

P4P, Olean, NY, 3/20/08

Boomer retirements

- Seniors
- Rural Sr. living centers
- Health care facilities
- PACE (Program for All inclusive Care for Elderly)
- Geriatrics – Center of Excellence
 - Based on existing assets
- Health care
- Retirees are a resource

Retention of people

- Across age
- Skillset span
- Attraction of targeted populations
- Changing demographics
- Retain younger people
- Recreation
- Arts
- Culture
- Training/retraining dollars from education side
 - Federal dollars are going down
- Business Retention and expansion
 - Easier to deal w/industries that are here
 - Retention of retiring workforce
 - How do we retain the younger demographic?
 - Walmart can't find people in Olean who pass drug test
 - Cf Age Cohort: who would take those jobs
- How to help people come back who want to
 - Come home program
 - Reach them through families
 - Routes to ???
- Manager loses people 25ish because of dating scene?

- Wants married w/kids – they’ll value the place, stay for lifestyle
- No young professional group?
- Wine club – huge demand – expand the scope?
- Policy
- STC leadership council
- Career plans important
- Internships
- Industry tours for teachers
- Classes
- Can’t keep doctor, but nursing an issue too, in Olean

Branding

- Market research
- “Ask” – in & out of region
- College databases?
- HS Alumni Associations
- Tourist agency research
- Others who collect information on visitors
- Exploring the negative perception of NYS before we launch a branding campaign
- Caution on branding for Come Home – Be here
- BR&E to ID key issues
- Eg transportation for low wage rural labor
- Untapped market
- NYC business moves to NJ
- We are cost competitive
- Cf Ellicott??? Research
- For people flying into Dresser Rand

In-migration rather than outmigration

- Still a mystery: why we are we not attracting others
Need to know why to address problem
- Perception (precede branding campaign)

What can we do there?

NYC or Ø?

Get HS/college kids involved in identifying what's great here

We need to believe

- Message on policy level – advanced manufacturing not the same as historical manufacturing facilities
- Getting retraining dollars
- 25% of job require BA or above
- Serving the 75%
- Get incoming students to “rate” the region & compare their ratings w/the places they intend to move to
- Turning certain institutes to Centers of Excellence
- Why are young people leaving?
- How to maintain skill sets?
- Out migration won't change

Manufacturing, Green Businesses, Support businesses

- Lots of interest
- Wind farming
- Universities
- Entrepreneurs
- Green business, etc.
- Quality of life issues attract
- Manufacturing
 - Kids w/ math/reading
 - Ed sector teaches vocationally to meet industry need
 - Cf Chemung career expo
 - Cultural change needed (NYS-DOT too)
 - Re-educate teachers/counselors
- Getting locals to realize the assets of their region
- Green business opportunities
- On-line business
- Local farmers – organic farming
- 20-44 cohort hollowed out

- Tax burden greater
- Issue: 2020 – massive labor shortage
- Another trend
- Buffalo Niagara Enterprise
- Canadian companies while exchange rate lasts
- For US markets
- Geo-caching again (“treasure hunting” w/gps)
- Are wages competitive with other areas?
- Is this what makes businesses stay here?
- Dairy, woodprocessing clusters are well resourced, integrated
- Ask people in industry to help
- PLUS address perceptions
- Database for business succession

Education

- Capture them?
- Ask them to rate the area to live/work
- Sell to the right audience
- Caution: NOVA = No Go (in Spanish)
- Most grads leave
- Exporting teachers, trained people
- Why are they leaving
- How to attract skills needed
- College kids perception(?) of no jobs
 - Poor wages
 - Service tools
 - They’ve heard that all leave
- More grads than jobs
 - Only need ~5,000 college grads/year
 - 20-40 cohort low in southern tier
 - We’re heading for massive labor shortage
- Too much education?
 - Employers believe you won’t stay for low wages
- The region has been exporting its youth

- Work w/schools on attitude change
- Career plans for HS graduates
- Highlight opportunities
- Education teachers about opportunities
- Business alignment w/grads
- Schools aren't highlighting range of options
- Career planning
- Entrepreneurial mindset
- Parents need to be involved

Image Issues

- Perception vs reality
 - Reality
 - Nothing there that for young people enables follow through
 - Link to targeted websites
 - Cf vision bangor
 - Negative press from webinar
 - Problems always highlighted in press
 - Need to counteract
- This region – why come back
 - 30-40 somethings – we can make the case
- Quality of life
 - Amenities
 - Roads
 - Broadband
 - Infrastructure
- Negative press
- Not covering successes
- No jobs or service, low-wage jobs
- No intention to stay
- Post 4 year degrees
- Less opportunities
- Image Issues
- Business failure?
- Image: Give up?

- What about successes?
- Hire a powerful marketing firm
- Professional help needed
- What jobs do kids want, parents want for their kids
- Negative Media
- Also lack of regional consistency
- Regional paper? (Free?)
- Build sense of regional identity
Southern Tier
- Highway connects...beautiful highway
Commuting
- My way is the highway?
- Environment for entrepreneurs
- Economic diversity important
- First impressions program
- Colleges all graduate at same weekend
- Partner w/hotels including PA

Legislative

- NYS problem
- Signage on interest rate?
- (Federal regulations)
- NYS has this formfting
- EZ's are band aid
- High tax rates are the big problem

People in room don't even agree what problem is
What are facts from perspective of decision makers

Are we willing to change
eg business community

BR&E

Accord – that's what we do

Research on where we're competitive is critical

Reach out to targeted clusters based on strengths

Not just manufacturing