

Attracting the Remote Workforce Post-Pandemic



The Big Idea

There is a shift underway.

Expectations are changing.

This is your opportunity.



The Shift

Throughout history, people have moved from farms and small towns to the big city to make money.



BUT, big cities are more **expensive**, more **crowded**, have more **crime**, and – importantly after 2020 – they are more vulnerable to **disease**.



The Shift



Since about 2010, technology allowed knowledge-based workers the ability to work mostly from home, **but only about 5% of work days were done at home** prior to the COVID-19 pandemic.

That number was on pace to **double about every 10 years**.

In 2020, the number jumped to over 50%.



Changing Expectations

May 2020 Stanford study, survey of 2,500 Americans ages 20-64:

1/3 said they **can't do their job** from home

1/3 said they **can do some portion** of their job from home

1/3 said they **can do 100%** of their job from home



Changing Expectations

2021 IBM Institute for Business Value survey ~14,000 workers

In 2020, **1 in 5 workers voluntarily changed employers**

Of those who changed jobs, **58% were Gen Z (33%) or Millennials (25%)**



Changing Expectations

When asked to rank 9 different possible reasons contributing to their job change...

#1 answer was a desire for flexibility in their schedule or work location

salary increase and/or promotion finished #5



The Opportunity

More people are able to work from home than ever – technology advances, flexible workplaces, changing attitudes

More people want to work from home than ever – cost of living, crime fears, pandemic fears

The American Rescue Plan Act specifically targets the expansion of broadband – **if you couldn't compete before, now you can**



With Us Today

Jen Bonnett – Vice President of Innovation & Entrepreneurship – Savannah Economic Development Authority

Irene Dumas Tyson – Director of Planning – BOUDREAUX

Jim Stritzinger – Director, South Carolina Broadband Office – Office of Regulatory Staff



The Next, Next Greatest Thing
Rural Broadband: Closing the Digital Divide




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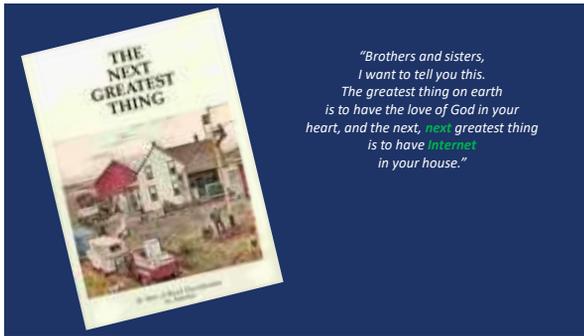
July 2021



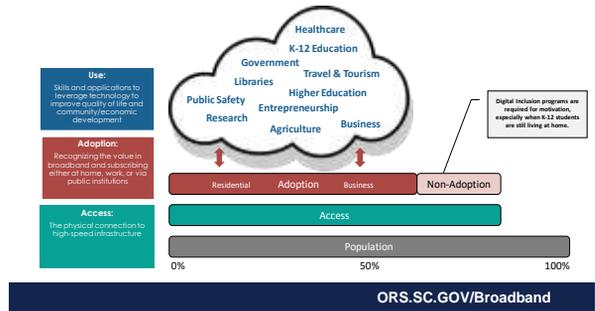
"Brothers and sisters, I want to tell you this. The greatest thing on earth is to have the love of God in your heart, and the next greatest thing is to have electricity in your house."

Farmer giving wireless to a rural Tennessee church in the early 1940s.

Source: NRECA, 1984. The Next Greatest Thing. First ed. Washington, DC. ISBN 0-9127595-00-4



*"Brothers and sisters,
I want to tell you this.
The greatest thing on earth
is to have the love of God in your
heart, and the next, **next** greatest thing
is to have **Internet**
in your house."*



FCC Internet Benchmarks

Date Adopted	Minimum Download	Minimum Upload	FCC Commissioner
2015	25 Mbps	3 Mbps	Tom Wheeler, D
2010	4 Mbps	1 Mbps	Julius Genachowski, D
1996	200 Kbps	200 Kbps	William Kennard, D



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Residential Broadband Technology

Best Available Technology Class

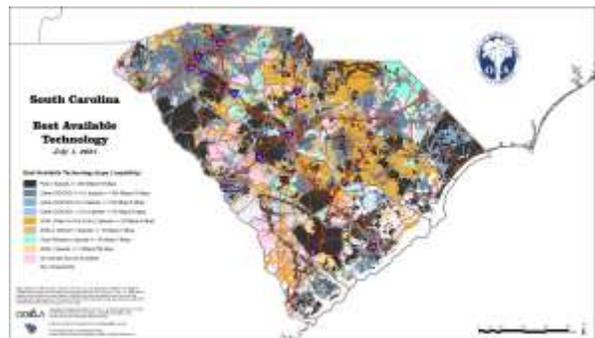
- Fiber | Speeds >= 300 Mbps/10 Mbps
- Cable (DOCSIS 3.1+) | Speeds >= 300 Mbps/10 Mbps
- Cable (DOCSIS 3.0) | Speeds >= 100 Mbps/3 Mbps
- Cable (DOCSIS < 2.0), All Other | Speeds >= 25 Mbps/3 Mbps
- VDSL (Fiber-To-The-Curb) | Speeds >= 25 Mbps/3 Mbps
- ADSL2+ ADSL2+ | Speeds >= 10 Mbps/1 Mbps
- Fixed Wireless | Speeds >= 10 Mbps/1 Mbps
- ADSL, all other Copper | Speeds >= 3 Mbps/768 kbps
- No Internet Service Available

Copper & Fixed Wireless

Only one copper technology (VDSL) technology reaches 25/3. All others are at end of life. Fixed Wireless requires optimum conditions to reach 25/3; however, it defers Speed to Access meaning that high need areas have the potential to get coverage fast while physical connections to each house are built.

No Internet Options Exist
This has nothing to do with affordability!
Customers in these areas cannot receive service at their physical address.

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Residential Broadband Speeds

Speed Tiers (download / upload)

- 300 Mbps / 10 Mbps
- 100 Mbps / 3 Mbps
- 25 Mbps / 3 Mbps

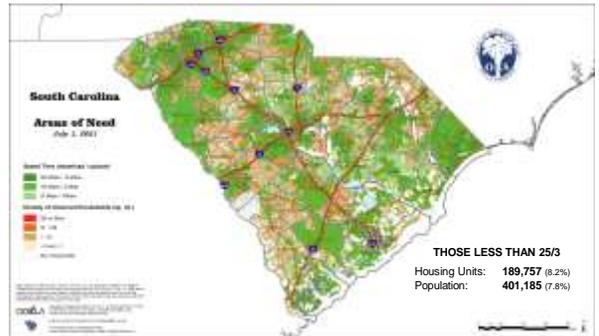
When Internet speeds are **25/3 or better**, Green: Meets or exceeds FCC's Broadband Internet Benchmark of 25/3 Mbps.

Density of Unserved Households

- 200 or More (per sq. mi.)
- 25 - 199
- 1 - 24
- > 0 and < 1
- Zero Households

When Internet speeds are **below 25/3**, We don't care about speed. Need to see household info. Reds & Tans: Indicate engineering issues that need to be resolved by an Internet Service Provider (ISP). ISP's need to know where homes are located **as well as** where homes are not located. For an ISP, one home equals one customer. Therefore, the maps showcase household density in slow speed areas of the state.

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2020 CARES Act Funding Authorization

Hotspots and Monthly Service for Student Households	\$20,000,000
Mapping	\$300,000
Infrastructure	\$29,700,000
Total	\$ 50,000,000

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Online Learning Initiative

Transfer of Participants	
Public K-12	82
Private K-12	4
Charter	3
Higher Ed Institutions	26
Total	135

Number of Hotspots / Wired Services Options	
Verizon	80,659
AT&T	34,477
T-Mobile	1,377
Service Options	116
Hotspot	3,143
Total	120,454



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Broadband Infrastructure Program

Applications Funded	78
Companies	14
Counties Served	27
Program Targets	59
Priority Targets	35
Homes and Businesses Passed	19,574
Total Funds Expended	\$17,157,488

Funding of these applications is subject to the completion of a funding agreement with the ORS and the evaluation of any duplication of infrastructure. More information can be found on the ORS website at [ORS.SC.GOV/Broadband](https://ors.sc.gov/broadband)

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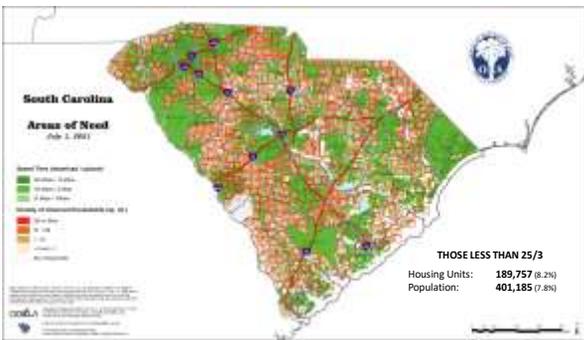
Rural Broadband Grant Program 2021

- Allocation of \$30,000,000 for a competitive grant program to expand broadband availability and access in South Carolina.
- ORS and SC Department of Commerce collaboration
- **14 Eligible Counties** and **15 Contiguous Counties**
- Eligible Applicant: Internet Service Providers
- Applicants provided 1:1 match using non-public funds
- Awards announced **July 13, 2021**



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- Session 1
Understanding Internet Infrastructure
- Session 2
Eliminating Gaps in K-12 Education
- Session 3
Identifying Healthcare Opportunities



Broadband Community Champion Training Program

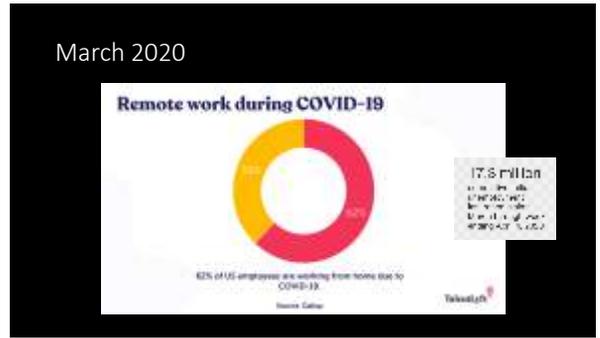


REMOTE WORK

Jennifer Bonnett, VP of Innovation & Entrepreneurship
Savannah Economic Development Authority (SEDA)

About Jen

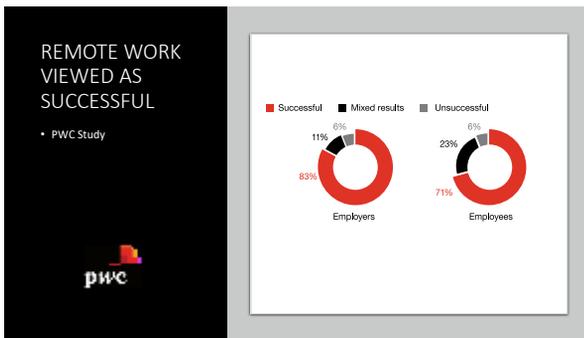
- Entrepreneur & CTO
- Co-Founded 7 Companies
- \$52 Million Raised in Angel/Venture over 3 companies.
- 3 "Successful" Exits
- Former GM of ATDC, Georgia's Technology Incubator
- Moved to Savannah 3 years ago to help catalyze the Startup Community in the region: VP of Innovation & Entrepreneurship for SEDA & Executive Director of the Creative Coast.



Nearly 16 Months Later

- 49% of US is fully vaccinated
- 12 states still less than 40% of vaccinated
- Mask Ordinances & Restrictions Lifted
- Delta Variant

SO, WHAT'S GOING ON WITH WORK?



"An immersive workspace is no longer limited to a desk in our Towers; the 9-to-5 workday is dead; and the employee experience is about more than ping-pong tables and snacks."

—Brent Hyder, president and chief people officer at Salesforce announcing the company's long-term embrace of flexible and remote work



So, why do you want remote workers?

- They bring their jobs & high income with them.
- They typically find our local cost of living significantly less than where they are coming from.
- They are seeking a "high quality of life" – note: this is subjective.
- They are interested in getting engaged in their new communities and making a difference.

It's Competitive!

tulsa
remote

think!VT



TOPEKA

ASCEND
WEST VIRGINIA

REMOTE TUCSON

How do you go after this group?

- Know your target customer:
 - Ideally, people who already love your town/city/region.
- Create your offer
- Get it out there
 - Press Release & Press
 - Alumni Association(s)
 - WOM
- Have a plan for handling inbound inquiries

WFH = WFA ≠ WFHDP*

* Work From Home During a Pandemic

Let's say they come... now what



Come for a visit to
The Creative Coast.

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**CREATIVE
PLACEMAKING**
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What is Creative Placemaking?
Leveraging art and culture in tandem with great design to create a distinctive sense of place—culturally rich, engaging, and economically thriving.

- a proven accelerator for community revitalization
- highlights unique community characteristics
- brings people together to celebrate arts and culture and to inspire and be inspired – particularly socially and culturally diverse audiences
- can have a meaningful positive impact in low-income neighborhoods, along distressed commercial corridors, in struggling rural areas, and in other disinvested communities
- activates public spaces or create a short-term opportunity to connect residents around arts and culture
- visible, welcoming and easily accessible
- provides opportunities to build relationships between diverse partners and to build positive change

UI Research Report, Creative Placemaking, Sparking Development with Arts and Culture, Ann Markusen and Anne Goswami Nicodemus, U.S. National Endowment for the Arts

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Why Does Creative Placemaking Matter?

Creative placemaking enhances the placemaking dividend, which is,
"People stay longer, come back more often, and spend more money in places that attract their affection."

Eli McMahon former UI senior resident fellow
Charles E. Fraser, Chair for Sustainable Development and Environmental Policy

Art creates 4.6 million jobs and has an overall national impact of \$166.3 billion in spending annually. The study further reveals that 87 percent of Americans believe that arts and culture improve quality of life and 82 percent believe that art and culture are good for business.

"Art and Economic Prosperity Study V," 2018
Americans for the Arts in partnership with the U.S. Bureau of Economic Analysis

UI Article, Incorporating the Power of Creative Placemaking, 2017

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Why Does Creative Placemaking Matter in SC?

The arts in South Carolina:

- creative enterprises in the state engenders an impact of \$9.7 billion
- support 115,000 jobs
- are responsible for \$3.8 billion in labor income
- generate \$249 million in tax revenue

2018 analysis: SC economy associated with the arts, design, crafts and related activities
Dr. Doug Woodward
Director of the Division of Research at the DataMoore School of Business at the USC

The SC Arts Commission:

- \$86.9 million in grants going back into our communities since 1967
- 30-plus years of the Arts in Basic Curriculum (ABC) Project: partnership that provides leadership to achieve quality, comprehensive arts education for all students
- targeted grants and programs that help artist become entrepreneurs and fuel a \$9.7 billion impact on the state's economy
- Access to arts commission grants, programs and services in all 46 counties
- And a large and growing network of local arts providers statewide

In FY20, the SC Arts Commission:

- Distributed \$5.08 million through 489 annual grants programs
- Distributed and additional \$507,000 through 346 Arts Emergency Relief Grants to assist artists and arts organizations struggling because of COVID-19 pandemic.

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Restoring Prosperity
2008, Brookings Institute Report

Strong leadership is essential.

Success requires vision and planning.

You're all in it together now.

Place matters - take advantage of it.

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Creative Placemaking Matters.
Creative Placemaking = Prosperity.

Authenticity

Successful communities capitalize on their distinctive, authentic assets – their architecture, history, natural surroundings, and home grown businesses - rather than trying to adopt a new and different identity.

-Ed McMahon

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GUMBO



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Vision: Delicious Gumbo – Authentic

Recipe Taste
Pot and Spoon
Roux

Herbs and Spices
Onions, Garlic, Peppers, Onion, Shrimp, Crab, Oysters, Okra, Tomato, Bell, Chicken, Sausage, Ducal/Caribbean, Tabasco, Thyme, Parsley, Lemon, Juice, Abita Beer



Vision: Prosperous Town – Authentic

Master Plan Place
Land and Government
Infrastructure

Quality of Life
Leadership, Recreation, Education, Natural Resources, Jobs, Libraries, Health Care, Arts, History, Culture, Hospitality, Parks, Churches, Business, Industry, Housing, Local Lore, Interesting Characters



What Residents Want

- Coffee shops
- Family friendly entertainment
- Microbreweries
- Wine bars
- Bakeries
- Boutiques
- Boutique hotels... or just hotels
- Nice restaurants (non-fast food)
- art galleries and studios
- People living downtown
- Renovated buildings downtown
- Sidewalk dining
- More people shopping downtown
- More places to shop downtown
- More parks, greenspace, places to sit
- More pedestrian and bike connectivity



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Third Places

- public places on neutral ground where people can gather and interact... allow people to put aside their concerns and simply enjoy the company and conversation around them
- host the regular, voluntary, informal, and happily anticipated gatherings of individuals beyond the realms of home and work
- central to local, functioning democracy, social equity and community vitality
- essential to community and public life

Roy Oldenburg, The Great Good Place (1991)

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Place

Millennials + Gen Z + Boomers

- shared + social
- flexible: live/work
- casual, but serious
- food, entertainment, culture
- walkable, bikable, outdoor recreation
- fast, free, dependable WiFi
- contributing to community

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Creative Placemaking: Perspective



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Creative Placemaking: Alleys



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Creative Placemaking: Streets and Sidewalks



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Creative Placemaking: Blank Walls



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Creative Placemaking: Storefronts



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Creative Placemaking: Parking Spaces



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Creative Placemaking: Signs and Lights



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Creative Placemaking: Empty Lots



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What is your *Genius loci*?

The Roman term for spirit of place was *Genius loci*, by which it is sometimes still referred. This has often been historically envisaged as a guardian animal or a small supernatural being (puck, fairy, elf, and the like) or a ghost. In the developed world these beliefs have been, for the most part, discarded.

What is your story... your recipe?

What will attract people to move to your town and to stay there?

What are your unique, authentic gumbo ingredients?

Would you put it on a postcard? Is it Instagram worthy?

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1/4 Mile Ped Shed Inman Downtown

[pedestrian shed]: the area within a walking distance from a town center, neighborhood center, or other location, typically 1/4 mile (5 to 7-minute walk)

Assignment:

- Take a walk in your downtown with a group of people and make notes.
- What's missing?
- Is it interesting?
- What's good and beautiful?
- Did you feel safe?
- How many empty lots?
- What's the condition of the buildings? the sidewalks?
- Was there trash?
- What are the possibilities?



Creative Placemaking:

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10 Best Practices in Creative Placemaking

1. Begin with the end in mind.
2. Bring in artists and the community early.
3. Mine local art and cultural assets.
4. Engage local artists.
5. Understand and articulate stakeholder benefits.
6. Form cross-sector partnerships (artists, community members, and public- and private-sector)
7. Identify the critical skills needed to deliver on project goals and **celebrate** early wins to generate excitement, visibility, and buy-in
9. Maintain a long view
10. Pursue creative financing

UI Research Report, Creative Placemaking, Sparking Development with Arts and Culture

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Creative Placemaking is about giving and living a great story.

- Made you look... smile, have fun, think differently, move here and stay here, see a new perspective, invest in art and local businesses, post it... made you come back for more!
- Authenticity: it's not just your great people, great community spirit... it's something you can put your finger on and experience.
- Increases prosperity.
- It's Third Places.
- It's public art and culture.
- It's walkable.
- It's good business.
- It sets you apart.
- It creates the places where people want to be.
- Creative Placemaking tells your authentic story.



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