

# Pinpointing Retailers Most Likely to Hire Seasonal Workers





# Program

A City Workforce Board (WDB) understood seasonal employment significantly impacted the local economy – from agriculture, tourism, retail, and hospitality. The WDB needed a structured approach to target specific businesses with peak seasons, with a need for additional labor and willingness to hire adult youth.



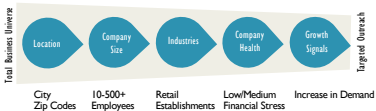
# Challenge

The challenge was pinpointing those retail establishments with an increased demand during the holiday and summer seasons willing to hire youth between the ages of 16 and 24.



# Solution

EconoVue quickly targeted retailers with fluctuating seasonal demand with Low and Medium Financial Stress.





# Results

Of the 2,846 retail establishments with city ZIP codes, the WDB quickly identified 108 businesses most likely to expand their workforce to handle increased demand during peak shopping/tourist seasons – and successfully secured job placements for seasonal workers aged 16-24.



# Bottom Line

EconoVue's intuitive data visualization platform pinpoints businesses in a targeted industry within the specific ZIP code most likely to hire seasonal workers in seconds so WDBs can conduct a targeted and successful employer outreach.