



Resident Recruitment:

The chicken and egg of residential motivations

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FOUR APPROACHES TO ECONOMIC DEVELOPMENT

Do these sound familiar?

Industrial Recruitment

- Focus is in creating more jobs in a community
- Goal is to recruit a new business

Grow Your Own

- Focus is on creating more jobs in a community
- Goal is to increase number jobs at current and emerging small businesses

Cooperation and Partnership

- Focus is on business development and growth
- Goal is to increase jobs by targeted investments

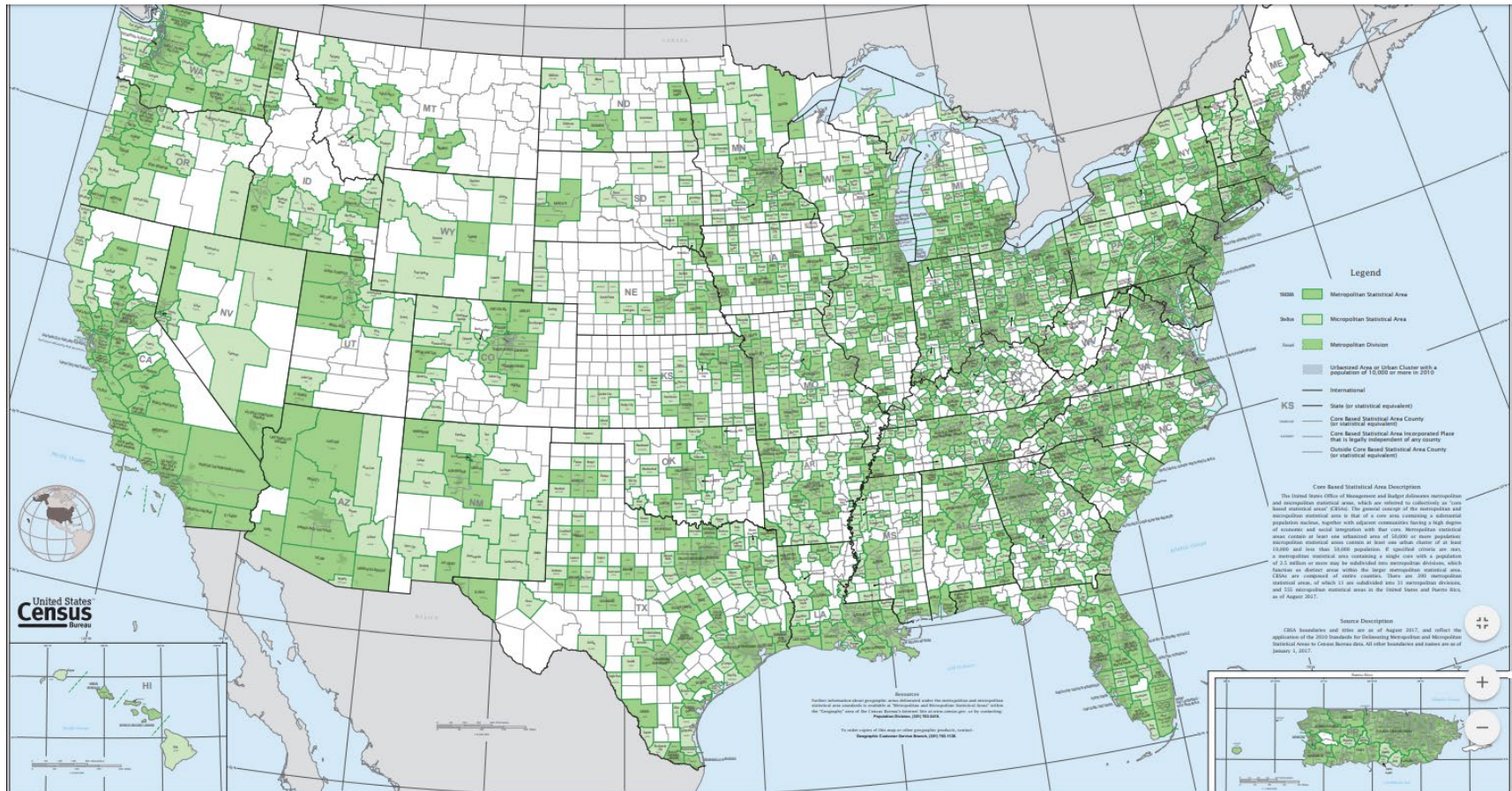
Resident Recruitment

- Focus is on creating communities where people want to live
- Goal is to increase jobs by attracting new people - jobs follow people

I WORK HERE

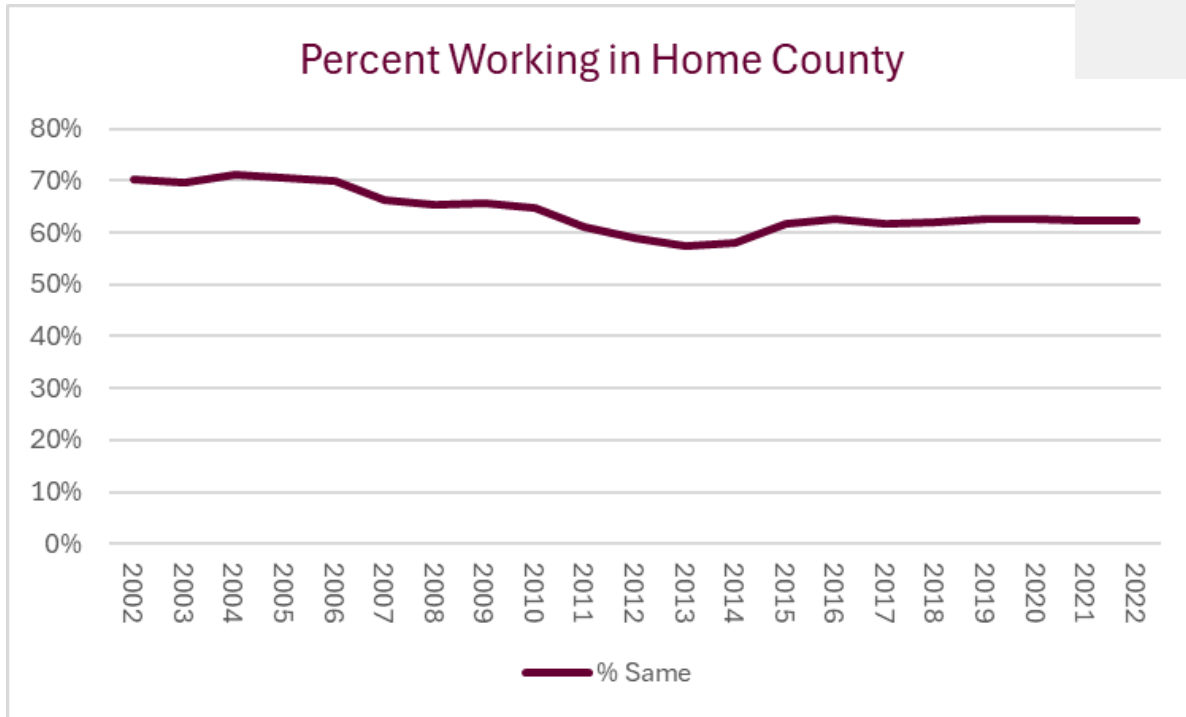
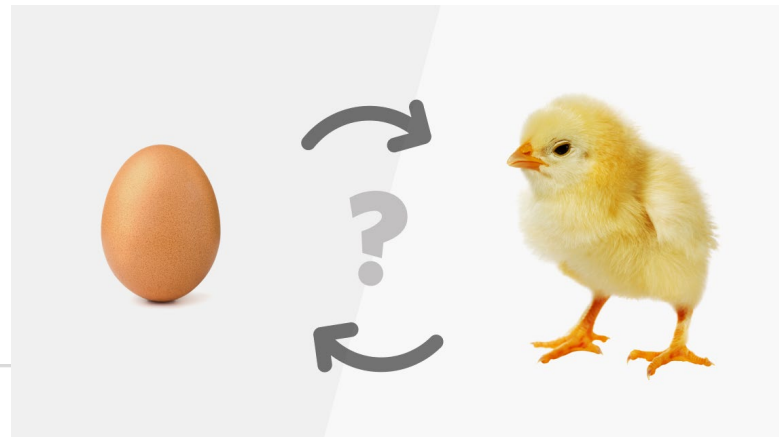
Adapted from a presentation from Dr. Steven Deller, University of Wisconsin

REGIONAL CENTERS

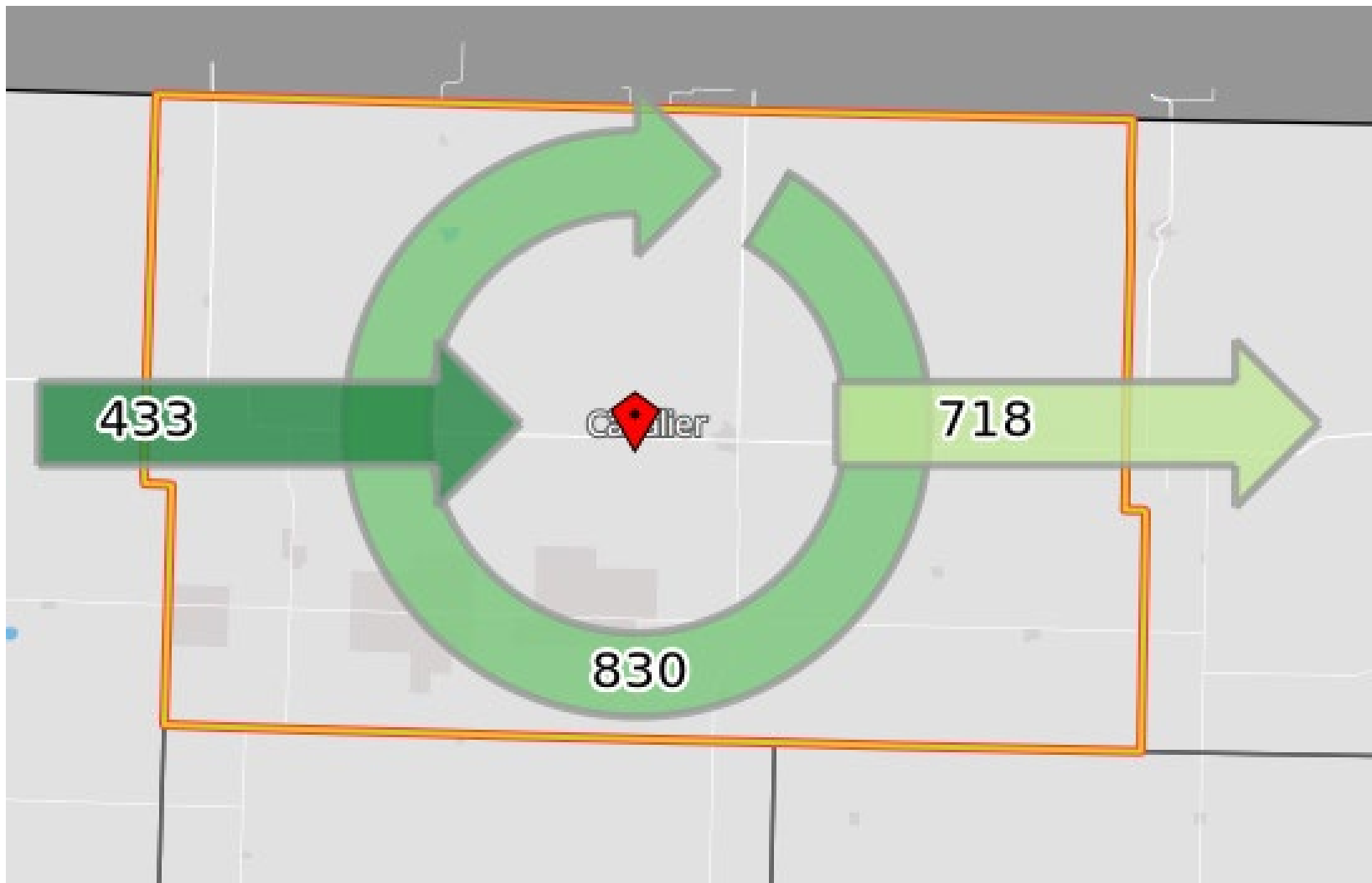


Economic growth in regional centers



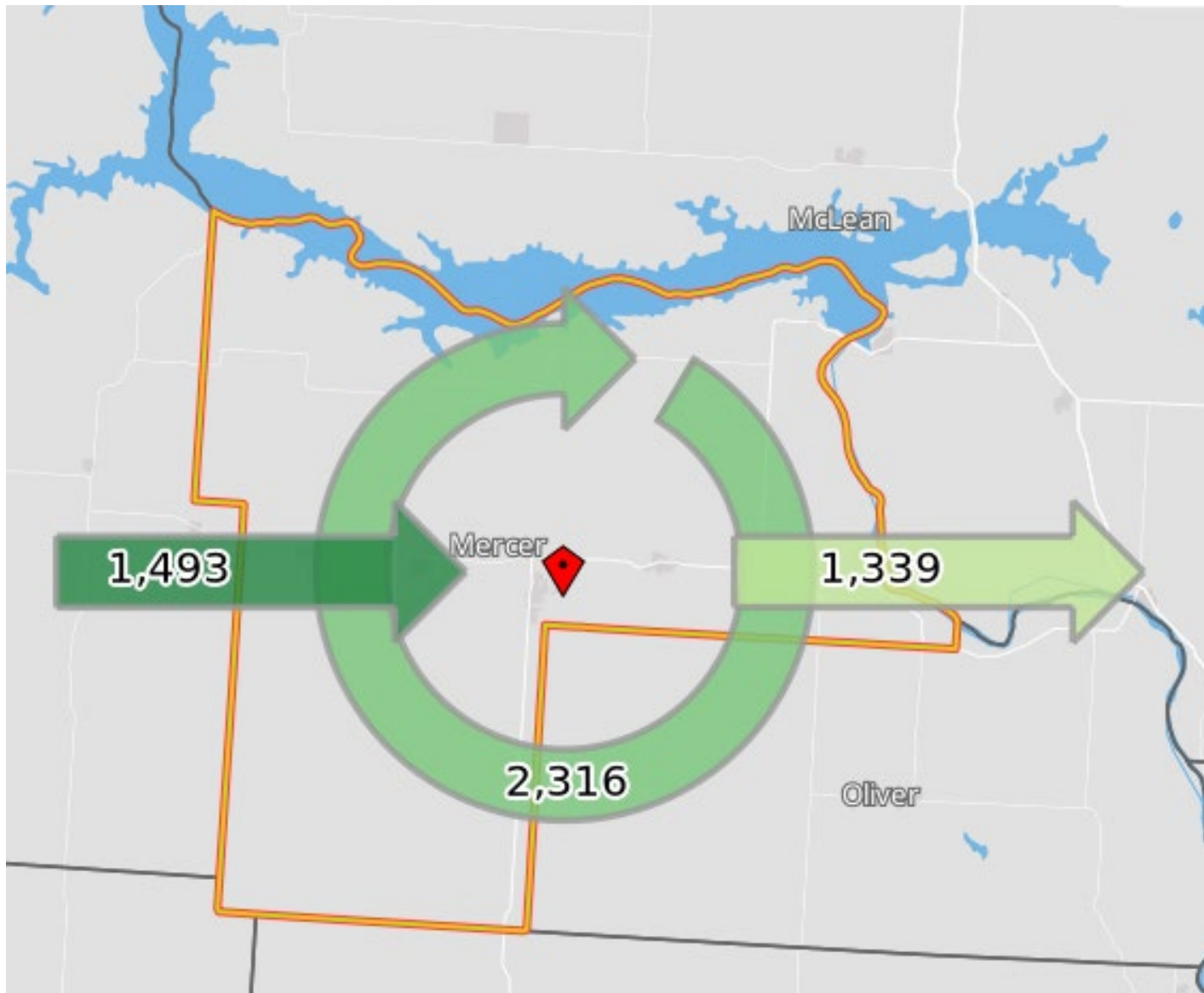


Decoupling of Home and Work, 2022: Across North Dakota, 60% work in their home county, down from 70% in 2002.



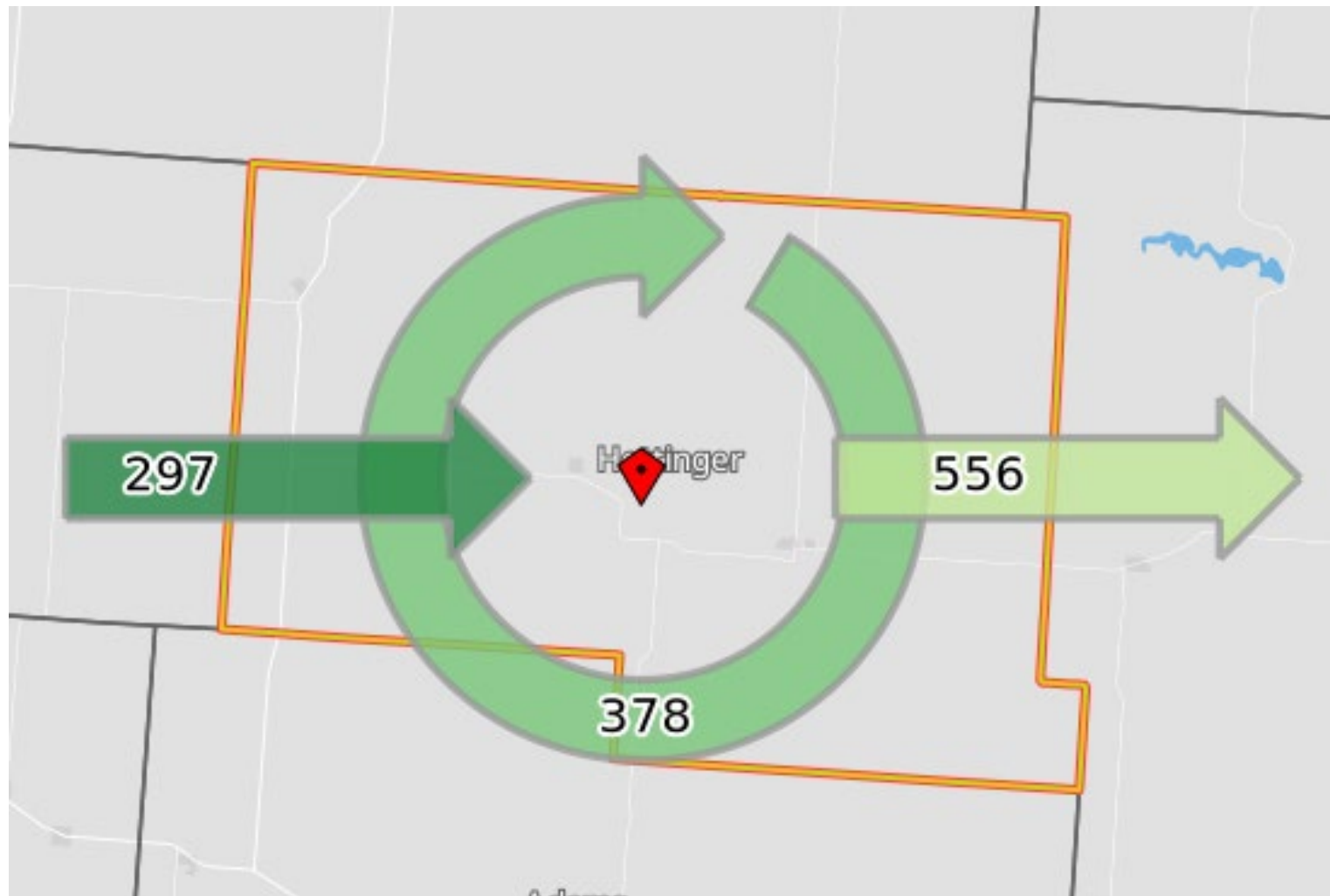
54% live AND work in Cavalier county





63% live AND work in Mercer county





41% live AND work in Hettinger county

**We live in a REGIONAL
COMMUNITY.**



in the Middle of Everywhere



The Middle of Everywhere

Exercise

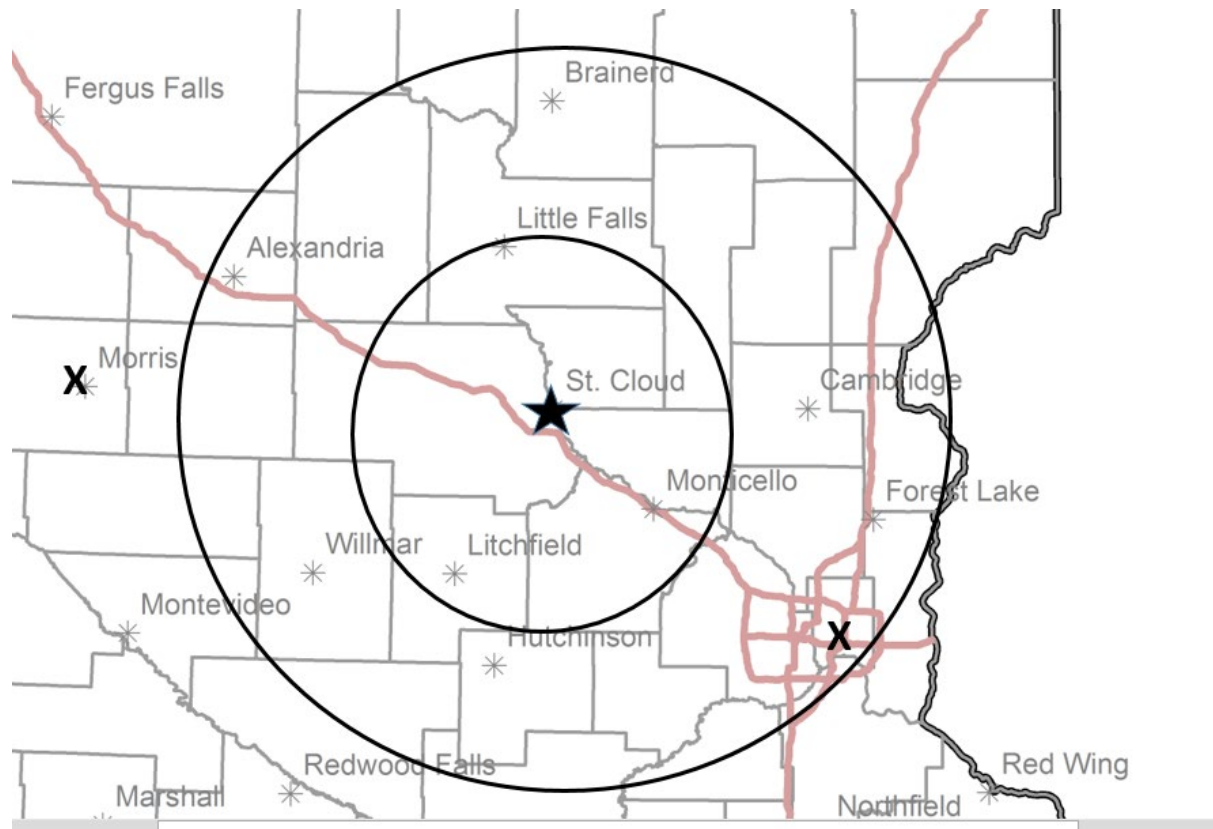
- ★ where you live
- X where you work

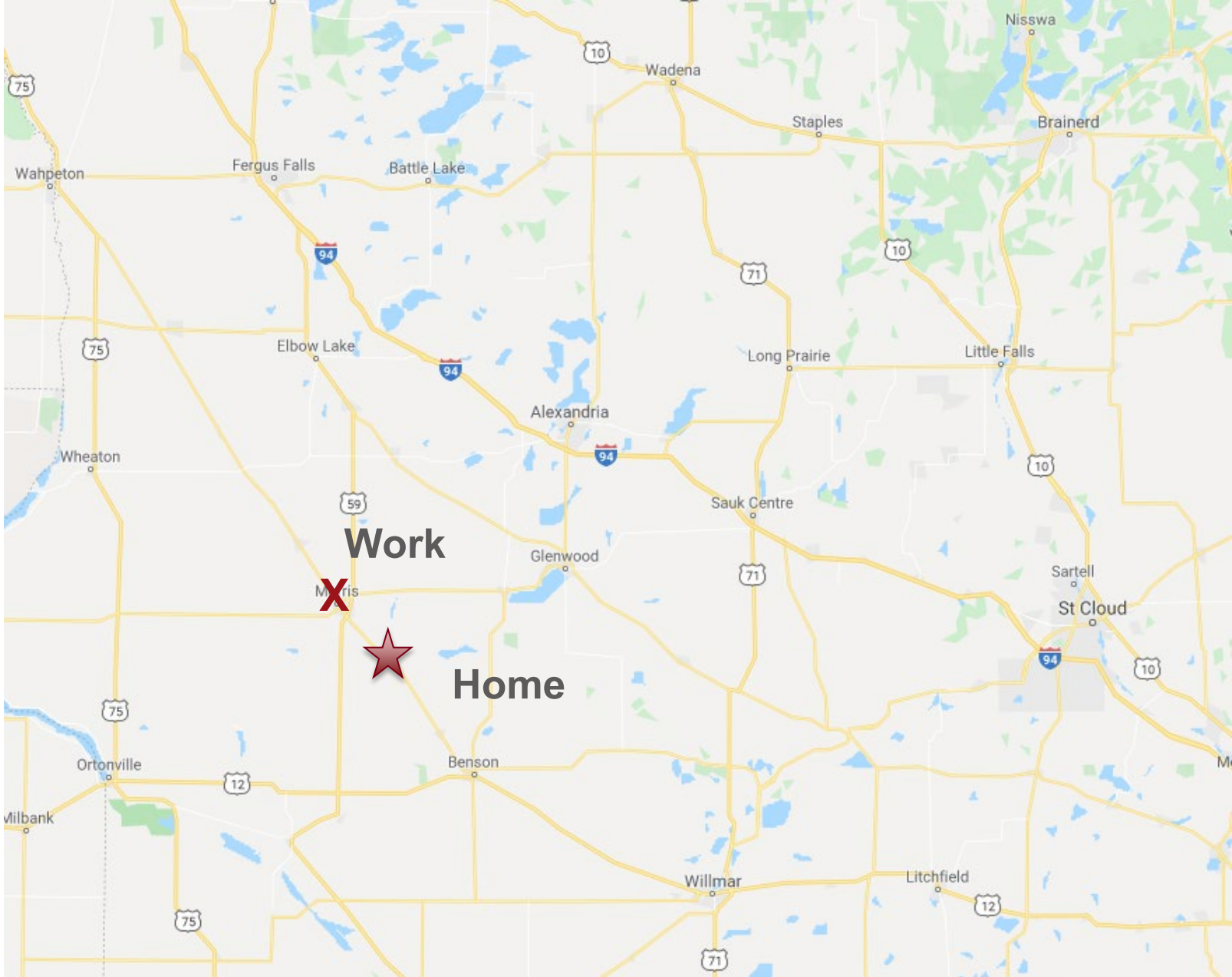
Circle around:

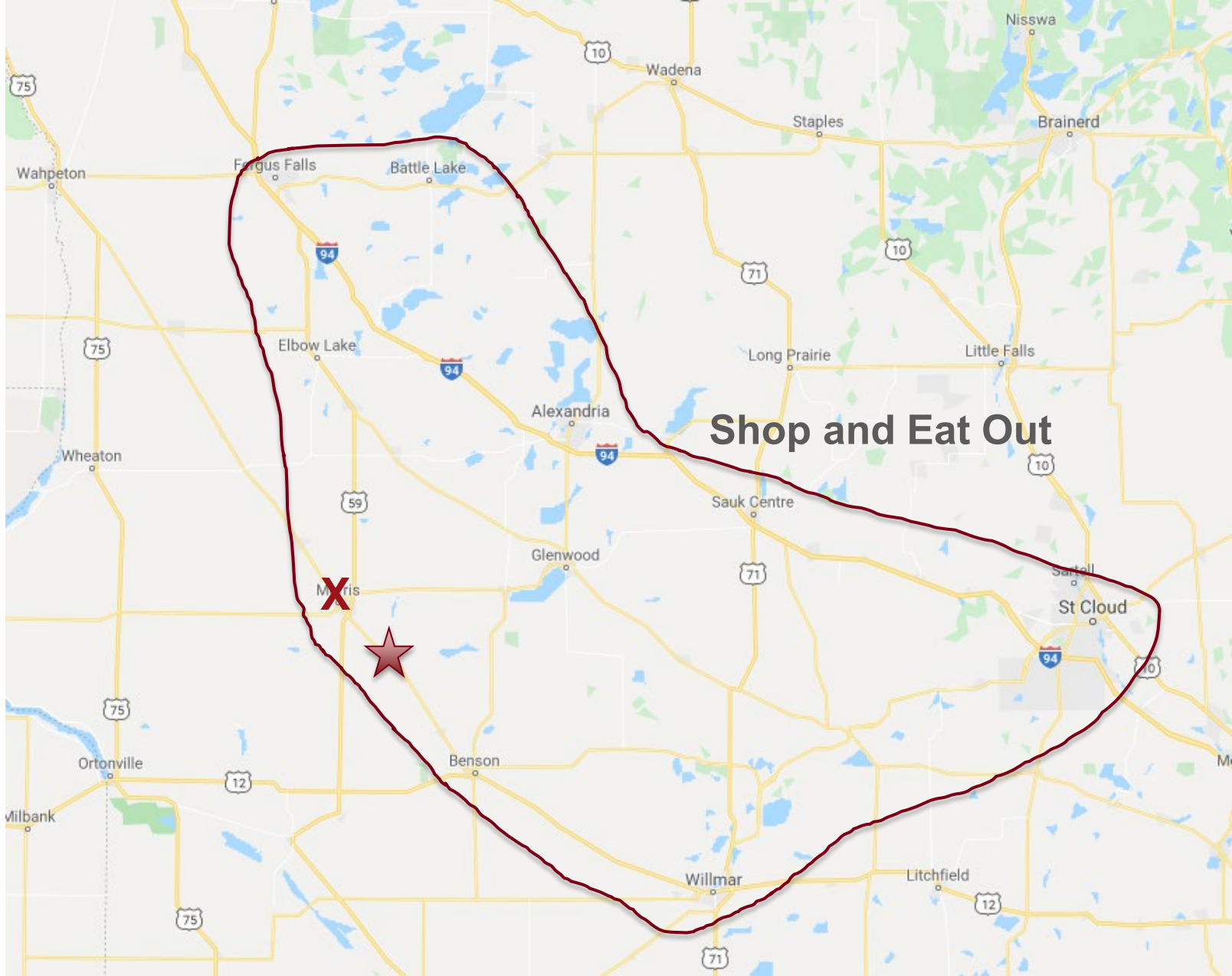
1. Shop / eat out
2. Play / recreate

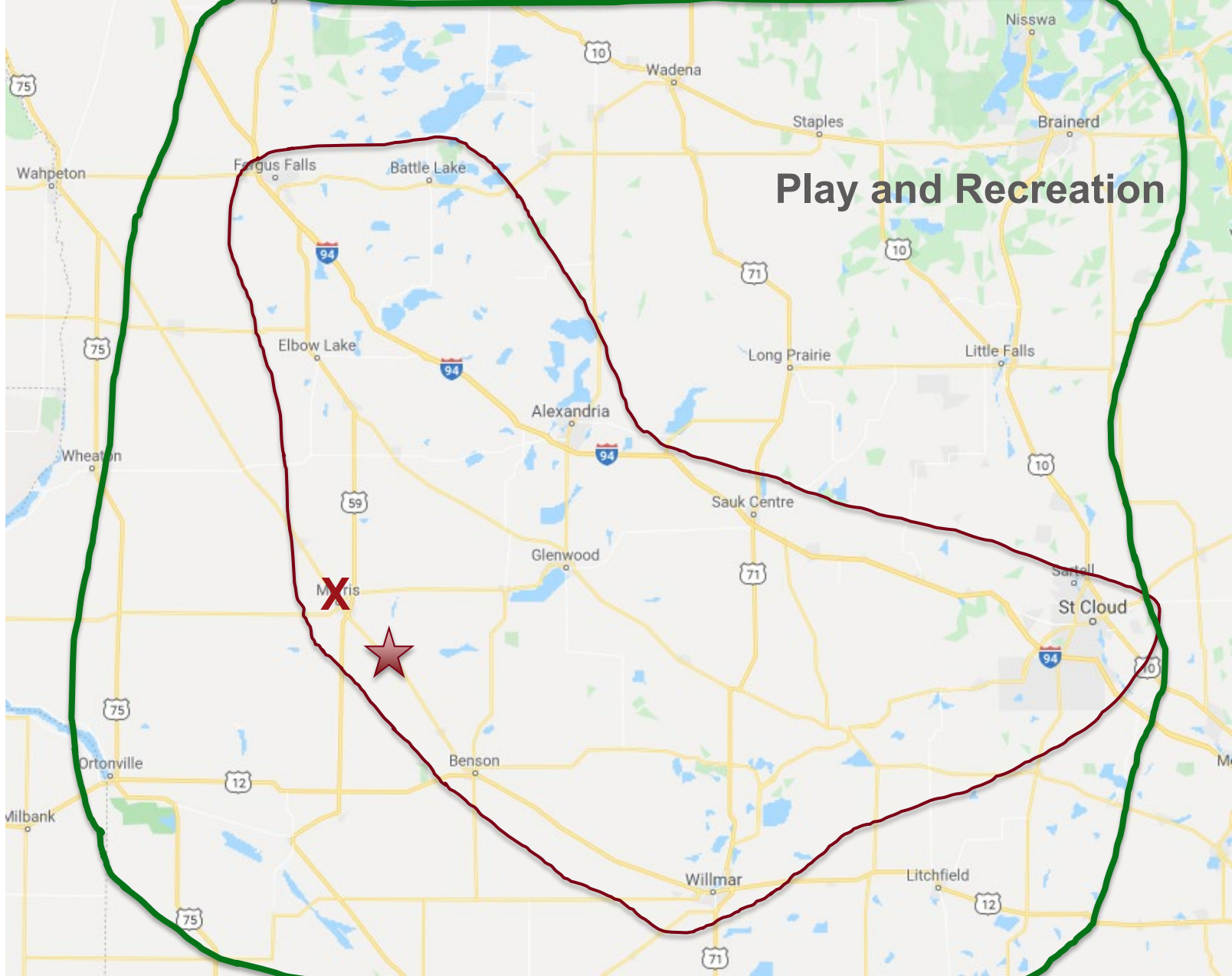
Age range

Assets





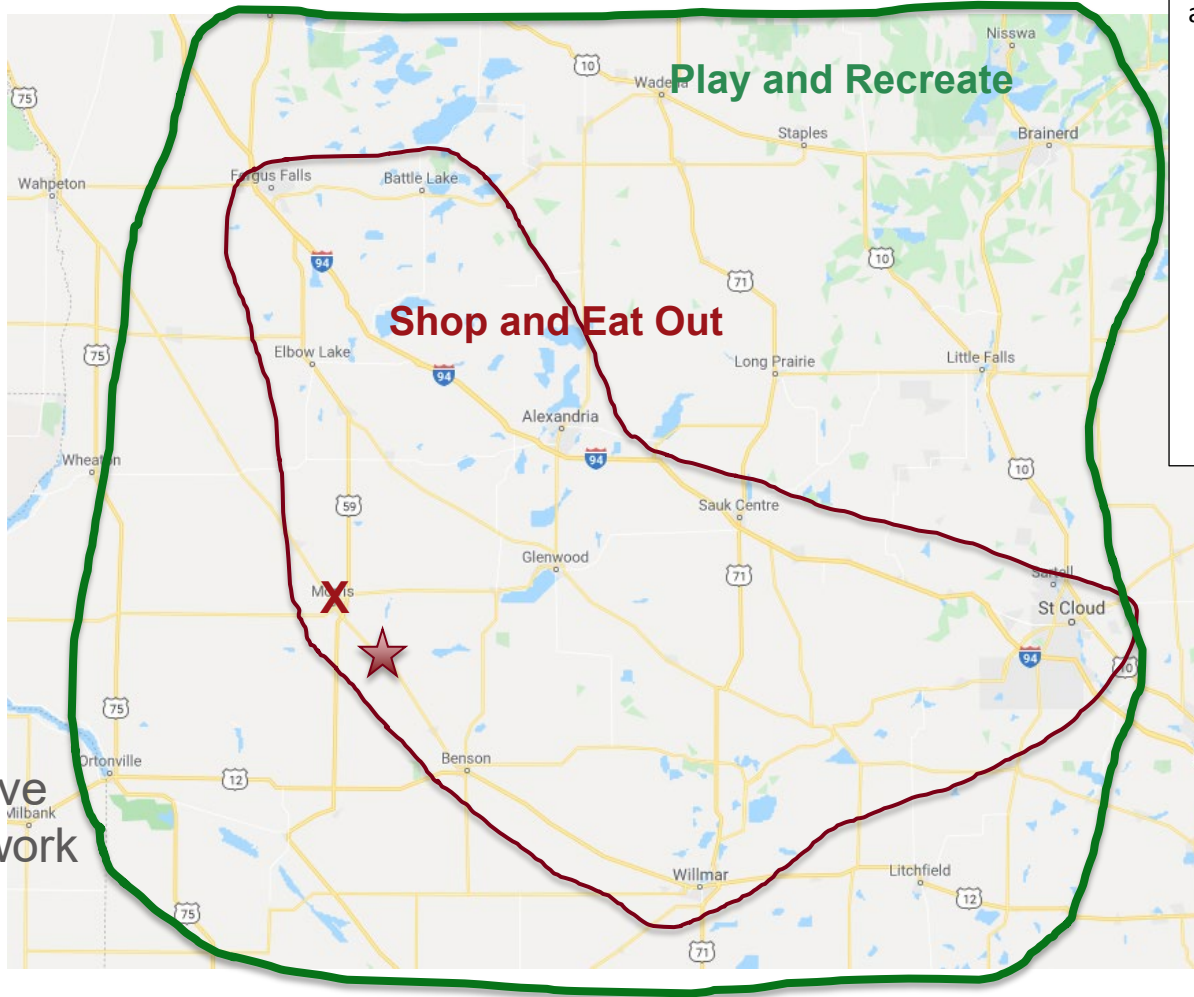




The Middle of Everywhere Exercise

Age: _____'s

List 3-5 of your favorite assets in your region:



- ★ where you live
- X where you work

- Circle around:
1. Shop / eat out
 2. Play / recreate

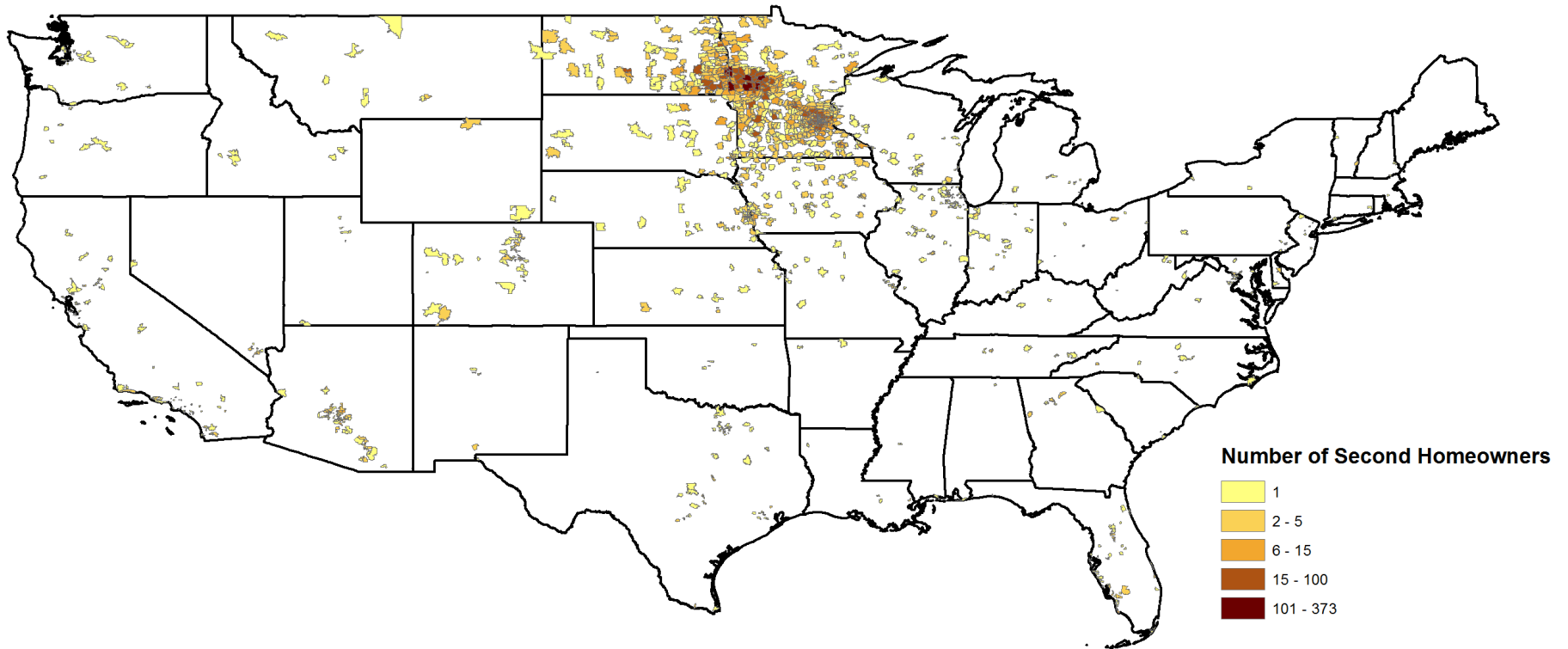
RURAL LIFE-SHED

No town is a one-stop-shop

- Home → Work: 30/45 minutes
- Home → Eat/shop: 60 minutes
- Home → Play – 2+ hours!



Home residence of second homeowners in Otter Tail County



Latest Economic Development Tool

Cell phones are nearly ubiquitous.



Placer.ai

Mobile Data



Identify BEHAVIOR data through phone location, length of stay, sequencing (where to next or where did they come from?)

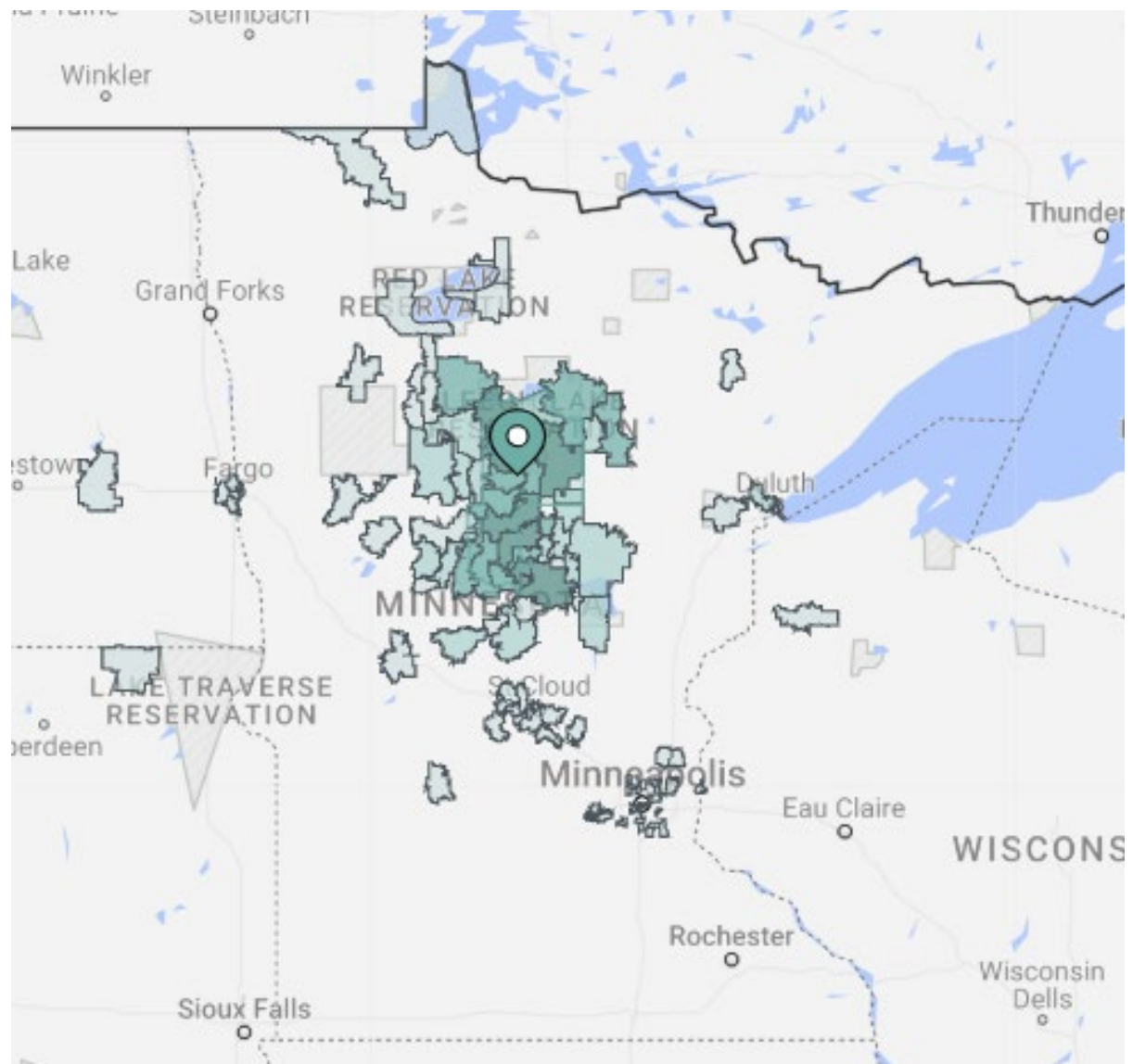
Answer questions about:

- *Locations. Grocery store, Dentist, Café, YMCA, cities, counties*
- *Times/Events. Fourth of July Celebration, tourism season, rerouting the highway for construction.*



Work locations for Cass County Residents

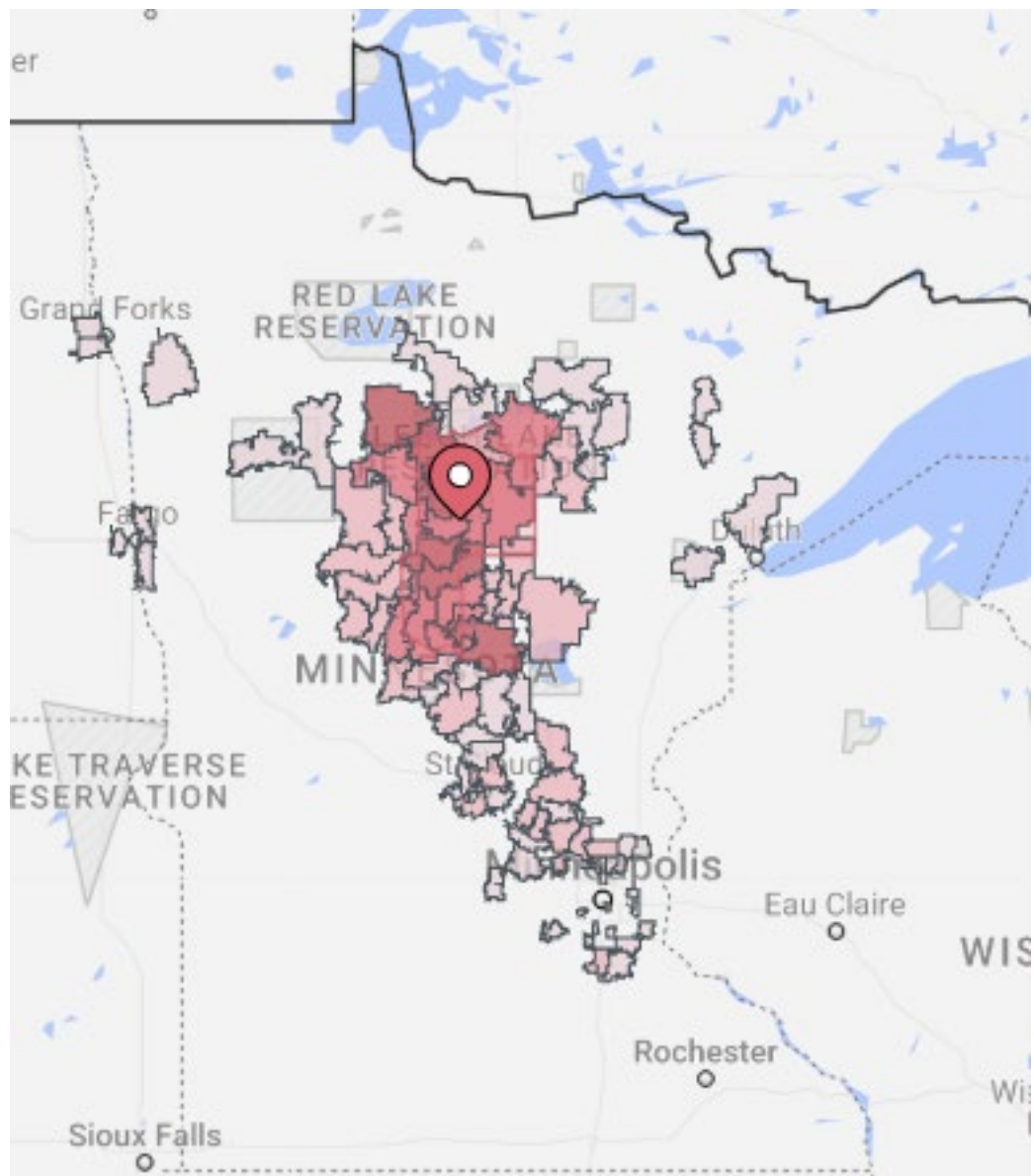
- Concentrated in Cass County and surrounding areas
- Reaches into North Dakota, South Dakota, and Wisconsin
- Fargo, Duluth, St. Cloud, and Twin Cities Metro Areas



Cass County Residents, Work Location, 2024
DeeDee LeMier, Community Economics

Home locations for Cass County Employees

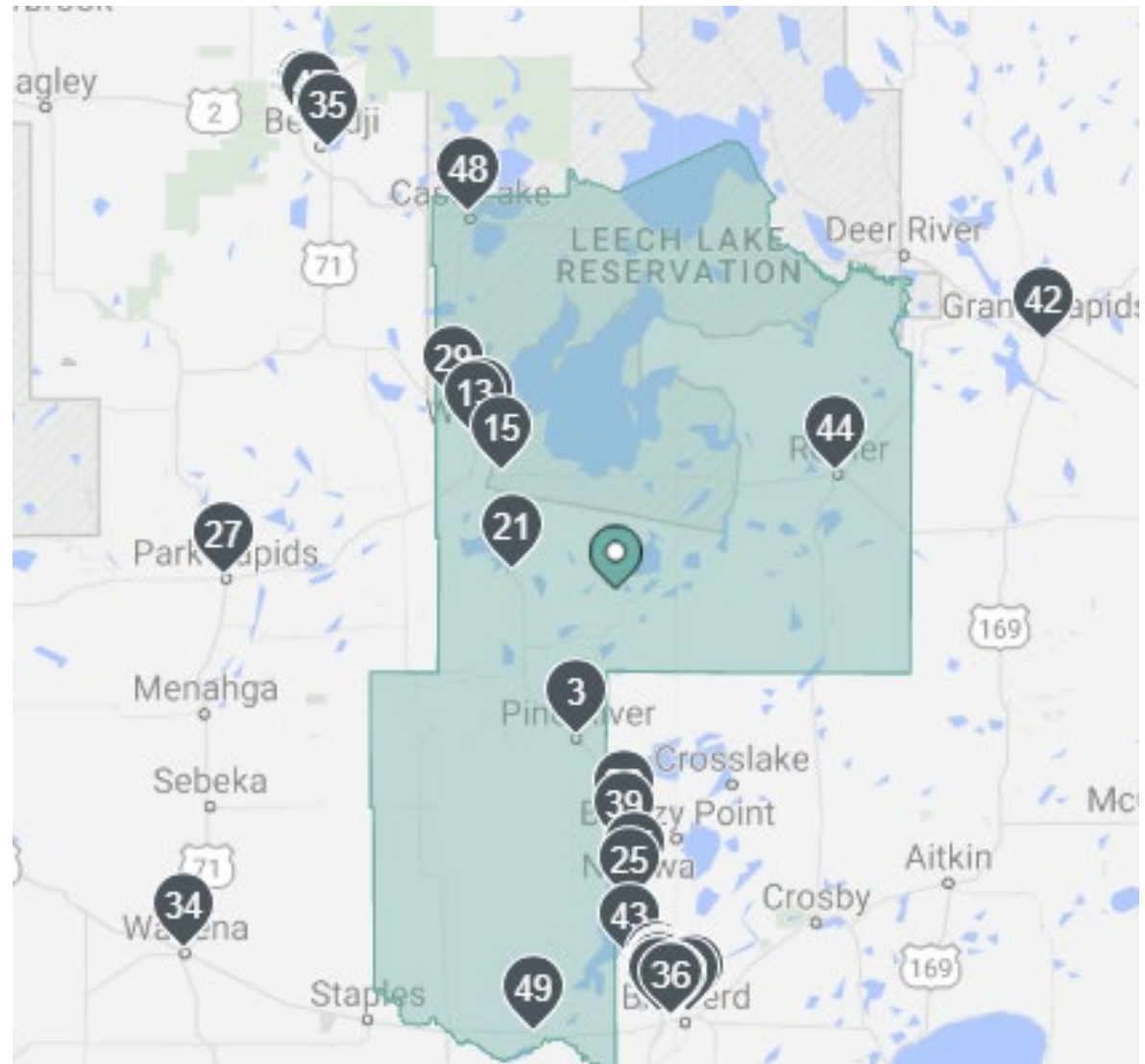
- Concentrated in Cass County and surrounding areas
- Greater concentration of home locations in Central Minnesota and the northern Metro area



Cass County Employees, Home Location, 2024
DeeDee LeMier, Community Economics

Where do Cass County residents go out to eat?

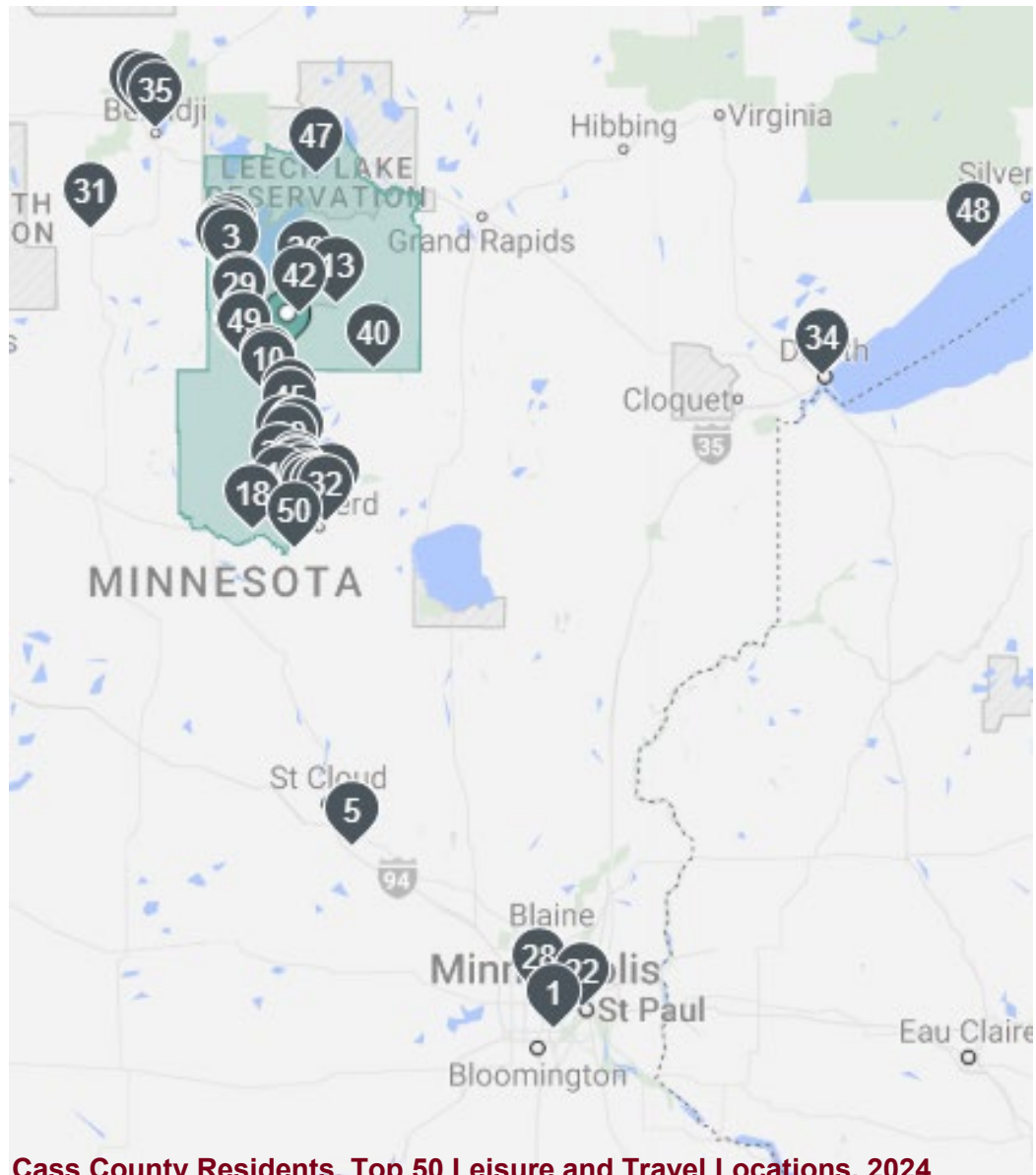
- Dining options along 371 are frequent choices
- Brainerd/Baxter
- Neighboring small cities and towns



Cass County Residents, Top 50 Favorite Dining Locations, 2024
DeeDee LeMier, Community Economics

How far do Cass County residents go to play?

- High volume of recreational visits within the county
- MSP Airport
- Duluth and North Shore
- Bemidji

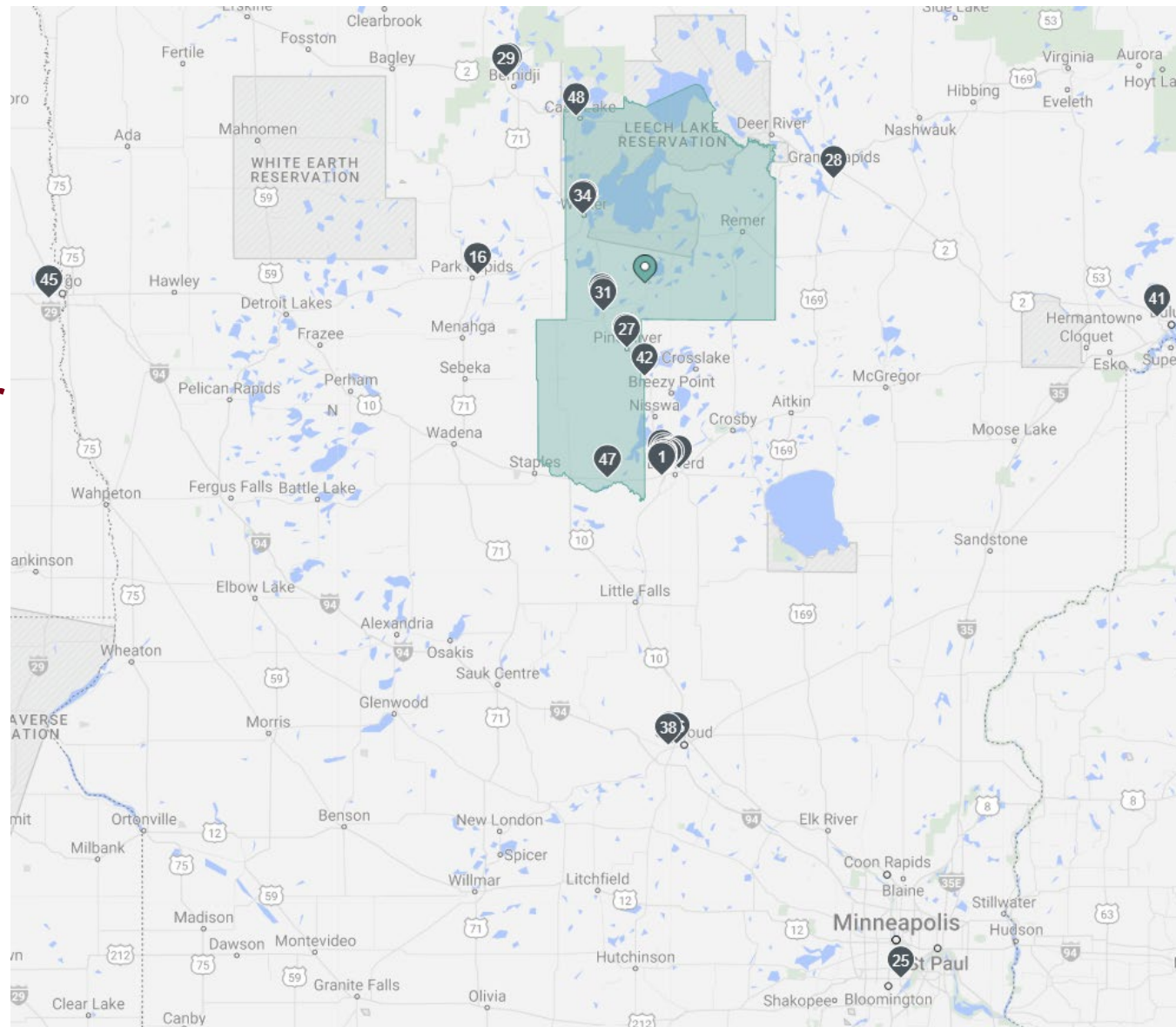


Cass County Residents, Top 50 Leisure and Travel Locations, 2024
DeeDee LeMier, Community Economics



How far do Cass County residents go for retail and shopping?

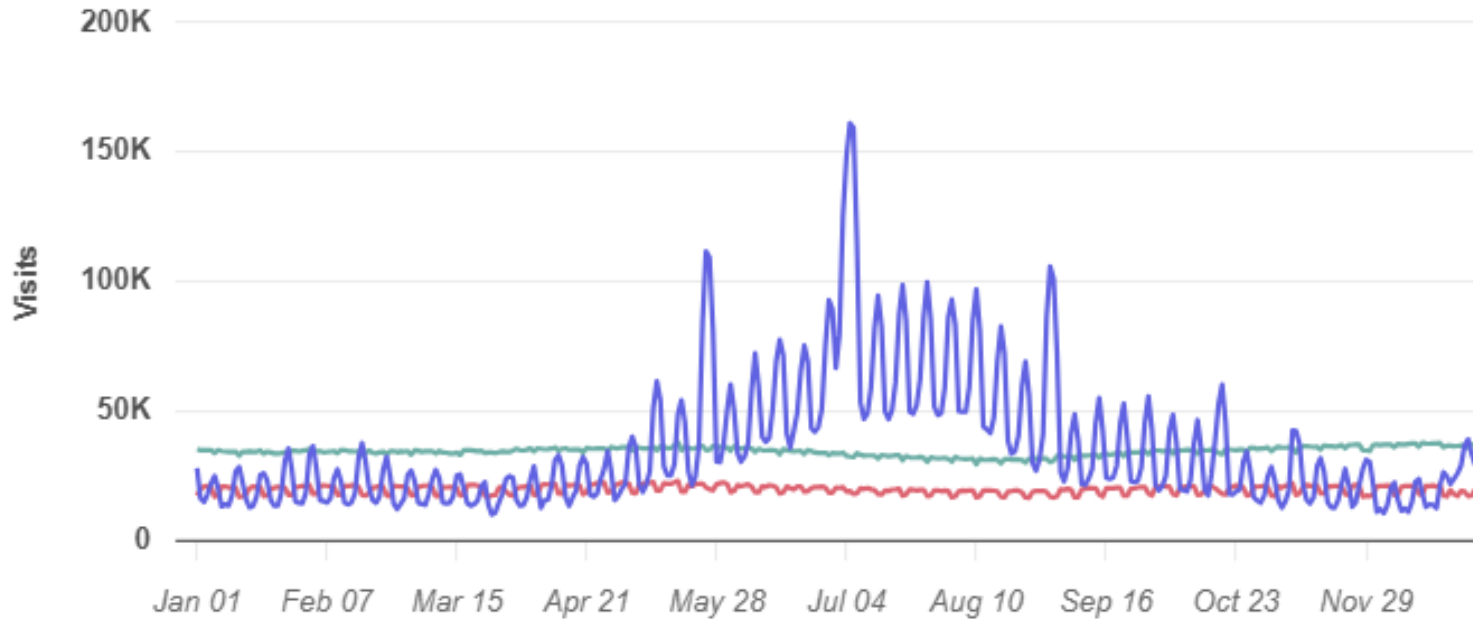
- Brainerd/Baxter
- Westgate Mall, Fargo
- Mall of America
- Bemidji
- Miller Hill Mall, Duluth



Cass County Residents, Top 50 Retail and Shopping Locations, 2024
DeeDee LeMier, Community Economics



Cass County: Who do you bump into in February vs. July?



Daily | Visits | Jan 1st, 2024 - Dec 31st, 2024
Data provided by Placer Labs Inc. (www.placer.ai)

Red: Residents

Blue: Visitors

Green: Employee



NATURE TRAILS

- 1 Pembina Gorge State Recreation Area (multi-use)
- 2 Icelandic State Park
- 3 Leistikow Park
- 4 Jay Wessels WMA
- 5 Tetrault Woods State Forest

CAMPING

- 6 Mt. Carmel Dam
- 7 Homme Dam
- 8 Park River East Meadow Campground
- 9 Fort Daer Landing & Recreation Area
- 10 Schumacher Park
- 11 Langdon City Park
- 12 Walhalla Riverside Park
- 13 Icelandic State Park
- 14 Leistikow Park
- 15 Pembina Gorge (Coming 2021)

MUSEUMS

- 16 Pembina County Historical Museum
- 17 Blessing Museum
- 18 Pioneer Heritage Center
- 19 Cavalier County Dresden Museum
- 20 Pembina State Museum
- 21 Walsh County Historical Museum
- 22 Heritage Village

HISTORIC SITES

- 23 Gingras Trading Post
- 24 Kittson Trading Post
- 25 Pisek School
- 26 RSL #3 Missile Site
- 27 Elmwood House
- 28 Warsaw-St. Stanislaus Church

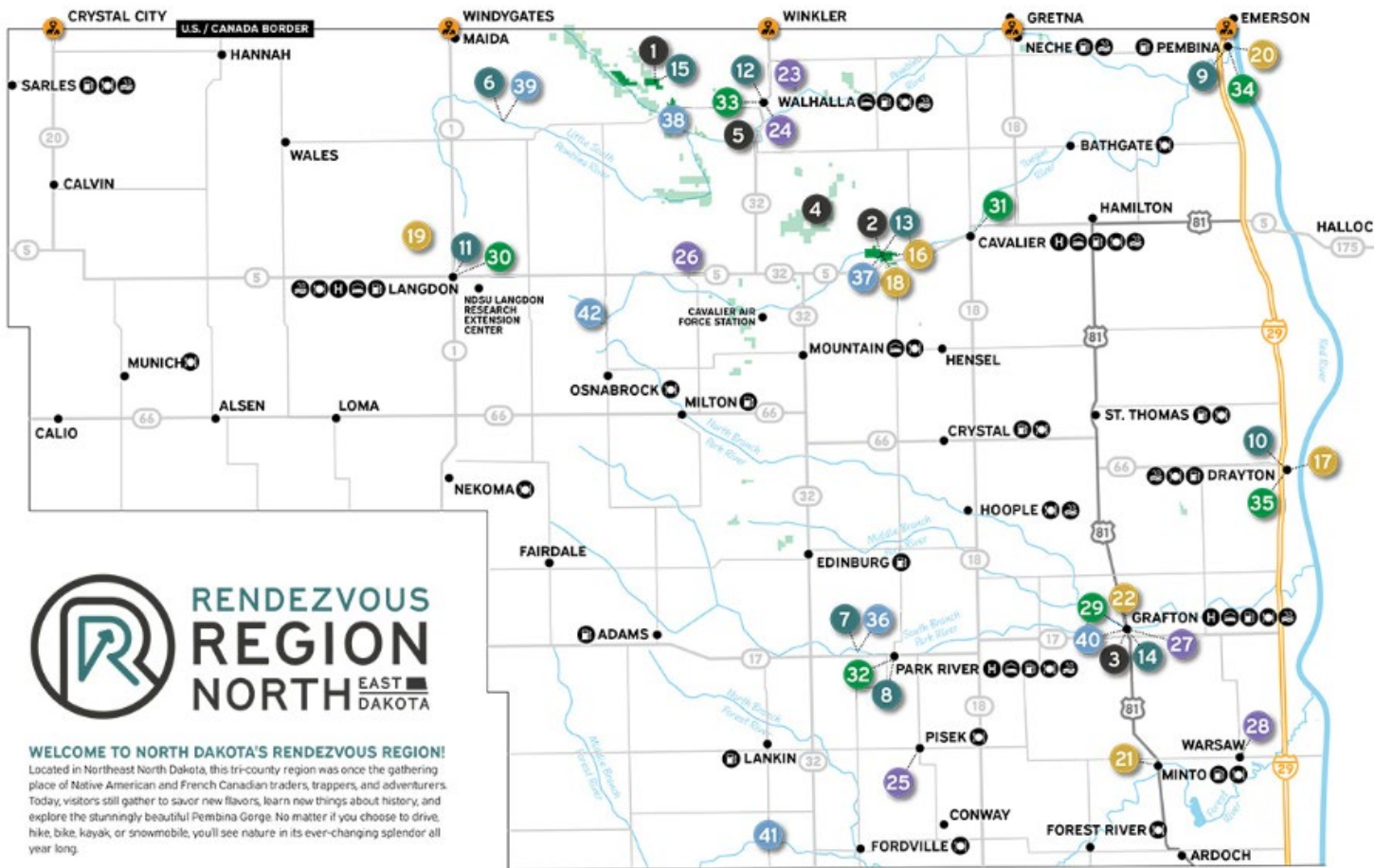
GOLF COURSES

- 29 Grafton: Fair Oaks Golf Course
- 30 Langdon: Langdon Country Club
- 31 Cavalier: Cavalier Country Club
- 32 Park River: Hillcrest Country Club
- 33 Walhalla: Walhalla Country Club
- 34 Pembina: La Moure Memorial Golf Course
- 35 Drayton: Drayton Golf Course

BOATING/KAYAKING/ PADDLEBOARDING/FISHING

- 36 Homme Dam
- 37 Renwick Dam (Icelandic State Park)
- 38 Pembina River
- 39 Mt. Carmel Dam
- 40 Leistikow Park
- 41 Matejcek Dam
- 42 Senator Young Dam

- H Hospital
- L Lodging
- G Gas
- F Food
- P Pool
- U.S. / Canada Border Crossing



WELCOME TO NORTH DAKOTA'S RENDEZVOUS REGION!
 Located in Northeast North Dakota, this tri-county region was once the gathering place of Native American and French Canadian traders, trappers, and adventurers. Today, visitors still gather to savor new flavors, learn new things about history, and explore the stunningly beautiful Pembina Gorge. No matter if you choose to drive, hike, bike, kayak, or snowmobile, you'll see nature in its ever-changing splendor all year long.

MIDDLE OF EVERYWHERE

How can we make local decisions while at the same time respect the reality of lives?

The REGION is the primary unit of interest

Mayor, how do you market your town if you don't know what's going on around you?



WHAT CAN YOU DO?

- Consider resident recruitment as a possible outcome in your marketing efforts
- Learn about newcomers in your community
- Consider that some visitors might be looking for this information already...make it easy to find when they arrive



THE COMMUNITY IS WELCOMING OF NEW RESIDENTS BY THOSE LIKELY TO STILL LIVE IN COMMUNITY IN 5 YEARS

The Community is Welcoming	Likely to Live Here in 5 Years
Strongly agree	86%
Agree	77%
Disagree	68%
Strongly Disagree	44%
All respondents	78%

resident recruitment

Community Development

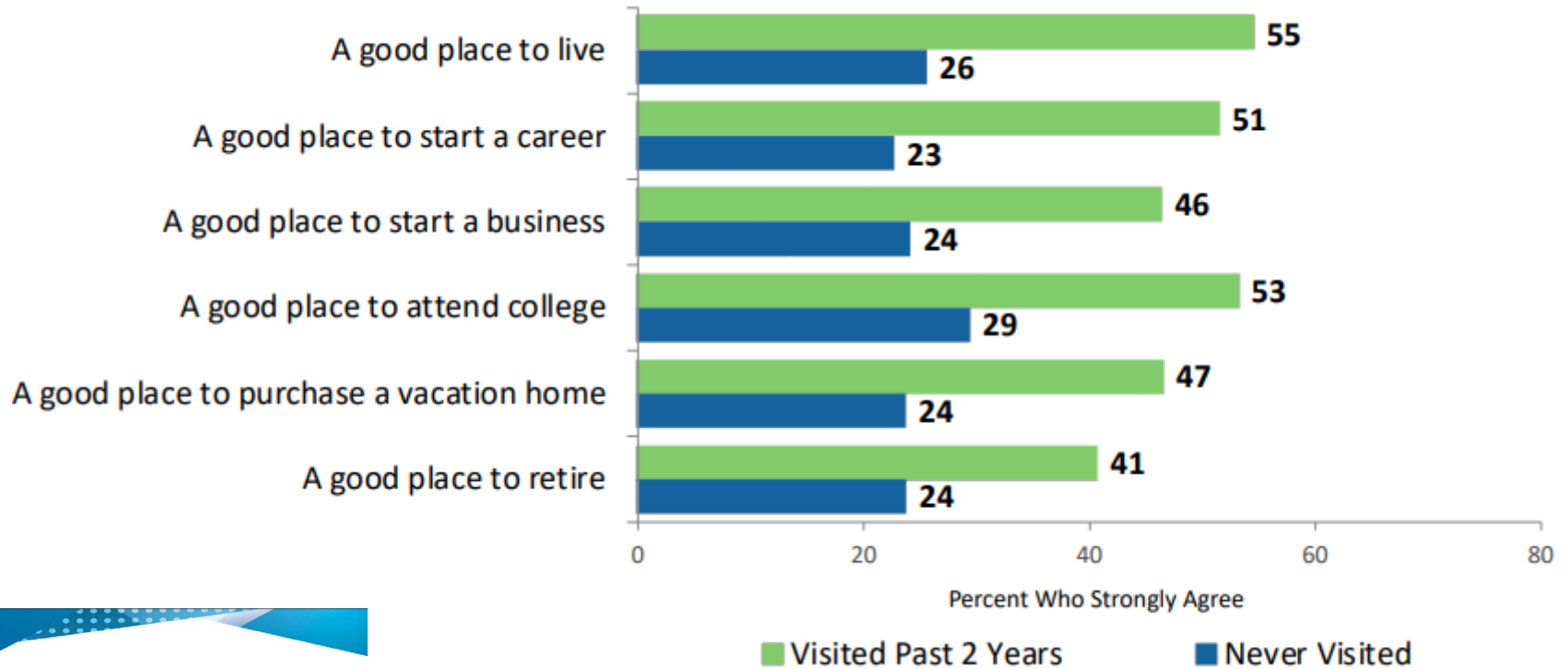
Economic Development

Tourism

On the Map – Over the Edge – Welcome Home



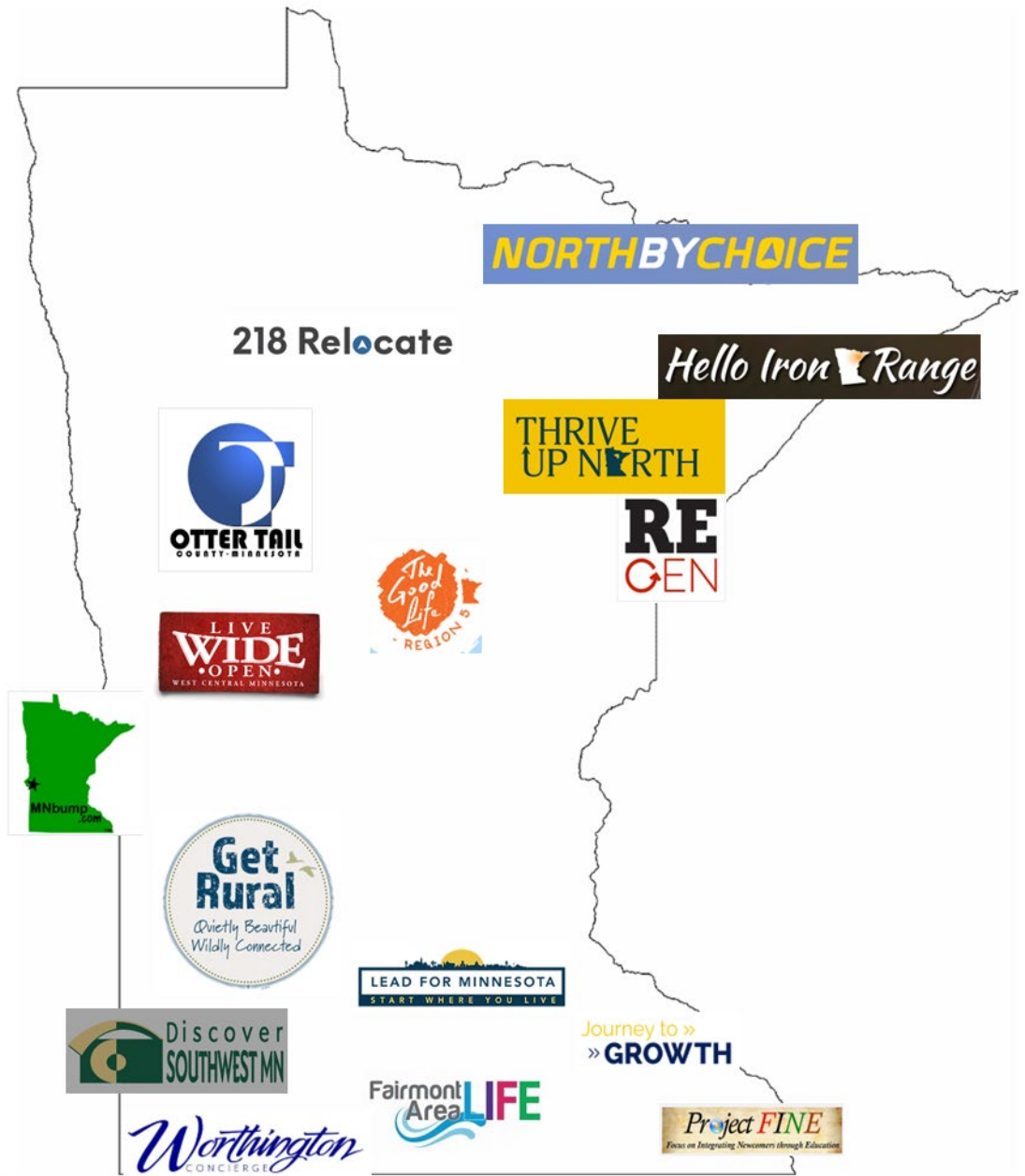
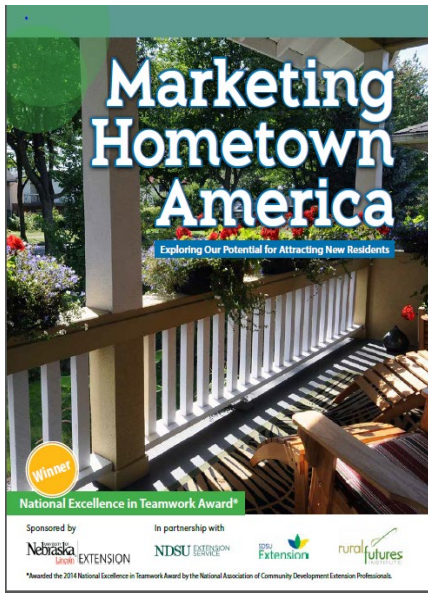
HALO EFFECT: VISITATION AND IMAGE



Longwoods
INTERNATIONAL
2023
Minnesota
Halo Effect Research



Resident Recruitment Efforts In Minnesota



resident recruitment

The coordinated economic and community development actions needed to identify, attract, and invite new residents moving to the region.

- Distributes recruitment (and retention) costs across the communities.
- In a tight labor market...**labor has the power to choose.** Why will they choose your town over another? Seems everything but the job matters...
- The **LIFE-WORK** balance



resident recruitment

Invitations

- Graduates / class reunions
- Tourism locations - narrative
- Media / Facebook / Google Ads

- Existing resident networks – lift up voices of newcomers

- Narrative matters here!



**HAWKEYE
REAL ESTATE**

We created a fake real estate office in Manhattan

0:01 / 4:03

This Is Iowa: Real Estate Stunt in NYC

24,880 views • Jun 17, 2019

191 DISLIKE SHARE DOWNLOAD CLIP SAVE ...

All From your search Listenable Related

<https://www.youtube.com/watch?v=R3FPtb2v6Zc>

resident recruitment

Incentives

The logo for 'tulsa remote' is displayed in white text on a dark blue rectangular background. The word 'tulsa' is on the top line and 'remote' is on the bottom line.

- Land, utility waiver, tax credits
- Cash, moving costs, down payment
- Bicycles / park passes
- Co-working spaces

- Community incentives can stack here with occupational incentives (lawyers, doctors, public service workers)



resident recruitment

economic supports

- Broadband
- Child care
- Remote workforce training
- Co-work space, self-employment support
- Business Succession programs
- Spousal employment
- Regional housing inventory

There is a tension here with housing



resident recruitment

Welcoming

Front lines: Real estate agents, property managers, city clerks, school districts

- Front line narrative training program
- Concierge service
- Welcoming Communities program
- Grab-a-bite (Otter Tail county)
- Newcomer supper



resident recruitment

Involving

- Making it Home program
- Regional events and organizations
- Involvement starts with a small request
- Make room for newcomers to “leave their mark” for themselves



The Key: INTERACTION





UNIVERSITY OF MINNESOTA EXTENSION

Driven to DiscoverSM



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