

REGIONAL WORKFORCE IMPACT GRANT

REGION 4 STRATEGIC FRAMEWORK



Region 4's Strategic Framework Implementation Plan is derived from the findings of **2025 sectoral study in manufacturing and unmanned aircraft systems (UAS)**. This study identified the region's most urgent workforce challenges and opportunities, guiding strategies that strengthen talent attraction, development, and retention. With a solid research foundation, the plan focuses on practical, innovative solutions that align with industry needs and rely on strong public-private collaboration for lasting regional impact. Components 2 & 3 are expansion of previous talent attraction strategy plans and are supported by existing marketing plans.

1 External Marketing

Launch a joint external marketing campaign between Real. Good. ND and Grand Forks is Cooler targeting prospective manufacturing and UAS employees in external areas of the country deemed to have a Region 4 competitive advantage in the MFG/UAS Workforce Study.

State Investment: \$130,098 | Match: \$35,167

2 Website Enhancements

Update RealGoodND.com and GrandForksIsCooler.com to improve user experience with:

- Job scraping tool to compile all employment opportunities in all four counties from job posting websites, employer websites and manual entry.
- Other improvements will help highlight quality of life features and resources for relocators.

State Investment: \$114,560 | Match: \$29,939

3 Real. Good. Talent Attraction Expansion

In a third phase of talent attraction with the Real. Good. brand, we will:

- Implement a lead-nurturing process for employment candidates.
- Create a pathway packet for underrepresented groups.
- Run targeted ads for entrepreneurs and transitioning military personnel.
- Provide outreach to cities, counties, and property owners to expand a real property website targeting entrepreneurs.
- Create a podcast featuring quality of life amenities and career opportunities.

State Investment: \$78,750 | Match: \$20,024

4 Career & Technical Education Awareness & Opportunities

With a focus of growing advanced manufacturing and UAS-related CTE programs, we will:

- Launch a local marketing campaign showcasing careers in these fields to target students and parents.
- Establish weeklong summer camps for grades 6-9 in Advanced Manufacturing, AI, Robotics and UAS at North Valley and the Career Impact Academy.
- Career pathways mapping coordinated with Northland and UND.
- Offer employer trainings to increase internship and job shadow opportunities, recruitment and retention strategies, and place branding.

State Investment: \$150,000 | Match: \$37,500

5 Housing

Hire a housing development project manager who will assist in coordination and implementation of pending SPARK Build and additional housing projects in Cavalier, Crystal, Fordville, Grafton, Grand Forks, Hoople, Lakota, Larimore, McVie, Michigan, Minto, Park River, and Pembina. This will result in at least 16 new single-family homes and potentially lead to housing for 96 people when accounting for the demonstrated ripple impacts.

State Investment: \$146,713 | Match: \$36,678

Estimated Totals

Region 4 State Allocation: \$ 620,767 (75%)

Match: \$ 155,192 (25%)

Note: All funds must be expended by June 30, 2027