


**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  
 University of Wisconsin-Extension



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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](mailto: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](mailto:will.andresen@ces.uwex.edu)

Center for Community & Economic Development  
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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

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**Location Map**



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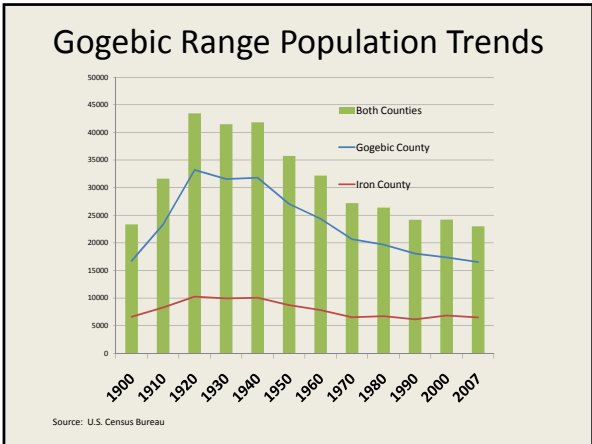
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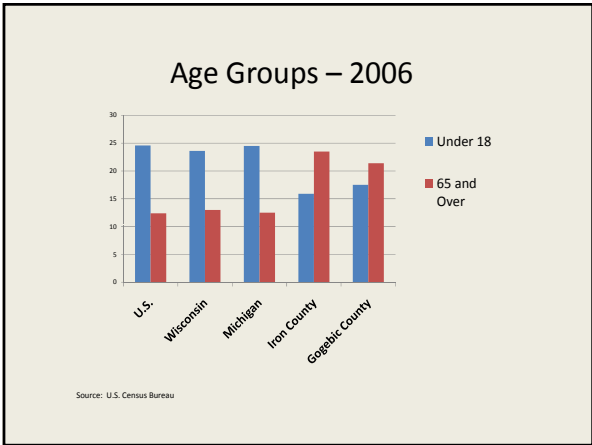
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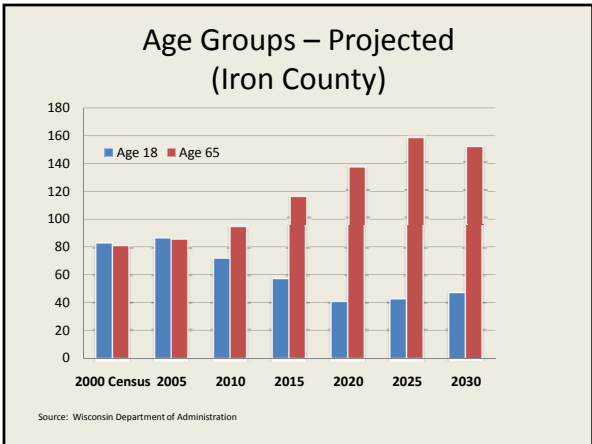
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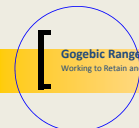
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**Gogebic Range Next Generation Initiative**  
Working to Retain and Attract Young People on the Gogebic Range

“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](#)

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**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

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**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

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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

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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

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**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

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### 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

Source: Michigan Cool Cities Survey, 2004

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“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

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“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)

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"I can get a job almost any place I choose to live."  
71% Agree – Michigan Cool Cities Survey

Source: Michigan Cool Cities Survey, 2004

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"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)

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"A good paying job is my highest priority."  
48% Agree – Michigan Cool Cities Survey

Source: Michigan Cool Cities Survey, 2004

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“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)

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### 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)

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

#### 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)

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### Top Ten Factors

**Michigan**

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- 10. Walkable Streets

**Gogebic Range**

- 1. Safe Streets
- 2. Place to Raise Family
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Source: Michigan Cool Cities Survey, 2004 (for those who want to live in a small town or rural area)

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**Gogebic Range**

- 1. Safe Streets
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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)

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### 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)

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### Top Five Factors

<b>Michigan Cool Cities</b>	<b>G.R. Natives</b>
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)

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### Top Five Factors

<b>Michigan Cool Cities</b>	<b>G.R. Natives</b>	<b>G.R. Boomerangs</b>
Scenic Beauty	Safe Streets	Safe Streets
Safe Streets	Raise Family	Affordable
Affordable	Affordable	Raise Family
Raise Family	Good Schools	Scenic Beauty
Good Schools	Jobs	Good Schools
	Scenic Beauty (#8)	

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

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### Top Five Factors

<b>Michigan Cool Cities</b>	<b>G.R. Natives</b>	<b>G.R. Boomerangs</b>	<b>G.R. Transplants</b>
Scenic Beauty	Safe Streets	Safe Streets	Safe Streets
Safe Streets	Raise Family	Affordable	Raise Family
Affordable	Affordable	Raise Family	Scenic Beauty
Raise Family	Good Schools	Scenic Beauty	Affordable
Good Schools	Jobs	Good Schools	Good Schools
	Scenic Beauty (#8)		

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

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### 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

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### 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

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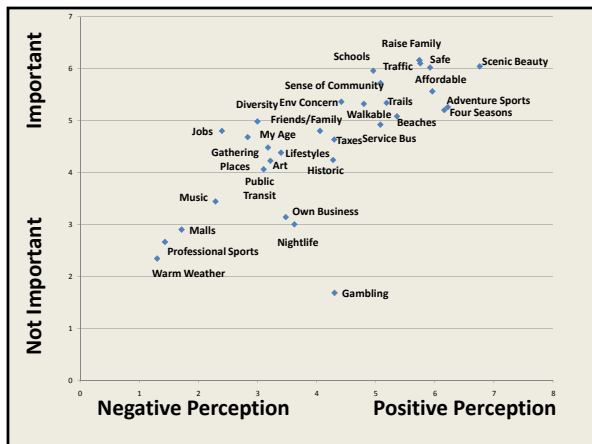
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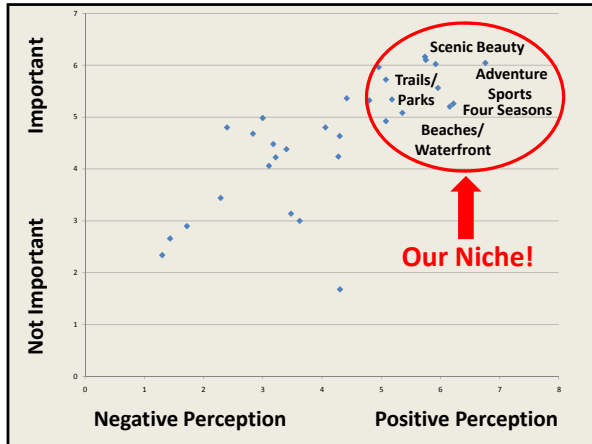
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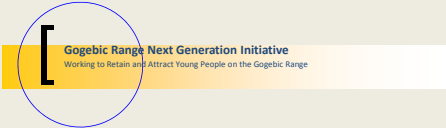
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“Creative neighborhood leaders ... are discovering that whenever there are effective community development efforts, those efforts are based upon an understanding, or map, of the community’s assets, capacities and abilities.”

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

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### Gogebic Range Next Generation Initiative Work-groups

- Attract Young Workers by Strengthening Our Niche
- **Attract Young Workers by Promoting Our Strengths**
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### 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)

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### 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)

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**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)

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**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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**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

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- 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
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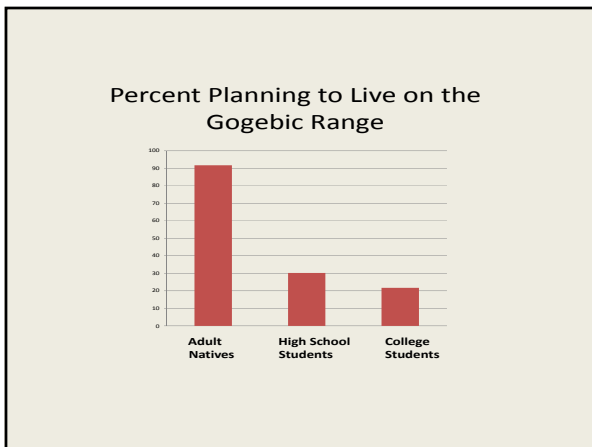
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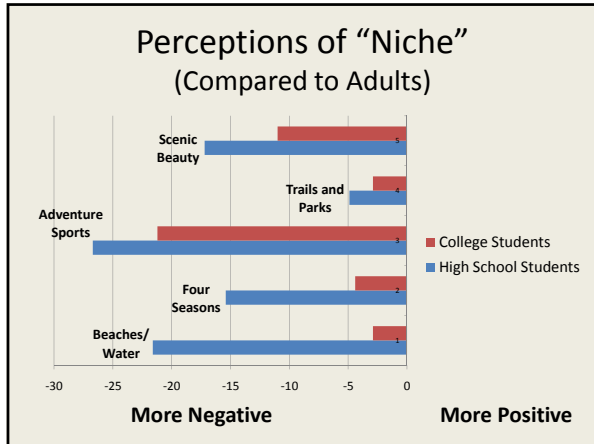
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“Young people are given useful roles in the community.”  
16% Agree (26% nation-wide)

“Young people perceive that adults in community value youth.”  
17% Agree (22% nation-wide)

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

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“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

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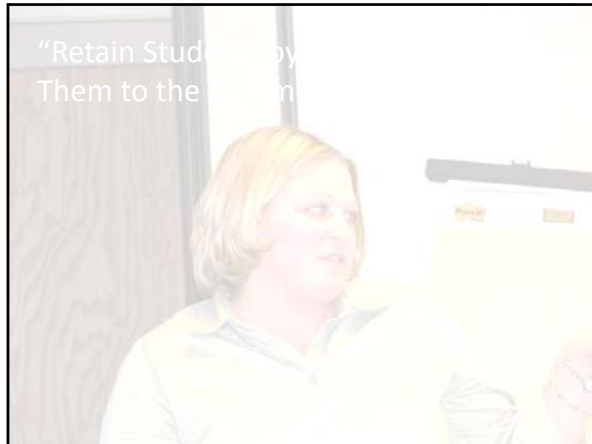
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### Gogebic Range Next Generation Initiative Work-groups

- 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

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### "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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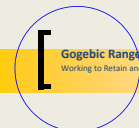
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**Gogebic Range Next Generation Initiative**  
Working to Retain and Attract Young People on the Gogebic Range

“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

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**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)

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Go-In Forward Next Generation Group Facebook Page:

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

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### Broken Boomerangs vs/ The Javelins



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### 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)

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### Broken Boomerangs Vs/ Javelins

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

Broken Boomerangs	88%
Javelins	58%

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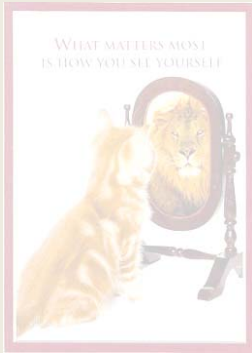
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### Values and Perceptions




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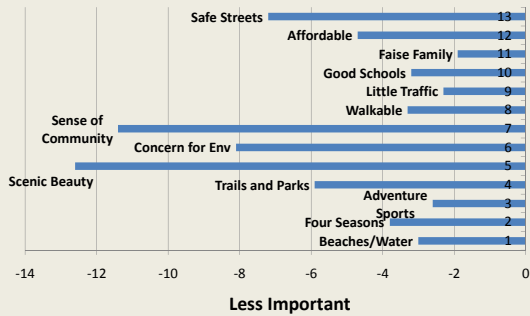
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### Values of Natives (Compared to Transplants)




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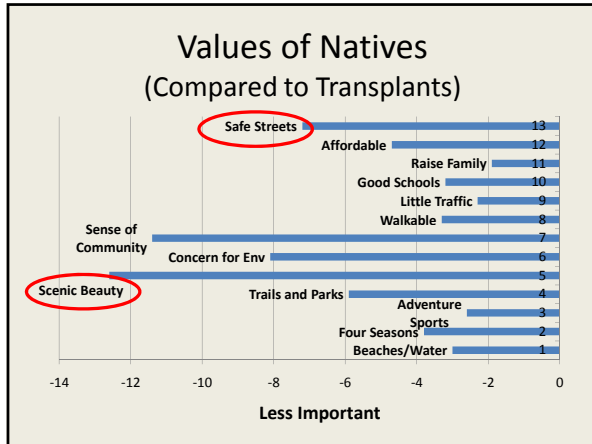
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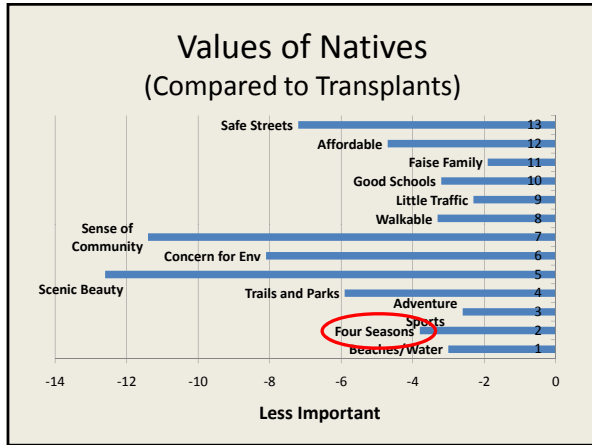
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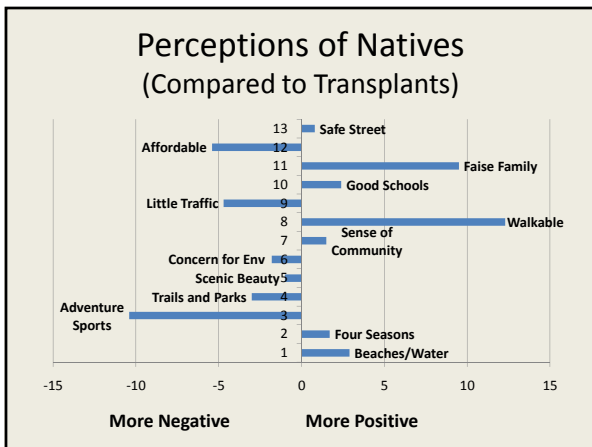
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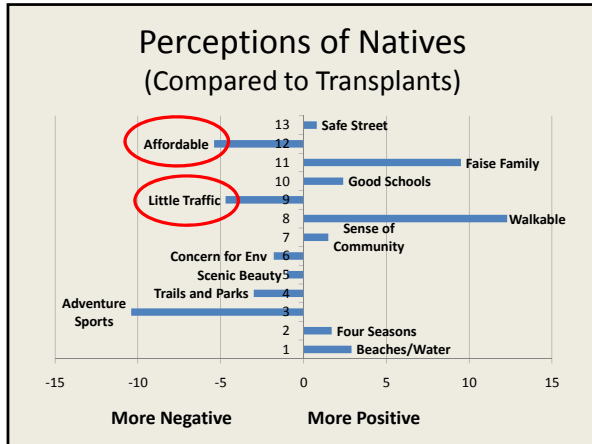
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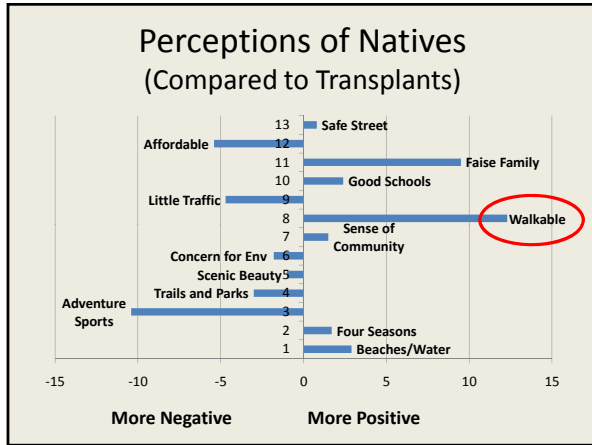
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**Next Generation Initiative  
Lessons Learned**

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

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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

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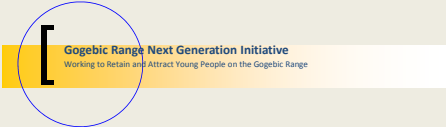
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The NGI “has indeed been one of the most positive steps I have been involved with in my 35 years in the area. I think we are in an exciting time on the Range.”

Old transplant

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**Thank you!**

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

715-561-2695  
[will.andresen@ces.uwex.edu](mailto:will.andresen@ces.uwex.edu)  
<http://www.uwex.edu/ces/cty/iron/cnred/index.html>

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**Questions?**

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**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](mailto: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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**Archive Access**

To access an archived version of today's program, go to:  
<https://www.livemeeting.com/cc/wislineweb/view>

- Enter Name
- Recording ID: **Bldg Comm- 100216**
- Recording Key: (Leave Blank)
- Click View Recording
- Click the ICON for either Microsoft Office Live Meeting High Fidelity Presentation OR Microsoft Office Live Meeting Replay
- This archive will remain for two weeks on the web

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**Thank You!**

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