



218 Relocate

Greater Bemidji Telecommuter Grant Program

The Greater Bemidji 218 Relocate Incentive Package was created to encourage professionals interested in moving to the Bemidji area to choose their lifestyle and take the leap.

This program is comprehensive and personalized with a goal to engage and welcome newcomers to the Bemidji area. A network of Community Connectors is established and growing- allowing the best match with newcomers for interests, lifestyle and hobbies.

How did the program develop?

We had been talking about a recruitment program highlighting the amazing access to Gigabit internet upload and download speeds in the region in 2019 (prior to the COVID-19 pandemic).

2020 taught us to be versatile in the way we conduct business and meetings online. This means, individuals and families can choose to live literally anywhere they desire.

Greater Bemidji is using this opportunity (and likely short window of time) to be proactive in the recruitment and retention of telecommuters (those who perform the majority of their employment duties remotely from a home office or a coworking space) and their families to the Bemidji area with the creation of 218 Relocate.

Where did the funding come from?

- The George W. Neilson Foundation invested \$80,000 into a 2-year pilot program (2021-22).
- Paul Bunyan Communications invested \$10,000 in a sponsorship of the program.
- Funding was exhausted within 11-months with 30 telecommuting individuals and their families choosing to relocate to the area from the program's inception to January 2022.
- In 2022 the Greater Bemidji Board of Directors approved additional funding of up to \$25,000 with some adjustments to the maximum amount of the relocation incentive grant per individual.

36
Individuals
Received Funds

\$1,870
Average
Grant Amount

Learn More at 218Relocate.com

Program Benefits & Incentives

- **Up to \$1,000 reimbursed moving expenses** and/or qualifying telecommuter expenses not already covered by employer/company, including Gigabit internet service which is widely available throughout Beltrami County.
- **One-year membership to the LaunchPad** co-working space in the historic Mayflower Building (\$1,500 value).
- **Free access to the Community Concierge Program**, connecting you and your family to the community.
- **One-year Associate Level membership to the Bemidji Area Chamber of Commerce** (\$335 value).
- Teleworking support and tools through Effective Remote Work (provided by Justin DiRose).

2021 218 Relocate Stats



30 Families Relocated

Received financial assistance via 218 Relocate grants



8 Companies Assisted in Job Placement

Utilized program directly in recruitment and retention efforts



70 Families Supported in their relocation

They were supported through the Community Concierge Program



65 Local Volunteer Community Connectors

Helped to acclimate newcomers and their families to the area

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Marketing & Promotion

The program was promoted through a combination of advertising channels. Greater Bemidji partnered with local marketing agencies to produce a website, video, social media campaigns, and Google Ads. Greater Bemidji also worked with media outlets to help the program gain traction and coverage. To see examples visit 218relocate.com/media-resources/

Pinnacle Marketing Group created tailored campaigns that targeted urban hubs in Minnesota. The campaigns were ran through LinkedIn and Google. The messaging and imagery of the campaigns focused on remote life and getting the life work balance you want.

Need Marketing Help?

Interested in promoting your own program like 218 Relocate or looking to freshen up your marketing? We can help. We are a full-service marketing provider.



Website
Development



Social Media
Management



Targeted
Online Advertising

Pinnacle
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Contact us today to get started!
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