



## LIVABILITY WILLISTON, NORTH DAKOTA

Did you know that across the country, 10,000 people are retiring – and vacating jobs – every day? Yes, you read that correctly. It's an attention-getting number because it shows how hot the competition has become for businesses and communities recruiting young talent to fill those and other positions.

As the competition for talent grows, so does the importance of our role in promoting Williston as an amazing place to live and work.

With that in mind, we are partnering with Livability Media, a chamber member, on a digitally-focused marketing program that leverages outstanding exposure on Livability.com, a nationally recognized authority on the best places to live and work in the U.S.

Livability.com draws more than 12 million visitors annually, and its largest audience consists of the young talent our employers and community needs to stay successful and vibrant. The program also includes our high-quality print publication, *Livability Williston, North Dakota*.

Between the impressive reach of Livability.com and the targeted distribution of the print publication, we can effectively reach the talented individuals we seek, as well as entrepreneurs considering business investment and even visitors looking for the unique experiences we offer in nature, dining, shopping and other attractions.

We hope you'll take a moment to learn more about the many benefits of the program by meeting with our Livability Media representative and considering supporting this effort, as it will be the centerpiece of our talent attraction marketing efforts.

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**LIVABILITY  
MEDIA**