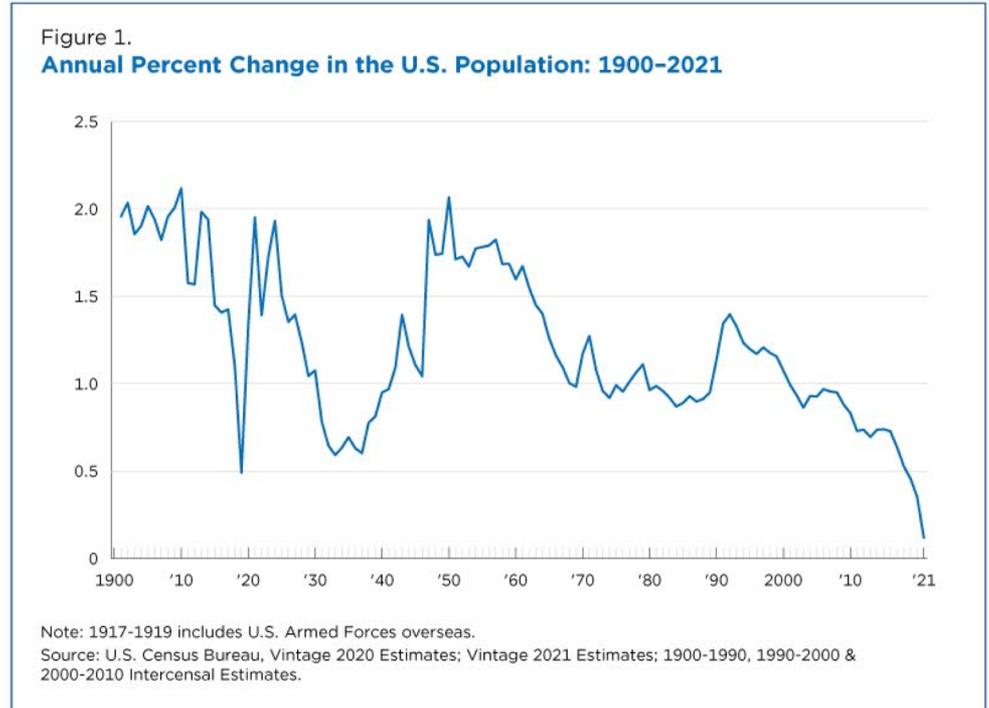


Economic Development Through People

U.S. Population Growth is Slowing

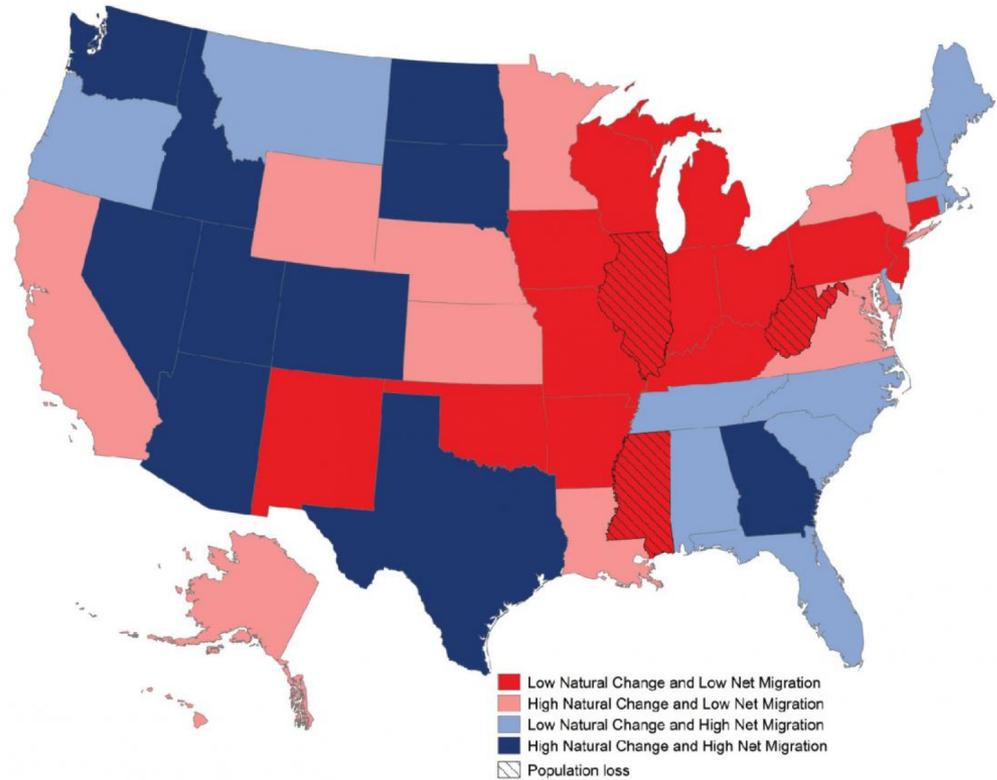
The year 2021 is the first time since 1937 that the U.S. population grew by fewer than one million people, featuring the lowest numeric growth since at least 1900, when the Census Bureau began annual population estimates.



Source: <https://www.census.gov/library/stories/2021/12/us-population-grew-in-2021-slowest-rate-since-founding-of-the-nation.html#:~:text=U.S.%20Population%20Grew%200.1%25%20in,Since%20Founding%20of%20the%20Nation&text=A%20.,organization%20in%20the%20United%20States.>

Communities Are in Competition for Talent

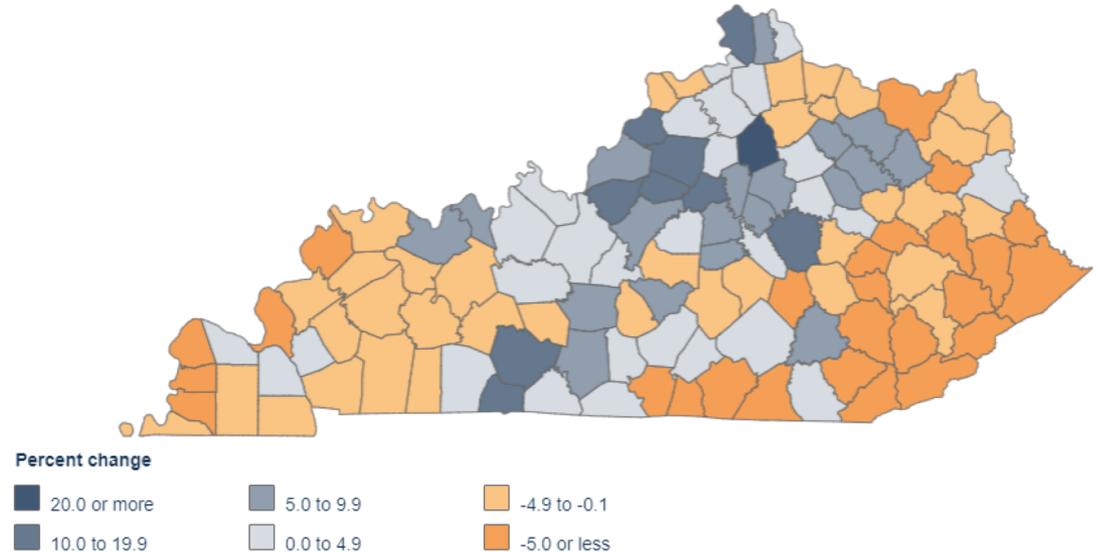
Every year, states and municipalities spend \$70B to grow their economies, but most of these dollars are focused on attracting employers, not people.



Kentucky Population Growth is Slowing

Over half the counties in Kentucky saw a decline in population from 2010 to 2020.

Percent Change in Population for Kentucky Counties: 2010–2020



The Market for Remote Workers has Exploded

2019:
5 million
remote workers



Over 12 million remote workers are expected to move in the next 3 years

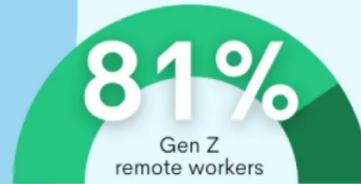
2023:
30 million workers
to remain full-time
remote after the
pandemic

Remote Work is here to *Stay*

58%

of remote workers say they will look for a new position that offers remote flexibility if their current employers don't extend this benefit once the pandemic ends.

Gen Z and Millennials especially value remote work.



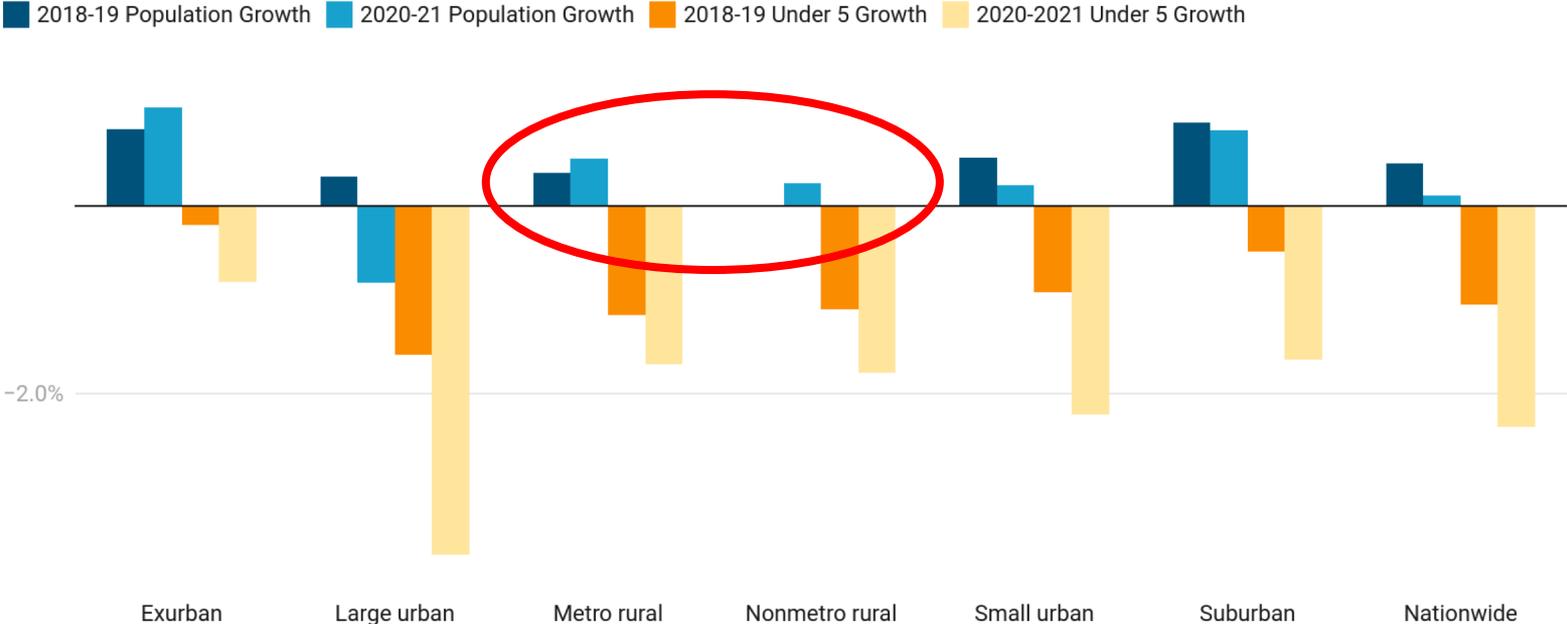
would seek employment elsewhere if remote work benefits ended in their current jobs.



Remote Worker Survey, June 2021 | www.MakeMyMove.com

There is hope for Rural America!

Growth rates by age, 2018-19 and 2020-21

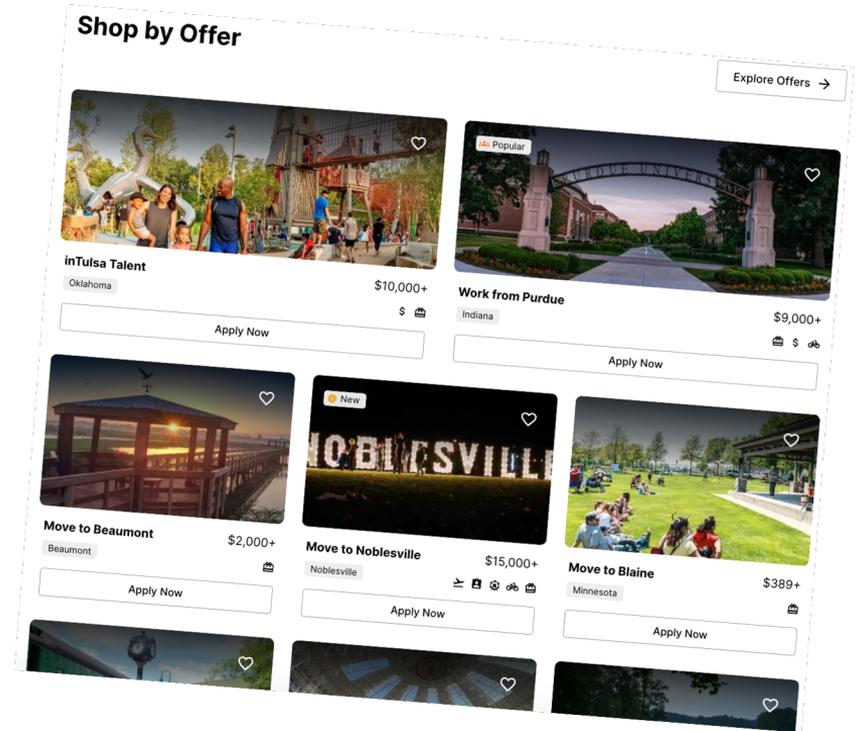
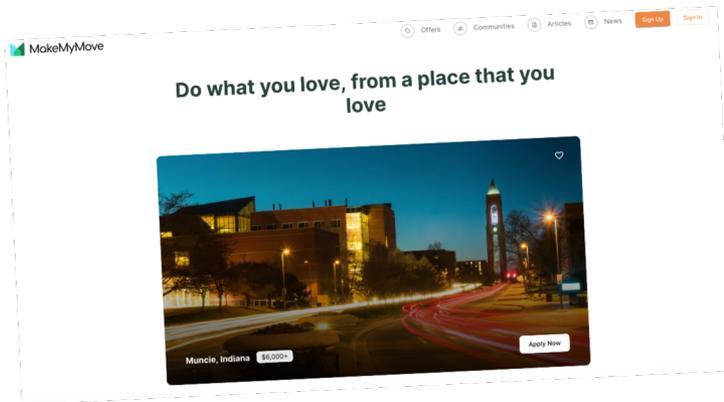


Source: Economic Innovation Group, <https://eig.org/family-exodus/>

Demand is High

MakeMyMove.com stats (since Jan '21):

- **1.7 million** unique visitors
- **120,000** registered users and applicants
- **162** communities



Remote workers are valuable

- Incremental taxpayer
- Incremental consumer
- New addition to the local talent pool
- They bring a job *with* them!

Other Benefits...

- 70% bring a spouse with them
- Average household size is 2.48
- Funding for schools when they bring children
- New leadership

Why are communities adopting remote worker recruiting?

- Economic development through people
- Average wages are 2.5 - 3X manufacturing
- Lower investment for higher and faster return
- Targeted and precise
- Rural communities can participate
- Addresses workforce and population growth

ROI - Owensboro

Our economic model was developed by the Indiana University Public Policy Institute. We calculate the value of each individual household that relocates to your community so you have a precise understanding of the economic impact of your program.

THE WORKER



Occupation:

Software Engineer



Current Location:

San Francisco



Annual Income:

\$100,000



Age:

28



Household Size:

2

THE IMPACT

\$84,898

Annual Economic Output

\$5,156

Annual Tax Contribution

.51

Local Job Created

\$499,097

Net Present Value (7 years)

Mover Demographics (Indiana Programs)

- Average household size is 2.3
- 51% of our movers have a spouse
- 31% of spouses are also confirmed income earners in the household and possible workers for local employers
- 54% of movers did not have a prior tie to the community where they moved.
- Movers to Indiana came from 27 different states, including DC, and 4 countries (Costa Rica, Ecuador, Scotland, Columbia).

Community Marketing Themes - Hope and Pride

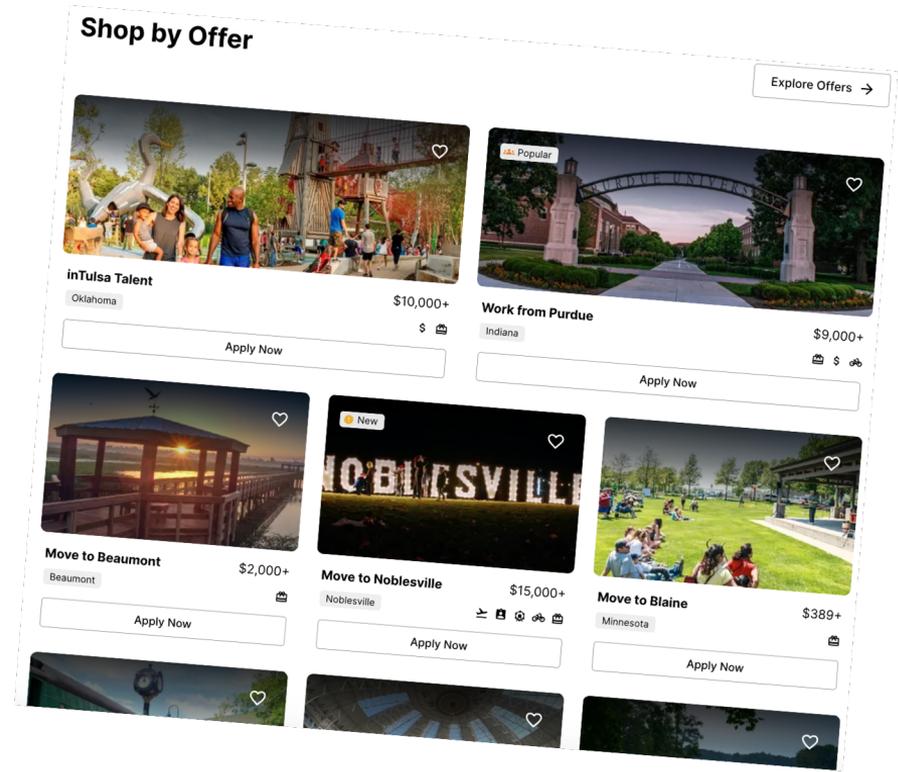
- Welcoming to new residents
- Opportunities for connection
- Improving the community
- Investment in the community
- Potential to be your happy place

Community Marketing



Keys to a Successful Program

- Know your audience
- Create a compelling pitch
- Have a process in place to welcome applicants
- Programming to retain them, not just attract them
- Community participation



Thank you!