

What 2023 Holds FOR CHAMBERS & EDOS



LIVABILITY
MEDIA

We asked chamber of commerce and economic development professionals in communities all over the country about what 2023 holds. Here's what you had to say about the strategies, plans and changes organizations like yours are planning for this year.

KEY INSIGHT #1

Most popular focus areas for the year ahead are:

Workforce Development	78%
Talent Attraction	74%
Marketing & PR	65%
Diversity, Equity & Inclusion	57%
Existing Business Development	57%

Percentage who said this is a priority.



KEY INSIGHT #2

Most common emerging areas of focus for 2023 include:

- » Tourism
- » Talent Recruitment
- » Workforce Issues Like Housing and Child Care
- » Branding & Talent Attraction Marketing*

** Respondents indicated that new marketing spend and effort in 2023 is most likely to go toward online content, social media or website updates/creation.*



KEY INSIGHT #3

The groups chambers and EDOs want to market to this year are:

- Young Professionals **78%**
- Boomerangs **61%**
(People who grew up in or have a previous connection to the community)
- College Grads **57%**
- Tech Workers **44%**
- Health Care Workers **39%**

Percentage who said this group is a priority.

» Honorable mentions here included veterans and retirees.

KEY INSIGHT #4

Remote workers are still a key audience, too:

- Attracting remote workers is still a priority **48%**
- Attracting remote workers is still important but less so than it has been **35%**

KEY INSIGHT #5

New chamber and EDO programs in 2023 are likely to focus on:

45%

Diversity, Equity & Inclusion

45%

Professional Development

45%

Entrepreneurship

35%

Apprenticeship

35%

Community Newcomers



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To learn more about how you can put Livability Media to work for your community, contact **Jordan Moore, Executive Vice President** of Livability Media, at jmoore@jnlcom.com.