems LLC is the source for the patented break-through technology, RPM, root production method, that naturally (non-GMO) grows trees to maturity three times faster. We chose the Ithaca area to build our new center to expand our ability to serve the conservation and restoration markets in 16 northeast states because of its diversity and intellectual richness. Cornell University was part of the attraction as well as the abundance of natural resources and easy access to our regional customers.

RPM Ecosystems LLC

Owner/Partner, RPM Ecosystems LLC

— Moved from Toronto

PJ Marshall
Owner/Partner, RPM Ecosystems LLC

— Moved from Toronto

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A pair of ice ages molded the landscape around Ithaca. Retreating glaciers left behind gently undulating hills and valleys and a double handful of narrow, deep Finger Lakes. Ithaca lies at the southern tip of Cayuga Lake, the longest and one of the deepest of the lakes that give the area its name.

Cayuga Lake and its tributaries have shaped life here from the time of the Iroquois. On their way to the lake, rivulets and streams have carved dramatic gorges and beautiful waterfalls. Their testament to nature’s power greets us every day, in local parks and in our own backyards.

There’s plenty of opportunity for everything you can do on and around a beautiful lake — from bicycling to swimming, from hiking to just wandering along the shore.

“We like the similarity to the lifestyle that we had in Colorado — the emphasis on outdoor activities — hiking, skiing, lakes, things you can do outside that are within a short distance of downtown Ithaca.”

GREG BARTHOLOMEW
Sales Engineer, The CBORD Group, Inc.
— Moved from Denver
International performers regularly play Ithaca. Scads of movie screens show everything from old classics to first-run films. Ithaca College and Cornell supply terrific theatre, as do several local companies who combine community talent with big-city performers. And the area has one of the most varied music scenes outside of the Big Apple. Local bands play internationally, while internationally famous groups regularly show up at the State Theatre or Ithaca College. You can hear a different group play every night — classical, jazz, blues, folk, metal, rap, and stuff called “neo-primitive bug music”.

You can travel the Greater Ithaca Art Trail to visit the many local artists at work, or drop in on one of the half-dozen galleries within a few downtown blocks. Or view old masters and new iconoclasts at the Herbert F. Johnson Museum of Art.

After the show there are cafes, restaurants, and bars where you can chew over what you’ve just seen. Ithaca’s international population and adventurous tastes mean that you can sample Thai curry, Japanese sake, or Spanish tapas, as well as locally made bagels, ice cream, and beer. And at last count the Finger Lakes was home to 88 wineries, where you find gold-medal winners for the tasting.

If you prefer learning about the natural world, check out the Sciencenter, the Museum of the Earth, Cayuga Nature Center, or Cornell’s Laboratory of Ornithology. Note that the Sciencenter was built by volunteers — in Ithaca, you can easily get involved and work with the professionals in the arts and sciences.
Among our traditional durable goods manufacturers, BORG WARNER has doubled employment to 1,600 employees in a 10 year period. EMMERSON POWER TRANSMISSION continues to invest in new equipment in its 100-year-old facility. Tompkins County is also home to several state-of-the-art turbine blade manufacturers including THERM INC., which has supplied custom-machined components since 1935, and STORK VALE TURBO BLADING, INC., which has two local facilities plus one in the Netherlands. Finally, dozens of home-grown light manufacturers design and build products like printers, circuit boards and optical equipment—and sell them to the world.

In fact, many area businesses sell to both national and international customers. Ithaca is not far from larger urban markets, with Rochester, Syracuse, and Albany nearby; Philadelphia, Boston, and New York City a few more hours away, and Toronto and Montreal just over the border. So are the world’s markets!

Technology-related firms thrive around Ithaca. Start-ups and expansions reflect the vitality of a broad range of sectors including biotechnology, electronics, and software, with specialties ranging from food chemistry to microfluidic systems.

The entrepreneurial spirit is strong here. Cutting edge ventures, alternative enterprise, and just plain good business ideas are enthusiastically received. For example, in 1993 KIONIX was founded to bring the latest in MicroElectroMechanical Systems technology to the global marketplace. Then there is TRANSONIC SYSTEMS INC., founded by the inventor of the “gold standard” transit-time ultrasound flowmeter, which now has regional offices in the Netherlands, Germany, France, and Taiwan.

Entrepreneurs and inventors profit from numerous business support and startup incentives. Growing companies can find sophisticated accounting and legal services nearby — including intellectual property protection. Local real estate developers provide turn-key solutions for high tech companies, building facilities with wet labs and clean rooms.

Tompkins County startups can attract venture capital from national and international sources. Talk to the Cayuga Venture Fund or to TCAD (that’s Tompkins County Area Development). Join the Finger Lakes Entrepreneurs Forum or the Independent Consultants Network. And visit the Cornell Center for Technology, Enterprise, and Commercialization to discover what a distinguished research university can offer your company.

Whether your market is around the corner or around the world, Ithaca is a great place for your business.
Education is what this town is about. From toddlers to senior citizens — there’s always something to learn and a place to learn it.

Area school systems are among the finest, and several colleges play a big part in local culture. This means not only a well-educated workforce, but many sources of stimulation and learning for you, your family, and your staff.

**Cornell University**

With state-of-the-art facilities and world-renowned faculty, Cornell is a powerful partner for local companies.

The university boasts seven undergraduate colleges; a graduate school; professional-degree schools in business management, architecture and planning, law, and veterinary medicine; and more than 100 interdisciplinary research centers.

And at last count, a very short list of Cornell faculty honors included three Nobel laureates, two MacArthur Fellows, four Pulitzer Prize winners, and two Turing Award winners.

Founded in 1865, Cornell is the youngest member of the Ivy League. It is also the only Ivy that incorporates a state land-grant institution, creating a unique mix of the private university with the public, and the humanities with the applied sciences.

Cornell is a big place with vast resources. To learn more, visit a few web sites: www.cornell.edu www.research.cornell.edu www.cctec.cornell.edu

**Ithaca College**

Known as “IC,” (pronounced “I See”), this nationally recognized college focuses on undergraduate education but also trains at the master’s level — including an MBA program.

First-class music and theater programs provide the community with fine student performances and a terrific concert series.

When hiring, look for IC graduates from the Park School of Communications, as well as from the School of Business and the School of Health Sciences and Human Performance.

Located just down the road in Dryden, TC3 also offers many classes in downtown Ithaca. It’s an easy and inexpensive way to train staff, or just to take a few classes yourself.

TC3 is part of one of 30 community colleges and 64 campuses in the State University of New York system. This “SUNY” system is another great educational perk for local residents, offering high-quality education without high cost.

[www.tc3.edu](http://www.tc3.edu)

**Empire State College**

Empire State College is the SUNY solution for working adults, offering flexible combinations of distance learning and faculty mentoring. Fast let you finish a degree, further your career, or simply enrich your life. And there’s an office right in Ithaca.

[www.esc.edu](http://www.esc.edu)

**Cornell University is in the top 10 for Nano & Micro Commercialization Research, and Facilities**

Small Times Magazine 2006

**Ithaca area: #1 in Educational Attainment**

Forbes 2006

**Ithaca College, #7, Top Northeast Master’s level schools**

U.S. News 2007

Cornell received $554.76 million for research and development in 2003 — more than any other school in New York State.
COMMUNITY MATTERS

Welcome to small-town friendliness. People actually greet you on the street. For those coming from large cities, this can take some getting used to — but it doesn’t take long to learn.

FESTIVALS

If you judge a community by its festivals, then Ithaca comes out on top. We have harvest festivals, dance festivals, chili festivals, Juneteenth, Diwali — we celebrate celebrations!

In January, our unique Light in Winter festival explores the connection between science and art. Local and international scientists and artists create performances that combine engineering and music, physics and movement, the brain and the senses. It’s a great way to start the year.

In early June, the Ithaca Festival draws 35,000 people for fascinating food, energetic performances, and lots of local pride — including the famous Volvo Ballet. July gathers 15,000 music lovers to the Finger Lakes Grassroots Festival to spend four happy days dancing to world, old-time, rock and blues music.

And all summer and fall, the Ithaca Farmer’s Market provides a weekly gathering of locally grown produce, crafts, entertainment and community.

SCHOOLS

Education is the area’s main “business,” and this is reflected in its schools, both public and private. Whether gifted and talented or special needs, students find willing community mentors and plenty of volunteer service opportunities to enrich their educational experiences. They earn high SAT and National Merit Scholarship scores and attend “top tier” colleges with remarkable numbers.

Local elementary schools are as diverse as the local populations that feed them. There are also parochial and private educational options, including Montessori and Waldorf schools.

And, with many dual career households, the area has its share of licensed childcare centers, nursery schools, and after-school programs.

HEALTH

Cayuga Medical Center supplies our community with topflight diagnostic and treatment services, including a new, world-class radiation oncology center.

Affiliated with 23 academic centers, including Cornell’s Weill Medical College, Cayuga Medical Center is investing in a comprehensive package of expansions and upgrades in an ongoing transformation from a community hospital to a state-of-the-art regional medical facility.

Ithaca also enjoys a large representation of alternative medicine practitioners, a new fitness and rehabilitation center, a school of massage, even a nearby chiropractic college.

With three fitness centers and dozens of classes in yoga, t’ai chi, pilates, and African, tap, and belly dance (to name only a few), there’s no excuse not to keep fit!

SENIORS

People like to retire to Ithaca to enjoy the educational and cultural amenities of the area, and local families often coax grandparents to do just that. Senior housing units range from independent apartments to skilled nursing care, including a beautiful Hospicare residence.

An active senior center aptly named Lifelong, and volunteer opportunities through the Retired Seniors Volunteer Program, ensure our seniors remain a vital part of the community.

In 1995, Kendal at Ithaca became the first Continuing Care Retirement Community in New York State.

WORSHIP

Ithaca has dozens of houses of worship. All major denominations are well represented, along with some faiths you wouldn’t expect to find outside of a large urban area. Many other religious groups are supported by Cornell’s Center for Religion, Ethics and Social Policy.

Our children had a really easy transition into the schools. This is the kind of lifestyle we were looking for. There are so many volunteer opportunities, and lots to do, and everything is in our backyard.

While I still travel a fair bit, we’re spending much more time together as a family. Culturally, things seem a lot more family oriented here — you can take your kids to restaurants.

GARY WILLIAMS
Director of Global Sales, Ashley
— Moved from Great Britian

Julie Langenbacher
PTA treasurer, volunteer fundraiser
for the Community School of Music
and Art, costume designer for school theatricals
— Moved from the Philadelphia area

Our children tell us they really enjoy the schools. This is the kind of life style we were looking for. There are so many volunteer opportunities, and lots to do, and everything is in our backyard.

Gary Williams
Director of Global Sales, Advion
— Moved from Great Britain

Among Ithaca’s special spiritual sites: the Namgyal Monastery, founded in 1992, is the North American Seat of the Personal Monastery of His Holiness the Dalai Lama.
ALTERNATIVES & FIRSTS

ECOVILLAGE: Part of a global movement for a more sustainable human culture, EcoVillage offers two 30-home cohousing neighborhoods, organic vegetable and berry farms, and varied natural areas.

ITHACA HOURS: Credited as the first modern local currency, has inspired similar systems throughout the world. Back in 2000, a high-ranking official of the government of The People’s Republic of China came to Ithaca to find out about this famous local currency.

A “NO KILL” SPCA: Animal People ranked Tompkins County the safest community in the U.S. with a euthanasia rate over eight times less than the national average, the lowest of any community in the nation.

KENDAL AT ITHACA: A group of Ithacans who wanted to retire here asked the Kendal Corporation for help, and now there are 212 cottages and apartments, community rooms, and a nursing facility spread across a beautiful meadow, with shopping nearby.

wegmans: The ultimate supermarket. Its parent corporation, listed for eight years by Fortune Magazine, as one of the “100 Best Companies to Work For,” was recently rated the best employer in the country.

THE ICE CREAM SUNDAE: In July 2006, Ithaca’s mayor stopped by our local Purity Ice Cream store to announce proof that Ithaca is indeed the birthplace of the ice cream sundae. A heated debate ensued when the town of Two Rivers Wisconsin disputed the claim. The jury is still out.

ITHACA, NEW YORK, IS THE BIRTHPLACE OF THE ICE CREAM SUNDAE.

FOR MORE INFORMATION

BUSINESS SUPPORT SERVICES
financial and technical assistance real estate development community planning
www.tcad.org
www.Ithaca-innovation.com

ITHACA AND TOMPKINS COUNTY:
www.visitithaca.com
www.downtownithaca.com
www.tompkinschamber.com

TCAD was instrumental in Goodrich’s 2005 decision to keep Ithaco Space Systems in Tompkins County by providing a detailed workforce, access to technology, and an economic assessment report.

ROBERT NEAD
General Manager
Goodrich Corporation