

Weekly Column for May 17, 2007

Another day, and another exciting announcement in Troy. I feel like I just wrote that a few weeks ago.

This morning, the City of Troy announced that we would embark on a new marketing, branding, and advertising campaign to help change the perception of this City and put it more in line with reality.

To do this, we approached the Troy Redevelopment Foundation, which is a group of non-profits in the City of Troy that includes RPI, Russell Sage, Emma Willard, Northeast Health and Seton Health, and asked that they pay for the initiative. They agreed that it was a smart idea, and have approved the initial wave of funding.

As I often catch myself saying, there is a great buzz about the City of Troy right now, and the time is really right for a marketing campaign such as this. While we don't know where it will take us, or what will come of it, we do know that it will be a community project with people contributing from across a broad spectrum of the city.

This area is rapidly changing, and while we have come a long way in a just a few years, we must be ready to do all that we can to position ourselves as the place to be in the next ten years.

I can't stress enough that this is a real win-win. The non-profits have committed to the project, meaning that Troy taxpayers will not have to do so financially. The company that was chosen is Smith and Jones, which has a number of attributes I could talk about, including one very important one- they are from Troy.

They promise to come up with something that is not a pie-in-the-sky, crazy idea that no one will believe. This will be about Troy. What it is that makes us great.

Here are two quotes from the press conference today by Jim Reed, the Chair of the Redevelopment Foundation, and Mark Shipley, the "chief thinker" at Smith and Jones.

"Troy has become an essential component to the overall economic climate of New York's Capital Region," said Jim Reed. "As a community, we in Troy speak with many voices and from many perspectives. What we need most right now is a unified approach that will help us express what is special about Troy in a consistent, meaningful and truthful manner."

"Changing how a city is perceived by both its citizens and people outside the community is complex. A lot has to be considered and many viewpoints have to be heard. We're glad the City of Troy is taking the steps to get the job done right," said Mark Shipley. "We

have watched, with great pride, the economic boom that has been taking place throughout the city we call home. We're glad that what we've successfully done for so many other companies and places, we can now do for Troy."

It should be a very exciting project. Look for early results to appear sometime this fall.

Have a great weekend!

Harry J Tutunjian  
Mayor of Troy