

LIVE. WORK. PLAY.

"It's just a good time to be here." - Kyle Lussier.

THRIVE UP NORTH



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The recruitment of a skilled workforce plays a pivotal role in driving economic growth not only within our county but also across the entire region. Thrive Up North has been set up as a collaborative county-wide initiative, involving multiple partners working together to attract talent to Itasca County. Our goal is to highlight our county as an exceptional place to reside, offering outstanding recreational opportunities, and, above all, being the optimal destination for employment.

THRIVE IN ITASCA - 2023

In 2023, Thrive Up North:

- Incentivized 10 different families from 8 different Itasca County employers
- Showcased 2 different families by sharing their stories
- Raised over \$45,000 from 10 different partners/funding streams