



# Target Talent Market Identification

Prepared for the Watertown Development Company

**Submitted by**

Development International Counsellors  
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**WATERTOWN**  
DEVELOPMENT COMPANY



# Background and Source Data



A review of secondary data and reports to identify the “best bet” target markets for talent recruitment efforts.



## Source Data

- Analysis and Indexing of Secondary Data
  - In- and out-migration patterns by metro and state
  - Housing affordability
  - Cost of living
  - Access to healthcare/cost
  - Visitor arrivals/airlift
  - Crime statistics
  - Occupational concentrations
  - Political concentrations
  - Alumni/ae concentrations from regional/state post-secondary institutions
  - Other labor force/demographic indicators (i.e., % working age population; commute times; etc.)



## Watertown Target Market Identification: **National Talent Trends**

- According to DCI's national talent study, Talent Wars, **job- and employer-related factors** continue to outweigh location factors for talent when considering relocation
- However, DCI's research shows an emerging trend in the talent attraction landscape: talent is **prioritizing safe and secure environments and an improved quality of life**, now more than ever. Talent is prioritizing safe environments with job opportunities that offer the potential of a better or comparable standard of living than where they lived previously
- According to DCI's national research, **moving closer to family/friends** is a top-trigger inspiring relocation (emphasizing the importance of a boomerang strategy).
- Talent **tends to relocate in generally the same region** as their original residence but we are seeing some exceptions.



## Watertown Target Market Identification: **In- and Out-Migration Patterns - County Level**

County	Migration TO Codington County	Migration FROM Codington County
Pennington, SD	15	335
Brookings, SD	91	111
Minnehaha, SD	80	119
Hamlin, SD	0	191
Jackson, OR	110	0
Hughes, SD	26	81
Brown, SD	87	2
Lawrence, SD	65	24
Deuel, SD	42	47
Davison, SD	0	81
Lyon, MN	80	0
Beadle, SD	64	12
Ward, ND	0	74
Clark, SD	0	72
Alameda, CA	67	0
Buffalo, SD	66	0
Chippewa, MN	0	66
Blue Earth, MN	0	65
Jerauld, SD	48	12
Stearns, MN	59	0

Source: American Community Survey, 2016-2020



## Watertown Target Market Identification: **In- and Out-Migration Patterns - State Level**

State	Migration TO South Dakota	Migration FROM South Dakota
Minnesota	24,433	20,487
Iowa	15,705	10,910
Nebraska	12,922	11,186
California	10,077	6,708
North Dakota	6,316	8,063
Colorado	5,602	8,963
Texas	5,576	8,861
Wyoming	4,759	4,607
Florida	4,245	9,185
Georgia	3,791	1,451
Arizona	3,268	7,848
Montana	2,972	1,818
Washington	2,863	1,470
Illinois	2,834	2,323
Oregon	2,768	1,373

Source: American Community Survey, 2017-2022 (excluding 2020 for which data is unavailable)



# Watertown Target Market Identification:

## Target Occupation Employment Location Quotient

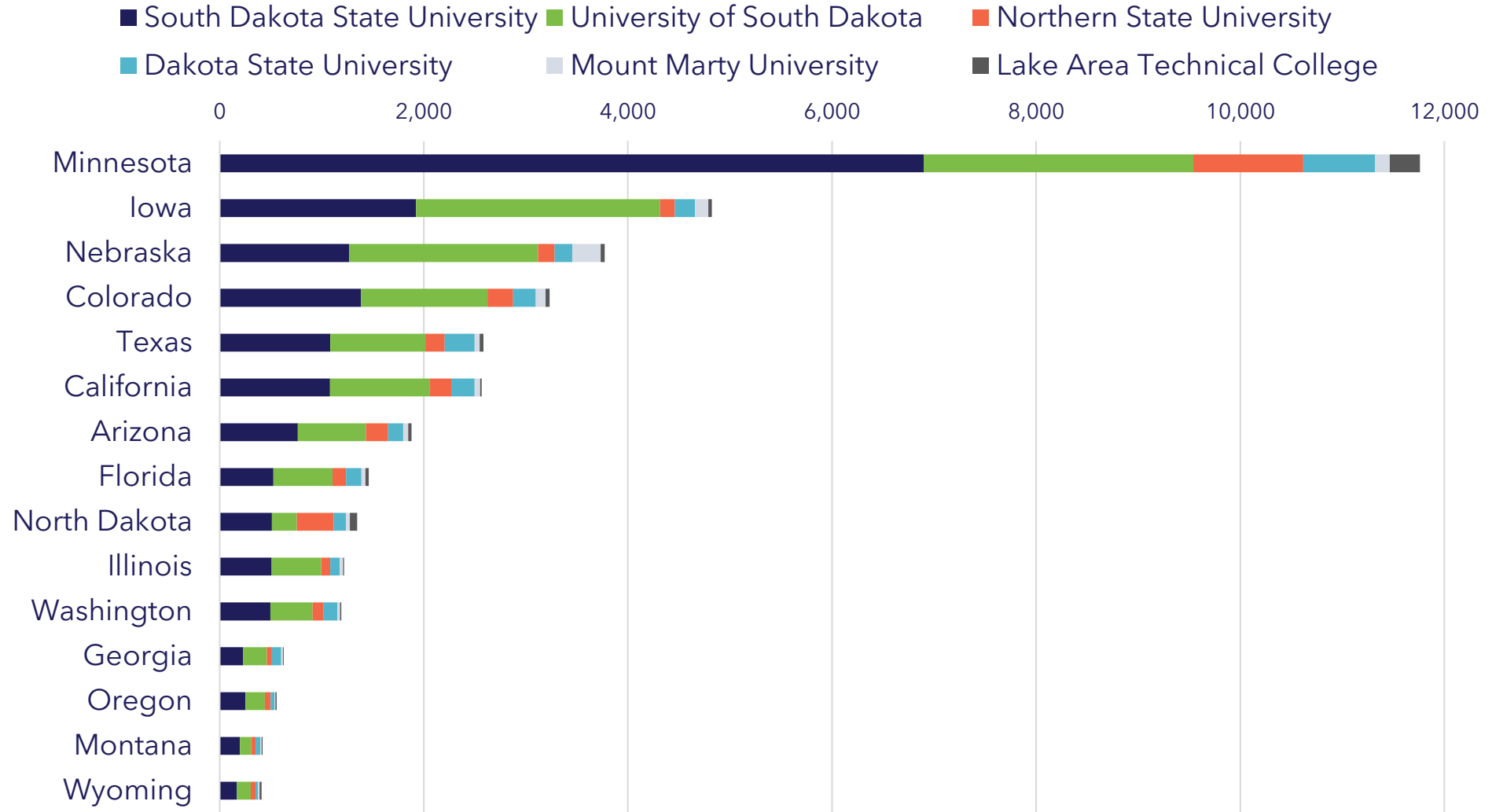
State	Laborers and Freight, Stock, and Material Movers, Hand	Transportation, Storage, and Distribution Managers	Maintenance and Repair Workers, General	Industrial Engineers	Industrial Machinery Mechanics	Industrial Production Managers
Iowa	1.02	1.01	0.92	1.39	1.62	1.61
Illinois	1.75	1.46	1.14	1.22	0.57	1.32
Minnesota	0.95	0.86	0.94	2.53	0.81	1.27
Wyoming	0.56	0.41	1.42	0.35	2.73	0.95
Texas	0.89	1.29	0.96	0.84	1.24	0.98
Georgia	1.41	1.27	1.00	0.74	1.08	0.64
Oregon	0.69	1.02	0.86	1.03	1.07	1.12
California	1.07	1.49	0.78	0.63	0.57	0.96
North Dakota	1.06	0.31	0.92	0.55	1.90	0.61
Arizona	1.19	0.75	1.14	1.06	0.43	0.68
Washington	0.77	0.72	0.92	0.92	0.96	0.88
Nebraska	0.90	NA	0.99	0.70	0.91	1.16
South Dakota	0.46	0.55	0.78	0.78	1.06	1.01
Florida	0.68	0.85	1.07	0.63	0.64	0.55
Colorado	0.53	0.51	0.86	0.83	0.65	0.31
Montana	0.42	0.43	1.05	0.30	0.70	0.26

**Location Quotient:** Ratio of state employment concentration compared to national average (1.0 = national average).

Source: Bureau of Labor Statistics: Occupational Employment and Wage Statistics, May 2022



# Watertown Target Market Identification: **Alumni/ae Concentrations**





# Watertown Target Market Identification: Socioeconomic Index

The states, including South Dakota, received a score of between 1 and 16 for each socioeconomic factor, where the higher total score indicates states with less favorable conditions and where South Dakota and the Watertown metro area can offer a competitive advantage.

Rank	State	Cost of Living	Median Home Value	Health Costs	Working Age Population	Unemployment	Commute Time	Violent Crime Rate	Property Crime Rate	Total Score
1	California	15	16	12	15	16	16	16	13	119
2	Washington	16	15	16	14	12	11	10	16	110
3	Colorado	12	14	6	16	9	10	15	15	97
4	Oregon	14	13	14	10	11	7	8	14	91
5	Arizona	13	12	2	7	14	9	13	11	81
6	Texas	6	6	1	12	13	12	14	12	76
7	Georgia	2	8	7	13	10	15	9	5	69
8	Minnesota	9	9	13	9	7	7	4	9	67
9	Illinois	4	5	3	11	15	13	7	4	62
10	Montana	11	11	5	3	4	5	12	8	59
11	North Dakota	8	3	15	8	1	3	3	10	51
12	Florida	10	10	4	5	4	14	2	2	51
13	Iowa	1	1	11	6	7	6	6	1	39
14	Wyoming	7	7	10	4	6	1	1	3	39
<b>15</b>	<b>South Dakota</b>	<b>4</b>	<b>4</b>	<b>8</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>11</b>	<b>6</b>	<b>38</b>
16	Nebraska	3	2	9	2	3	4	5	7	35



# Watertown Target Market Identification: **South Dakota Visitor Origin Markets**

## **Metro Area**

1. Minneapolis/St. Paul, MN (17%)
2. Denver, CO (8%)
3. Sioux City, IA (7%)
4. Minot/Bismarck/Dickinson, ND (5%)
5. Fargo/Valley City, ND/MN (5%)
6. Omaha, NE/IA (5%)
7. Lincoln/Hastings/Kearney, NE (4%)
8. Des Moines/Ames, IA (2%)
9. Mankato, MN (2%)
10. Billings, MT (2%)

## **State**

1. Minnesota (21%)
2. Nebraska (12%)
3. Iowa (9%)
4. North Dakota (8%)
5. Wyoming (6%)
6. Colorado (5%)
7. Wisconsin (5%)
8. Montana (3%)
9. Illinois (3%)

## **Direct Flight Connections**

- Chicago, IL
- Denver, CO



## Watertown Target Market Identification: **Political Affiliation**

State	Five Year Migration to South Dakota	Percentage Republican Leaning	Total Republican Leaning Population
California	16,785	30%	9,159,101
Texas	14,437	39%	8,810,065
Florida	13,430	37%	6,641,474
Georgia	5,242	41%	3,446,955
Illinois	5,157	33%	3,255,723
Tennessee	5,840	48%	2,647,779
Arizona	11,116	40%	2,308,638
Missouri	4,413	41%	1,974,218
Colorado	14,565	41%	1,897,821
Minnesota	44,920	39%	1,727,299
Iowa	26,615	41%	1,018,345
Nebraska	24,108	47%	701,816
Montana	4,790	49%	435,456
North Dakota	14,379	50%	299,148
Wyoming	9,366	57%	257,513

*Migration Data: American Community Survey, 2017-2022 (excluding 2020 for which data is unavailable)*

*Politician Affiliation: Pew Research Centre*

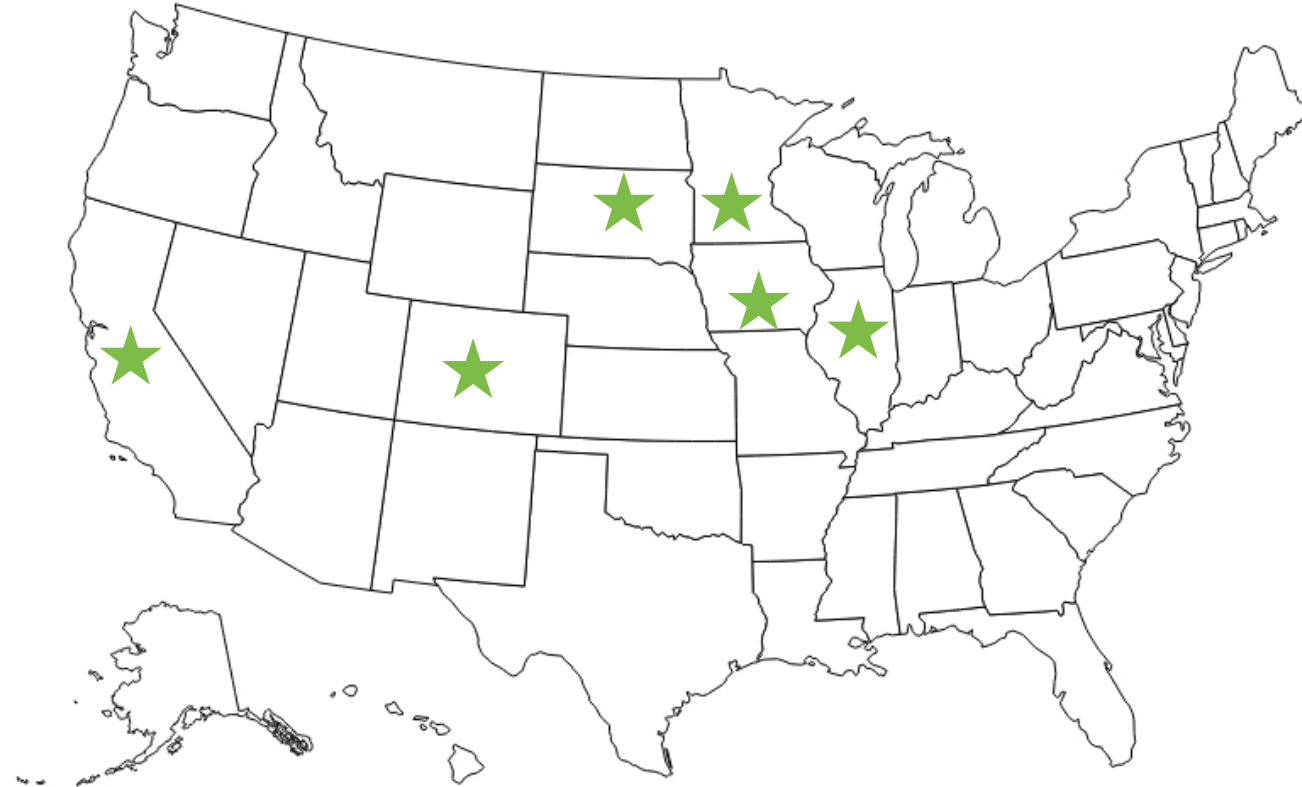
*Population Data: American Community Survey, 2022 (Age 18+)*



## Watertown Target Market Identification: **Recommended Target Markets**

1. Illinois
  - Chicago-Naperville-Elgin, IL-IN-WI
2. Minnesota
  - Minneapolis-St. Paul-Bloomington, MN-WI
3. Colorado
  - Denver-Aurora-Lakewood, CO
4. Iowa
  - Des Moines-West Des Moines, IA
5. California
  - Statewide
6. South Dakota
  - Statewide (outside Codington County)

*\* Given the high level of intrastate migrations and location of alumni/ae, as an option to these market, DCI can conduct a survey of residents living outside Watertown.*





## Action Items & Next Steps

**DCI** to send over focus group outreach templates

**DCI/Watertown** to finalize focus group availability

**Watertown** to begin outreach for focus groups

**DCI** to provide feedback on surveys by Wednesday, December 20

# Thank You!

Please let us know what questions we can answer

