

STRATEGIES FOR RURAL COMMUNITIES

June 13, 2022

By: Robert (Don) Flor
President & CEO
Global Investment Attraction Group
www.globalinvestmentattraction.com



Millennials moving into their prime homebuying years are increasingly choosing homes in suburban locations with affordable housing, lower costs, lack of congestion, a greater sense of community, and a slower pace of life; and the ability to work remotely has accelerated it. According to the Pew Research Center, Americans are less likely now, than before Covid, to want to live in cities, and more likely to prefer the suburbs.

THE BENEFITS OF PLACEMAKING

Rural communities have an opportunity to create sustainable business growth and investment that will diversify their region's economy and expand employment opportunities. The key insight is knowing that companies seek talented workers, who seek quality places, and quality places attract talented people!

The Brookings Institution explains how structural shifts in the labor market now mean that human capabilities are the fundamental driver of regional and state economic development. Therefore, embracing placemaking as a core strategy is necessary for creating economic development. It becomes a virtuous circle of corporate decision-makers looking at the quality of life in a community when considering an expansion or relocation because they know

today's top talent wants to live in a community with quality of life.

THE NECESSITY OF STORYTELLING

Your website is the digital front door to your community, which is why you must use it to tell your story. To create a positive experience, one must create a website that is both welcoming and accurately represents their community. A great economic development website looks visually appealing, functions well, and easily lead corporate decision-makers to the information they need to consider your location.

Humans are visual creatures, primarily processing information based on what we see. The average person reads about 20% of the text on a webpage, and because visuals allow the brain to take shortcuts, using videos and images on your site to highlight your community's advantages keeps the viewer engaged and interested. Videos such as testimonials from existing company executives, and new companies revealing the benefits your community offers, are powerful and impactful to those considering your location.

SOLUTIONS FOR RURAL COMMUNITIES

At the Global Investment Attraction Group, our team provides affordable solutions that position rural communities for long-term economic success by creating economic opportunities. To succeed in economic development efforts, a community must have a strategy – a plan or a road map showing where they want to go and how to get there. Corporate decision-makers first seek out your quality of life, knowledgeable workforce, educational institutions, and workforce training. Following are available facilities, incentives, and other resources.

Our team performs “Boots on the Ground” site visits to take an in-depth look at your community to assess areas of opportunity, determine assets, and develop a Comprehensive Economic Development Strategy (CEDS). Executive Director, Ms. Hoori Khandani, performs our site visits. If desired, she can meet with key people in your educational institutions and speak to



students about the importance of education and

workforce training. See Ms. Khandani’s bio for more information: [Khandani Bio](#).

THE ABILITY TO REDUCE BRAIN DRAIN

The most effective long-term approach for communities to stem their brain drain, the out-migration of young college-educated workers from the nation's rural communities, is to discourage them from leaving in the first place. To do this, they must see the benefits for staying, such as providing better jobs, more opportunities, and a higher standard of living.

The Global Investment Attraction Group offers the following Investment Attraction Strategies:

- SWOT Analysis
- Target Industry Studies
- Digital Lead Generation
- Attracting Foreign Investment
- Scheduling Meetings at Trade Shows
- Website Development + Design

Sample Website: www.choose-montana.com

If you are interested in having our team create a strategy for your organization to help you succeed in your economic development efforts, schedule a free consultation using our [calendar](#) or calling (619) 203-9170.