



GREAT THINGS
FOR BUSINESSES, RESIDENTS & VISITORS

COMMUNITY • OPPORTUNITY • ADVENTURE • ACHIEVEMENT
MADE IN MANDAN

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Public Reporting Session
January 30, 2012

**PUTTING MANDAN'S
STRATEGIC PLAN INTO ACTION**

Strategic Visioning Process

“ Launched in 2009 by Chamber with support from many businesses along with

- . Mandan City Commission
- . Mandan Park Board
- . Mandan School Board



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Strategic Visioning Process

- “ Allowed for study of entire community across all geographic areas & sectors
 - . Market research
 - . Input through
 - “ focus groups
 - “ individual interviews
 - “ nearly 900 survey responses

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Implementation

- “ Plan dubbed "Mandan Tomorrow%oo
- “ Assigned to 4 committees
 - . Leadership, Pride & Image
 - . Economic Opportunity & Prosperity
 - . Quality Places & Destinations
 - . Education & Workforce

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Leadership, Pride & Image

- “ Chair, Laurie Leingang
 - . Kristi Entzi, Dakota Community Bank
 - . Damian Huettl, Citizen
 - . Pam Mack, Citizen
 - . Tom Regan, KAT Communications
 - . Kelly Steckler, Morton Mandan Public Library
 - . Jason Steffenhagen, Citizen
- “ Staff Liaison, Ellen Huber, Business Development & Communications Director, City of Mandan

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Leadership, Pride & Image

2011 ACTIVITIES & ACCOMPLISHMENTS

- ~ **Assure a strong & continual base of public leaders**
 - . 2nd annual candidate information forum
 - . school board candidate issues forum
 - . 2012 information session on serving in local office to be held tomorrow
 - ~ Tuesday, Jan. 31, 7 p.m., City Hall

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Leadership, Pride & Image

2011 ACTIVITIES & ACCOMPLISHMENTS

- ~ **Market Mandan internally & externally**
 - . Completed first year of community marketing under %Great Things: MADE IN MANDAN+consistent theme to highlight community assets
 - ~ Launched Fall 2010
 - . City, School & Park Boards committed funding for second year of marketing in 2012

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Leadership, Pride & Image

2011 ACTIVITIES & ACCOMPLISHMENTS

- “ Business development marketing
 - . Print ads
 - “ Prairie Business magazine (3)
 - “ Chamber Connection newspaper (6)
 - . Fact sheet for new & existing businesses



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Leadership, Pride & Image

2011 ACTIVITIES & ACCOMPLISHMENTS

- “ Visitor & tourism marketing
 - . Bismarck Mandan Convention & Visitors Bureau directory
 - . Added N.D. Tourism directory for 2012
 - . Visitor brochure
 - “ State rest area racks



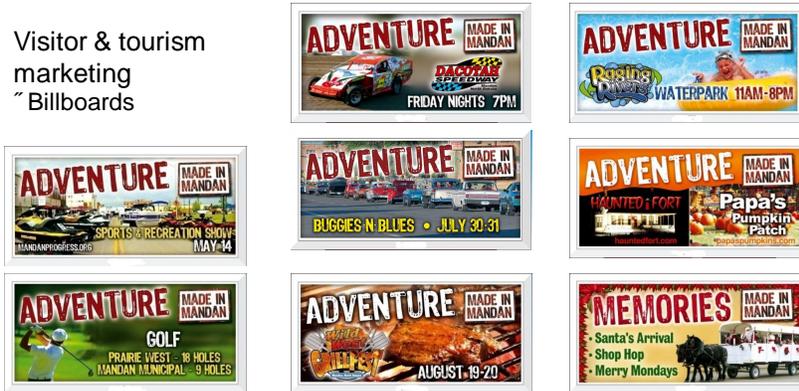
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Leadership, Pride & Image

2011 ACTIVITIES & ACCOMPLISHMENTS

Visitor & tourism
marketing
~ Billboards



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Leadership, Pride & Image

2011 ACTIVITIES & ACCOMPLISHMENTS

- ~ Residential marketing
 - Print ads in *Hot Properties* magazine
- ~ Residential brochure
 - Real estate agency briefings



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Leadership, Pride & Image

2011 ACTIVITIES & ACCOMPLISHMENTS

Public relations



www.madeinmandan.com



Facebook page

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Leadership, Pride & Image

2011 ACTIVITIES & ACCOMPLISHMENTS

- “ Conducted follow-up, non-resident survey
 - “ To assess external community perceptions
 - “ And gauge effectiveness of marketing
- “ 212 respondents from Bismarck & elsewhere

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Leadership, Pride & Image

2011 ACTIVITIES & ACCOMPLISHMENTS

- “ Key findings of non-resident survey
 - “ Reinforced perceived strengths
 - “ Strong sense of community
 - “ Growth
 - “ Opportunities for student achievement
 - “ Public school system
 - “ Parks and recreation system
 - “ Quality of elected officials
 - “ Events & activities

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Leadership, Pride & Image

2011 ACTIVITIES & ACCOMPLISHMENTS

- “ Key findings of non-resident survey
 - “ Also reinforced areas to work on
 - “ Perceptions of business sector
 - . Generating awareness of Mandan’s 700+ businesses & success stories
 - “ Gaining more acknowledgement of Mandan’s economic opportunity & progress
 - . Important to stimulating increased interest in property & business investment

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Leadership, Pride & Image

2011 ACTIVITIES & ACCOMPLISHMENTS

- “ **Non-resident reactions to marketing campaign**
 - “ Half of respondents indicated they had seen logo
 - Only 31% certain they had seen or heard advertising
 - “ 60% rated influencing effect of sample ads as ~~60%~~ definitely to somewhat positive+
 - “ Most frequently selected descriptions for ads
 - Attention-getting, informative, energetic, creative
- “ *Increased reach & frequency needed to have greater impact on community image*



Leadership, Pride & Image

2011 ACTIVITIES & ACCOMPLISHMENTS

- “ **Improve Mandan’s physical attractiveness**
 - Requesting that City explore property maintenance code
 - “ Committee representation volunteered for City staff meetings on topic of beautification
 - Prompted informational articles in *Mandan Messenger* newsletter & additional information on city website on property maintenance topics

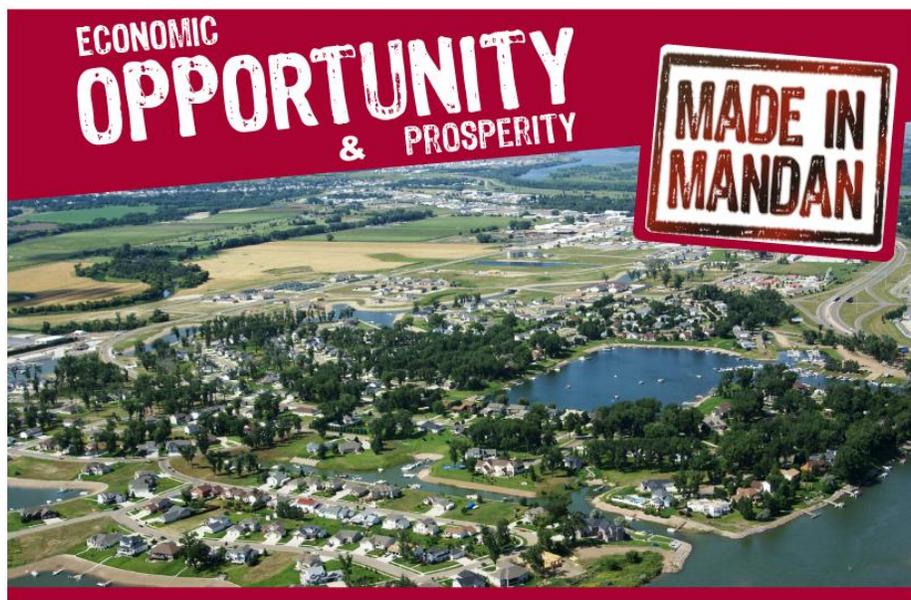


Leadership, Pride & Image

2012 ADDITIONAL AREAS OF FOCUS

- “ Leadership
 - Involve Mandan youth in community through volunteerism & education about government & civic processes
 - Foster communication with & among Mandan businesses to improve cohesiveness & pursuit of common goals
 - Encourage Mandan businesses & employees to volunteer for community service efforts including projects, committees, activities
- “ Pride & Image
 - Explore means for more citizen involvement in community beautification efforts
 - Continue to collaborate with city officials on possibilities for property maintenance ordinance
 - Strengthen partnerships with government, business & civic entities to market & improve Mandan citizens' impression of & satisfaction with community

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Economic Opportunity & Prosperity

- “ Chair, Rob Knoll, Community Works North Dakota
 - . Tom Arenz, Resident
 - . Jay Feil, Starion Financial
 - . Dot Frank, Mandan City Commissioner
 - . Jon Goodhart, Mahlum Goodhart, PC
 - . Dennis Haider, MDU
 - . Niles Hushka, Kadrmas, Lee & Jackson
 - . Todd Porter, Metro Area Ambulance, Representative N.D. Legislature
 - . Bruce Strinden, Morton County Commission
- “ *Staff Liaison, Richard Mower, Director of Special Projects, Bismarck Mandan Development Association*

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Economic Opportunity & Prosperity

2011 ACTIVITIES & ACCOMPLISHMENTS

- . **Form investment group to secure restaurant or retail concepts**
 - “ Supported proposed legislation to create a targeted retail state income tax credit
 - . Defeated in House, but hearings brought attention to conundrum between lack of sales tax & pressure on property tax
 - “ 2012 focus on creating Renaissance Fund Organization to stimulate major redevelopment & associated business projects
 - . Provides means for citizens to invest locally without being an owner of commercial real estate or a business

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Economic Opportunity & Prosperity

2011 ACTIVITIES & ACCOMPLISHMENTS

“ Nurture entrepreneurs & small business development opportunities

- Fact sheet direct-mailed to Mandan businesses
- Committee a continual source of input for improving info available via local websites
- Conducted business succession planning seminar in November



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Economic Opportunity & Prosperity

2011 ACTIVITIES & ACCOMPLISHMENTS

“ Leverage current & new incentive tools

- Supported lead taken by City of Mandan in applying for \$13.2 million from U.S. Treasury Small Business Credit Initiative for expanded business financing programs

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Economic Opportunity & Prosperity

2012 ADDITIONAL AREAS OF FOCUS

- “ Capitalize on energy industry growth
- “ Host additional educational sessions for existing & prospective entrepreneurs
 - . Such as
 - “ Franchise opportunities
 - “ Tour of available properties
 - “ Ways to benefit from oil industry

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**QUALITY PLACES
& DESTINATIONS**



Quality Places & Destinations

- “ Co-Chair, Norm Clark, Gate City Bank
 - . Terry Kraft, American Family Insurance
 - . Annette Behm Caldwell, Open Road Honda
 - . Lee Pierce, Al Fitterer Architect
 - . Lisa Quintus, Citizen
 - . Matt Schanandore, Ft. Lincoln Foundation
 - . Del Wetsch, Mandan Progress Organization
- “ *Staff liaison, Cole Higlin, Director, Mandan Parks & Recreation*

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Quality Places & Destinations

2011 ACTIVITIES & ACCOMPLISHMENTS



- “ **New annual events**
 - . MPO Sport & Recreation Show cancelled due to weather
 - . 2nd Annual Wild West Grill Fest a success in August

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Quality Places & Destinations

2011 ACTIVITIES & ACCOMPLISHMENTS

“ **Seek more tournaments, competitions and adventure tourism**

- 2010 survey of high school students by Chamber Leadership team & follow-up community survey by committee
- “ Identified strongest local interest in
 - Sledding hill
 - Outdoor movies

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Quality Places & Destinations

2011 ACTIVITIES & ACCOMPLISHMENTS

- “ Mandan Park District incorporated community survey results into 2011-2013 Strategic Plan
- First outdoor summer movie held Sept. 10
 - Another outdoor movie planned for 2012



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Quality Places & Destinations

2011 ACTIVITIES & ACCOMPLISHMENTS

- “ Capitalize on indoor & outdoor sports facilities to attract more activities
 - Committee working to identify organizations hosting bike riding, running, walking events
 - 2012
 - “ Gladiator Rush, 5K all-terrain run
 - June 30, Huff Hills
 - “ N.D. Cattlewomen Beef Run (TBD)
 - “ 35+ National Softball Tourney
 - Sept. 7-9



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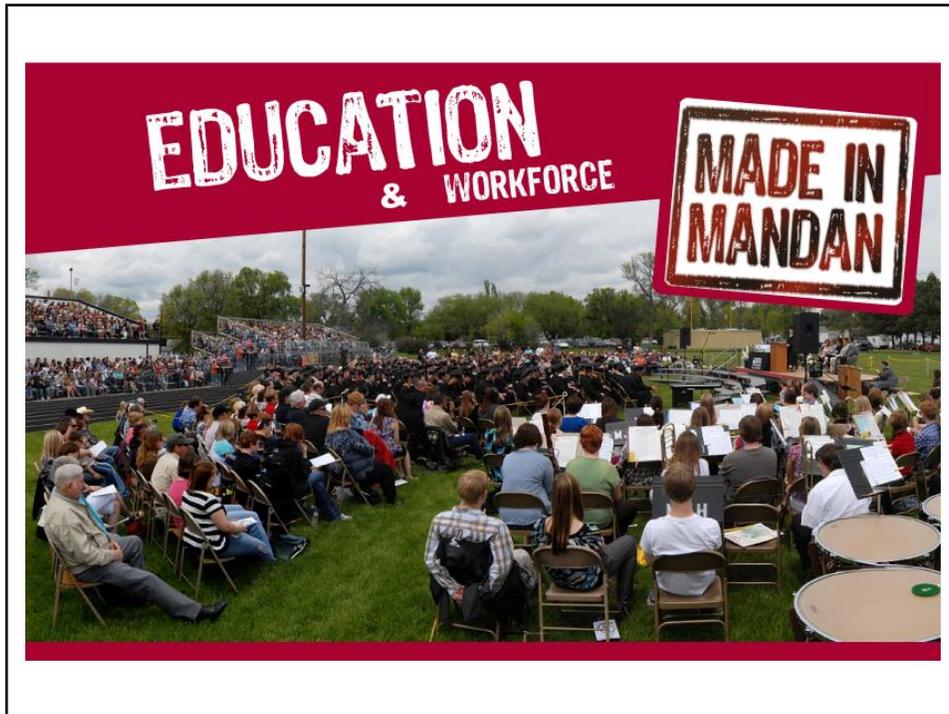
Quality Places & Destinations

2012 ADDITIONAL AREAS OF FOCUS

- “ Participate in or help facilitate renewed discussions about a community event or expo center
- “ Explore possibilities for restoring/enhancing Ft. Lincoln State Park
- “ Continue to look at adding winter events to Mandan such as snowmobile drag racing or other snowmobile or motor sports
- “ Look at ways to enhance & encourage more participation in farmersmarket

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Education & Workforce

- “ Chair, Dave Clark, Bismarck State College
 - . Kirsten Baesler, Mandan Public School Board
 - . Tom Conlon, Missouri River Educational Cooperative (MREC)
 - . Phil Davis, ND Job Service
 - . Dr. Kevin Fishbeck, University of Mary
 - . Melissa Hellman, NISC
 - . Jeff Moser
- “ Staff Liaison, Wilfred Volesky, Superintendent, Mandan Public School District

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Education & Workforce

2011 ACTIVITIES & ACCOMPLISHMENTS

- “ **Provide additional advanced curricula opportunities**
 - . Students take courses at MHS for dual high school & BSC college credit
 - “ Taught by MHS teachers
 - “ Students pay 30% of normal tuition
 - “ Enrollment increased by 84 students (some taking multiple courses) for a total of 384 credit hours
 - . Computer software applications
 - . Desktop publishing
 - . English composition
 - . Probability & statistics
 - . U.S. history
 - . Human anatomy & physiology
 - . Chemistry & honors chemistry
 - . Calculus

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Education & Workforce

2011 ACTIVITIES & ACCOMPLISHMENTS

- “ **Improve math & reading competencies**
 - . Additional offerings & promotion of after-school supplemental education services results in 12% increase in student participation
- “ **Explore feasibility of training services for Mandan businesses**
 - . BSC's Continuing Education, Training & Innovation program provided training to 5 Mandan businesses & organizations

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Education & Workforce

2012 ADDITIONAL AREAS OF FOCUS

- “ **Work to secure portion of funding or to benefit from Hess Corporation grant in support of standards-based education.**
 - In conjunction with Regional Education Association & Missouri River Educational Cooperative
- “ Provide additional incentives & support for dual credit opportunities for MHS students
- “ Look into potential for student internship or job shadowing opportunities
- “ Continue work with Mandan business community to recognize & provide incentives for student academic achievement

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OPTIMISM



Questions & Comments

BE INVOLVED, STAY INFORMED

- “ Citizen and business volunteers welcomed on committees or for projects
 - . Contact Chamber or any committee chair or liaison
- “ Stay informed. Background info & updates
 - . www.mandantomorrow.com
 - . Like ~~%~~Made in Mandan+on Facebook & share with friends
 - . *Mandan Messenger* newsletter
 - . News releases

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