



REMOTE WORKERS RECRUITMENT CAMPAIGN KEY GOALS, INDICATORS, AND TIMELINES

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Michelle O'Brien
Executive Director

Shelly Hill
Business Advisor

Background for the project:

“Remote work was already one of the fastest-growing employment sectors in the country when coronavirus came around, closing offices and stranding millions of professionals at home. Employees are proving to their bosses that remote working is not only possible, but also preferable, and the prospect of a work-from-anywhere future now seems less hypothetical. So instead of trying to lure whole companies with economic development incentives, more cities are beginning to target individuals who suddenly have the agency to pick a city on its merits, not its employers.” (Bloomberg City Lab, June 2020)

Scope:

- Design new website, with new URL using highly searched keywords, call to action words, and engaging photos and video. New website to be designed in Word Press to enable Chamber staff to easily update as needed. To be hosted in the KPU Data Center.
- Launch a highly sophisticated digital marketing campaign targeting the demographic not only living in key cities, but also those who are searching for identified top keywords, i.e. “safe community, family friendly, high speed internet.”
- Create two new blog/vlog posts per month and aggressively approach publications, online bloggers, and media sources to feature Ketchikan as a great place to work remote
- Partner with local and state organizations to further our reach, and to offer “in-kind incentives” that are attractive to those seeking a new community in which to work remotely via a “try it before you move” concept. *See Ref 2*

Deliverable/Goals:

- To pre-qualify and then invite 25 individuals/couples in 2021 to “try” Ketchikan on a “Workcation”, each for four days using a highly curated schedule to show them the overall value of Ketchikan. This would be funded via in-kind donations of goods and services from local and state companies.
- We realize that some individuals will not need the “try it before you move” Workstation” and we believe this is good for us. We will feature virtual Ketchikan orientation events as well.
- **Goal: 5 households in 2020, 5 households in 2021**

****See reference 1, Tulsa**

Timeline and Reporting Metrics

December 2020 Deliverables

- Begin layout of new website with the Bold Design Group
- Begin gathering images and video assets from KPUtv and KVB, Arts Council, School District, Borough, and all other community partners
- Copywriting completed for website and tested for key-word optimization
- Create new You Tube Channel, Social Media Accounts (Facebook, Linked In, Instagram, Twitter)

January 2021 Deliverables

- Website goes live
- Blogs/Vlogs begin appearing on various platforms to include our own website
- Aggressive networking with “known” media contacts in publications and other media sources, as well as “influencers”
- Mid to End of January, digital ads go live

February 2021 Deliverables

- Analyze data from digital campaign and website to further optimize and adjust placements as needed
- Begin tracking website traffic. Goal to start: 1,000 visitors per month, with 5 inquiries
- Expand media reach through vehicles such as Reddit and Medium.
- Possible First “Workcations” visitors arrive

March-December 2021 Deliverables

- All campaigns continue. Analyze data monthly from digital campaigns and website to further optimize and adjust placements as needed
- Website traffic and inquiries to increase by 5-15% each month based on success of earned media placements, paid digital campaigns
- 15 inquiries, and 5 qualified leads per month
- 1-2, “Workcation” visitors arrive per month, from May-Sept. this availability is highly contingent upon the tourist season
- Goal of 1 household to “Choose Ketchikan” every other month, starting April 2020

Reporting plan to stakeholders:

- We would be pleased to share either via personal appearance at any public meeting or via detailed reports at the pleasure of the governing body. (City, Borough)
- We plan on sharing our metrics and data monthly with all stakeholders. It is important that all supporters are informed, committed, and feel as if they are an integral part to the success of this project.

Revenue Projections Mid 2020 and Beyond

Overall Goal: To make the site self-sufficient, and to be a continuous recruiting tool for Remote Workers looking for a place like Ketchikan beyond 2020.

First Quarter of 2021, Launch of new website:

- These feature photos and “ads” will be gratis—zero revenue
- As we move into the phase where there is more website traffic, publicity, and results, we will integrate into a graduated ad pricing moving in an upward scale of pricing.

Second Quarter of 2021, First Quarter 2022

- Estimated revenue, assuming 25 ad placements on site per month, at a competitive rate per ad of between \$50-100 per month. Total monthly revenue estimated, dependent upon location of ad: \$1000-2500, *please note this is very conservative. If revenue expectations exceed our goals, there is a possibility of engaging a part time “concierge” to administer the website and to engage potential remote workers.*

Matching Funding Sources:

TOTAL 2021 COSTS: \$20,000

2022 COSTS: Self-funded, self-sufficient

- 10,000 Ketchikan Gateway Borough, proposing December 7th
- 10,000 City of Ketchikan, proposed
- Possible funding from Spruce Root or other non-profit funding sources

Ref 1) Despite the global uncertainty caused by the pandemic, Tulsa Remote’s executive director Aaron Bolzle says that the program is more popular than ever. He’s received twice as many applications in April and May than in February and March, and traffic to the application website doubled, too. After starting with about 70 participants in last year’s cohort, Bolzle and his team set a target of bringing about 250 people to the city this year; as of June, 125 have made the move, and about 100 of them have arrived since the pandemic started. In just one week in June, 25 applicants visited the city to decide whether to move; as they arrive, they are treated to virtual orientation events and are easing into outdoor happy hours. (Bloomberg City Lab, June 2020)

Ref 2) If you’ve ever thought about relocating to Europe but were scared to make the leap, one European city is hoping to make it easy for you. As remote worker visas increase in popularity, some critics are saying it’s a short term solution. Yes, remote workers on a long stay visa could become the new vacationers. However, they will ultimately leave the country and go home. As many countries in the world face depopulation, they want a permanent solution. Finland thinks it has one. The northern European nation is now offering a 90 day try before you buy relocation package to foreigners thinking of relocating to Helsinki, the capital city....The Full Package, which is only available free for a limited time, basically gives you a

moving concierge. Not only do you have someone personally help you fill out all paperwork necessary for your stay, but they also: pick you up at the airport, arrange housing based on your needs and tastes, arrange daycare and public school access for your children so you don't have to, offer you access to "top-notch facilities" for working, and provide introductions and consultations about what it might look like to relocate to Helsinki permanently. (Pulse Blueprint, November 2020)