



# Growing Interest in North Dakota

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## GOVERNOR TO HOST SITE SELECTORS, DEVELOPERS IN SALT LAKE CITY

Up to 10 site selectors and real estate developers will be the private dinner guests of ND Gov. John Hoeven, DOC staff, and local North Dakota developers in Salt Lake City, UT, on May 7. All will be attending the CoreNet Global Summit.

“The governor is a strong spokesperson for the state,” said DOC Commissioner Lee Peterson. “Business executives are continually impressed with his knowledge of economic development and interest in meeting and helping them.” ■

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## FARGO: STILL A GREAT PLACE FOR WOMEN

In April, **Ladies Home Journal** released its “Best Cities for Women” study of 57 large and 143 small US cities. Fargo, ND, made the list in many categories, including:

- **#13 overall in the category of small cities** (under 300,000).
- **#200 in “stress” category.** The study looked at lifestyle trials such as long commutes and high divorce rates; health threats such as high blood pressure; and economic anxieties.
- **#2 in “lifestyle” category.** The study looked at culture, climate, commute time, air and water quality, voting percentages, the marriage-divorce ratio and divorce rate, the number of single men compared to single women, weather factors affecting a woman’s hair and skin, and even the number of toilets.
- **#3 in “economy” category.** The study looked at recent job growth, cost of living, unemployment rates, family income, and home values.
- **#13 in “spiritual centers” category.** The study looked at the number of religious sanctuaries per capita.
- **#21 in “low crime” category.** The study looked at statistics for low crimes, crimes against property, and rape.

- **#46 in “jobs” category.** The study looked at the number of women professionals, female managers, and sexual harassment and discrimination cases, as well as the salary gap between men and women and the number of women-owned businesses. ■

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## DOC AND LOCAL DEVELOPERS HIT THE ROAD IN NORTHERN COLORADO

Department of Commerce staff and local developers will travel to northern Colorado May 29-30 for a series of business meetings and a reception with company executives. The DOC Research team pre-qualified more than 300 names for the trade mission. The plan calls for one DOC business developer and one local developer to have two meetings with company executives per day for a total of four appointments.

Gov. John Hoeven sent a letter of invitation to schedule appointments and attend the reception to all 300 contacts on May 1. Follow up phone calls to confirm appointments are underway, and reception invitations will be mailed the first week of May. The reception will be held May 29 at the Ptarmigan Country Club in Fort Collins.

“Recruitment activities like this trade mission to northern Colorado are part of our marketing plan for economic development in North Dakota,” said Linda Butts, ED&F director. “Each time we host an event or conduct meetings outside the state, we increase the awareness of doing business in North Dakota and we increase our intelligence within our targeted industries and demographics.”

To date, five local developers have agreed to join DOC staff. They are: John Phillips, Beulah JDA, Beulah; Russ Staiger, Bismarck Mandan Development Association, Bismarck; Cal Klewin, Bowman County JDA, Bowman; Bob Kudrna, Hettinger County JDA, Hettinger; and Paul Lucy, Minot Area Development Corporation, Minot. ■

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## **NEW DOC MARKETING MATERIALS NEAR COMPLETION**

DOC plans to complete its new corporate marketing materials by July. The packet will include:

- an interactive CD with an autorun video presentation
- a multiple-page general fulfillment piece featuring five to seven ND business executives
- a “peer review” packed with testimonials from companies that have relocated or expanded in the state.

These materials are a planned component of the \$1.0 million the 2001 legislature appropriated for marketing North Dakota and its competitive advantages to businesses for expansion or relocation.

All materials will be accessible on the ED&F web site, and the CD will have direct links to additional information on the web site.

“It’s critical that we have professional, attention-grabbing materials for our business developers to send to prospects,” said Tracy Metzger, ED&F vice president for marketing. ■

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## **SOUTHWEST REGION DEVELOPERS GET PARTNERS IN MARKETING GRANT**

Department of Commerce (DOC) division directors and staff traveled to Dickinson April 17 for a formal announcement of the Southwest Region Economic Developers’ marketing campaign, which DOC supports. Local developers, board members, legislators, community leaders, and media also attended.

ED&F Division Director Linda Butts presented the Southwest Region Economic Developers with a ceremonial \$20,000 check for the Partners in Marketing grant. The grant supports efforts to market the southwest region of the state for business expansion or relocation.

DOC has held similar events in Rugby, Devils Lake, and Mayville to thank local developers for their work to attract business to the state.

“We intend to travel across the state in the coming months and do two things. We’ll discover the innovative ways these communities are marketing themselves for economic development activity, and we’ll publicly acknowledge their efforts with the award of a Partners in Marketing grant,” Butts said.

Partners in Marketing is an ED&F grant program. \$175,000 was allocated for the 2001-03 biennium. To date, seven applications representing 31 communities or counties have been approved for a total of \$126,000. ■

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## **WORKFORCE DEVELOPMENT COUNCIL FUNDS STUDIES**

The North Dakota Workforce Development Council is providing matching funds to help 14 North Dakota communities conduct labor availability and underemployment studies in 24 counties in North Dakota.

The studies will provide critical information needed to address workforce availability and underemployment in times of low unemployment.

Pilot studies are under way and nearing completion in Cando, Carrington, Cavalier, Cooperstown, Devils Lake, Fargo, Jamestown, Finley, Langdon, Rolla, Valley City, Wahpeton, Watford City, and Walsh County.

Preliminary data for the Fargo and Valley City area was presented April 15, and preliminary data for the remaining pilot sites will be available by May 15. The studies will be updated every 24 months. ■

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## **NORTHWEST DAIRY FINANCING PACKAGE COMPLETE**

The groundbreaking for Northwest Dairy near Parshall was April 4. The \$3 million limited-liability, limited-partnership project involves the Community Development Block Grant Program, the Bank of North Dakota, North Dakota Development Fund, Rural Development, and several other development agencies and local

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banks. The Souris Basin Regional Planning Council was instrumental in creating the financial package.

Northwest Dairy will handle 400 cows. "As well as marketing the milk, the raw product, a project of this magnitude generates wealth on many other levels," said Paul Govig, director of DOC's Division of Community Services. "Jobs will be created to complete the milking process, transport materials, and grow the feed. Feed will be produced and purchased in the region. All of these are wealth-creating activities.

"In addition to concentrating production, the project spreads the risk among numerous investors and financing entities. The fact that we've been able to tap a variety of government programs helps complete the package," said Govig. ■

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#### ND MANUFACTURERS IMPROVING PRODUCTIVITY, EXPANDING BUSINESS

The ND Manufacturing Extension Partnership (ND MEP), an ED&F program for small manufacturers, recently heard that federal funding of more than \$200,000 will be continued in 2002.

That amount is one third of the ND MEP budget. Another third comes from ED&F, and the final portion of the budget comes from manufacturers that receive services.

"The Manufacturing Extension Program is one of the most successful federal-state partnerships in government," said Gov. John Hoeven. "It is a cost-effective, public-private partnership. In the past 15 months, the ND MEP has provided lean and industrial marketing services to more than 90 of the state's manufacturers, reaching more than 800 employees."

- **Michael Hohl**, chairman of the newly formed nine-member ND MEP board, is president of DMI Industries, West Fargo.

Other board members are:

- **Sally Bosh**, Phoenix International, Fargo
- **Bob Maeyaert**, Baker Boy, Dickinson
- **Mac McPherson**, Glenmac, Jamestown
- **Don Morton**, Microsoft Great Plains, Fargo
- **Dick Shorma**, WCCO Belting, Wahpeton

- **Michael Vig**, IR/Bobcat, Bismarck
- **Carl Wendelbo**, Composites America, Fargo
- **Bob Wilmot**, Turtle Mt. Corp., Dunseith

"The MEP program is extremely important to North Dakota," said Hohl. "Our state's manufacturers added 6,500 net new jobs and provided one third of the growth in North Dakota's economy in the last decade. Our 811 manufacturers employ over 25,000 people, with each job averaging \$30,600 per year. Our diverse and dynamic manufacturing companies now make up nine percent of the state's gross product."

The MEP is a nationwide system of services and support for smaller manufacturers wanting to become more globally competitive. At the heart of the system is a network of affiliated, locally based manufacturing extension centers. ND MEP is one of 70 centers in the nation. ■

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#### EDND, ED&F BEGIN HOLDING COMBINED MEETINGS

Board members of the Economic Development Association of North Dakota (EDND) and staff from the Economic Development and Finance (ED&F) Division of the Department of Commerce began meeting regularly this winter.

In April, the groups discussed the dissemination of leads from ED&F to local developers, an informal evaluation of ED&F marketing efforts, and upcoming business development activities.

"Our goal is to partner with EDND," said Linda Butts, ED&F Division director. "We want to play a supporting role to the local economic development community and help ensure their success." ■

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#### APUC NOW OFFERS INTERNATIONAL MARKETING GRANTS

The Agricultural Products Utilization Commission (APUC) will hold its quarterly grant meeting May 16-17 in Devils Lake. The deadline for this round of applica-

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tions was April 1, and APUC received 20 applications totaling \$1,197,113.00. Three of the applications were for international marketing. International Marketing is a new type of grant using federal funds that Gov. Hoeven granted to APUC in the amount of \$300,000. The funds are earmarked for international trade. ■

**EXPORT SEMINAR HELD MAY 2**

The ND District Export Council held a seminar on "Export Documentation, Terms & Shipping" May 2 at the Bismarck Doublewood Inn from 9:30 to 4. Seminar speakers included experts from the US Commerce Department Export Assistance Center, international freight forwarders, and FedEx. For more information, go to <http://exportnd.com/nm/publish/>.

The ND District Export Council promotes state's export efforts. DEC members are appointed by the US Secretary of Commerce. ■

**EDND SUMMER MEETING SET FOR JUNE 23-25 IN DEVILS LAKE**

The Economic Developers of North Dakota (EDND) will meet June 23-25 in Devils Lake. For more information, contact Jim Dahlen, Forward Devils Lake, 701-662-4933. Continuing education, with a focus on marketing, will be provided by the International Economic Development Council (IEDC). ■

**"Our North Dakota labor force combines a strong work ethic, high mechanical aptitude, and solid technical skills. The people in this part of the country have made Bobcat the 'tough, quick and agile' business that it is today."**

Grover Riebe, Jr., plant manager  
Bobcat, Gwinner, ND

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