

# PLACE VALUE



**Attract**

+



**Grow**

+



**Keep**

Jobs and Talent in the Rocky Mountain West

**400+**

Community Members

**WE ASKED**

**500+**

Employers

*What attracts businesses and a skilled workforce to the Rocky Mountain West?*

## Key Findings:

### Jobs Follow People



Of business owners moved to a community first, then started a business later.

### Community Quality Is Top Priority



In selecting a location to live, the most highly considered factor for business owners and community members was the **overall quality of the community**.

### Location Helps Attract Employees



Of business owners said that the ability to attract or retain talented employees was an important factor in choosing their business location.

### People Are Looking For Great Places

We asked: "What's more important: a job or the community?"

**17%**



Job

**44%**



Job + Community

**39%**



Community

Most people lean towards community & jobs, or community outright

### People Will Sacrifice Salary For Location



**83%**

Would rather live in an ideal community for a lesser salary.



**17%**

Would rather live in a less than ideal community for a higher salary.

### Housing Costs Are A Concern



Of community members felt there are not enough housing options in their community.



Of business owners felt that housing costs impacted their ability to attract employees.