

# NORTH DAKOTA ECONOMIC DEVELOPMENT STRATEGIC PLAN

PERFORMANCE MEASURES: 2010-2020

Revised by the ND Economic Development Foundation  
on February 9, 2011



## GOAL 1

### CREATE, ATTRACT, AND RETAIN QUALITY JOBS AND WORKFORCE IN TARGETED INDUSTRIES AND HIGH-DEMAND OCCUPATIONS.

**1-1. Net Job Growth, 2020 Target: 50,000 new jobs since 2010**

*In 2009, North Dakota had 366,300 jobs. 2010 figures will be available in February 2011.*

**1-2. Average Annual Wage, 2020 Target: \$50,000 average annual wage**

*In 2009, North Dakota's average annual wage was \$35,970. 2010 figures will be available in June 2011.*

**1-3. Per Capita Personal Income, 2020 Target: \$60,000 per capita personal income**

*In 2009, North Dakota's per capita personal income was \$40,727, which was 103 percent of the national average. 2010 figures will be available in September 2011.*

**1-4. Population, 2020 Target: Population of 700,000**

*North Dakota's population was counted as 672,591 according to the 2010 U.S. Census.*



## GOAL 2

### STRENGTHEN NORTH DAKOTA'S BUSINESS CLIMATE AND IMAGE TO INCREASE NATIONAL AND GLOBAL COMPETITIVENESS.

**2-1. Gross Domestic Product, 2020 Target: \$50 billion**

*In 2009, North Dakota's gross domestic product by state was \$31.87 billion. 2010 figures will be available in November 2011.*

**2-2. Merchandise Export Value, 2020 Target: \$4 billion**

*In 2009, North Dakota's merchandise export value was \$2.18 billion. 2010 figures will be available in February 2011.*

**2-3. Small Business & Entrepreneurship Council's Small Business Survival Index, 2020 Target: Ranked among the top 15 states**

*North Dakota was ranked #18 in the Small Business Survival Index in 2010.*



## GOAL 3

### ACCELERATE INNOVATION AND ENTREPRENEURSHIP IN TARGETED INDUSTRIES AND EMERGING TECHNOLOGIES.

**3-1. Number of Private Sector Businesses, 2020 Target: 29,000**

*In 2009, North Dakota had 25,074 private sector businesses. 2010 figures will be available in June 2011.*

**3-2. Number of business activities as a result of Innovate ND, 2020 Target: 200**

*Currently 100 new businesses are operational or in the development stage as a result of Innovate ND.*

**3-3. Aggregate use of Seed Capital Tax Credits and Angel Fund Tax Credits. Need one year (2010) to determine baseline and set a 2020 Target.**

**Other Reportable Data**

**Academic research and development expenditures.**

*In 2008, North Dakota had an estimated \$181 million in academic R&D expenditures.*

**Industry research and development expenditures.**

*In 2007, North Dakota had an estimated \$126 million in industry R&D expenditures.*



## GOAL 4

### ENHANCE THE STATE EDUCATION AND TRAINING SYSTEM'S ABILITY TO MEET BUSINESS AND WORKFORCE NEEDS OF THE FUTURE.

**4-1. Number of students taking skilled trade and technical education programs.**

*During the 2008-09 school year, 26,200 secondary and postsecondary students were enrolled in skilled trade and technical education programs.*

**4-2. Retention of post-secondary program completers.**

*2007 placement of 2006 North Dakota University System (NDUS) graduates shows that 63.2 percent of graduates were retained in the state, either employed or re-enrolled in NDUS education programs.*



## GOAL 5

### CONTINUE TO ENHANCE A UNIFIED FRONT FOR NORTH DAKOTA THAT SUPPORTS COMMUNITY, ECONOMIC AND WORKFORCE DEVELOPMENT.

**5-1. Number of local development and tourism stakeholders participating in Commerce sponsored marketing, tourism, workforce, business development and community development activities.**

*Need one year (2010) to determine baseline and set a 2020 Target.*

**5-2. Stakeholder perceptions of a unified front for economic development in the state.**

*Need one year (2010) to determine baseline and set a 2020 Target.*



## GOAL 6

### ENHANCE NORTH DAKOTA'S IMAGE.

**6-1. Ratio of positive to negative tone in earned media placements, 2020 Target: Ratio of 3 positive earned media stories for every 1 negative.**

*For the first half of 2010, the ratio of positive to negative tone in earned media placements was 14 positive stories for every one negative story.*

**6-2. Number of visits as a result of image enhancement efforts, 2020 Target: 2.4 million trips**

*In 2007, tourism advertising generated an estimated 1.2 million visits.*

**6-3. Expenditures by out-of-state visitors, 2020 Target: \$5.4 billion**

*In 2008, out-of-state visitors spent an estimated \$4.13 billion in North Dakota.*

**6-4. Number of workforce relocators as a result of image enhancement efforts, 2020 Target: 1,000 workforce relocators**

*Since July 2008, 263 households relocated.*

**6-5. Tourism advertising impact on image, 2020 Target: 50 percent of respondents "strongly agree" that "North Dakota is a place I would really enjoy visiting."**

*In 2007, 43 percent of respondents "strongly agreed" with that statement.*

**6-6. Number of active social media influencers who contribute to depicting a fun and friendly North Dakota, 2020 Target: 1,000 social media influencers**

*Commerce recently started measuring this and is currently aware of 42 "social media influencers" who are spreading good news about North Dakota.*

**6-7. International advertising equivalency for positive North Dakota stories, 2020 Target: \$5 million in international advertising equivalency since 2010**

*Since 2005, Commerce has tracked approximately \$3.6 million in advertising equivalency from international media.*