



UNIVERSITY OF
GEORGIA

Carl Vinson
Institute of Government
*Georgia Workforce and
Economic Resilience Center*

**GEORGIA'S
WORKFORCE
CONFERENCE**

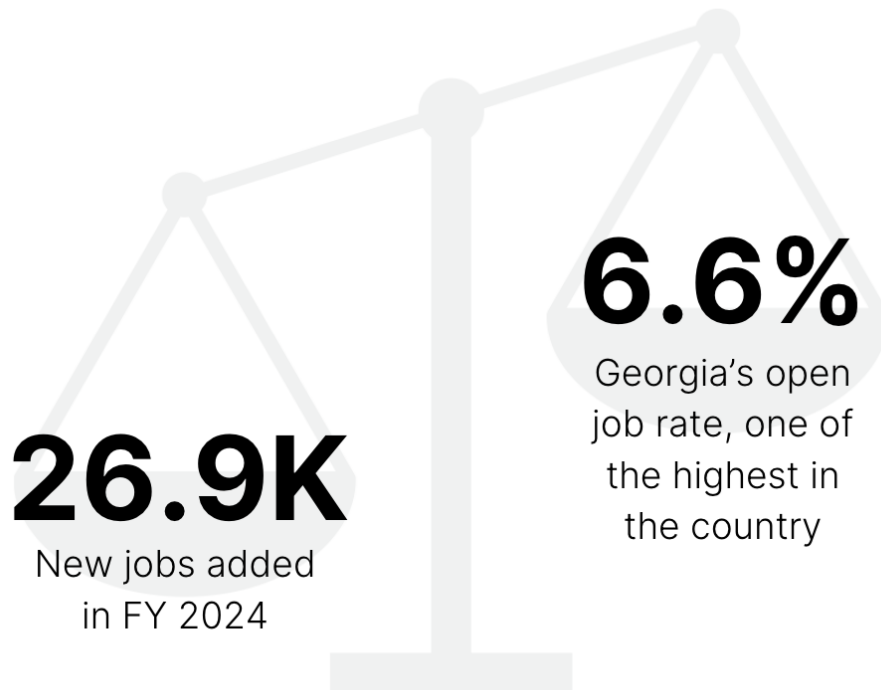
Expanding Your Talent Pool

Recruiting Beyond Your Region



Georgia Workforce

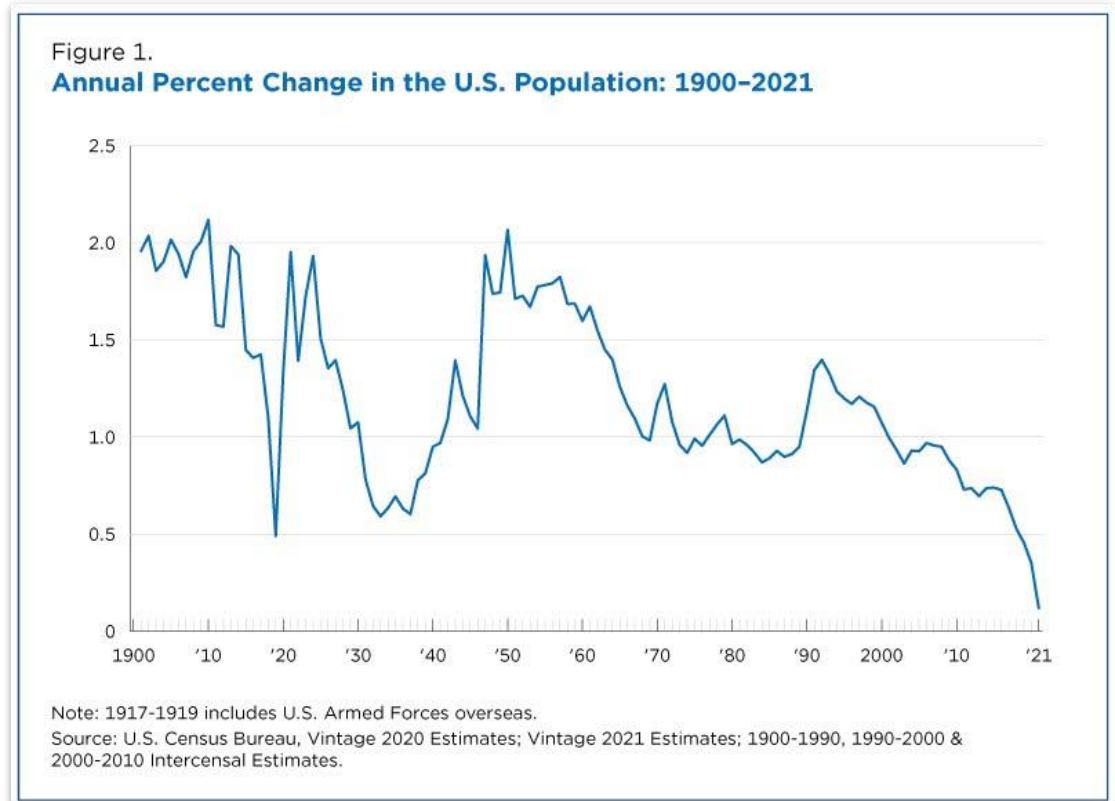
By 2030, it is estimated there will be a global human talent shortage of more than 85 million people.



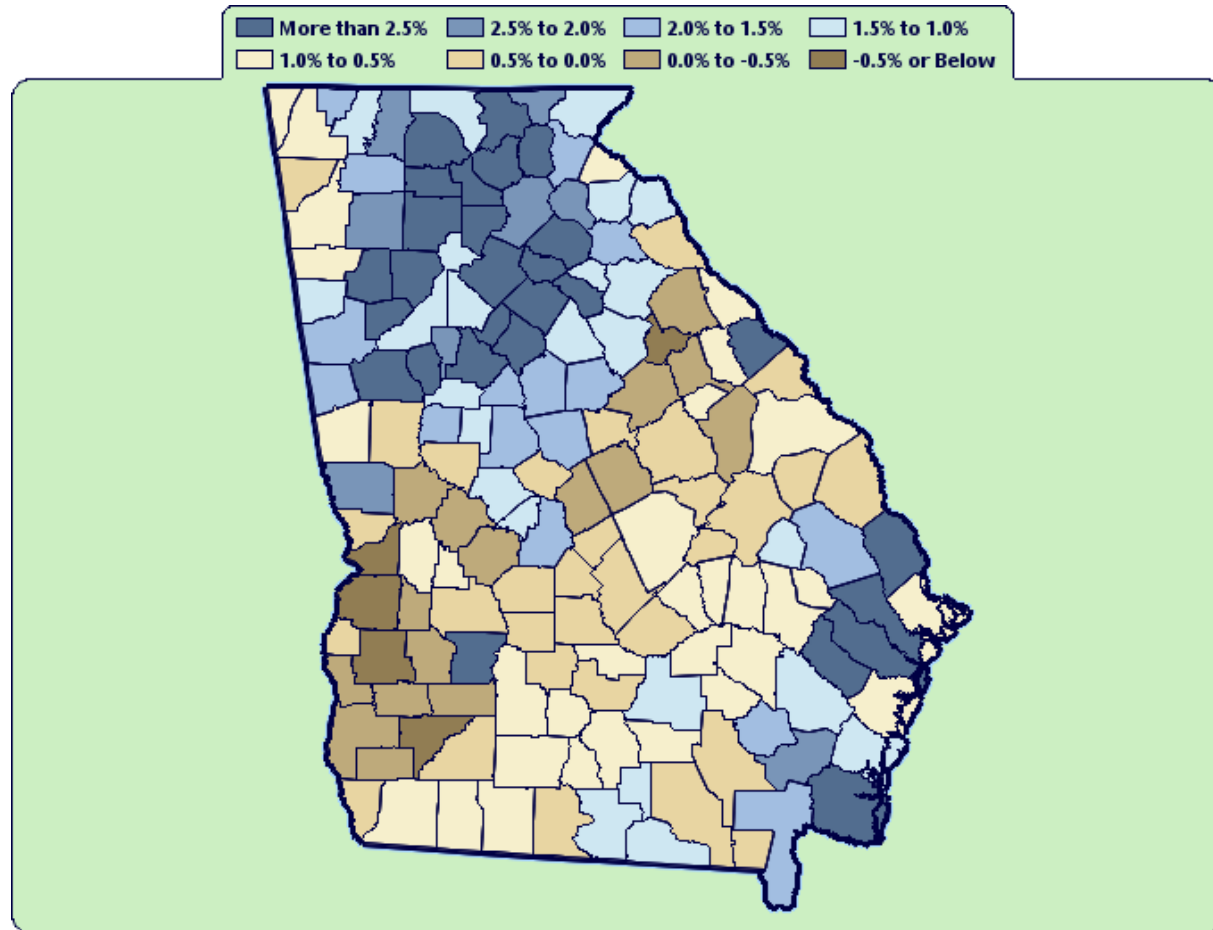
There are currently **337K** open positions in Georgia.

U.S Population Growth is Slowing

2021 is the first year since 1937 that the U.S. population grew by fewer than one million people, featuring the lowest numeric growth since at least 1900, when the Census Bureau began annual population estimates.



Georgia's Population is growing, but unevenly



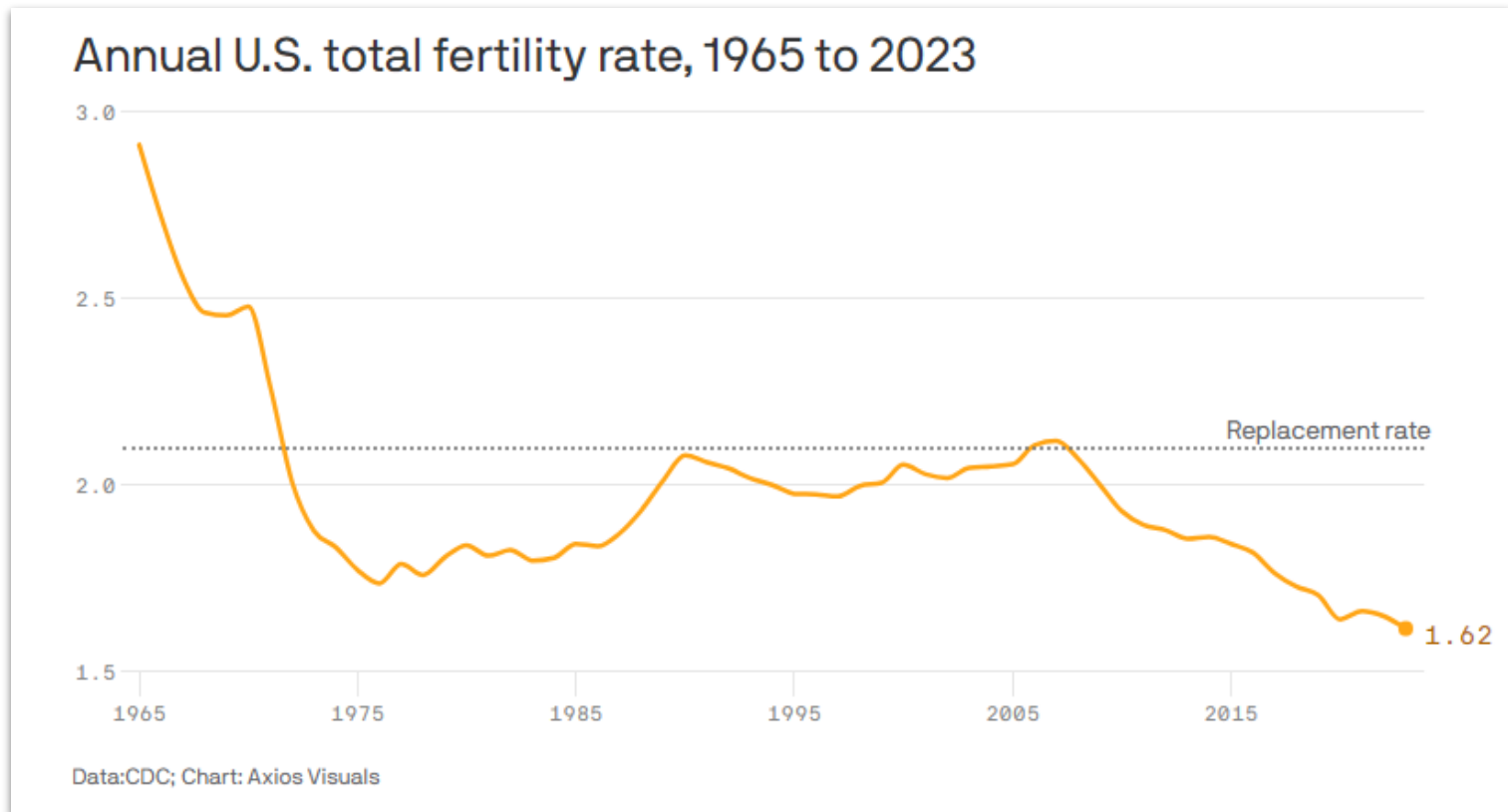
Source: Georgia.REAPProject.org
Data: Regional Income Division, BEA (11-16-2023)

Four Options

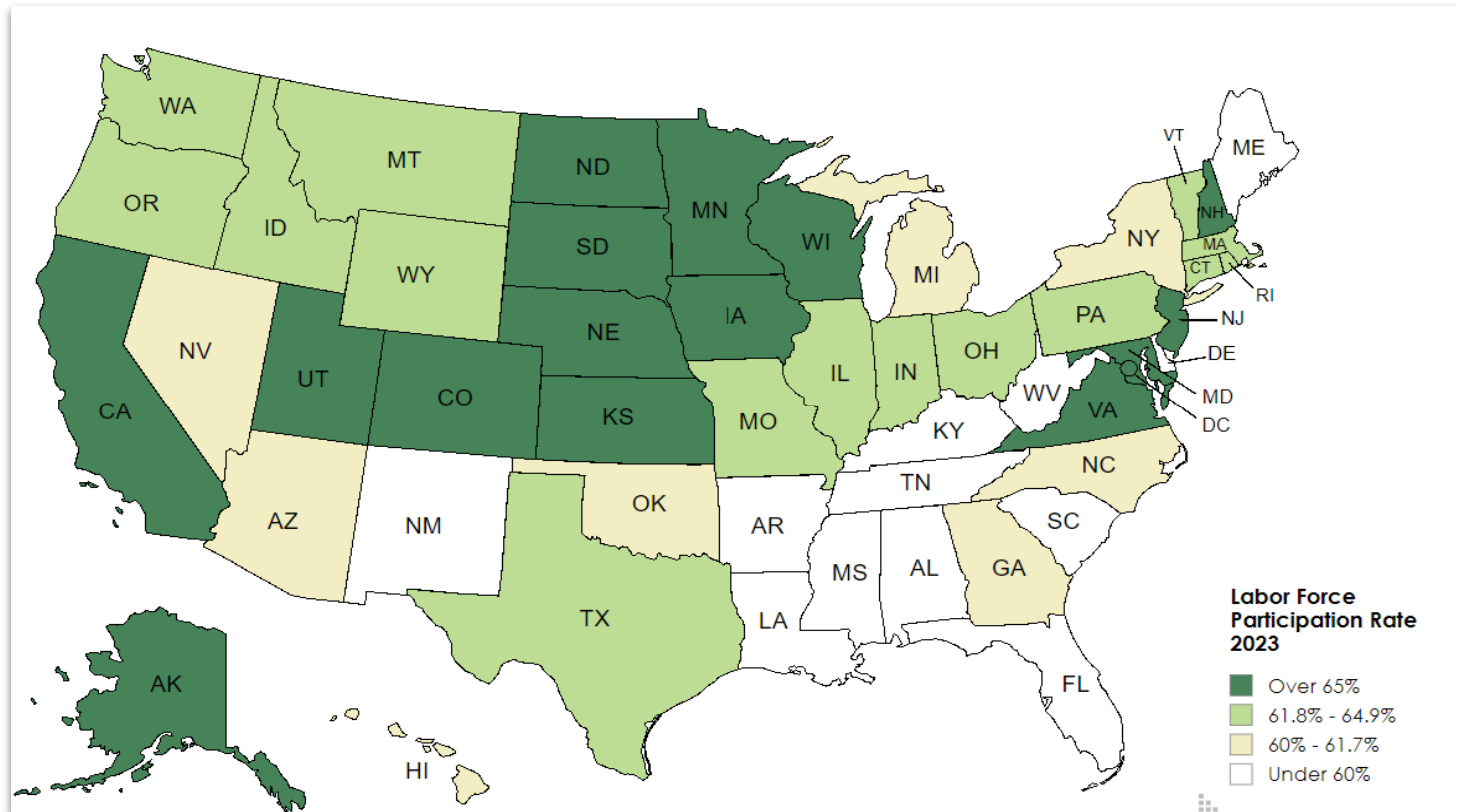
There are four options to reverse this trend:

- 1) Increase the birth rate
- 2) Increase the workforce participation rate
- 3) Increase immigrant workers
- 4) Recruit more workers to move in than out

Option 1: More Children



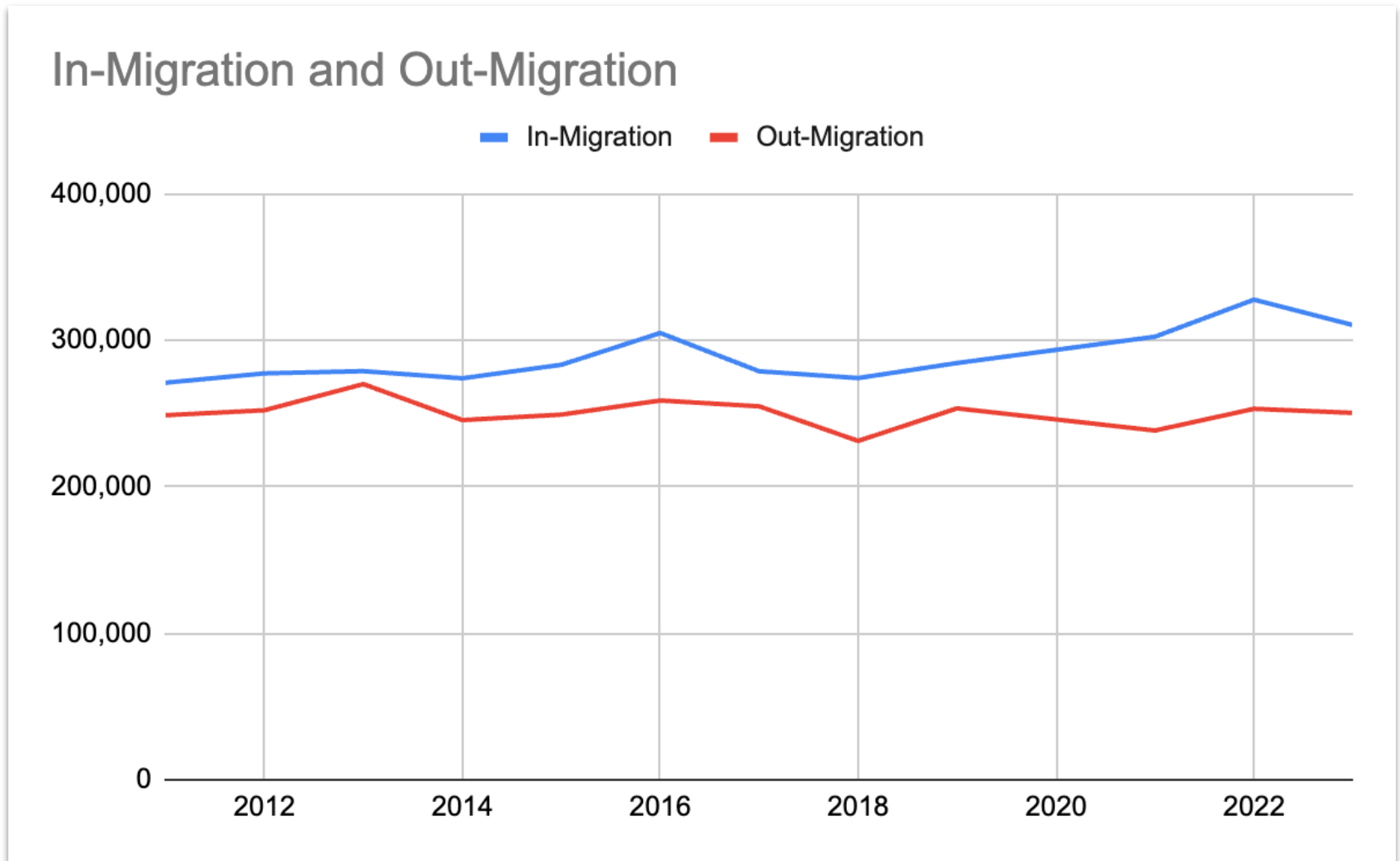
Option 2: Increase Workforce Participation Rate



Option 3: Increase Immigrant Workers



Option 4: Increase In-Migration





Recruiting New Residents

6M Americans move to a new state each year.

“There’s gotta be better options. I can build a better life for myself... but where?”



Davida Gaffney

*Marketing Automation Manager
Oakland CA > Northwest Kansas*






There is untapped potential to create even more relocations.

MakeMyMove recently surveyed 850+ FTEs ages 25-54, earning \$75k+ and learned that nearly 70% feel they would be better off living in a different U.S. city or town.

Recruiting New Residents



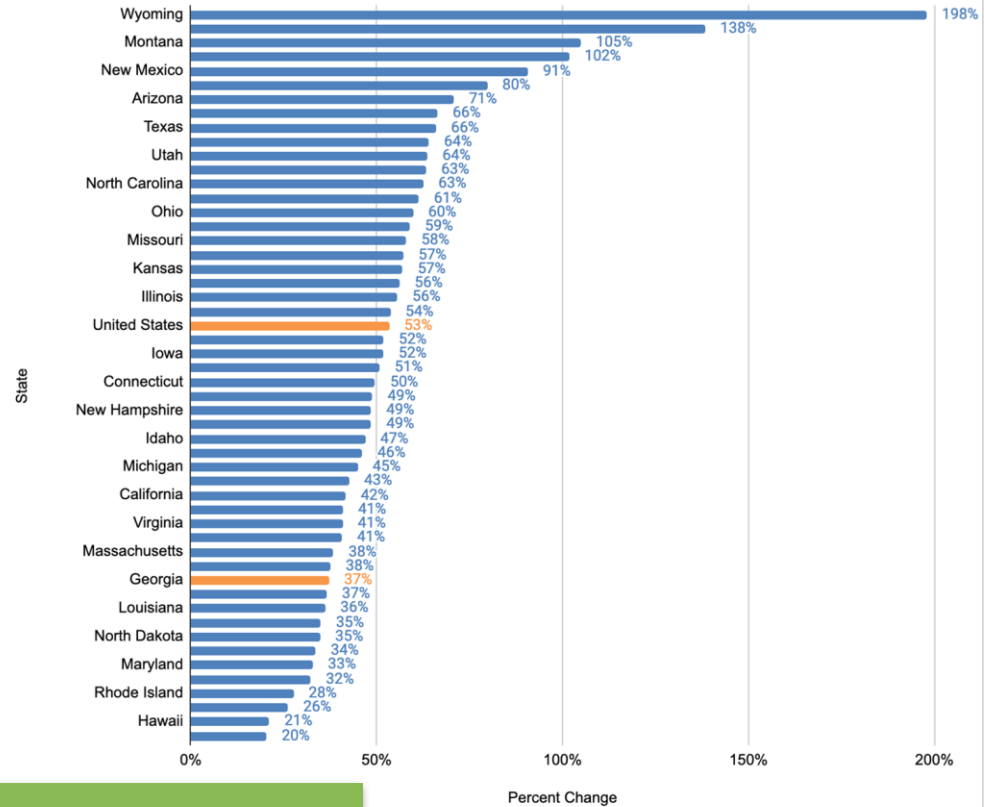
Use Cases

-  Fill open positions for local businesses
-  Grow your tax base
-  Demonstrate the growth and momentum that helps you recruit new businesses



Amplify other economic development initiatives

United States Business Formation Percent Change



TOP FACTORS IN CORPORATE LOCATION DECISIONS

#1

AVAILABILITY OF SKILLED LABOR

37%

#2

BUSINESS-FRIENDLY GOVERNMENT

30%

#3

LOW OVERALL OPERATING COSTS

35%

THE WALL STREET JOURNAL.

71 Cities and Towns Are Paying Tech Workers to Abandon Silicon Valley. It's Working.

Incentives are drawing high-paid tech workers, and challenging how we think about local economic development

The New York Times

Can Remote Workers Reverse Brain Drain?

Researchers found that when remote workers were paid to move to Tulsa, Okla., everyone came out ahead.

LEXINGTON **HERALD LEADER**

Lower taxes, more space, beautiful landscape bringing new residents to Eastern Kentucky






What Makes New Resident Recruitment Programs Successful

Make People Feel Welcome and Wanted

- Create emotional bond through content and programming
- Provide excellent customer service
- Offer financial support to make the moves



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Recruiting Now Kansas

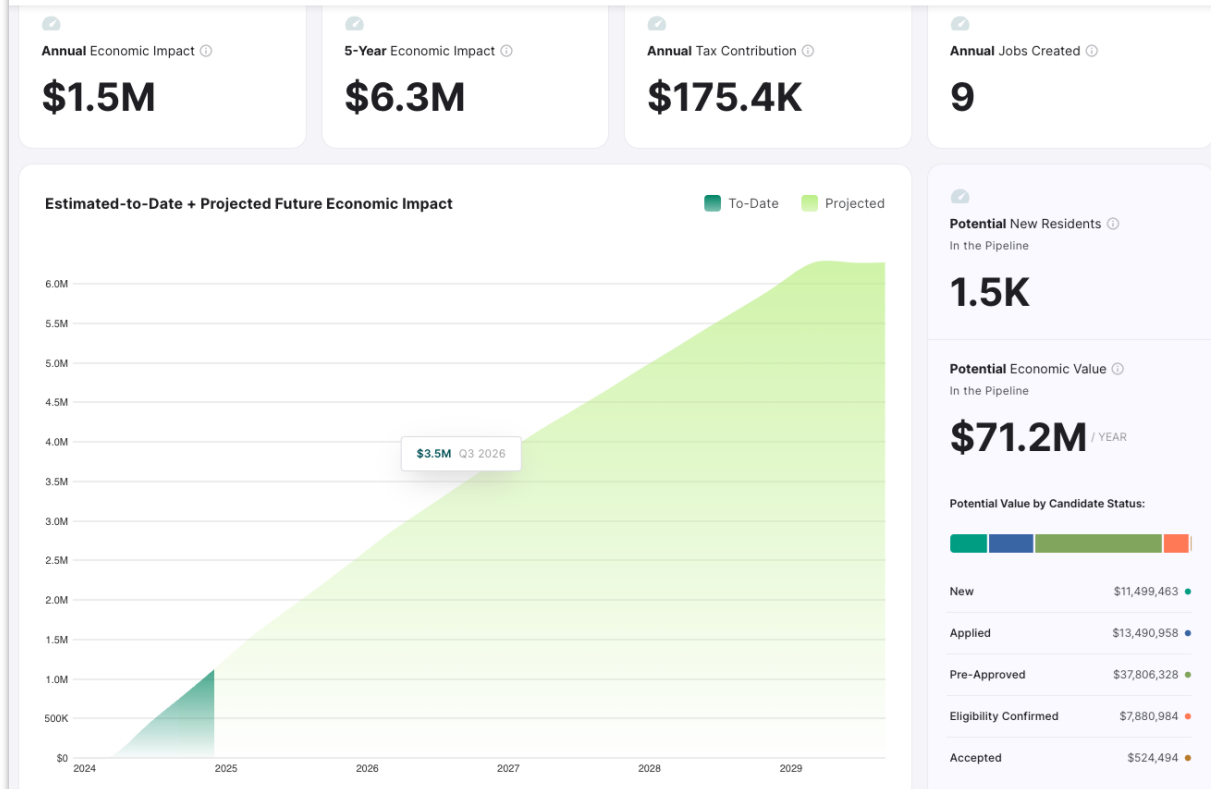
Move to Lincoln County, KS

- \$ \$5,000 cash for relocation
- \$ 100% Kansas state income tax waiver through the 2026 tax year (if eligible) [↗](#)
- 🏠 Up to \$3,000 a year for five years to help pay off student loan debt (if eligible) [↗](#)
- 🚴 1-year membership at Post Rock Fitness [↗](#)
- 🥚 A Dozen Farm-Fresh Eggs Every Month for a Year
- 🍷 Welcome Potluck Dinner
- 🛒 Welcome Basket including movie tickets to the Finch Theatre [↗](#)
- 🍵 Tea Time with Marilyn, the Mother of Lincoln County Tourism [↗](#)

Measurement

- New residents have a huge impact on a local community's businesses and tax base.
- Measuring the impact of marketing and recruitment efforts helps keep stakeholders aligned.

Pipeline Value Dashboard - Columbus, GA



Applications

7.7K

903 Met Your Criteria

Movers who meet your program's eligibility criteria are viewable in your [Pipeline](#).



Likes

12.4K

Program Likes

11.9K

Community Likes

513



Impressions

315.5K

Program Impressions

139.4K

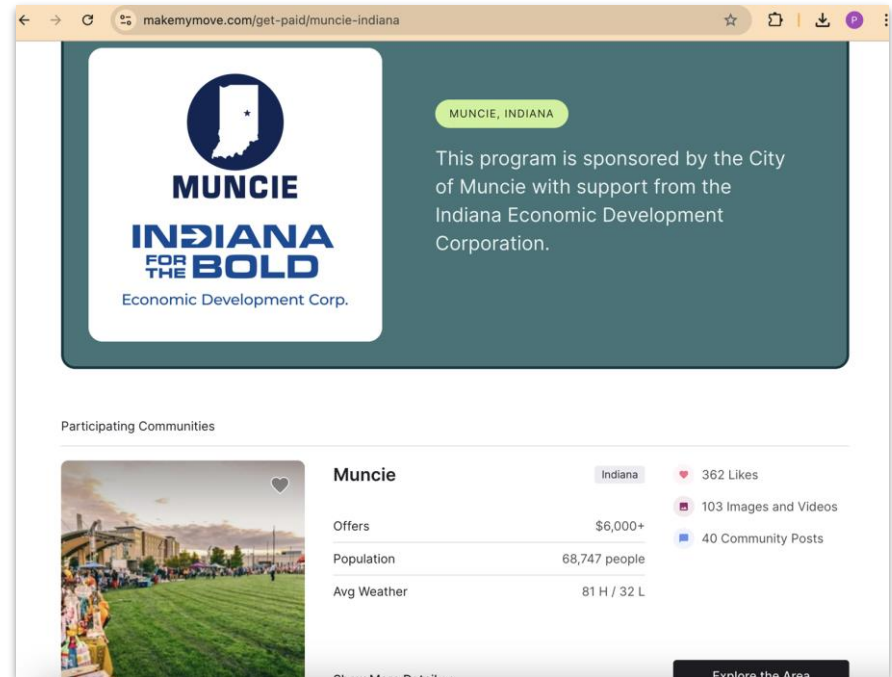
Community Impressions

176.1K

Funding and Resourcing

Support can be in the form of:

- Private funds from employers or foundations
- Matching funds for participating communities
- Line items in budgets for new resident recruitment



The screenshot displays the 'makemymove.com/get-paid/muncie-indiana' page. It features a large banner with the 'MUNCIE INDIANA FOR THE BOLD' logo and text stating the program is sponsored by the City of Muncie and the Indiana Economic Development Corporation. Below the banner, there is a section for 'Participating Communities' with a card for Muncie, Indiana, showing statistics such as 362 Likes, 103 Images and Videos, 40 Community Posts, \$6,000+ in offers, a population of 68,747, and an average weather of 81 H / 32 L.

MUNCIE INDIANA FOR THE BOLD
Economic Development Corp.

MUNCIE, INDIANA

This program is sponsored by the City of Muncie with support from the Indiana Economic Development Corporation.

Participating Communities

Muncie Indiana 362 Likes

Offers \$6,000+

Population 68,747 people

Avg Weather 81 H / 32 L

[Show More Details](#) [Explore the Area](#)

How MakeMyMove can help

We help communities grow by recruiting new residents.

Marketing

- Built the only audience of move-ready talent on the internet.
- Support in positioning your community as a destination for talent and telling that story on the platform.

Tech

- Tools and best practices to convert interested applicants into new residents
- Data to measure impact of your program

Customer Service

- Financing Strategies
- Hands on support

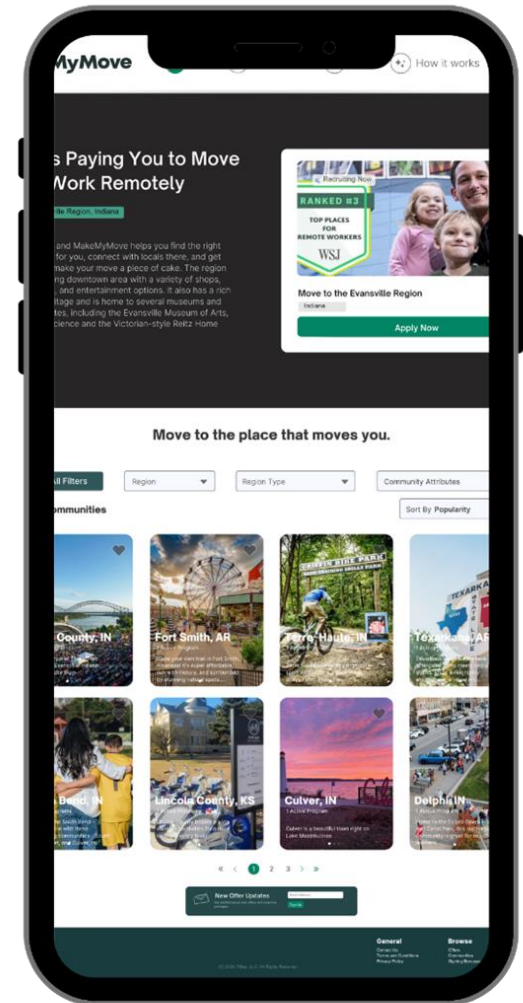


Our Impact

Annual Visitors
1.4M+

People We've Moved
2,200+

Registered Users
236,000+



Ledger-Enquirer

Finalists from the MakeMyMove program got paid to move to Columbus. They're finally here

In just a few months, we've moved **13** new households comprising of **25** new people to Columbus, GA.

- \$1.5M in new annual economic output
- \$175K in new annual state and local tax revenue.
- \$143K average household income



Thank You



THANK YOU



Mike Rutz

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VP of Enterprise Sales

Ben@MakeMyMove.com

(317) 509-4639

Programming and Incentives

- Financial incentives de-risks the move for a potential mover
- Creates a call-to-action that allows a community to start engaging with a potential mover
 - A call-to-action also allows a community to effectively measure the impact of a talent attraction campaign
- Value Proposition
 - People
 - Organizations
 - Stories
 - Places

“The financial incentive is the hook, it's what gets people to click. But the connections will make them move and make them stay.”

*-Kelly Gourley Lincoln County, KS
Stand Up Rural America, 2024*

People Don't Move to States, They Move to Communities



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Living Here

City life, natural beauty, friendly neighbors - Be at the heart of it all.

Find Your American Dream in Ohio


Whoever you are, wherever you're coming from, whatever you're looking for-you can find it in Ohio. A

THIS IS IOWA LIVE WORK PLAY MOVE 🔍 [CONNECT WITH AN IOWAN](#)

THE BEST MOVE YOU'LL EVER MAKE

Iowa has it all - for you, your family and your career. Basically, your everything. Let us help make relocating to Iowa a reality.

FIND THE **goodlife** In North Dakota

 [RELOCATION HELP DESK](#)

THE GOOD LIFE STARTS HERE

[LEARN ABOUT OUR](#)

Engagement



Hi Gabi,

Thank you for submitting your application to our program! It's fantastic to have you interested in Abilene, and I'm eager to learn more about your motivations for considering this amazing city.

A bit about myself: I'm originally from Abilene, but I spent most of my childhood in Fort Worth before returning in 2020 to attend Hardin-Simmons University. Since then, Abilene has been my home. I knew I needed to stay immediately after coming back because as someone who grew up in a big city, Abilene is the perfect blend of big city and small town. Everything you need is only 15 minutes away, and Abilene offers everything you can find in an area such as the DFW Metroplex. The city is bustling with great restaurants, shops, and impressive art, especially in the downtown area, which is my personal favorite.

Next up, we'll find local employment in Abilene. To qualify for this program, we'll be searching for a role that earns \$40,000 or more annually. You'll find job opportunities on our board below:

[View Available Jobs](#)

If you have other questions about the area or the program, please don't hesitate to reach out, my phone number is included in my signature below. I'm here to help!

Looking forward to connecting soon,

Thank you,



Cameron Sloan
Talent & Emerging Business Specialist

400 Pine St., Ste. 500 Abilene, Texas 79601
www.abilenechamber.com

Ask me how we work on behalf of Abilene's business community!

o: 325.677.7241 c: 817.975.8983 e: cameron@abilenechamber.com

Once you get an interested potential mover, making a connection matter and making it fast matters. Based on our internal data, communities with fast response times and high engagement levels, see a 4-6x increase in their mover rates than communities with low engagement levels.

In this example, the Abilene program owner makes an automated, personal introduction to each qualified lead.

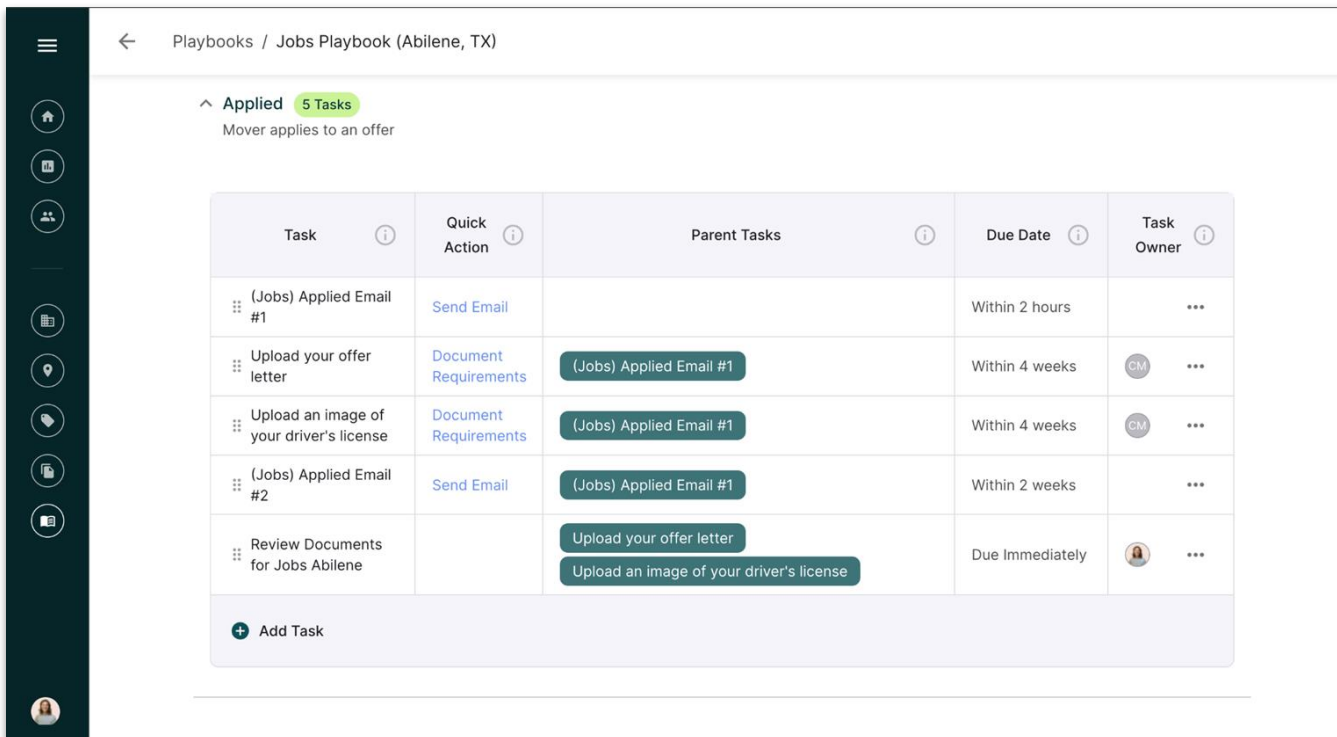
"These leads come in, they're hot leads! We have to respond quickly."

-Colby Hall, Executive Director
SOAR, Eastern Kentucky, Stand
Up Rural America 2024

Engagement-Technology


Being able to quickly communicate with potential movers in the way that they prefer is critical.

- Automated and customized
- Multi-channel- Email, text, calls



Playbooks / Jobs Playbook (Abilene, TX)

^ Applied **5 Tasks**
Mover applies to an offer

Task	Quick Action	Parent Tasks	Due Date	Task Owner
(Jobs) Applied Email #1	Send Email		Within 2 hours	...
Upload your offer letter	Document Requirements	(Jobs) Applied Email #1	Within 4 weeks	CM ...
Upload an image of your driver's license	Document Requirements	(Jobs) Applied Email #1	Within 4 weeks	CM ...
(Jobs) Applied Email #2	Send Email	(Jobs) Applied Email #1	Within 2 weeks	...
Review Documents for Jobs Abilene		Upload your offer letter Upload an image of your driver's license	Due Immediately	... 

+ Add Task

Here's an example of Abilene's automated post-application communication sequence. This ensures quick and helpful follow up.

Politics

Aligning stakeholders and constituents is crucial.

Successful communities articulate:

- The dangers of population decline
- The economic value of recruiting new residents and growing tax base.
- New jobs that come with recruiting new residents.

“For us to have more and more opportunities in West Virginia, we have to have more people. We have to have a bigger tax base. That’s all there is to it.”

-Jim Justice, Governor of West Virginia on the Today Show

“We’ve got to continue to grow if we’re going to have the jobs of the future, the housing of the future, the infrastructure of the future...we have great amphitheatres we have quality schools we have low cost of living and awesome quality of life and we’ve got to drive that home.” -Chris Jensen Mayor of Noblesville, IN, State of the City Address, 2024

What We Do



Create a value proposition that highlights the people and places in your community



Give you access to a highly targeted audience of people looking for a new place to live



Generate a pool of qualified applicants who want to relocate to your community



Build proprietary tools and technology for communities to convert applicants into residents



Calculate and report precise ROI numbers based on each household's income and makeup



Provide expertise in program development and execution, including funding strategies



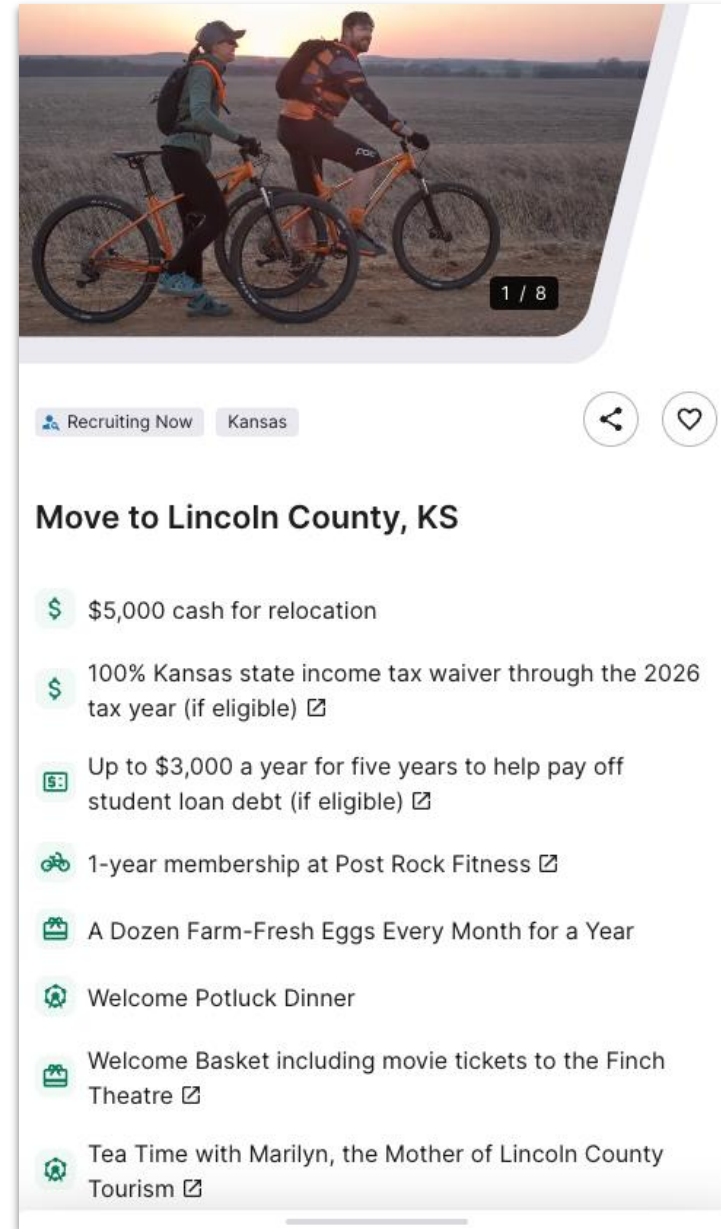
Create a Value Proposition

Communities who can tell their unique story and value proposition to potential movers will get more applicants and more movers. Communities can bring them to life through marketing and programming for movers.

- The local people who will welcome them and get them ingrained into the community
- The organizations that will get the movers ingrained into the community
- Unique stories and places that make the community a great place to live

What is import to movers:

- Things to do with families
- Professional opportunities
- Recreation and Outdoors



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Marketing- Audience

Finding an audience and converting them is expensive. We've seen programs with large media and marketing budgets have costs per movers of more than \$30,000.

Successful communities:

- Take advantage of highly targeted audiences- move-ready, highly skilled professionals looking for a new community
- Recruit remote workers- they are fast and easy to move

Success Stories

Columbus, GA- In just a few months, Columbus received over 7,500 applicants.

- **13 households** moved with more on the way
- Over \$1.5M in new annual economic output for Columbus, GA
- These new households have an average income of \$166K

Lincoln, Kansas is a town in Northwest Kansas with a population of just over 1,000 people. In just a year, they've been able to grow their population by 1% with MakeMyMove.

- **5 new households** comprising **11 people**
- Over 50,000 page views and 2,000 applicants
- Expanding their program to cover all of Northwest Kansas

Radius- Southern Indiana- An organization comprising of 8 counties in southwest Indiana

- **75 new households** comprising of **202 new people**
- \$4.5M in new annual economic development for the region

