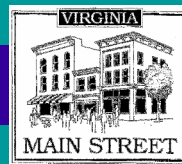


Virginia Main Street

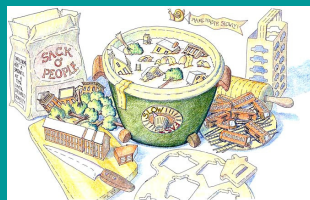


Attracting Talent for Living Towns

Courtney Anderson
Living Towns 2003
Warrenton, Virginia

In 2020

- What kind of people will live in your town?
- What will they value?
- How will they change the community that we are giving them?
- How can we make our Town live long and prosper?



Thomas Low, *Slow Food, Slow Urbanism*

Two Key Trends

In the not so distant future, there will be

- A smaller pool of workers and entrepreneurs from which to draw
- A strong demand for First Generation immigrant workers and entrepreneurs to join our ranks

Trend #1 – The Littlest Generation

- Of the four generations working today, Generation X is the smallest
- Young talent tends to pick a place to live first, then find a job, so
- Companies go where the talent is
- Communities must attract talent to attract business and investment



Key Factors for Young Talent

- Earning index
- Learning index
- Vitality index
- After hours index
- Around town index
- Cost of lifestyle index
- Social capital index



Andrew Light, *Elegy for a Garden*

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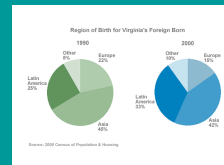
Smaller Community Advantages

- **Fairly consistent**
 - Authentic downtowns with independent retailers
 - Opportunities for making a difference
 - Access to natural resources
- **Variable quality/quantity**
 - Third places – restaurants, Farmer's Markets, events
 - Downtown recreation/trails
 - Accessibility to the larger world of ideas and goods



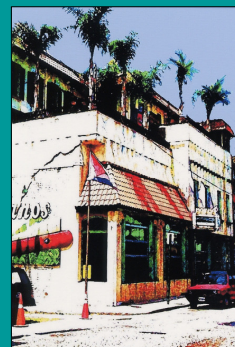
Trend #2 – The First Generation

- 30% of Virginia's growth from 1990 to 2000 was due to immigration
- Nation of immigrant origin 1990-2000:
 - El Salvador, 10%
 - Korea 6%
 - Mexico, 6%
 - Philippines, 6%
 - India, 5%
 - Vietnam, 5%
- Emigration not just to metro areas also agricultural areas like Harrisonburg, Galax and Winchester



Key Factors for First Generation Talent

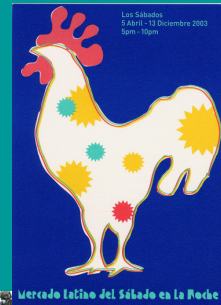
- Beaten paths and family ties
- Employment opportunities
- Entrepreneurial opportunities
- Educational opportunities
- Access to international air travel



Susan Lamson, *Havana 59* in Richmond, VA

Smaller Community Advantages

- **Fairly consistent**
 - Beaten paths through agriculture
 - Education opportunities for minor children
- **Variable quality**
 - Entrepreneurial support



Vengan al 17th Street Farmers' Market todos los Sábados en la noche entre las 5-10 pm para un nuevo Mercado Latino. Desde ancho chile a zaldita disfrute de un sabor latino. El Mercado tendrá de todo-comidas, productos agrícolas, arte hecho a mano, especialidades y mucho, mucho más. Tendremos sorpresas todas las semanas, desde entretenimiento en vivo hasta un gran baile en la calle!

El 17th Street Farmers' Market está localizado en la esquina de la calle N. 17th y la calle E. Main en Shockue Bottom en el Distrito del Río.

Para más información:
visite el sitio del internet www.17thstreetfarmersmarket.com
o llame al 858-444-5277

Ciudad de Richmond, Departamento de Desarrollo Económico
Design: Matwek 03



Implications for Downtowns

- **Organization**
 - YPs more loyal to community than employers - volunteers
 - FGs may be shy about participation – reach out
- **Promotion**
 - Involvement crucial to authentic cultural celebrations/events
 - Support density and street life by living downtown

Implications for Downtowns

- Design
 - Dual education process about design
 - Language barriers
 - Aesthetic sensibilities
 - Outdoor dining, recreation and events vital for YPs
- Economic Restructuring
 - In the future more (maybe even most?) retailers will be other than “non-Hispanic white”
 - 40% of all Americans under 25 are already other than “non-Hispanic white”
 - Preparing for multi-lingual, multi-cultural downtown will be key to longevity

Ten Things You Can Do This Year

1. Invite a professional of color to the decision-making table (your board of directors)
2. Invite a young professional (under 35) too
3. Develop a core list of volunteer translators for key language groups
4. Identify key government services and have the process streamlined, summarized and translated into Spanish and/or other key language
5. Buy gifts or cards from a local artist or merchant at every holiday and birthday
6. Have coffee or meal at a local Third Place on a regular basis
7. Start evaluating your community in factors that matter to young and First Generation talent
8. Read up on bringing wireless (read affordable) broadband access to your REGION
9. Start doing detective work to find and celebrate the new Americans in your midst
10. Visit start-up companies owned by young or first generation entrepreneurs. Take the tours. Learn their stories. Let their passion and energy motivate you.

The most important benefits!



Resources

Next Generation Consulting, Inc.

Michelle Racich

888-922-9596

www.hotjobs-coolcommunities.com

Virginia Hispanic Chamber of Commerce

Michel Zajur

804.378.4099

www.vahcc.com