



Town Government Remote First Workbook

Welcome to our Remote First workbook for town governments. This is a short exercise in relooking at your community in terms of attracting remote workers, and providing remote services that may not be easily accessible to current residents. Your town may have done a formal economic development plan at some point in the past. Chances are it's outdated, and you may not have the budget to go through a formal planning process. If you have the funding, chances are your regional planning authority is booked for the next couple years to do a formal study. Using our workbook, you may come up with some do-it-yourself strategies to steer your community in new directions. Some may require more planning, grants, or other support. Please feel free to reach out if needed at the links at the bottom.

Remote First Planning Topics

1. Identify your town's unique selling points: Determine what makes your town attractive to remote workers. This could include a low cost of living, a vibrant cultural scene, outdoor recreation opportunities, or a strong sense of community.

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2. Create a marketing plan that highlights your town's unique selling points and targets remote workers. This could include social media campaigns, email marketing, and targeted advertising.

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3. Ensure your town has a strong online presence, including a website and social media profiles that are regularly updated with information about your community.

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4. Consider offering incentives to remote workers who move to your town, such as tax breaks, housing assistance, or coworking spaces.

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5. Ensure your town has the necessary infrastructure to support remote workers, including reliable internet access and coworking spaces.

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6. Partner with local businesses to offer discounts or special deals to remote workers who move to your town.

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7. Host events that are targeted at remote workers, such as meetups, networking events, and workshops.

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8. Create a welcoming community that makes remote workers feel at home. This could include hosting welcome events for new residents, creating a mentorship program for remote workers, or offering volunteer opportunities in the community.

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9. Develop a long-term strategy for attracting and retaining remote workers. This could include ongoing marketing campaigns, regular events, and initiatives to improve the quality of life in your town.

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10. Focus on quality of life: Many remote workers are attracted to small towns because of the quality of life they offer. Highlight the benefits of living in your town, such as access to outdoor recreation, low crime rates, and a strong sense of community.

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11. Emphasize affordability: Small towns often offer a lower cost of living than larger cities, which can be a major draw for remote workers. Highlight the affordability of housing, utilities, and other expenses in your town.

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12. Leverage local talent: Small towns often have a wealth of local talent that can be leveraged to attract remote workers. Consider partnering with local universities or vocational schools to offer training programs that will help local residents acquire the skills they need to work remotely.

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13. Provide networking opportunities: Many remote workers are interested in networking with other professionals in their field. Host networking events or facilitate online communities where remote workers can connect with each other and exchange information.

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14. Promote your town's history and culture: Small towns often have a rich history and culture that can be promoted to attract remote workers. Highlight local landmarks, historical sites, and cultural events that make your town unique.

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15. Offer flexible workspaces: Many remote workers prefer to work from a coworking space rather than from home. Consider partnering with local businesses to offer shared workspaces or converting underutilized spaces into coworking facilities.

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16. Prioritize sustainability: Many remote workers are environmentally conscious and prioritize sustainability in their work and personal lives. Highlight your town's efforts to reduce its carbon footprint and promote sustainable practices.

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17. Highlight your town's safety: Safety is a major concern for many remote workers, especially those with families. Highlight your town's low crime rates and strong sense of community to reassure potential residents that they will be safe and supported in your town.

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18. Offer educational opportunities: Many remote workers have families and are interested in educational opportunities for their children. Highlight your town's schools and educational resources, and consider offering enrichment programs or extracurricular activities that will appeal to families.

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19. Support local businesses: Supporting local businesses is important for building a strong and vibrant community. Highlight your town's local businesses and encourage remote workers to shop and eat locally.

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20. Develop a welcoming and inclusive community: Creating a welcoming and inclusive community is important for attracting and retaining a diverse group of remote workers. Consider initiatives to promote diversity and inclusion, such as training programs or cultural events.

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21. Provide opportunities for civic engagement: Many remote workers are interested in getting involved in their community and making a positive impact. Provide opportunities for civic engagement, such as volunteering, community service projects, or public forums for discussion and debate.

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22. Offer unique incentives: In addition to traditional incentives such as tax breaks and housing assistance, consider offering unique incentives that will set your town apart. For example, you could offer free memberships to local gyms or cultural institutions, or provide access to community resources such as community gardens or makerspaces.

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23. Highlight your town's natural beauty: Many remote workers are attracted to small towns that offer access to natural beauty and outdoor recreation. Highlight your town's natural resources, such as parks, hiking trails, or lakes, and promote opportunities for outdoor activities such as kayaking, camping, or skiing.

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24. Support entrepreneurship: Many remote workers are entrepreneurs or small business owners. Develop programs to support entrepreneurship in your town, such as mentorship programs or small business incubators.

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25. Build partnerships with nearby towns: Small towns can enhance their appeal to remote workers by building partnerships with nearby towns. Consider partnering with neighboring towns to offer joint events or initiatives, such as a regional farmers' market or joint marketing campaigns.

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26. Encourage civic participation: Encouraging remote workers to get involved in local politics and governance can help them feel more connected to your town and invested in its success. Encourage remote workers to attend town meetings and consider offering leadership roles in town committees or boards.

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