





Chautauqua County's Talent Attraction & Retention Marketing Campaign

Presented by:

County of Chautauqua Industrial Development Agency Chautauqua County Partnership for Economic Growth









Live CHQ Development Team

















Chautauqua County Partnership for Economic Development (CCPEG)

Chautauqua County Visitors Bureau

Chautauqua County Government

Block Club (Content Marketing)

Clevermethod (Web Developers)



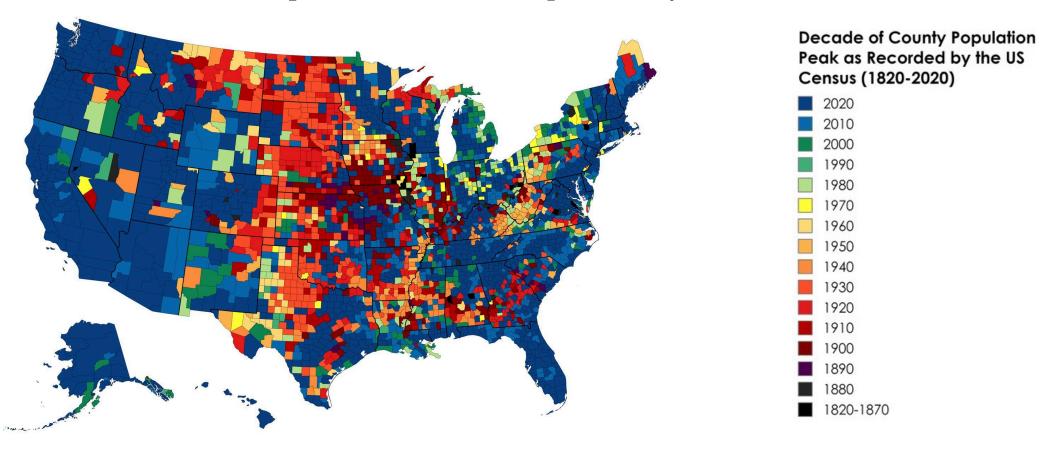








Overall Population in Chautauqua County Peaked in the 1970s



Created with mapchart.net





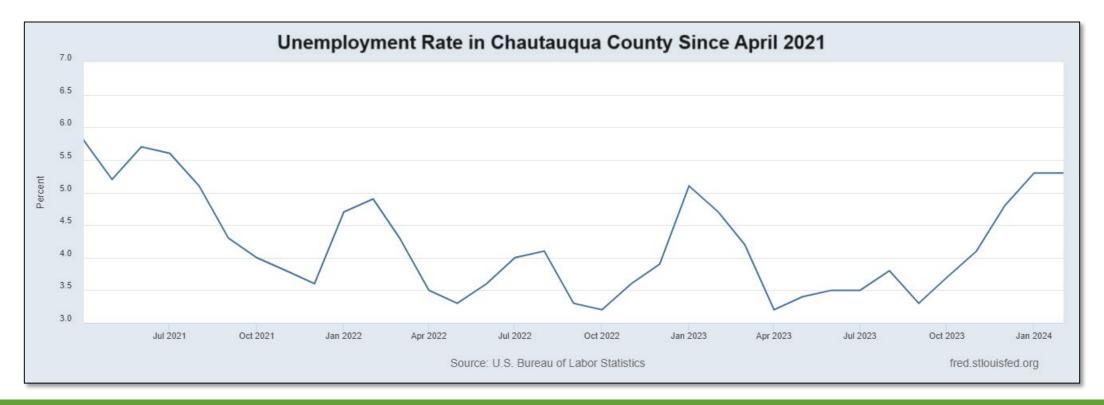






Despite Population Loss, Job & Career Opportunities Persist

There are many open job positions in various sectors. The biggest challenge for our businesses is filling these open jobs. Since April 2021, unemployment has been below 6%. This means there is a worker shortage that only attraction will reverse.













The National Talent Problem

The New York Times

America's Biggest Economic Challenge May Be Demographic Decline













Top Factors When Considering Relocation





7.4
Housing Availability













6.4
Outdoor Recreational
Opportunities





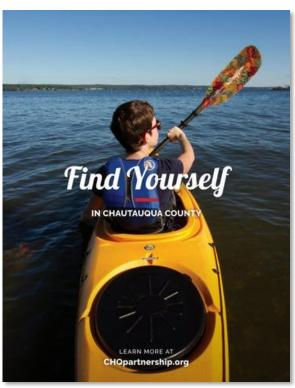








CCPEG and CCIDA Initiate Talent Attraction and Retention Plan



Following several meetings and discussions involving population loss and the need to attract and retain talent within the county, CCIDA, CCPEG, and other key stakeholders began work to address population decline.

- 2019 Relocation Guide published to highlight county.
- 2019 Engaged DCI, a talent attraction marketing consultation firm
- 2020 Initial conversations held with Block Club about potential Talent Attraction & Retention Marketing Campaign.
- 2022 CCIDA and CPEG create Marketing & Communications position to focus on campaign. Funding secured and RFP sent out to help develop and launch campaign.
- 2023 Block Club selected to develop campaign, Clevermethod hired to create new website for campaign and CCIDA and its affiliate agencies.











Financial Support for the Campaign

- In 2021, Chautauqua County was awarded \$24.6 million in American Rescue Plan Act (ARPA) funding, of which \$4.3 million was allocated by the Chautauqua County Executive and Legislature for economic development-related projects. Of that amount, CCPEG received \$500,000 for a multitude of economic development-related projects, with a portion of that being used for talent attraction & retention efforts.
- Also in 2021, the **Ralph C. Wilson, Jr. Foundation** awarded \$1.05 million to CCPEG for a variety of community economic development efforts, with a portion being used for developing and initiating a talent attraction & retention campaign.















Research other Talent Attraction & Retention Efforts in the Region

Be In Buffalo, an initiative of Invest Buffalo Niagara















Block Club and Clevermethod selected in December 2022 following RFP process

- In the Fall of 2022, CCIDA and CCPEG put out an RFP, seeking proposals for developing and launching a talent attraction and retention marketing campaign and for development of a new website.
- Block Club (Buffalo, NY) was selected to lead the marketing effort and Clevermethod was selected for the website redesign.



Block Club

Project Summary In 2023, the County of Chautauqua Industrial Development Agency (CCIDA) and the Chautauqua County Partnership for Economic Growth (CCPEG) will begin a campaign to attract new residents and skilled professionals to assist with workforce development efforts and enrich the Chautauqua community; the campaign should also help retain current residents, engaging them in ways that encourage them to value and take pride in all that Chautauqua County has to offer.









2023: Developing Live CHQ Marketing Effort

Throughout 2023, Block Club worked with the CCIDA and CCPEG Team to develop Live CHQ by visiting the county and meeting with key stakeholders during the "Discover Phase" to determine the focus of the campaign.















Discover Phase Results

• Target Audience: Block Club finds focus of campaign is with Young Families, Active Adults, and Professionals with a passion for Outdoor Recreation and Cultural & Community Experiences who currently reside outside of Chautauqua County (Attraction). County Residents are a secondary target audience (Retention).

Key Themes of Campaign

- Outdoor Recreation Hub
- Affordable Cost of Living
- Vibrant Cultural Community
- Economic Opportunity















Creating Digital Campaign Assets

Once the Target Audience and Campaign Themes were finalized, Block Club then went to work on creating the campaign assets, including the Live CHQ logo







Digital Ads and a "Hero" Video were also produced – sourcing material from our own archives and a variety of organizations and local attractions including the **Chautauqua County Visitors Bureau**, **Chautauqua Institution**, **National Comedy Center**, **Robert H. Jackson Center**, and more.









Unifying CCIDA, CREDC, CRC Under Single "Choose CHQ" Brand

Block Club also worked with the CCIDA and CCPEG team to create a new brand and logo that unified all three development agencies.



















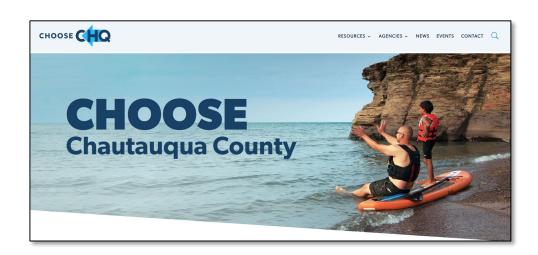


Live CHQ and Choose CHQ Website Development in Late 2023 and Early 2024

Website developer **Clevermethod** was hired to create the **Live CHQ** campaign website, and also to assist with unifying the CCIDA, CCPEG, and other component agencies into a single Internet location: **Choose CHQ**.















April 2024: Live CHQ Campaign Officially Launches!











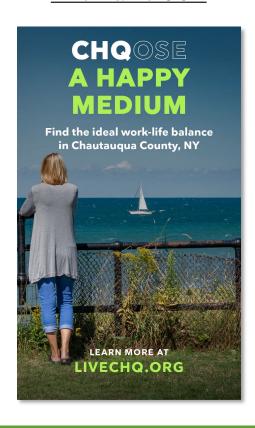
Marketing Live CHQ: "Choose Your Own..." Theme with a "CHQ" Twist

Outdoor Recreation

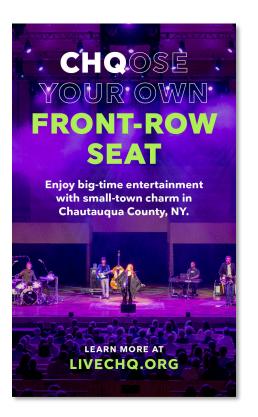




Affordable COL



<u>Cultural Communities</u>



Economic Opportunity







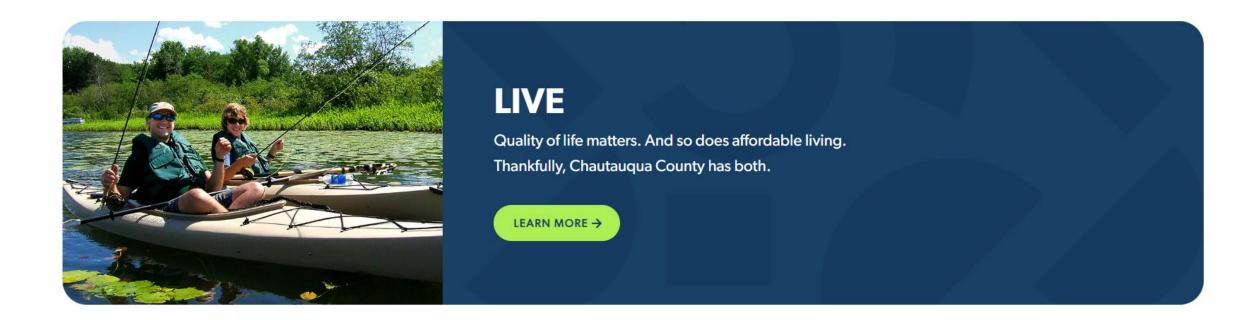






LiveCHQ.org

Focus Area 1: Quality of Life & Affordable Living











LiveCHQ.org

Focus Area 2: Career & Employment Opportunities











LiveCHQ.org

Focus Area 3: Our People & Communities



COMMUNITY

Offering a unique blend of cultural, historical, educational, and recreational attractions and activities, the choice is simple: Choose CHQ, Live CHQ.

LEARN MORE →











ChooseCHQ.com

The new online home of CCIDA, CREDC/CCPEG, and CRC



















Talent Attraction & Retention Steering Committee



Nate Aldrich, CCIDA / CCPEG

Bryan Boleratz, Prevention Works

Ellen Ditonto, Jamestown Board of Public Utilities

Alicia Ekstrom, The Chautauqua Center

Justin Gould, Chautauqua County Government

Stephanie Nick, Chautauqua County Planning and Development

Brian Pender, Northlake Development/Chautauqua Lake Dental

Jason Sample, CCIDA / CCPEG

Scott Shelters, Chautauqua County Visitors Bureau

Monica Simpson, CCPEG

Denise Szalkowski, Chautauqua County Chamber of Commerce









Geared Toward Assisting Stakeholders



Campaign Created to Assist Businesses with Attracting Talent

- Use the LIVE CHQ website in your email signatures
- Familiarize yourself with our websites and social media
- Be a brand ambassador share our positive content
- Reach out with questions or if you have input on the campaign

Connecting to HR and Hiring Managers within the County

- Complete questionnaire
- Will be included in future outreach efforts

Chautauqua County-themed Recruitment Baskets for New Employees to the Area

• \$50 and \$100 options available for purchase through the Chautauqua County Chamber of Commerce

Rolling out a Workforce Ambassador Program











Be a Brand Ambassador

Let's make our video go viral! #LIVECHQ



facebook.com/LiveCHQ







Thank You!

LIVE





LiveCHQ.org





