

# **BEA and Economic Development EV Charging Infrastructure Commission**

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# NEW HAMPSHIRE DEPARTMENT OF BUSINESS & ECONOMIC AFFAIRS

## Division of Economic Development

- Business Recruitment and Expansion
- Business Support and Retention
- International Commerce
- Workforce Development
- Government Contracting

## Division of Travel & Tourism

- Domestic Marketing
- International Marketing
- Media/Public Relations
- Office of Film & Digital Media
- Bureau of Visitor Services

## KEY GROWTH SECTORS

- ▶ Healthcare
- ▶ Advanced Manufacturing
- ▶ Technology
- ▶ Hospitality
- ▶ Construction

## NH TECH INDUSTRY SNAPSHOT

- ▶ NH ranks 7<sup>th</sup> among all states in percentage of workforce employed in technology (8.8%)
- ▶ NH ranks 6<sup>th</sup> among all states in the percentage of gross state product from technology sector (12.6)
- ▶ 35.1% increase in tech occupation job postings from 2016 to 2017
- ▶ NH has 4,125 tech businesses employing 64,000 residents
- ▶ Average NH tech industry wage is \$103,860 (national state average = \$54,540)

## BASIC DATAPPOINTS

Unemployment rate: 2.4% (3<sup>rd</sup> lowest in USA)

Median household income: \$73,381 (7<sup>th</sup> in USA)

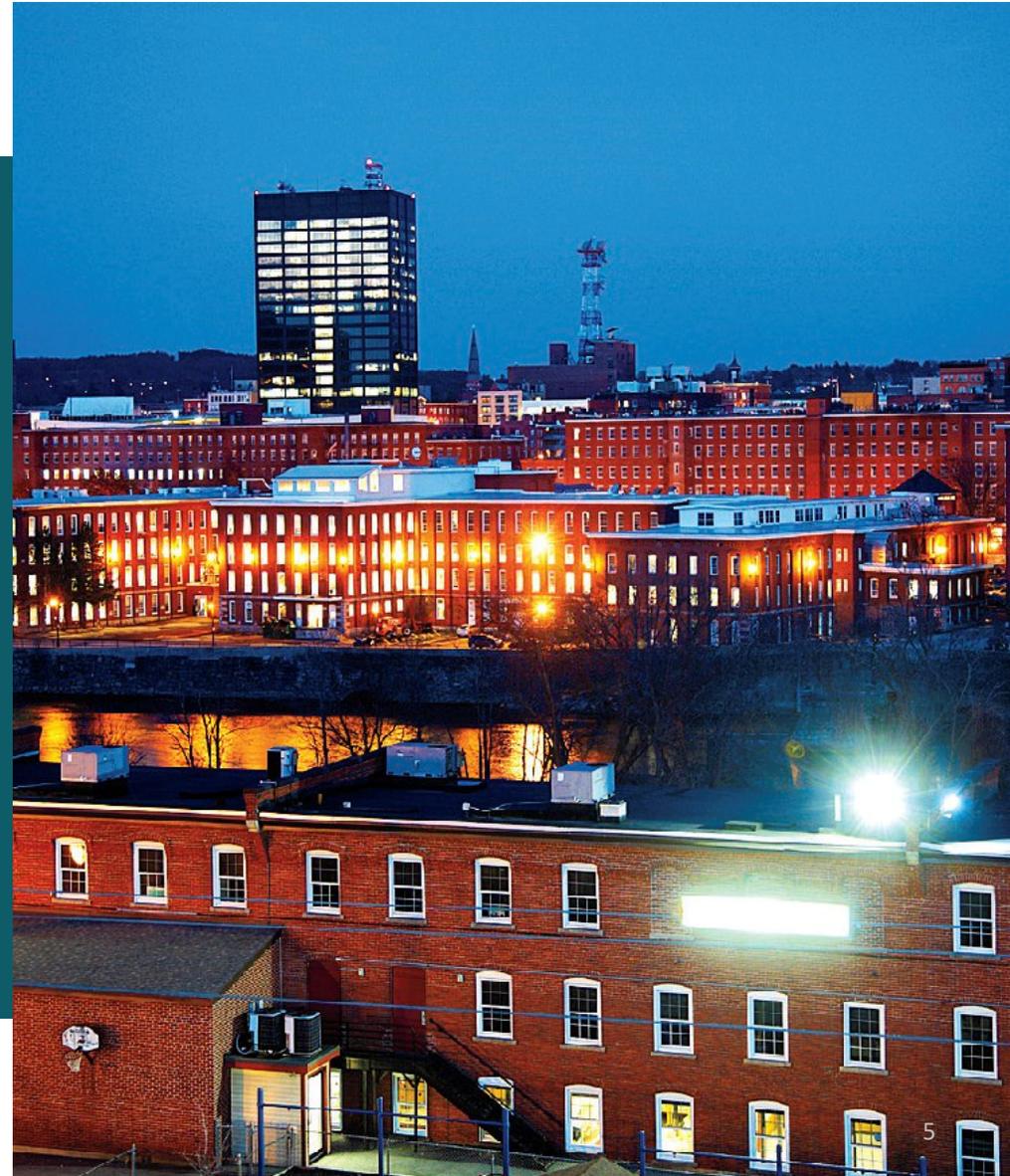
Per capita personal income growth: 4.5% (3<sup>rd</sup> highest)

Labor force participation rate: 67.9% (9<sup>th</sup> highest)



## BEA RECRUITMENT

- Business recruitment and expansion
- Workforce and talent recruitment
- Travel industry recruitment
- Student recruitment



## **TALENT RECRUITMENT**

Utilizing the established Live Free brand and market knowledge, BEA has launched a talent attraction website and a business recruitment website.

**[www.choosenh.com](http://www.choosenh.com) and [www.selectnh.com](http://www.selectnh.com)**

These tools are scalable and can grow in functionality and expand content. They are also designed for utilization by employers and other stakeholders to advance their own recruitment efforts.

# TARGET: MILLENNIALS & COMMUTERS

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APPEALS:

Quality of life

Workforce opportunities

Affordability

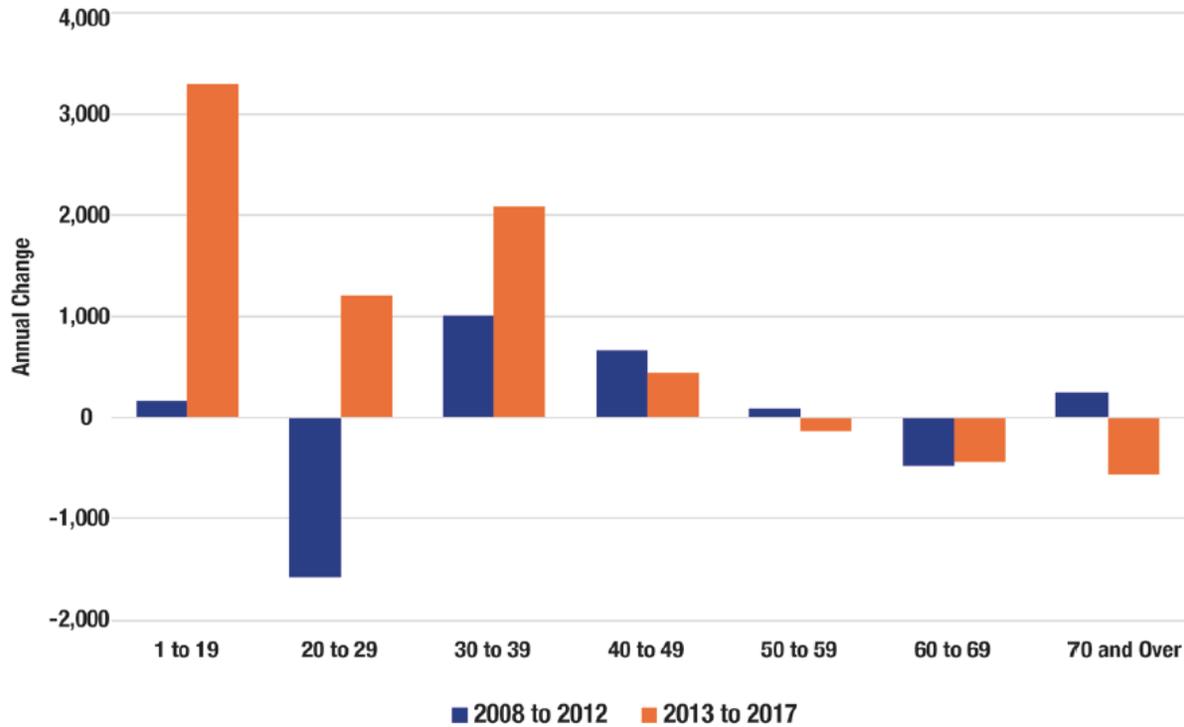
NH'S SWEET SPOT:

**28-32**  
years old

COMMUTERS

# NET MIGRATION

## NEW HAMPSHIRE YOUNG ADULT NET MIGRATION FROM OTHER STATES IS INCREASING



**Analysis:** K.M. Johnson, Carsey School, University of New Hampshire. **Source:** U.S. Census ACS, 2008–2012, 2013–2017