nhbsr
In Good Company

PATHWAYS TO PROSPERITY

What Makes New Hampshire Business-Friendly?

The reports are in. The answer might surprise you.



This work has been made possible by The Couch Family Foundation, Nellie Mae Education Foundation, and NH Charitable Foundation.

Thank you to our Pathways to Prosperity Sponsors:





Sponsorships Available.

WHO WE ARE

In Good Company



We Convene

a robust network of businesses and their diverse stakeholders that share a desire to "do well and do good."



We Support

businesses and their change agents to move from ideas to action.



We Inspire

business practitioners of all levels of experience through shared storytelling and best practices.



We Lead

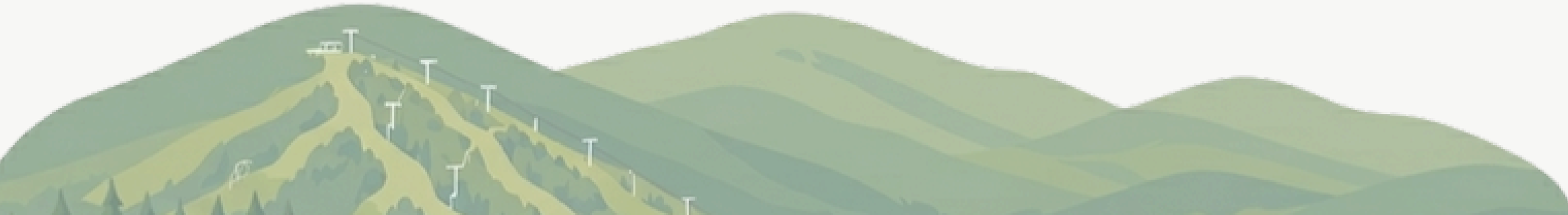
with our values because we know that we all must be the change we want to see in the world.

TODAY

What are we doing?

Today you'll leave with an expanded definition of business-friendly and and a way to act on it.

01	**The Context**	Why this? Why now?
02	**The Process**	What we did, and what it produced.
03	**The Data**	How do these issues show up in business?
04	**The Narrative**	What is Business-Friendly?
05	**The Action**	How will you show up?



THE CONTEXT

Why this? Why now?



Business Tax Revenue

=

more than ⅓ of our state budget

WHAT'S AT STAKE

If we do nothing, NH risks:







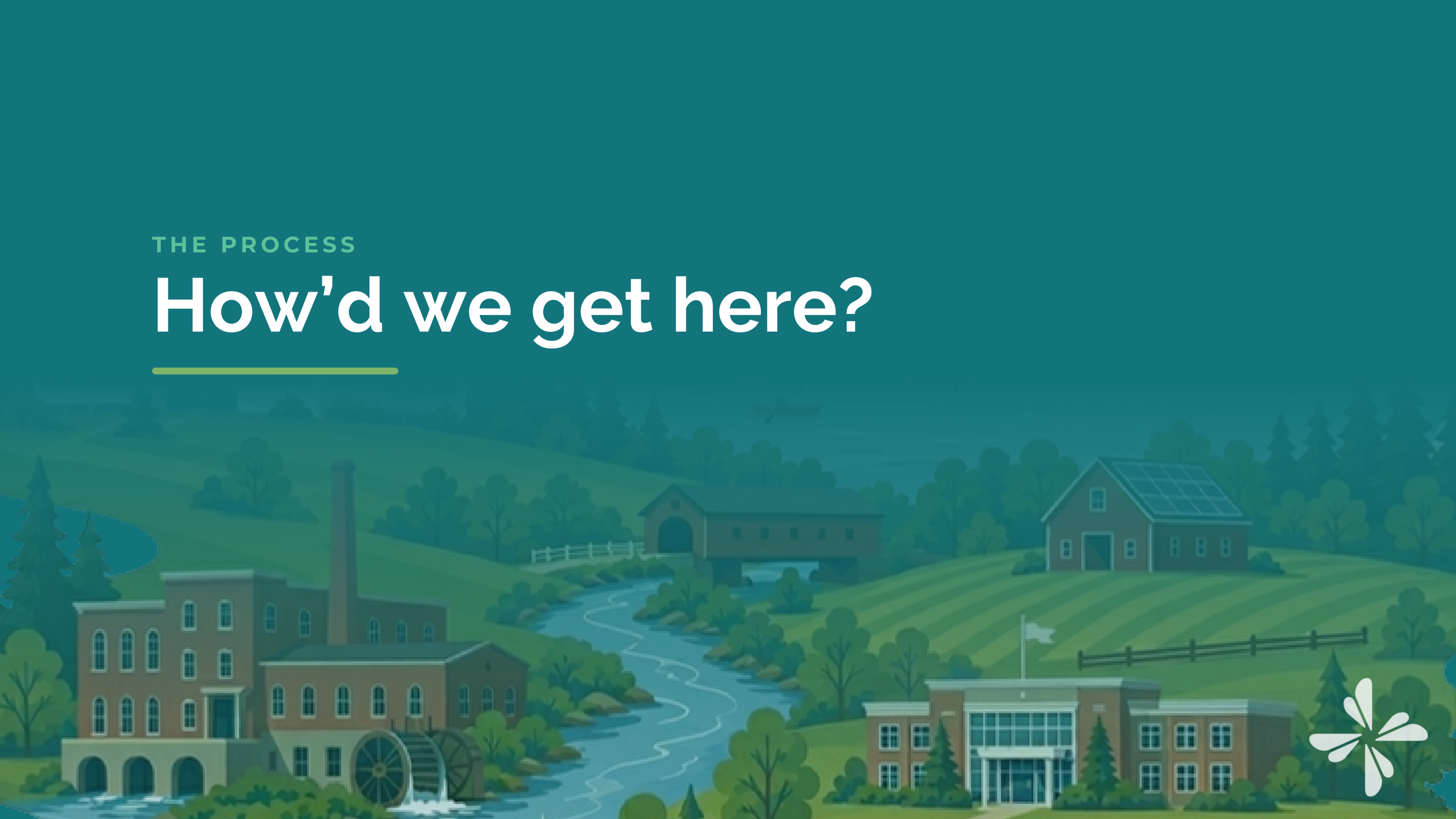
↓ Young Families Leave

↓ Skilled Workers Become Harder to Find

↓ Our Competitive Edge Erodes & Business Leaves

THE PROCESS

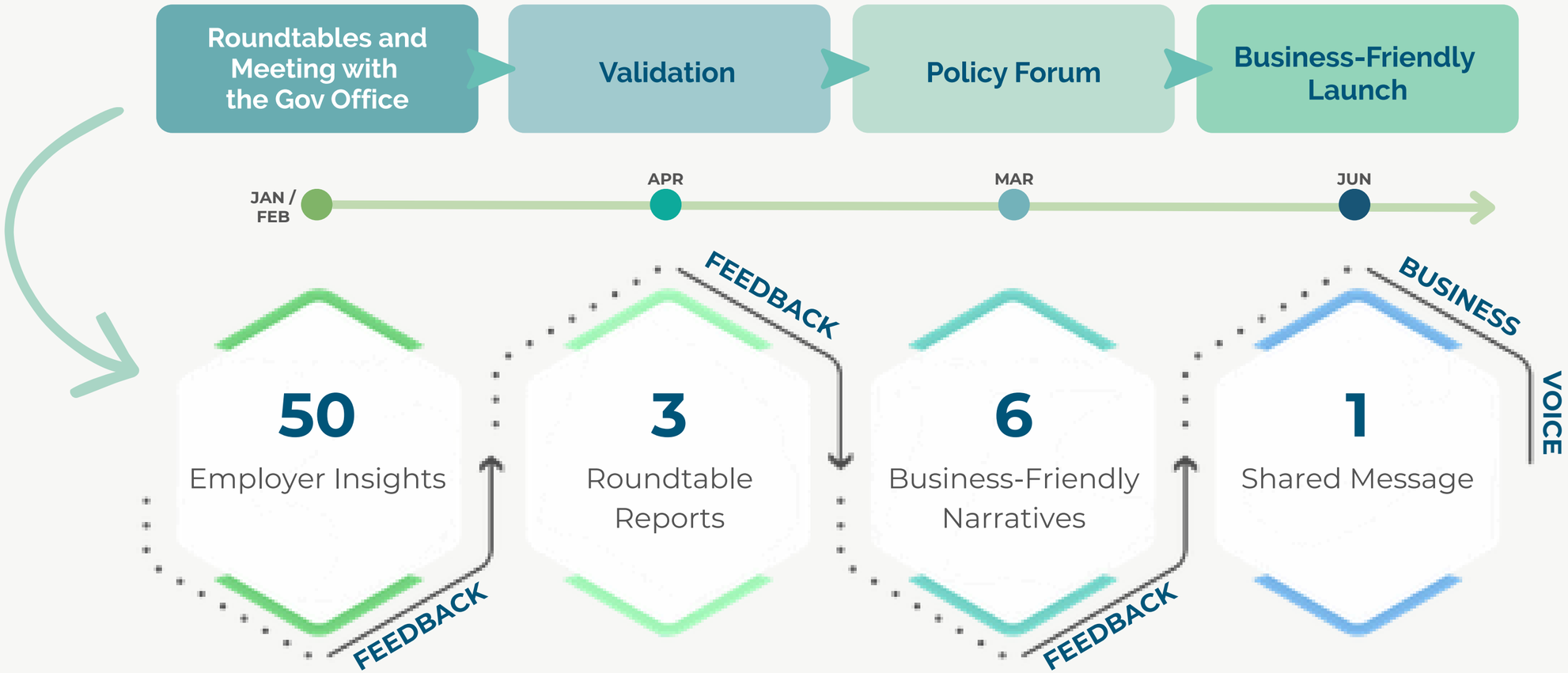
How’d we get here?



THE PROCESS

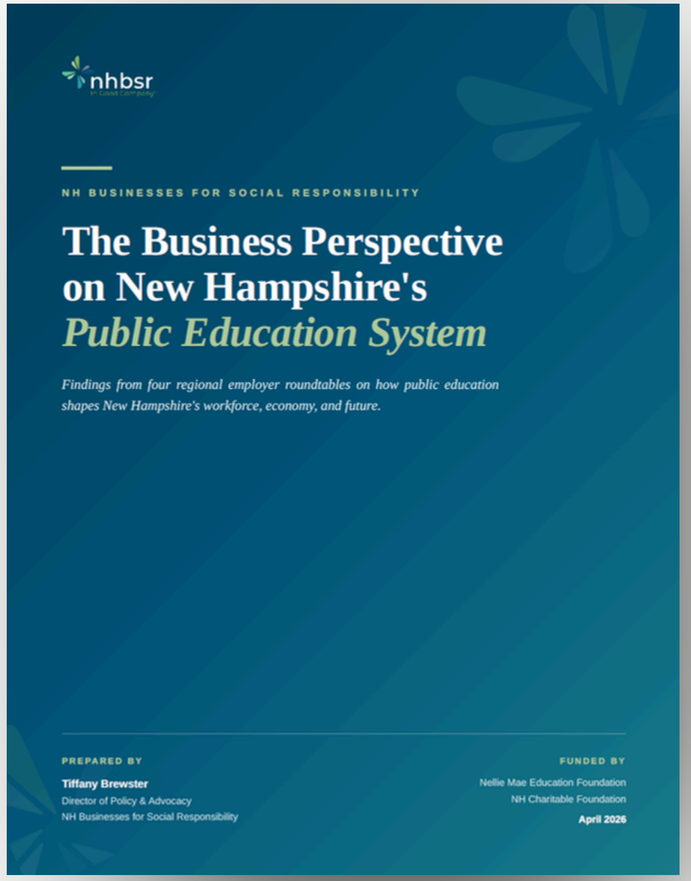
We started by listening

Our process was iterative, with feedback loops at every stage:



THE FINDINGS

What Employers Told Us Strong Schools Build



- Schools that recruit and keep talent
- A pipeline of work-ready graduates
- CTE that builds the next workforce
- Fair funding that eases the property-tax squeeze
- Communities where families put down roots
- A business community ready to lead

Read the reports at nhbsr.org/pathways-to-prosperity-resources/

THE PANEL

What are employers saying?



FEATURED VOICES

Employer stories

“

One candidate informed us that it's cheaper to live in Chicago than Manchester.
— *Manchester (Housing)*

I had an office admin... we offered to pay 50% of the cost of childcare to retain her... She ultimately left — even with that it didn't make sense.
— *Seacoast (Childcare)*

I see staff make housing decisions based on rent/mortgage and property tax rates. Three employees commute from Franklin to Manchester because of property taxes.
— *Manchester (Education)*

FEATURED VOICES

What actually makes it possible for employers to recruit, retain, and grow

Ultimately, the lack of state money has a trickle-down effect and costs me money.
— *Manchester (Education)*

The narrative in the legislature is that being business-friendly means reducing business taxes — but that ignores the cost to workforce retention.
— *Seacoast (Education)*

FEATURED VOICES

How employers weigh tradeoffs

“

I don't need a 0.05% business tax deduction. I can plan for that $20K tax. If that [tax money] helps my employees, it's an investment [in the community].
— *Manchester (Education)*

They can't keep cutting taxes while making it harder to administer child care supports.
— *Monadnock (Childcare)*

FEATURED VOICES

What happens if we do nothing

We are dependent on people moving here to join our workforce — they rent to start, but exit when they are ready to put down roots.
— *Upper Valley (Housing)*

When schools close, communities lose a hub of community life that ripples through the community and won't come back.
— *Monadnock (Education)*

We know quality is important — but without care at all, there will be no employees.
— *Seacoast (Childcare)*

THE NARRATIVE

What is business-friendly?



THE NARRATIVE

When People Thrive, Businesses Thrive

BUSINESS FRIENDLY NH

THE NARRATIVE

Business-Friendly, Defined

New Hampshire is where you build a career and a life.

New Hampshire is built to grow.

Freedom and community go hand in hand.

In New Hampshire, business knows what to expect.



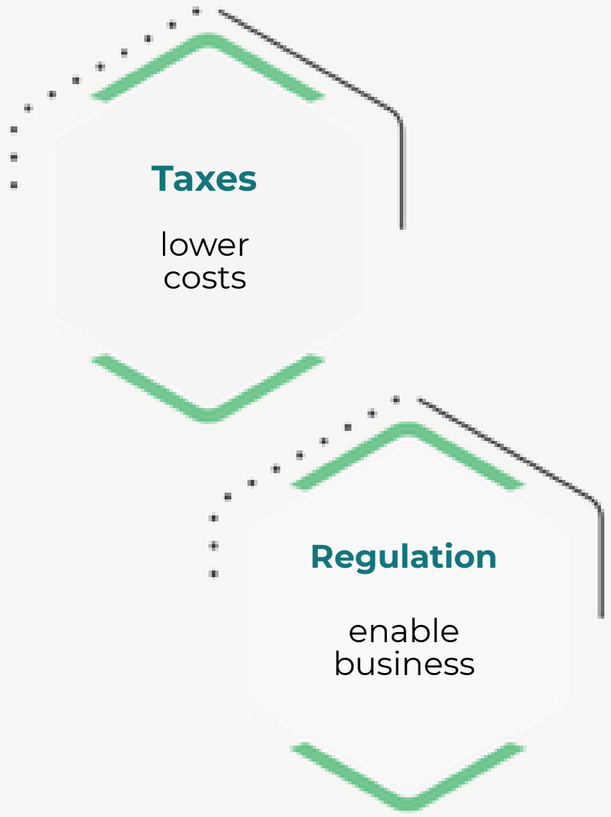
THE NARRATIVE

Business-Friendly, Defined



THE NARRATIVE

Expanding the Definition



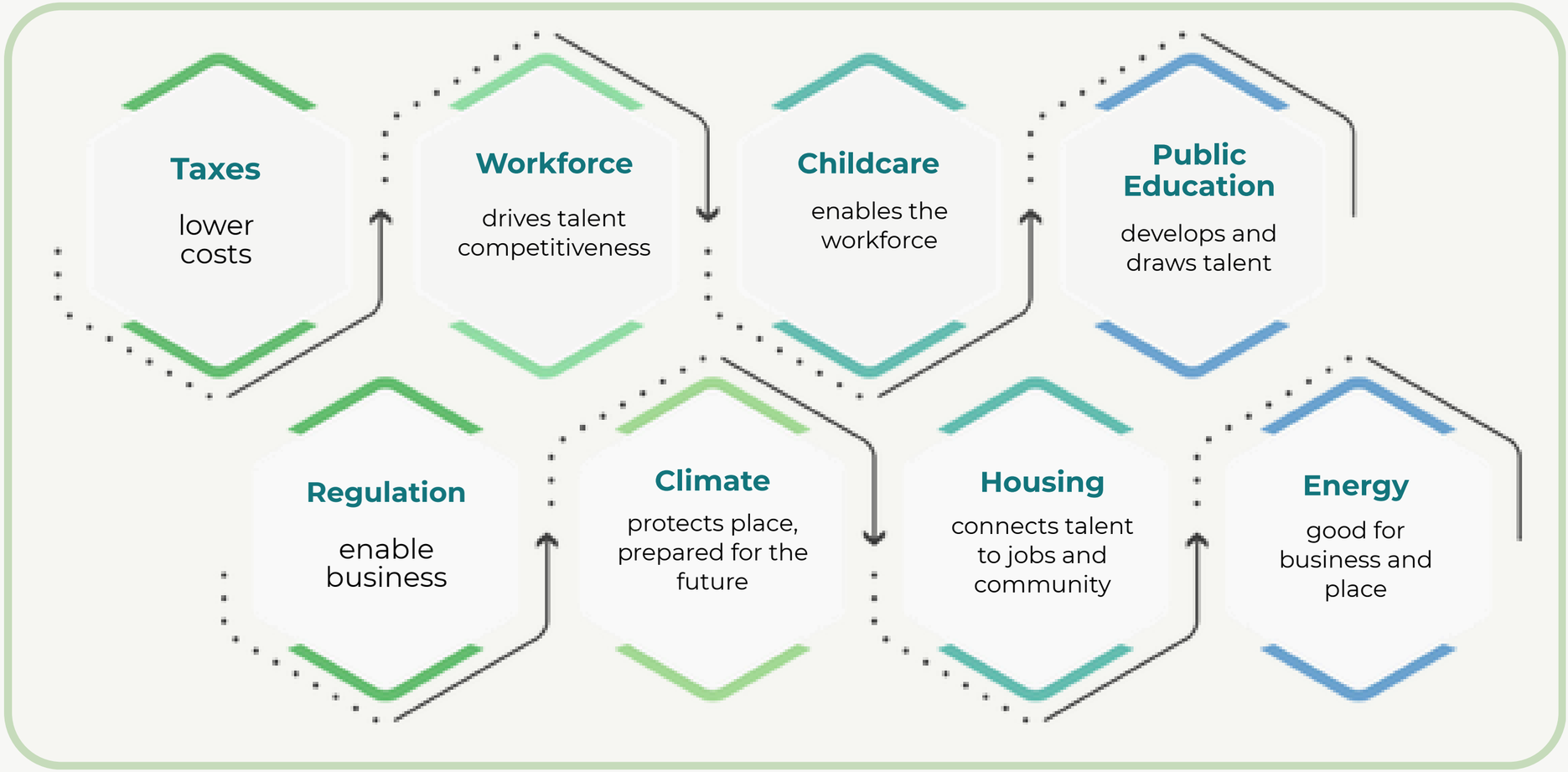
Traditional Definition

BUSINESS FRIENDLY NH

THE NARRATIVE

Expanding the Definition

Employer Definition



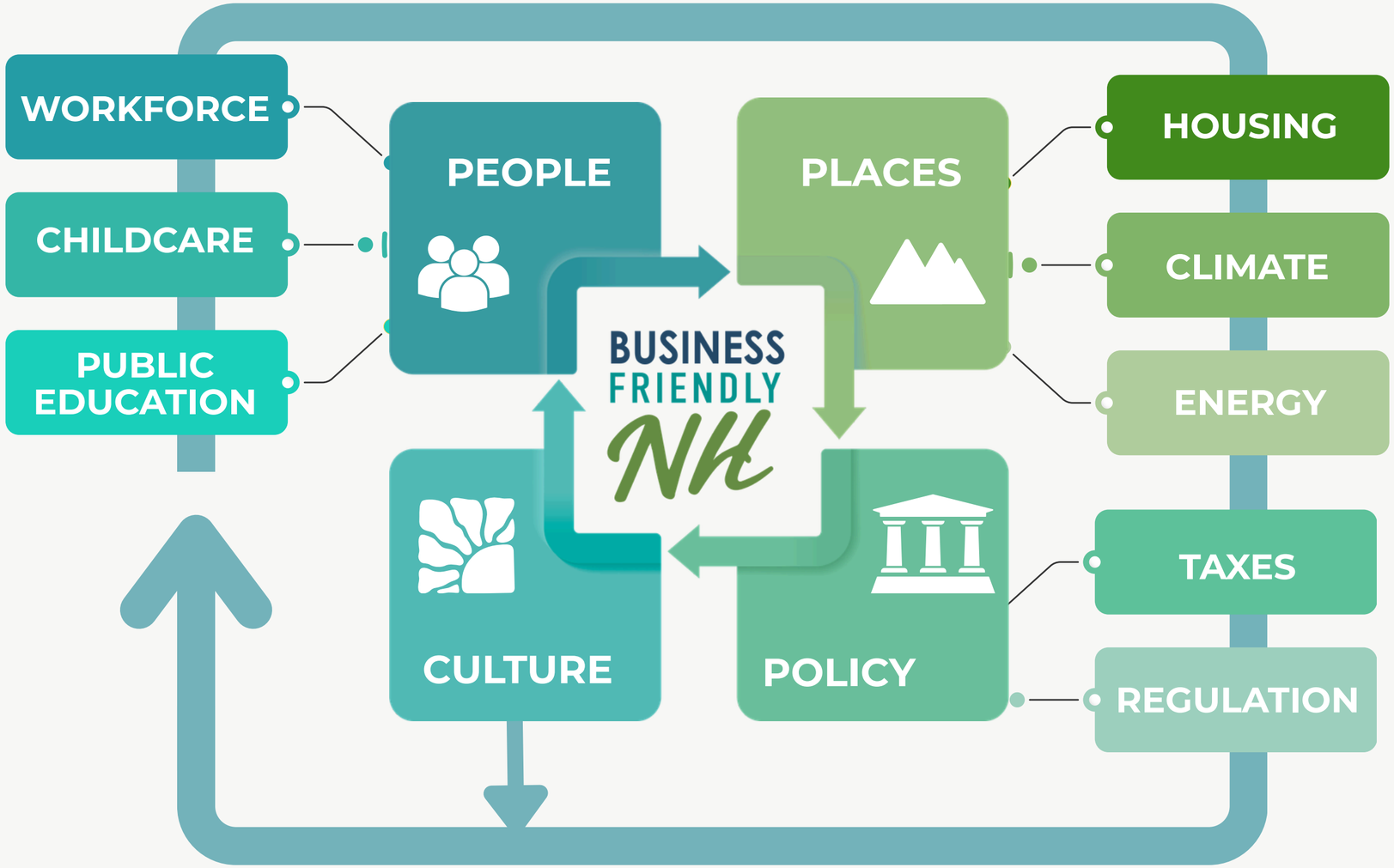
It's not that taxes don't matter — it's that they're only part of the story. The most competitive states invest in all the conditions that allow businesses and people to flourish together.

BUSINESS FRIENDLY NH

THE NARRATIVE

Business-Friendly, Defined

When people thrive, businesses thrive



THE ACTION

This is great! Now what?



THE ACTION

The Business Action Menu

Unite	Change the narrative.
Advocate	Shape policy.
Partner	Build solutions together.
Invest	Strengthen student opportunity.
Participate	Get involved.

BUSINESS FRIENDLY NH

THE ACTION

Unite: Change the narrative.

Adopt	Use the narrative.
Share	Talk publicly about the impact of a strong public education system on your business.
Download	Business-friendly messaging is open source.

BUSINESS FRIENDLY NH

THE ACTION

Advocate: Shape policy.

Inform	Join NHBSR's Advocacy Committee. *Learn more.*
Testify	Speak on business-friendly policy.
Engage	Seek out trusted, nonpartisan resources.

NEW HAMPSHIRE FISCAL POLICY INSTITUTE

BUSINESS FRIENDLY NH

THE ACTION

Partner: Build solutions together.

Lead	Create partnerships towards building solutions.
Collaborate	Seek out programs and coalitions to connect you to collaborative opportunities in your community.
Mentor	Offer expertise, board service, or in-kind support to organizations solving workforce challenges.
Connect	Link providers and partners to resources.

BUSINESS FRIENDLY NH

THE ACTION

Invest: Put your resources to work.

Give	Seek community project that expand opportunity for people in your local community.
Sponsor	Support programs that build the teamwork, leadership, creativity, and problem-solving businesses need.
Contribute	Give to foundations and managed funds that support a robust workforce.
Resource	Fund equipment, materials, and program support for local programs and institutions.

BUSINESS FRIENDLY NH

THE ACTION

Participate: Get involved.

Inform	Show up where decisions are made locally.
Serve	Join local boards and planning, zoning, budget and advisory committees
Support	Offer paid release time or flexible scheduling so employees can serve.

BUSINESS FRIENDLY NH



PATHWAYS TO PROSPERITY

What's Next?

Upcoming webinars:

- Public Education - July
- Childcare - August
- Housing - September
- Energy - October
- Climate - November

BUSINESS FRIENDLY NH

TWO ASKS

BUSINESS FRIENDLY NH

TAKE ACTION

bit.ly/biz-friendly-webinars

Engage with at least one topic

nhbsr.org/biz-friendly-NH

Use the narrative

LET'S TALK

Group Discussion

BUSINESS FRIENDLY NH

01

React.

What lands? What surprises you?

02

Wrestle.

What questions are you left with? What are the possibilities?

03

Report back.

Share one takeaway with the room.

04

Decide.

What will you commit to?