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Title: The creation of a welcoming engaging destination: how to wed the people of Schenectady to their city.
Authors: Debartolo, Joshua C.
Issue Date: 8-Jan-2009
Abstract: In the wake of deindustrialization, Schenectady, New York has struggled to regain its once radiant identity; however, there may be a flicker of hope. This study suggests that Schenectady should adopt the identity of a "Welcoming Engaging Destination"1 so as to promote and foster the development of relationships between the city and the increasingly important "Creative Class."2 Data Envelopment Analysis is used to benchmark Schenectady to better practice cities and case studies of these benchmarked cities are conducted to identify processes, practices, and initiatives which lead to their success. Based on these findings, transferable applications are proposed for Schenectady that upon implementation will lead to the city becoming a more Welcoming Engaging Destination.

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