



innovate₂₈

Campaign Update

November 18, 2024



THE CHAMBER
FARGO MOORHEAD WEST FARGO

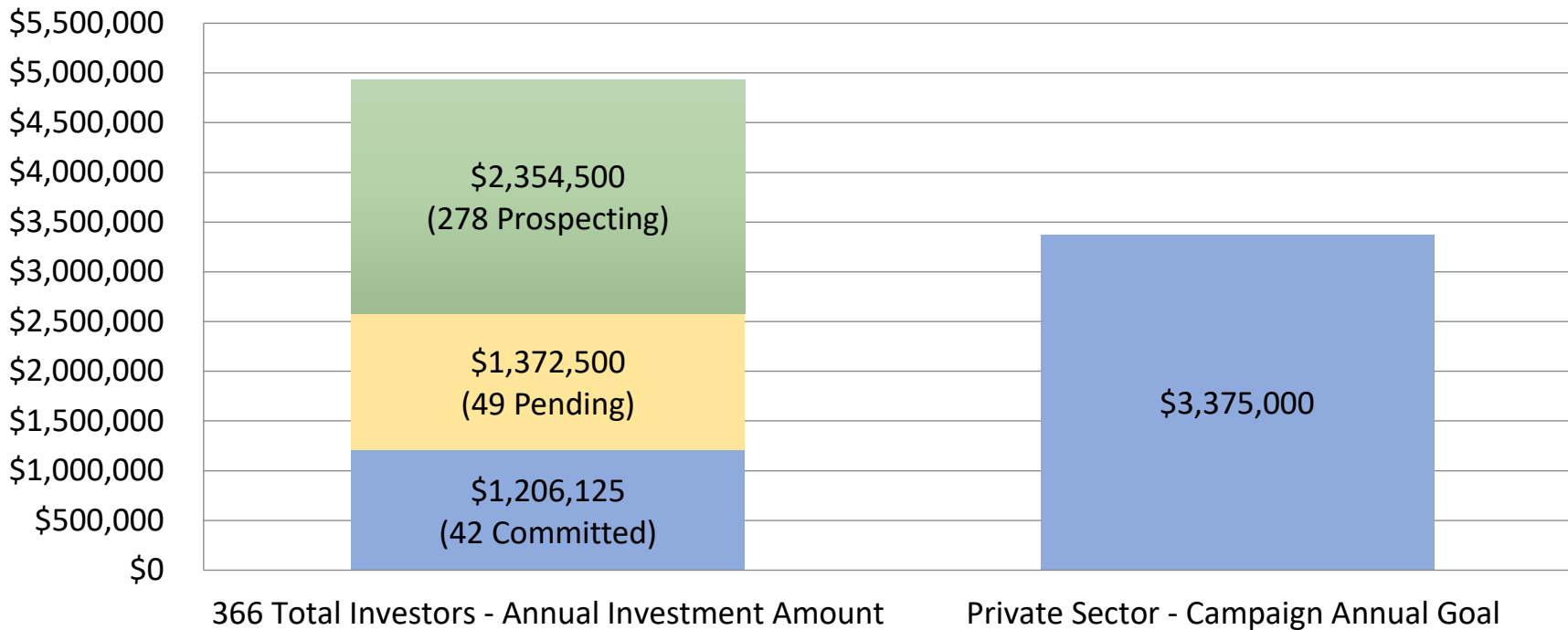


**FARGO
MOORHEAD**
ECONOMIC DEVELOPMENT

| Campaign Summary |

\$23.5M 4 Years/\$5.875M Annually

\$2.5M Cass County Match - \$2.9 to \$3.375 Annual Private Raise



- ❖ 42 commitments to date totaling \$1,206,125 annually
 - ❖ =~200% increase from past investments
 - ❖ Eight commitments in last five days
- ❖ 49 formal requests totaling \$1,372,500 annually
- ❖ 278 additional prospects evaluated at \$2,354,500 in annual requests

INVESTOR HONOR ROLL



Pioneer \$125,000+



INNOVATOR \$75,000+



VISIONARY \$50,000+



LEADER \$25,000+



CHAMPION \$15,000+



CONNECTOR \$10,000+



SUPPORTER \$5,000



| Campaign Projection |

Q1 2025

40% Close Ratio: \$2,615,925

Current Annual Investment (Closed at 60% of Request) \$1,206,125

Total Pending and Prospecting Requests
\$3,727,000

60% Ask to Pledge Ratio \$2,236,200

40% Ask to Pledge Ratio \$1,490,800

*****Tracking ahead of our funding feasibility recommended goal of \$3.5 - \$4.5M annually.*****

| Executive Briefings |

JIM SWEENEY, PRESIDENT & CO-FOUNDER | FARGO JET CENTER



NOVEMBER 18 | 12:00 P.M. - 1:00 P.M.

FARGO JET CENTER

3802 20TH STREET NORTH | FARGO, ND 58102

SHANNON FULL, PRESIDENT & CEO | FMWF CHAMBER



NOVEMBER 21 | 4:00 P.M. - 5:00 P.M.

FMWF CHAMBER

3312 42ND ST S, STE 101 | FARGO, ND 58014

JOE RASO, PRESIDENT & CEO | GFMEDC



NOVEMBER 20 | 8:00 A.M. - 9:30 A.M.

GFMEDC

51 BROADWAY N, STE 500 | FARGO, ND 58102

KEVIN CHRISTIANSON, PRESIDENT | PROPERTY RESOURCES GROUP



DECEMBER 3 | 4:00 P.M. - 5:30 P.M.

PROPERTY RESOURCES GROUP

4609 33RD AVE S, SUITE 400 | FARGO, ND 58014

DR. DAVID COOK, PRESIDENT | NORTH DAKOTA STATE UNIVERSITY



DECEMBER 12 | 8:00 A.M. - 9:00 A.M.

Nodak Insurance Football Performance Complex/
WE B Giving Foundation Bison Athletics Operation Center

LEGACY LOUNGE - 2ND LEVEL OF BUILDING

1380 16TH AVE N | FARGO, ND 58102

NEW DATE

| Key Campaign Priorities |

1. Close Top Priority Pending Prospects
 - ❖ 20 prospects totaling \$1,175,000 annually in formal requests
 - ❖ 60% close rate equates to \$705,000 annually
 - 534,000 in new money!
2. Continue to schedule 1:1s and host remaining EDC / top Chamber members yet to engage
3. Identify top 25 Base Broadening prospects and solicit via 1:1 meetings or briefing prior to year end

FUNDRAISING NEVER STOPS!