

Opportunities for Central Upstate New York

Climate Change Seminar – Agenda In Action

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Metropolitan Development Association

Metropolitan Development Association of **Syracuse and Central New York, Inc.**



Huge Opportunity: Market Surge

Market Growth Projections by 2011

Sub-sector	2006	2011
IEQ	\$6.7B	\$10.4B
Biofuels	\$20.5B	\$80.9B
Wind	\$18.0B	\$60.0B
Solar	\$10.6B	\$20.4B
Micro Fuel Cells	\$1.4B	\$16.0B
Water Quality	\$40.0B	\$53.5B
Green Buildings	\$7.0B	\$23.3B



Long History

- In 1996, MDA's Vision 2010 identified Environmental Systems as key strength
- MDA brought business and academic leadership together leading to NYIEQ Center and ultimately Syracuse CoE



Working Collaboratively

- Established Central Upstate Regional Alliance – 12 county consortium to develop cooperative responses to regional issues
- Launched Creative Core regional branding



Regional Branding



New York's
Creative Core
Real. Smart. Easy.

Metropolitan Development Association of **Syracuse and Central New York, Inc.**



The “Green” Team

- Collaborative effort of multiple regional stakeholders coming together to promote the region’s green technology position
- Retained Battelle Memorial Institute to conduct a market study to assess the region’s competitive position in green technology



Battelle's Key Findings

- Regional strengths in IEQ, biomass renewable energy, fuel cells and green materials
- CNY's colleges, universities and Syracuse CoE nationally recognized leaders in green technology



Battelle's Key Findings

- Region has 419 firms and 10,290 jobs in green tech sectors
- Green private-sector job growth represents 15% of all Central Upstate regional job growth over the last five years
- Wages for these jobs are 57% above national average



Battelle Competitive Analysis

- Central Upstate benchmarked against Eugene, OR; Fort Collins, CO; Grand Rapids, MI; Pittsburgh, PA; and Sacramento, CA
- Per Capita, Central Upstate has more jobs in green technology



Business Attraction

- Battelle identified 330 leading & emerging companies in the US and abroad
- Qualified prospects which closely align with regional strengths and resources



Green Team Efforts

Created six task forces to implement Battelle recommendations:

- Public policy
- Business development
- Marketing
- Research & development
- Workforce development
- Community outreach



Business Attraction “Wins”

- Bitzer Scroll – German company bringing 300 jobs to Salina
- Comet Skateboards – moved from San Francisco to Ithaca to incorporate locally developed green materials into its products



Supporting Regional Business

- MDA developed programs to support local industry growth
 - Commercialization Assistance Program
 - Grants for Growth
 - \$100K Business Competition
 - Work Force Development
 - NYSDOL Grant
 - Ford Foundation



Efforts Paying Off

- #17 on The Green Guide's list of top US environmental leader cities
- Syracuse highlighted in Grist for its Greentech efforts
- Featured among America's Dozen Greenest Cities on MSNBC
- City of Syracuse receives numerous awards



Thank you

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