



Imagine A Region

Where businesses thrive and residents prosper, where well-educated children become valued employees, where people live near their jobs and spend less time in traffic, where new workers are attracted by a dynamic center city, where economic opportunity reaches all of its residents, where business and civic leaders unite to fight for all of these things. This is the vision of MetroBusinessNet.

Introducing MetroBusinessNet

MetroBusinessNet is a national action-learning network composed of regional business-civic organizations. The network is demonstrating how business leaders can work collaboratively through civic institutions to develop and implement business practices and public policies that support sustainable and inclusive economic development on a metropolitan scale.

Across the country, private sector leaders are making the link between business competitiveness and regional development. They recognize that businesses competing in a global economy derive competitive advantage from their base in a healthy region. Businesses compete more effectively

when they are able to recruit educated, well-trained workers and creative, skilled managers. This task is made easier when the region in which a business is located offers a high quality of life including sufficient affordable housing, a vibrant urban core and efficient land use and transportation policies. Conversely, business is made more difficult in a region characterized by concentrated poverty, urban-suburban inequities, and a mismatch between good jobs and affordable housing.

Many business leaders understand this logic. But acting individually, not even the most committed business leader can hope to transform the socio-economic dynamics that characterize our metropolitan regions. It takes collective action, sustained over time, to make a difference. That's why MetroBusinessNet focuses so sharply on business-civic organizations. Working together through business-civic organizations, private sector leaders can pool their intelligence, resources and political clout to undertake actions based on a long-term view of regional competitive advantage.

What Does MetroBusinessNet Offer?

MetroBusinessNet has articulated a market-driven action agenda for business-civic organizations working to promote sustainable and inclusive regional development. Business-civic organizations play a critical role in:

- Supporting member companies to invest core operating resources in business activities that address regional disparities
- Designing and advocating for public policies that promote sustainable development goals and outcomes
- Anchoring industry growth clusters in the urban core
- Building long-term coalitions among business, government and non-profits

MetroBusinessNet provides information, strategies and expertise to build regional business-civic capacity in support of this agenda. It helps develop this capacity through three fundamental activities:

- **ANNUAL CONVENING OF BUSINESS-CIVIC ORGANIZATIONS**
A three-day, high-intensity meeting customized for business-civic leaders. Gain and share insight into what's working and what's not, benchmark your progress against other regions, and learn from the experts.
- **STRATEGIES AND TOOLS**
MetroBusinessNet tracks innovative practices to help you build on successful approaches. Findings are disseminated through regular reports, an e-newsletter, and a web-based toolkit.
- **REGIONAL WORKSHOPS**
MetroBusinessNet delivers customized workshops to regional leaders seeking to build business-civic capacity. Innovative practices from across the country are highlighted and customized regional strategies are developed.

Founding Partners

In the fall of 2000, FutureWorks — a consulting firm based in Arlington, MA — convened business-civic leaders from five major metropolitan areas. The meeting was designed to address a common commitment to sustainable and inclusive regional development. Founding MetroBusinessNet partners met regularly for three years to share ideas and learn from thought leaders on the best ways to promote sustainable