

2019 Plan of Work

Greater Fargo Moorhead Economic
Development Corporation

Greater FM EDC Goals 2019 - 2021

With your support, the Greater Fargo Moorhead Economic Development Corporation (GFMEDC) can continue our current projects and initiatives. We can further advance Cass and Clay County's economy by engaging in new efforts to attract new companies and help local companies expand. Through our three-year goals, we intend to expand on our previous impacts:

- **Projects** – Support 85 primary-sector companies with business growth (jobs, investment, square footage)
- **Capital Investment** – Facilitate local investment of more than \$250 million in the regional economy
- **New Jobs** – Aid in the growth of more than 1,500 new primary-sector jobs
- **Square Footage Utilized** – 900,000 sq./ft.
- **Companies Assisted** – Provide meaningful assistance to companies at least 300 times (solve an issue(s))
- **Open Positions Filled** – Receive high satisfaction marks from primary-sector companies in helping them to fill their available positions. We will also work to quantify the number of companies and positions filled.

Business Development

1. Play a significant role in the successful completion of at least 25 company projects in 2019
2. Impact BRE efforts using new strategic and objective tools and connect community partners to these tools. Our goal is to have meaningful visits and/or collect strategic data from at least 250 primary-sector companies. Provide impactful follow up assistance to at least 100 businesses
3. Create and implement an online and in-person data-collection tool, metrics/data points and process to collect entrepreneurial business data on a consistent and more frequent (than standard BRE visits) basis. Goal is to survey all targeted startup primary-sector businesses and provide issue resolution as needed.
4. Host national site location consultants (members of the national Site Selectors Guild) to:
 - Educate and showcase the assets of our market
 - Provide investors/partners opportunity to hear from consultants about economic trends and our opportunities or challenges to compete
 - Provide the EDC with detailed report outlining our positive attributes and areas where our market must improve to be competitive
5. Create a Fargo-Moorhead Opportunity Zone (OZ) campaign including marketing and convene forums to educate community members about Opportunity Zones and introduce them to potential investors, potential projects and Opportunity Fund managers.
6. Full integration of the Growth Initiative Fund for primary-sector companies with goals of more than 12 approved loans; creation of new entrepreneurial support program and structured affordable housing program
7. Organize an event or campaign focused on at least one traditional (manufacturing, value added agriculture, software and hardware technology, embedded systems, etc.) or targeted emerging technology sectors (ag tech/precision ag and UAS/autonomous systems).

8. Formalize 2-3 strategic partnerships, with key regional and national players, that build on the momentum and resources of our targeted industry sectors, with a goal of public announcements/board positions/MOU's, etc
9. Work with regional partners, including city and utility staffs, to develop a regional certified shovel-ready sites program with the goal of having the program in place in 2019 and identified sites for certification.
10. Support various business development strategies being led by regional partners, such as:
 - Ensure the awareness and availability of incubator (NDSU) and co-working spaces (Emerging Prairie) for start-up, primary-sector businesses
 - Targeted industry events such as Drone Focus and Cultivate
 - SBDC
 - Spark Your Startup (Barnesville)
 - NDSU Nice Center
 - NDSU Innovation Challenge

Community Development

Workforce Development

Retention

1. Develop and implement a new workforce program that assists primary-sector companies with workplace culture engaging at least 12 primary-sector companies
2. Host FM Welcome Parties with at least 125 attendees at each event
3. Implement internal market awareness campaign for college students using LiveInFargo.com and other marketing strategies with measured results on retention of college graduates in the regional economy.
4. Implement strategic data collection process, and necessary follow-up actions, with existing companies to support their workforce needs. The goal is data collection from at least 50 primary-sector companies
5. Support various workforce retention programming being led by regional partners, including:
 - The proposed expansion and community/industry use and integration of the NDSCS-Fargo technical training facility (Career Academy)
 - The partnership between MState and Moorhead Public Schools on their Career & Tech Ed (CTE) program
 - MSUM's Sector Breakfasts
 - FM HBA's Health, Tech & Trades Career Expo
 - United Way's New Americans Workforce Development Initiative
 - Marketing of Tri-College and other unique workforce/education assets

Recruitment

1. Assist companies in branding their opportunities and the regional assets through LiveInFargo.com. Our goal is to help at least 20 primary-sector companies to target market prospective employees through this site.
2. Assist companies with recruiting by offering the Live in Fargo Moorhead Tour with a goal of at least 25 tours in 2019.
3. Implement labor market and talent data systems to provide prospects and existing companies with critical workforce data with the goal of assisting at least 20 existing companies and 25 prospects.

Community Eco-System Building

Continue to support the development of the region's entrepreneurial eco-system through:

- TEDxFargo
- 1 Million Cups
- Techstars Startup Weekend Fargo
- StartupDigest.com

Community & Regional Partnerships

1. Continue to co-lead, with the Chamber of Commerce, the Fueling Our Future initiative. The goal is to achieve the \$5 million funding target and to begin funding at least three initiatives within the region in 2019.
2. Continue to partner with the Grand Forks EDC and business leaders from throughout the Red River Valley on the Valley Prosperity Partnership. The goal is to secure state legislative support for various initiatives important to the business community.

Internal

Communications

1. Complete marketing redesign and content plan execution, including updated communications plan and strategic support of business and community development programming.
2. Successfully implement organization's key events in 2019, including Annual Meeting, and at least three other investor related events. Goals of 300 at annual meeting, and more than 50 attendees for each investor event.
3. Coordinate implementation of client/investor-facing data and information to aid the organizations' missions. This will be available through EDC website and other communication tools and measured against established goals
4. Create and implement a feedback loop program to measure success of the organization's work. This would include event surveys and investor feedback

Support

1. Assist in raising a net new \$175,000+ in private-sector funds, meeting private and public sector funding goal.