Gentrification is one among many issues in small cities that urban research has yet to adequately address. As many large cities are becoming unaffordable for even the middle class, some are leaving them and bypassing suburbs to continue living urban lifestyles in smaller cities, becoming gentrifiers in these places. However, we know very little about the perspectives and actions of such gentrifiers in their new urban environment, where, as members of the “creative class,” they wield far more social, economic, and political power than they did in their former city. Based on a year and a half of fieldwork and eighty-three interviews, this study analyzes how middle class gentrifiers to Newburgh, a small city north of New York City, make sense of its physical and political landscape for the purpose of economic growth and development. Their narratives frame the city as a place with great “opportunity” to develop, criticize existing policies and political leaders, and cast themselves as the actors who should be spearheading these efforts. This article contributes to the urban literature by examining the social factors behind how small city gentrifiers uniquely conceptualize, take advantage of, and challenge existing conditions for development.