

NE: where the employees are

I started off planning to write this article on the construction submarket for the northeast sector of the metro area, but, upon further reflection of the strengths of the overall business environment in Brighton, I thought it best to concentrate on something more important to businesses: the resident work force. More specifically, I will focus on the great employees who live in the area who are very eager for opportunities to work closer to home.

Our Brighton-based firm has grown from two to 12 employees in the past five years. We noticed early on while running "help wanted" ads metrowide that overwhelming response was being received from very well-qualified applicants who lived in the Brighton area. These applicants would always stand out from the pack to the point of almost being overqualified for the positions available and they had very reasonable salary expectations. We started asking these applicants why they are interested in making a change to a new employment opportunity with us. The overwhelming response was, "I want the opportunity to work closer to where I live." That was a very interesting response since we expected the draw of our excellent reputation to be why they



James Vigessaa
Owner, Bleeker
Vigessaa General
Contractors,
Brighton. Vigessaa
also is a board
member of the
Brighton Economic
Development Corp.

by housing costs being the lowest in the metro area. The overall cost of living also is lower than the metro area average. The number of area households has increased by 65 percent since the year 2000. More than 70 percent of these new residents commute to work in other parts of the metro area. These residents are primarily young urban professionals who are highly educated, raising the overall Brighton population percentage with a college degree to 22 percent.

In addition to the affordable cost of housing, the Brighton area is adding many cultural amenities to enhance the quality of life and add to the attraction for new and existing

were applying with us.

We started researching the demographics of who is living in the Brighton area and how they came to be here. The northeast sector population is now the fastest growing in the metro area. This is being driven

residents. A Kiddie Academy national chain day care franchise has been announced for a June 2008 opening. Professional day care is at the top of the list of desired amenities requested by the young professionals in the area. Downtown redevelopment is progressing rapidly with the goal of a new downtown regional library and performing arts complex. A new multipurpose stadium for outdoor events is also under consideration.

As work-life balance is one of the top priorities of Generation X (as well as a practical consideration given the current cost of gasoline), working close to home with less time commuting and more time for personal life is a substantial benefit in being able to attract great employees. Great employees are an excellent reason for locating your business in the Brighton area.

We have worked in the metro area for more than 20 years and have associated with many, many co-workers. As an employer, our current staff consists of exceptionally well-qualified people who live in the northeast area. There is such an abundance of employee talent that is available here in Brighton that we are able to maintain a waiting list of potential employees!▲