

February 13, 2024

Mr. Chad Peterson, Chair
Cass County Commission
211 9th Street South
Fargo, ND 58103

Dear Chairman Peterson and Commission Members,

This letter is to respectfully request \$125,000 of financial support from Cass County to support the joint FMWF Chamber and GFMEDC's regional comprehensive plan investment campaign. We ask that this request be included as an agenda item on the February 20th commission meeting.

First, we'd like to thank Commissioners Peterson and Grindberg for taking the time to be part of the selection committee that interviewed and recommended the campaign fundraising consultants. This was a critical step in achieving the necessary resources to implement a campaign in 2024 that we all believe will be a great success. The committee's recommendation of utilizing the services of Convergent/RDG was unanimous and we have already begun the process of working with them to review and update a draft plan of work.

Starting this month, and through the remainder of 2024, we will be working to develop a strategic plan inclusive of goals and programming to support regional economic growth via efforts in business and workforce development, public policy and the utilization of data and analytics to achieve our goals. The planning process is underway with Chamber and EDC staff working with our consultants, and we expect to have this plan reviewed by a working leadership group of the Chamber and EDC at the end of February.

Once this plan has been developed into a prospectus, it will be tested during the month of March by our consultants in one-on-one conversations with dozens of regional leaders to ensure we are focused on the right goals with the right programming to achieve those goals. Our expectation is to present the findings of the "tested" plan in early to mid-April to the Chamber and EDC leadership.

When approved, campaign investment materials will be developed, and our consultants and campaign leadership will begin the process of making strategic investment asks of dozens of private companies across our region. Our expectation is to achieve a significant level of private funding commitments by the time we approach the County for support during your annual budgeting process.

To date, the Chamber and EDC have committed \$250,000 towards the expense of operating this campaign, and with your investment of \$125,000, we believe the funding will be in place to achieve a campaign funding goal that will allow us to begin the process of implementing programming that will create generational economic vibrancy for our region.

Please don't hesitate to contact either of us if you'd like to meet to discuss our work on this important initiative. We look forward to our conversation with all of you on February 20.

Sincerely,



Joe Raso, President & CEO
Greater Fargo Moorhead EDC
(C) 701-306-7121
jraso@fmedc.com



Shannon Full, President & CEO
Fargo Moorhead West Fargo Chamber of Commerce
(C) 920-422-3331
sfull@fmwfcchamber.com