

# *Strategic Themes*



## Where we are today



		<b><i>Strategic Sectors</i></b>								
	<b><i>Assisters/ Enablers</i></b>	<b>Strategies From Related Work Groups</b>	<b>Advanced Mfg.</b>	<b>Agriculture</b>	<b>Energy</b>	<b>Higher Education</b>	<b>Life + Health Sciences</b>	<b>Professional Services</b>	<b>Tourism</b>	<b>Transport and Logistics</b>
<b><i>Assisters/ Enablers</i></b>	<b>Job Readiness/ Labor</b>	-Align education & skills training to job market -Develop & cultivate WNY talent pool to include underrepresented -Engage stakeholders in K-12 to increase timely HS and college completion	-Create excitement about manufacturing careers (Dream It, Do It)	-promote careers in ag; support their study with scholarships and internships	Connect industry & education to produce workforce to meet clean energy needs	- Improve workforce pipeline. -grow higher education enrollment	Attract & retain talent needed in the health care & life sciences industry	- provide training for the industry needs	Improve visitor readiness.	Link training across border and to logistics/supply chain industry.
	<b>Research/ Knowledge</b>	-Improve higher education to workforce “pipeline -Share research w/ community -Grow higher education enrollment	Leverage research to develop advanced manufacturing.	“Farm Regional Strategy” – farm business incubators to apply new research on ag production and support business development	Combine strengths of higher ed to educate community, provide research for renewable energy & develop infra. to support growth	-Improve higher education to workforce “pipeline -Share research w/ community	--Stimulate growth in life science industry: significant research projects (Jacobs Center, WNY Genomics) -utilize health informatics to drive decisions about regional health planning			-Link education & research across border. Supply chain education + research.
	<b>Smart Growth/Place Capital</b>	- Strengthen city/town centers, redevelop brownfields. -Protect water resources, habitat. -Invest in infrastructure on smart growth principles.		-more local ag products in community; buy local - review and streamline permitting process for ag	-Develop renewable energy biz. -Conservation – smart homes	Grow higher education sector.	-reengineer the health care system to reduce cost and increase quality and accessibility	Create/leverage shovel ready sites to attract companies.	Improve visitor readiness & expand tourism products; leverage natural and cultural assets	- Invest in multi-modal transport. -Create distribution centers.
	<b>Entrepreneur</b>	-Simplify entrepreneurship/ small business (small business certificate and advocate with authority) -fund entrepreneurship -promote a culture of entrepreneurship	-Leverage research and capital to develop new advanced mfg;	“Farm Regional Strategy” – farm business incubators to apply new research on ag production and support business development		-share research & Expertise with the community; create a more robust support structure for commercialization	Stimulate business creation & job growth in the life science industry			
	<b>Reform</b>	-Support business start-ups & small business with a business advocate & Start-Up Certificate - Implement policies that promote smart growth	Reduce the burden of taxation and regulation. -Focus incentives on ROI (not just new jobs)	Review and streamline regulatory & permit processes	NYPA implement Proceeds legislation; WNY Advisory group provides greater input on NYPA allocations in region	-Streamlined program approval from NYSED	. engineer the health care system to reduce cost and increase quality and accessibility - RPCI regulatory relief			Advocate regulatory, tax policy for sector & enhanced cross border trade and transport
	<b>Marketing/ Image</b>	Promote entrepreneurship	Promote manufacturing as career, important sector.	-Create a marketing entity to brand and promote the region's ag products - develop and promote Ag-tourism		- Grow higher education sector; promote College Town.	- Recruit life sciences talent.	- Develop a marketing plan and industry brand that targets high-cost U.S./Canadian metros for back office opportunities from companies with a presence here	-Establish unified marketing for the region	-market & brand Buffalo Niagara as bi-national logistics and trade hub

# Strategic Themes



# Next Steps



# Job Readiness/Labor

## **Advanced Manufacturing:**

Generate excitement about manufacturing to attract talent inside & outside the region.

## **Entrepreneur:**

Promote entrepreneurship in HS & college

## **Higher Education:**

Expand human capital available in WNY by improving P-16 pipeline, expand access to scholarships & graduate citizens prepared to prosper

## **Life | Health Sciences:**

Attract & retain talent needed in health care & life sciences industry

**Energy:** Connect industry & education to produce workforce to meet clean energy market needs

**Tourism:** Improve visitor readiness by training front line greeters

Prepare our workforce for jobs in regional strategic sectors & emerging markets through curriculum alignment, focused skill development & promoting career opportunities

**Professional Services:** Link industry and education to get qualified workers that can be leveraged to grow the industry

**Agriculture:** Create a "Farm Regional Strategy" to make new connections among producers, businesses, schools, consumers -develop new ways to expose students to the potential of careers in agriculture

**Transport and logistics:** Link higher education and training across the border to support the industry

# Knowledge/Research

Translate Research and Knowledge into the development of products and services to help drive innovation in and growth of industry sectors

**Life/Health Sciences:** Stimulate business creation & job growth in the life sciences industry

**Advanced Manufacturing:** Leverage research capacity to attract & accelerate the development of advanced manufacturing

**Transport and logistics:** Link education, training, research in support of logistics/ supply chain industry

**Energy:** Combine the strengths of the regions colleges, universities & technical schools to educate communities, provide research for the advancement of renewable energy portfolios & develop infrastructure to support growth.

**Higher Education:** Connect industry needs with WNY higher education resources

**Agriculture:** public and private farm business incubators could be a mechanism for applying new research on agricultural production and supporting business development

# Smart Growth/Infrastructure

**Tourism:** Develop more tourism products leveraging our waterfronts, natural assets & history

**Life | health sciences:**  
Stimulate business creation & growth in the life sciences industry

**Job Readiness:** Develop & cultivate the WNY talent pool that includes workers with advancement potential, underemployed, unemployed & special populations

Implement smart growth by promoting an infrastructure conducive to sustainable, healthy, attractive development and enhanced quality of life to grow opportunities and bring in new visitors, residents and business to the region

**Energy:**  
Create a global energy hub

**Professional Services:** Leverage our advantages of shovel-ready sites, fiber optic capacity, affordable real estate, to attract companies

**Transport and logistics:**  
Enhance multi-modal transportation capabilities to create strategically located, cost effective, distribution centers

**Agriculture:** Educate the public on the value and availability of locally-produced products

# Entrepreneur Development

## Advanced Manufacturing

Develop & fund advanced manufacturing research centers around areas of expertise

Foster a culture of entrepreneurship to grow from within and leverage the region's research & industry strengths by reducing burdens on small business & creating an ecosystem that supports entrepreneurs

## Life | Health

**Sciences:** Stimulate business creation & job growth in the life sciences industry

**Higher Education:** Support entrepreneurial enterprise by connecting industry needs with WNY Higher Education resources

**Agriculture:** The long term viability of agriculture in WNY depends on generating new ideas and attracting new people to the Industry" -> "farm business incubators could be a mechanism for applying new research on agricultural production and supporting business development"

**Energy:** Foster development & commercialization of energy related businesses & support other industry sectors with abundant low cost energy

# Reform/Improving Business Climate

**Agriculture:** Regulations on land use, pesticides, food safety, labor, etc. are a major cost burden to agriculture producers and a barrier for those considering business in the industry – need to streamline & simplify

**Advanced Manufacturing:** Review, rationalize processes; realign incentives to improve ROI for manufacturers

**Entrepreneurship:**  
Create a business advocate to assist in ameliorating regulation and serve as a champion for small business interest

**Higher Education:**  
Streamline program approval by NYSED

**Life/Health Science:**  
Reduce cost burden of healthcare, increase affordability for consumers & employers

Create a business environment where business can thrive by removing impediments to growth through tax & regulation reform, streamlining processes, and reducing cost burdens.

**Smart Growth:**  
Implement policies that promote smart growth

**Transport and logistics:**  
Advocate for taxation and regulatory policy changes

**Energy:** NYPA implement Proceeds legislation; WNY Advisory group provides greater input on NYPA allocations in region

# Marketing/Image

## **Entrepreneurship:**

Promote a culture where self-employment and venturing are seen as a brave and lucrative

**Advanced manufacturing:** Create excitement about WNY manufacturing – internally & externally

**Tourism:** create a brand for the WNY region to promote internally & externally

**Higher Education:** Maximize economic impact of higher ed. by ... marketing the institutions as a collaborative regional asset

Promote our regional assets and improve our image through comprehensive marketing to stimulate tourism, grow business and innovation in all sectors, and invite incoming talent

**Professional services:** Develop a marketing plan and industry brand that targets high-cost U.S./Canadian metros for back office opportunities from companies with a presence here

**Agriculture:** Create a regional brand to help educate the public on the value and availability of locally-produced products

**Transport and Logistics:** Create, market & brand Buffalo Niagara as an international trade center and logistics hub

**Energy:** Reestablish WNY as a world class Global Energy Hub

**Life/Health Sciences:** Attract & retain talent needed in health care & life sciences industry