Assumption

We want **millennials** to choose to **live, work, and play** here as part of **our community**.
Why?

They are the next generation.
This year, the Millennial generation (18-34) is projected to surpass the Baby Boom generation as the nation’s largest living generation.

— US Census Bureau
Outline of Presentation

• Millennials:
  Overview of the millennial generation

• The Connected Village:
  How a community can attract and retain millennials
The Millennial Generation
Defining Characteristics of Millennials
Defining Characteristics of Millennials

• Digital & Social Connectivity
Mobile Connectivity
A New Dimension to the Human Experience

Mobile Connections by Device:
Based on the total number of smartphone connections around the world.

- Total number of global mobile connections: 7.1B
- Total number of smartphone connections: 2.7B
- Smartphone connections as a percentage of total connections: 38%
- Total number of feature-phone connections: 4.1B
- Feature-phone connections as a percentage of total connections: 58%

Source: Ericsson Mobility Report, Q4 2014. Note that other devices such as tablets account for 300 million connections (4% of total).

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Social Workers
At-Work, 3rd Place

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Defining Characteristics of Millennials

- Digital & Social Connectivity
- Extended Adolescence
Extended Adolescence

“...a recent Pew study put the percentage of people 18 to 31 living at home at 36%”

— Forbes

“"
Defining Characteristics of Millennials

- Digital & Social Connectivity
- Extended Adolescence
- Local Culture, Global Citizen
Social, Responsible Consumers
3rd Place, Local, Craft, Environmentally and Socially Conscious

JasonBroadwater.com
Defining Characteristics of Millennials

- Digital & Social Connectivity
- Extended Adolescence
- Local Culture, Global Citizen
Assumption

We want millennials to choose to live, work, and play here as part of our community.
The Connected Village
THE CONNECTED VILLAGE
Work in the Connected Village

Old

New
Play (Travel) in the Connected Village

What’s motivating people 18-24 to travel?
• experiencing a new culture (86%)
• eating local foods (69%)
• partying (44%)
• shopping (28%)

— Forbes, reporting on 31k-pop survey
Overall roughly 30% of all millennials live in core counties, which means 70% live somewhere else.

— Forbes

JasonBroadwater.com
Play, Live, Work in the Connected Village

• Experience
• Culture
• Opportunity
What can be done?
What can be done?

• Placemaking
Placemaking

A place’s success is measured in how long people stay there.

— Picture by Cool Adventures
What can be done?

- Placemaking
- Connectivity Infrastructure
Connectivity

Connectivity is the underlying principle of the New Economy.

Physical
- Moving People

Virtual
- Internet

Social
- 3rd Place

Public Transportation
Walkable Environments
Environmentally Friendly
Free/Cheap Ubiquitous Internet
Pizza, Pubs, Coffee Shops
Learning / Engaging
Social Work Environments
What can be done?

- Placemaking
- Connectivity Infrastructure
- Entrepreneur Ecosystem
Work Not Jobs

- The “entrepreneur”
- The “freelancer”
- 1099
- Passion projects
- Flexibility
- Fractional services
Affordable Space
How Asheville, NC was redeveloped by the “fringe” population.

— Picture by Michael Sulock
What can be done?

- Placemaking
- Connectivity Infrastructure
- Entrepreneur Ecosystem
- Creative/Tech Services
Industries of Lake Tahoe

Most common industries (%)

- Accommodation and food services
- Construction
- Educational services
- Professional, scientific, and technical services
- Arts, entertainment, and recreation
- Real estate and rental and leasing
- Administrative and support and waste management services

Lake Tahoe (purple) vs California (green)
Industries of Lake Tahoe

What are the drivers of the Connected Village?

![Bar chart showing the most common industries in Lake Tahoe and California. The chart highlights the educational services and professional, scientific, and technical services industries.](JasonBroadwater.com)
Creative & Technical Services

- Arts, Entertainment, and Recreation Services
- Professional, Scientific, and Technical Services
- Educational Services
What can be done?

- Placemaking
- Connectivity Infrastructure
- Entrepreneur Ecosystem
- Creative/Tech Services
- Projects and Programming
The Hive
An experiment in community workforce development

— Picture from OldTownNewWorld.com
Aday Remus
The creative prototyping of space in the village.

— Picture from AdayRemus.com
Technology Incubator
A knowledge-centric project, not a real estate project.

— Picture from KnowledgeParkRockHill.com
What can be done?

- Placemaking
- Connectivity Infrastructure
- Entrepreneur Ecosystem
- Creative/Tech Services
- Projects and Programming
- Authentic Story-Telling
Authentic Story-Based Marketing
Tell the stories that matter in ways that engage a social audience.

- Highlight and show real people doing compelling things.
- Use the Internet heavily (social, video, content marketing).
- Conduct/facilitate/support events, happenings, etc. (and document them using the principles/tools above).
- Encourage input, participation, and shared experience in all of the above.
Millennials prefer walking over driving, living within walking distance of shops and restaurants, short work commutes, and are most likely to use public transportation.

— Realtor.org, reporting on transportation preferences survey
Commuting

How do you humanize this story and tell it in a compelling way?

![Bar chart showing travel time to work in Lake Tahoe and California.](JasonBroadwater.com)
Conclusion
Defining Characteristics of Millennials

- Digital & Social Connectivity
- Extended Adolescence
- Local Culture, Global Citizen
What can be done?

- Placemaking
- Connectivity Infrastructure
- Entrepreneur Ecosystem
- Creative/Tech Services
- Projects and Programming
- Authentic Story-Telling
The Connected Village recruits and retains the Millennial.

— Jason Broadwater