

TALENT WARS

Winning the Talent War: *What People Look For in Jobs and Locations*

Texas Economic Development Council | March 16, 2022





Economic Development • Tourism • Talent Attraction

62
YEARS
SPECIALIZING
IN MARKETING
PLACES


500+
places
represented

cities
states
regions
countries

65  **MARKETERS**
WITH A PASSION FOR
PLACES

OUR LOCATIONS

New York | Denver

BOSTON | CHARLOTTE | LOS ANGELES | ORLANDO
PHILADELPHIA | SAN ANTONIO | SEATTLE
 TORONTO | VANCOUVER

The **Headlines...**



Forbes

**Workers Are Quitting Their Jobs In
Record Numbers, As The U.S.
Experiences A Booming Job Market**

THE WALL STREET JOURNAL.

**Workers Want to Do Their Jobs
From Anywhere and Keep Their
Big-City Salaries**

The New York Times

**Why Aren't People Going Back
to Their Jobs?**

FORTUNE

**US could actually add 28 million
jobs over next 10 years**

Why Talent Attraction **Marketing**?

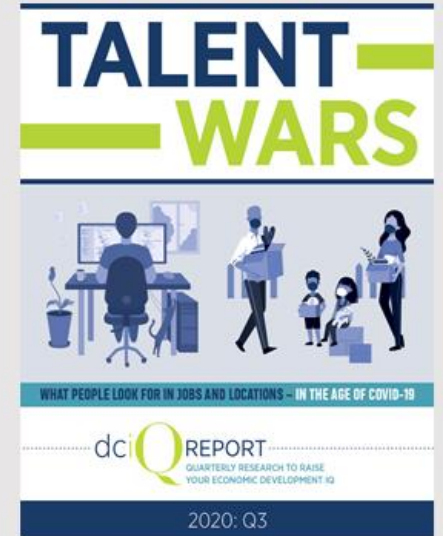
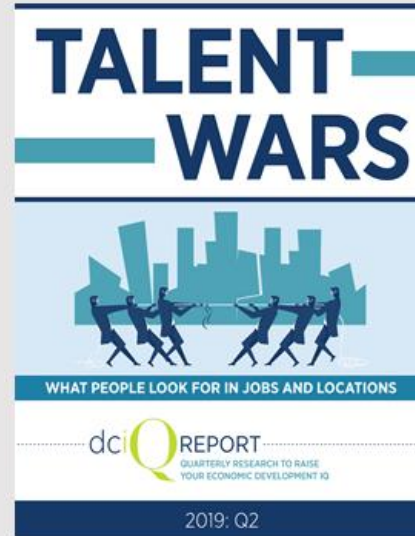
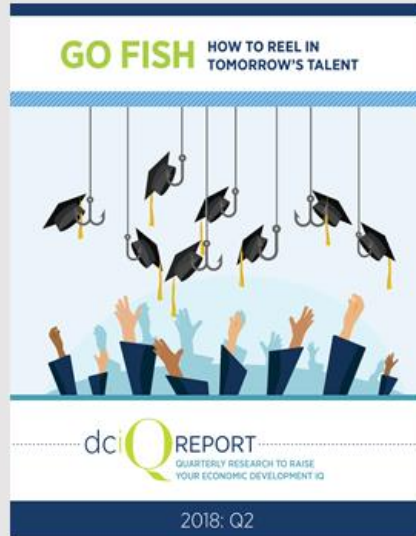


**Workforce
Development**



Marketing

The Research



The Research in 2021



1,016 respondents



Have **Relocated** in the
Past 18 Months



Ages **21-65**



| What Motivates Talent?

TOP **TRIGGERS** INSPIRING RELOCATION

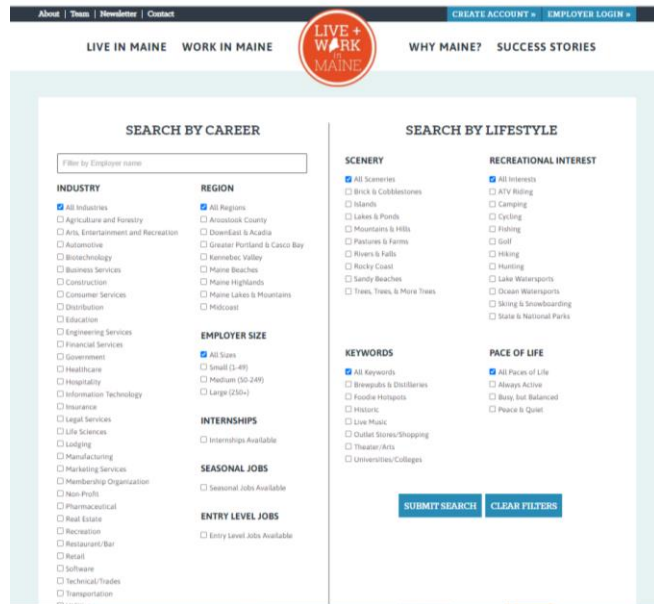
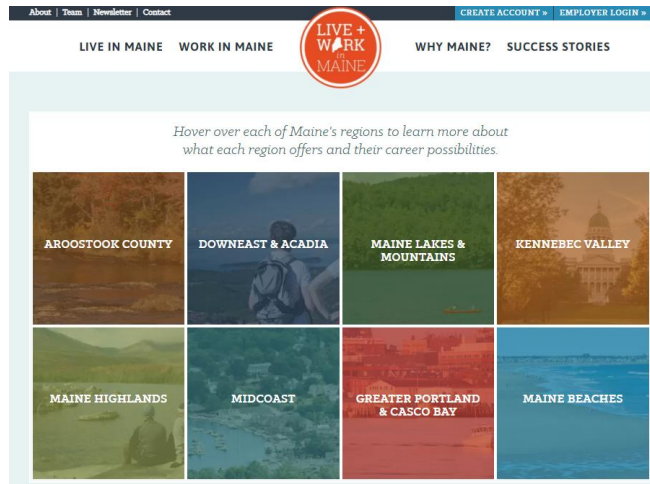


What Does **Quality of Life** Really Mean...



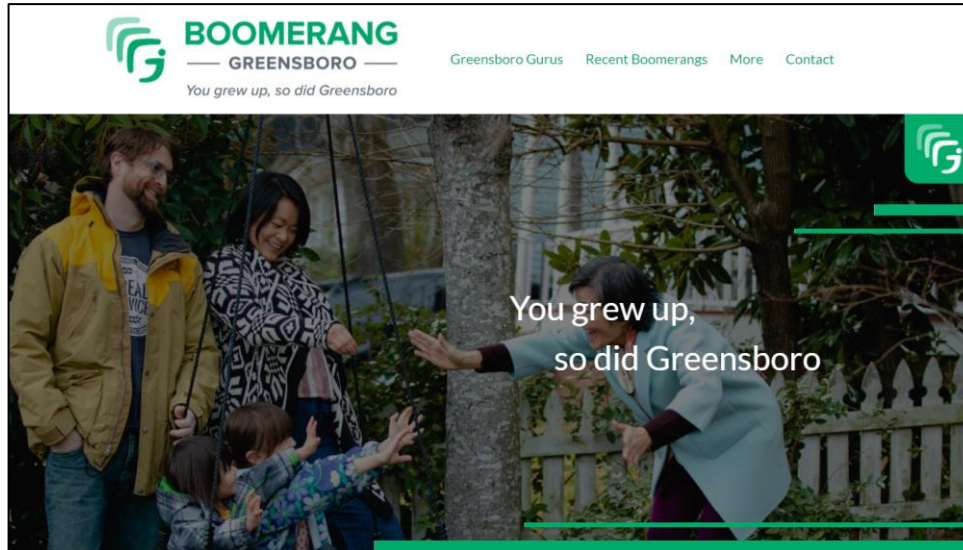
A State Doing it Well...

Linking **career** and **lifestyle** attributes.



A Region **Doing it Well...**

Capitalizing on people with existing ties to their region.





| Top Relocation Factors

TOP CAREER FACTORS

1. SALARY
2. WORK/LIFE BALANCE
3. COMPANY BENEFITS
MEANINGFUL WORK
LOCATION OF JOB

TOP LOCATION FACTORS

1. COST OF LIVING
HOUSING COSTS
2. HOUSING AVAILABILITY
SAFETY/SECURITY
3. WELCOMING/FRIENDLY
QUALITY HEALTHCARE

A Region **Doing it Well...**

Be in Buffalo

HOME WORK LIVE COMMUNITY CONNECT

GET UPDATES



Cost of Living Calculator

MOVING FROM:

Select City ▼

MOVING TO:

NY Buffalo

MY CURRENT SALARY:

\$50,000.00

CALCULATE



| The Case for Training

Reprioritizing, Reconsidering and **Retraining**...



51%

Changed their
careers/jobs due to the
pandemic

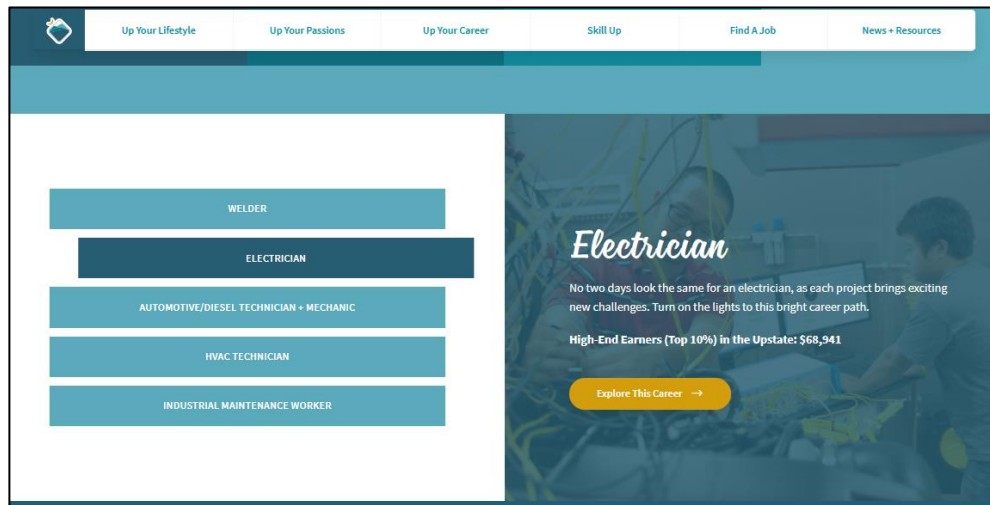


54%

Enrolled in or completed
additional training or
educational programs.

A Region **Doing it Well...**

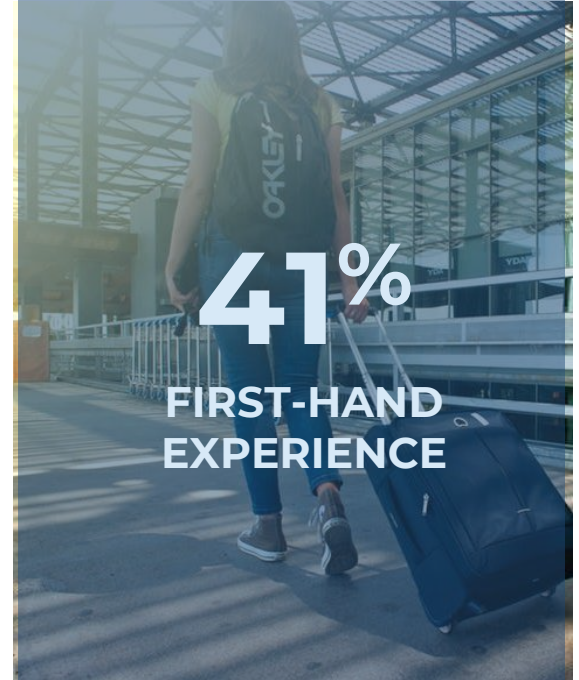
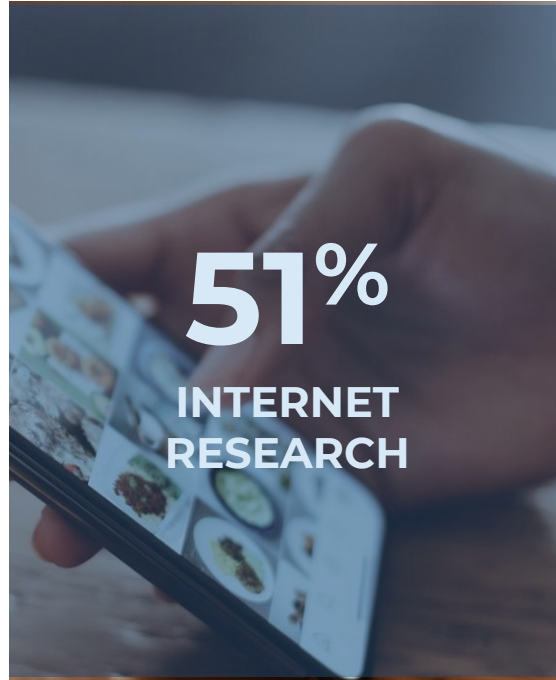
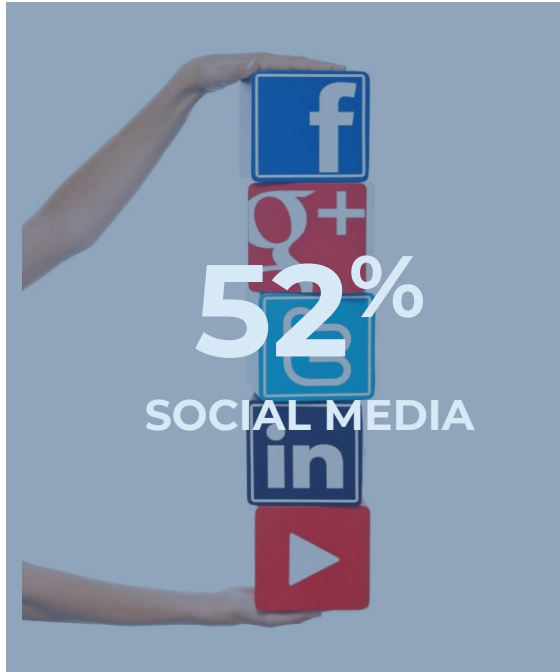
Providing talent with ample
upskilling and reskilling resources.





How + Where Talent Forms Impressions

HOW LOCATION **IMPRESSIONS** ARE FORMED



Social Media Channels Rising to the Top

What social media sources do you most frequently refer to when learning about new employment opportunities and places to work?



63%



55%



52%

What social media sources do you most frequently refer to when learning about new places to live?



64%



55%



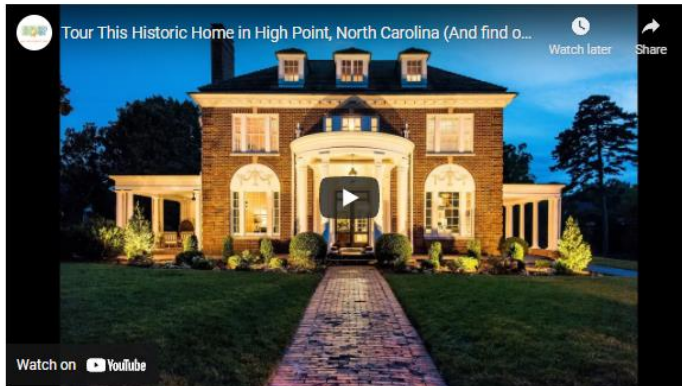
51%

A Region **Doing it Well...**

Video

TOUR THIS HISTORIC HOME IN HIGH POINT, NC (AND FIND OUT WHY SO MANY LOVE LIVING HERE!)

Not only is homeownership possible in High Point, NC, but owning a beautiful, historic home with character and charm is possible (and probably won't cost as much as you might think!). Tour the iconic, historic Lucy and J. Vassie Wilson House located in the sought-after Uptown Suburbs Historic District in High Point. Owner (and local realtor) Mary Powell DeLille shares her favorite spots in the home and why High Point has the feel of a small town, in a big city.





| To Incentivize Relocation or Not

To **Incentivize** or Not



52%

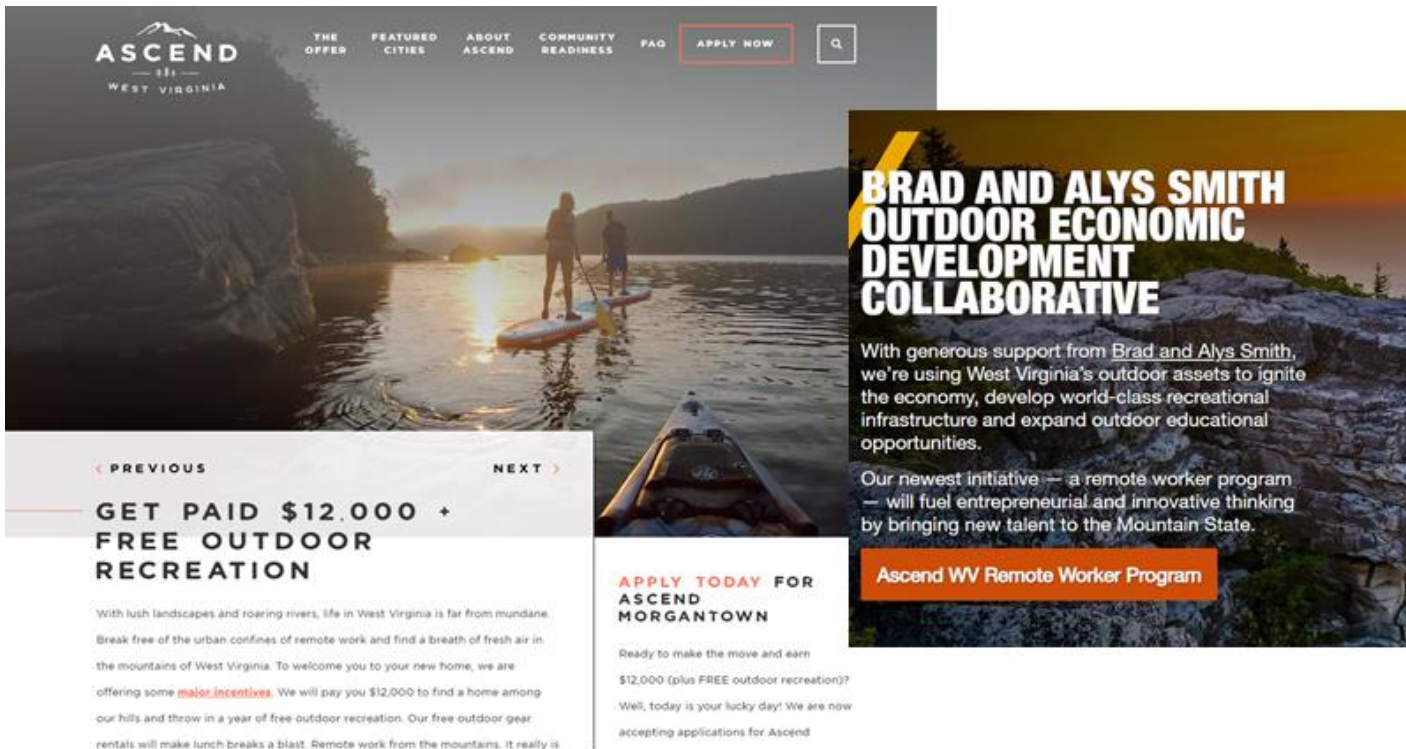
Offered an incentive
and accepted it



69%

Would have relocated to
their new location **without**
the offer of an incentive

A Region **Doing it Well...**



ASCEND
— WV —
WEST VIRGINIA

THE OFFER FEATURED CITIES ABOUT ASCEND COMMUNITY READINESS FAQ **APPLY NOW** Q

**BRAD AND ALYS SMITH
OUTDOOR ECONOMIC
DEVELOPMENT
COLLABORATIVE**

With generous support from Brad and Alys Smith, we're using West Virginia's outdoor assets to ignite the economy, develop world-class recreational infrastructure and expand outdoor educational opportunities.

Our newest initiative — a remote worker program — will fuel entrepreneurial and innovative thinking by bringing new talent to the Mountain State.

Ascend WV Remote Worker Program

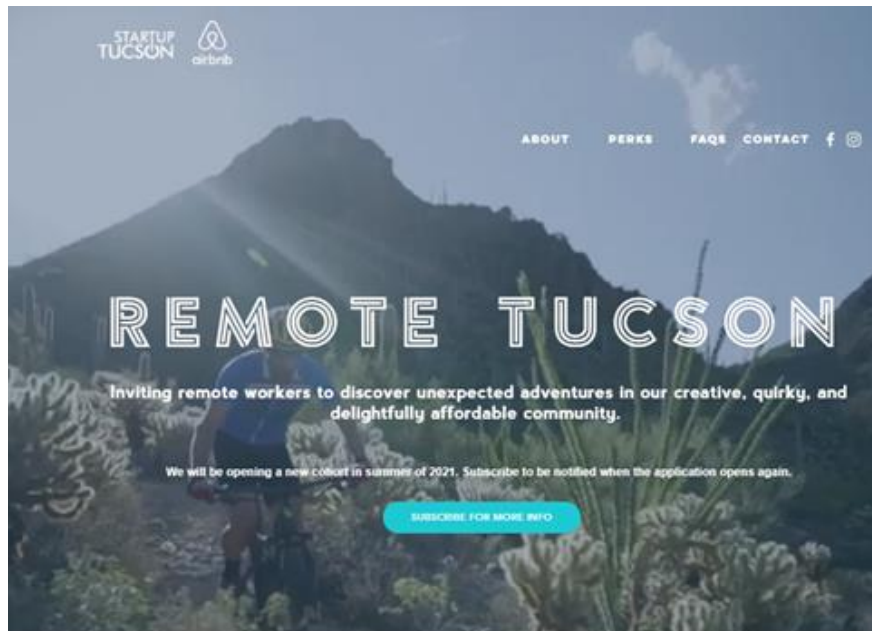
**GET PAID \$12,000 +
FREE OUTDOOR
RECREATION**

With lush landscapes and roaring rivers, life in West Virginia is far from mundane. Break free of the urban confines of remote work and find a breath of fresh air in the mountains of West Virginia. To welcome you to your new home, we are offering some **major incentives**. We will pay you \$12,000 to find a home among our hills and throw in a year of free outdoor recreation. Our free outdoor gear rentals will make lunch breaks a blast. Remote work from the mountains. It really is

**APPLY TODAY FOR
ASCEND
MORGANTOWN**

Ready to make the move and earn \$12,000 (plus FREE outdoor recreation)? Well, today is your lucky day! We are now accepting applications for Ascend

A Region **Doing it Well...**



Ready to make a change? Tucson is a great city to live, work and play and we're here to roll out the red carpet to welcome you!

Eligible remote workers who are selected for the program will receive cash, exclusive benefits & perks, moving assistance valued at over \$7,500 as well as direct connections with community ambassadors to help welcome you to our city.

BENEFITS		
RELOCATION FUNDS	How about some cash to help you as you make your way to Tucson? Remote Tucson will provide \$1500 in support to help with your relocation costs. This support is made possible thanks to our many generous program sponsors .	\$1,500 CASH
COWORKING SAMPLER PACK	Just because you're Remote doesn't mean you can't have an office with you! Remote Tucson has lots of amazing coworking options for you to choose from. Thanks to the direct support from the following coworking locations, you'll have the chance to check them out for a period of time. 	\$500 TOTAL VALUE
FREE GIG INTERNET	Get connected the second you arrive with a year of 100 Mbps service for your home thanks to our sponsor COX. 	\$1,500 TOTAL VALUE
ENERGY SAVINGS VOUCHER	Our partners at TEP will help you achieve energy efficiency in your new home with a \$100 US voucher to the TEP eStore . In all, savings products like a smart thermostat and other green devices. 	\$100 TOTAL VALUE
PARTNER CAREER SUPPORT	While you're able to work remotely, maybe you spouse, partner or remaining family member needs to find a new job in Tucson. Thanks to our partnership with the Talent Store, you'll have a direct connection point for their professionals landing through their coverage services. 	\$700 TOTAL VALUE
HOUSING SUPPORT	Get grounded in your new place - Looking to buy a home before you arrive? Want to rent a room? Our professional real estate partner Southwest Urban will help you discover the "best" home of your dreams. They love Tucson and know the nuances of the market, and they even will help you find the perfect home when you're ready. Their unique mix of real estate services and general contracting means they can build custom homes and oversee full home renovations. Thanks to our partnership with Southwest Urban you'll not only have a better you can trust right away but you'll also be connected to their massive network of local partners. Most importantly you'll receive the personal care and attention needed to make your landing here perfect.	\$1,000 TOTAL VALUE
SOUTHWESTURBAN		

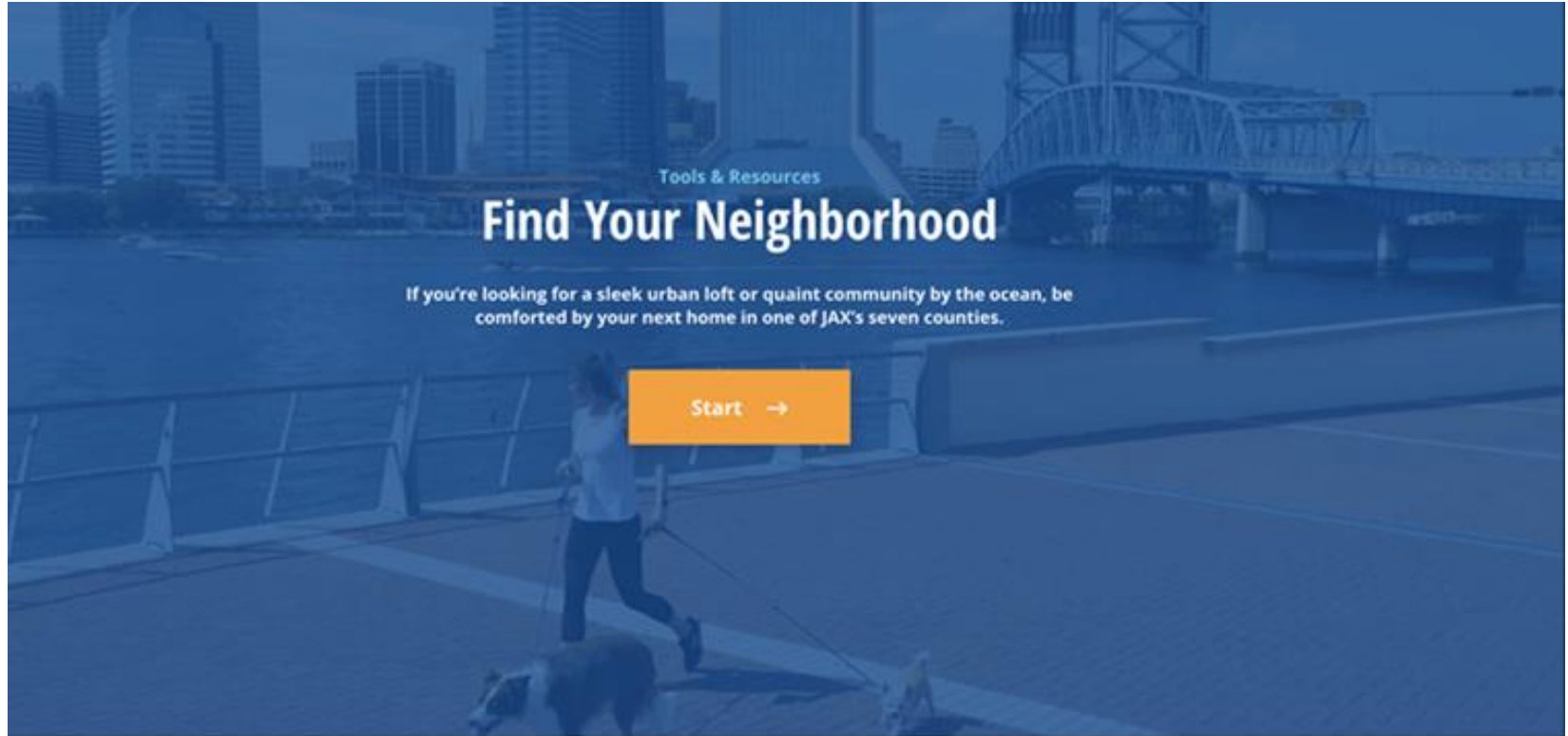


| Where Talent Wants to Live

By Community Type & Size

Community Type - Original Residence	Community Type - New Residence			
	Large urban area (more than 1 million pop.)	Mid-sized urban area (less than 1 million pop.)	Rural	Suburban
Large urban area (more than 1 million pop.)	56%	22%	12%	9%
Mid-sized urban area (less than 1 million pop.)	34%	44%	10%	12%
Rural	17%	13%	50%	19%
Suburban	10%	10%	10%	70%

A Region **Doing it Well...**





| Four Action Steps



Four Action Steps

1. Remove the Heavy Lift for Stakeholders

A Region **Doing it Well...**



Economic Development Investors

USING BR TO ATTRACT TALENT

If you are looking to recruit candidates or acclimate your new hires, use our place-based marketing tips to help elevate your pitch. Moving for a job is a big step (especially if they've never visited before), and these tidbits will help show a candidate or new hire how they can live their best life here in Baton Rouge.

Tips for HR professionals recruiting candidates:



CALLIN' BATON ROUGE

Anytime you talk about your company, whether it is on your website, promo materials, job postings, or even social media, make sure you mention Baton Rouge in the copy. Use the key messages featured above.



SHOW & TELL

Don't just tell candidates how great Baton Rouge is, show them. Elevate your messaging with pictures and videos of the area. Check out our [#thinkBR](#) stories and feel free to share the videos with candidates.



TALENT TOUR

Bringing in out-of-market candidates? Hire us to provide a customized tour of Baton Rouge. We're experts at it. In fact, there's a 94% chance a candidate who is offered the job and has gone on our tour will accept the offer. Contact our Director of Talent Development to [schedule a tour!](#)

WORK IN
NORTHERN
COLORADO

Hire Me.
Connect My Partner.

HIRE ME. CONNECT MY PARTNER.

Recruiting an out-of-town or out-of-state employee shouldn't be daunting. "Hire Me. Connect My Partner." is a concierge service for the spouse or partner of your candidate. Allow us to assist your candidate's partner and connect them with potential employment opportunities.

• GET STARTED

BRAND GUIDELINES

Home to some of the most livable communities in Colorado, including Fort Collins, Greeley and Loveland.

• BRAND-GUIDELINES.PDF

LOGOS

Home to some of the most livable communities in Colorado, including Fort Collins, Greeley and Loveland.

• LOGO FILES

HELP US PROMOTE NORTHERN COLORADO TO TALENT

This HR Toolkit is for you, and we invite you to join us as a partner and to use these resources as you recruit talent for your organization or company. Download our logo for use on your

• DOWNLOAD THE LOGOS



Four Action Steps

1. Remove the Heavy Lift from Stakeholders
2. Collaborate with Tourism

A Region **Doing it Well...**



NUMBER OF RESULTING INQUIRIES:
1,000+



Publicity Value:
\$3,872,561+



Number of Articles:
947+



Total Impressions:
1,529,214,707+



ThinkVermont Newsletter Signups:
5,439 (1,454% increase)



Stay-to-Stay Newsletter Signups:
1,150 (520% increase)

The Washington Post

Wonkblog

Vermont's creative approach to its labor shortage: Hire the tourists

By **Danielle Paquette** April 20 [Email the author](#)



Vermont Taps Tourists to Bolster Workforce



Vermonters Wanted: How Vermont Is Turning Tourists Into Residents

Want to live in Vermont? The state's new "Stay to Stay" program sets weekend visitors home tours, job interviews and networking events to help them make the move.

by **Dina Dimeo-Ediger** on May 15, 2018 08:00 AM





Four Action Steps

1. Remove the Heavy Lift from Stakeholders
2. Collaborate with Tourism
3. Play Matchmaker

A Region **Doing it Well...**



NOVA

VIRTUAL CAREER FAIR

OVERVIEW

Tech Virtual Career Fair | July 14

If you are a tech professional looking for a meaningful, new job or career change, you've come to the right place. Interview with 16 leading tech companies, offering 3,000+ jobs combined.

Tech professionals in industries including IT, defense, aerospace, cyber-security.

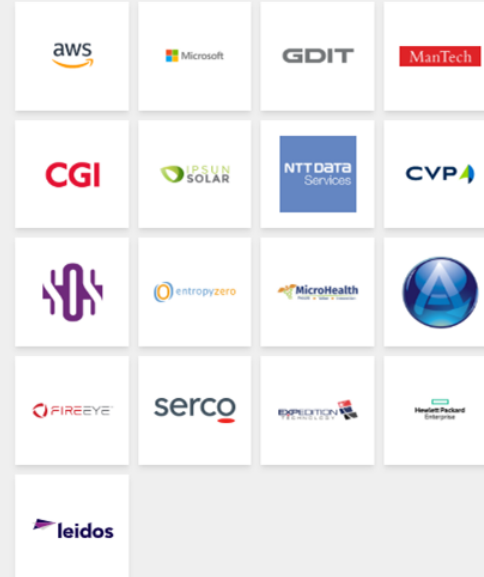
INFO

When: Tuesday, July 14 from 1-4pm ET. Stay for as long or as little as you would like!

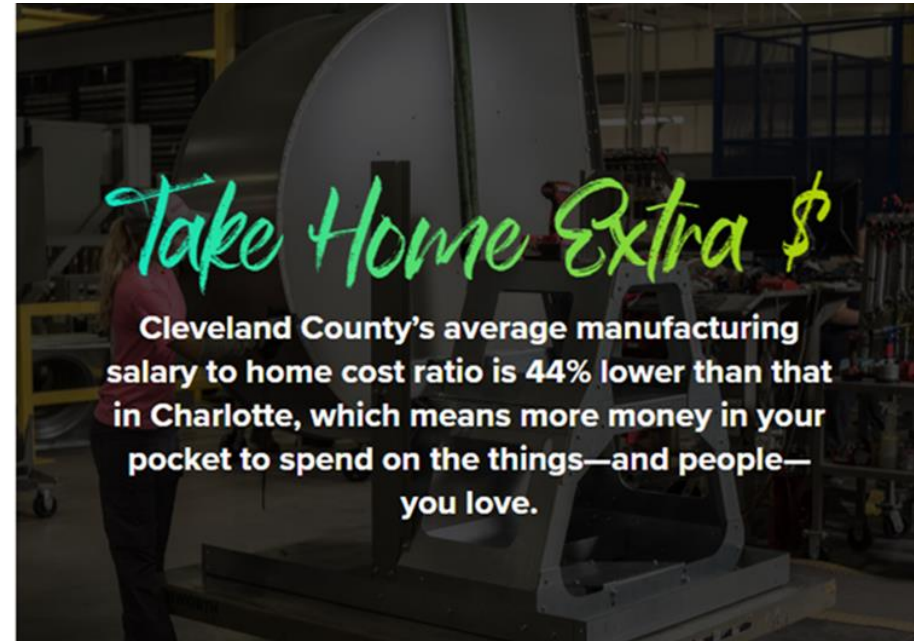
Who: Professionals in technology industries (and others- there will be several non-tech job opportunities)

Where: Wherever you have WiFi to access **Brazen**

Companies You'll Get to Chat With



Market the Career Path (Not Just the Job)

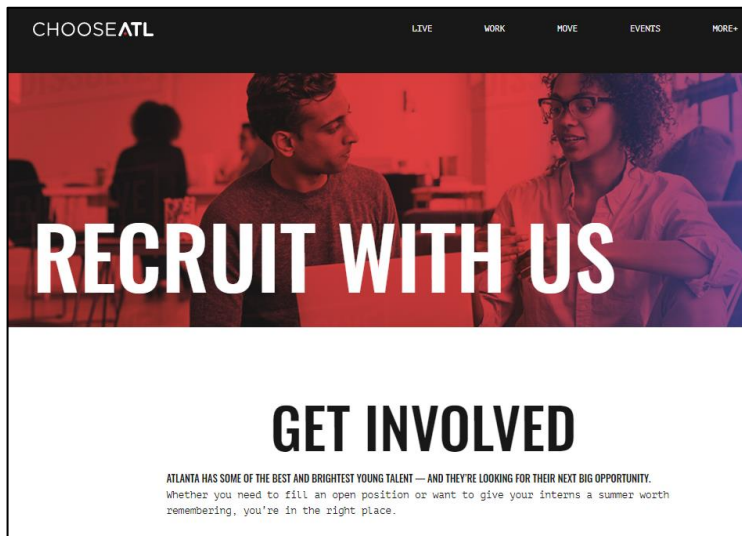




Four Action Steps

1. Remove the Heavy Lift from Stakeholders
2. Collaborate with Tourism
3. Play Matchmaker
4. Develop a Plan and Be Creative

A Region **Doing it Well...**



CHOOSEATL

LIVE WORK MOVE EVENTS MORE+

RECRUIT WITH US

GET INVOLVED

ATLANTA HAS SOME OF THE BEST AND BRIGHTEST YOUNG TALENT — AND THEY'RE LOOKING FOR THEIR NEXT BIG OPPORTUNITY. Whether you need to fill an open position or want to give your interns a summer worth remembering, you're in the right place.



CHOOSE
ATL

INTERNSHIP TOOLKIT

The number one resource every growing company needs is great talent, and one of the best ways to develop new talent is through internships. The internship toolkit will help you plan and execute a great internship program.



CHOOSEATL
5 AFTER

PLAN AN INTERNSHIP PROGRAM

The number one resource every growing company needs is great talent, and one of the best ways to develop new talent is through internships. The **CHOOSEATL INTERNSHIP TOOLKIT** will help you plan and execute a great internship program.

THANK YOU!

E: robyn.domber@aboutdci.com

Get the Report: www.AboutDCI.com