



Global Gateway

In *Erie County's Road to a Bright Future* – a strategy to position itself for economic prosperity – tremendous opportunities are outlined to capitalize on our location as the fifth largest mega-region in North America. Reaching from Buffalo, Toronto, Ottawa, Montreal, and back to Rochester, this region is home to approximately 22 million people and more than \$530 billion (US) in economic output.

Traditional economic development agencies in Western New York have rarely focused on the importance of cross-border relationships and tourism and arts & cultures as economic drivers. The ECIDA is at the forefront of seizing these opportunities through an endeavor called *Global Gateway*, and we are poised to be leaders in dialogue as this important area of economic development continues its evolution.

Based on our existing assets and partnerships, including the critical dialogue between our staff and the Niagara Region, the ECIDA– by partnering with the Binational Economic and Tourism Alliance, the Niagara Region, Niagara Erie Regional Coalition, and other Binational economic development, tourism and arts & cultural organizations – aims to fill the void in communication and strategic associations that has existed far too long.

Through *Global Gateway*, the ECIDA will expand its cross-border and international initiatives to capitalize on Erie County's location as a Gateway Community, in addition to expanding economic development programs to include tourism and arts & culture industries.