

How Amenities and Quality of Life Create Vibrant Local Economies

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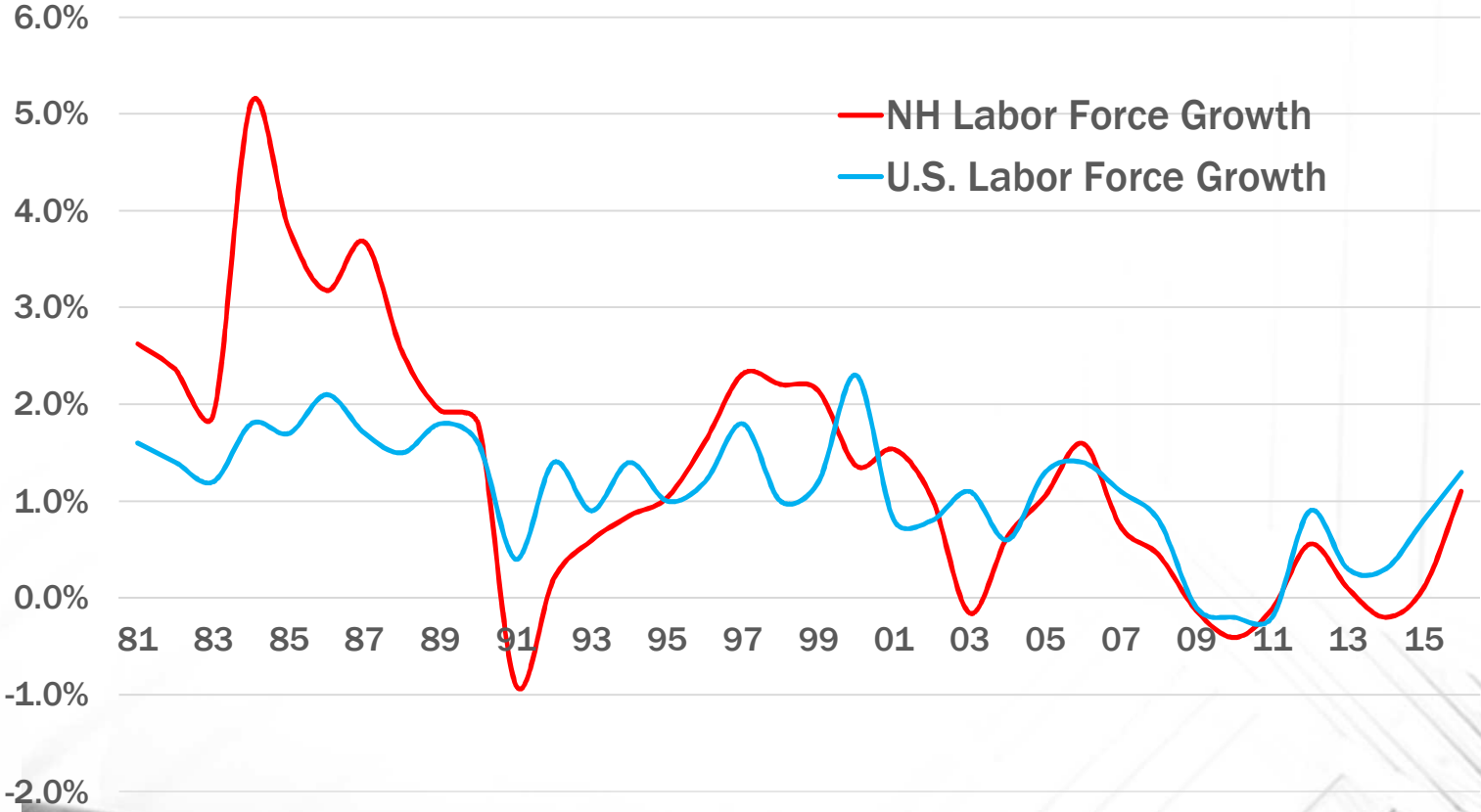


Now is the Time to Recognize the Importance of Quality of Life and Design as an Economic Development Strategy

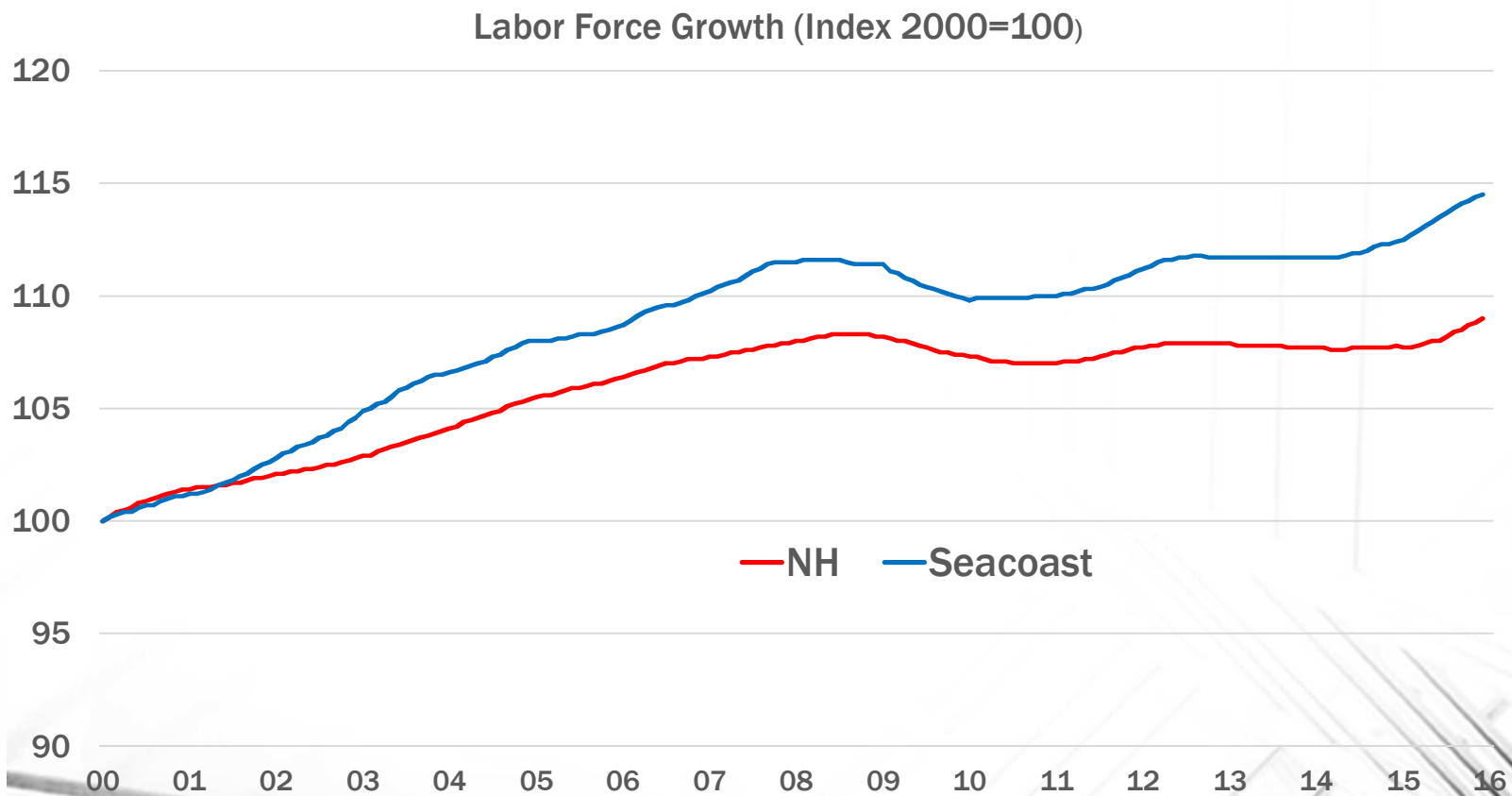
- Economic Development is Being Turned Upside Down – From Jobs Attracting People to People Attracting Jobs
- Growth is More Divergent Among Communities – “Quality of Life,” Amenities, and Services are Largely Responsible
- Labor Availability (Especially Skilled & Well-Educated) is the Most Valuable Resource for a Vibrant Economy and...
- Community Amenities and/or “Quality of Life” is the Key to Keeping and Attracting Skilled, Well-Educated Labor
- But the Links, or Path, Between “Quality of Life” and Vibrant Economies is Not Clear to Many Citizens and Policymakers

Slower Labor Force Growth is the Primary Reason For NH's Slower Economic Growth This Past Decade and the Loss of the "NH Advantage"

Annual Labor Force Growth

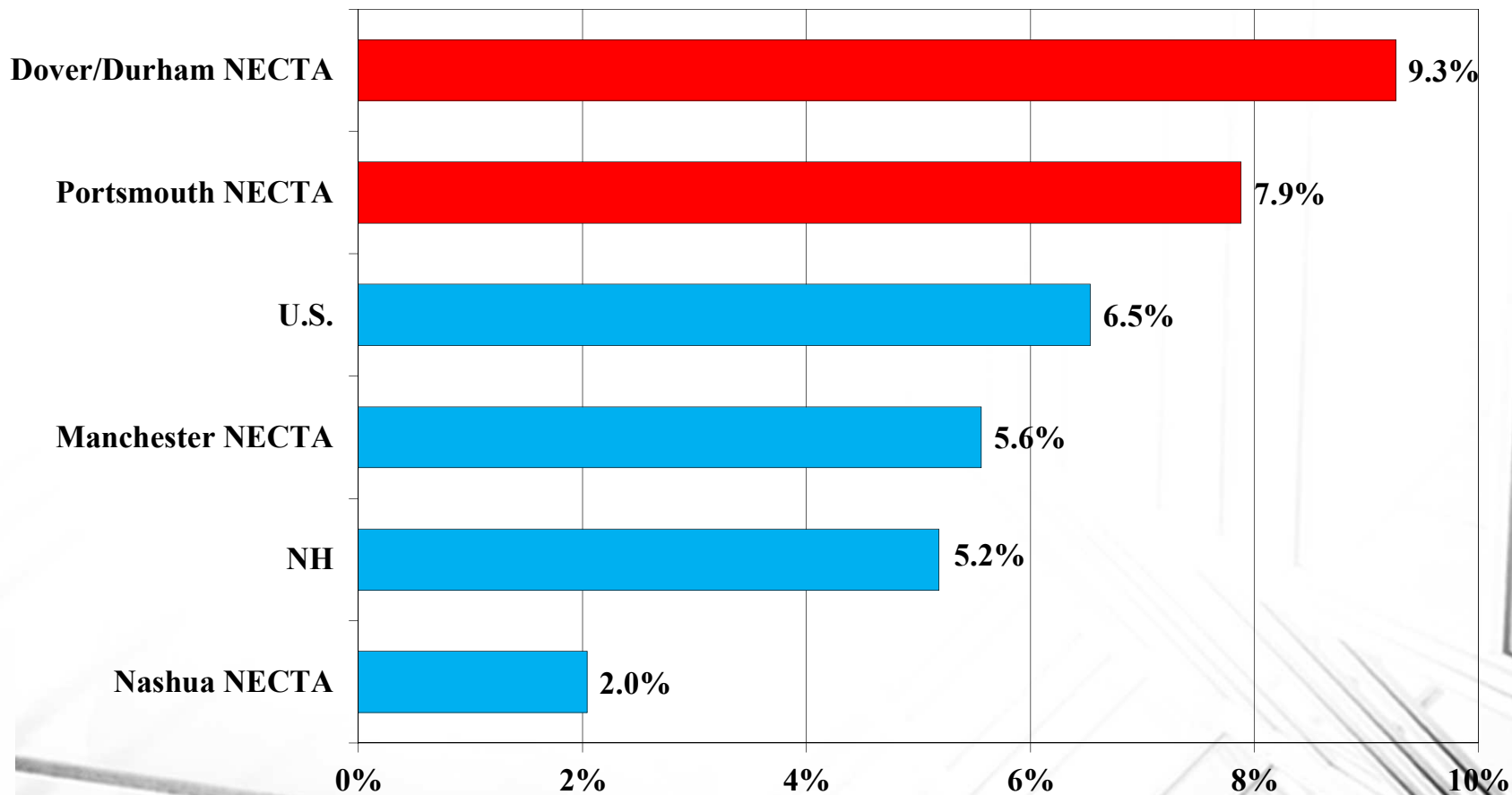


NH is Not Monolithic! Regions that Attract People and Grow Their Labor Force Have Stronger Emp. And Economic Growth. Why is Economic Development Not as Focused on Attracting People as it is on Attracting Businesses?



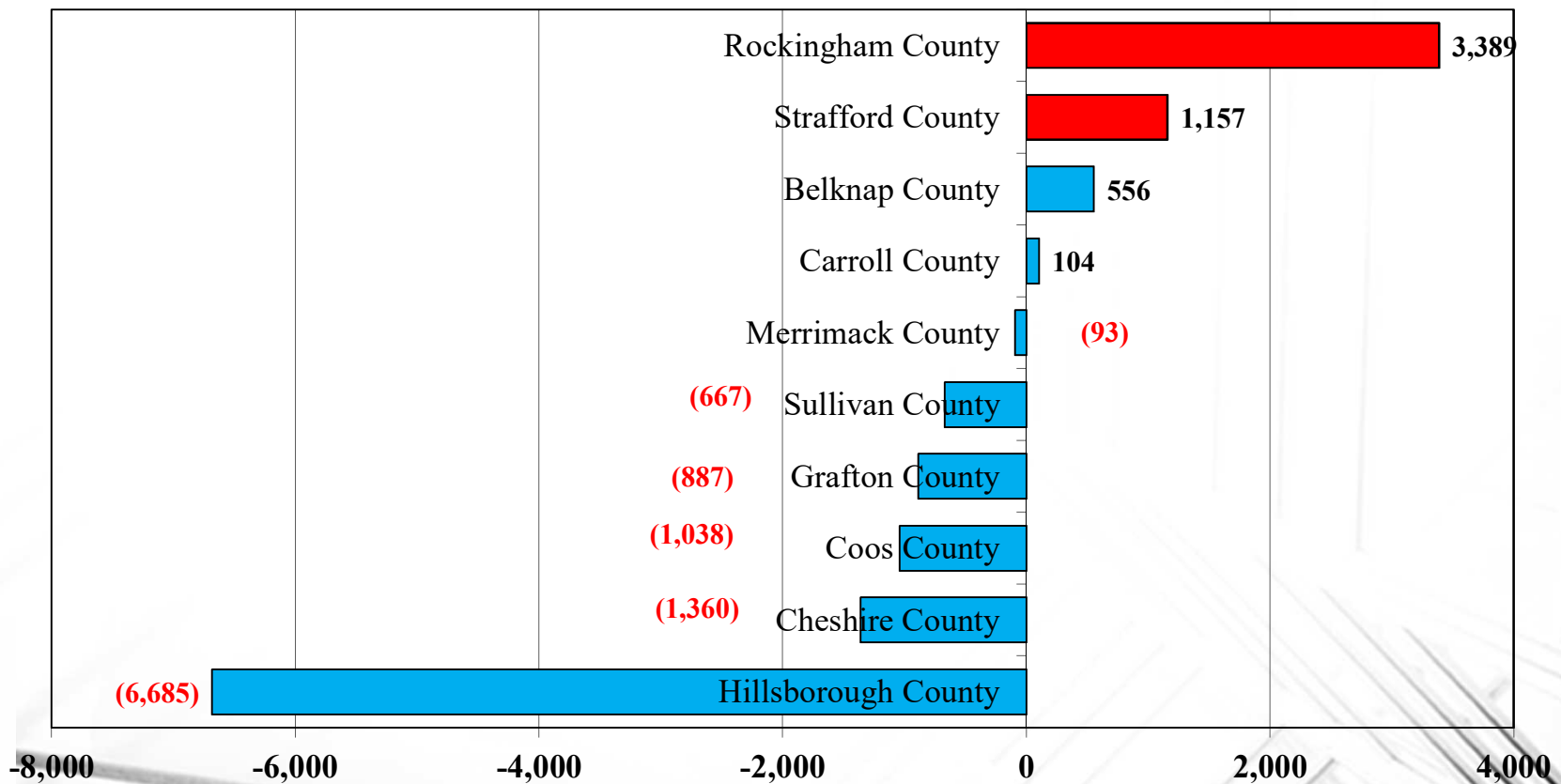
The Seacoast's Success in Attracting People Has Been the Key to Attracting and Growing Jobs in the Region

Job Growth 2005 to 2015

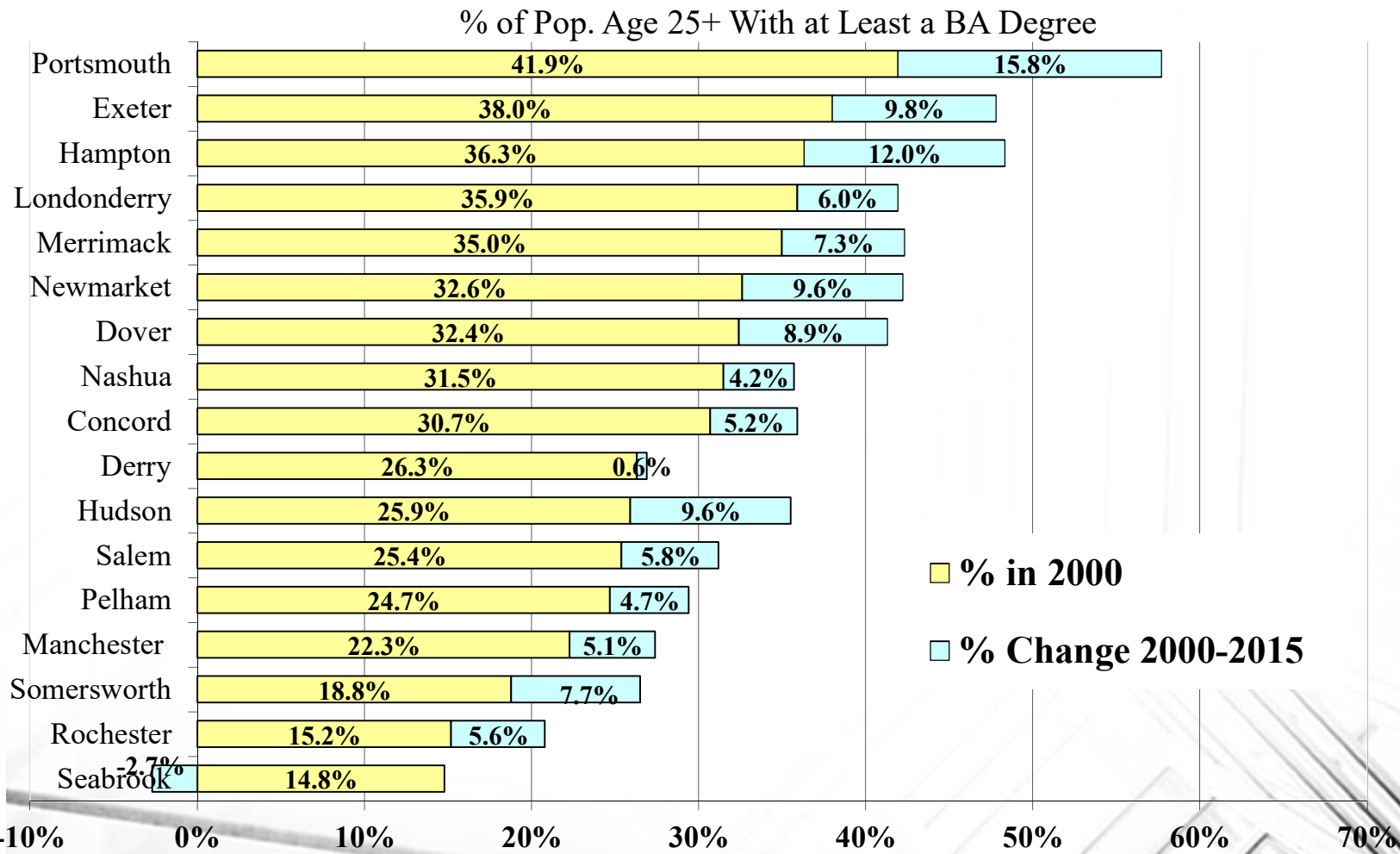


NH is Not Monolithic! The Seacoast Attracts Movement From Other States Even as the State Loses and Frets Over Out-Migration (Attention to Community, Developing Amenities & Maintaining Services Has Been Key)

Net Domestic Migration 2010-2015

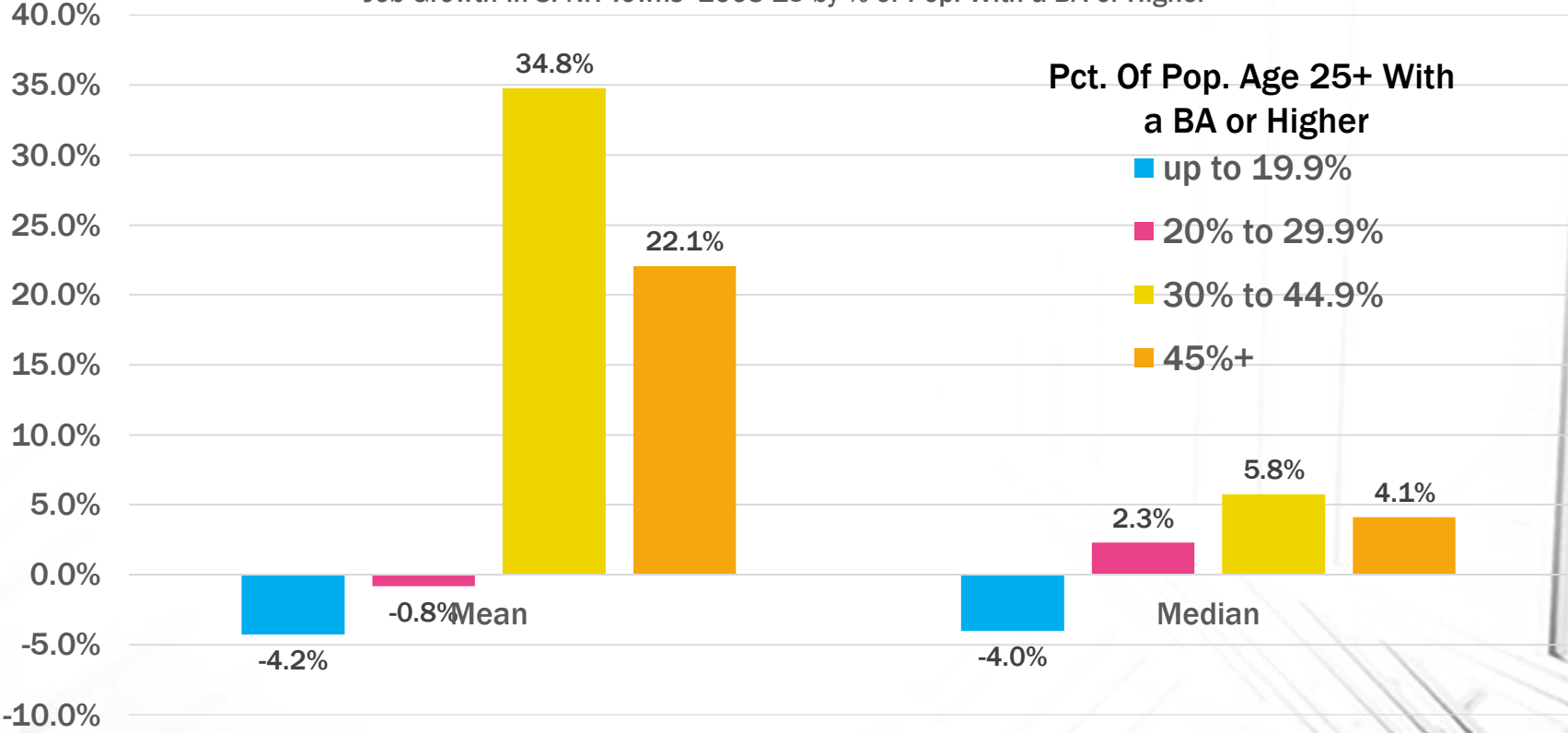


Higher Amenity Communities are Attracting More “Talent” and Jobs



Amenities and Services are Key to Attracting and Keeping Talent and Towns That Attract “Talent” Grow Jobs at Faster Rates

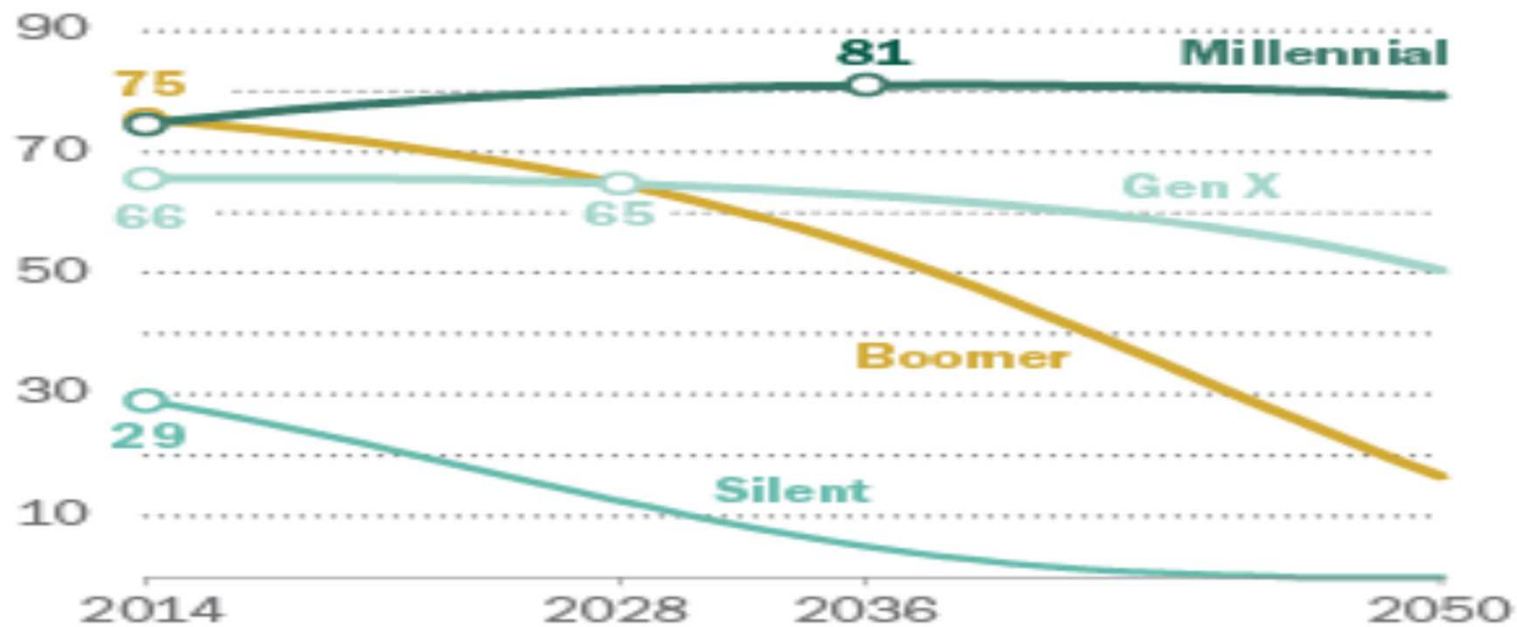
Job Growth in S. NH Towns 2003-15 by % of Pop. With a BA or Higher



Millenials are the Largest Generation and Will be for a Long Time – Their Preferences and Tastes Will Increasingly Determine the Economic Vibrancy of Communities

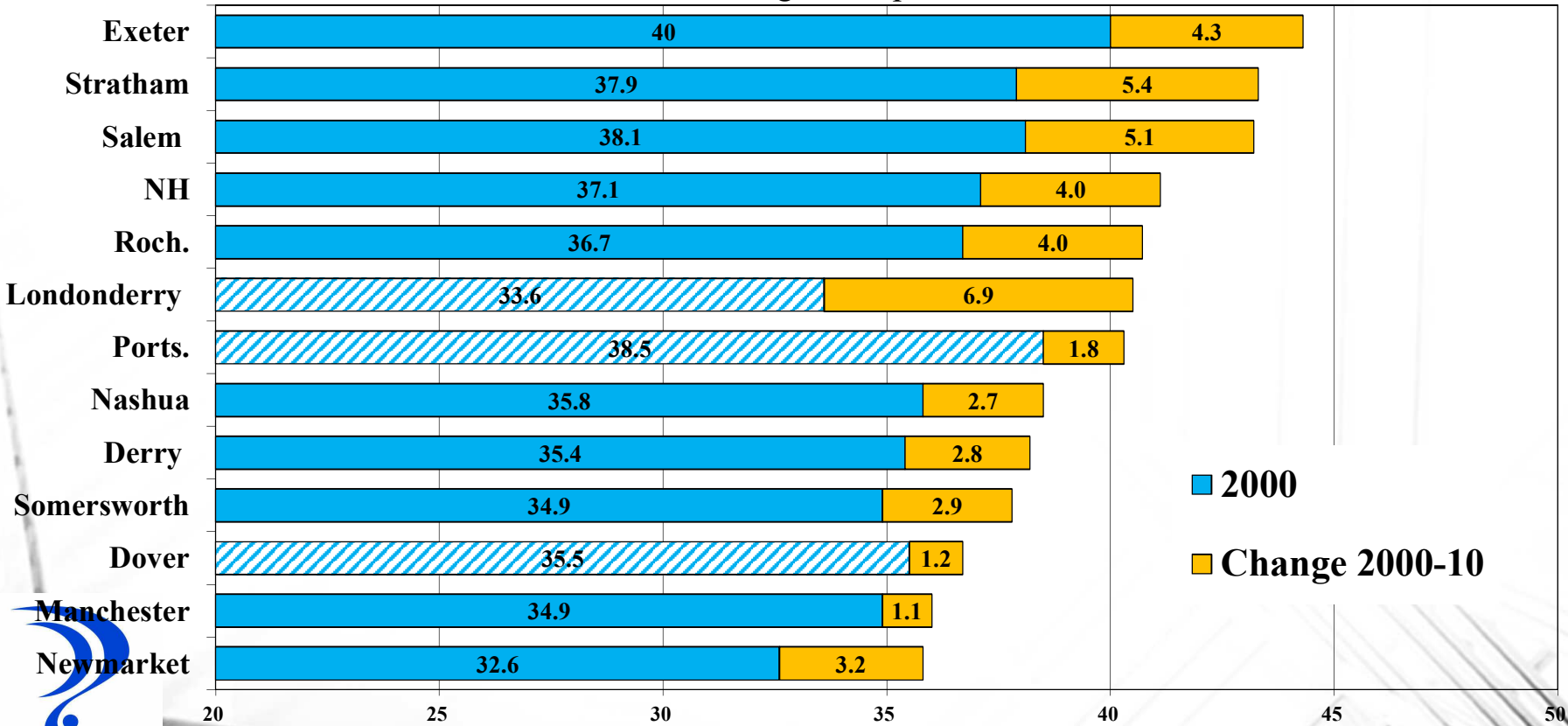
Projected Population by Generation

In millions



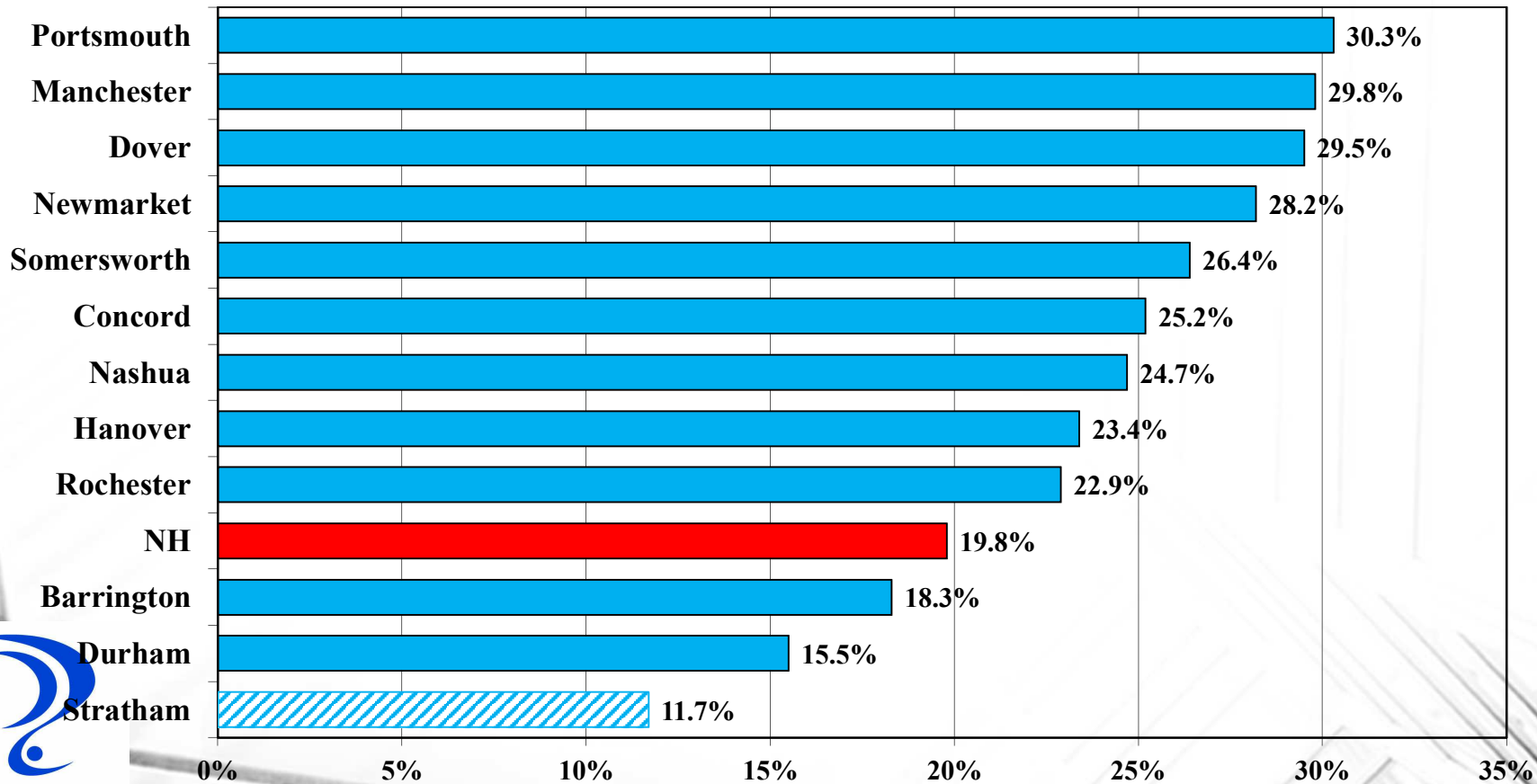
NH is Not Monolithic! Communities are Aging Differently – Local Decisions, Not State Policies Will Determine the Demographic Characteristics of Communities

Median Age of Population



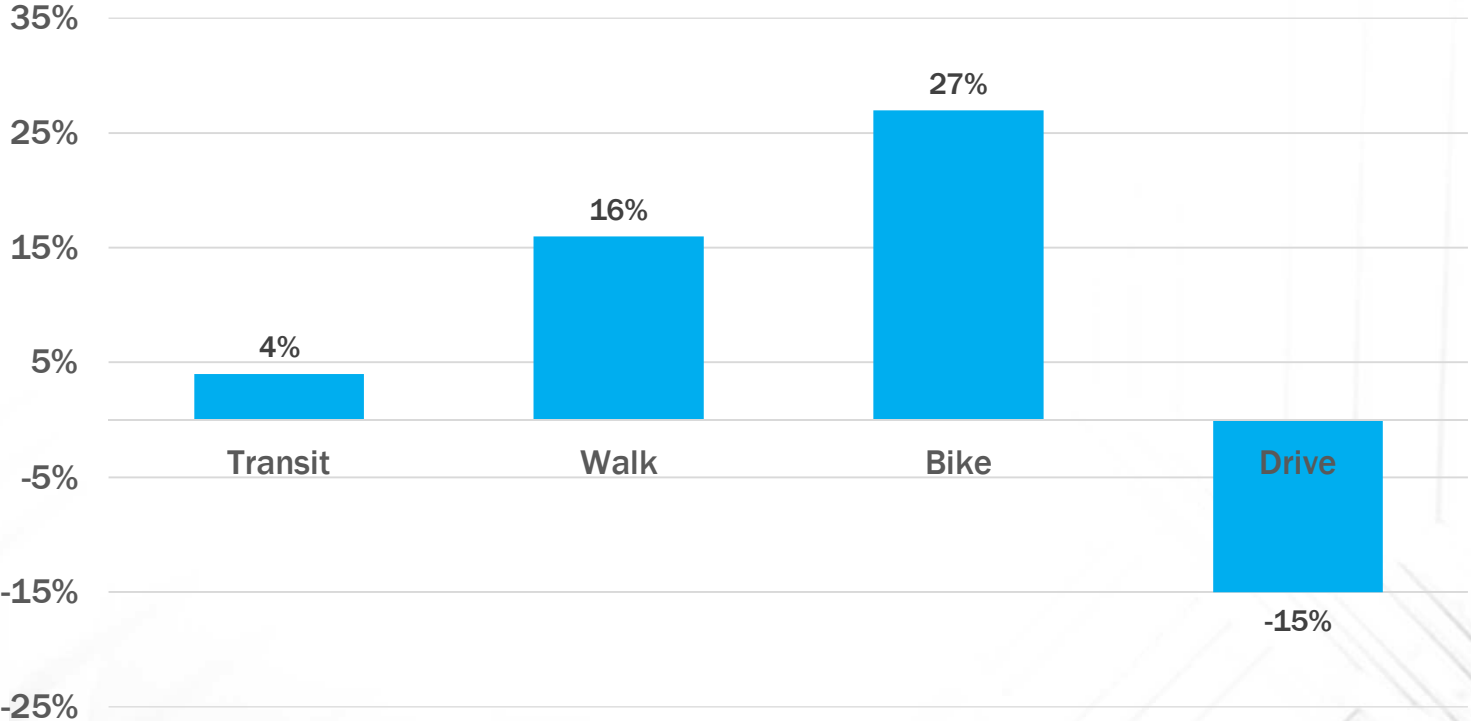
It Should Not be a Mystery What Attracts Millenials and Younger Workers – Planning, Design, and Community Decisions - Including Housing Choices (Not State Policies) Determine a Community’s Relative Attractiveness

% of Pop. Age 25-34



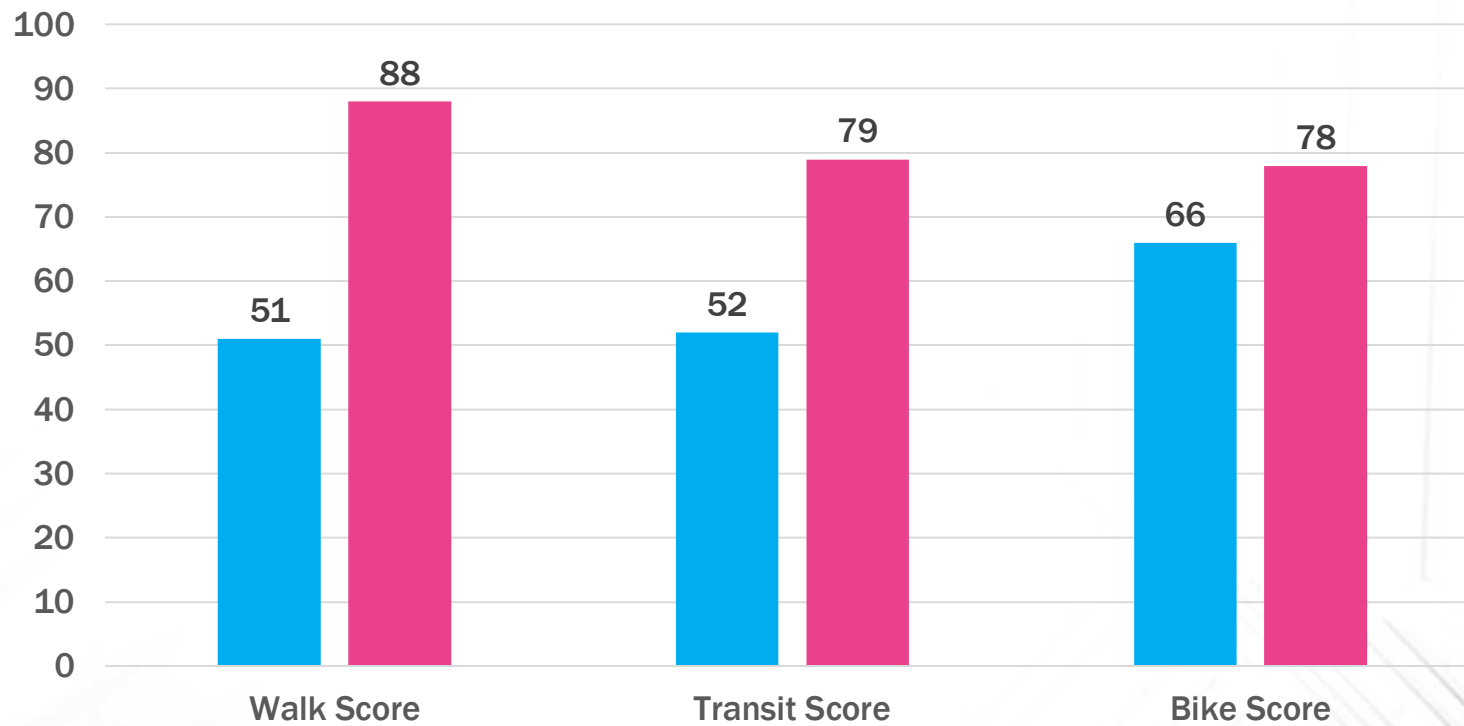
Millenials and Gen X Tastes and Trends Will Increasingly Define Successful Communities (Just as Baby Boomers Did) – Studies Show Walking and Biking are Priorities (as Well as Cultural, Social and Recreational Places to Walk and Bike to)

Change in Trips per Capita 2001 to 2009 Among Ages 16-34



Business Location Decisions are Increasingly Following Demographics Trends

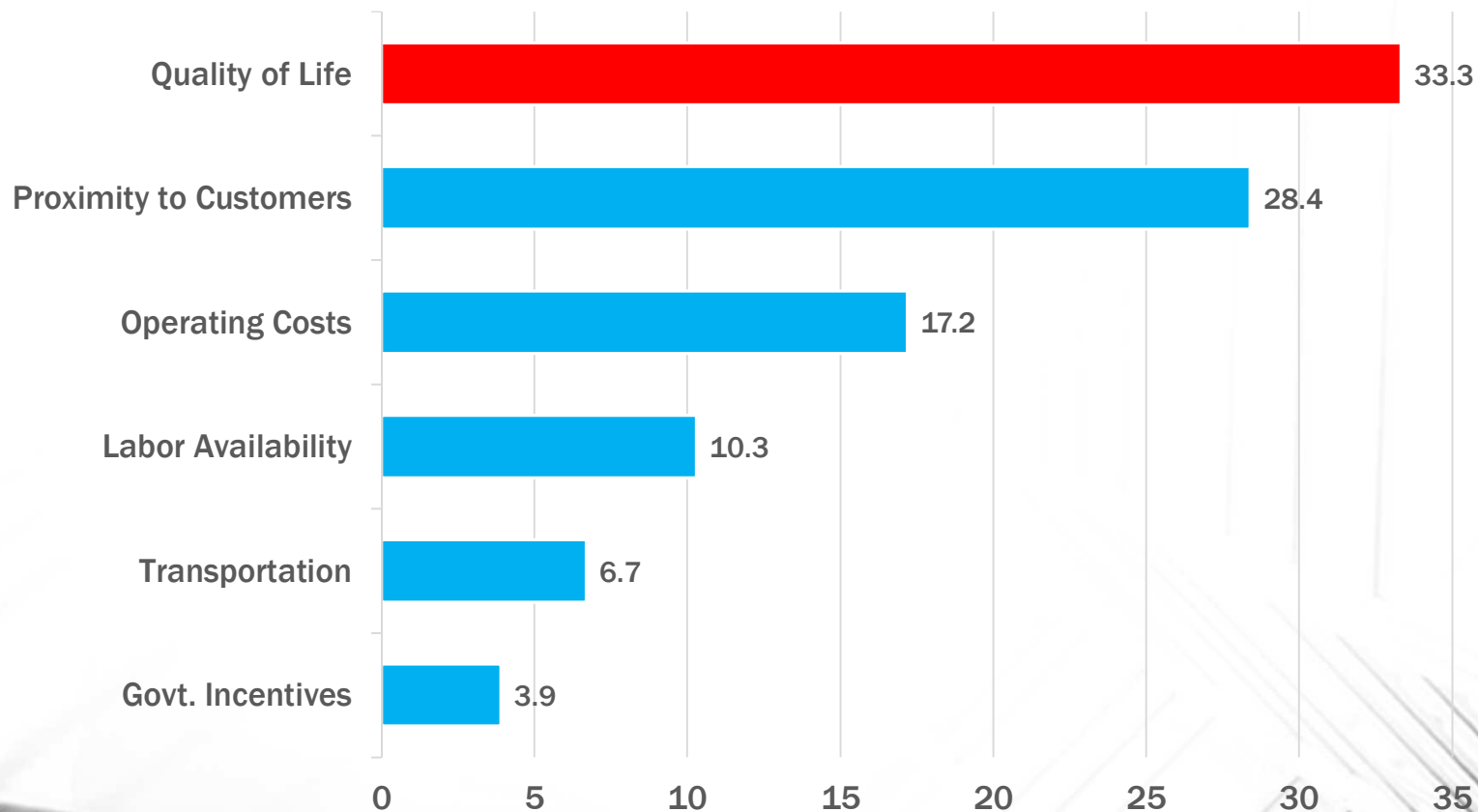
Characteristics of New and Previous Locations of Firms That Relocated



Source: Smart Growth America, *Why American Companies are Moving Downtown*

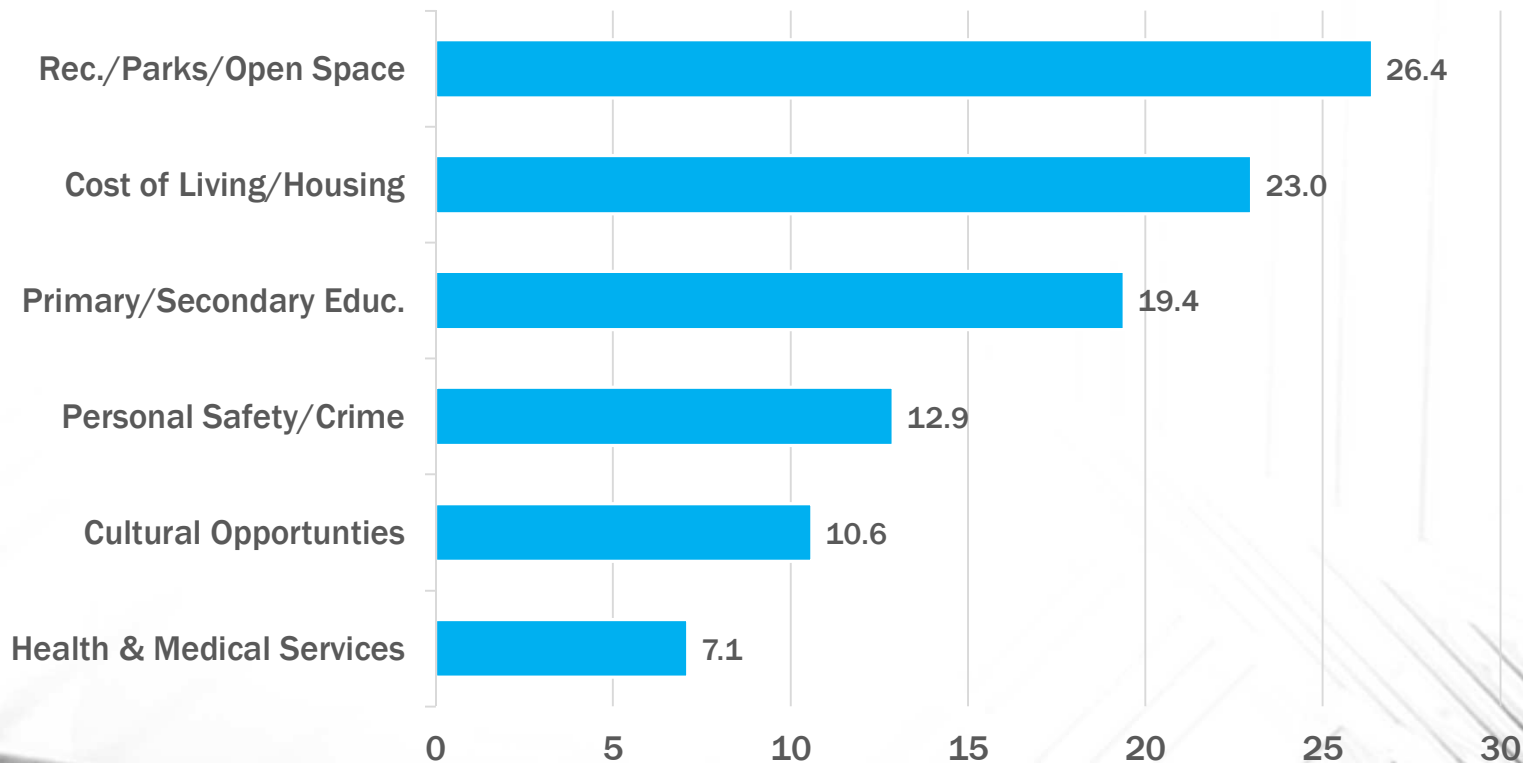


Quality of Life is the Most Important Factor Influencing Small Business Location Decisions (and it is Most Controlled by Community Decisions)



To Understand the Economic Impact of Quality of Life We Have to Know What it Includes – One Academic Study Suggests the Following (but it is Missing Important Social, Civic, and Lifestyle Amenities)

Business Owners Assessment of the Importance of Different Quality of Life Factors



It is Challenging but There are Ways Way to Highlight the Economic Return on Quality of Life Investments – One Example

