



# IEDC2020 LEADERSHIP SUMMIT

SOCIAL IMPACT: ALIGNING INCLUSION WITH GROWTH  
T A M P A , F L O R I D A  
F E B R U A R Y 9 - 1 1 , 2 0 2 0

## Shifting Gears:

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Business Attraction to Talent Attraction and Placemaking



IEDC2020  
LEADERSHIP SUMMIT

# Speakers

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- **Who is in the room?**
- **Jennifer Tavares**, President & CEO, Tompkins County Chamber of Commerce (Ithaca, NY)
- **Colleen Schwab**, SVP, MarComm, Greater Phoenix Economic Council (Phoenix, AZ)
- **Sean Mikula**, CEO, POWER 10 Capital Campaigns (Atlanta, GA)

# Shifting Gears:

Business Attraction to Talent  
Attraction and Placemaking

IEDC 2020 Leadership Summit | Tampa, FL



# History Influencing Place

# Our Mission

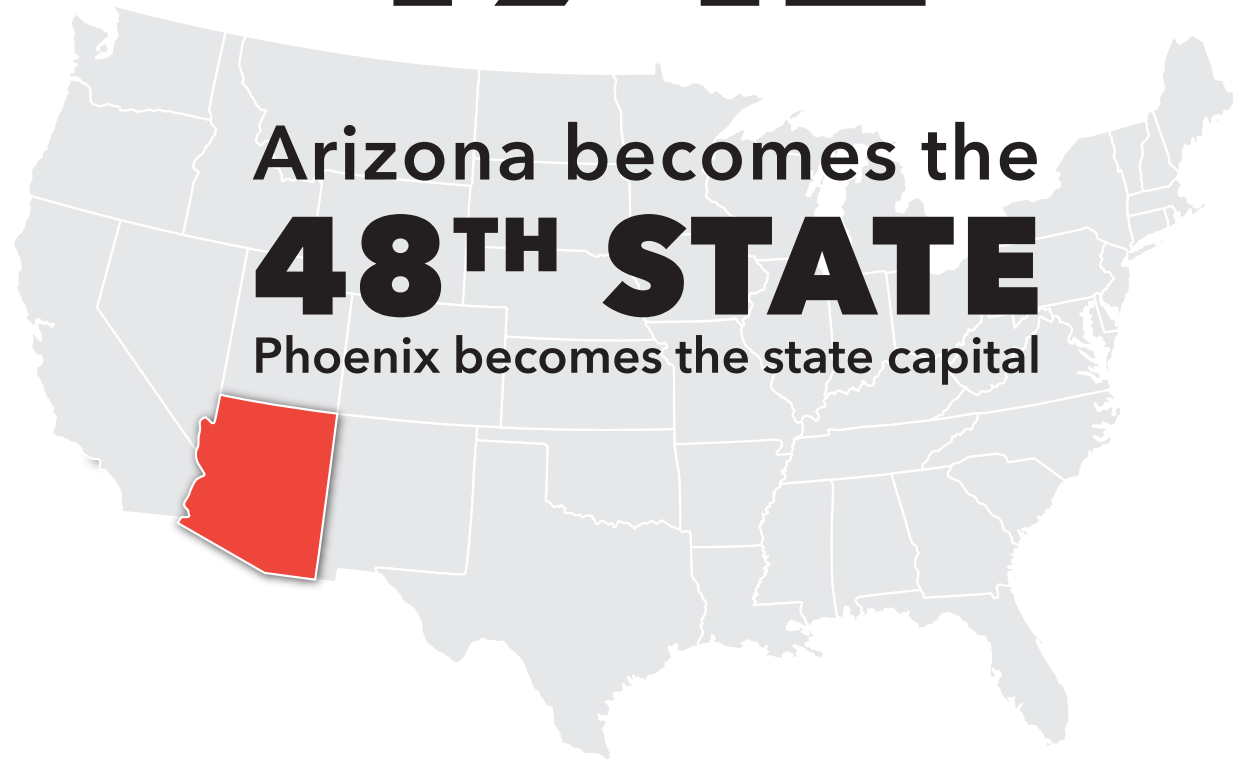
To attract and grow quality businesses,  
and advocate for Greater Phoenix's  
**competitiveness.**



# The State's Beginning

# 1912

Arizona becomes the  
**48<sup>TH</sup> STATE**  
Phoenix becomes the state capital



## 1950

- Widespread use of air conditioning leads to a construction and population boom



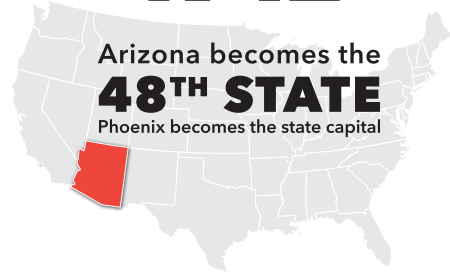
## 1988

- Historic article in Barron's is released. ***Phoenix Descending: Is Boomtown U.S.A. Going Bust?*** This article warned of an impending real-estate and thrift bust in the region



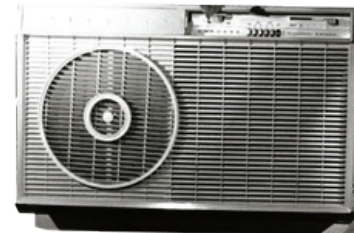
# Innovation Drives Expansion

1912



1950

- Widespread use of air conditioning leads to a construction and population boom



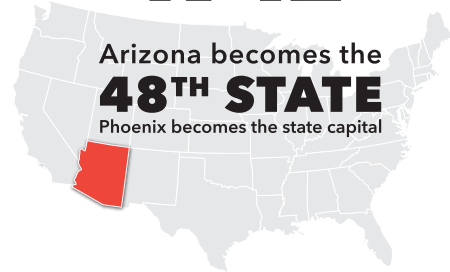
1988



- Historic article in Barron's is released. ***Phoenix Descending: Is Boomtown U.S.A. Going Bust?*** This article warned of an impending real-estate and thrift bust in the region

# Resilient in the Face of Opposition

## 1912



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## 1950

Widespread use of air conditioning leads to a construction and population boom



# 1988

Historic article in Barron's is released.

## Phoenix Descending: Is Boomtown U.S.A. Going Bust?

This article warned of an impending real-estate and thrift bust in the region





The image features a high-angle, aerial view of a city skyline, likely downtown Los Angeles, characterized by numerous skyscrapers and dense urban development. The entire scene is overlaid with a semi-transparent orange-red color. On the left side, there is a large, stylized geometric graphic consisting of a red triangle pointing right, a white border, and a dark blue triangle pointing left, creating a central white space. The text 'The Heart of Placemaking' is centered in the white space, rendered in a bold, white, sans-serif font.

# The Heart of Placemaking

# Our Communities

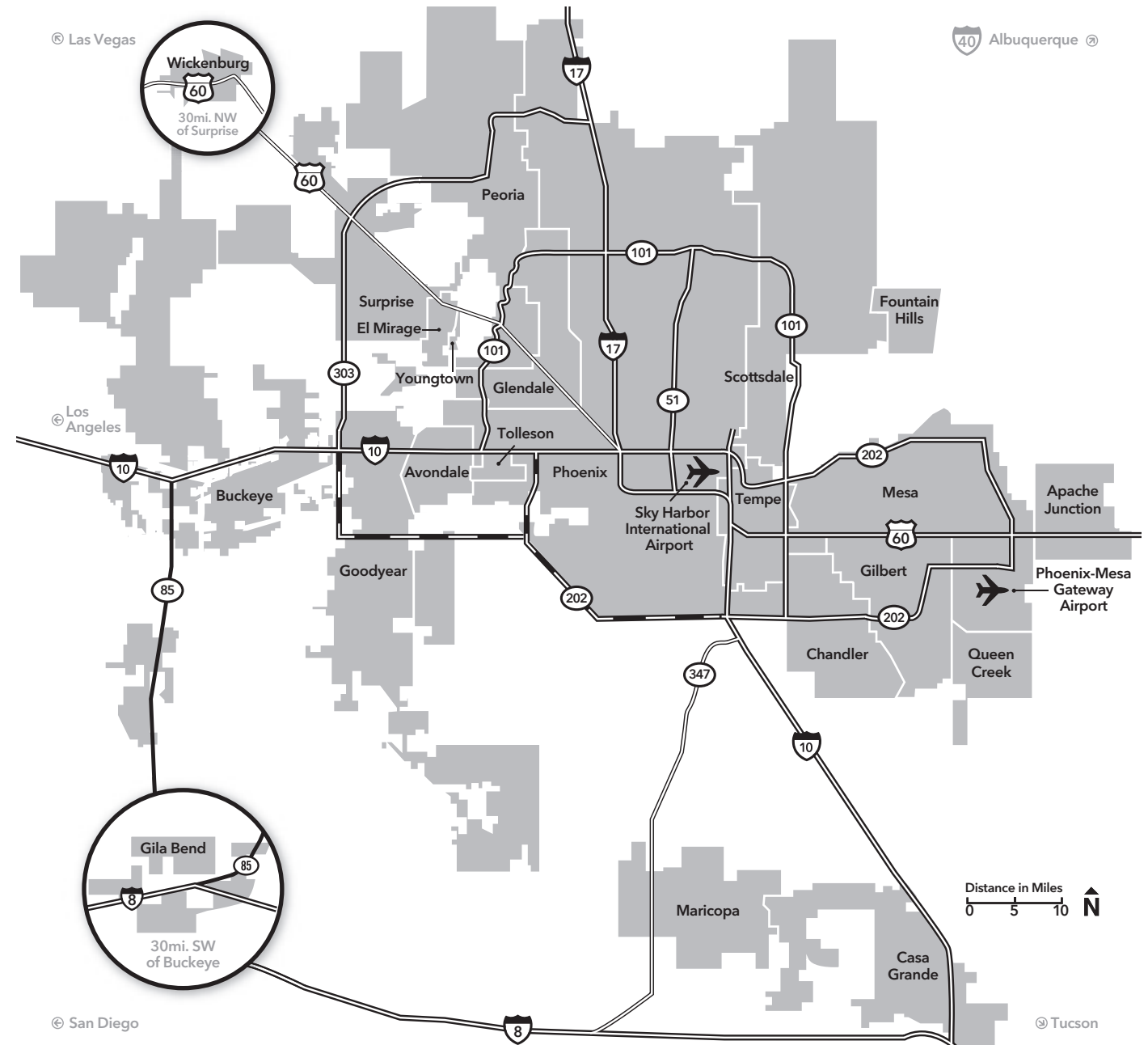
GPEC works with 22 member communities, Maricopa County and more than 160 private investors to accomplish its mission, and serve as a strategic partner to companies across the world as they expand or relocate.



**22**  
Member communities



**160+**  
Private investors





THE HEART OF PLACEMAKING

# A Changing Landscape

Over the last 30 years GPEC has fueled the regional economy, racking up some impressive stats along the way.

**800+**  
Regional Locates

**144K+**  
High-Quality Jobs

**\$16.1 B**  
Capital Investment



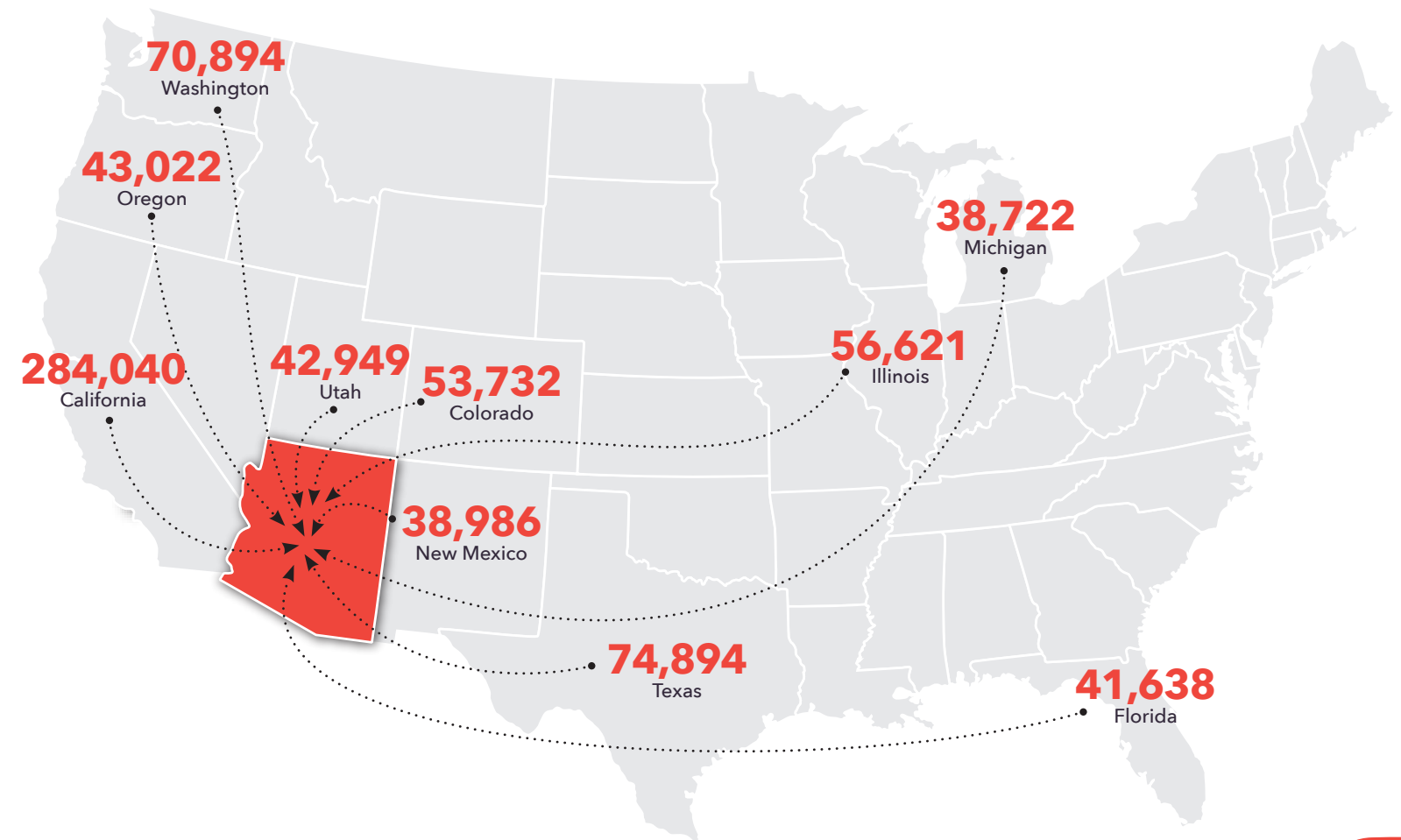
# In-Migration Influencing Place

The data below shows the total in-migration to Arizona by age from 2013-2017.

Age Group	2013-2017
1 to 17 years	228,085
18 to 24 years	217,806
25 to 34 years	234,700
35 to 44 years	146,184
45 to 54 years	119,669
55 to 64 years	145,639
65 and over	182,058

Source: ACS 2013-2017 1-Year Data

The data below shows the total in-migration to Arizona by state from 2013-2017.



# Phoenix: 5<sup>th</sup> Largest U.S. City



**1.6M**

Phoenix  
Population



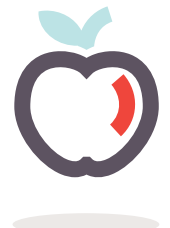
**33**

Median Age



**42%**

less operational costs  
compared to CA



**645K**

Phoenicians 18+  
with some college



**300+**

Days of  
sunshine a year



**222**

People move to  
Arizona daily  
(estimated)



A woman with long dark hair is smiling warmly at a man whose back is to the camera. They are sitting at a round wooden table in a bright, modern office or lounge area. A laptop is open on the table in front of the woman. In the background, other people are seated at tables, and the space is filled with plants and contemporary decor. The entire image has a red color overlay. On the left side, there is a large graphic element consisting of a red triangle pointing right, a white border, and a dark blue triangle pointing left.

# A Place to Call Home

# Greater Phoenix by the Numbers



**\$55,227**

Median Household Income



**\$253,100**

Median Home Price



**26 mins.**

Average Commute Time



**2.59% - 4.54%**

Income Tax Rate



**\$3,227**

Estimated Property Tax on  
Median Home Price





A PLACE TO CALL HOME

# A Community That Gives Back

Greater Phoenix is committed to giving back to the community and there are several opportunities within Arizona based organizations to get involved, either through volunteering or contributing through fundraising.



Chicanos Por La Causa, Inc.  
A PROMISE OF OPPORTUNITY



*(TO THE LEFT) GPEC sponsored Holiday Toy Drive benefiting families at Sojourner's Center, a safe haven for victims of domestic abuse.*





# Craft Culinary Scene

Phoenix named America's best pizza city by Travel + Leisure



Photo Credit: AZ Republic

Greater Phoenix has an emerging beer scene that generated about \$5.4B in economic impact for Arizona



Photo Credit: Jackie Mercandetti





A PLACE TO CALL HOME

# Arts & Culture

From our world-class symphony and ballet, to creative event venues, culinary festivals, monthly art walks and prestigious museums, you'll never run out of exciting things to do.



230+

Art Galleries

50+

Performing Arts Theaters

40+

Museums



Phoenix's Roosevelt Row ranks among the **hottest 25 urban neighborhoods in the U.S.**, according to a new ranking by real estate firm HotSpot Rentals. (2018)



# Annual Signature Events

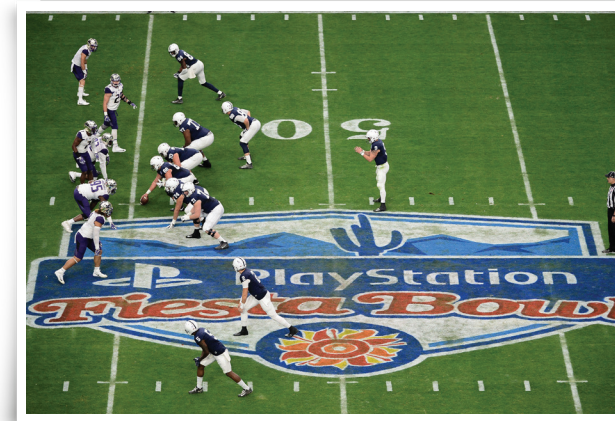


Photo credit: saturdayblitz.com



A PLACE TO CALL HOME

# 5 Professional Sports Teams



Photo Credit (left to right): Christian Petersen/Getty Images, AP Photo/Wilfredo Lee, highposthoops.com, Benny Sieu-USA TODAY Sports





# A Reflection of Place

# Building a Community



# Greater Phoenix Greater Together

*#GreaterPHXtogether*

LIKE. COMMENT. SHARE.





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TOMPKINS  
CHAMBER  
FOUNDATION

***Shifting Gears:*** Business Attraction to Talent Attraction & Placemaking



# Identify Your Key Issues



## **Workforce...** ***you've heard this a million times.***

- Recruitment
- Retention
- Relocation
- Diversity
- Dual partner issues
- Skills mismatch

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FOUNDATION**

# Know Your Unique Challenges



## Ithaca's unique labor market

*Lack of skilled, quality talent because...*

- Low unemployment
- Competitive job market
- Housing supply & quality
- Childcare/education
- Perceived high cost of living

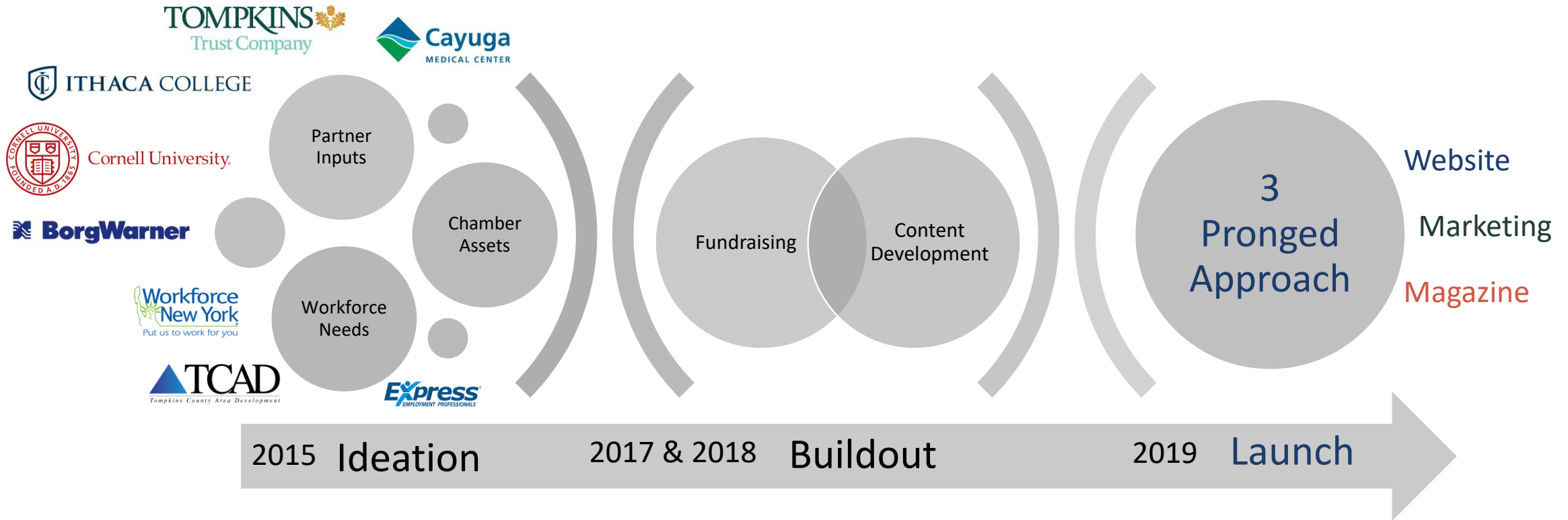
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....what are yours?

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# Live in Ithaca Initiative History



Be in it for the long haul...

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FOUNDATION**

# Strategy



## Understand the real gaps and needs of our employers, as well as demand for future

- Focus on key industry sectors, but be inclusive of other sectors
- Learn what regional or national markets have been most effective for recruiting so far
- Understand your biggest opportunity areas (i.e. 7,500 students/year leave our community)

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# Leverage Nostalgia



Photo by Sheryl Sinkow  
at Bet the Farm Winery

Reconnect with a place you love.

Find resources for your career, community, and quality of life at:

[liveinithaca.org](https://liveinithaca.org)



Stay in touch with our newsletter



Subscribe free to the Live in Ithaca Magazine

Cornell  
Alumnus who  
moved back  
to Ithaca to  
work at Cornell

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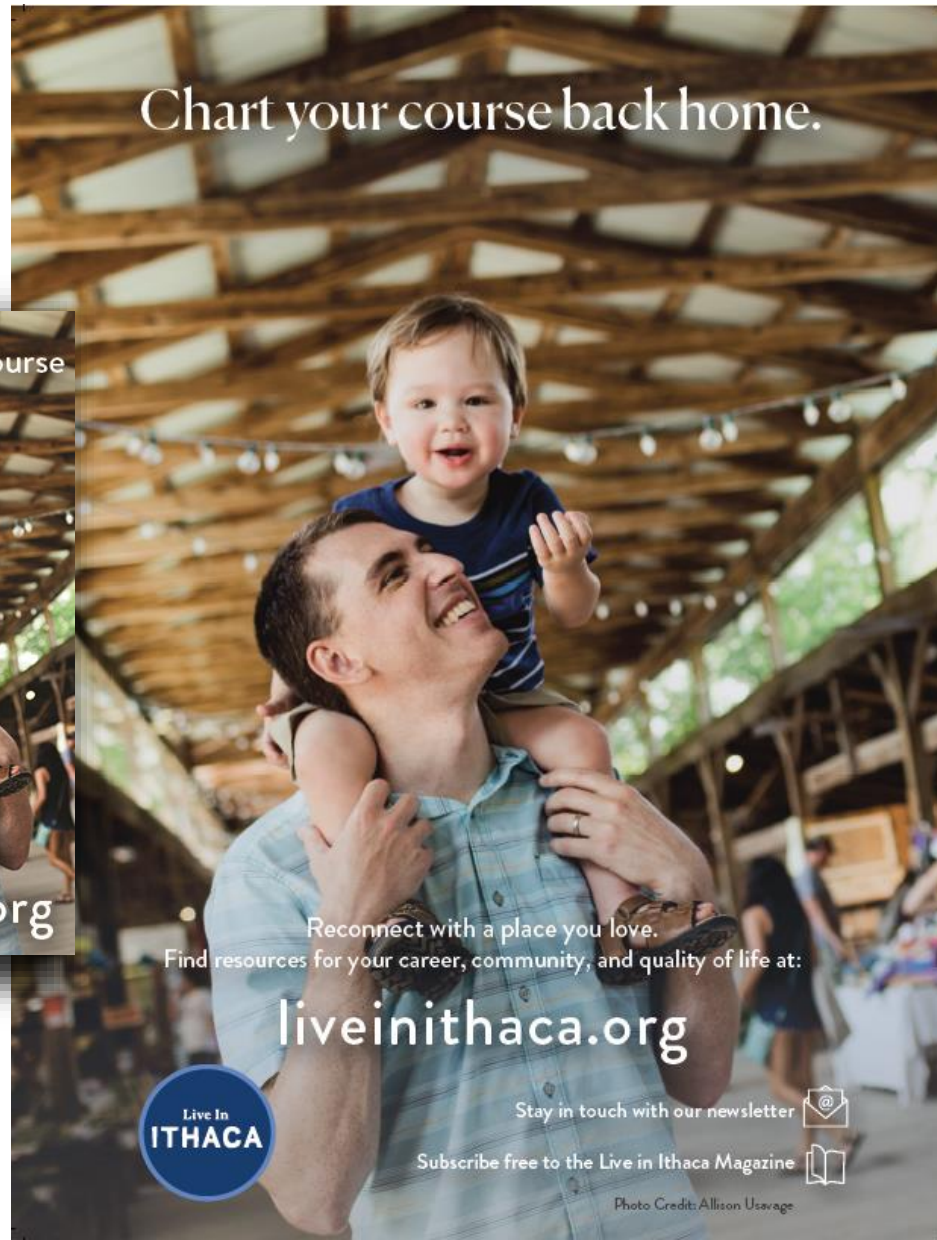
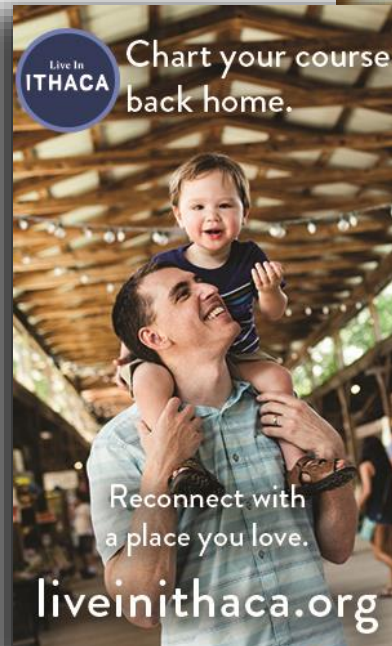


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CHAMBER  
FOUNDATION

# Your Community Assets

Cornell  
Alumni  
Magazine  
ads

(Print &  
Digital)



Ad featuring  
Ithaca Farmer's  
Market &  
Cayuga Medical  
Center physician

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# ...and Quality of Life



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• See what the other 361 days of the year have to offer.

Envision your career, community, and quality of life here.

[liveinithaca.org](http://liveinithaca.org)

Stay in touch with our newsletter



Subscribe free to the Live in Ithaca Magazine



Photo Credit: Allison Usavage

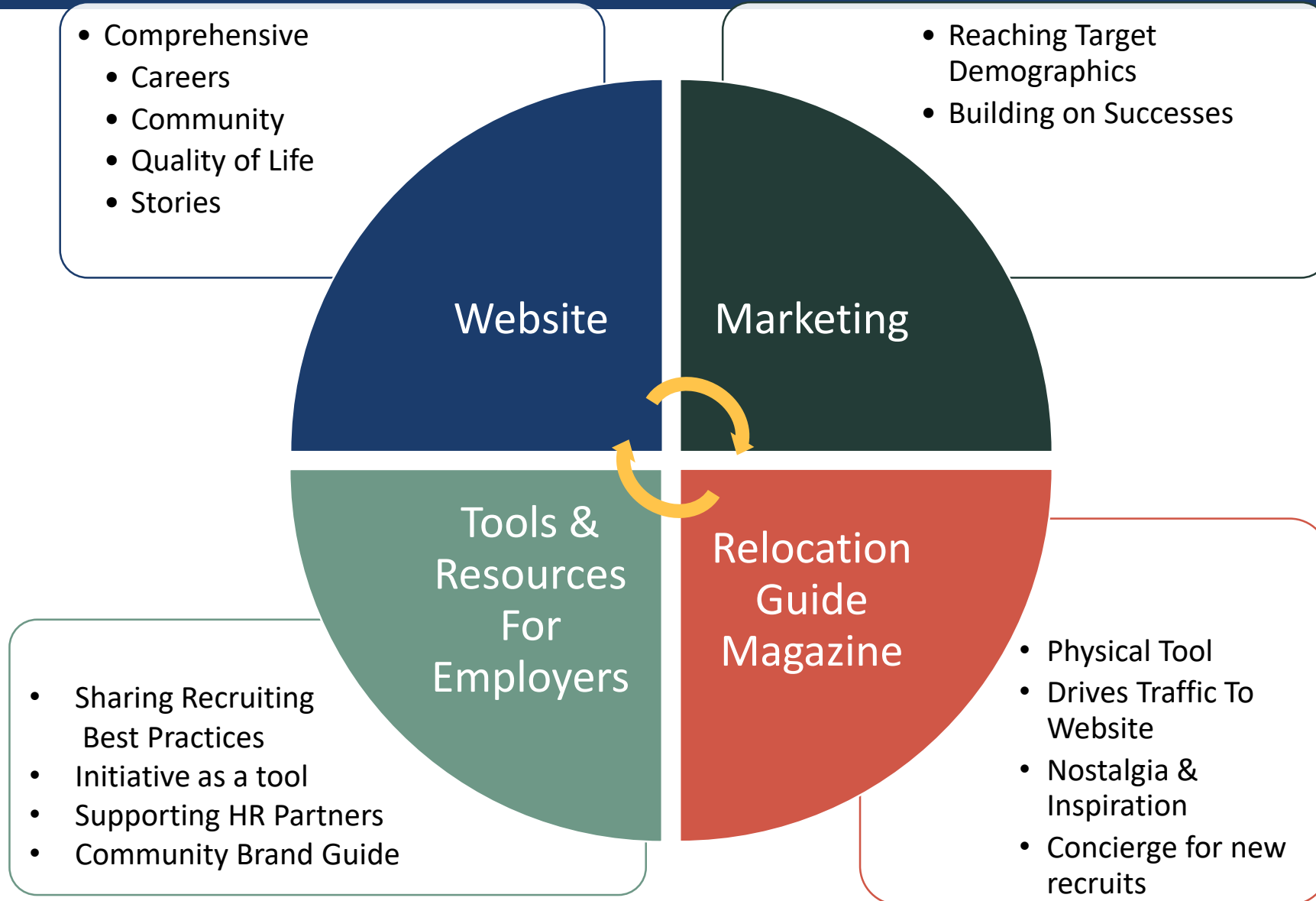
Popular  
community  
festival ad  
featuring  
hot music  
venue

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FOUNDATION

# To Create Something Unique





# How we did it



## Lots of research

- How are other communities addressing this issue?
- Who is our competition & what are they not doing?
- What will this cost to do it well?
- How can we be innovative?

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# How we did it



## Engagement & Input

- Sought feedback, fresh ideas
- Crafted a vision & communicated it
- Modified, tweaked, revised, responded
- Passion for the work
- Engaged *more* partners and collaborators

# How we did it



## Asked for support

- Local foundation
- Major employers
- Local government
- Economic development partners
- Chamber resources, largely in-kind
- Project partners

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# How we did it



## Project Budget

*We raised over \$100,000 over a year for first 12-18 months of programming*

- Website design & maintenance
- Relocation guide
- Ongoing marketing expenses
- Administration
- Investments must continue to be effective long term

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# How we did it

## Hard work (for years)

- Content development
- Website design & uploading
- Writing, editing, supporting design teams
- Constant feedback loops
- Long term Project Advisory Council
- Dedicated staff



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# 2019 Website Successes & Progress Report

## Website

9.5K Users in 2019

12-15% Return to Site

Cornell Alumni Ads & Visit Ithaca links give longest time-on-site

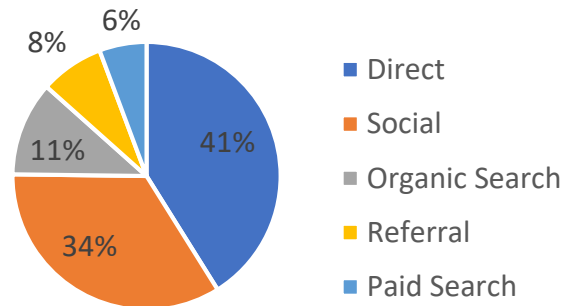
Pageviews High on Industry Pages (>25% of Users Looking at Employers)

30+% Of Users are interested in employment according to Google

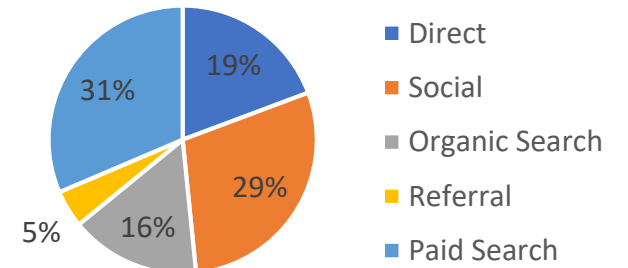
16 Stories Published, 10 More in Development

## Referral Channels / How Users Find Us

### All of 2019



### Last 45 Days (Dec '19-Jan '20)



### Shifts in referral channels show:

- Paid marketing ROI
- Search total is ~45% and growing
- Opportunity for more referrals from partners

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# 2019 Marketing Successes & Progress Report

## Marketing (Launched March 2019)

750,000+ Impressions

Northeast Targeting Campaigns Running

Significant Growth in Social Following  
3,200 and Growing

Engagement & Content Production  
Increasing in quality

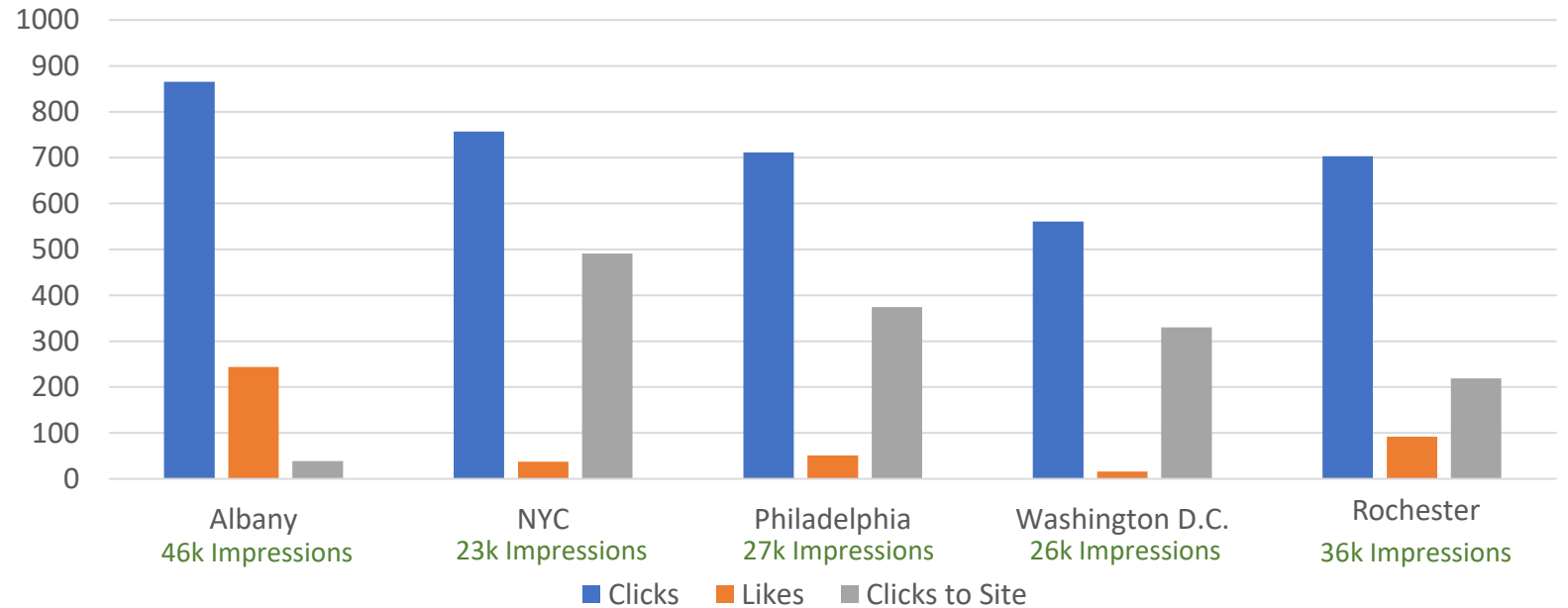
More Users Finding Through Search

Email Campaign Building Out  
Talent Pool (~500)

Regional Press Coverage at Launch

## Northeast Facebook Campaign Indicators

Targeting Cornell & IC Alumni, & People Who've Visited  
Tompkins County



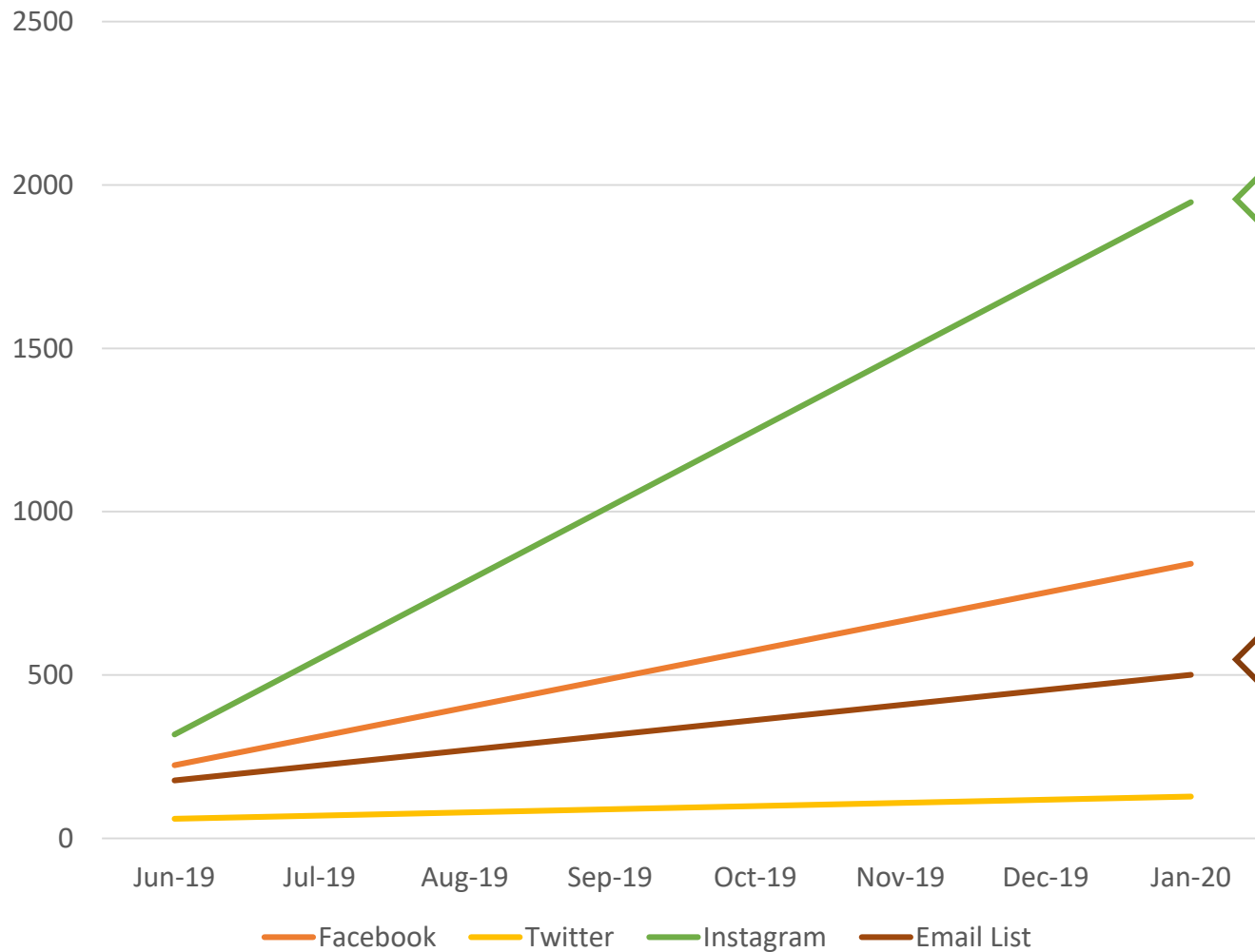
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# 2019 Social Media Following Growth



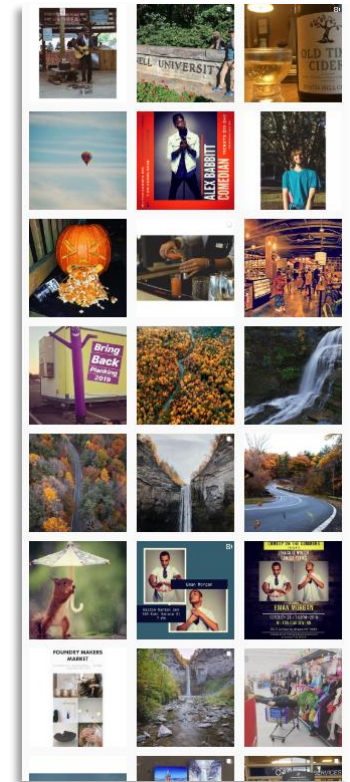
Growth Driven by Giveaways, High Quality & Relevant Story Content

Leveraging as Talent Pool, Industry & Quality of Life Interests Captured

@Tagged in 183 Organic Posts

#LiveInIthaca used 333 Times

42% Non-Local Followers





# 2019 Magazine Successes & Progress Report

Magazine (Published July 2019)

60 Page Relocation Resource

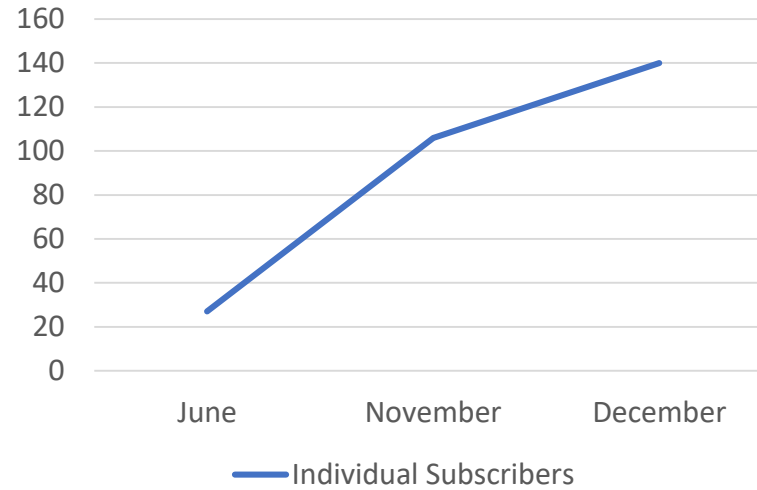
\$26,000 Ads Sold (Issue 1)

5,500 Printed, Designed Locally

3,800+ Distributed YTD

New Information Sharing with HR Departments, Recruiters

New Local Advertising Vehicle



To partners, employers, members, visitor centers, alumni events, etc.

## Top States For Subscribers:

- New York
- Florida
- Pennsylvania
- Maryland



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***Thank you!***

[www.liveinithaca.org](http://www.liveinithaca.org)



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# Thank You!

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A large, semi-transparent white rectangular area in the center of the slide, containing the text 'Questions?'. The background of the slide is a faded, light orange image of a city skyline with various skyscrapers and palm trees.

## Questions?