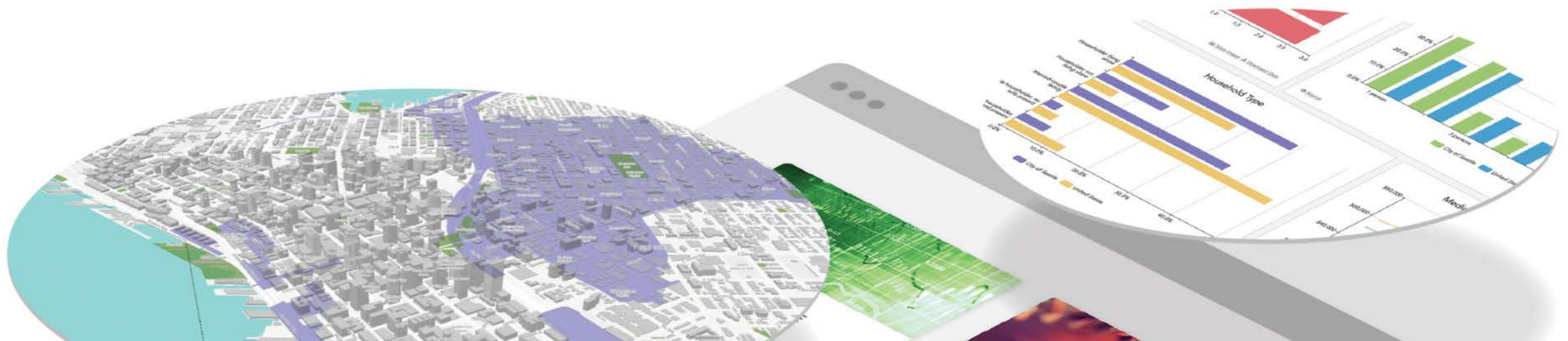


How to Attract Big Talent to Small Cities by Promoting Quality of Life

Steve Kirby, VP Sales & Partnerships



We make online **economic development tools** that hundreds of organizations have added to their website to **promote** their **community's location advantages.**



Who we work with



TODAY'S TOPICS

—
The latest trends in post-pandemic labor movement

—
What does this mean for economic developers and your community's?

—
But what is quality of life?

—
What are other communities doing to attract talent?

—
What can you do with limited resources?

Trends in post-pandemic labor movement



THE GREAT RESIGNATION

...or is it

 THE GREAT REIMAGINATION?

Prioritizing work-life
balance.

Reconfiguring their
career.

Shifting to jobs aligned
with priorities.

JULY 2022

insights

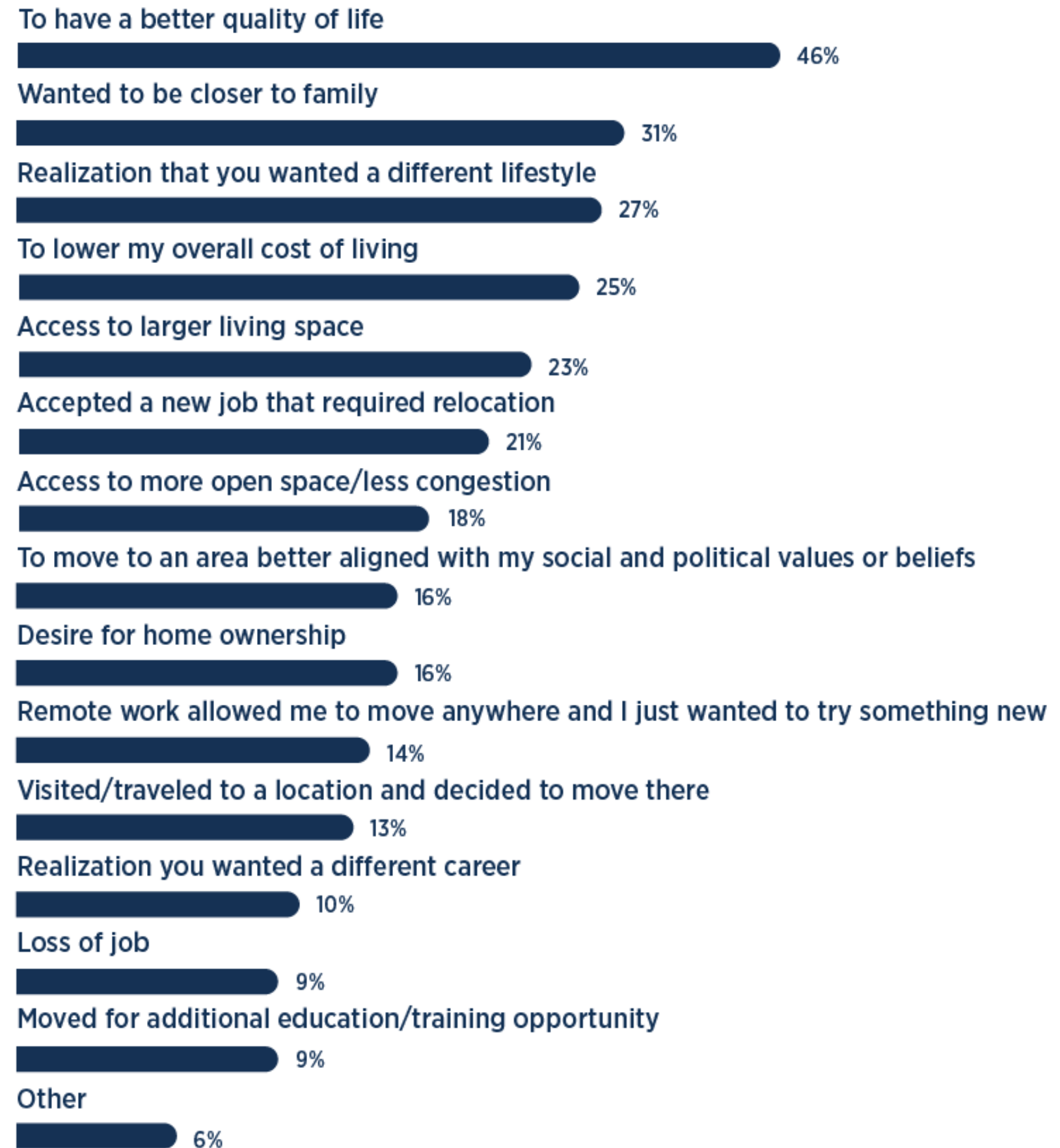


TALENT WARS

What People Look for in Jobs and Locations



What were the primary triggers that caused you to relocate in the past 24 months? (Choose all that apply)



FLEXIBLE WORK ARRANGEMENTS ARE NOW THE NORM, NOT THE EXCEPTION

The freedom to work from anywhere has become the most sought-after benefit. More companies are embracing this change to attract and retain talent.

In response, business leaders have had to listen to employee calls for flexibility and challenge their ideas about what can be done outside the office.



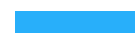
WHY BUSINESSES ARE EMBRACING FLEXIBLE WORK ARRANGEMENTS

Optimizing company **costs** by reducing office rentals

Increasing individual and team **productivity**

Making corporate **culture** more flexible and in tune with employee needs

Accessing bigger **talent** pools



WHAT DOES THIS MEAN FOR ECONOMIC DEVELOPERS?

The flexible-work revolution is changing the way that communities can compete to build their economies and attract talent.



Richard Florida, WSJ

HOW REMOTE WORK IS RESHAPING AMERICA'S URBAN GEOGRAPHY

Smaller cities, suburbs and regional areas can now compete with larger cities on the basis of quality of life and affordability.

A shift from luring companies with special deals to luring talent by marketing quality of life and affordability.

The remote-work revolution won't benefit all workers and communities.

**What are communities doing
to promote their quality of life
and attract talent?**



5 PLACES THAT WILL PAY PEOPLE \$10,000 OR MORE TO MOVE THERE

Tulsa, Oklahoma

- \$10,000 cash in the first year
- Free coworking space

The Shoals, Alabama

- \$10,000 in the first year

Topeka, Kansas

- Up to \$5,000 for renting in the 1st year
- Up to \$10,000 for a home purchase
- Jimmy John's is offering an extra \$1,000 if you relocate to one of its three delivery zones

Morgantown, West Virginia

- \$12,000 cash
- \$2,500 of free outdoor gear rentals
- Free coworking space
- Social events

Northwest Arkansas

- \$10,000 cash incentive
- A street or mountain bicycle or an annual membership to a local art or cultural institution

tulsa remote

Benefits Life in Tulsa Community Visit Tulsa Our Team FAQ Housing Local Jobs [APPLY NOW >](#)

Hi, remote workers!

We'll pay you to work from Tulsa. You're going to love it here.

SCROLL TO LEARN MORE

Tulsa Remote has welcomed over 2,000 Members to Tulsa. Apply now and join this growing community! [APPLY NOW >](#)

**You're looking for something new.
We're looking for great people to join the Tulsa community.**

WE'VE GOT A LOT TO SHARE:



**\$10,000
Cash**



**Free Desk
Space**



**Exclusive Perks
& Events**



**Welcoming
Community**

CHECK YOUR ELIGIBILITY

Eligibility

To be considered for the Tulsa Remote program, we ask that applicants meet all four eligibility requirements: You can move to Tulsa within the next 12 months. You have full-time remote employment or are self-employed outside of Oklahoma. You are 18+ years old. You are eligible to work in the United States

- Can Move to Tulsa Within the Next 12 Months
- Full-Time Remote Employment or are Self-Employed Outside of Oklahoma
- 18+ Years Old
- Eligible to Work in the United States

Tulsa Remote has welcomed over 2,000 Members to Tulsa. Apply now and join this growing community! [APPLY NOW >](#)

REVIEW THE BENEFITS

Benefits

The benefits of moving to Tulsa don't end here, but it's a great way to start. From cash and housing, to office space and community, we've got you covered.

YOUR NEW TOWN

\$10,000 Cash

We know remote arrangements take planning. We'll give you some money to help with relocation expenses, a monthly stipend to keep things moving and the rest when you've finished the first year.

YOUR NEW OFFICE

Space at Tulsa's Top Coworking Community

Need some desk space to get things done? 36 Degrees North, a dynamic coworking space in Downtown Tulsa, provides a place to get work done and collaborate with other local entrepreneurs and remote workers.

GIVE YOURSELF MORE SPACE TO GROW.

(AND RUN, HIKE, BIKE, AND KAYAK.)

Ready to make your move?

Why Albuquerque

IF YOU CAN LIVE ANYWHERE, LIVE IN NOVA SCOTIA.



Work from *dream* home #pentictonadvantage

START HERE Penticton



Live Here



Work Here



Remote Workers



Hear it from the Locals

Start Here Penticton

MOVE UP ABOUT WORK MOVE LIVE BLOG CONTACT US

Prince George

Job Opportunities

JOB OPPORTUNITIES: TITLES, KEYWORDS, EMPLOYERS

SEARCH

Follow Us On Social Media

MAKE IT MARQUETTE

WHY MARQUETTE? LIVING HERE U.P. JOBS BLOG FAQ CONNECT

MARQUETTE ISN'T THAT MIDWEST, IT'S THIS ONE...

LEARN MORE

THUNDER BAY CEDC COMMUNITY ECONOMIC DEVELOPMENT COMMISSION

WHY THUNDER BAY KEY SECTORS SITE SELECTORS REGIONAL HOTSPOTS HOW WE HELP NEWS & RESOURCES

SMALL CITY BIG POSSIBILITIES

COME TO THE HUB OF NORTHWESTERN ONTARIO

Work From Thunder Bay

What to promote

AFFORDABILITY

tulsa
remote

APPLY NOW >

Benefits

Life in Tulsa

Community

Visit Tulsa

Our Team

FAQ

Housing

Local Jobs

Here's how Tulsa's cost of living compares to other major cities:

Compared to:

SAN FRANCISCO, CA



RENTING



Tulsa has:

Sources: [ACCRA Cost of Living Index](#), [National Association of Realtors](#)

50% Lower Cost
of Living

Food, housing, transport, healthcare, etc.

\$2,861 Monthly Rent
Savings

2 BR Avg. Rent - \$658 Tulsa vs. \$3,519 SF

10x The Welcoming
Community

Come see for yourself.

Cost of Living Calculator

MOVING FROM:

CA - San Francisco

MOVING TO:

NY Buffalo

MY CURRENT SALARY:

\$50,000.00

CALCULATE

In Buffalo NY, your salary will go 50% further than in San Francisco CA.

The cost of living in Buffalo NY is 50% lower than in San Francisco CA.

^ In Buffalo NY your groceries will cost **27% less** than in San Francisco CA.

That means you'll have some extra cash in your pocket to spend on things you love!

GROCERIES TYPE	SAN FRANCISCO	BUFFALO	NATIONAL AVERAGE
Whole Milk	\$3.22	\$2.50	\$2.20
Bananas	\$0.84	\$0.50	\$0.57
Bread	\$4.81	\$3.49	\$3.51
Coffee	\$6.81	\$4.22	\$4.43
Pizza	\$13.35	\$11.16	\$10.83
Ground Beef	\$4.76	\$4.12	\$4.52



^ Housing costs **71% less** in Buffalo NY as in San Francisco CA.

What to promote

LIFESTYLE

The screenshot shows the JAX website with a navigation bar at the top: "Advance Your Career", "Find Your Source", "Nourish Your Being" (highlighted), and "Currents". Below the navigation is a hero image of a town at night. A "Nourish Your Being" section features the headline "Sun-Filled Days, Fun-Filled Lifestyle" and a paragraph about the local music scene, beaches, and culture. A search bar for jobs is present with the text "Search Jobs..." and a magnifying glass icon. Below the search bar is a "Rankings:" section with two cards: "Top 100 BEST SUBURBS TO LIVE IN 2022 | Fernandina, Yulee, and Middleburg" by SmartAsset, and "8th BEST REAL ESTATE MARKET 2022 | Jacksonville" by Rocket Mortgage. The bottom of the page features three lifestyle images: "Eat & Drink" (a bar interior), "Arts & Culture" (a stage performance), and a sunset scene with a person on a beach.

WHY MAINE?
Discover why Maine is one of the best places to Live and Work

↓

MAINE BY THE NUMBERS

Don't just take our word for it! The links below give 8 great reasons to call Maine home, sweet home.

<p>1st state with highest percentage of "A-grade" hospitals <i>Read more from MaineBiz</i></p>	<p>2nd Best state to live in <i>Read more from Thrillist</i></p>	<p>3rd highest state rate of adults with high school education or better <i>Read more from mainepolicy.org</i></p>	<p>4th best state for military retirees <i>Read more from Bangor Daily News</i></p>
<p>5th safest state to live in <i>Read more from Movoto</i></p>	<p>6th best state for women <i>Read more from Bangor Daily News</i></p>	<p>7th best state to have a baby <i>Read more from Today.com</i></p>	<p>8th highest state in high school rankings <i>Read more from USnews.com</i></p>

THE MAINE LIFESTYLE

The pace of life is a just a little bit slower here in Maine but that's the way we like it.

<p>Population of 1.344 million (2019) <i>Read more from United States Census</i></p>	<p>Almost as big as all of the other five New England States put together <i>Read more from Maine.gov</i></p>	<p>America's first chartered town, York in 1641 <i>Read more from Maine.gov</i></p>	<p>Recognized as one of the most healthful, beautiful and interesting states in the nation <i>Read more from Maine.gov</i></p>
---	--	--	---

What to promote

WORK



Endless Opportunities

Buffalo is best known for its work ethic—the stay until the job is done type of hustle that has us at the forefront of innovation. Companies in Buffalo are changing the way cancers are treated, online car auctions are hosted, and developing countries are accessing affordable prosthetic devices.

The low cost of living allows your earned dollars to go further and the short commute times make it easier to leave a busy day at the office behind.



Best City for a Fresh Start
Lending Tree



Most Booming Startup Ecosystem
Entrepreneur.com



Happiest City to Work In
Forbes

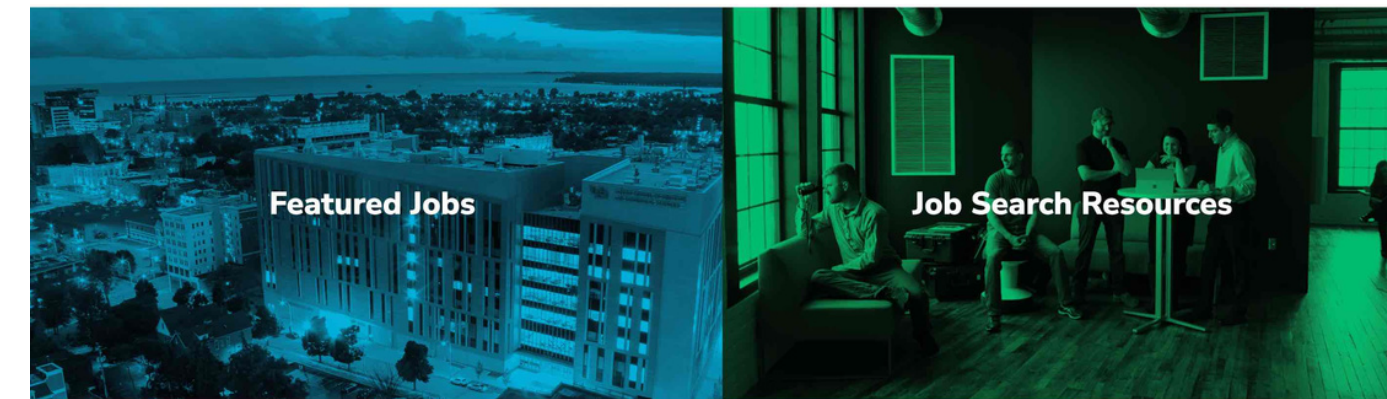
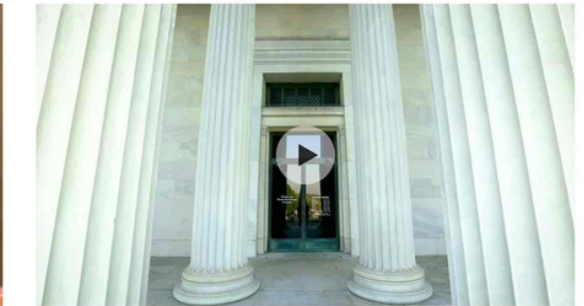


American City for Woman Executives
Citrix ShareFile

Buffalo Niagara: Booming Startup Ecosystem



Buffalo Niagara: Doors Are Open



Featured Employers

Ambitious professionals can find compelling careers at these Buffalo Niagara companies.



Contact Us

Be in Buffalo

257 West Genesee St., Ste 600
Buffalo, New York 14202
Call: 1.800.916.9073
info@buffaloniagara.org

Helpful Links

- + Move Your Business
- + About Us
- + buffaloniagara.org
- + Privacy Policy

- f Facebook
- t Twitter
- in LinkedIn
- Instagram

Send Us a Message

Name*

Email*

Occupation*


Upload Your Resume
Choose File No file chosen

Message*

Submit


What to promote

TESTIMONIALS


LIVE IN MAINE WORK IN MAINE  WHY MAINE? SUCCESS STORIES

Small Business

Stone Coast Fund Services




Mike and Elizabeth – Stone Coast F... Watch later Share

Watch on  YouTube


Mike & Elizabeth Formas

Employer: Stone Coast Fund Services | [View employer profile »](#)
Job Titles: Account Manager & Investor Services Group Manager
Relocated from: Bermuda/Connecticut

Dream Local Digital



Shannon Kinney Dream Local Watch later Share

Watch on  YouTube

Shannon Kinney

Employer: Dream Local Digital
Job Title: Founder & Client Success Officer
Relocated from: San Francisco, California



When I first moved, I thought, what did I get myself into?

I immediately was very worried and very scared, but I found my tribe. I found people that, finally, were like me. Getting to know Tulsa better, really allowed me to understand that every notion that I had of Tulsa was wrong.



Christina Springer
LOUISVILLE, KY | EDUCATION

What can you do with less than \$3,000?



Promoting your quality of life
advantages on a budget.

4 STEPS TO PROMOTING YOUR QUALITY OF LIFE

STEP 1

Understand your target audience

STEP 2

Assess your location's assets

STEP 3

Prepare your pitch, your story

STEP 4

Promote your location, starting with your website.

4 STEPS TO PROMOTING YOUR QUALITY OF LIFE

STEP 1

Understand your target audience

STEP 2

Assess your location's assets

STEP 3

Prepare your pitch, your story

STEP 4

Promote your location, starting with your website.

What is quality of life?

Quality of life means different things to different people.





YOU CAN'T BE ALL THINGS TO ALL PEOPLE

Michael Porter

Customer needs differ

Young Families

- A strong network of supportive schools
- Affordable housing
- Everyday needs are right around the corner
- Parks and activities to keep kids busy
- Safe community
- Health care
- Sport and recreation
- Proximity to work
- Welcoming community

compared to

Remote Workers

- Good internet access
- Access to airports and/or larger cities
- Convenience day to day living
- Embrace an active lifestyle (indoors and outdoors)
- Access to cafes, shopping
- Pet friendly communities
- Affordable housing
- Safe community
- Health care

4 STEPS TO PROMOTING YOUR QUALITY OF LIFE

STEP 1

Understand your target audience

STEP 2

Assess your location's assets

STEP 3

Prepare your pitch, your story

STEP 4

Promote your location, starting with your website.

Step 2

ASSESS YOUR LOCATION ADVANTAGES

Promote family friendly

Childcare availability, schools, youth activities

Promote inclusive

Local clubs, sports, entertainment, cafes, galleries, community centres and events

Promote the great outdoors

Access to nature, space, outdoor recreation

Promote livability

Access to healthcare, restaurants, day to day convenience

Promote internet

Reliable and fast (10-25+ mbps) internet

Step 2

ASSESS YOUR LOCATION ADVANTAGES

- Audit your assets, strengths and opportunities.
- Match what your location has to offer with what matters most to your target audience.
- Find a positive message for as many factors as you can.
- Don't be too critical of your location's shortcomings compared to others.

4 STEPS TO PROMOTING YOUR QUALITY OF LIFE

STEP 1 Understand your target audience

STEP 2 Assess your location's assets

STEP 3 Prepare your pitch, your story

STEP 4 Promote your location, starting with your website.

4 STEPS TO PROMOTING YOUR QUALITY OF LIFE

STEP 1 Understand your target audience

STEP 2 Assess your location's assets

STEP 3 Prepare your pitch, your story

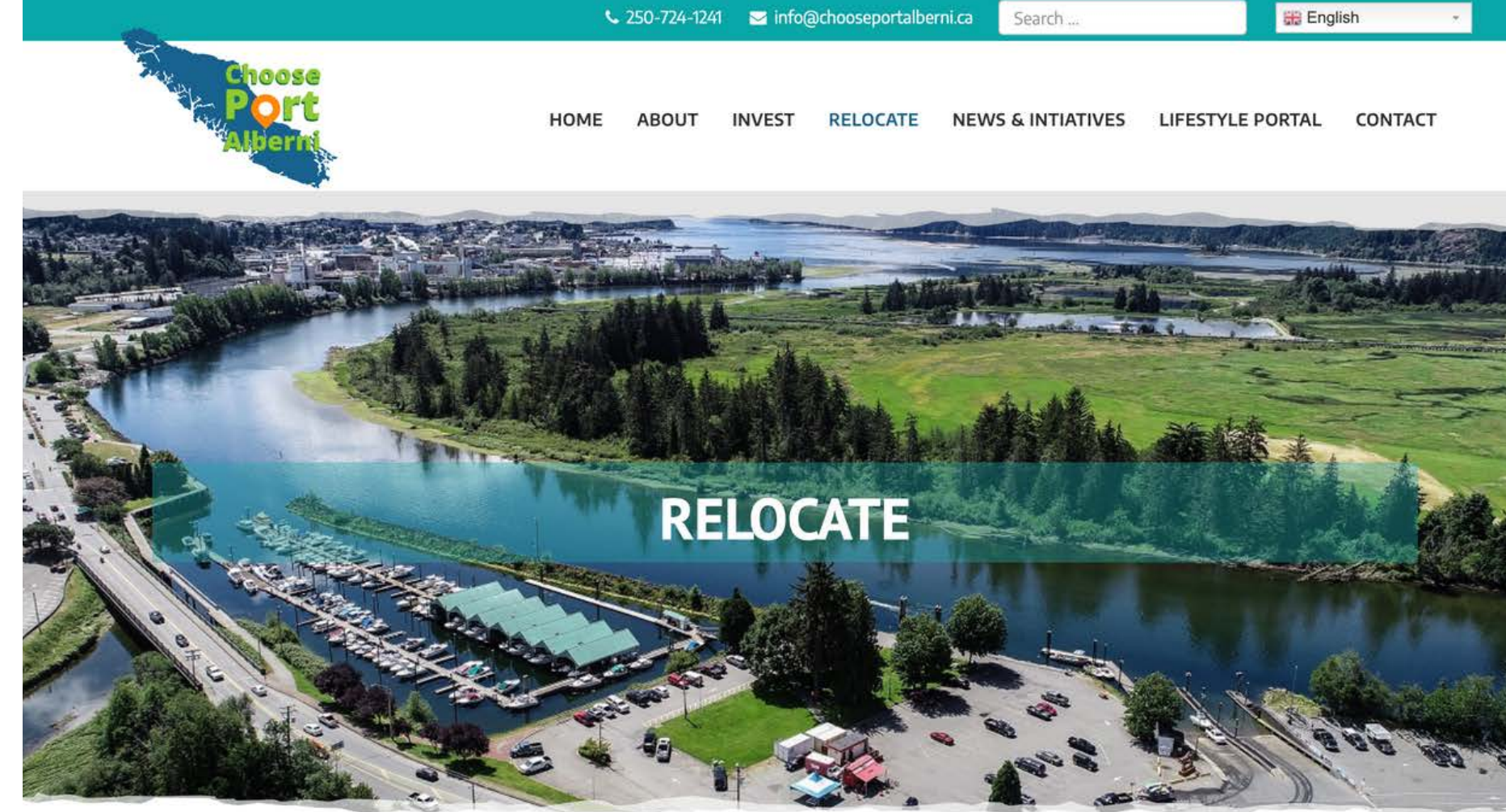
STEP 4 Promote your location, starting with your website.



Population: 17,000

Website: www.chooseportalberni.ca/relocate

Example target persona: family with children



With an affordable [cost of living](#), quality [medical services](#), award-winning [educational programs](#) and all the perks of the [west coast lifestyle](#), Port Alberni has much to offer its newcomers.

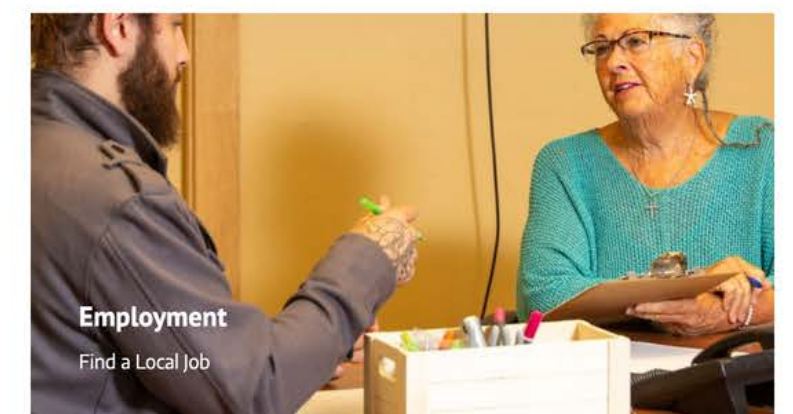
Build Community With Us.


\$329500
Average home price


17
General Practitioners


13
Schools


100+
Trails in the Alberni Valley





Population: 65,000

Website: harlingenedc.com/advantages/authentic-community

Example target persona: family with children

Authentic Community

Advantages / Authentic Community



Harlingen is a city of diversity, a unique fusion of American and Mexican, as well as Texan cultures, with residents hailing from a number of different backgrounds. This blending of cultures paired with Harlingen's central position within the Rio Grande Valley makes it a place that both residents and businesses love to call home.

Community Lifestyle

Beautiful year-round weather, vivid South Texas culture, affordability, and high-quality of-life attract residents to this rapidly growing region. Harlingen provides a small-town atmosphere with access to big amenities, including world-class public schools and superior medical care facilities, which play a vital part in Harlingen's quality-of-life as well as the economy.

With a number of [healthcare facilities](#), ranging from hospitals with emergency and trauma care to specialty care and clinics and as home to the University of Texas Rio Grande Valley School of Medicine, Harlingen provides superior medical care and a talent pipeline of highly trained individuals for the healthcare industry.

Diverse Recreation & Entertainment

Residents enjoy spending a night on the town, dining on savory cuisine ranging from Tex-Mex and barbecue to fresh Gulf seafood and exciting nightlife and entertainment, shopping, museums, festivals and the arts, and trips to the beautiful beaches of nearby South Padre Island. For the outdoorsman, Harlingen is paradise, offering a variety of activities including birding, biking, hiking and golfing, and some of the best fishing and hunting in Texas, with a large variety of game animals and some of the most sought after game fish throughout the Gulf of Mexico.

556

Acres of Parks & Recreational Facilities

100+

Restaurants

7

Area Golf Courses



Choose Harlingen for
business and more!


A great place for ...

Select a profile to continue

- Raising a family >
- Working singles & couples >
- Empty Nesters >
- Active retirees >
- Remote workers >
- Coming home >


A community where your family can thrive

Top reasons to call Harlingen home



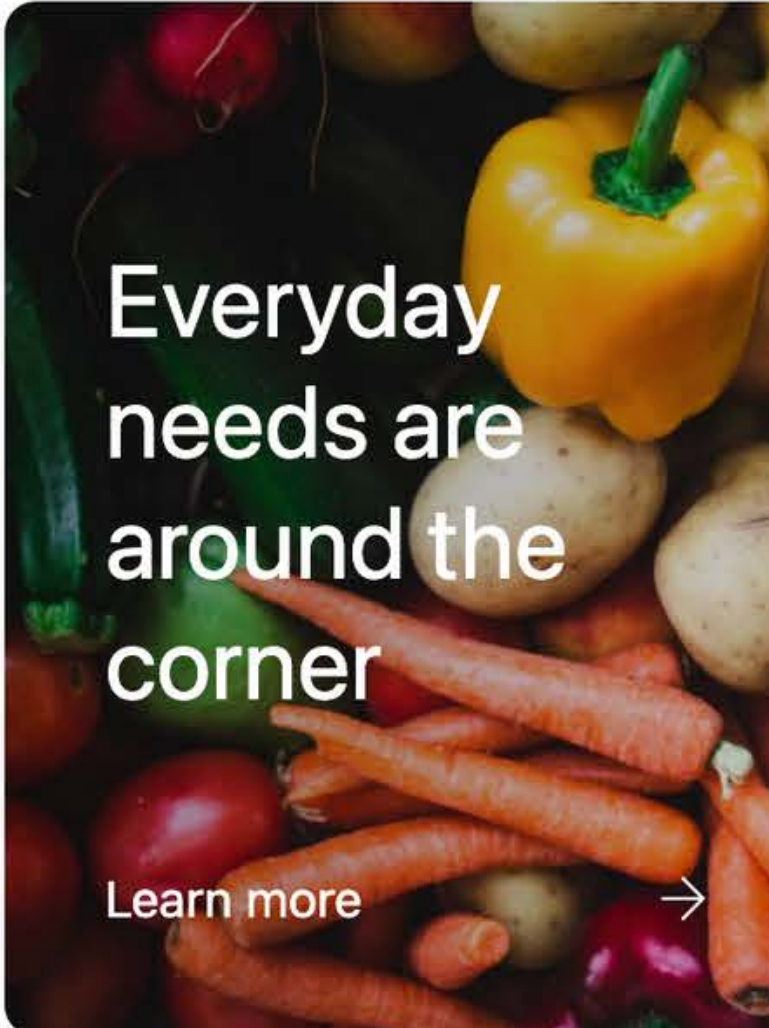
A strong network of supportive schools

Learn more →



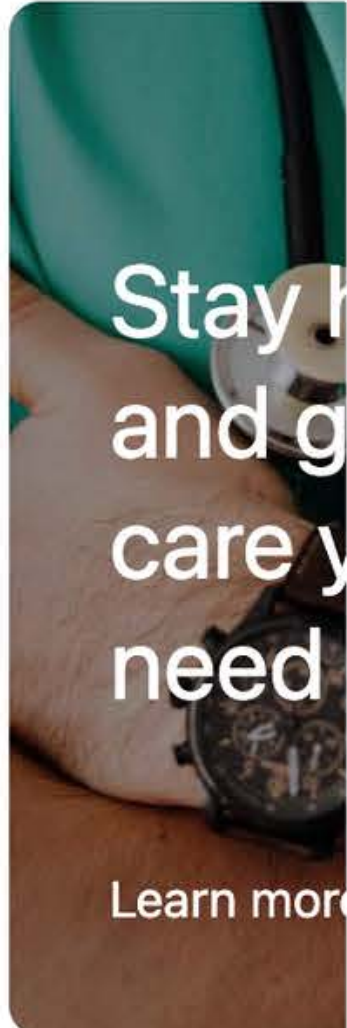
Lots of activities to keep kids busy

Learn more →



Everyday needs are around the corner

Learn more →



Stay healthy and get the care you need

Learn more →



Expl



childcar
ement
seconda
college
technic
Other so

U.S.H



Raising a family

[Change my profile](#)

Explore our community



Education opportunities



Keep the kids busy



Daily shopping and errands



Maintain your health



Feeding the household

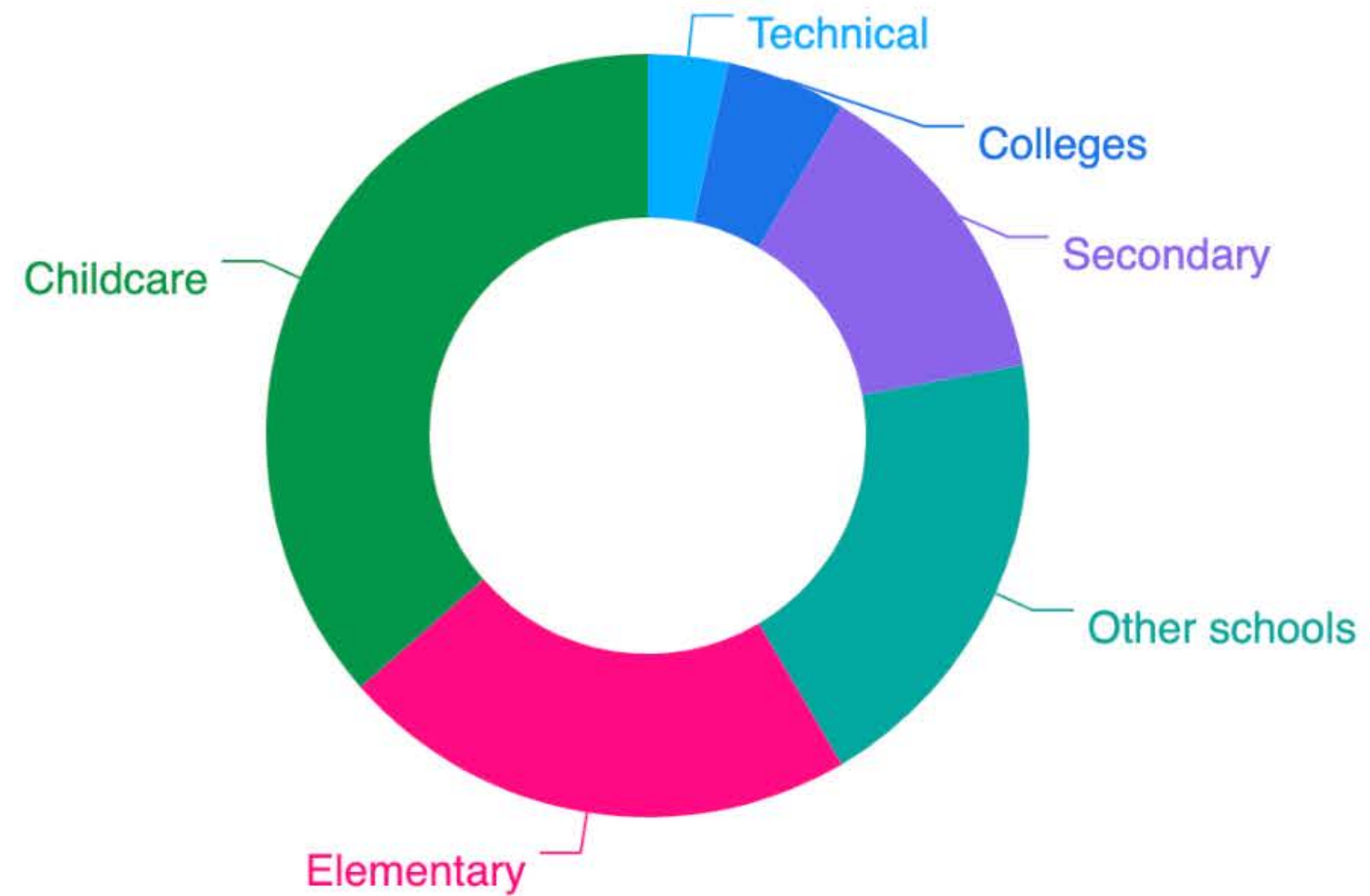


Embrace an active lifestyle



Essential pet needs

A strong network of supportive schools



Explore more!



Raising a family

[Change my profile](#)

Explore our community



Education opportunities



Keep the kids busy



Daily shopping and errands



Maintain your health



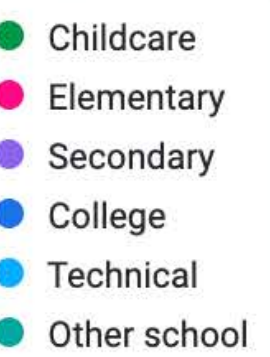
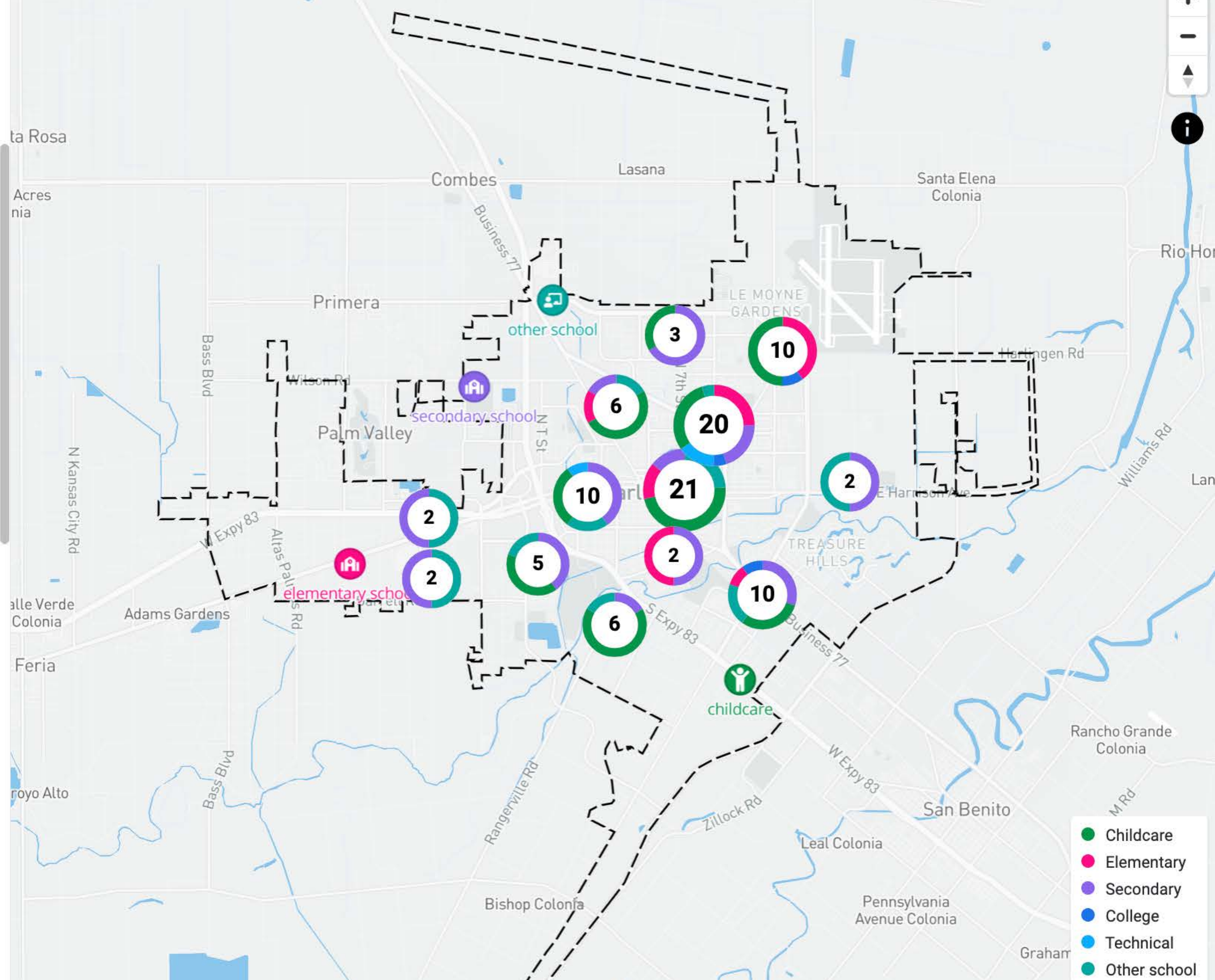
Feeding the household



Embrace an active lifestyle



Essential pet needs





Raising a family

[Change my profile](#)



Connect online



Get amongst our community



Make your house a home



Experience local arts



Make time for date night



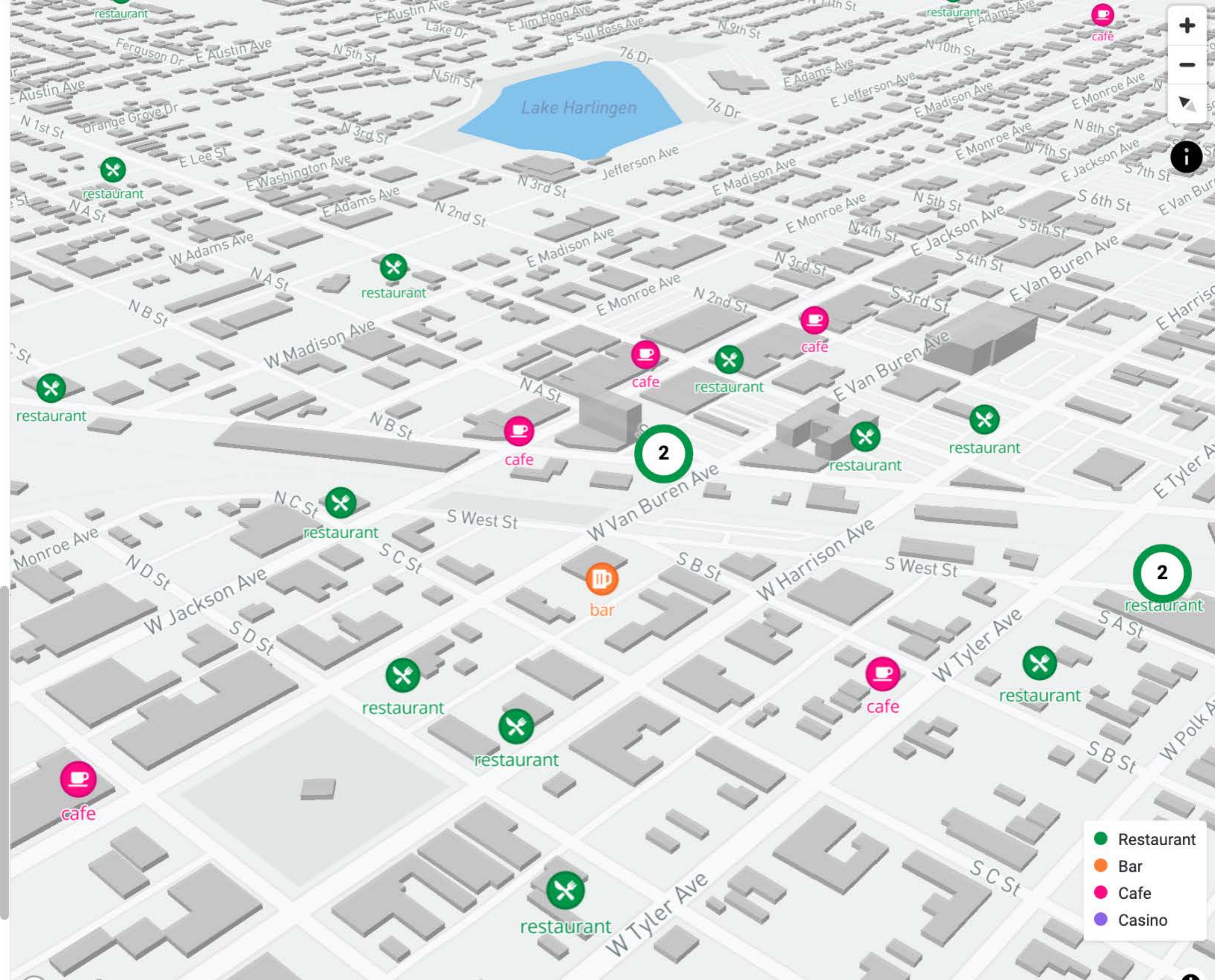
Take time to pamper yourself



Socialize with friends



Play the tourist





Raising a family

[Change my profile](#)



Get amongst our community



Make your house a home



Experience local arts



Make time for date night



Take time to pamper yourself



Socialize with friends



Play the tourist

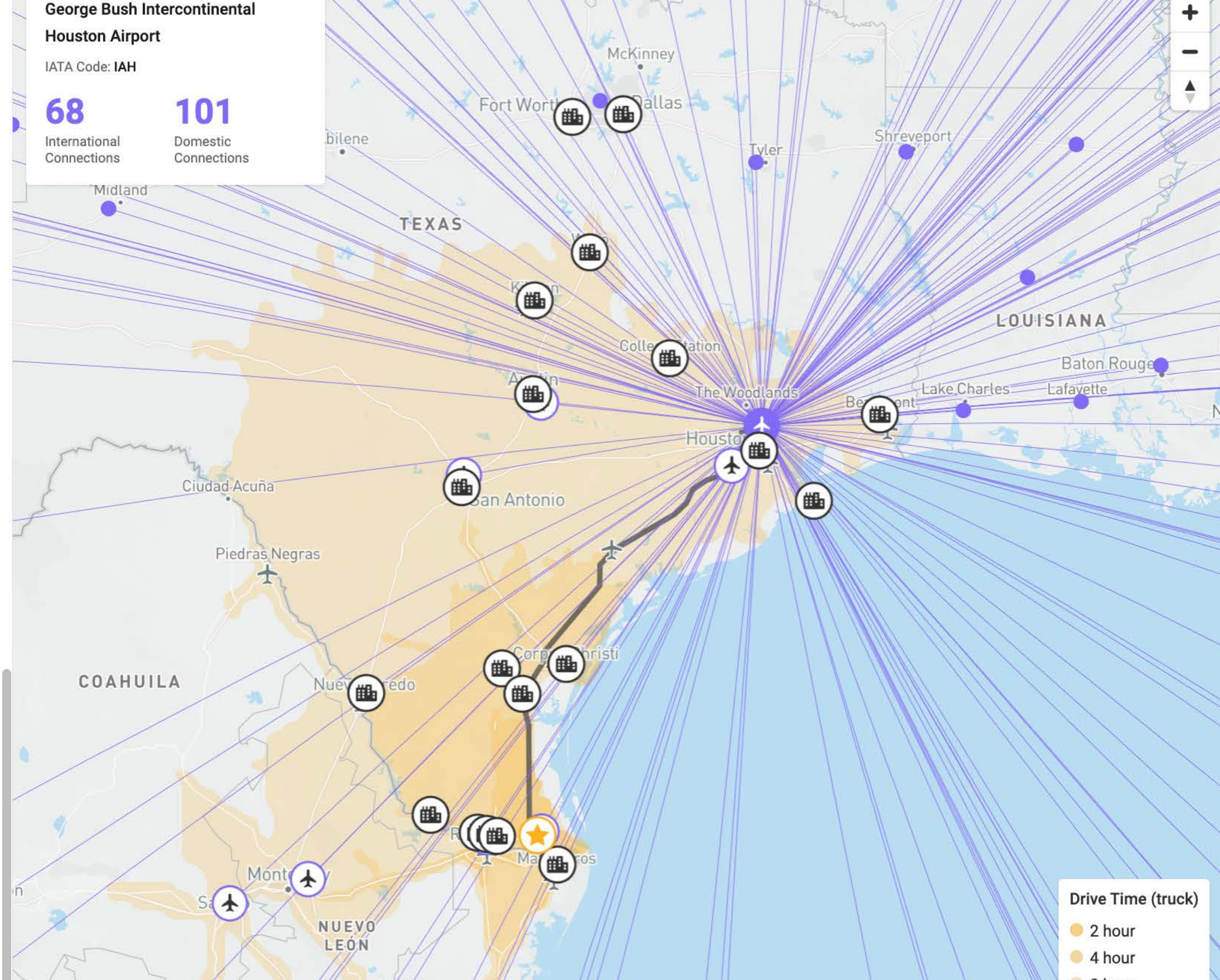


Access the world

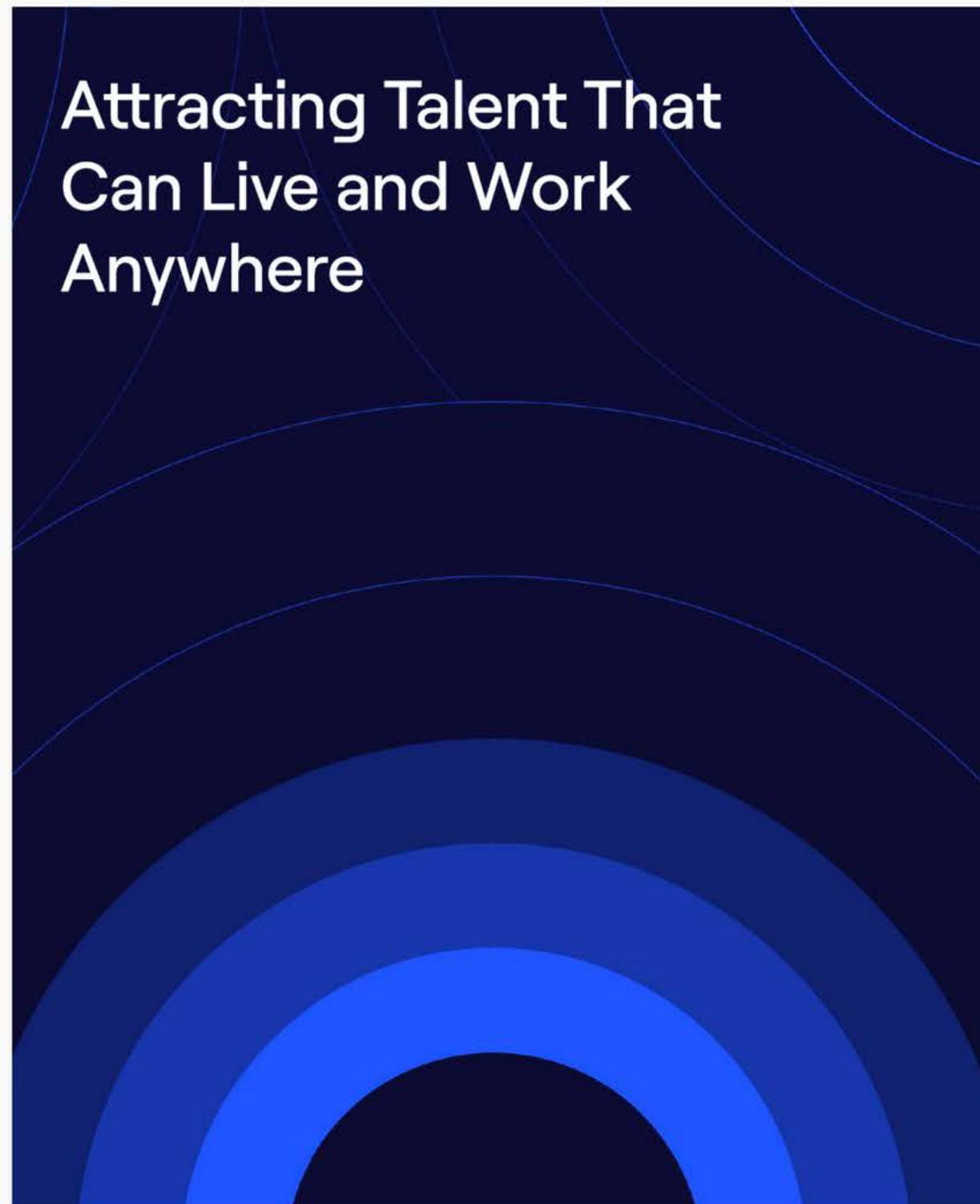
George Bush Intercontinental
Houston Airport
 IATA Code: IAH

68
International Connections

101
Domestic Connections



NEW REPORT



DOWNLOAD NOW

www.ecdev.org

The logo features the word "LOCALINTEL" in a bold, white, sans-serif font, centered within a black circle. This central circle is surrounded by three concentric rings of varying shades of blue, creating a target-like or ripple effect. The background is a dark, almost black, gradient.

LOCALINTEL

www.ecdev.org