

To Whom It May Concern:

I am writing to express my strong support for the reinstatement of funding of \$5million for the Find the Good Life (FTGL) program under Senate Bill 2018. This vital initiative, administered through the Department of Commerce, has been instrumental in addressing workforce shortages, promoting North Dakota's key industries, and reconnecting former residents with opportunities in our great state.

Since its inception, FTGL has facilitated the connection of over 5,000 individuals with our relocation help desk and nearly 1,500 individuals have requested to be connected to local community champions. This network of local community champions is what makes our program unique because it provides potential residents with connections to real North Dakotans who can provide additional support and personalized resources during the relocation process.

These efforts have successfully showcased the best of life in North Dakota, leading to a measurable impact on workforce recruitment and retention.

The program's innovative approach continues to evolve, ensuring its effectiveness in talent attraction. One significant enhancement is the Candidate Marketplace, launched less than a year ago, which has already demonstrated its potential in streamlining the relocation journey. Employers now have direct access to prospective job seekers, reducing the time it takes to connect leads with job opportunities. Additionally, the recent ROOT Grant provides opportunities for financial incentives to employers who utilize this marketplace, further strengthening our workforce pipeline.

The effectiveness of FTGL is evident in its success rates. Companies leveraging the program have experienced a higher response rate from leads compared to other sourcing tools, as these individuals have already expressed a genuine interest in relocating to North Dakota. The program's year-over-year growth reinforces its impact:

- January & February 2023: 291 leads
- January & February 2024: 367 leads
- January & February 2025: 631 leads

This impressive growth underscores the momentum FTGL has built, making it imperative to continue funding this initiative rather than disrupt its success.

Beyond statistics, the program's real impact is seen in the lives of individuals like Jacob and Jessica from Tennessee. Jacob secured a position with an HVAC company in Hazen, relocating to North Dakota ahead of Jessica, who later joined him as a veterinarian in Beulah. Their story is one of many that illustrate how FTGL is transforming lives and contributing to the vitality of our communities.



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The importance of this program cannot be overstated. Workforce recruitment and retention take time, and sustaining long-term solutions requires consistent investment. FTGL is a key driver in keeping rural North Dakota thriving by supporting private industry and fostering economic growth.

I urge you to reinstate funding for the Find the Good Life program to ensure we maintain our competitive edge, support locally-led workforce solutions, and continue attracting top talent to North Dakota. Thank you for your consideration and your commitment to strengthening our workforce and communities.

Sincerely,

A handwritten signature in black ink that reads "Cindy Griffin". The signature is written in a cursive, flowing style.

Cindy Griffin
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