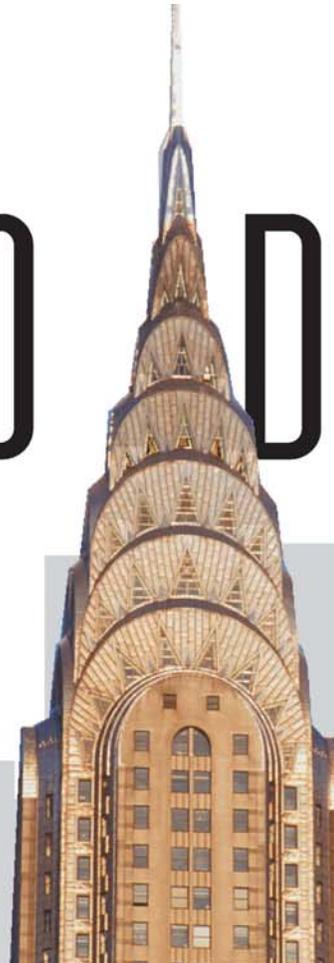


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Workforce Development Sessions

IDA 53rd Annual Conference AND World Congress

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This fall, September 14-18th, New York City will host 53rd International Downtown Association Annual Conference and World Congress at the Times Square Marriott Marquis. The International Downtown Association (IDA) is a world leader that champions vital and livable urban centers. Through its network of downtown experts, IDA has become a guiding force in providing information and technical assistance on issues important to downtowns, such as revitalization, crime prevention, and business attraction and retention. The conference is expected to draw over 1,200 influential City Planners; Business Improvement District, Chamber of Commerce, and Downtown Association executives; government officials and other community and civic leaders. For first time ever in the history of IDA, this conference will host a special slate of sessions dedicated to workforce development, and its important connection to downtown revitalization. For a full listing of sessions and events at the IDA Annual Conference and World Congress, please visit www.ida-downtown.org. For more information about workforce programs in the City of New York, please visit www.nyc.gov/sbs .



Workforce Development 101: For Downtown Organizations

MODERATOR:

John Twomey

Executive Director, New York Association of Training & Employment Professionals (NYATEP)

INVITED SPEAKERS:

Kathleen Masters

Deputy Executive Director, Church Avenue Merchants Block Association

Michael Rochford

Executive Director, St. Nicholas Neighborhood Preservation Corporation

Your downtown has made a great comeback, the streets are clean, the neighborhood is vibrant, now what? If your organization is looking for a new way to advance your mission of continuing to improve downtown, look no further than workforce development. As you already know businesses provide life to downtown corridors, but there is more to recruiting and retaining businesses than just identifying sites and brokering deals. Just as downtowns change so do business needs, however one thing you can be certain about is that they will always need access to a qualified workforce. Learn about how workforce development can help you advance your mission of improving downtown, and help businesses in your community recruit the workers they need. In this session experts in the workforce development field, and downtown organizations that have incorporated workforce programming into their line of services, will discuss what workforce development means, and how (and if) your organization should get into the game of offering workforce programs.



Large Projects and Community Benefit Agreements

MODERATOR:

Kate Joncas

President, Downtown Seattle Association

INVITED SPEAKERS:

Joe Chan

President, Downtown Brooklyn Partnership

Madeline Janis

Executive Director, Los Angeles Alliance for a New Economy

At one time or another, your downtown will probably embark on a mega-project, like a sports stadium, conference center, or mixed-use development. When this happens, you'll want to understand what a Community Benefit Agreements (CBA) is. CBA's are legally-binding agreements between a community and a developer that often guarantees local residents benefits like first source hiring, living wages, and neighborhood improvements. Some Community Benefits Agreements go so far as to dictate retail tenancy requirements and building design restrictions, and job hiring and job quality. This session will give an overview on Community Benefit Agreements, specifically focusing on the workforce related component so that you, as a downtown manager and key stakeholder, are able to have greater confidence when/if these discussions arrive.



Giving Businesses What they Need

MODERATOR:

Marilyn Shea

Executive Director, New York City Workforce Investment Board

INVITED SPEAKERS:

Scott Zucker

Deputy Commissioner Workforce Development, NYC Dept. of Small Business Services

Larry Fitch

President & CEO, San Diego Workforce Partnership

Jeanette Nigro

Vice President for Workforce Development, Brooklyn Chamber of Commerce

If a core focus of your organization is attracting and retaining businesses, then you understand the importance of marketing your community's talented workforce. Many core downtown industries, such as retail, and entertainment & hospitality, have a tough time finding qualified and dedicated employees, which unfortunately often results in high-turnover. This added cost of recruiting is money that businesses could have invested elsewhere in the community! Come hear speakers from some of the nation's cutting-edge workforce and business development organizations talk about the models they've created to reduce employee "churn" by delivering more efficient and effective services to employers in their towns, cities and counties. You'll leave with a greater understanding of workforce trends and some great ideas on how you can partner with your local workforce system to help your businesses fill jobs downtown.



Engaging Youth: Creating a Workforce Pipeline

MODERATOR:

Monica Blum

President, Lincoln Square BID

INVITED SPEAKERS:

Clyde McQueen

President & CEO, Full Employment Council

Laura Shubilla

President, Philadelphia Youth Network

After school lets out, kids across the country are often left to find their own recreation, instead why not put all that youthful energy to use! Getting your downtown organization involved supporting youth programs, won't just make a difference in the lives of the kids you help, but it will benefit the local business community too. Think of all the possibilities - engaging youth can stem after-school loitering in the business corridor, provide a stream of energetic interns, and in the long-run, develop leadership and community commitment for tomorrow's workforce. Come hear how other downtown organizations have partnered with youth organizations to make a difference in their communities. Learn the tangible steps they took and the benefits (and issues) affiliated with getting involved.



What is your Downtown's Advantage?

INVITED SPEAKERS:

Peter DelGreco,

Director of Client Services, Maine & Company

Matthew Kures

*GIS State Specialist, Center for Community & Economic Development
University of Wisconsin Extension*

Colleen Flannery

Chief of Special Programs and Training, U.S. Census Bureau

If a core focus of your organization is attracting and retaining businesses, then you understand the importance of marketing your community's talented workforce. Many core downtown industries, such as retail, and entertainment & hospitality, have a tough time finding qualified and dedicated employees, which unfortunately often results in high-turnover. This added cost of recruiting is money that businesses could have invested elsewhere in the community! Come hear speakers from some of the nation's cutting-edge workforce and business development organizations talk about the models they've created to reduce employee "churn" by delivering more efficient and effective services to employers in their towns, cities and counties. You'll leave with a greater understanding of workforce trends and some great ideas on how you can partner with your local workforce system to help your businesses fill jobs downtown.



Partnering for Success: A Comprehensive Neighborhood Approach

MODERATOR:

Ester Fuchs

Professor of Political Science and Public Policy, Columbia University

INVITED SPEAKERS:

Colvin Grannum

President, Bedford Stuyvesant Restoration Corporation

Denise Scott

Managing Director, LISC New York City

Is your neighborhood home to a number of organizations, like block groups, non-profit social service providers, downtown organizations and academic institutions, all working toward the same goal ---making your community the best it can be. Instead of viewing these "other" organizations as competition, groups from across the nation are coming together to form partnerships focused on revitalizing a specific geographic area, like a neighborhood. By collaborating and creating a shared vision, neighborhoods that are often in serious distress, have been able to take a comprehensive approach to maximize their resources, effectively prioritize the needs of their area, and make a tangible difference in their community. Learn how communities from across the county have experimented with this model and discuss lessons learned.



Higher Education: Partnering to Support Sustainable Communities

MODERATOR:

Tim Ford

Executive Director, New York City Employment & Training Coalition

INVITED SPEAKERS:

Josh Sevin

Knowledge Industry Partnership - Campus Philly

Dr. Mary Gatta

Director of Workforce Development & Research, Center for Women & Work at Rutgers

Universities and community colleges can offer more to a region than just qualified graduates. The higher education community has a wealth of resources just waiting to be tapped. For example, the education community is a natural partner to develop academic and vocational programs to develop workers that benefit your local industries, or provide programs like English as Second Language (ESL) instruction and entrepreneurial training for your local small businesses. Likewise, developing a partnership between the higher education and the business community is a great way to enhance internship and mentoring placements for businesses in your downtown, which in turn helps to keep graduates in your area. Learn how these successful higher education-downtown partnerships were created and what the impact has meant for their local communities.



The Department of Small Business Services (SBS) makes it easier for businesses in New York City to form, do business, and grow by providing direct assistance to business owners, fostering neighborhood development in commercial districts, and linking employers to a skilled and qualified workforce. SBS also oversees and supports New York City's network of 55 Business Improvement Districts (BIDS) - the most comprehensive system of its kind in the country. www.nyc.gov/sbs

The International Downtown Association (IDA), founded in 1954, has more than 650 member organizations worldwide. IDA is known as a world leader and champion for vital and livable urban centers. Through its network of committed individuals, IDA maintains a rich body of knowledge and unique capacity to nurture community-building partnerships, and is a guiding force in creating healthy and dynamic centers that anchor the well being of towns, cities and regions of the world. <http://www.ida-downtown.org/>



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