

BE RECOGNIZED AS A

BEST PLACE FOR WORKING PARENTS™

FORT WORTH is the 13TH LARGEST CITY in the U.S...Gain a **COMPETITIVE ADVANTAGE** with Fort Worth's **NEW BUSINESS DESIGNATION!**



Through a short, confidential online self-assessment businesses can see if they qualify for a "Best Place for Working Parents™" designation AND view how their company compares to other companies of like size and industry in Fort Worth.

TAKE THE ASSESSMENT TODAY AT WWW.BESTPLACE4WORKINGPARENTS.COM TO BE ELIGIBLE FOR AN AWARD AT MAYOR PRICE'S STATE OF THE CITY ADDRESS IN FEBRUARY 2020!

★ 3-MINUTE ASSESSMENT

★ COMPLETELY CONFIDENTIAL

★ IMMEDIATE ONLINE RESULTS



Businesses that achieve the "Best Place for Working Parents™" designation through the online self-assessment will be presented with digital badging to tout as their business as a "Best Place for Working Parents™" via their website, social media, and in print.



Every "Best Place for Working Parents™" designee will be eligible to win a Family-Friendly Innovator Award at the Mayor's State of the City Address.

BEING "FAMILY-FRIENDLY" IS "BUSINESS FRIENDLY"!

The assessment highlights ONLY the family-friendly policies that also have research-proven benefit to businesses' bottom line. Each question in the self-assessment ties to policies that positively impact employee attraction, retention, satisfaction and productivity.

Fort Worth has the **2nd largest share of families with children** in the U.S.

83% of millennials will leave one job for another with **stronger family policies.**

Replacing an employee **costs a business 6-9 months** of that employee's salary.*

JOIN THE MOVEMENT TODAY TO BECOME A BEST PLACE FOR WORKING PARENTS AND KEEP YOUR BUSINESS AT THE FOREFRONT OF ATTRACTING AND RETAINING TOP TALENT.

2020 FAMILY-FRIENDLY INNOVATOR AWARD BENEFITS INCLUDE:

- Award Presentation by the Fort Worth Mayor at the Annual State of the City Luncheon
- Exclusive Corporate Promo in Fort Worth Inc. Magazine
- Unique Digital Badging
- Corporate Invitation to Serve as one of Fort Worth Mayor's Travel Delegates
- Corporate Logo Placement on Best Place for Kids!™ Website and Social Media Platforms
- Cross-Promotion Opportunities on LinkedIn & Best Place for Kids!™ Convening Events
- Invitation to Attend a Fort Worth City Trip as a Corporate Delegate



FORT WORTH IS THE BEST PLACE FOR WORKING PARENTS!

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*Sources: CityLab, Goldman Sachs, SHRM