

07-09 *partners in* **MARKETING**

About the Program

The Partners in Marketing grant program has been assisting communities and counties in their marketing efforts since 2001.

The program currently makes available \$250,000 in grants to target marketing efforts for primary sector business or workforce recruitment. The grants are considered on a first-come, first-served basis and a three-member panel reviews and makes recommendations on grant applications.

Marketing activities may include:

- Collateral Materials (print and/or electronic)
- Trade Missions (in-state, out-of-state, international)
- Advertising (print and/or electronic)
- Specialty Events

To date, the program has awarded more than \$820,000 to over 40 local development organizations working on more than 50 projects.

Beginning a Partnership

Any North Dakota community or region with a recognized economic development organization is eligible to apply for a Partners in Marketing grant. Funds are available to pay for appropriate activities up to 90 percent of the total budget.

The program will only consider new activities, so projects already in process are not eligible for funding.

Partners in Marketing Grant Guidelines

- Economic development organizations may submit as many requests as desired throughout the biennium up to a total of \$25,000. Economic development organizations must:
 - Contribute at least 10 percent of the total budget to ensure they are invested in the activity;
 - Make sure applications are received at least two weeks prior to the activity start date;
 - Present each activity through the Partners in Marketing application along with any materials referenced on the application.
- Application can be submitted at any time.
- Grants will be awarded until all funds are dispersed or the end of the biennium is reached.
- Grants will be dispersed upon successful completion of the activity or delivery of results and evaluation.

PROJECTS & SUCCESSES from the '07-'09 Biennium

Adams County Development Corporation

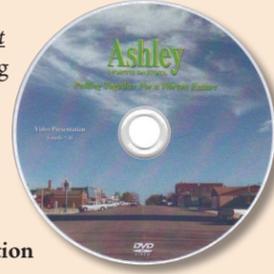
Contact: Edward Gold, adamscdc@ndsupernet.com

- Created a brochure and held a career fair to recruit a surgeon and a family practice physician to the area.

Ashley Economic Development

Contact: Maureen Delzer, ashleyedc@drtel.net

- Created DVDs and brochures featuring opportunities, heritage and quality of life to entice alumni, tourists and prospective businesses to relocate, expand or start their business.



Bismarck-Mandan Development Association

Contact: Judy Sauter, jsauter@bmda.org

- Developed a marketing piece that provided information on a multiple-tenant supply chain facility including information on the Bismarck-Mandan area.
- Created banners used for workforce recruitment and smaller trade show events.
- Conducted a survey of area employers to determine which industries have the most unfilled needs, what areas/positions are most difficult to fill and what specific skill sets are needed to show businesses considering locating in the community the above-average workforce.

Bowman County Job Development Authority

Contact: Ashley Alderson, bowcodev@ndsupernet.com

McKenzie County Job Development Authority

Contact: Gene Veeder, gveeder@co.mckenzie.nd.us

- Created a brochure and DVD highlighting the attributes of McKenzie County and focusing on employee recruitment.
- Launched a marketing and branding campaign which include a community profile brochure and web site that ties the city of Bowman, Bowman County, Bowman Area Chamber of Commerce and Bowman County Development Corporation together.



City of Velva

(McHenry County Job Development Authority)

Contact: Maria Effertz Hanson, info@mchenrycountynd.com

- Produced materials to encourage economic development in the community and region addressing workforce recruitment, housing, Main Street revitalization and tourism.

Devils Lake Region Partnership

Contact: Carol Goodman,

goodman@utma.com

- Placed ads in trade show and conference publications focusing on agriculture, technology and energy development and continued growth of database. Also attended Experience ND recruitment events.



Grand Forks Region Economic Development Corporation

Contact: Keith Lund, keithl@grandforks.org

- Featured ads in the UND Alumni Review that focused on Grand Forks region residents who have returned to the area for high-paying careers and the great quality of life.

Grant County Job Development Authority

Contact: Luann Dart, luann@westriv.com

- Distributed newsletters to 2,000 Grant County alumni to entice former residents to return, start businesses and consider job opportunities or retire.
- Developed and enhanced three community web sites to attract new businesses and residents.

Hope Economic Development Corporation

Contact: Suzanne Halverson, steelejda@mlgc.com

- Developed a brochure about area opportunities to attract businesses and residents.

Jamestown Stutsman Development Corporation

Contact: Lindsey Larson,

lindsey@growingjamestown.com

- Designed a web site for the Jamestown/Stutsman County area as a key recruiting tool to enhance the potential of workforce seekers.



Kenmare Community Development Corporation

Contact: Kari Bies, kcdc@rtc.coop

- Developed a web site, produced brochures and designed a new tradeshow display booth targeting businesses and individuals looking to move to North Dakota.

Minot Area Development Corporation

Contact: Jerry Chavez,

jchavez@minotusa.com

- Designed a new trade show booth to target both agriculture and knowledge-based industry.



New Rockford Betterment Corporation

Contact: Amy Wobbema, nrabc@gondtc.com

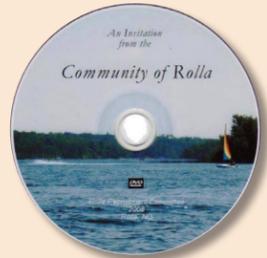
- Developed a web site to increase opportunities and attract new and expanding primary sector business to Eddy County.

Rolla Job Development Authority

Contact: George Youngerman,

rollajda@utma.com

- Updated a DVD to entice residents in family medicine and medicine fields to consider their community upon graduation.



Stark Development Corporation

Contact: Gaylon Baker, gaylon@starkdev.com

- Hosted a pheasant hunt to familiarize out-of-state business contacts, primarily in the energy industry, with the local business environment.

Towner Economic Development Association

Contact: Maria Effertz Hanson, info@mchenrycountynd.com

- Developed a community brochure focusing on economic opportunities and quality of life. Published a marketing piece to entice prospective owners/operators to consider investing in the Winger Building.

Valley City Barnes County Economic Development

Contact: Jennifer Feist, vdg@hellovalley.com

- Developed a web site, brochures, presentation folder, and radio ads targeted at attracting talent and assisting with job creation efforts of primary sector businesses in targeted industries.

Williston Area Development Foundation

Contact: Tom Rolfstad, tomr@ci.williston.nd.us

- Organized a specialty event focused on attracting value-added agriculture processors and related industries to the Mon-Dak region. The specialty event includes social tours, a golf tournament and fishing excursions to facilitate relationship building.
- Identified former residents in two markets willing to give back to their community and hosted events to entice them to "come home" to Williston.