

**Fierce Urgency of Now:
Energizing Millennials of Color to
Unlock Boston's Promise**

Hosted by City Awake – a program of the
Greater Boston Chamber of Commerce

Highlighting and addressing the experience of Millennials of Color in Greater Boston



Report: City of Millennials

In 2017, we partnered with the Boston Foundation on a research report called City of Millennials: Improving the Future Prospects of our Region and Its Young Adults. The report shows that Greater Boston's millennial population is more racially and ethnically diverse and more educated than any wave of young adults before, but that housing and economic mobility are persistent challenges impacting how this population experiences life in our region. The report provides an overview and analysis of trends among Greater Boston's young adult population and examines key findings from a new survey of local millennials conducted by Boston Indicators and City Awake, a program of the Greater Boston Chamber. The goal of the report was to gain a baseline understanding of millennials' perceptions and challenges in order to guide future work addressing these concerns.

City of Millennials

Improving the Future Prospects of Our Region
and Its Young Adults

A Special Report from Boston Indicators
in Partnership with City Awake and The Greater Boston Chamber of Commerce



CITY AWAKE

Did You Know?

50% of the workforce in Boston are millennials. 43% of millennials in Boston are racial minorities.

Young professionals of color are 3x more likely to quit their job their counterpart. (HR Council)

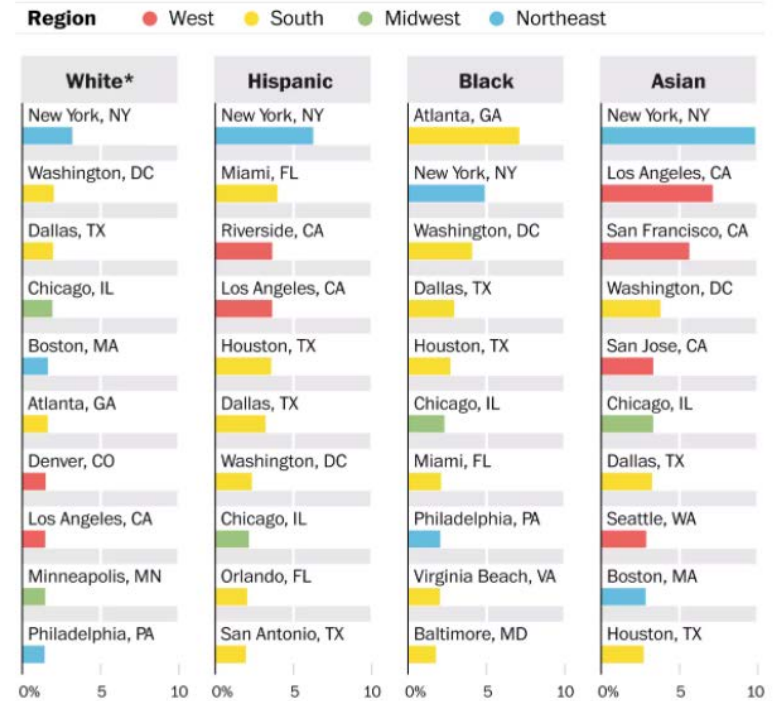
After years of growth, the population of millennials in Boston and Los Angeles has fallen since 2015, with more young people leaving the cities than arriving last year, according to the latest Census data. (TIME)

'Black Boston Night Out: Black Panther Black Out Experience' - a local event premiering the upcoming Black Panther - sold over 500 tickets in 24 hrs (WCVB)



Most popular metros for each demographic

Top 10 destinations for people moving in 2012-16, shown as a share of all people of each race and ethnicity who moved during that time



*Non-Hispanic

Notes: Figures are from the 2012-16 ACS and include the top 100 cities based on residents one year old or older; movers include those who came from a different county, state, or country in the past year; metro areas are labeled based on their primary city.

Source: Census Bureau

THE WASHINGTON POST

2018 Tactics



Host a **festival** where dozens of partner organizations will convene a series of events in September explicitly marketed to millennials of color.

Convening



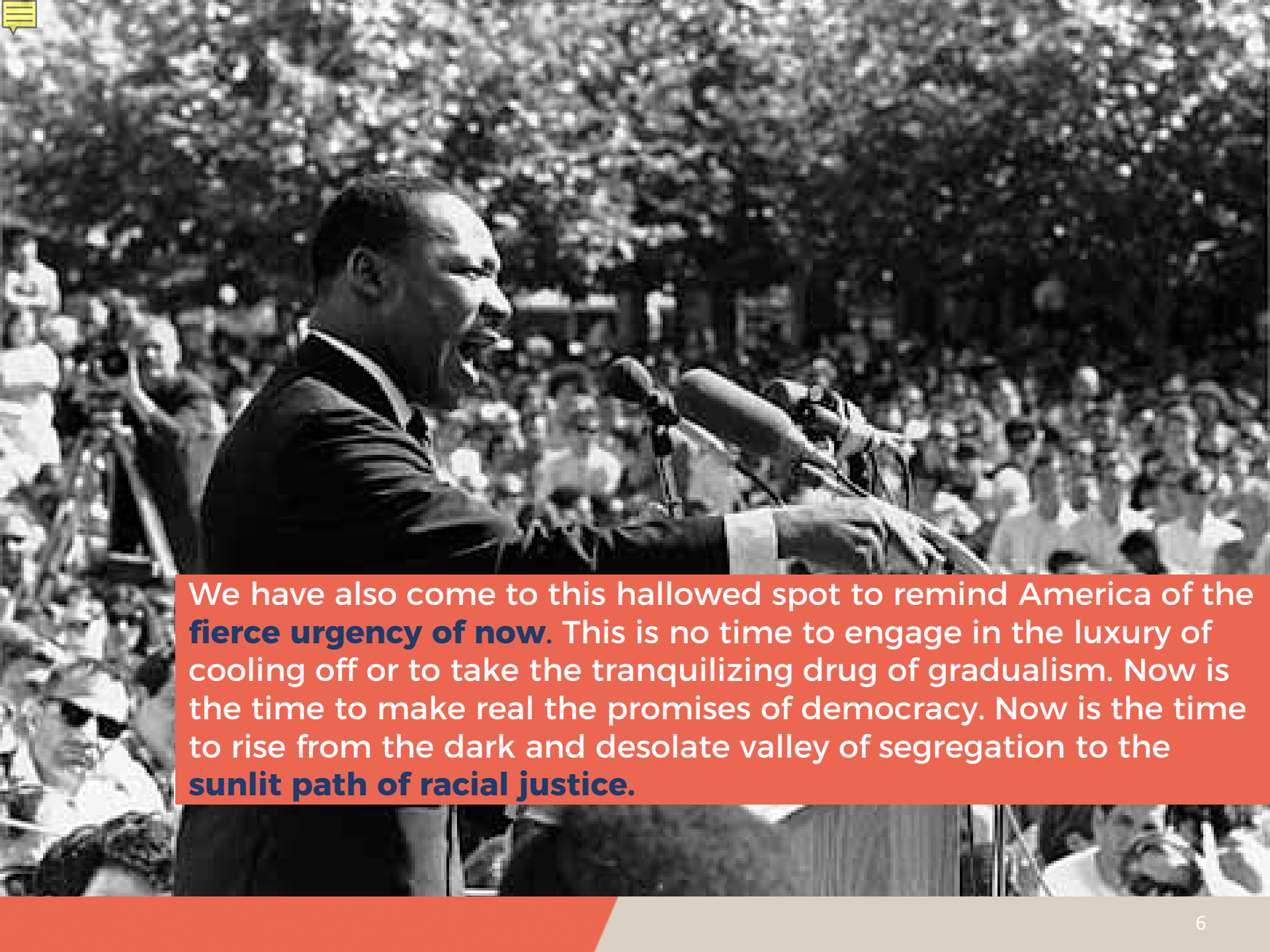
Partner with The Boston Foundation on producing a follow up **report** to 'City of Millennials' focused on millennials of color

Data



Partner with a media outlet to tell the specific **stories** of millennials of color in Greater Boston and highlight their individual success and the institutional struggles within Greater Boston facing this demographic

Storytelling



We have also come to this hallowed spot to remind America of the **fierce urgency of now**. This is no time to engage in the luxury of cooling off or to take the tranquilizing drug of gradualism. Now is the time to make real the promises of democracy. Now is the time to rise from the dark and desolate valley of segregation to the **sunlit path of racial justice**.

Fierce Urgency of Now

COMMUNITY FESTIVAL

9/20 to 9/24

#FUNinBOS

Elevate the platform of individuals, artists, next generation leaders, and organizations who are already working to reframe the discussion around the city's identity and retention of millennials

Connect millennials of color across Greater Boston to each other and provide an opportunity to experience and create a new narrative that infuses creativity into conversations about Boston's livability

Create space for millennials of color and leaders in the civic & business community to talk about challenges and create solutions

Are hosted in spaces that are traditionally frequented by white people and not typically seen as welcoming to people of color; as well as spaces throughout Boston's diverse neighborhoods that highlight the existing cultural vibrancy

FUN2018 - RFP

You can plan an event OR provide a venue

Your event can be:

- For everyone
- For millennials of color
- Intergenerational
- To connect millennials of color with business/civic leaders

Event tracks:

- LEAD: Professional & Leadership Development
- ENRICH: Cultural Vibrancy
- SERVE: Civic Engagement & Community Service



CITY AWAKE

a program of the Greater Boston
Chamber of Commerce

FUN2018 - RFP

RFP released Mon April 2nd

Round #1 Proposals due May 7

Rolling submissions until Aug 1

Find full RFP at cityawake.org

Your Role

- Event concept & planning
- Create and manage partnerships
- Market event to desired audience
- Create event materials
- Sponsor of festival (please inquire if interested)

Chamber's Role

- Manage master calendar of events
- Market full week of events
- Support event hosts in securing venues
- Supplemental funding, as available
- Matchmaker between proposals with similar ideas



CITY AWAKE

a program of the Greater Boston
Chamber of Commerce

City Awake





Signature Events

Our Convention for the Next Generation

Ten Outstanding Young Leaders Awards

Camp City Awake



Speaker Series

Words of Wisdom Dinners

Lunches on Leadership

Topical Discussions

Questions?

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