

# Site Selection & Rural Workforce Challenges

Presented by

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## Labor Issues Facing Agriculture & The Rural Midwest

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# Introduction

- Rural area/ small city workforce challenges and responses
- Can be one of the toughest development challenges

# My Background

- Site selection & economic development consulting - 25 years
- Office, R&D, industrial projects
  - Manufacturing & distribution last 5 years
  - Food, building, aerospace, transportation
- Throughout North America
- Regional economics, labor markets, real estate

# Workforce Role in Site Selection

- Office: labor cost, quality and availability key; usually a trade-off
  - Specialized labor may be needed
- Industrial:
  - Logistics often define search region
  - Specific infrastructure or utilities may be needed
  - Manufacturing: fewer jobs, but more skilled

# Is There Enough Labor?

- Especially back office and other labor intensive
- Greater concern if: large employer, rapid hiring, specialized skills, seasonal or unpredictable hiring spikes, mid-level compensation
- Aging workforce, declining population & skill shortages

# Labor Issues (cont.)

- Is there enough skilled labor?
- Recruiting and transferability
  - Where could my spouse/partner work?
  - Where could I work?

# Potential Responses

- Understand regional commuting; may need to educate
- Build a workforce; training infrastructure and experience a plus
  - Sometimes there may not be time
- Look regionally for assets and opportunities

# Contact

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