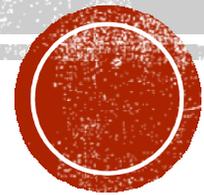
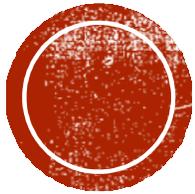


CHANGE IS A PROCESS 2017

Washburn, ND



2017 MEMBERS – 36



**THANK YOU
FOR
YOUR SUPPORT!!!**



2017

- **Community Roundtable**

- 3rd Wednesday of Month –
- Purpose: Opportunity for community organizations to come together to talk & plan events, etc.

- **Community Sign**

- Ribbon Cutting on 4/27/2017
- Purpose: Communication

- **WAEDA Golf Tournament**

- 10 teams – 40 people –
- Net Income: \$4,239
- 9/22/2017

- **Main Street Bench Contest**

- 5 businesses participated
- Purpose: Creating a place for people to gather.

- **New Resident Incentive Package**

- \$886.40 Value
- 10 Residents



2017

- **Storefront Grant - up to \$5K match each**

- \$25K received from Sales & Use Tax to fund - \$20,235 committed
 - Enerbase
 - McLean County Museum
 - Farmers Union Insurance – Completed
 - Scott's Hardware
 - Goetz Funeral Home

- **New Businesses**

- **KT Fitness**
 - Provided a needed amenity to the community.
- **Café 77**
 - Utilized WAEDA Progress Fund
 - Business opened 2/6/2017
 - 6 new jobs to community

- **Training**

- Agricultural Products Utilization Commission (**APUC**) Fiscal Agent
 - Great River Energy - Houweling Tomato's Greenhouse – grant awarded
 - Fee to administer funding: \$5,000 (income to WAEDA)

- **Businesses Expanding/Improving**

- AgPro/NAPA
- 83 Express – Champs Chicken
- Enerbase
- Krause's



‘THE SMALL TOWNS THAT SURVIVE WILL BE THE ONES THAT ARE OPEN TO NEW IDEAS....’

ARTICLE BY [BECKY MCCRAY](#)

SAVEYOURTOWN.COM/SMALLBIZSURVIVAL.COM

- Gather Your Crowd
 - SURVEY
- Build Connections
 - MARKET
- Take Small Steps
 - ACTION PLAN



STEP ONE:

■ **Marketing Hometown America** – NDSU Extension Service

- 33 Members attended – all generations represented.

Overall Findings:

■ **Community Strengths**

1. Quality Education
2. Safety
3. Open Spaces/Recreation



Challenges

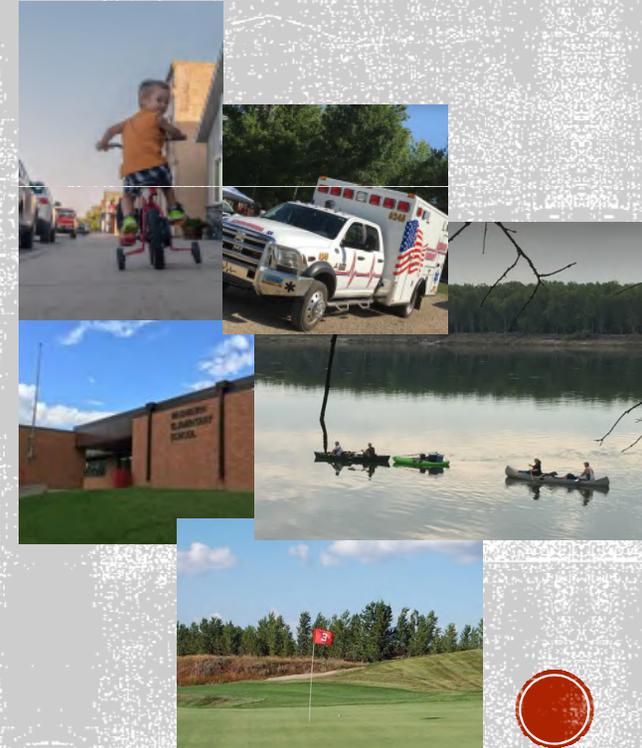
■ **Demographics**

- Losing our Youth after graduation
- Aging Population – baby-boomers retiring and leaving

■ **Missing Tourism Opportunities**

- Lewis & Clark Interpretive Center –
 - 50,000 visitors/year
- Boat Ramp/Fish Cleaning Station
- Hiway 83/200 Traffic

SURVEY THE COMMUNITY



STEP TWO:

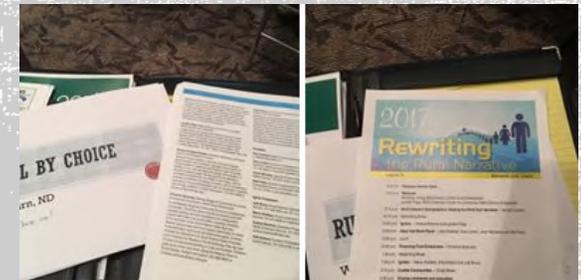
▪ **Marketing Plan**

- Develop “Washburn” brand & Marketing Materials
 - Applied & Received \$5,000 from Washburn’s Lodging Tax.
- Business & Workforce Development
 - Applied & Received a \$16,000 Grant – Partners in Marketing (Dept. of Commerce)

▪ **Promotion**

- Rewriting the Rural Narrative – NDSU Extension Conference
 - Presentation: “Rural by Choice” – talked about the successes of our Washburn community

MARKET THE COMMUNITY



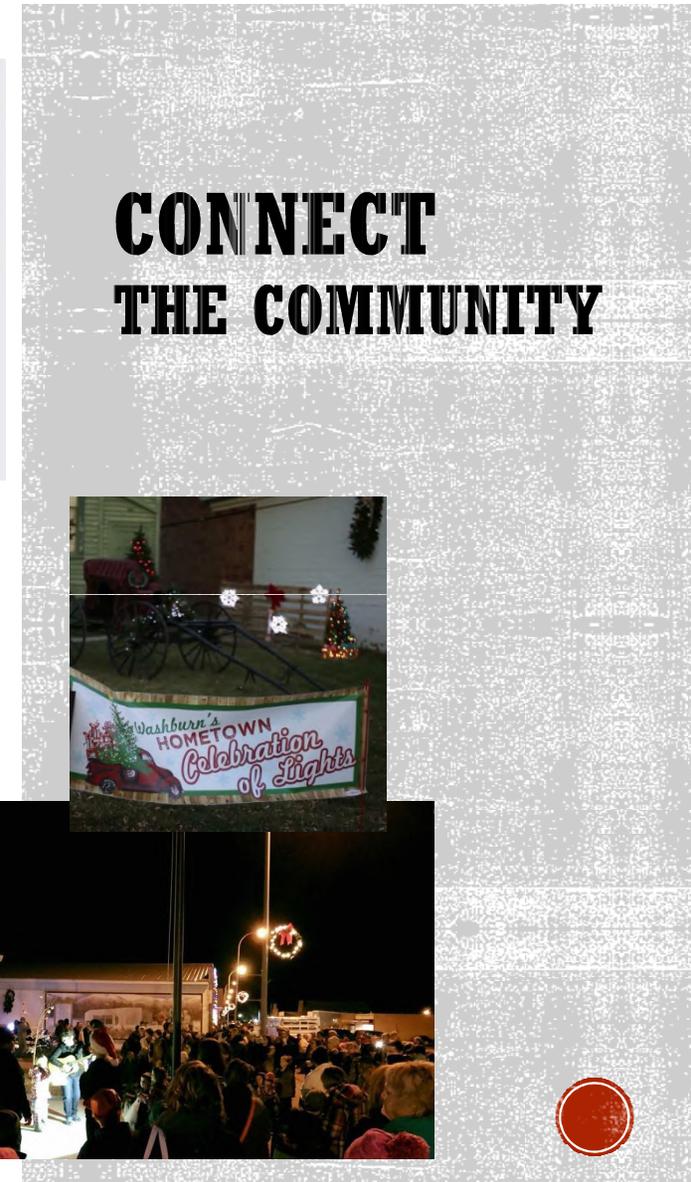
CONNECT THE COMMUNITY

- One of the greatest advantages our small rural community has over our urban competitors is our feeling of **CONNECTION** to our community.



STEP TWO+:

- WAEDA Facebook Page
 - Post business support info/marketing community
- Riverboat Days Parade
 - Support local businesses - float
- SHOP LOCAL - Small Business Saturday/
Hometown Celebration of Lights
 - 11/25/2017
 - Support and promote local businesses



JOHN F. SCHNEIDER, DIRECTOR

**ECONOMIC DEVELOPMENT & FINANCE DIVISION,
NORTH DAKOTA DEPARTMENT OF COMMERCE**

**“WHAT’S GOING ON AT THE ND DEPARTMENT OF COMMERCE –
ED&FD”**

