

realgoodnd.com

REAL. GOOD.

WORKFORCE + TOURISM



Real. Good.
NORTHEAST NORTH DAKOTA



WE NEED PEOPLE!



Did You Know?



Since 2015, Nelson, Pembina and Walsh have lost 20% of their prime work force, adults aged 35 to 54, to North Dakota's seven largest counties.



**North Dakota
Unemployment Rate**

**30 Unemployed Workers for
Every 100 Positions**

Demographic Shifts + Opportunity

Major Employers (Healthcare & Manufacturers) have expansion plans!

50% of businesses expect to hire additional staff in the next 12 months

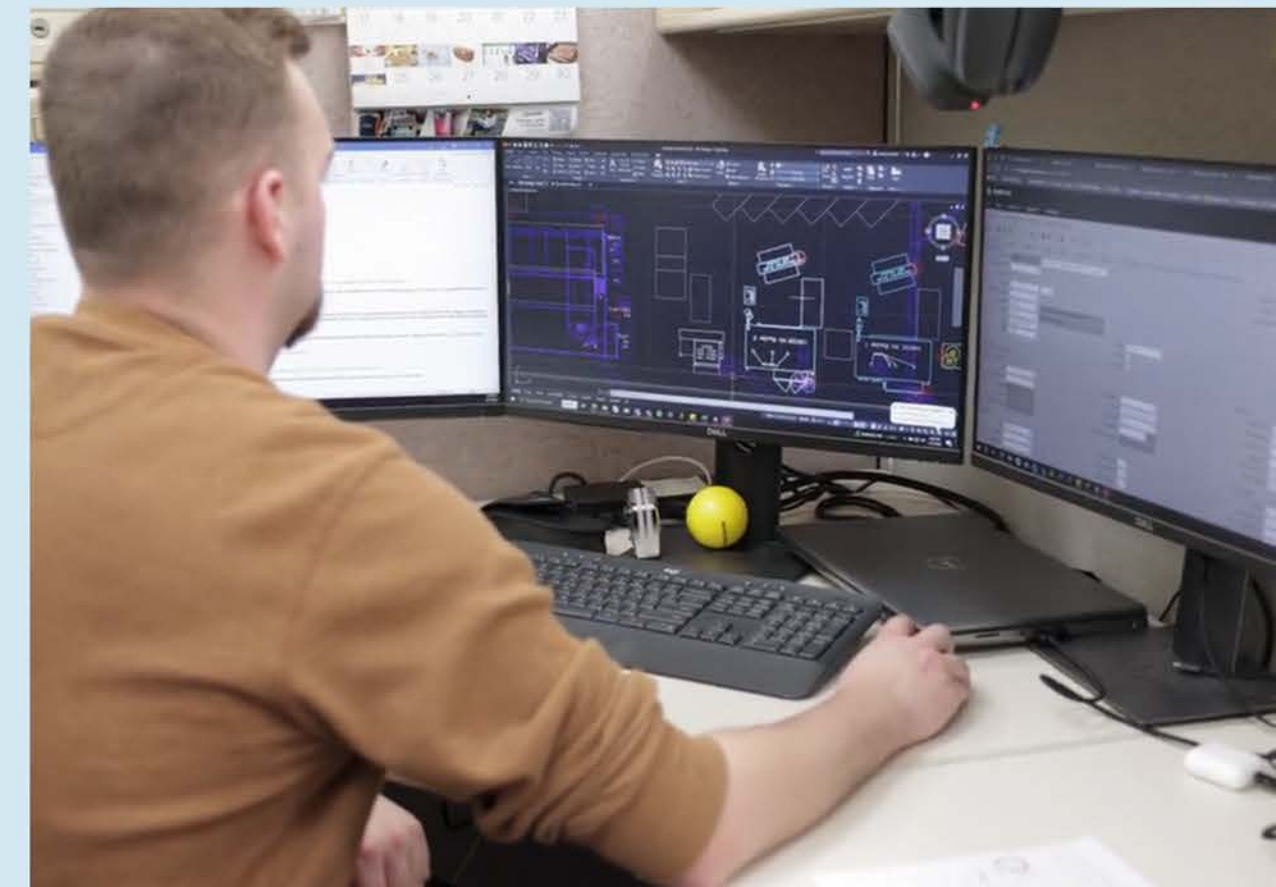
2024 Region 4 Housing Study

Capitalize on the trend of young families relocating to small towns!



Knew Someone Who Would Like to Move Back

2024 Region 4 Housing Study



“

There is a cost to doing nothing!

Rebecca Udem - Growing Small Towns ”

We Need to Get People Back + More!





Investing in Regional Growth. Together.

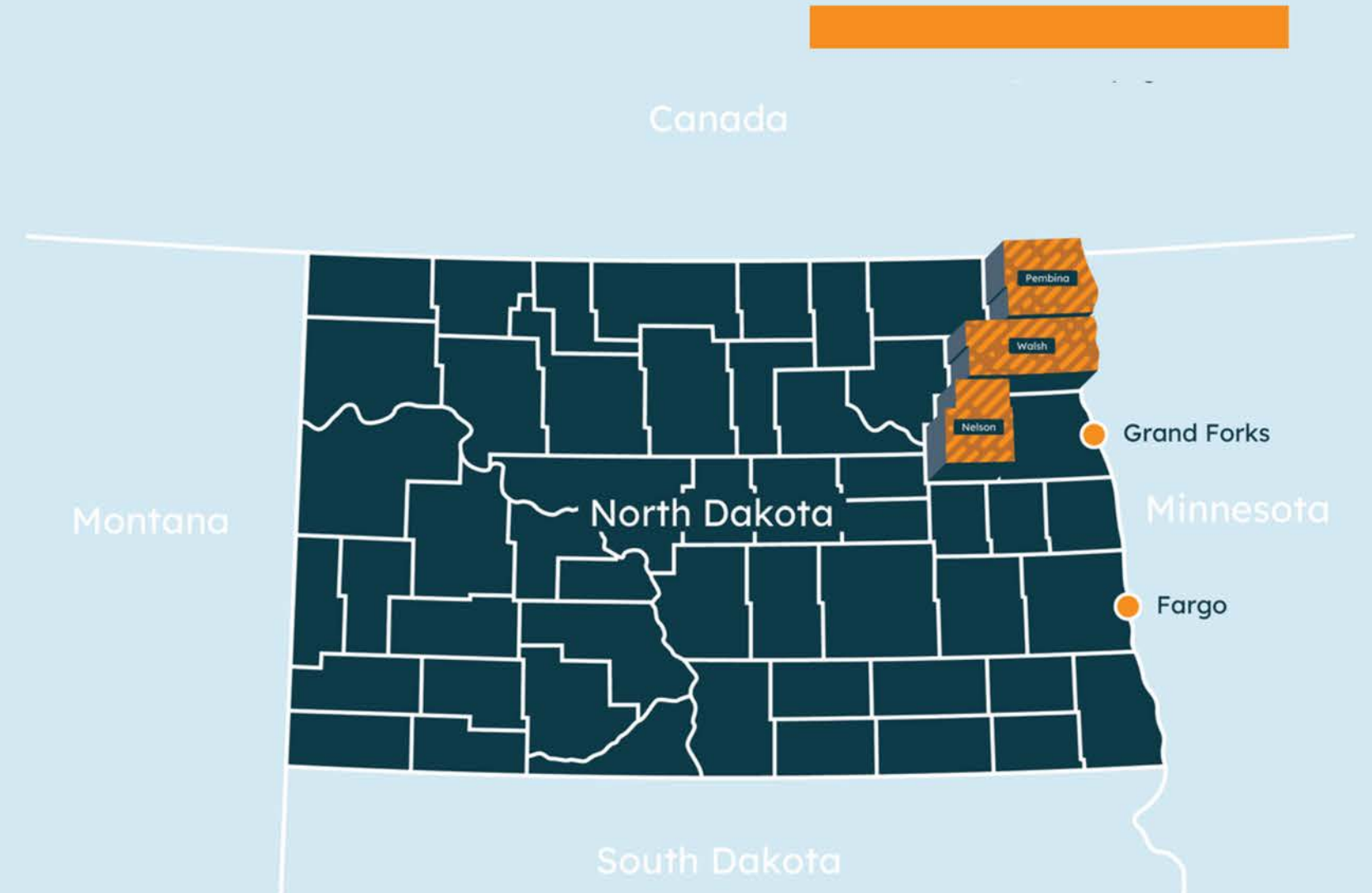
What is **Real. Good.?**

A first-ever rural initiative to promote our Northeast North Dakota as a Real. Good. place to work, visit, and live!

The primary focus is **Workforce Talent Attraction** and **Retention** and **Visitor Attraction**.

Region 4 Rural Counties: Nelson, Pembina and Walsh + Supporting Rural Grand Forks County Communities

REAL emphasizes the authenticity of the people, places, and experiences and **GOOD** highlights the quality of life and aligns with the state's "Find the Good Life" campaign.



WAY COOLER THAN YOU THINK
◦ GREATER GRAND FORKS ◦

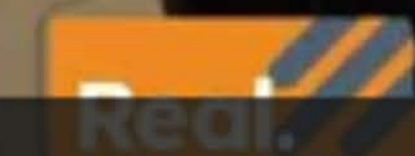
FIND THE
goodlife
in North Dakota




Real. Good. Northeast North Dakota



Share



Watch on  YouTube

Target Markets

**Who Are We
Trying to Attract?**



Boomerangs



Young Families



**Manufacturing
Leaders**



**Veterans | Transitioning
Military**



**Small Town
Entrepreneurs**

Messaging

**Quality of Life | Supportive Communities
Recreational Opportunities | Safety**





Sissy's Bakery - McVille, ND

Real. Good. Weekly Top 5 Jobs

	Water Operator Lakota
	RN Supervisor MDS & Rehab Coordinator Park River
	County Program Analyst Lakota
	HVAC Tech Cavalier
	Quality Auditor (Days) Grafton

WHEN YOU WORK HERE, YOU HAVE MORE TIME TO LIVE HERE.



Real Opportunities. Good Careers.

5 KID-FRIENDLY SUMMER ADVENTURES
in Northeast North Dakota

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As a student at Grafton High School, I've had the opportunity to explore different career paths at North Valley Career and Technology Center, including construction technology, business/marketing, agriculture, automotive technology, and obtaining my Commercial Driver's License (CDL). All the CDL training and costs associated were covered by North Valley. When local employer heard I earned my CDL, they contacted me a few days later about a potential job!

What I appreciate most about living here is having North Valley, where high school students like me can explore careers and gain real-world experience. Through annual job shadowing and summer internships, I've been able to gain experiences that have helped me determine my plans after high school. It creates opportunities for students to discover what their future might look like, close to home.

Gavin Sevigny - Grafton, ND



Regional
Workforce
Impact
Program

WHAT IS IN PROGRESS

- **Relocation Guide (online & print)**
- **Website resources**
 - Enhanced Pages
 - Relocation
 - Careers
 - Housing
 - Entrepreneurship
 - Interactive Map
 - Blog - check out why they love it [HERE!](#)
- **Wayfinders Program | Candidate Marketplace**
 - Identifying community champions in each community to welcome newcomers and help acclimate to the region.
 - Candidate Marketplace is tool for employers to take advantage of people interested in moving to our region.
 - Employers can directly access these leads and filter by their hiring needs to identify candidates that may be a good fit for their open roles.
- **Videos**
- **Support at Recruitment & Hiring Events**

- **Current Workforce Study**

- Gathering data on labor analytics
- Identifying skills training, education gaps in high schools, trade schools and colleges
- Identifying quality of life factors that will attract relocators
- Identifying markets where we could target employees for relocation

- **Paid Advertising**

- Social Media
- Streaming Ads
- Billboards

- **Placer.ai**

- Location analytics software to assist businesses and entrepreneurs gain insights on consumer behaviors for decision making purposes



THANK YOU!

LEGISLATORS

Regional
Workforce
Impact
Program

About The Project

RWIP MATCHING FUNDS

Grafton
Lakota
Nelson County JDA
Northwood EDC
Park River EDC
Pembina County JDA
Walsh County JDA

REAL. GOOD. ADVISORY GROUP

Crystal Beggs | Leading Edge Equipment
Alayna Brown | Northdale Oil
Mark Cutshaw | Marvin
Jenny Dusek | City of Grafton
Angelle French | Pembina County JDA
Mariah Hall | First Care Health Center
Anna Halvorson | Good Samaritan Society - Lakota
Kyle Halvorson | Polar
Mary Houdek | Job Service ND
Britt Jacobson | Golden Valley Veterinary Services
Sadie Koehmstedt | Marvin
Lisa LeTextier | Pembina County Memorial Hospital
Dawn Mandt | Red River Regional Council
Chris Patullo | America Crystal Sugar
Trishia Robbins | American Crystal Sugar
Stacie Sevigny | Walsh County JDA
Jerry Symington | Woodside Industries
Lori Zahradka | North Valley Career & Tech Center

DESTINATION DEVELOPMENT FUNDING

Red River Regional Council (EDA)
Cavalier (State Grant)
Visit Greater Grand Forks
Rendezvous Region
Nelson County JDA
Pembina County JDA
Walsh County JDA

Created with funding from

Regional Workforce Impact Program (RWIP) + Local Investments & Matches

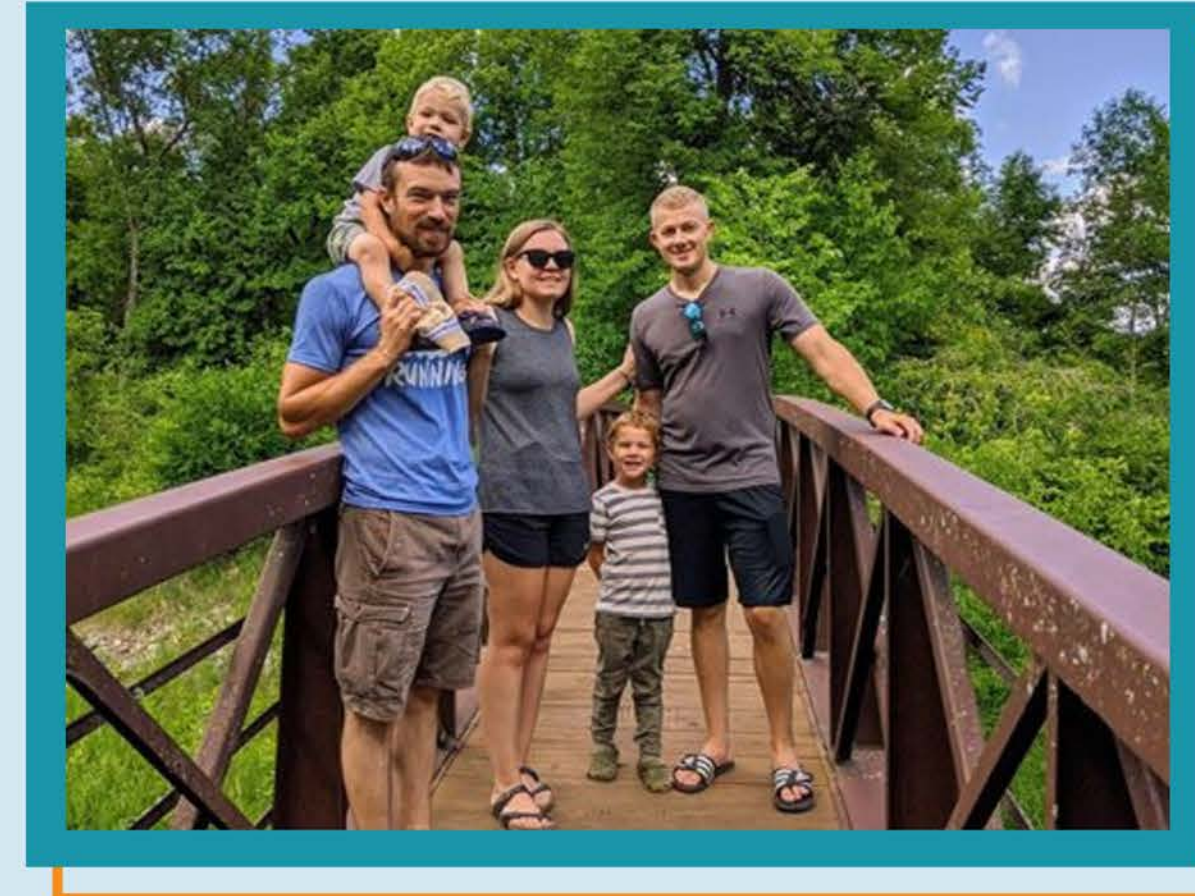
Did You Know?

TOURISM IS THE FRONT DOOR

TO ATTRACT MORE WORKFORCE?

People visit before relocating to

SEE WHAT IT IS LIKE!



VISITOR-FRIENDLY COMMUNITIES = RETENTION!

*By creating a place where people, who already live here,
WANT TO STAY, it IMPROVES their QUALITY OF LIFE.*

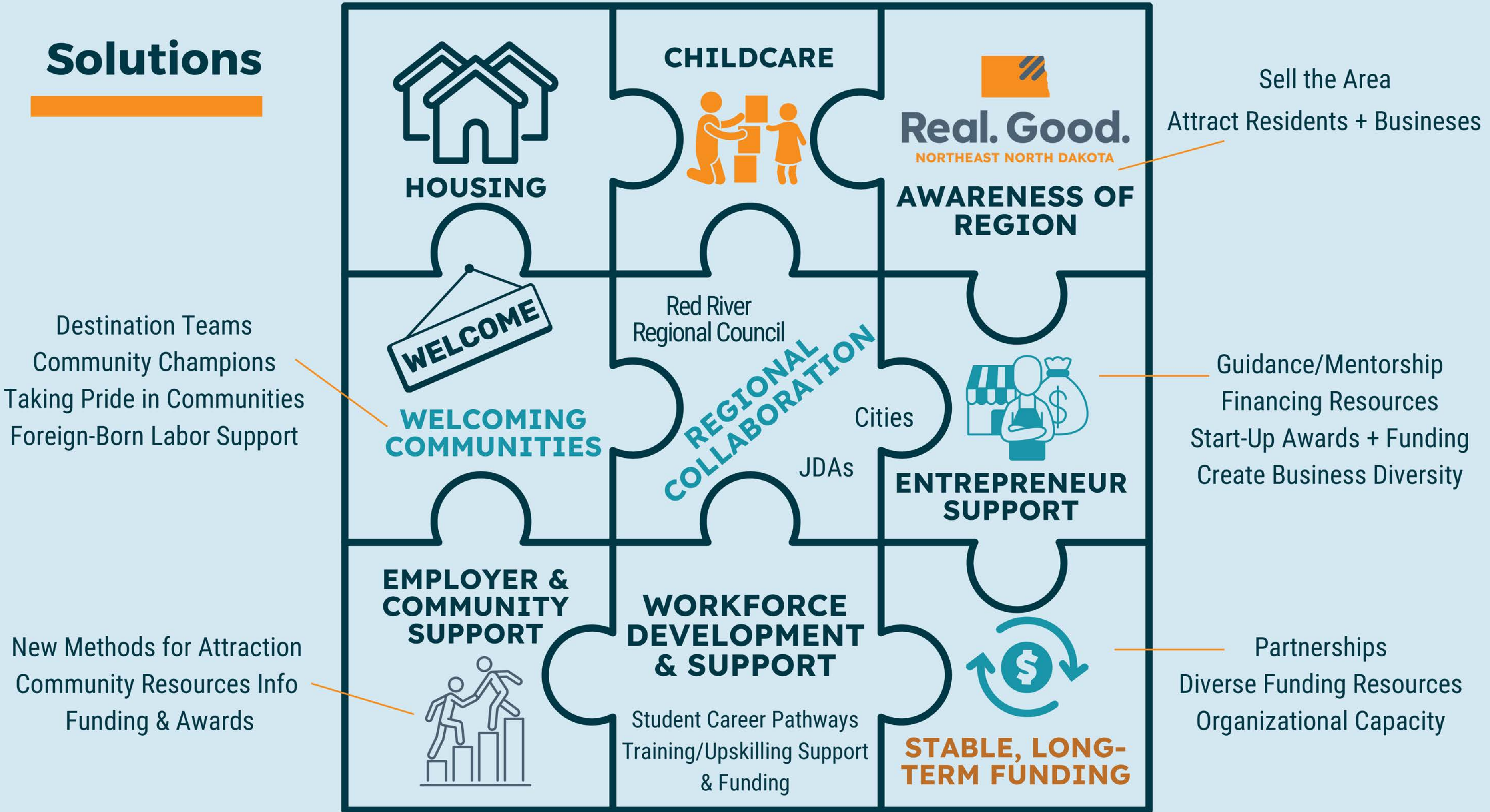
DESTINATION TEAMS

Training

- 01 **Community Culture & Resident Engagement**
- 02 **Creating Online Presence**
- 03 **Campgrounds & RV Parks**
- 04 **Storefront & Community Beautification**
- 05 **Signs for Gateways & Wayfinding**
- 06 **Community Events & Programming**
- 07 **Welcoming Communities**
- 08 **Creating a Community Living Room**
- 09 **Vibrant Downtowns**



Solutions





TIME

**MARKETING
DOES NOT
HAPPEN ONCE**



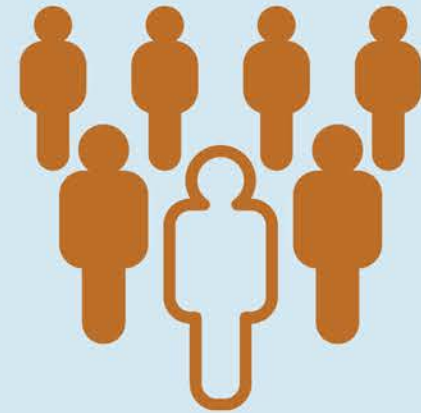
SCOPE
32 Communities



Challenges

COMMUNITY LIMITATIONS

- Limited or no dedicated Economic Development or Chamber staff
- Lack of resources/skillsets for communication



COMPLICATED NETWORKING & COLLABORATION

- Distance
- Economic Base
- Competition for workers
- Volunteer roles

Challenges

Large City (pop. 60k)

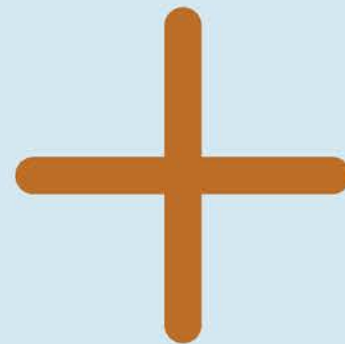
Downtown Association
 Young Professional Group
 Economic Development Corp
 Chamber of Commerce
 Convention and Visitors Bureau
 City – Community Development Dept
 University-Based Entrepreneurship Programs
 University Private/Public Partnerships
 Immigrant/Refugee Settlement Organizations
 Small Business Development Center (headquarters)
 Job Service ND (headquarters)
 SCORE
 Business Incubator
 Arts Organization
 Community Land Trust
 Co-work Space
 Tech Accelerator
 Housing Authority

Rural Region (pop. 35k)

Regional Council
 *City Developer
 **County JDA(s)
 Job Service + SBDC – as needed



SUSTAINABLE FUNDING + CAPACITY



LONG-TERM & STRATEGIC





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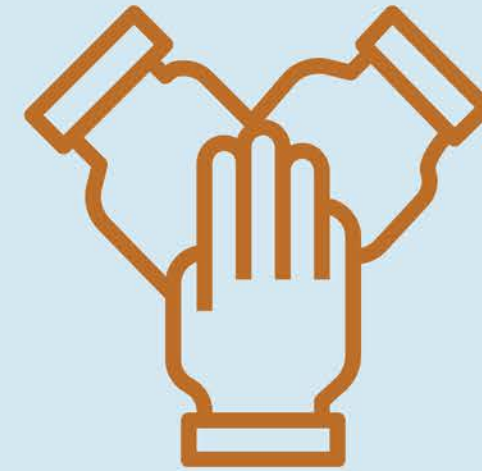
PARTNERSHIPS + INTERDEPENDENCE

Public | Private
Business Development
Housing
Childcare
Population Growth



BUILD CAPACITY

Expanding Staff
Learning Opportunities
Support In-Demand Training
Mentorship



COLLABORATE ON REGIONAL SCALE

Preserve Local Character
Attract Residents
Share Resources
Coordinate Planning
Quality of Life



MORE, MORE, MORE

Builders
Developers
Families
Seniors Staying
Businesses
Kids in School
Tax Revenue

GOAL: RURAL PROSPERITY

Follow, Like, & Share

Please share with businesses, current, prospective and temporary employees, customers, business partners, friends, neighbors and constituents.



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NORTHEAST NORTH DAKOTA

www.realgoodnd.com



@realgoodnd

Real. Good. Promo Kit

- Access to logos
- Real. Good. Overview
- Links to
 - Submit events
 - Submit photos & videos
 - Submit testimonials
 - Become a blogger



<https://dthr.short.gy/promokit>

#realgoodnd



What You Can Do

- **Share what you love** about living here with RESIDENTS & visitors (Campers, Golfers, Snowmobilers, Hunters, Skiers, People Coming Home)!
- Be welcoming to newcomers!
- Create a visitor friendly online presence + claim Google Business Listings!
- Showcase your uniqueness!
- Join Destination Teams Movement in your town!

We Need Your Help



THANK YOU

