

# Eastman Business Park Site Newsletter

Issue 2

Winter 2009/2010



EASTMAN  
Business Park

[www.eastmanbusinesspark.com](http://www.eastmanbusinesspark.com)

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*Check out our updated website to find details on available space, along with services and amenities available!*

## *Letter From Dave Stoklosa*

### **Sustainability at the Eastman Business Park**

As we continue on our journey of transformation at the Eastman Business Park, I wish to reflect on some of our most significant accomplishments of the past year. Despite the difficult economy in 2009, we had key wins, and our optimism for the future growth at the EBP is at an all time high.



### **Highlights of our Major Accomplishments**

- ◆ EBP website development and interface – Our website continues to grow in worldwide popularity. Every month, we receive hits from over 70 countries looking for a place to do business.
- ◆ Sale of B514 to JC Fibers – Consistent with our mission to separate properties that are no longer needed by Kodak.
- ◆ Sale of B642 to LiDestri Foods – This is the first manufacturing company to choose to locate/expand at the EBP. It's expected that LiDestri Foods will grow exponentially over the next few years, adding much needed loads to our utility infrastructure.
- ◆ Expansion of Cerion Energy and Transparent Materials, two start ups that have expanded both footprint and employee base at the EBP.
- ◆ Climate Bill legislation sponsored by Rep Louise Slaughter, giving favorable consideration to co-gen facilities, like the EBP - Major accomplishment for future growth by allowing the EBP to remain an ultra-competitive site for the foreseeable future.
- ◆ Lake Station sale to Monroe County Water Authority, and 25 year delivery agreement – provides much needed assurance to new customers that our critical water supply is owned and maintained by a regional Authority, without losing our price competitiveness on water rates.

*(continued on Page 2)*

# Letter from Dave Stoklosa

## **Highlights of our Major Accomplishments (continued from page 1)**

- ◆ Significant site beautification activity including B119, B112, B114, B205, and Lake Avenue.
- ◆ New leases for Guardsmark and VFX in B28, and Waste Management in B218.
- ◆ Pro-Tek expansion at the EBP in B350 – Establishes a presence for film storage and archival services at the EBP using our Pro-Tek subsidiary. The first wave of incoming materials will be Disney master sound recordings.
- ◆ Partnership with Genesee Wyoming Railroad for on-site deliveries to all EBP rail users – this partnership provides much needed assurance to new customers that our internal railroad is operated and maintained by a registered short-line railroad, and that expanded service to 3<sup>rd</sup> parties is in full compliance of Federal Railway Administration and Surface Transportation Board standards.

Our mission is simple. It's all about the sustainability EBP as an Industrial Site for Kodak and others. In 2009, from site rebranding, to our marketing plan and community exposure, to new tenants, to site beautification, and to legislation aimed at ongoing growth, our mission and message were delivered loud and clear.

Our partnerships with The Greater Rochester Enterprise, Empire State Development Corp, COMIDA, and all the associated local government bodies, have ensured that the EBP remains front and center for any new manufacturing activity in Upstate New York.

I'm very optimistic about what 2010 will bring to the EBP. We have active projects in alternative energy (solar, wind, and bio-fuels), nano-technology, bio-technology, and large tenants needing built out office space.

I wish to thank all of our existing tenants, utility users, site partners and, of course, the EBP team for making 2009 a successful year, and in advance, for your support in making 2010 a break through year.

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- ◆ EBP had exhibit booth presence at the 2009 NYS Annual Business Council Meeting held at the Radisson Hotel in September which provided the opportunity to share our offerings with other companies in New York State.
- ◆ EBP was the event sponsor for the Greater Rochester “Eyes on the Future” Event in October, where our name/logo was on every event pamphlet, advertisement and give-away bag. We also had a significant presence at the exhibits expo where we provided information about Eastman Business Park to over 1200 attendees.
- ◆ Our EBP website eastmanbusinesspark.com has had several enhancements and continues to draw many visitors. It has great information about our site, our buildings, our amenities, and the region. Our home page highlights what’s available, it contains a link to our brochure, and it features a “News” section to keep visitors up to date on what’s happening. Be sure to check it out and share it with your coworkers, customers and friends too!
- ◆ EBP has a virtual campus computer model which is a 3D animated tour of all our Kodak properties in Rochester that allows us to market in a unique and necessary way just due to the size of the site. The software also gives us the opportunity to show perspective tenants what it “could” look like. We have taken this to a off-site events and it has proven to be very effective and impressive.
- ◆ EBP marketing brochures are available and have been used in many ways as simple advertisement. They are available at our main lobbies to include Building 28, and we’ve taken them with us “on the road” as a great way to share introductory information.

## Coming up in 2010:

- ◆ We will again be sharing our information at upcoming events and trade shows
- ◆ We will participate in more advertising online, in print and in live spots
- ◆ Enhanced site branding/signage

## Tenant Survey Follow Up



A survey was conducted in 2009 asking our tenant contacts nine questions about the services provided here at Eastman Business Park.

We received almost 100% response and here are the highlights:

- 90% found our security processes either outstanding or acceptable;
- 75% felt interaction with Kodak interfaces was outstanding;
- 85% replied that if their lease was expiring, they would renew;
- 80% stated they would recommend the property/site to others

Like all surveys, there were a few areas where opportunities for improvement surfaced. Follow up took place and the result was great constructive feedback to assist us in our continued improvements at Eastman Business Park.

Some of those improvements already implemented are the minor road repairs we did in late fall, adjustments to our access control processes, and the Building 205 north end improvements.

We thank you for your participation and feedback!

## Did You Know?



⇒ These services are available at Eastman Business Park:

- Analytical Sciences
- Materials Characterization & Packaging Dynamics
- Project and Construction Management
- Energy Management Consultation

For more information go to [eastmanbusinesspark.com](http://eastmanbusinesspark.com) and click on Park Services.

⇒ Kodak has a corporate partner program available to tenants and suppliers which offers Kodak products at a discount. For more information contact [denise.stinardo@kodak.com](mailto:denise.stinardo@kodak.com).