



Live

GREATER

# Choose Greater Peoria

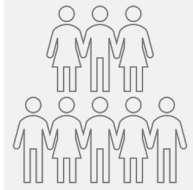
Talent Attraction Strategy

CHOOSE GREATER >  
**PEORIA**

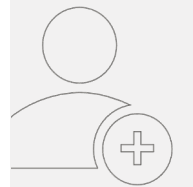
# How We Got Here



Bob Gilmore had a vision to **align the business community** around one high-priority need.



Greater Peoria needs to retain businesses and **grow its workforce.**



Area businesses must fill job openings and **aggressively attract talent.**



The Gilmore Foundation has provided a unique opportunity to **rally the community** around this vision.

After a series of workshops and discussions, the **Greater Peoria Leadership Council** was formed to steer this effort alongside existing civic organizations.

- CEO-led and business-centric
- Defines strategic initiatives
- Focused funding
- Oversees execution and accountability





## Three Areas of Focus

1

An immediate approach to **executive recruitment** with long-term **talent attraction strategy**

2

A current focus on **Peoria branding** as it applies to talent attraction

3

An **internal communication plan** to engage leaders and residents with a unified **Positive Peoria** message



# Defining Our Target Audience

## Senior Professional to C-Suite

35-64 years old  
Highly educated  
\$117,000+ annual salary  
Mobile/willing to move



## What They Care About

Life outside of work  
Time with family  
Community involvement & volunteerism

*\*Entry level and early-career professionals also considered in strategy*

### HR Challenges:

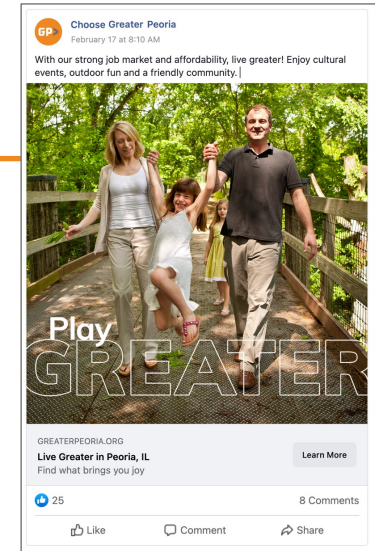
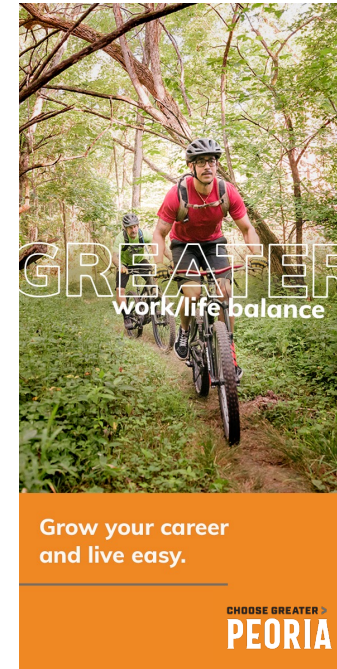
Average timeline of 4-6 months to hire  
Cost of \$25,000 - \$35,000 per hire  
Cost and timeline increase as position becomes more senior  
HR can sell their business but need help selling Peoria

# Phased Campaign Creative

## Phase 1: Introducing “Live Greater”

Social and display ads will drive to new website for contact form

Campaign Timeline:  
May – July 2023



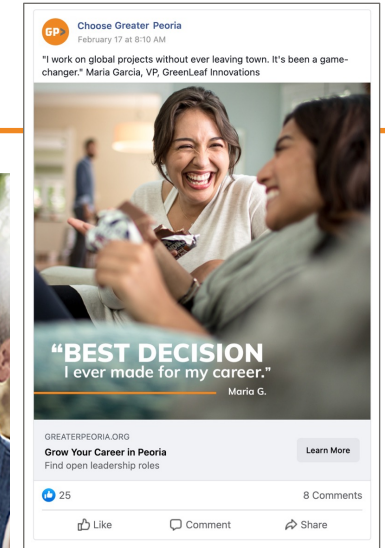
*Proof of Concept Imagery*

# Phased Campaign Creative

## Phase 2: Testimonials & Social Proof

Social and display ads will drive to new website for contact form

Campaign Timeline:  
July – August 2023



*Proof of Concept Imagery*

# Media & Web Strategy

## Phased digital campaign and media buy

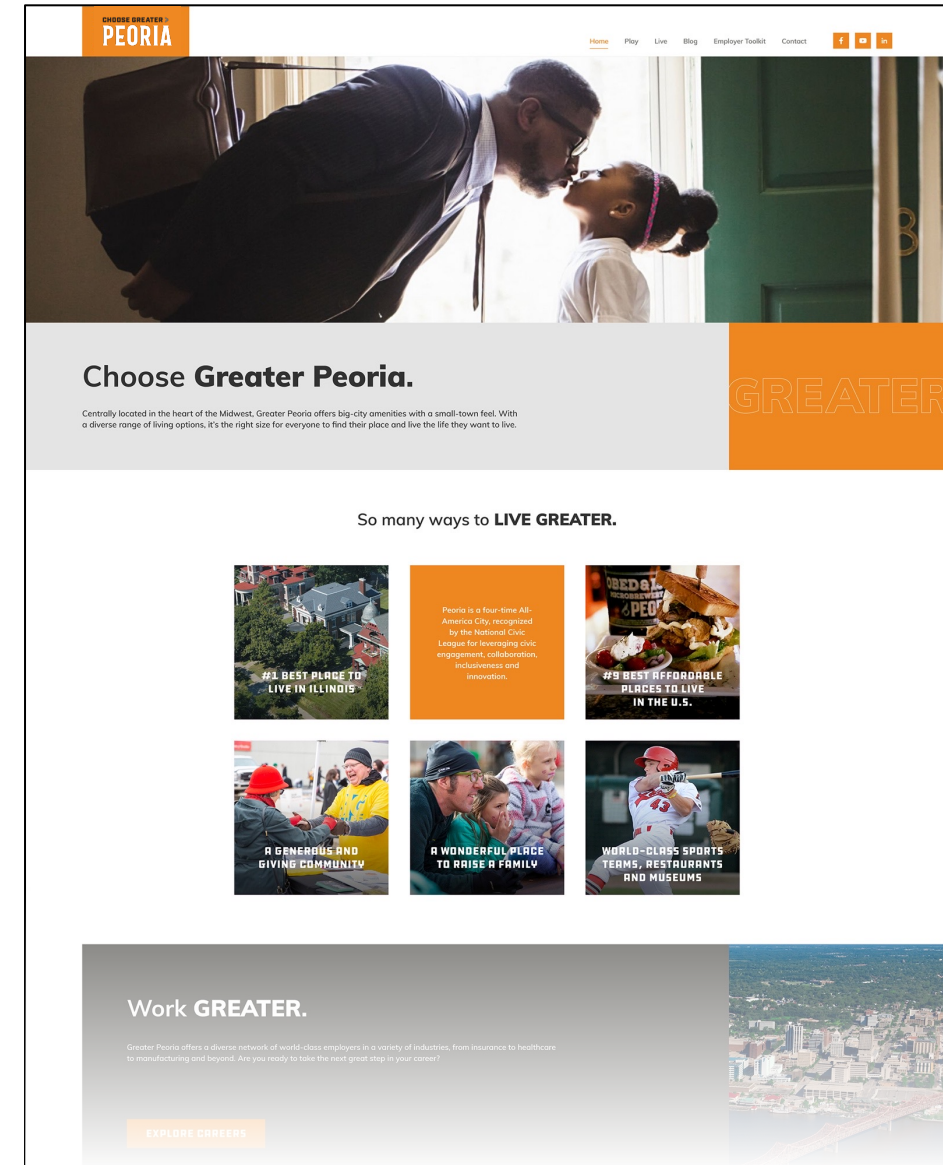
- Paid social, paid search, video ads and display ads

## A new website to generate candidate leads and tell “Positive Peoria” story

- Leads sent directly to HR professionals

## Email nurture program

- Connect candidates to job openings
- Learn more about Greater Peoria





# Empowering HR With Assets

Training offered in April,  
Assets ready May 1

## We'll give....

**Copy library**

**Blog content**

**Brochure**

**Customizable templates**











- New talent attraction website
- Social media posts and accounts
- Industry pages and blog targeted to needs

# Multiplying Our Impact

## Greater Peoria Ambassadors

- Provide testimonials
- Represent their industry
- Leverage social channels
- Connect with candidates on LinkedIn

**LIFE IN WICHITA**  
Contact Wichita movers, doers and creators

			
<b>STACY WARD LATTIN</b>	<b>DARRYL KELLY</b>	<b>SAM SCHAEFER</b>	<b>JASON TOEVS</b>
Ask me about:	Ask me about:	Ask me about:	Ask me about:
Craft wine and beer	Young professional organizations	Best gyms and fitness clubs	Travel hacks
Yoga	Volunteerism	Local kid-friendly things to do	Best craft coffee spots
Local shopping and restaurants	Mentoring youth	Networking	Connecting with local farmers
Women's groups and non-profits	Community and civil engagement	Saving for retirement	Building a tech startup in Wichita
 			 

Example of ambassadors from the "Choose Wichita" talent attraction campaign

# How We Will Work Together

**This is a long-term effort that will require resources and collaboration.**

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# Holding Ourselves Accountable

<b>GPLC oversight</b>	Regular reports and monthly meetings
<b>KPI scorecard</b>	Tracking candidate leads and high-level business outcomes
<b>Lead tracker</b>	Tool for HR professionals to report candidate status
<b>Lead rep</b>	Works with HR to maintain database and close the feedback loop





Join our growing movement.

Together, we can live greater.



## Questions?

Contact Laura Cullinan with the Gilmore Foundation

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**PEORIA**