BEA and Economic Development
EV Charging Infrastructure Commission

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### 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 7th among all states in percentage of workforce employed in technology (8.8%)
- NH ranks 6th 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 DATAPoints

Unemployment rate: 2.4% (3rd lowest in USA)
Median household income: $73,381 (7th in USA)
Per capita personal income growth: 4.5% (3rd highest)
Labor force participation rate: 67.9% (9th 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 and 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

NH’S SWEET SPOT: 28-32 years old

APPEALS:
- Quality of life
- Workforce opportunities
- Affordability

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