



Tomorrow's Leaders: Attracting Young Professionals

**Federal Reserve Bank of Philadelphia
Reinventing Older Communities:
Building Resilient Cities
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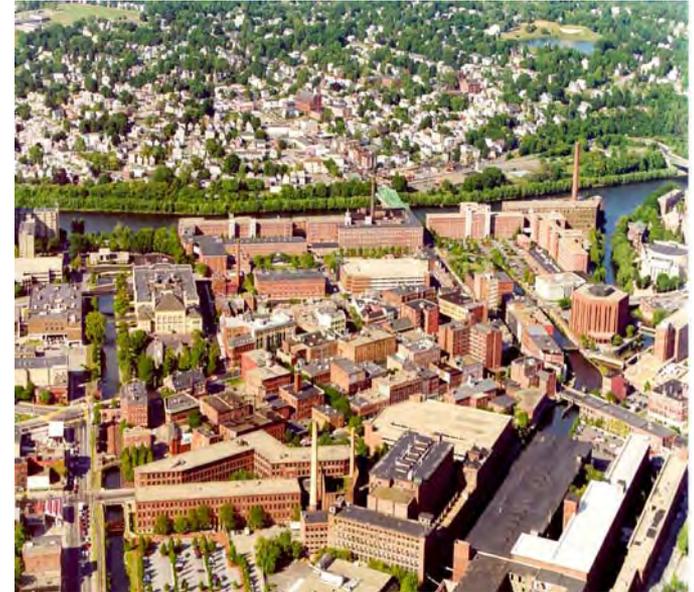


The Role of the Young Professional in Lowell's Revitalization

- The catalyst to jumpstart redevelopment efforts
- A deliberate approach: How do we get young people to want to stay or relocate to Lowell?
- How do we prove that it's working?

Lowell in Context

- America's first large scale planned industrial community
- 4th Largest city in Massachusetts
- 35 Miles north of Boston
- 14.27 sq mi
- Urban landscape
- Most undeveloped land owned by large institutions
- Merrimack and Concord Rivers/elaborate canal system



Lowell in Context

- 1970s – 5.1M sf vacant mill space
- Lowell National Historical Park
- Reinvestment in Downtown
- Building strong partnerships



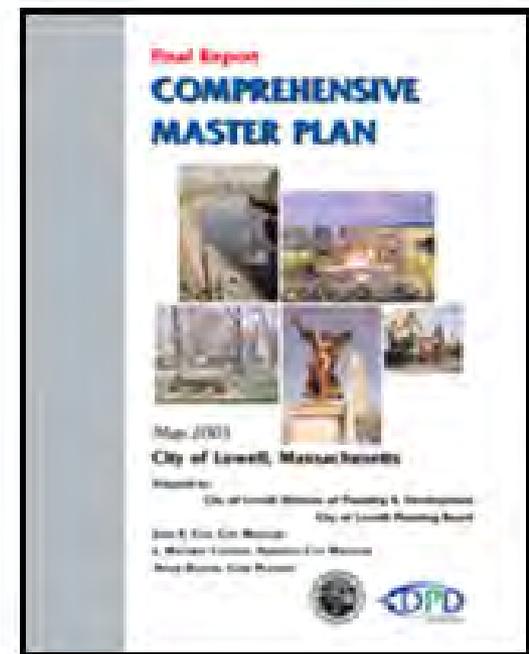


Lowell Today

- 80.4% of formerly vacant mill space now occupied
- 2010 Population: 106,519
15% increase since 1980
- 26% between ages 15-29
- 47% Non-white
- 2010 ACS: Median household income \$49,698

Planning/Land Use

- 2003 Comprehensive Master Plan
“A Lifetime of Housing Opportunities”
- Zoning Changes
- Downtown Summit
- Public Process



Marketing

- Media Campaign
- Conferences
- Social Events



There's a Lot to Like About Lowell

Community Engagement

- Board/Commission Participation
- Network Building
- Foster Stability
- Mentoring Programs



Be Authentic

- Capitalize on what makes your community unique
- Know what you're not
- Go all in!



Lifetime City: Housing

- Mill conversion
- Neighborhood infill



Lifetime City: Employment

- Nanotechnology
- Green Technology
- Health Care
- Education
- Arts/Culture
- Entrepreneurships



Lifetime City: Education/Technology

Kindergarten to PhD



middlesex
community college

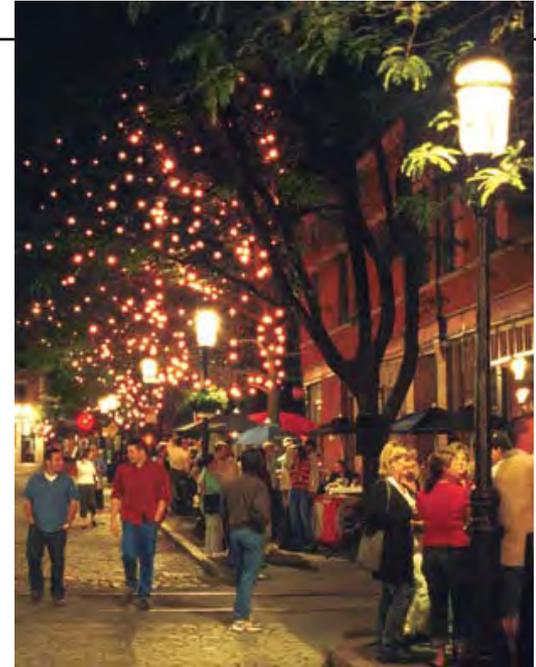
Lifetime City: Access/Transportation

- Commuter rail
- Bus/Trolley
- Bike lanes
- Electric charging stations
- Pedestrian improvements



Lifetime City: Activities

- Sports/Recreation
- Arts/Culture
- Retail/Restaurants
- Festivals



Partners

- City government
- Educational institutions
- Business community
- Cultural institutions
- Non-profit organizations



Challenges

- Staying power
- Competing interests
- Adapting to changing needs
 - Measuring outcomes
 - Documenting success
 - What's the next fad?



Thank you!

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