A Story of Transformation 1943-2013:
Organizing for Success
February 4, 2015
A Snapshot of the Pittsburgh Region

- 10 counties = 7,200 sq. miles
- Population = 2.6 million
- Gross Regional Product = $131 billion
- 83rd largest in the world
  - Same size as Hungary

"Pittsburgh stands as a bold example of how to create new jobs and industries while transitioning to a 21st century economy. As a city that has transformed itself from the city of steel to a center for high-tech innovation... Pittsburgh will provide both a beautiful backdrop and a powerful example for our work."

-President Barack Obama,
Pittsburgh (G-20) Summit
A story of civic leadership

Renaissance City 1940s-1970s

- Public-private partnership
- Smoke control
- Urban redevelopment

The Renaissance began in the 1940s with the formation of the Allegheny Conference on Community Development, a non-profit organization designed to bring together private sector leadership to work in partnership with government to improve the region. Together they cleaned the skies and rivers and transformed the city itself with the first urban redevelopment programs in the United States.
A big setback in the 1980s

The Steel Bust

• Foreign imports
• Industry restructuring
• National recession
• Regional depression

Pittsburgh’s economy boomed and busted through much of its industrial history. But the mills always reopened, until the late 1970s, when many mills began to close for good. The collapse of its industrial economy in the early 1980s was among the worst economic setbacks suffered by any region in the United States in the second half of the 20th century.
Total Employment Reaches Record High

*12 month rolling average through November 2014*

Source: US Bureau of Labor Statistics Local Area Unemployment Statistics; Pittsburgh Regional Alliance
What happened?

- A more diverse economy...
  - We built on our historic strengths in manufacturing, financial & business services, and energy
  - We invested in human capital to create new industries in health care & life sciences and information & communications technology
  - We enhanced an already high quality of life with investments in arts & culture, outdoor recreation and green building
The Conference’s challenge to our community

“We need a new shared vision, new strategies and actions that can address the demands of a rapidly changing global economy.”
How: A focus on five strategic sectors

- Health Care & Life Sciences
- Advanced Manufacturing
- Energy
- Info & Communication Technology
- Financial & Business Services
We organized regionally – 1990s

- 10 counties; one state

- Regional structures created: PRA, RASP, T-CAP and SWPA Growth Alliance
Our model for 21st century civic stewardship

The Conference is the parent organization for its three affiliates — the Pittsburgh Regional Alliance (PRA), the Greater Pittsburgh Chamber of Commerce and the Pennsylvania Economy League of Southwestern Pennsylvania — that share a strategic vision and work together for regional improvement, setting the 21st-century standard for civic stewardship:

- Pittsburgh Regional Alliance: Marketing
- Pennsylvania Economy League of Greater Pittsburgh: Research & Analysis
- Greater Pittsburgh Chamber of Commerce: Regional Investors Council Providing time, talent and resources to