



# Retaining Millennials in the City of Poughkeepsie

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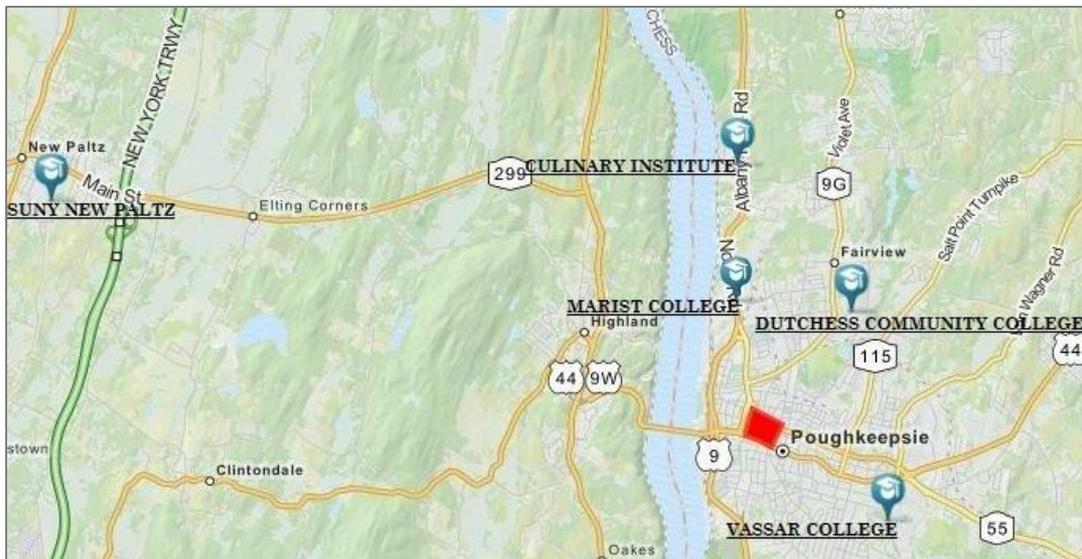
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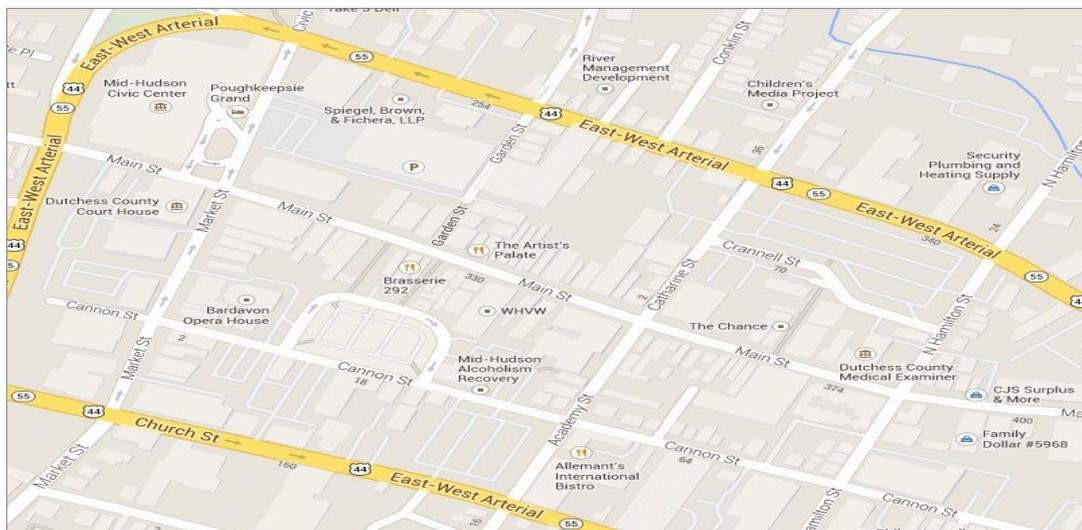
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# Geographic Profile



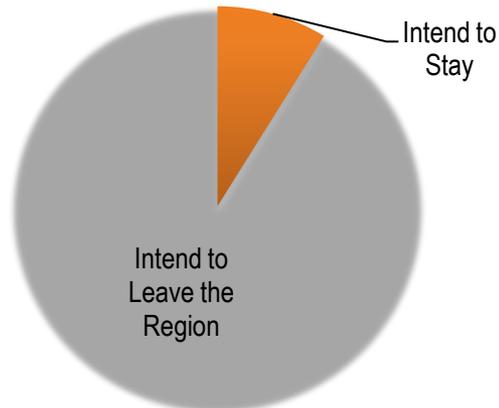
- City of Poughkeepsie
- Midway between NYC and Albany, in Dutchess County
- 5 major colleges/universities



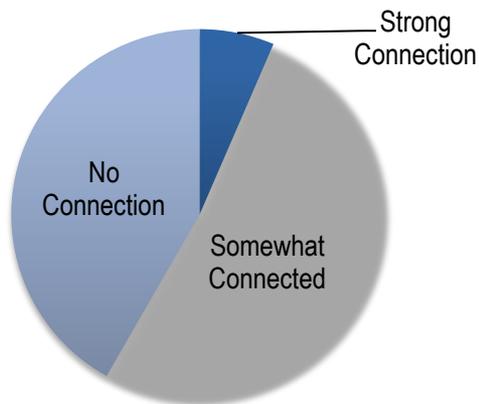
- Central Business District
- Convenient transportation
- Culture & Entertainment
- Commerce
- Gov't offices
- Mixed-use buildings



## Survey Findings



**91% intend to leave Poughkeepsie after graduating**



**6% feel a “strong connection” between their college and the City**

- Of the **27** students who indicated they will stay in the region, **15** were originally from there.
- **93%** of those students who felt “*no connection*” to the City intend to leave the region.
- Students listed safety or crime as the biggest reason for leaving the City.

Top three most desired characteristics in a community:

- Access to good jobs
- Safety
- Housing affordability/availability



## Essential Partnerships to Forming a Millennial Enclave

### Learning Living Community

- Collaborative of area colleges, universities and a local developer
- Modeled after Marist's earlier "Year at Home" program
- Immersion Learning Residence for students, where urban experiential insights inform academic scholarship
- Internships / "On the Ground" learning

### Incubator Residence

- Platform for innovative living
- "Young Adult Enclave" for people seeking advanced degrees and/or exploring industry innovations
- Collaborative of academic institutions, leading businesses/organizations and creative developer
- Linked to Learning Living Community



### *To become a magnet for millennials...*

- **Collaboration** among key sectors of the community (businesses, elected officials, academic institutions and law enforcement) is necessary.
  - Storrs Center, CT
  - New Haven, CT
- Create a **Coalition** between these key sectors to allow for the most efficient use of community resources while developing strategies to:
  - Make the City more **safe** (e.g., walking police force engaged with community);
  - Create a Business Improvement District or Merchants Association;
  - Continue the City's focus on development opportunities (e.g., mixed-use buildings); and
  - Engage college leaders to further the **Essential Partnerships** concept.