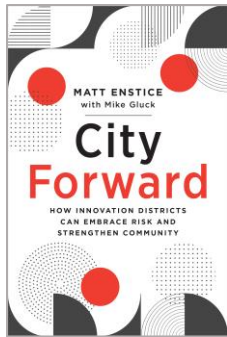




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PRESS RELEASE

City Forward

How Innovation Districts Can Embrace Risk and Strengthen Community

By Matt Enstice with Mike Gluck

Washington, DC (July 7, 2022) As cities struggle to serve their communities, innovation districts—which typically bring together hospitals, universities, nonprofits, and technology-oriented companies—act as powerful partners by providing numerous benefits, including economic growth and job opportunities. But unless leaders are explicitly working towards equity, those benefits often fail to reach the very neighborhoods in which innovation districts are built. As CEO of the Buffalo Niagara Medical Campus (BNMC), Matt Enstice took a different approach and created a model for re-energizing Buffalo that has applications across U.S. cities and around the world.

In *City Forward: How Innovation Districts Can Embrace Risk and Strengthen Community* (Publication Date: July 7, 2022), Matt Enstice with writer Mike Gluck offers a candid look at BNMC’s setbacks and successes to present twelve strategies that innovation districts can harness to weave equity into their core work. Alongside examples from across the U.S., these strategies reveal how innovation districts can make business decisions that benefit the surrounding community and ensure historically excluded partners have a voice in decision-making.

Enstice’s strategies include replicating similar organizations’ successful plans and building trust with community members to ensure that companies’ new ideas benefit the surrounding neighborhoods. He also covers how to uplift visionaries already working in the community who may lack a platform to connect with others. Critically, Enstice shares stories that demonstrate the importance of traditional leaders taking a back seat so that everyone can be empowered to lead, no matter their job title.

Along with proven tools for effective leadership, Enstice presents examples from across the country that show common challenges for innovation districts and potential solutions. In Baton Rouge, Louisiana, he illustrates how collaboration between disparate groups—including local physicians, a district attorney, and a coroner—led to a common goal of securing funding for a community mental health facility. In California, Enstice highlights the state’s innovative policy that allows cities to create their own public banks in order to promote affordable housing and lower-interest loans.

Engaging and packed with fresh ideas applicable to any city, **City Forward** is an invaluable resource for institutional leaders, business owners, and professionals hoping to make change within their companies and organizations. Enstice provides a refreshing look at a brighter, more equitable future anyone can create through thoughtful collaboration—moving forward, together.

Matt Enstice is the President & CEO of the Buffalo Niagara Medical Campus, Inc., located in Buffalo, New York. He is a member of the Steering Committee for The Global Institute on Innovation Districts, and has served on numerous boards, including Viridi Parente, the Buffalo Niagara Partnership, Buffalo Renaissance Foundation, the School of Visual Arts Design for Social Innovation, and EforAll. He has been a member of the 50x50 Transportation Commission (part of the Alliance to Save Energy), the National Grid Advisory Board, and hosts the *Talking Cities* podcast.

Mike Gluck is the President of Gluckworks, a copywriting and marketing firm in Amherst, NY. As a writer, author, and marketer, Mike works closely with leading organizations nationwide to help make complex topics easier to understand.

City Forward: How Innovation Districts Can Embrace Risk and Strengthen Community

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For more than twenty years, The Buffalo Niagara Medical Campus organization (BNMC) has been a driving force of Buffalo's economic renaissance. Throughout its management of the growth of Buffalo's premier innovation district, the BNMC has foregrounded smart economic, social, and environmental development. Today, the BNMC is focused on the next phase of Buffalo's ongoing resurgence, cultivating inclusive innovation in partnership with our community. In 2021 BNMC spearheaded the initiative to bring the national programs EforAll and Eforever to Buffalo. These proven programs support aspiring entrepreneurs from all backgrounds to help them start or grow a business. Program graduates will form the heart of Buffalo's growing Innovation Community comprised of businesses large and small in an array of disciplines and leading the region's next wave of economic development and growth. www.bnmc.org.

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