

Smart Growth Strategies for Rural Communities: Talent is the key to attracting companies that are considering an expansion or relocation.



What Every Rural Community Needs to Know:

- 1. Talent is more important than ever before:** Corporate decision-makers look at the quality of life in a community or region when considering an expansion or relocation because they know today's top talent wants to live in a community or region with a quality of life.
- 2. It becomes a virtuous circle:** Firms seek talented workers, who seek quality places, and quality places attract new residents, jobs, and investment. Businesses want to be based

where talent wants to be, and for those people, factors such as housing, cost of living, and quality of life influence that decision.

3. Embrace the era of remote work or get left behind: Remote work is here to stay because it allows people flexibility, to live where they want, and more. According to a recent article in the WSJ, odds are millions of people are going to leave America's biggest cities altogether, in search of higher quality of life and lower cost of living. Companies that embrace remote work and make it their talent acquisition strategy are going to come out on top.

4. Millennials are drawn to small towns and the great outdoors: According to the latest [report](#) from the Outdoor Industry Association, U.S. participation in outdoor pursuits, such as hiking and biking, have increased, with millennials showing the largest boost among all age groups. Millennials are in search of more quality jobs, in areas that offer affordable housing, larger lots, quality schools, and lower costs.

WHAT SMART GROWTH STRATEGIES SHOULD YOU USE TO SHOWCASE YOUR COMMUNITY?

1. Target Industry Analysis: A target industry analysis is an analytical method to identify a community's best fit with traded sector industries – those industries that would most benefit from the community's assets and be willing to expand and/or relocate to the area – and those industries that bring value to the community in the form of investment, jobs, payroll, and local purchasing.

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1. SWOT Analysis: The SWOT (Strengths, Weaknesses, Opportunities, and Threats) is a strategic planning tool used by organizations to ensure that there is a clear objective informed by a comprehensive understanding of a region's capabilities and capacity.

2. Website: You only get one chance to make a first impression and it can be difficult to recover from a negative one. In today's advanced world, the first thing you need to attract corporate site selectors is a standalone, interactive economic development website. Information-packed, visually appealing, user-friendly, highly engaging, and responsive, providing a seamless experience on all devices.

3. Investment Promotion Agencies: (IPAs) are the organizations' charged with attracting and facilitating inward investment.

Your community can have all the best industries, attractive quality of life, amazing business incentives, and so on, but if you do nothing to showcase it, then it doesn't do much good. The key to attracting talent and new businesses is having an online presence and the right information readily available – and even more so, you must promote it.



The Global Investment Attraction Group is a small team of consultants dedicated to providing affordable solutions to rural communities in order to position them for long-term economic success. Find out how we can help your community make the best first impression to companies and site selectors.



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