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Toledo Regional Chamber of Commerce, Regional Growth Partnership launch first-ever trackable talent attraction campaign

The “Toledo Region Talent Connection Portal” launched Aug. 31 and will work to recruit and retain new residents to the 17-county region of Northwest Ohio

TOLEDO, Ohio (Sep. 7, 2023) — The [Toledo Regional Chamber of Commerce](#) and the [Regional Growth Partnership](#) (RGP) have launched a targeted digital campaign to attract and retain new residents to Toledo and the 17-county region, a historic first for the economic development and business advocacy groups as the nationally competitive talent race accelerates.

The “[Toledo Region Talent Connection Portal](#)” launched August 31 on the [ToledoRegion.com](#) website under the “Live Here” tab, centered around a customized, digital talent pipeline that matches external candidates to job openings at regional employers. The portal will also connect newcomers and current residents through the Navigators program, streamlining and personalizing the relocation process. Stories of current, new, and soon-to-be residents of the region will also be featured on social media, highlighting their reasons for choosing the region as the place to put down their roots.

“Talent attraction isn’t a unique-to-Toledo challenge,” said [Wendy Gramza](#), President & CEO of the Toledo Regional Chamber of Commerce. “For decades, we have helped businesses locate and expand in our community. And, after witnessing years of that progress — particularly in the advanced manufacturing, automotive, energy, healthcare, and logistics and distribution sectors — we feel especially compelled to heed this new call: to attract highly-skilled, tenacious talent to Northwest Ohio.”

To make the campaign a reality, the chamber and the RGP tapped talent attraction and community and economic development agency [RoleCall](#) to help amplify and magnify the region’s quality of life amenities, strengths, and opportunities.

Amid ongoing U.S. workplace and population migration trends, municipal and state governments, economic development organizations, convention and visitors bureaus, and chambers of commerce throughout the Midwest and the U.S. have turned to RoleCall to implement tailored, targeted talent attraction and placemaking initiatives.

“When our team first visited the region earlier this spring, the civic pride was palpable,” said RoleCall co-founder and Chief Strategy Officer [Tim Carty](#). “From downtown to the suburbs and more, this is a region built by its people, and their message is clear: “We’re just getting started.”

Over the last five years, more than 22,700 jobs and \$14 billion in capital investment have been created in Toledo and the region’s 17 counties, according to recent RGP [data](#).

“In giving our regional institutions — from higher education to healthcare — a seat at the economic development table, we’ve proven that regional collaboration is the best approach in moving the needle, uplifting the lives of everyday Toledoans,” said [Dean Monske](#), President & CEO of the RGP. “The Toledo Region Talent Connection Portal is the perfect engine to help us tell our regional story to more people in an authentic, customized way.”

The portal’s announcement comes on the heels of several investments the Toledo Region has made in the talent attraction and community placemaking realms in the last decade. In 2013, the chamber promoted [Jeff Schaaf](#) to Director of Talent Strategy, in which he oversees critical community immersion programs like “[Summer in the City](#)” and the launch of [ToledoRegion.com](#).

“Across the country, more and more people are realizing that finding their place to put down roots means a lot more than easy access to affordable housing and a diverse employer base,” said Schaaf. “It means creating and nurturing a sense of place, a sense of belonging. So whether it’s spending a weekend afternoon exploring the new Glass City Metropark or cheering on the beloved Mud Hens, Toledoans know that it matters where you make it.”

ABOUT TOLEDO REGIONAL CHAMBER OF COMMERCE

The Toledo Regional Chamber of Commerce, serving a membership of over 2,000 businesses, solves critical business challenges in order to create vibrant economic opportunities for all in our region. Learn more about what it means to “make it in Toledo” at [ToledoRegion.com](#).

ABOUT ROLECALL

RoleCall is a revolutionary new approach to talent attraction. Through trackable, measurable, and personal programs, cities, chambers of commerce, and economic development organizations across the United States rely on the company’s tailored roadmap for attracting talent, informed by rigorous on-the-ground reporting and research. Learn more at [rolecall.pro](#).

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