

Cool Cities Growth Initiative

Initiative Name	Expand the 20- to 30-Something Young-Adult Retention and Attraction Groups and Catalyze the Start of Specialty Groups			
Description of Initiative	<p>Upstate New York groups like ThINC and CNY Edge Model are great models to expand and promote the formation of “me-too’s” or chapters in other communities throughout the region. They should be affiliated with a local economic development group but coordinate with other chapters in the region. ThINC is a progressive arts and culture organization that aims to provide a venue and encouragement for the artistic expression of those working on new creative enterprise. They are positioning Syracuse as a city that welcomes, nurtures and promotes emerging artists of all forms who express a desire to establish a more comfortable, intelligent, beautiful and sustainable community through their craft. LGS (Leadership Greater Syracuse) is another well-established program to replicate within the Upstate region. It focuses on business leaders and has a youth program too. The seeding of other groups is encouraged to help appeal to the broad and diverse mix that make up the creative sector, especially in the 18-to-24 and 25-to-35 age demographics.</p>			
Action Type	Build New	X	Expanding Existing	Attract From Elsewhere
Timing	<ul style="list-style-type: none"> - Establish a new local chapter (or link to an existing organization) somewhere else in the Upstate region for each of CNY Edge, ThINC and LGS within eight months. - Expand to all major cities in the region within two to five years. 			
Champions	<ul style="list-style-type: none"> - Jennifer Hoffman, CNY Edge. - MDA would act as a facilitator and connector. - Erica Brath, Syracuse New Times. - Leadership Greater Syracuse and its counterparts from Upstate. - Others to be added. 			
Resources	<ul style="list-style-type: none"> - \$5,000 to \$10,000 per group per community annually. Over time groups may become self-sufficient. Initially, their role is too important to push for self sufficiency in the early stages. - Minimal support within each city/sub-region to provide for “kick-off” events and marketing. - Limited support for region-wide events -- organizations should be responsible for obtaining their own funding. 			
Performance Measures	<ul style="list-style-type: none"> - Number of new groups formed. - Number of new members. - Number of events. - Number of cities establishing a new group. 			
Model or Case Study References	<p>CNY Edge – “a group of active, energetic professionals who have a clear vision of CNY as a great place to live, work and play.”</p> <p>ThINC – “a progressive arts and culture organization that aims to provide a venue and encouragement for the artistic expression of those working on new creative enterprise.”</p> <p>Leadership Greater Syracuse – “a non-profit organization that trains individuals to become leaders in the Greater Syracuse community.”</p>			
Alternative Strategies	Many			
Synergy with Other Initiatives	High, especially with the talent attraction and retention or brain-drain strategies.			

Marketability or Buy-in Potential	Moderate to High
Risk Factors	Low to Moderate
Supporting Documentation	See www.thinc.org See www.lead syr.org See www.cnyedge.com
Success Factors	<ul style="list-style-type: none"> - "On-the-ground" support from cities to identify local champions. - Local Syracuse organizations need to be willing to support the broader region.
Tactic and Action Plan	<ul style="list-style-type: none"> - Coordinate with regional economic development agencies throughout the region to identify existing groups and/or individuals who could serve as local champions to catalyze the formation of these groups. - Coordinate with the leadership of CNY Edge, ThINC and LGS to develop approaches to establish "sister" organizations throughout the Upstate region and work with those regions on cross-promotion and coordination of activities. - Work with both the economic development agencies and the young-adult groups to prioritize cities/sub-regions that offer the greatest initial potential for success. A different city could be identified for each of the three groups. -As new groups are established, they can then help to establish even more groups in other cities. - Coordinate and support occasional region-wide events.
Notes	