

# HinesburgHUB Coworking+, Rural Tech HUB S.94 Background

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**Senate Committee on  
Economic Development,  
Housing and General Affairs**

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# Mission

HinesburgHUB's founders believe that rural work-at-home professionals, cultural creatives, solopreneurs, and traditional employees value social connections, and need personal and professional support to achieve their visions.

## **Our mission:**

**connect entrepreneurs and remote workers in a collaborative, and accessible fusion of coworking space, office-place, and community third space, fostering Vermont innovation.**

The HUB will pursue Certified BCorp status, doing business intentionally to make an impact on the triple bottom line of people, planet, and profit.

Certified



Corporation

**PENDING**

# VT Rural Tech HUB



Our mission is to bring Tech's economic opportunity to the neighborhoods and communities that need it most. We're building a rural tech workforce and connection platform to serve local, regional, national, and international clients.

Our platform has the potential to seed the transformation of our small communities, bringing new career opportunities and economic revitalization. We're working to build a network of these "HUBs" throughout VT and New England.

# Remote Work & Coworking

A style of work that involves a shared working environment accessed with a monthly or annual membership.

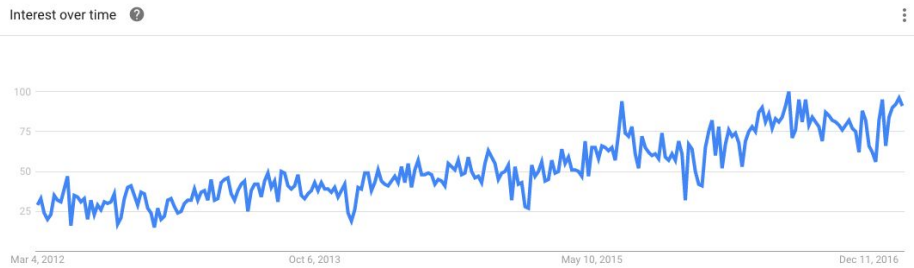
Members are work-at-home professionals, independent contractors, frequent travelers and knowledge workers with flexible schedules.

Coworking includes social and professional gathering of the group to share ideas and help each other achieve their business and personal goals.

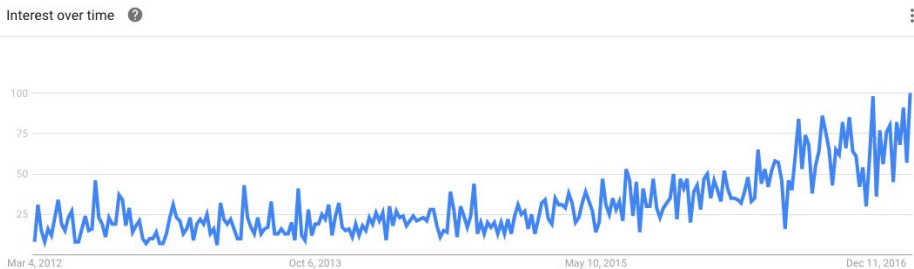




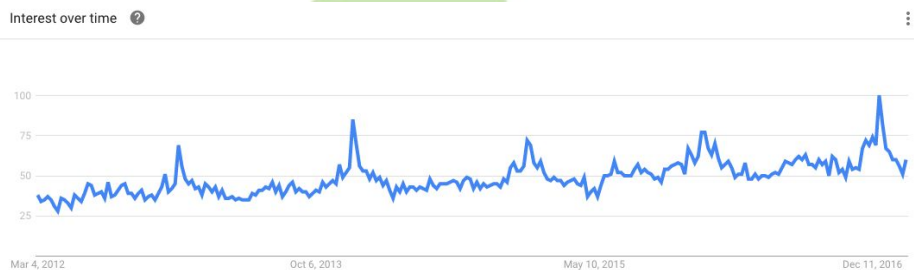
# Remote Work Trends



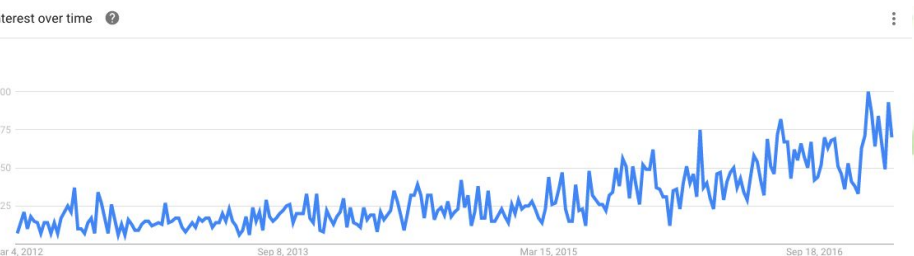
**Coworking - ~ dbl in 5 years**



**digital nomad - ~ dbl in 2 years**

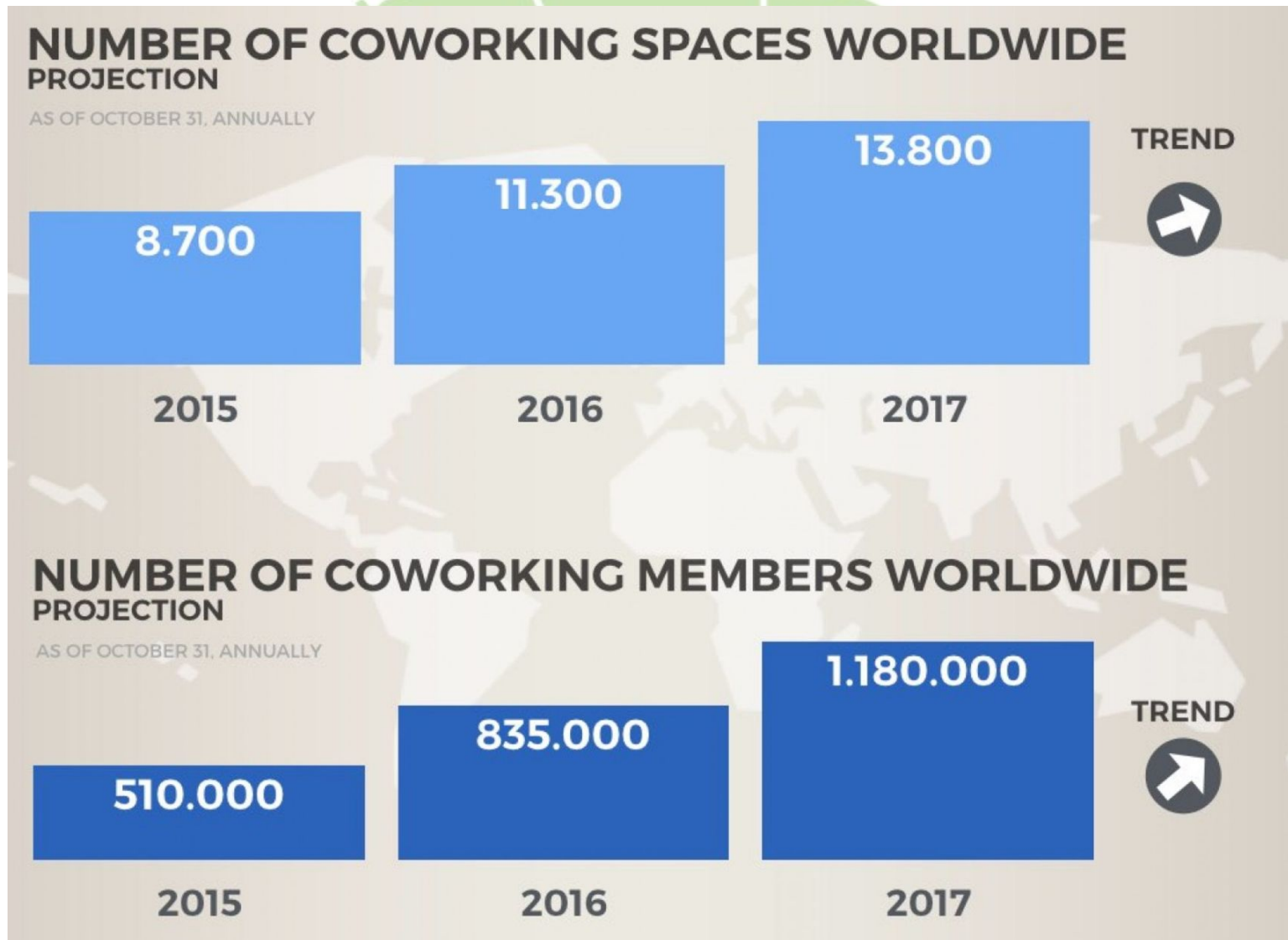


**remote work ~ +50% in 2 years**



**telecommuting ~ +50% in 2 years**

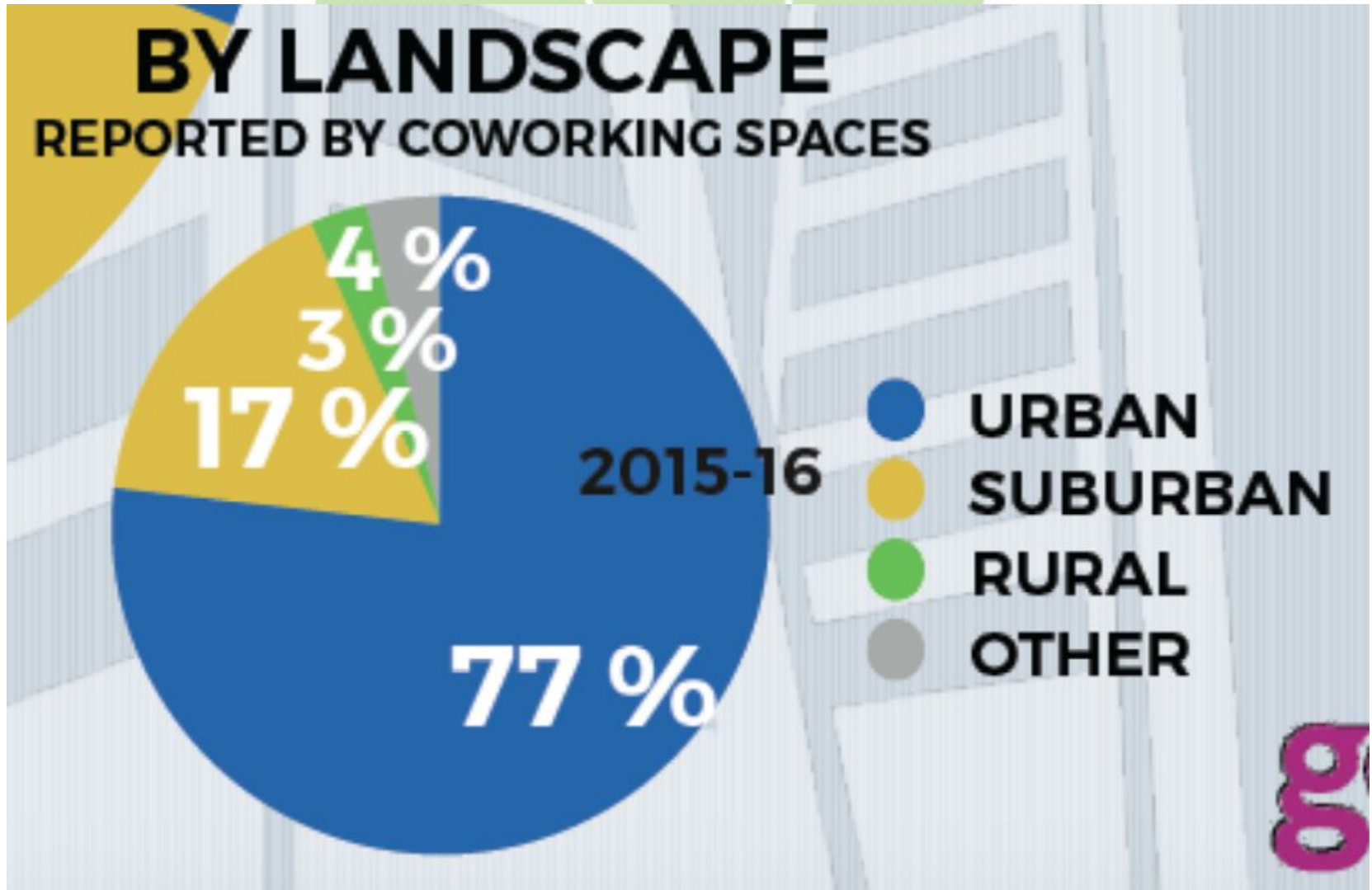
# Remote Work & Coworking Trends



# Coworking/RemoteWork : by the numbers

- From 2005 to 2011, the number of **remote workers** grew 73%\*
- WeWork = CoWorking startup - ~\$20bn valuation
- Global 169% growth from 2011-2015
- In 2015, about 10.1% of all United States workers identified as self-employed.\*\*
- 40% of the total US workforce now consists of contingent workers. Trend is

# Rural Remote Work & Coworking

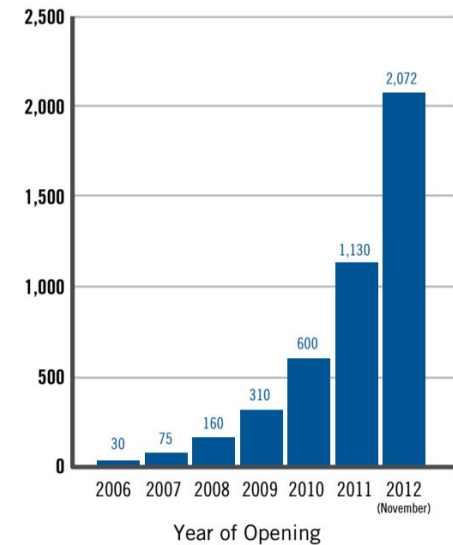




# The way we work has changed, the way we “office” is catching up

- **Remote digital workforce growing.**
- Work from home up 159% since 2000.
- Coworking entering suburbs & rural markets - next phase of growth.
- Commuting. We don't like it. We don't have to do it.

**Coworking Center Growth**  
(coworking space numbers as of October for each year except 2012)



Sources: “DeskMag’s 2nd Global Coworking Survey, 2012,” and “Global Coworking Census: 2013,” Deskwanted

**THE NUMBER OF COWORKING CENTERS WILL TOTAL MORE THAN 26,000 BY 2020 (A 24% COMPOUND GROWTH RATE).**

# Workforce Trends

## FULL-TIME INDEPENDENT WORKFORCE GROWTH

**15.9**  
MILLION  
IN 2011



**17.8**  
MILLION  
IN 2015

Combined with the 12.4 million consistent, part-time independents, the regular U.S. independent workforce is 30.2 million.



The independent workforce is expanding far faster than general U.S. employment.

\*Bureau of Labor Statistics

# Remote Work: Transportation & Environment



- Average Vermont rural commute -  
~27 minutes
  - Adds up to 2-3 weeks of equivalent work time driving
  - \$3-5,000/year cost burden
- 45% of Vermont's emissions from transportation
- Impacts rural areas more severely

# Vermont's Need

Coworking, maker, and innovation spaces are a key piece of attracting and retaining the workforce of the present and future.

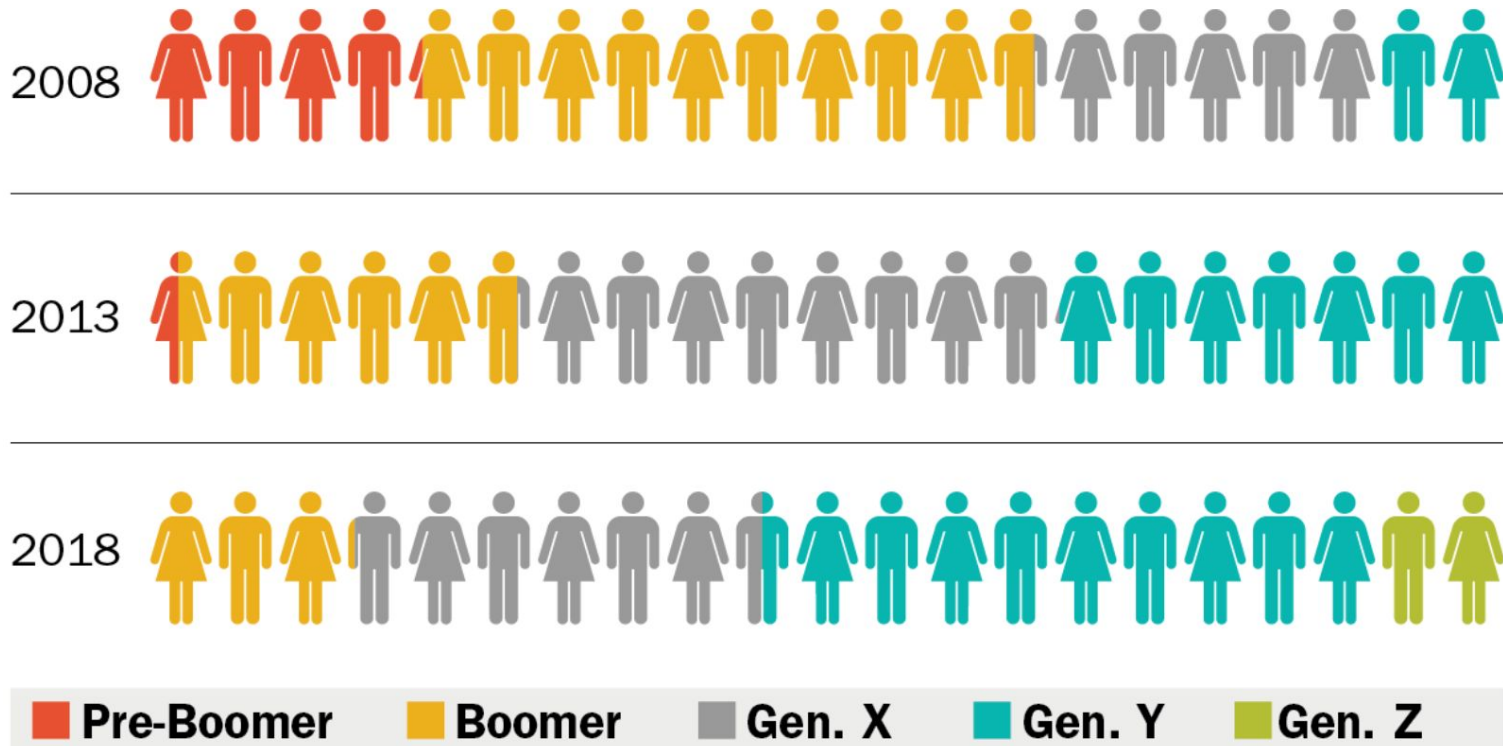




# What will 2018 look like for your Organization?

## Illustrative company demographic shift

Global company population — By age



Not corporate-focused

57% of Gen Y's would rather work *freelance* than a regular 9 to 5 job

55% would rather work for a *start-up* than a corporate environment



57% would rather work for *themselves* than for a company

## Bottom Line Business Results

Employees are Happier and Healthier

### 2015 Telecommuter Survey - MomCorps

#### Improved nutrition


- Greater control over food choices
- Access to a full kitchen (in which they can prepare healthier meals)
- No social pressure to eat out

#### Better physical health

- Less exposure to germs
- Ability to get up and move around
- Increased access to natural light



# Attract to Vermont



Incentivizing and rewarding remote work here in Vermont would contribute to reversing aging population trend and grow the tax base

“We don’t want your company, we want your employees”



# Table Stakes



- Accessible & affordable childcare
- High speed data infrastructure

# Not just at home



Working from home may be untenable for people based upon technology limitations or domestic safety.

Extending tax credits to remote work HUBs will support Training and access to the necessary technology, overcoming social and last mile data challenges.

# Other States: Maine

**In 2015, the Maine Coworking Development Fund, administered by the Maine Economic & Community Development Department, issued grants to Fork Food Lab in Portland, Our Katahdin Properties in Millinocket and Think Tank, each of which received \$25,000. Open Bench Project in Portland and The Gem in Bethel each received \$12,500.**

Roche has supported other such efforts by the state.

"Smart cities and states are figuring out how to fund this," Roche says.

"[We should be saying] 'Here's legit startup capital. Go open a coworking space in Waterville, in Augusta, in Sanford.' That's what we should be doing."

"It's a real opportunity, make Maine a place to remote work," he adds.

"We can tell people, 'Why not take that six-figure corporate job in Boston or Washington, D.C., and come to Portland, Maine, where we have the coworking space to support you?'"

# Other States: Utah

Accelerant



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# Other States: Utah



# Other States: Kentucky

**TELEWORKSUSA**

-FIND A HUB NEAR YOU-



Teleworks USA is an innovative program that is bringing cutting-edge telework (work-from-home) employment opportunities to jobseekers, especially those in rural areas and small towns, allowing them to participate in the global economy without relocating.

# Consequence: Loneliness



But as any **remote worker** will tell you, there are also considerable challenges...isolation and loneliness are among the biggest complaints. Working remotely means missing out on the human interaction and social aspects that being in an office provides

# Combat Loneliness



- 87% of respondents report that they meet other members for social reasons, with 54% saying they socialize with other members after work and/or on weekends
- 79% said coworking has expanded their social networks
- 83% report that they are less lonely since joining a coworking space
- 89% report that they are happier since joining a coworking space

# Consequence: Health Care

## **Freelance Work in the United States**

Many people are choosing to work independently, in fact, [in 2015, 1 in 3 workers were choosing to earn income from non-traditional work](#), that works out to **53 million Americans**. The estimates are that by **2020, that's just 3 years away, 50 percent of the workforce in the United States will have some form of freelance work**. A major challenge facing independent, self-employed or freelance works is in finding affordable and reliable health insurance coverage.



# VT's moving...remote work

- New efforts for Bradford, Lyndonville, Randolph, Bristol, Colchester with GMP - building VT's Innovation ecosystem
- New spaces in WRJ & Brattleboro launched and folded w/in a year - **need support**

