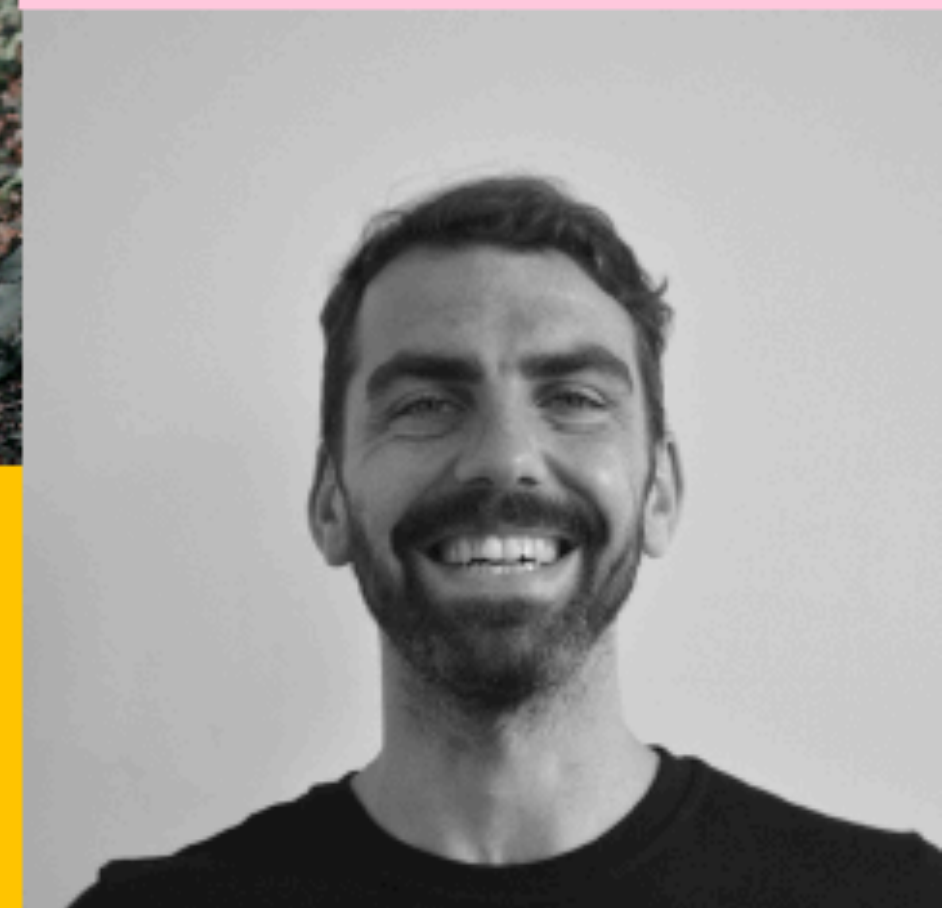




RESPOND 2021

Insights





RESPOND PROVED THAT COMMUNITY IS THE ANSWER IN SO MANY WAYS

*ENTREPRENEURS, SMALL BUSINESSES, NONPROFITS
& PARTNERS / STAKEHOLDERS ARE IN NEED OF A
COMMUNITY PLATFORM THAT SUPPORTS THEIR
MINDSET & TOOLSET GROWTH.*

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INSIGHTS

Quotes, testimonials, and/or feedback provided by entrepreneurs, business owners and/or operators, nonprofit leaders, community builders, and/or government decision makers all focused on strategies to sustain grow-oriented local economies.



***THE PANDEMIC BROUGHT ABOUT
A NEW TYPE OF ECONOMY, ONE
WHERE A BUSINESS MUST NOW
BE WHAT THEY ARE AND
SOMETHING ELSE - THE BUSINESS
MUST OPERATE DAY-TO-DAY TO
EXIST AND NOW TAKE ON
COMMUNITY DEVELOPMENT IN
ORDER TO EXIST.***

**ALL INDUSTRIES
THE “AND” ECONOMY**



***CUSTOMERS HAVE COMPLETELY
CHANGED HOW THEY INTERACT
WITH THE BUSINESS THROUGH
TECHNOLOGY & DIGITAL PLATFORMS
INSIDE & OUTSIDE OF THE RETAIL
SPACE. BUSINESSES MUST ACTIVATE
A TO-GO BUSINESS MODEL & LAUNCH
NEW SERVICE MODELS FOR REAL-
TIME ALTERNATIVE EXPERIENCES.***

ALL INDUSTRIES
THE “EXPERIENCE” ECONOMY



OUR LOCAL & REGIONAL LABOR MARKET IS EXTREMELY TIGHT. WE ORIGINALLY THOUGHT THAT THERE WAS GOING TO BE A LOT OF FOLKS LOOKING FOR WORK AFTER THE LAYOFFS, BUT THIS DID NOT HAPPEN & THERE IS A CHALLENGE TO “FIND GOOD PEOPLE” STILL.

CAFES & RESTAURANTS
THE “TALENT” ECONOMY



THE RATES OR LIVING WAGE IS LOWER THAN OTHER REGIONS IN THE HUDSON VALLEY. THE BUSINESS MODEL NEEDS TO ALIGN WITH PAYING PEOPLE EQUITABLE TO LIVE AND WORK HERE. ULSTER COUNTY NEEDS AFFORDABLE HOUSING.

ALL INDUSTRIES
THE “WAGE” ECONOMY



OUR BUSINESS VALUE STILL EXISTS AS A BUSINESS IN THE PANDEMIC - OUR SERVICE, OUR PRODUCTS. WHAT HAS CHANGED IS HOW WE EXCHANGE WITH OUR CUSTOMER(S).

ALL INDUSTRIES
THE “EXCHANGE” ECONOMY



***TRAFFIC IS UP ON THE RAIL
TRAIL, ON ROUTE 28, ON 209.
VELOCITY & TICKET SPEND ARE
UP 20% IN OUR LOCATIONS, BUT
ARE THE DOWNTOWN AREAS
SEEING THIS AS A WHOLE. WHAT
IS THE 'COFFEE CUP' INDEX OF
ECONOMIC ACTIVITY?***

**ALL INDUSTRIES
THE "COFFEE CUP" ECONOMY**

HISTORICALLY, FAMILIES EAT 50% HOME & 50% OUT, BUT IN THE PANDEMIC THIS MOVED TO 75% HOME & 25% OUT. THE BIG QUESTION IS WHERE THIS RATIO IS GOING TO LAND IN THE (POST) PANDEMIC ECONOMY.

CAFES & RESTAURANTS

THE “HOME” ECONOMY



***KNOW YOUR HELPERS.
GROWTH IS BEST & FASTEST &
MOST STABLE THROUGH
PARTNERS YOU ALREADY
KNOW. DOUBLE DOWN ON
YOUR RELATIONSHIPS.***

ALL INDUSTRIES
THE “RELATIONSHIP” ECONOMY



***IT IS MOST HELPFUL TO HAVE
CONVERSATIONS WITH PEOPLE HERE;
TO BE ABLE TO SHARPEN MY EDGE
THROUGH THESE CONVERSATIONS,
TO DISCOVER BY BEING IN
RELATIONSHIPS WITH FOLKS WHO
WANT TO BE HERE & FIGURE IT OUT.
WE NEED TO INSTITUTE THESE
DIALOGUES WITH OTHERS AS THEY
ARE INVALUABLE.***

ALL INDUSTRIES
THE “RELATIONSHIP” ECONOMY



***INTIMATE DIALOGUES - THIS IS
WHAT WE NEED AS
BUSINESSES. A MASTERMIND
APPROACH TO SHARE
STORIES, INSIGHTS & ‘LUNCH’
AS PEERS. LET’S TURN
COMPETITION INTO
COLLABORATION.***

ALL INDUSTRIES
THE “COLLAB” ECONOMY



***WE NEED TO KNOW WHO ELSE
IS HERE - I CAN'T NAME 10
OTHER STARTUPS WHO ARE
HERE. WE NEED INFORMATION
ON WHO IS HERE SO WE CAN
USE THIS INFORMATION TO
DO MORE HERE.***

STARTUPS
THE “NETWORK” ECONOMY



A VIABLE ECOSYSTEM CONTAINS IDEAS & THESE IDEAS NEED TO BE ALIGNED WITH CULTURE TO MATCH THE INFRASTRUCTURE AVAILABLE HERE, THE MATERIALS AVAILABLE HERE.

THIS IS WHAT WILL ATTRACT TEAM AND TALENT HERE. THIS WILL HELP FUNDERS DEPLOY THEIR EXPERTISE. THIS WILL DEVELOP SUPPORT PROGRAMS ALIGNED WITH INDUSTRY CLUSTERS, TOO. THEN WE NEED THE WORKSPACE & COMMUNITY TO HAVE DIALOGUES ABOUT LESSONS & MORE IDEAS.

ALL INDUSTRIES
THE “COMMUNITY” ECONOMY



***THERE IS A REAL GAP - A HUGE
GAP - IN THE UNDERSTANDING
& COMMUNICATION BETWEEN
FIRST-STAGE BUSINESSES &
FIRST-STAGE INVESTORS.
MAYBE THE SAME EXISTS
WITH GOVERNMENTS &
BANKS, TOO.***

STARTUPS
THE “FUND” ECONOMY



***BEING HERE IN ULSTER & THE
HUDSON VALLEY IS ALSO
ABOUT ACCESS TO JOBS FOR
MY SPOUSE & FAMILY, TOO.
REALLY, MY SPOUSE NEEDS
JOB OPPORTUNITIES FOR ME
TO BUILD MY COMPANY HERE.***

ALL INDUSTRIES
THE “FAMILY” ECONOMY



***THE HUDSON VALLEY IS HOME
TO ONE OF THE MOST CREATIVE
CULTURAL VIBES IN AMERICA,
PERIOD. BUT WE LACK
CREATIVITY FOR JOBS &
OPPORTUNITIES & WE LACK
PRESENCE OF CREATIVE
COMPANIES AS A FOUNDATION.***

ALL INDUSTRIES
THE “CREATIVE” ECONOMY



***MY BUSINESS WILL ALWAYS
HAVE TIES TO A MAJOR
URBAN AREA, BUT I WILL
CONTINUE TO PUT MY ROOTS
HERE.***

STARTUPS
THE “ROOTS” ECONOMY



***THE REASON WHY I AM HERE
IN THE HUDSON VALLEY IS
THIS IS MY SANCTUARY - TO
BE IN NATURE WHILE NOT
CUTTING OFF ACCESS TO
RESOURCES & MATERIALS
FOR MY COMPANY.***

STARTUPS
THE “NATURE” ECONOMY



***OUR GREATEST VALUE IS
NATURE. BUT WE DO NOT WANT
RAMPANT OR ACCELERATED
DEVELOPMENT THAT IS NOT
ALIGNED WITH OUR CREATIVE
CULTURAL VIBE. WE WANT TO
STAY TRUE TO OUR HISTORY &
OUR NATURAL BUILT
ENVIRONMENT.***

**ALL INDUSTRIES
THE “NATURE” ECONOMY**



***THE CURRENT STORY IS THAT
HOME PRICES ARE GOING UP
& THAT THERE IS A HOUSING
CRISIS, BUT MAYBE THE
STORY IS THAT THE NETWORK
IS BECOMING STRONGER IN
THE LONG RUN.***

**ALL INDUSTRIES
THE “LONG” ECONOMY**



***THERE NEEDS TO BE A
CLEARINGHOUSE & DATABASE
OF COMPANIES &
RESOURCES, WITH CONTACT
INFORMATION & BASELINE
DATA FOR CONNECTION.***

RETAIL
THE “RELATIONSHIP ECONOMY”



***WE WANT TO HAVE
CONSISTENT DIALOGUE WITH
EACH OTHER IN THE
ECOSYSTEM. WE NEED TO
HOST MEETUPS, COLLISIONS,
AND/OR A REVIVAL OF
ROUNDTABLES.***

ALL INDUSTRIES
THE “RELATIONSHIP” ECONOMY



***SOCIAL VALUE IS ESSENTIAL
VALUE FOR OUR COMMUNITY.
THERE IS A PARADIGM SHIFT
WITH LEARNING &
ENGAGEMENT FOR OUR
COMMUNITY - OUR BUSINESSES
NEED IT JUST AS MUCH AS OUR
KIDS & NEIGHBORS.***

**ALL INDUSTRIES
THE “SOCIAL” ECONOMY**



***THE ARTIST IS AT THE CENTER
OF CREATIVITY & GROWTH. WE
MUST BE MORE PART OF
INITIATIVES TO HELP HEAL &
BREAK DOWN BARRIERS,
PROMOTE EMPATHY &
RELATIONSHIP & ENACT
INTERACTION IN OUR
COMMUNITIES.***

ARTISTS & CREATIVES
THE “EMPATHY” ECONOMY



***BUSINESSES ARE HURTING,
SO WE ARE SEARCHING FOR
SUPPORT ON THE ‘FRONT
LINES’. WE WANT TO BRING
DOLLARS & JOBS TO OUR
LOCAL COMMUNITY. BUT WE
NEED FUNDING OR A BRIDGE
TO HELP US OPERATE.***

ALL INDUSTRIES
THE “BRIDGE” ECONOMY



***MORE IS MORE FOR
EVERYONE. SUSTAINABILITY
IS SUSTAINABILITY FOR
EVERYONE. SOCIAL JUSTICE
IS JUSTICE FOR EVERYONE.***

ARTISTS & CREATIVES
THE “MORE” ECONOMY



***LOCALISM IS OUR ECONOMY.
COMMUNITY IS OUR
ENGAGEMENT.***

COWORKING
THE “LOCAL” ECONOMY



***WE SHOULD GET A BIT MORE
ORGANIZED ACROSS OUR
BUSINESS ECOSYSTEM.
ROUNDTABLES LIKE THIS
NEED TO BE A PART OF AN
ONGOING INITIATIVE:
INTIMATE DIALOGUE.***

RETAIL
THE “DIALOGUE” ECONOMY



***A SOLID FORMULA IS HAVING
A SET OF BIG ANCHOR
BUSINESSES & BRICK-AND-
MORTAR PLUS AFFORDABLE
WAGE & AFFORDABLE
HOUSING. WOW!***

ALL INDUSTRIES
THE “AFFORDABLE” ECONOMY

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