

2009-2010

Building Communities Educational Series

Retaining and Attracting People as an Economic Development Strategy

Brought to you by the Center for Community & Economic Development
Co-sponsored by the Sustainability and Energy Teams
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Today's Presenter



Will Andresen

Iron County Community Resource Development Educator

Iron County - UW Extension

Courthouse

300 Taconite Street, Suite 118

Hurley, WI 54534

E-mail: will.andresen@ces.uwex.edu Phone: 715-561-2695

FAX: 715-561-2704

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Retaining and Attracting People as an Economic Development Strategy

February 16, 2010

Will Andresen

will.andresen@ces.uwex.edu

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Gogebic Range Next Generation Initiative

Working to Retain and Attract Young People on the Gogebic Range

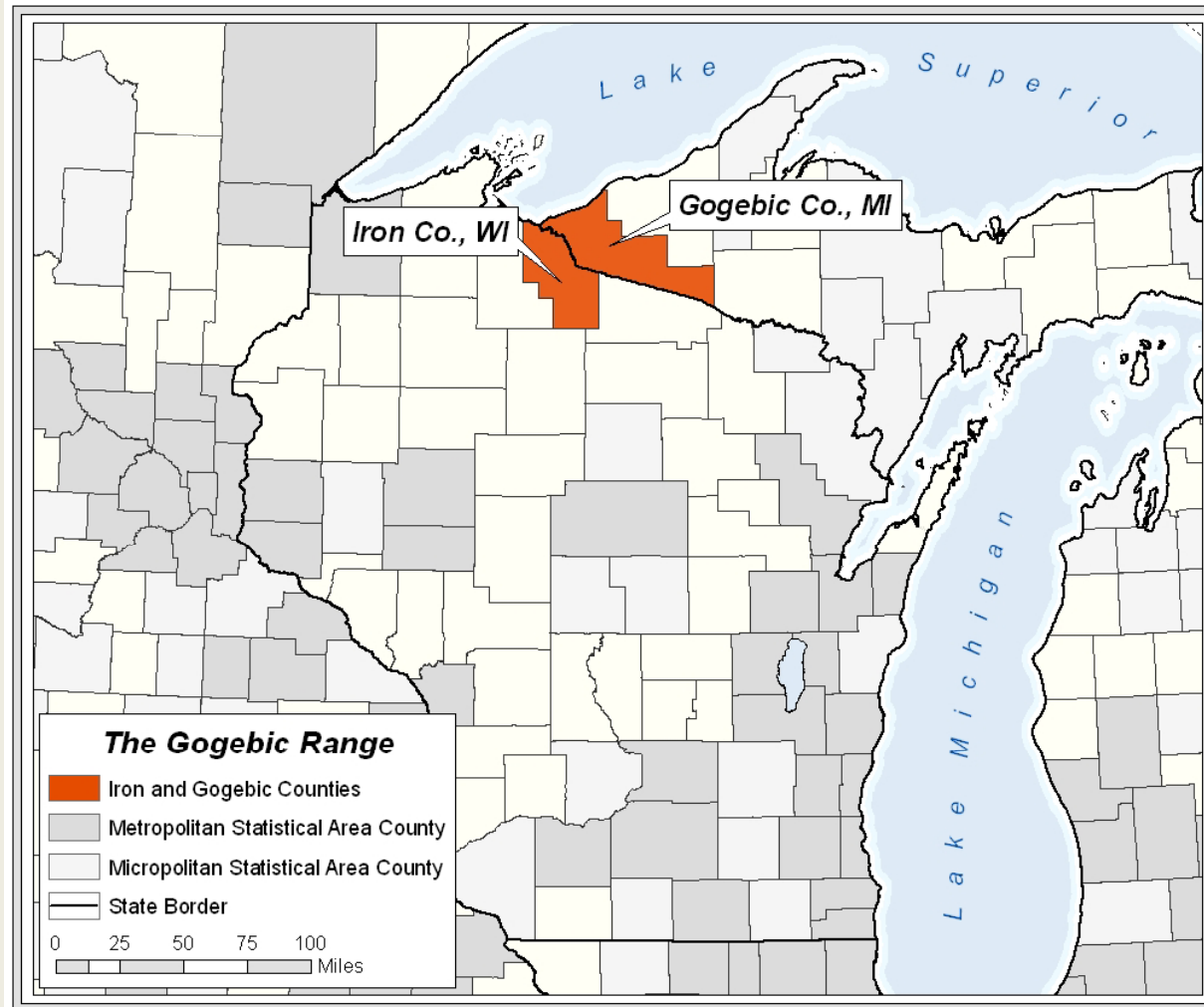
“Retaining and Attracting Young People as an Economic Development Strategy”

February 16, 2010

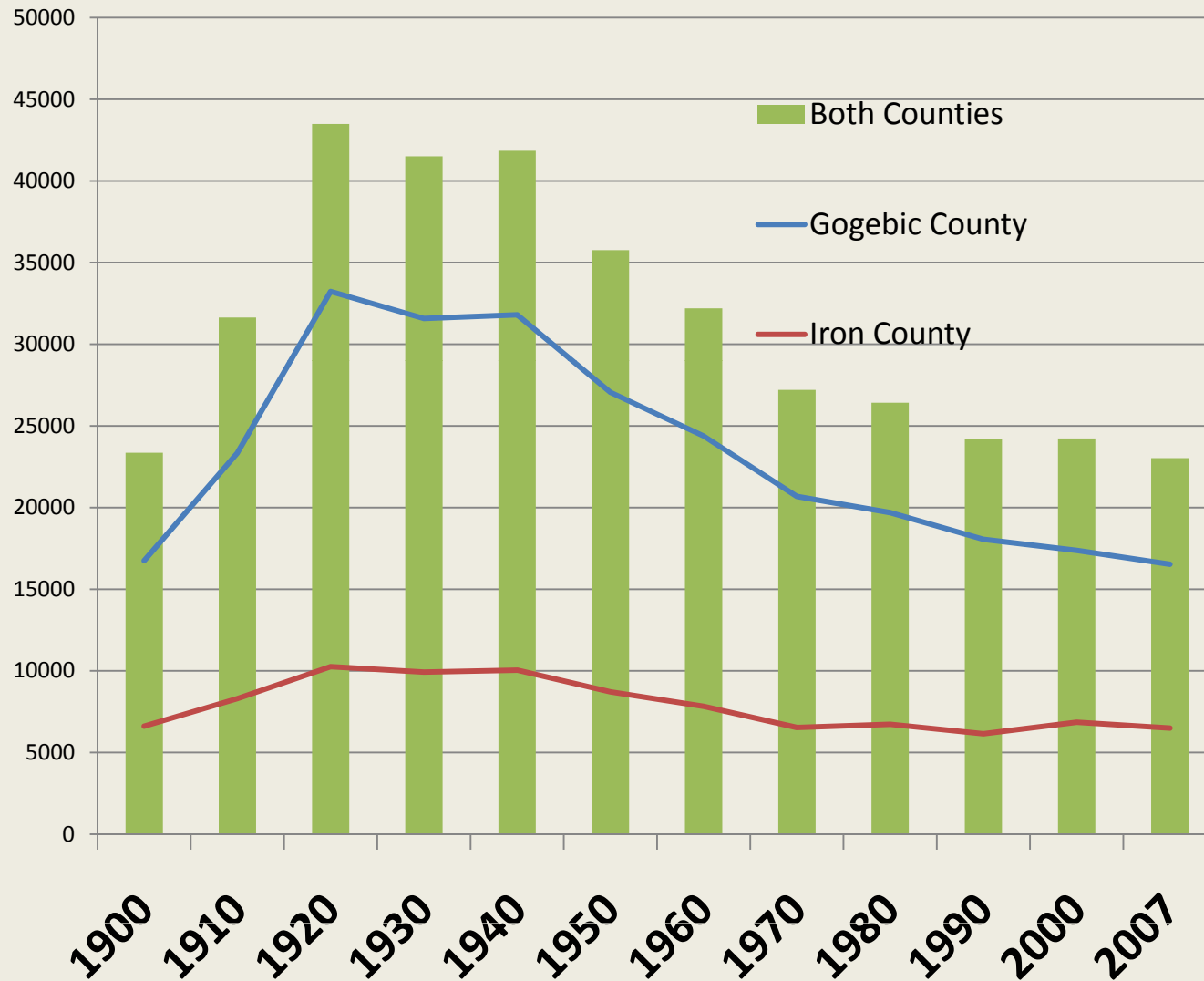
Will Andresen

Iron County UW-Extension

Location Map

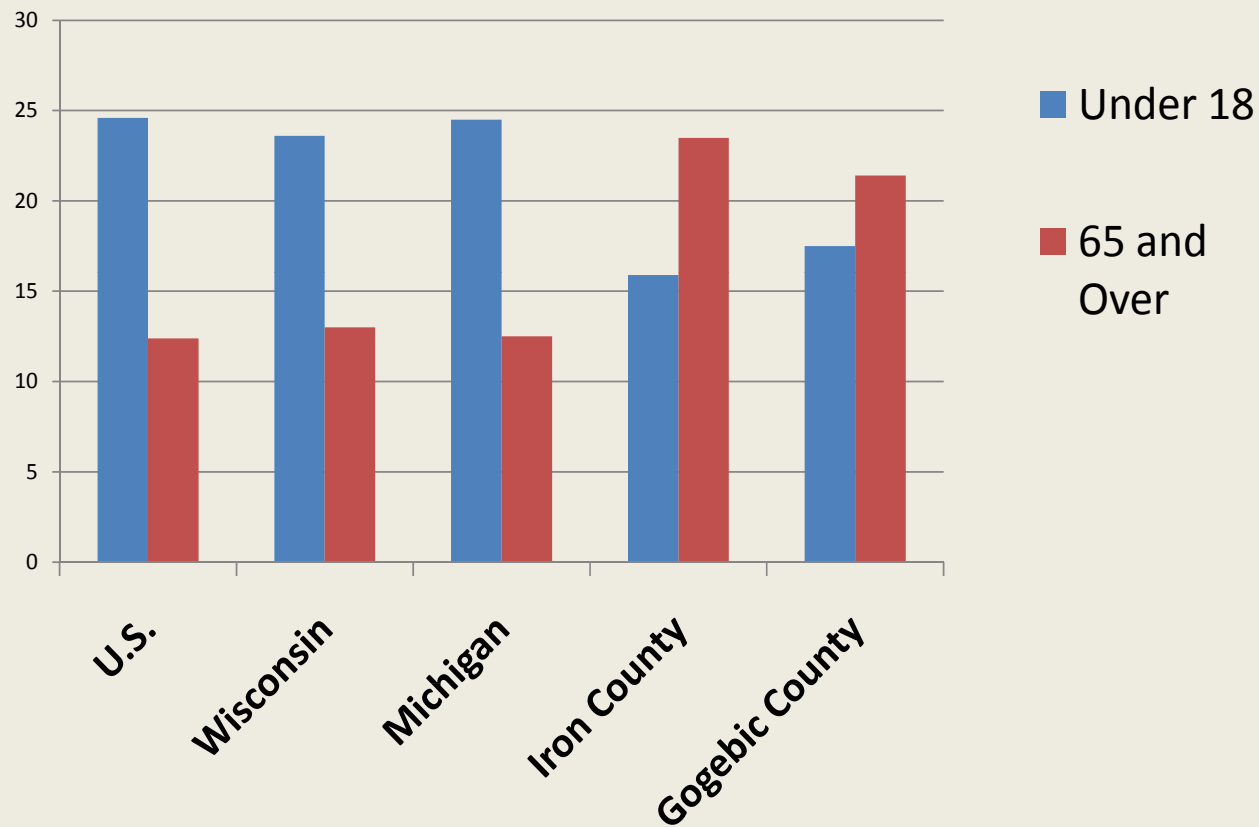


Gogebic Range Population Trends



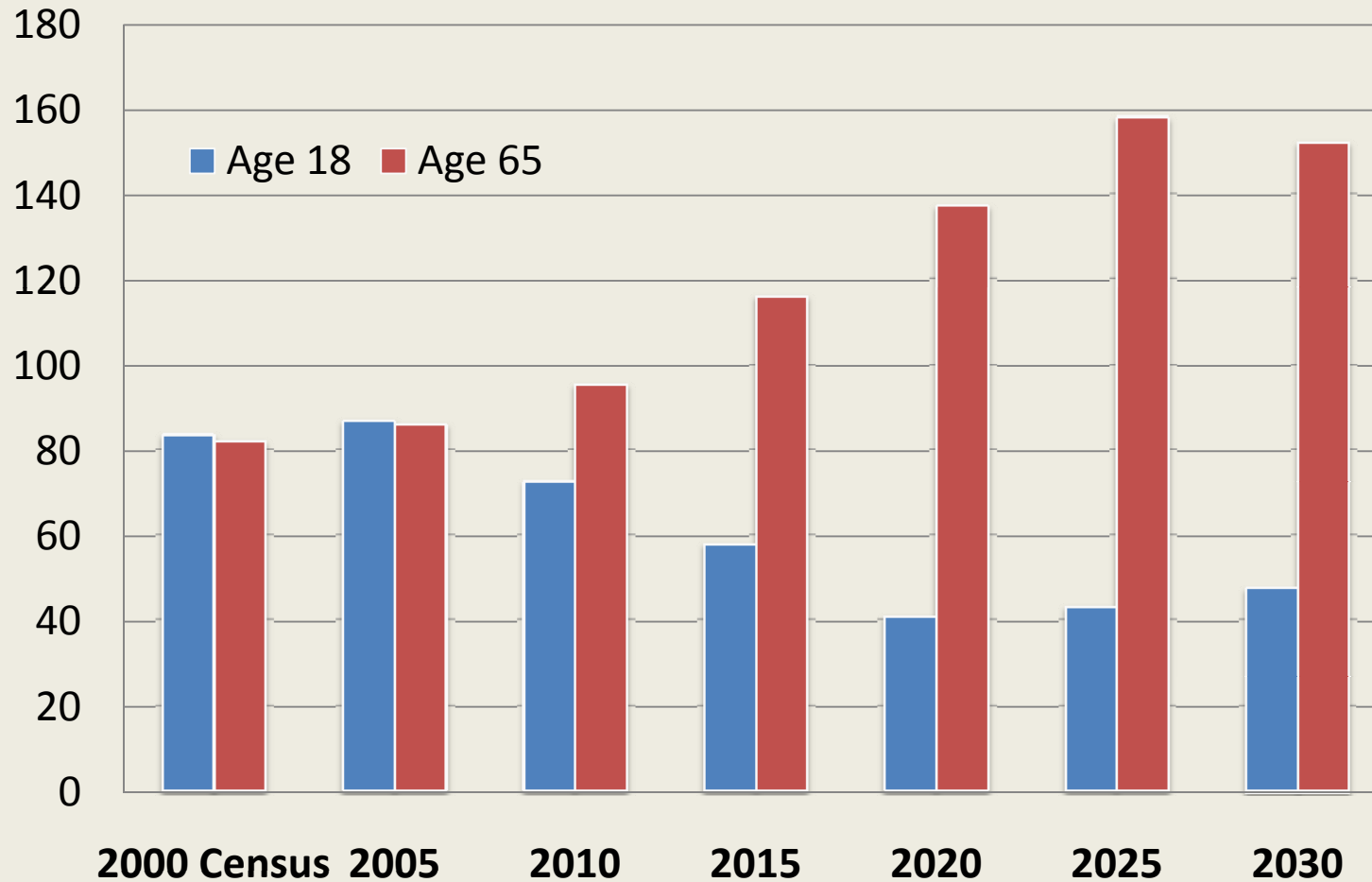
Source: U.S. Census Bureau

Age Groups – 2006



Source: U.S. Census Bureau

Age Groups – Projected (Iron County)



Source: Wisconsin Department of Administration



Gogebic Range Next Generation Initiative

Working to Retain and Attract Young People on the Gogebic Range

“Many (creative workers) will not even consider taking jobs in certain cities or regions – a stark contrast to the organizational age, when people moved to chase jobs.”

Richard Florida, author [The Rise of the Creative Class](#)



Gogebic Range Next Generation Initiative

Working to Retain and Attract Young People on the Gogebic Range

“If you can’t attract the human talent, you’re in a world of hurt. That’s the big change in economic development.”

Mike Skaggs, CEO, NextGen



Gogebic Range Next Generation Initiative

Working to Retain and Attract Young People on the Gogebic Range

“Keep your tax incentives and highway interchanges; we will go where the highly skilled people are.”

Carly Fiorina, former CEO, Hewlett-Packard



Gogebic Range Next Generation Initiative

Working to Retain and Attract Young People on the Gogebic Range

“Three out of four Americans under the age of 28 said a cool city is more important than a good job.”

Rebecca Ryan, Author of Live First, Work Second



Gogebic Range Next Generation Initiative

Working to Retain and Attract Young People on the Gogebic Range

Creative workers “gravitate to stimulating creative environments ... where they feel they can express themselves and validate their identities.”

Richard Florida, author [The Rise of the Creative Class](#)

Location Decision Making Factors

For those wanting to live in large cities:

1. Walkable Streets
2. Gathering Places
3. Many Jobs
4. Diversity
5. Different Lifestyles
6. Shops/Businesses
7. Arts/Culture

Location Decision Making Factors

Large Cities

1. Walkable Streets
2. Gathering Places
3. Many Jobs
4. Diversity
5. Different Lifestyles
6. Shops/Businesses
7. Arts/Culture

Small Towns

1. Scenic Beauty
2. Safe Streets
3. Affordable
4. Place for Family
5. Good Schools
6. Sense of Community
7. Low Traffic

“I want to live in a place that fits my lifestyle more than a job that pays the most.”

69% Agree – Michigan Cool Cities Survey

Source: Michigan Cool Cities Survey, 2004

“I want to live in a place that fits my lifestyle more than a job that pays the most.”

69% Agree – Michigan Cool Cities Survey

75% Agree – Gogebic Range Survey

Source: Gogebic Range Survey, 2008 (among young professionals)

“I can get a job almost any place I choose to live.”

71% Agree – Michigan Cool Cities Survey

Source: Michigan Cool Cities Survey, 2004

“I can get a job almost any place I choose to live.”

71% Agree – Michigan Cool Cities Survey

67% Agree – Gogebic Range Survey

Source: Gogebic Range Survey, 2008 (among young professionals)

“A good paying job is my highest priority.”

48% Agree – Michigan Cool Cities Survey

Source: Michigan Cool Cities Survey, 2004

“A good paying job is my highest priority.”

48% Agree – Michigan Cool Cities Survey

40% Agree – Gogebic Range Survey

Source: Gogebic Range Survey, 2008 (among young professionals)

Top Ten Factors

Michigan

1. Scenic Beauty
2. Safe Streets
3. Affordable
4. Place to Raise Family
5. Good Schools
6. Sense of Community
7. Low Traffic
8. Concern for Environment
9. Close to Friends/Family
10. Walkable Streets

Source: Michigan Cool Cities Survey, 2004 (for those who want to live in a small town or rural area)

Top Ten Factors

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Gogebic Range

1. Safe Streets
2. Place to Raise Family
3. Affordable
4. Good Schools
5. Scenic Beauty
6. Sense of Community
7. Walkable Streets
8. Low Traffic
9. Concern for Environment
10. Beach/Waterfront

Source: Gogebic Range Survey, 2008 (among young professionals)

Top Ten Factors

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Top Ten Factors

Michigan

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Gogebic Range

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- 2. Place to Raise Family**
- 3. Affordable**
- 4. Good Schools**
- 5. Scenic Beauty**
6. Sense of Community
7. Walkable Streets
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9. Concern for Environment
10. Beach/Waterfront

Source: Gogebic Range Survey, 2008 (among young professionals)

Top Five Factors

**Michigan
Cool Cities**

**G.R.
Natives**

**G.R.
Boomerangs**

**G.R.
Transplants**

Scenic Beauty

Safe Streets

Affordable

Raise Family

Good Schools

Source: Gogebic Range Survey, 2008 (among young professionals)

Top Five Factors

**Michigan
Cool Cities**

**G.R.
Natives**

Scenic Beauty

Safe Streets

Safe Streets

Raise Family

Affordable

Affordable

Raise Family

Good Schools

Good Schools

Jobs

**Scenic Beauty
(#8)**

Source: Gogebic Range Survey, 2008 (among young professionals)

Top Five Factors

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Source: Gogebic Range Survey, 2008 (among young professionals)

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Good Schools

**Scenic Beauty
(#8)**

Source: Gogebic Range Survey, 2008 (among young professionals)

Gogebic Range Next Generation Initiative Work-groups

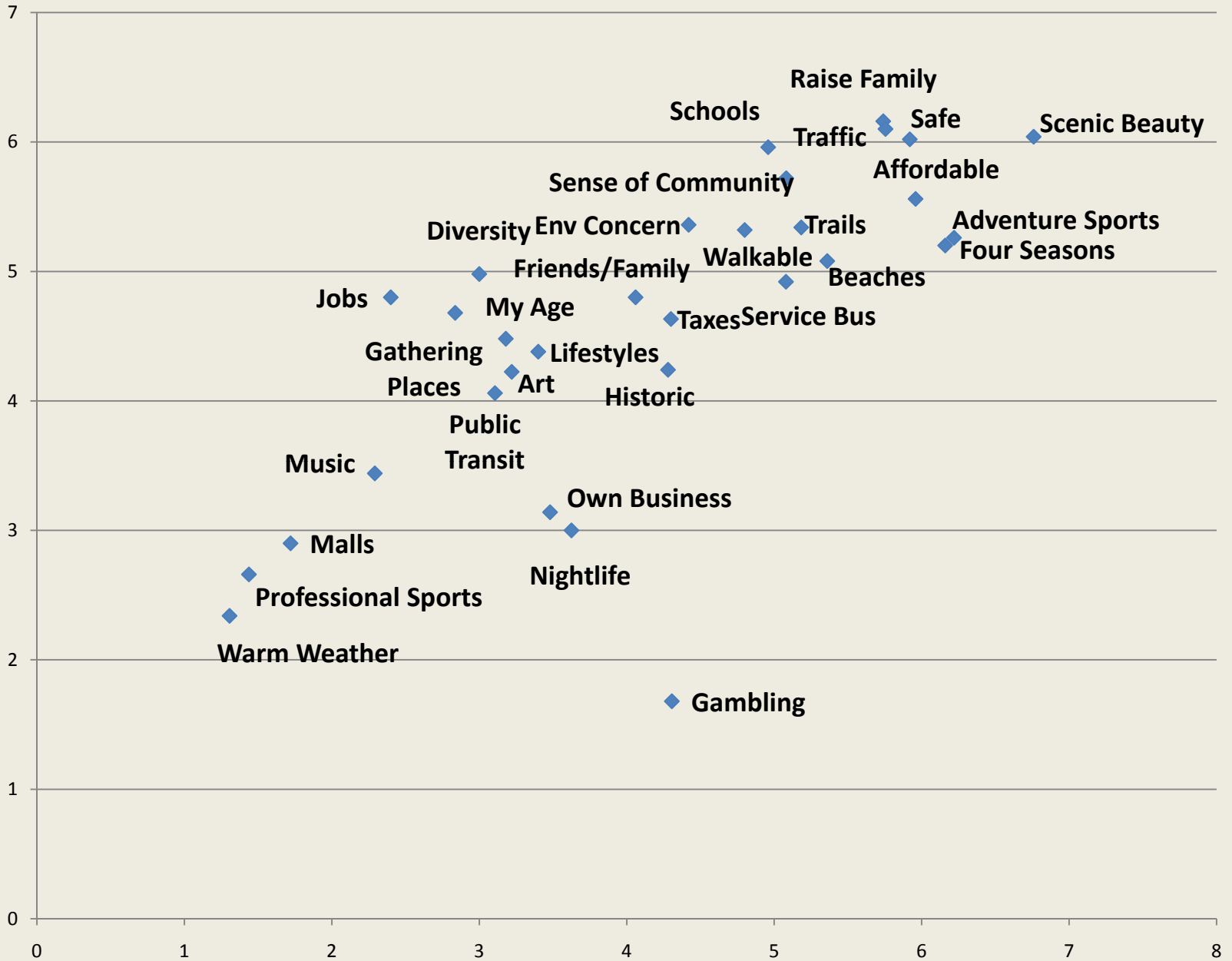
- Attract Young Workers by Strengthening Our Niche
- Attract Young Workers by Promoting Our Strengths
- Retain Students by Better Connecting them to the Community
- Retain Young Workers by Building Social Capital

Gogebic Range Next Generation Initiative Work-groups

- Attract Young Workers by Strengthening Our Niche
- Attract Young Workers by Promoting Our Strengths
- Retain Students by Better Connecting them to the Community
- Retain Young Workers by Building Social Capital

Important

Not Important

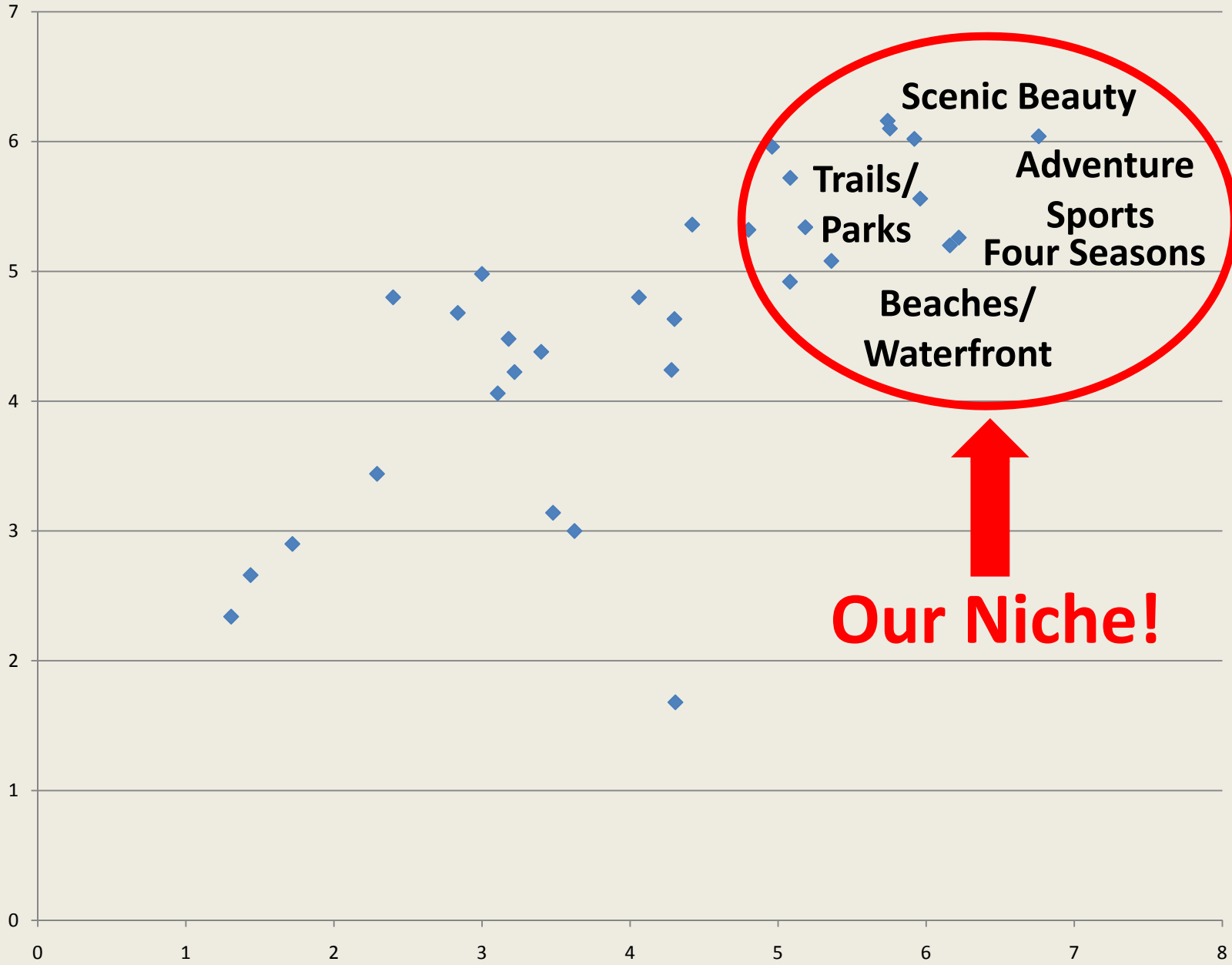


Negative Perception

Positive Perception

Important

Not Important



Our Niche!

Negative Perception

Positive Perception



Gogebic Range Next Generation Initiative

Working to Retain and Attract Young People on the Gogebic Range

“Creative neighborhood leaders ... are discovering that whenever there are effective community development efforts, those efforts are based upon an understanding, or map, of the community’s assets, capacities and abilities.”

Kretzmann and McKnight, authors of Building Communities from the Inside Out, 1993



“Attract Young
Workers by
Strengthening
Our Niche”

Gogebic Range Next Generation Initiative Work-groups

- Attract Young Workers by Strengthening Our Niche
- Attract Young Workers by Promoting Our Strengths
- Retain Students by Better Connecting them to the Community
- Retain Young Workers by Building Social Capital

What They Want

1. Scenic Beauty
2. Safe Streets
3. Affordable
4. Place for Family
5. Good Schools
6. Sense of Community
7. Low Traffic
8. Concern for Environment
9. Close to Friends/Family
10. Walkable Streets

Source: Michigan Cool Cities Survey, 2004 (for those who want to live in a small town or rural area)

What They Want

(What We Have – Top Five Perceived)

- 1. Scenic Beauty**
- 2. Safe Streets**
- 3. Affordable**
- 4. Place for Family**
5. Good Schools
6. Sense of Community
7. Low Traffic
8. Concern for Environment
9. Close to Friends/Family
10. Walkable Streets

Source: Gogebic Range Survey, 2008 (among young professionals)

What They Want

(What We Have – Top 10 Perceived)

- 1. Scenic Beauty**
- 2. Safe Streets**
- 3. Affordable**
- 4. Place for Family**
5. Good Schools
6. Sense of Community
- 7. Low Traffic**
8. Concern for Environment
- 9. Close to Friends/Family**
10. Walkable Streets

Source: Gogebic Range Survey, 2008 (among young professionals)

What They Want

(What We Have – Top 15 Perceived)

1. Scenic Beauty
2. Safe Streets
3. Affordable
4. Place for Family
5. Good Schools
6. Sense of Community
7. Low Traffic
8. Concern for Environment
9. Close to Friends/Family
10. Walkable Streets

Source: Gogebic Range Survey, 2008 (among young professionals)




Gogebic Range Next Generation Initiative

Working to Retain and Attract Young People on the Gogebic Range

“What branding does for companies, products and people, it also does for towns. It sets them apart by giving ... notice of what it’s about and what it offers.”

Jack Schultz, author of Boom Town USA, 2004

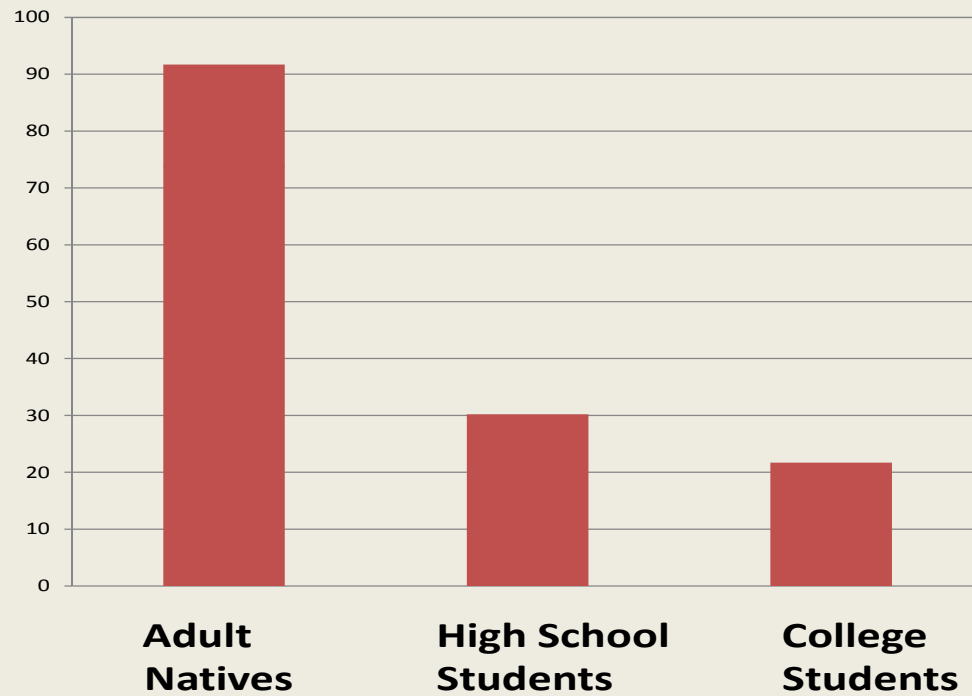
A photograph of a man with short brown hair and a light beard, wearing a blue striped shirt and a brown blazer. He is looking slightly to the right and appears to be speaking. The background is a plain, light-colored wall.

“Attract Young
Workers
By Promoting Our
Strengths”

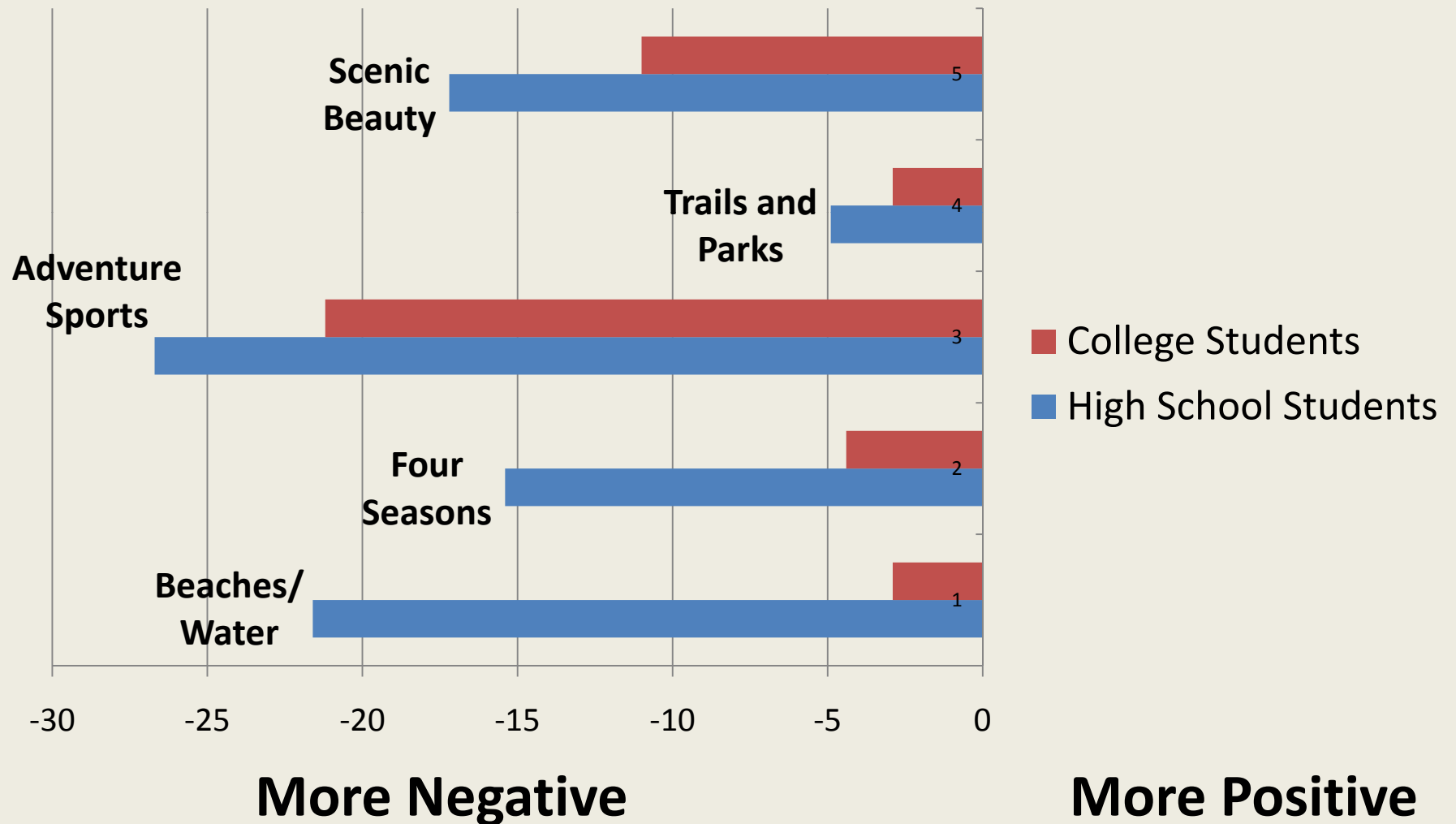
Gogebic Range Next Generation Initiative Work-groups

- Attract Young Workers by Strengthening Our Niche
- Attract Young Workers by Promoting Our Strengths
- Retain Students by Better Connecting them to the Community
- Retain Young Workers by Building Social Capital

Percent Planning to Live on the Gogebic Range



Perceptions of “Niche” (Compared to Adults)



“Young people are given useful roles in the community.”

16% Agree (26% nation-wide)

“Young people perceive that adults in community value youth.”

17% Agree (22% nation-wide)

Source: Search Institute, 2000 (6th through 12th graders in Gogebic and Ontonagon Counties and Hurley)



Gogebic Range Next Generation Initiative

Working to Retain and Attract Young People on the Gogebic Range

“Given that (small) communities are hemorrhaging young people, investing most of their energy in developing young people who will end up elsewhere makes little sense”

- Carr and Kefalas, authors of “The Rural Brain Drain”, 2009

“Retain Students by Better Connecting Them to the Community”



Gogebic Range Next Generation Initiative Work-groups

- Attract Young Workers by Strengthening Our Niche
- Attract Young Workers by Promoting Our Strengths
- Retain Students by Better Connecting them to the Community
- Retain Young Workers by Building Social Capital

“Perceived” Factors

Natives

Scenic Beauty
Four Seasons
Friends/Family
Affordable
Raise Family
Safe
Small Businesses
Walkable Streets
Beaches/Waterfront
Trails/Parks
Adventure Sports
Little Traffic
Good Schools
Sense of Community
Concern for Environment

Boomerangers

Scenic Beauty
Friends/Family
Safe
Four Seasons
Affordable
Raise Family
Adventure Sports
Beaches/Waterfront
Little Traffic
Walkable Streets
Small Businesses
Sense of Community
Good Schools
Trails/Parks
Low Taxes

Transplants

Scenic Beauty
Adventure Sports
Four Seasons
Little Traffic
Affordable
Raise Family
Safe
Beaches/Waterfront
Trails/Parks
Sense of Comm
Small Businesses
Good Schools
Walkable Streets
Concern for Env
Gaming



Gogebic Range Next Generation Initiative

Working to Retain and Attract Young People on the Gogebic Range

“At the local or regional level, there is mounting evidence that social capital among economic actors can produce aggregate economic growth.”

Robert Putnam, author of Bowling Alone, 2000



Gogebic Range Next Generation Initiative

Working to Retain and Attract Young People on the Gogebic Range

“In some cases, the retention of one additional high school student per year can stabilize the population.”

Heartland Center for Leadership Development (2003)

“Retain Young Workers by Building Social Capital”





Go-In Forward Next Generation Group Facebook Page:

<http://www.facebook.com/home.php?#!/group.php?gid=43429639850&ref=ts>

Broken Boomerangs vs/ The Javelins



Differences in Perceptions Between Broken Boomerangs and Javelins

1. Place to Raise a Family
2. Concern for the Environment
3. Beaches/Waterfront
4. Four-Season Climate
5. Close to Friends and Family
6. Good Public Schools

Source: Gogebic Range Alumni Survey, 2009
(for those wanting to live in a small town)

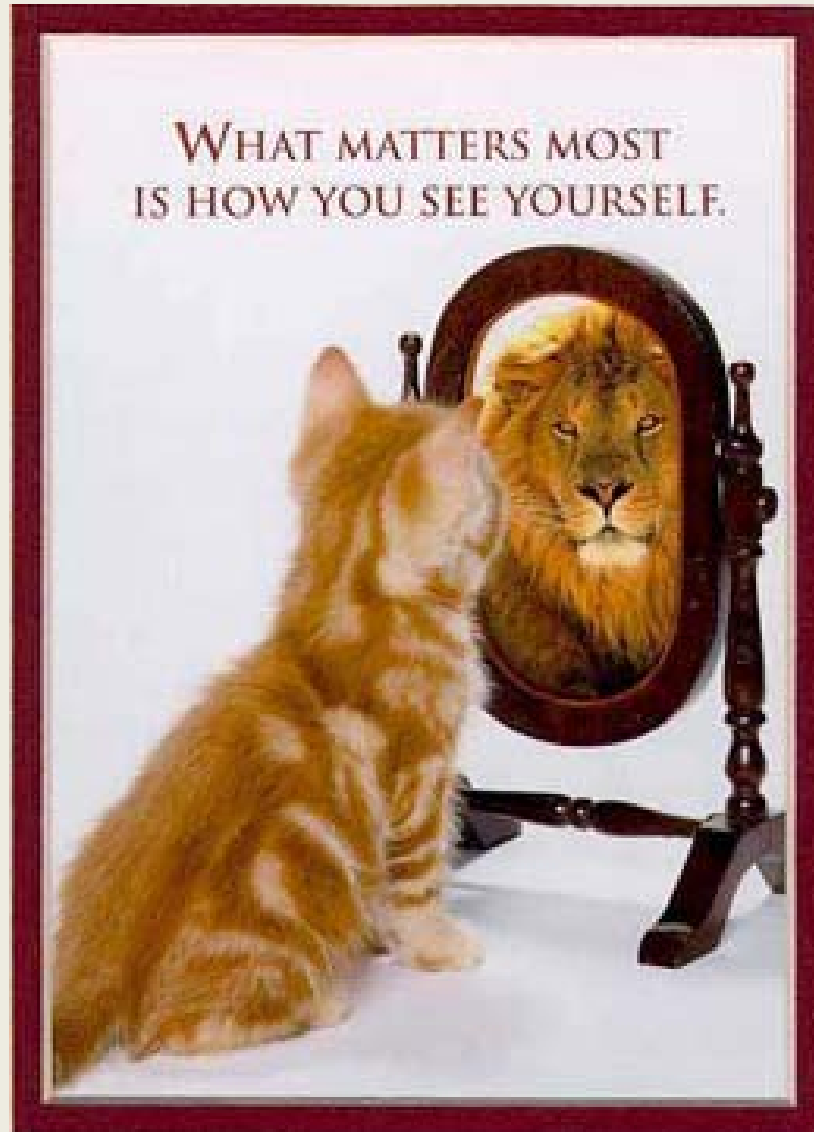
Broken Boomerangs Vs/ Javelins

Positive Perception of the Gogebic Range as a
“Good Place to Raise a Family”

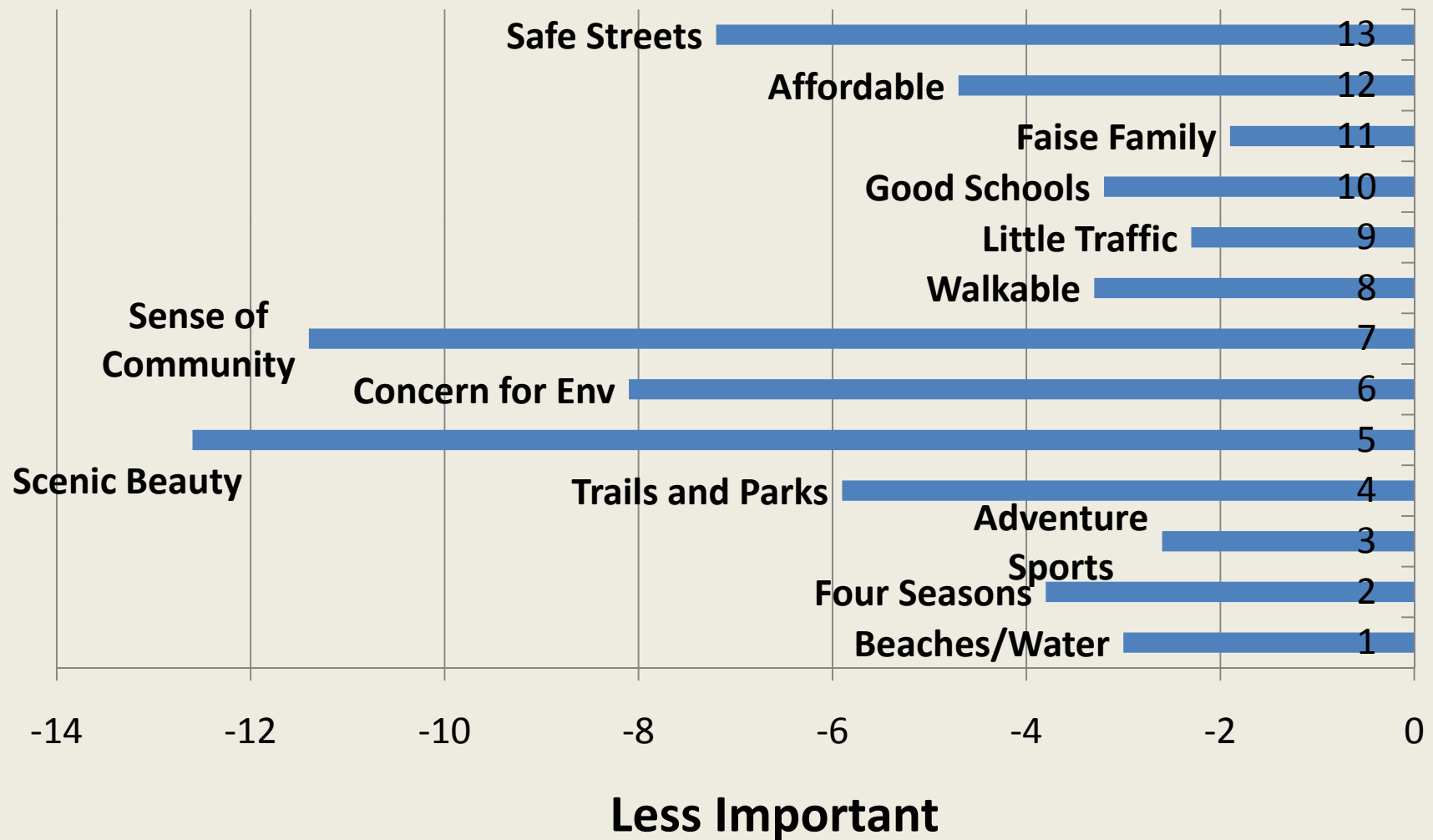
Broken Boomerangs	88%
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Javelins	58%
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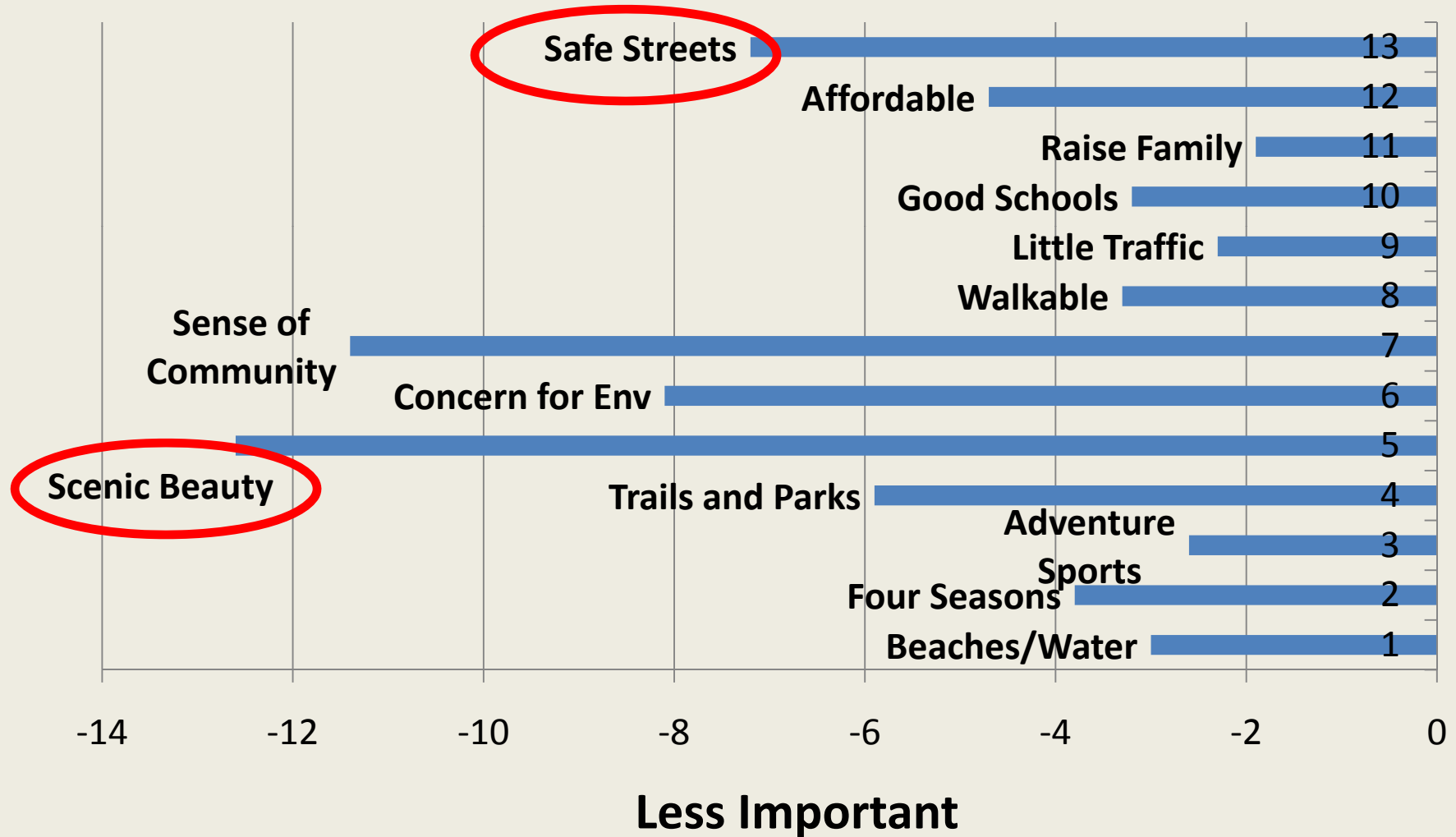
Values and Perceptions



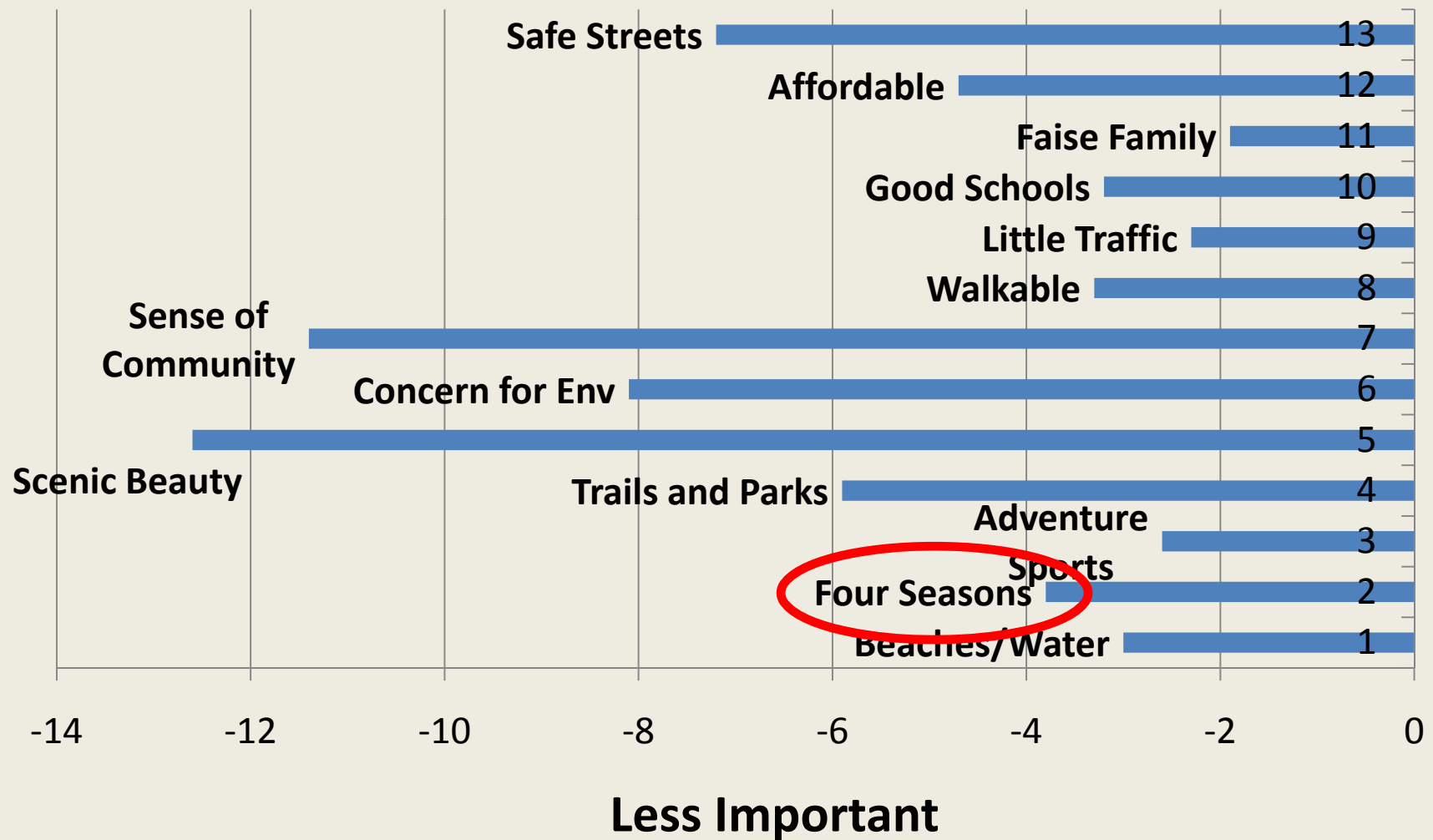
Values of Natives (Compared to Transplants)



Values of Natives (Compared to Transplants)



Values of Natives (Compared to Transplants)





**Snow:
Asset or
Liability?**



WELCOME TO
WISCONSIN

STOP
SCHOOL BUS
FLASHING
RED LIGHTS







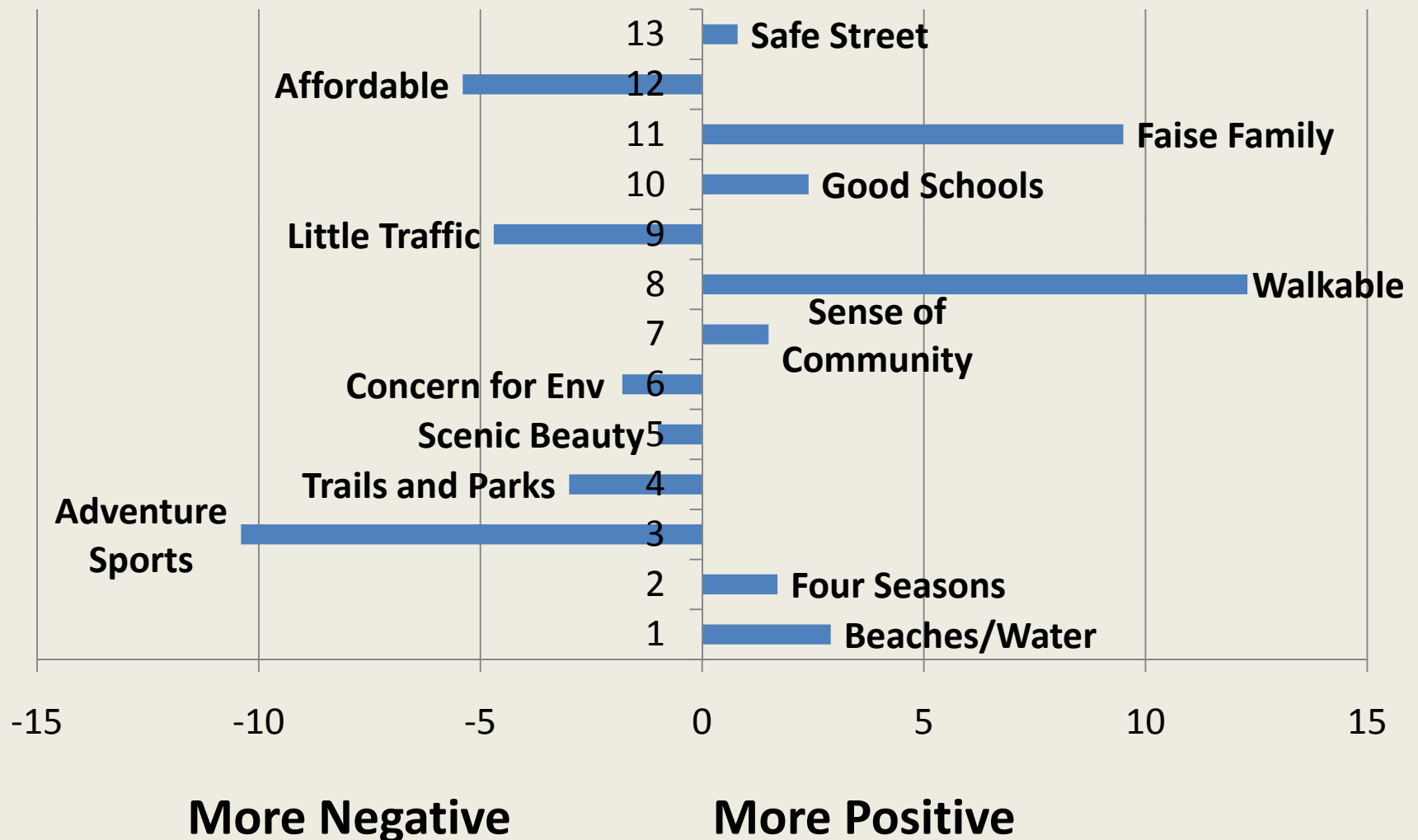




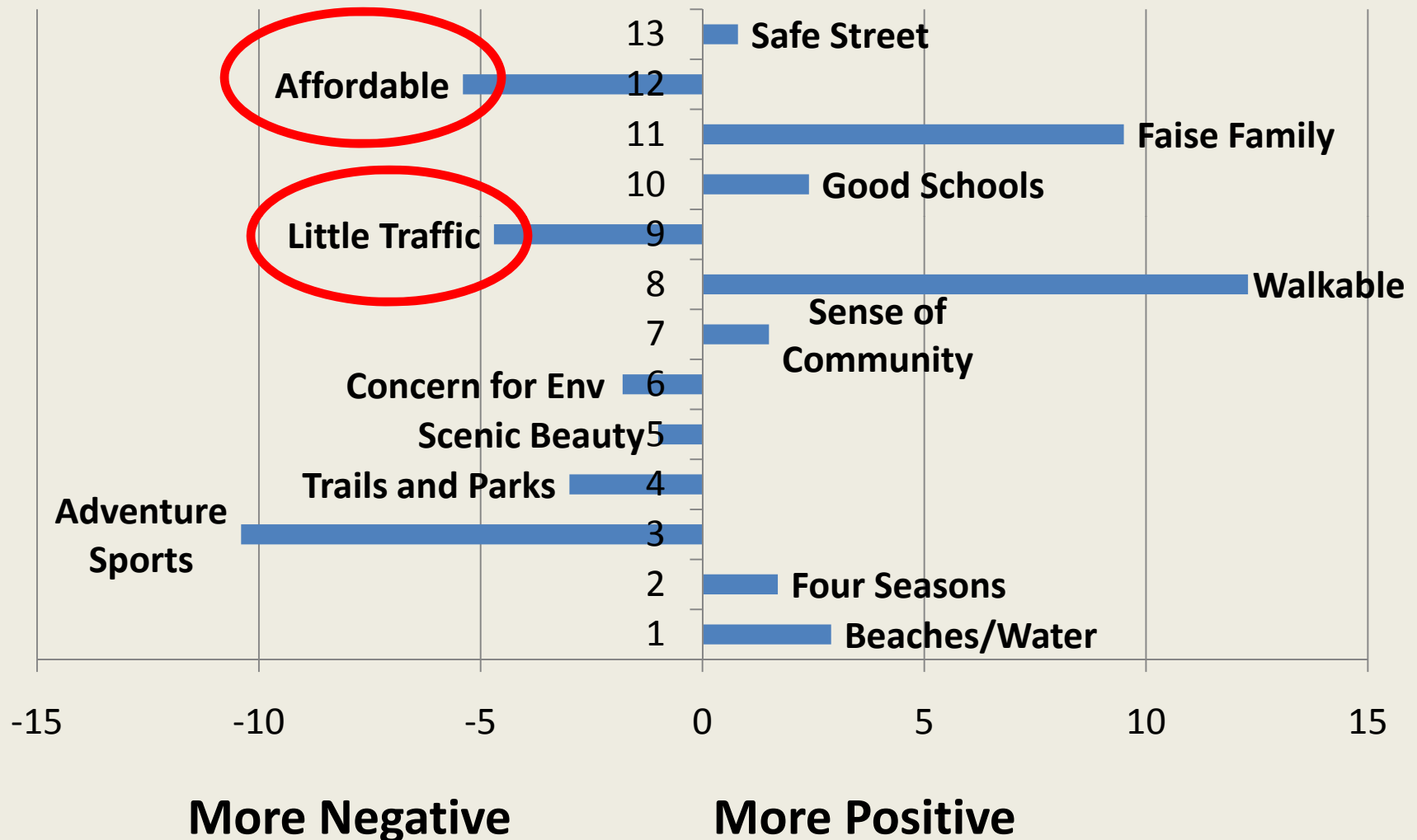




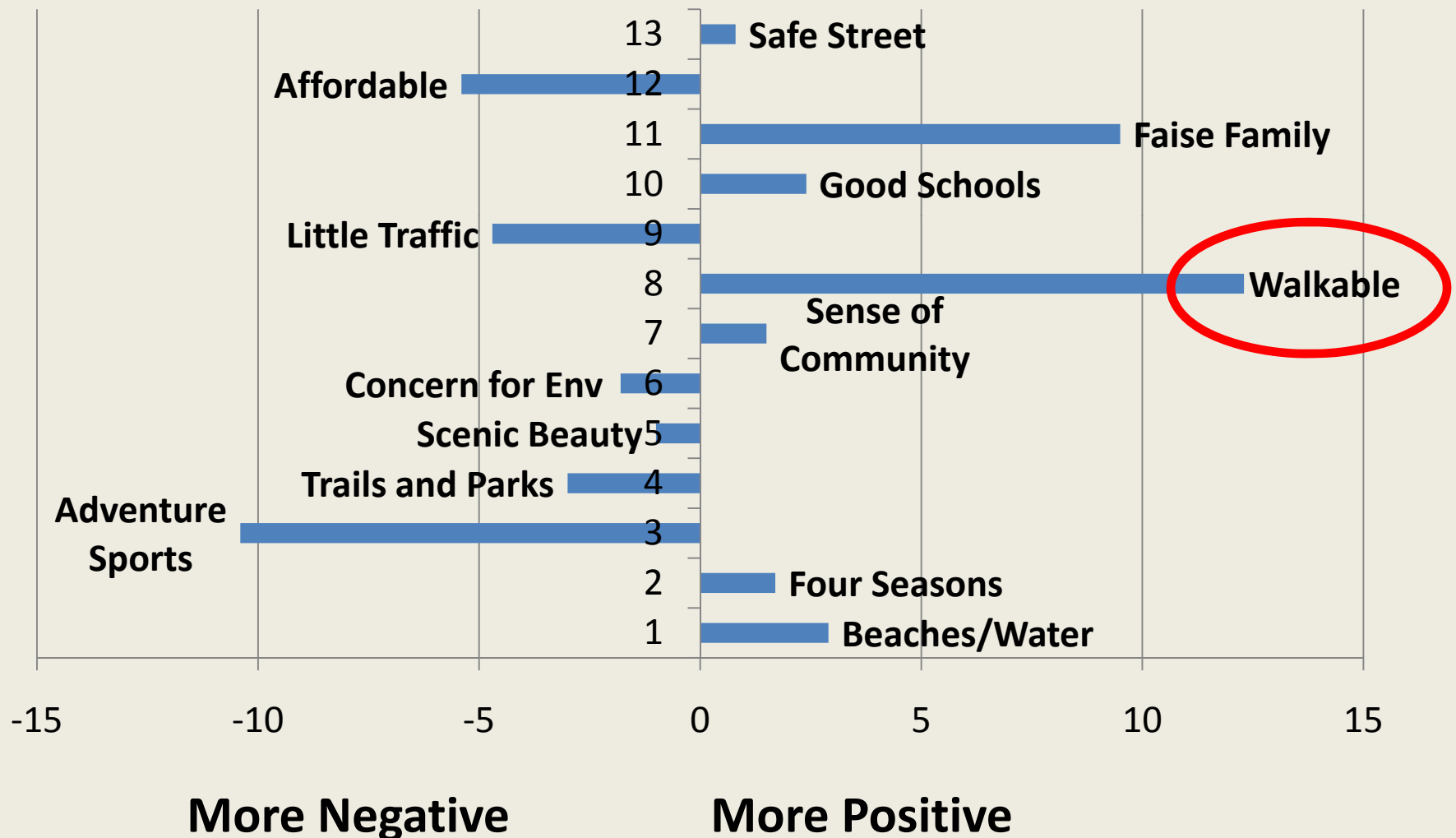
Perceptions of Natives (Compared to Transplants)



Perceptions of Natives (Compared to Transplants)



Perceptions of Natives (Compared to Transplants)





Walkable?

Next Generation Initiative

Lessons Learned

1. Place Does Matter
2. Promote, Maintain and Enhance Our Assets
3. Connect, Engage and Invest in Our Young People
4. Welcome, Embrace and Include New People
5. Be Aware of – and Respond to – Differences in Values and Perceptions



Gogebic Range Next Generation Initiative

Working to Retain and Attract Young People on the Gogebic Range

New people “have an opportunity to make friends and create connections to help make the Gogebic Range their home. This will help establish a sustainable population of young people in our community.”

Young Transplant



Gogebic Range Next Generation Initiative

Working to Retain and Attract Young People on the Gogebic Range

The NGI “has indeed been one of the most positive steps I have been involved with in my 35 years in the area. I think we are in an exciting time on the Range.”

Old transplant

Thank you!

Will Andresen, Associate Professor
Community Resource Development Educator
Iron County UW-Extension

715-561-2695

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<http://www.uwex.edu/ces/cty/iron/cnred/index.html>

Questions?

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E-mail: will.andresen@ces.uwex.edu

Phone: 715-561-2695

FAX: 715-561-2704

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Next session

March 16, 2010 – Housing and Other Critical Sectors: Assessing and Building Our Economy

Community Development Specialist Matt Kures, University of Wisconsin-Extension Center for Community & Economic Development and Economics Associate Professor Russ Kashian, University of Wisconsin-Whitewater Fiscal and Economic Research Center

We've all read the terrible statistics about the housing crisis, plant closing and job losses, and the declining tax base. But what do we really know about our community and how it is performing? How have things truly changed over time and how do they compare to similar markets? Perhaps of even more importance, what lessons can we learn from these assessments and how can we use them to make our communities stronger? Learn about practical tools you can use to measure your community's economic performance and how to use this information to help shape policies to grow the economy.

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- Click the ICON for either Microsoft Office Live Meeting High Fidelity Presentation OR Microsoft Office Live Meeting Replay
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Thank You!

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