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Building Communities Educational Series**

**Retaining and Attracting People as an Economic
Development Strategy**

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Today's Presenter




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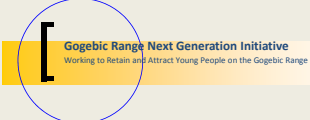
Center for Community & Economic Development
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**Retaining and Attracting People as an
Economic Development Strategy
February 16, 2010**

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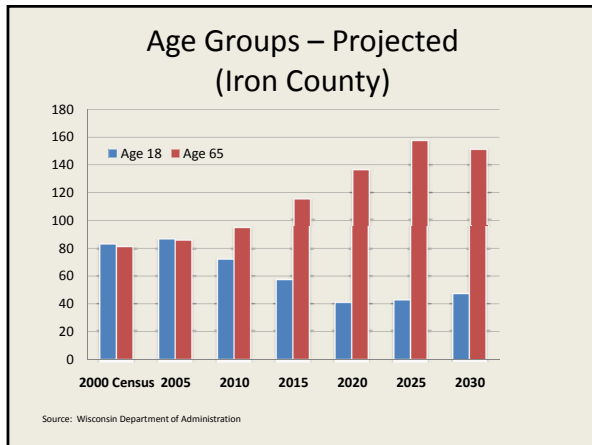
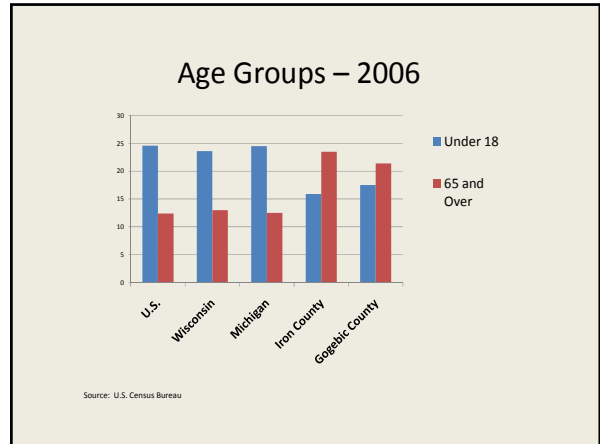
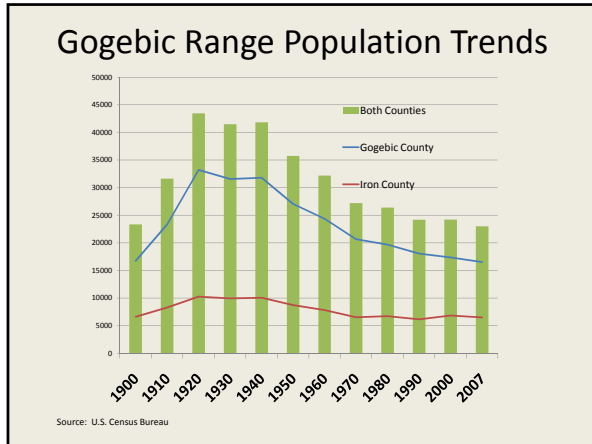
**“Retaining and Attracting Young
People as an Economic Development
Strategy”**

February 16, 2010
Will Andresen
Iron County UW-Extension

Location Map



The Gogebic Range
Iron and Gogebic Counties
Metropolitan Statistical Area County
Metropolitan Statistical Area County
State Border



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


Carly Fiorina, former CEO, Hewlett-Packard



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“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

Source: Michigan Cool Cities Survey, 2004

Location Decision Making Factors

Large Cities	Small Towns
1. Walkable Streets	1. Scenic Beauty
2. Gathering Places	2. Safe Streets
3. Many Jobs	3. Affordable
4. Diversity	4. Place for Family
5. Different Lifestyles	5. Good Schools
6. Shops/Businesses	6. Sense of Community
7. Arts/Culture	7. Low Traffic

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

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

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

Source: Michigan Cool Cities Survey, 2004 (for those who want to live in a small town or rural area) Source: Gogebic Range Survey, 2008 (among young professionals)

Top Ten Factors

<p>Michigan</p> <ol style="list-style-type: none"> 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 	<p>Gogebic Range</p> <ol style="list-style-type: none"> 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. <u>Beach/Waterfront</u>
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Source: Michigan Cool Cities Survey, 2004 (for those who want to live in a small town or rural area)
Source: Gogebic Range Survey, 2008 (among young professionals)

Top Ten Factors

<p>Michigan</p> <ol style="list-style-type: none"> 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 	<p>Gogebic Range</p> <ol style="list-style-type: none"> 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
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Source: Michigan Cool Cities Survey, 2004 (for those who want to live in a small town or rural area)
Source: Gogebic Range Survey, 2008 (among young professionals)

Top Five Factors

<p>Michigan Cool Cities</p> <p>Scenic Beauty</p> <p>Safe Streets</p> <p>Affordable</p> <p>Raise Family</p> <p>Good Schools</p>	<p>G.R. Natives</p>	<p>G.R. Boomerangs</p>	<p>G.R. Transplants</p>
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Source: Gogebic Range Survey, 2008 (among young professionals)

Top Five Factors

<p>Michigan Cool Cities</p> <p>Scenic Beauty</p> <p>Safe Streets</p> <p>Affordable</p> <p>Raise Family</p> <p>Good Schools</p>	<p>G.R. Natives</p> <p>Safe Streets</p> <p>Raise Family</p> <p>Affordable</p> <p>Good Schools</p> <p>Jobs</p> <p>Scenic Beauty (#8)</p>
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Source: Gogebic Range Survey, 2008 (among young professionals)

Top Five Factors

<p>Michigan Cool Cities</p> <p>Scenic Beauty</p> <p>Safe Streets</p> <p>Affordable</p> <p>Raise Family</p> <p>Good Schools</p>	<p>G.R. Natives</p> <p>Safe Streets</p> <p>Raise Family</p> <p>Affordable</p> <p>Good Schools</p> <p>Jobs</p> <p>Scenic Beauty (#8)</p>	<p>G.R. Boomerangs</p> <p>Safe Streets</p> <p>Affordable</p> <p>Raise Family</p> <p>Scenic Beauty</p> <p>Good Schools</p>
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Source: Gogebic Range Survey, 2008 (among young professionals)

Top Five Factors

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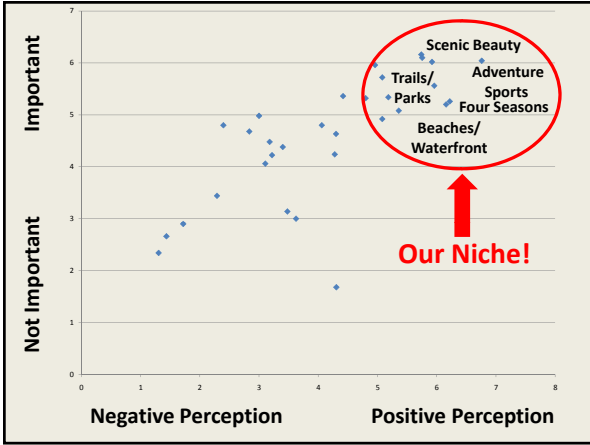
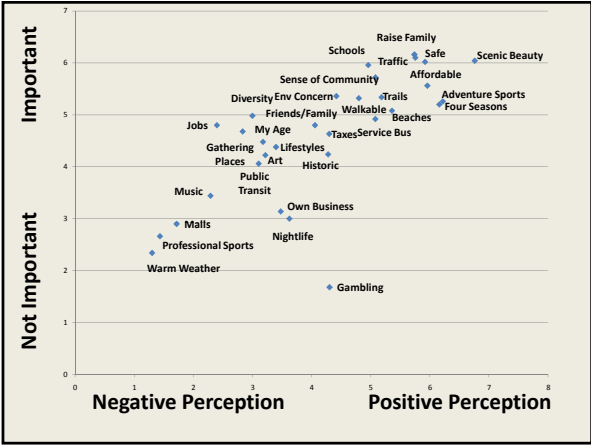
Source: Gogebic Range Survey, 2008 (among young professionals)


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





“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



Gogebic Range Next Generation Initiative Work-groups

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- **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)



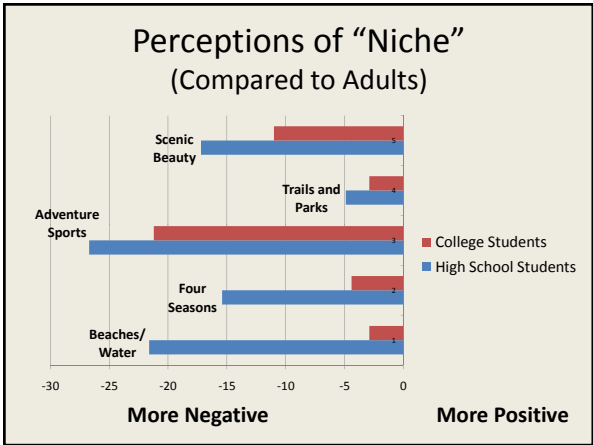
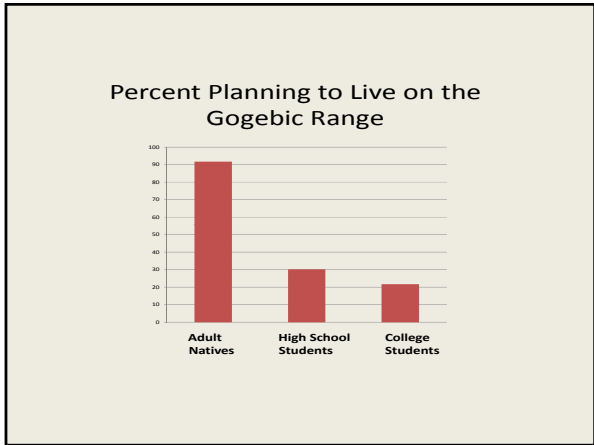
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“What branding does for companies, products and people, it also does for towns. It sets them apart by giving ... notice of what it’s about and what it offers.”

Jack Schultz, author of Boom Town USA, 2004



- ### 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



"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)

"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



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

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

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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)





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

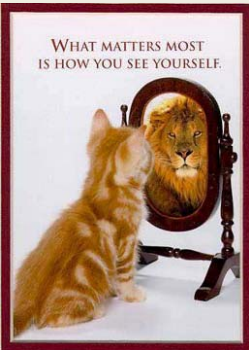
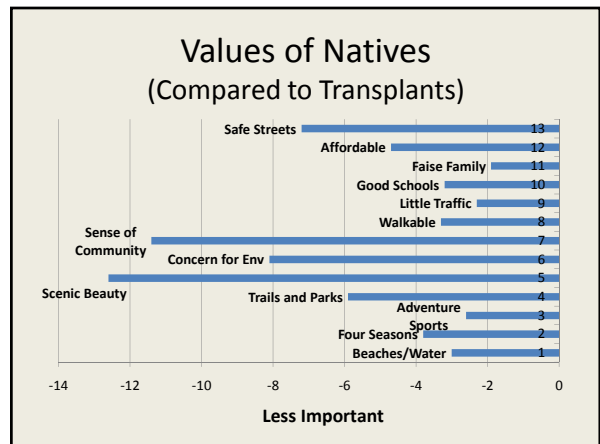
Source: Gogebic Range Alumni Survey, 2009
(for those wanting to live in a small town)

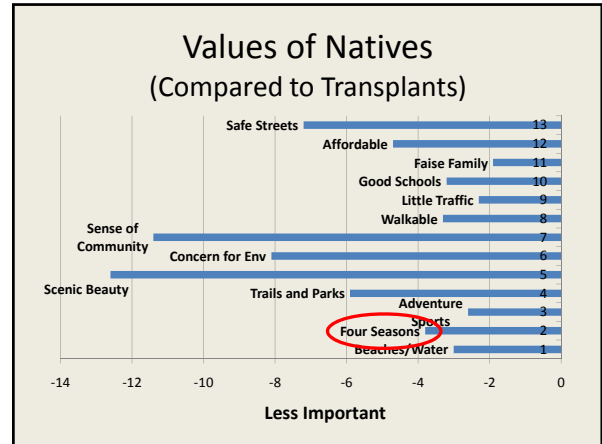
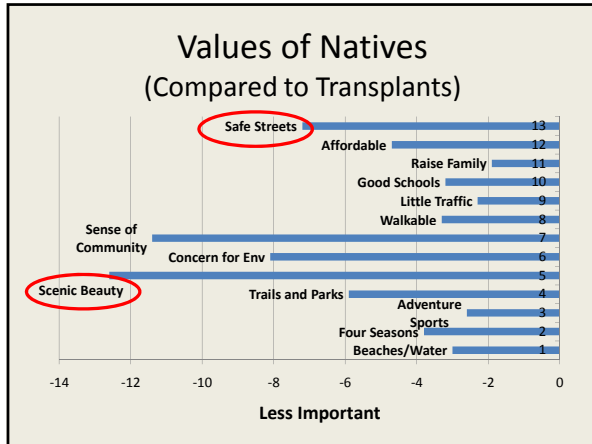
Broken Boomerangs Vs/ Javelins

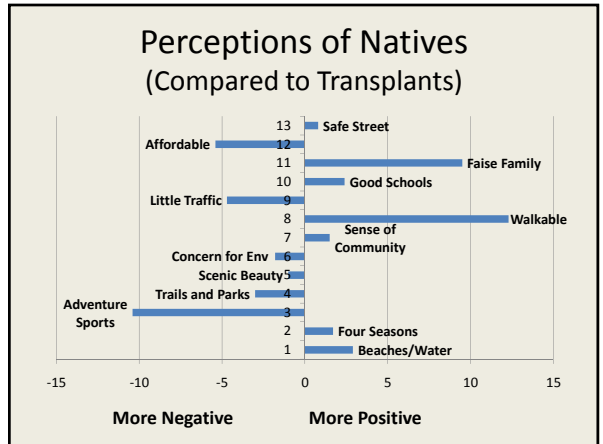
Positive Perception of the Gogebic Range as a "Good Place to Raise a Family"

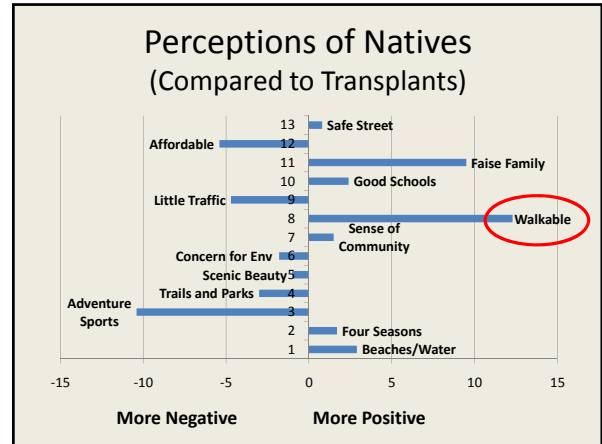
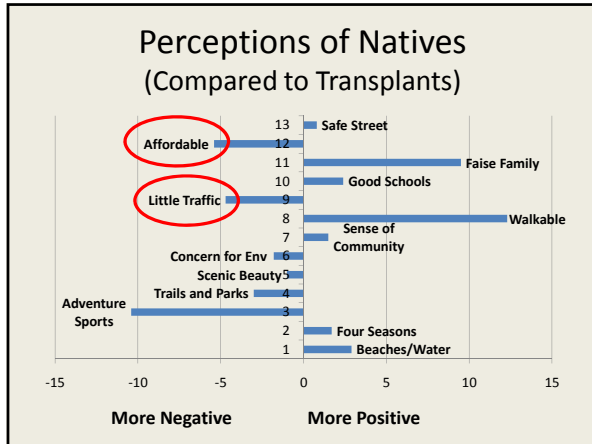
Broken Boomerangs	88%
Javelins	58%

Values and Perceptions








- ### 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



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



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!

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

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Questions?

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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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