Attracting and Keeping Talent Home

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Pensacola Numbers

• Assessed property value has increased 34% in the last 5 years

• Investment in Downtown has increased 67% in the last 5 years

• The Quality of Life Survey has gone from 27% in 2008 to 63% in 2018 of people believing the City is moving in the right direction.
Results

• 2019 Strongest Town winner by Strong Towns
• 15\textsuperscript{th} most desirable city to live in the nation by U.S. News and World Report
• 17\textsuperscript{th} best city to start a small business by Go.Verizon.com
• American Planning Association (APA) named Palafox Street as one of “10 Great Streets in America” for 2013
Tips

• Dashboard and Quality of Life
• Understand Change Management
• Skill Development for Small Businesses
• Attract Wealth Off the Sidelines
• Pick a Spot and Build From There
• Civic Engagement
• Don’t overestimate the importance of parking
Early 2000s Gallup’s White Paper and Jim Clifton Meeting

Soul of the City
Why do some cities thrive and others don’t? Not about size, location or form of government
At one time, the driving forces in building a community were:

Locally Owned
• Media
• Banks
• Businesses
For small and midmarket cities (community) the time can be now.
Why?
People (particularly young professionals and entrepreneurs) are searching for places that:

• Are Affordable
• Have Vibrancy
• Offer Opportunity
“It always comes back to values...”

- Quint Studer