

A woman with long, wavy blonde hair is shown from the chest up, looking off to the side with a thoughtful expression. She is wearing a white button-down shirt. The background is a scenic view of a town with green trees and buildings under a blue sky with light clouds.

THE FACTS

PRESENTED BY LISA OKEEFE CANDIDATE FOR NYS ASSEMBLY 123

**BIG CHANGES,
BIG PROSPERITY:
A NEW ERA
BEGINS**

LISA OKEEFE,
REPUBLICAN, CONSERVATIVE
AND ECONOMIC RENEWAL PARTY LINES

Paid for by the Committee to Elect Lisa OKeefe

**WE USED TO BE
KNOWN AS THE VALLEY
OF OPPORTUNITY...**

NOW:

**2ND HIGHEST
POVERTY RATE IN NYS,
DOUBLE THE NATIONAL AVERAGE.**

**50% INCREASE
IN HOMELESSNESS**
FROM 2020-21.

**POPULATION DECLINE DUE TO
HIGH COSTS OF LIVING AND
LACK OF JOBS.**

**NYS RECENT COLLEGE GRAD UNEMPLOYMENT RATE IS
12.3% COMPARED TO NATIONAL AVERAGE OF 3.8%**

"THE BEST WAY TO PREDICT THE FUTURE IS TO CREATE IT."

— PETER DRUCKER

- Our state government must think big to shape a better future for our community. Their efforts have been small on goals while big on expenditures and expansive on government. And this is the major reason why we have gone from the Valley of Opportunity to the county with the 2nd highest poverty rate in NY, a homeless rate that has increased by 50% from 2020-21, unemployment double that of the national average, and a place that violent criminals find to be a safe haven and put our law enforcement and law-abiding citizens at risk. In my last magazine I highlighted various issues that need to be corrected. If you did not receive it, go to www.lisaokeefe123.com or click the QR code to download the PDF.
- This magazine highlights how we will move forward in a rapid renewal – ensuring the public has full transparency to each milestone on the way to the goal I have outlined. As a former Economics teacher and past elected official, I know how to make this happen.



DISPROPORTIONATE PRIORITIES AND ACTIONS DO NOT ALIGN WITH THE DISTRICT'S MOST PRESSING NEEDS

AND THIS INVESTMENT HAS FAILED TO TRANSLATE INTO MEASURABLE ECONOMIC GROWTH FOR THE REGION OR ECONOMIC PROSPERITY.

The focus has been on niche markets. While supporting niche markets is valuable for diversity, real growth comes from prioritizing and investing in our critical sectors that drive broader economic development and job creation.

THIS MULTI-YEAR FAILURE TO UNDERSTAND THIS HAS RESULTED IN: BROOME COUNTY ECONOMIC STAGNATION AND DECLINE

- **BC Continuous Population Decline:** From 2000 to 2020 the population dropped by about 6.4%. This decline reflects broader economic challenges, such as fewer job opportunities and outmigration, particularly of younger residents.
- **Failing Job Growth:** According to the NYS Department of Labor, the Southern Tier's employment growth has been slower than the state average. For example, in 2021, the Southern Tier saw a modest 1.2% increase in jobs compared to the 2.5% increase statewide.
- **Sky high Poverty Rates:** Broome County's poverty rate has remained consistently high. This persistent poverty indicates that economic development efforts have not improved living standards for many residents.

OKEEFE'S PLAN FOR REAL CHANGE:

Invest in sectors driving economic development:



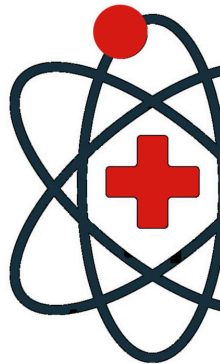
- Health-Tech, Finance-Tech (Fin-Tech) Manufacturing Hubs.

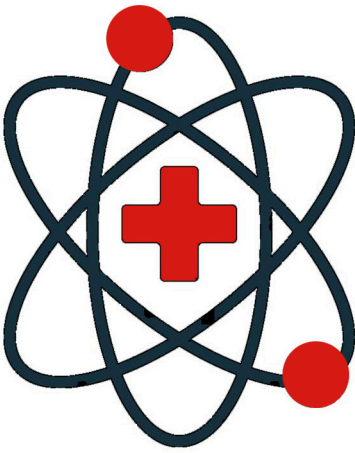


- Support small businesses by reducing taxes and regulations.



- Community development to promote growth through needed funds for arts, events, tourism and nonprofits.





HEALTH-TECH ECOSYSTEM ECONOMY HUB

Our healthcare sector, with major employers like UHS and Guthrie, dominates Broome County's economy – employing thousands from this area.

Despite this, **there hasn't been a significant expansion in healthcare related industries.**

Our region has not seen a significant influx of biomedical startups or health-tech innovation centers, which are critical for creating high-paying jobs and attracting investment.

Contrarily, regions like Rochester and Buffalo have successfully integrated healthcare with biomedical research and education, creating robust health-tech economies that have provided high-paying

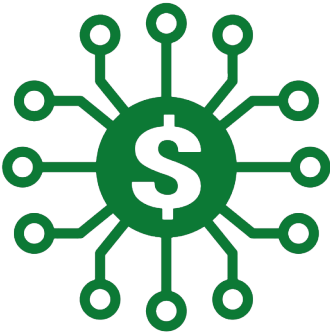
jobs for their community and innovation-driven growth.

Collaboration between hospitals, universities, and private companies will lead to advancements in medical research, innovation in healthcare technologies, and the development of new treatments and products.

Rather than have our population go to Rochester or Buffalo let's bring the medical research and healthcare innovation hub right here.

Let's put the investment in advanced medical technologies and a significant number of high paying jobs. Let's get the research grants and private sector investment that fuels economic growth.

Innovation-Driven Growth will not only create direct jobs but also supports related industries, including manufacturing of medical devices, software development for healthcare applications, and more.



FIN-TECH HUB

Financial Technology (Fin-Tech), the integration of digital innovations that improve financial services, is transforming the way people manage their finances, access loans, and even trade stocks. Its growth has had significant economic impacts including attracting venture capital investments and providing high paying jobs for our college graduates through such digital wallets and payment systems companies as Venmo, PayPal, Stripe, online lending platforms like SoFi and LendingClub, and cryptocurrency firms like Coinbase.

Unlike other regions in New York, Broome County lacks the specific infrastructure FinTech companies need, such as access to financial data, regulatory guidance, and specialized cybersecurity expertise.

This makes it difficult for FinTech startups to thrive locally, leading many to look for opportunities elsewhere such as Buffalo's FinTech scene which is supported by initiatives such as 43North. To emulate the success of regions such as Buffalo, our district would need to focus on developing targeted tax incentives, regulatory flexibility, and grant programs.

Additionally, collaboration with SUNY Broome and Binghamton University could help create the talent pipeline FinTech companies require. Funding initiatives similar to 43North, coupled with public-private partnerships, could also bring in substantial investment and foster local innovation in financial technology.

MANUFACTURING AND TECHNOLOGY SECTOR

Broome County has a history of manufacturing, particularly in aerospace and electronics. Companies like BAE Systems and Lockheed Martin are significant employers, yet our region has struggled to attract new manufacturing firms or retain existing ones. And where we were once the hi-tech sector of NYS, complete with two nationally recognized tech-elec high schools (UE and Binghamton North), this has gone by the wayside due to lack of funding and curriculum inclusion.

Over the last decade, manufacturing jobs have declined, with many positions moving out of state or overseas. The lack of aggressive state-level support for this sector has been a missed opportunity.

I will fight for the support needed to bring back manufacturing and technology to the levels needed to support our community.

Syracuse has witnessed significant economic transformation, driven largely by major investments from companies like Micron which focus on semiconductor manufacturing and related high-tech roles. Micron's plans represent a \$20 billion investment, with potential expansion bringing that total to \$100 billion by 2045 and will create around 9,000 direct jobs and tens of thousands of indirect and induced jobs, making it one of the largest economic drivers in the region. Securing this type of investment in our area will provide the jobs needed to keep our graduates in this area.



SMALL BUSINESSES

The 123rd district has always been home to small businesses – some which have been around for generations and others that are newly emerging.

Supporting small businesses is crucial because they are the backbone of our local economies. Small businesses create jobs, foster innovation, and contribute significantly to community identity and character. They often provide unique goods and services that large corporations do not, filling specific needs within communities.

Moreover, small businesses circulate money within the local economy, enhancing economic resilience and stability. When residents support local businesses, they are directly investing in their own communities, promoting economic diversity, and reducing reliance on large, distant corporations.

However, in NYS, small businesses face significant challenges due to stringent government regulations and high taxes. Compared to other states, where business-friendly policies such as lower taxes and reduction in the complexity of its tax codes, fewer regulatory hurdles, and streamlined processes for permits and licenses are in place, New York imposes a more complex and often prohibitive environment for small business owners.

To emulate these states' successes, New York State could adopt similar actions to make it easier for small businesses to start and grow, thereby strengthening New York's economic landscape.

ARTS, EVENTS, TOURISM AND NOT-FOR-PROFITS

The 123rd boasts a vibrant arts, events, and tourism scene. The region is home to a variety of attractions, such as the Roberson Museum and Science Center, the Broome County Forum Theatre, and the Bundy Museum of History and Art, which together attract thousands of visitors each year. Additionally, annual events like the LUMA Projection Arts Festival, and the Spiedie Fest & Balloon Rally draw large crowds, generating substantial revenue.



Tourism in Broome County generates over \$300 million in economic impact annually, supporting thousands of jobs in the hospitality, retail, and service sectors.

Supporting the arts, events, and tourism in Broome County is crucial because these sectors are key drivers of economic growth, community engagement, and quality of life. Investing in these areas helps attract visitors and enhances the appeal of the region for residents and prospective businesses.

DESPITE THESE BENEFITS, THERE IS STILL UNTAPPED POTENTIAL.

To maximize this potential, the 123rd could increase funding for marketing and promotion efforts, develop more partnerships with local businesses to create comprehensive tourist packages, and expand the range of cultural events to appeal to diverse audiences, and bolster support for not-for-profits, such as local art organizations and historical societies.

Not-for-profits play a critical role in preserving local culture and heritage while providing community services, and increased support would enable them to expand their reach and impact. By focusing on these areas, this district can strengthen its arts, events, and tourism sectors, driving further economic growth and community enrichment.

LIVABILITY:

NYS has the highest tax burden due to wasteful spending and overreach.

FOR THE 11TH YEAR IN A ROW NYS HAS BEEN RANKED THE STATE WITH THE WORST ECONOMIC OUTLOOK.

OKEEFE'S VISION:

- Budget transparency and accountability to **reduce government waste and return funds to taxpayers**.i.e. Each candidate for NYS Assembly received up to \$175,000 of taxpayer dollars for campaign expenditures. State Senate candidates received \$375,000. That is **\$99.75 MILLION being laid out to candidates and that money should be returned back to the taxpayers.**
- **Increase government transparency and accountability.** i.e. NYS has \$14.8 billion in lump sums that we the taxpayers cannot see. Only the Governor knows what is spent with it raising warnings by watchdogs of an elevated risk of waste and corruption.
- **Cut legislator salaries;** ensure fair use of taxpayer money.
 - i.e. State legislators voted themselves a 29% raise to be the highest paid State legislators in the nation at \$142,000 plus the allowance of a 2nd job up to \$35k. Comparatively Texas is paid at 7200/yr, New Hampshire at \$100/yr and New Mexico at zero dollars/yr. **That raise costs the NY Taxpayer approximately \$6.25 million a year!**
- Lower taxes, fund essential services, (i.e. produce a liveable environment that ensures everyone can thrive.)

Support of Parental Rights and Investment in the Next Generation

By respecting and supporting parents' roles in raising children, societies ensure that children grow up with a strong sense of identity, security, and belonging. This ultimately leads to a prosperous society where individuals are prepared to contribute to economic, social, and cultural growth.

OKEEFE'S COMMITMENT:

- Ensure safety and fairness in schools and sports so every child has the opportunity to thrive. This includes making sure funding for resources are available for the diverse student needs and that nothing hinders the progress made for women with Title IX which has been instrumental in securing women scholarships to advance their education.
- Uphold parents' rights to be informed and involved in their children's lives. The Constitution says parents have a vested right in their child's education and upbringing without government interference.
- Uphold children's safety with more stringent laws for those who would cause injury to a child.
- Bring back religious exemption for vaccines.



NEW YORK STATE HAS LONG BEEN A GATEWAY FOR IMMIGRANTS, SHAPING ITS DIVERSE AND VIBRANT COMMUNITIES FOR CENTURIES.

Here in Broome County specifically we have, and continue to benefit from, people from all walks of life who raised families and worked at such places as EJ and fought wars to protect our country and aided us in countless ways.

We welcomed them through a quota system, ensuring a balance between welcoming newcomers and providing them with the resources they need to integrate. These quotas allow the state to absorb immigrants in a way that ensured both the well-being of the newcomers and the economic stability of existing residents. This system also allowed the state to protect public safety by vetting incoming immigrants, ensuring that those with criminal histories or other risks were identified before they could enter the country. But that was not the case when the federal government swung open the doors and allowed for the flood of migrants to come into our country with little to no vetting putting them and our citizens at risk of harm and unable to deal with the sudden influx.

NYC alone is expecting a projected cost of \$12 billion dollars with New York State not yet having a widely published comprehensive estimate for the total cost of supporting those migrants who are or may flood areas across all counties.

Residents in other counties, including our own, are sounding the alarm regarding cost and raising concerns about the lack of background checks and proper vetting of incoming migrants.

When I am in office, I will fight for the people of the 123rd.

On the state level our legislators have remained silent on this issue or the measures that our state has secured has not been strong enough. I applaud our county officials for their efforts to enact local emergency powers to restrict the influx of those seeking to fill our hotels, homes and shelters.

I will go further. I will introduce the following bills:

- A bill that makes sanctuary cities illegal and as such unfunded. Under federal law (8 U.S. Code § 1324), it is illegal to knowingly harbor, transport, or employ individuals who are in the country illegally. However, New York's sanctuary policies, which limit cooperation with federal immigration enforcement, do not directly violate this law but complicate federal efforts to deport undocumented immigrants.
- A bill similar to that used in Arizona that mandates the use of the federal E-Verify system, which allows employers to verify the legal work status of new hires. This is a non-discriminatory tool that targets illegal employment while protecting the rights of legal workers.
- States can require proof of legal immigration status for individuals to access certain public services, such as housing assistance and unemployment benefits.. However, this must be balanced to avoid infringing on services guaranteed to all residents under federal law).
- A bill requiring that any state or federal plan to place migrants within a New York municipality must first receive approval from local governments

The responsibility of any government is to ensure the safety and well-being of their legal citizens.

ADDITIONAL ITEMS OF IMPORTANCE THAT NEED TO BE ADDRESSED:

1. Mandatory Comprehensive Sexual Education classes for Kindergartners. Introducing complex topics like sexuality at a young age can confuse and overwhelm children rather than educate them. The Supreme Court maintains that parents possess a fundamental right to raise their children as they see fit. Lupardo co-sponsored it and I will fight against it when in office.
2. Lupardo has co-sponsored soft on Crime legislation including one law that gives “alleged” criminals the names and home addresses of all witnesses 35 days after they are ticketed and released (while they are still walking around free before their trial that might not be for months). There is a 44% increase in repeat offenders since these laws went into practice. **I will introduce legislation to repeal it.**
3. Expansive and expensive government designed to control and/or rip away our rights and freedoms. **Gerald Ford was keenly aware of this danger when he said “A government big enough to give you everything you want is a government big enough to take away everything that you have.”** Increased government control also increases taxes and regulations which in NYS we have found to be crushing for both person and business. When bureaucracy grows, freedom shrinks.
4. Reduce taxes, red tape and regulations. A society that is over regulated is a society that is overburdened.
5. Assisted Living and Retirement Homes: NYS has not increased its financial commitment to help these facilities provide the needed services to its residents since 2007. Yet during this time the cost of everything from food to wages to Medicaid have increased. NYS must be responsible and ensure these facilities get the funding they need and the benefits the residents and the workers deserve.