



WHILE THERE IS NO SINGLE, STANDARD DEFINITION OF ECONOMIC DEVELOPMENT, IT CAN BE BROADLY DEFINED AS A GROUP OF PROGRAMS OR ACTIVITIES THAT SEEKS TO IMPROVE THE ECONOMIC WELL-BEING AND QUALITY OF LIFE FOR A COMMUNITY. THIS CAN BE ACHIEVED BY CREATING AND RETAINING WELL-PAYING JOBS, SUPPORTING BUSINESS GROWTH, DEVELOPING KEY REAL ESTATE, AND PROVIDING ACCESS TO OPEN SPACE, NEIGHBORHOOD AMENITIES AND CULTURAL PROGRAMS.

SOURCE: WHAT YOU SHOULD KNOW 2.0: ELECTED LEADERS AND ECONOMIC DEVELOPMENT - NATIONAL LEAGUE OF CITIES

COMMUNITY STRATEGIC PLAN

IN 2001, THE CITY OF WASHBURN ENGAGED IN A COMMUNITY PLANNING PROCESS TO DEVELOP A STRATEGIC PLAN FOR WASHBURN. **THE STRATEGIC PLAN CALLED FOR MORE ACTIVE ECONOMIC DEVELOPMENT OF THE WASHBURN AREA.** THE WASHBURN ECONOMIC DEVELOPMENT ORGANIZATION WAS RECREATED AS THE WASHBURN AREA ECONOMIC DEVELOPMENT ASSOCIATION (WAEDA), WHICH CURRENTLY CONDUCTS ECONOMIC DEVELOPMENT ACTIVITIES INCLUDING, BUT NOT LIMITED TO THE FOLLOWING:

- ❖ GROWING AND RETAINING EXISTING BUSINESSES.
- ❖ IDENTIFYING NEW BUSINESS OPPORTUNITIES
- ❖ SUPPORTING RESIDENTIAL AND COMMERCIAL DEVELOPMENT
- ❖ PROMOTING COMMUNITY QUALITY OF LIFE.

2001 STRATEGIC PLAN ECONOMIC DEVELOPMENT ACTIVITY EXAMPLES –

YEARS 2017-2018:

- ❖ **GROWING AND RETAINING EXISTING BUSINESSES.**
 - Krauses – Expanding - 2017
 - Enerbase- Remodeling – 2017/2018
 - Café' 77 – Coffee Shop Expanding - 2018
 - Scotts Hardware – Remodeling – 2017/2018
 - Sale/Purchase of Captain's Cabin – 9/2018
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❖ IDENTIFYING NEW BUSINESS OPPORTUNITIES

- Affordable/Senior Housing Project – *on hold due to specials assessed on developer*
 - Daycare - Expansion Opportunity – *in progress*
 - Food Processing – Potential - *in progress*
 - Howeling’s Greenhouse – GRE Energy Park - *in progress*
 - Red River Valley Water Supply Project – Hi Way 83 And 1806- *in progress*
 - Cattle Feed Lot – GRE Energy Park - *in progress*
 - Main Avenue Building Opportunity - *in progress*
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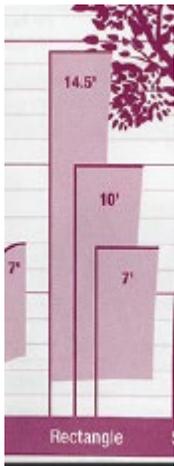
❖ SUPPORTING RESIDENTIAL AND COMMERCIAL DEVELOPMENT

- Storefront Grant Formulation and Use (\$25,000 Available – Sales & Use Tax Funded):
 - Farmers Insurance
 - Scotts Hardware
 - McLean County Museum
 - Enerbase
 - Goetz Funeral Home
 - Revolving Loan Pool Business Development:
 - Café’ 77 – business start-up – capital
 - M&M Sporting - *new business established in community*
 - KT Fitness - *new business established in community*
-

❖ PROMOTING COMMUNITY QUALITY OF LIFE

- Create a fresh, vibrant marketing campaign to draw tourists, visitors, and new workforce/residents to Washburn.
- Encourage the local community to support the local businesses and to help them to know what our community even has to offer so that everyone is on the same page.
 - Website Development (washburnlife.com)
 - Central location for all Washburn marketing and information on what you could do if you visited or lived in Washburn.
 - Maintain updates of information and answer inquiries.
 - Newsletter is produced and sent to members and people that request the info on our website.

- Maintain a constant online presence on Social Media aimed at attracting a following to *everything* Washburn.
- Continue and Expand “Small by Choice” Marketing Campaign
 - Conduct interviews with people from ALL slogan groups.
- Maintain Marketing Promotion and Publication Distribution
 - Enlist Washburn in the Tourism Rack Program and coordinate deliveries.
 - Deliver marketing materials to inquiries – phone, website, email, etc.



PLACES TO GO

- ND Lewis and Clark Interpretive Center
- Sun Meadow
- Washburn Veterans Memorial
- Joe Taylor Cabin
- McLaughlin Lewis and Clark Monument
- Steam Ferry
- Historic Creek Schoolhouse
- Painted Woods Golf Course
- Historical Park - Museum Store
- Painted Woods Creek
- Crown South State Park - 12 miles
- North Dakota Art Camp
- Art Museum (Downtown State Street) 314 S. 1st St.
- Siskiyoua State Park - Hwy 200
- Fort Casswell State
- McLean County Historical Society Museum
- George Thompson, Attorney General and Trial Judge
- The Crown South State Park - 12 miles
- Ingersoll Schoolhouse - 12 Miles
- North Dakota State College - 12 miles

EVENTS

- Winterfest - February
- Crown South State Park
- Museum River Stage and Festival
- Fair at Crown South State Park
- Snowfest - December
- Maple in Harmony Park - June
- Museum Light Festival - November

YEAR ROUND ACTIVITIES

- Golfing
- Fishing
- Water Skiing
- Hunting
- Tubing & Skiing
- Snowmobiling
- Snowshoeing
- Ice Skating
- Biking
- Archery
- Hiking & Snow Trails
- Snowshoeing
- Bird & Wildlife Watching
- Crown Country Riding
- Snowmobiling
- Tubing
- Snowshoeing
- Ice Skating
- Biking
- Archery
- Hiking & Snow Trails
- Snowshoeing
- Bird & Wildlife Watching
- Crown Country Riding
- Snowmobiling

1000 1st St. Washburn, ND 58701
 P: 701-724-2400 © 2018 www.washburn.com

Business Name	Address	Phone	Business Name	Address	Phone	Business Name	Address	Phone
1st State Bank	100 S. 1st St.	701-724-2400	1st State Bank	100 S. 1st St.	701-724-2400	1st State Bank	100 S. 1st St.	701-724-2400
2nd State Bank	200 S. 2nd St.	701-724-2400	2nd State Bank	200 S. 2nd St.	701-724-2400	2nd State Bank	200 S. 2nd St.	701-724-2400
3rd State Bank	300 S. 3rd St.	701-724-2400	3rd State Bank	300 S. 3rd St.	701-724-2400	3rd State Bank	300 S. 3rd St.	701-724-2400
4th State Bank	400 S. 4th St.	701-724-2400	4th State Bank	400 S. 4th St.	701-724-2400	4th State Bank	400 S. 4th St.	701-724-2400
5th State Bank	500 S. 5th St.	701-724-2400	5th State Bank	500 S. 5th St.	701-724-2400	5th State Bank	500 S. 5th St.	701-724-2400
6th State Bank	600 S. 6th St.	701-724-2400	6th State Bank	600 S. 6th St.	701-724-2400	6th State Bank	600 S. 6th St.	701-724-2400
7th State Bank	700 S. 7th St.	701-724-2400	7th State Bank	700 S. 7th St.	701-724-2400	7th State Bank	700 S. 7th St.	701-724-2400
8th State Bank	800 S. 8th St.	701-724-2400	8th State Bank	800 S. 8th St.	701-724-2400	8th State Bank	800 S. 8th St.	701-724-2400
9th State Bank	900 S. 9th St.	701-724-2400	9th State Bank	900 S. 9th St.	701-724-2400	9th State Bank	900 S. 9th St.	701-724-2400
10th State Bank	1000 S. 10th St.	701-724-2400	10th State Bank	1000 S. 10th St.	701-724-2400	10th State Bank	1000 S. 10th St.	701-724-2400

TODAY'S ECONOMIC DEVELOPMENT PRIORITIES:

1. Continue to work hard at increasing the economic opportunities and improving the overall quality of life in the community of Washburn.
2. Maintain the \$21,000 Partners in Marketing grant investment in marketing the community and maintain consistency about the message being delivered about the community.
3. Promote the business and economic development interests for the Washburn area – SELL our community!
4. Solicit businesses and promote the community of Washburn to these businesses that are looking to re-locate, re-establish or develop in a rural community.
5. Assist in the planning and coordination of community development projects, assisting business and residential applicants with available local, state and federal economic development programs, and providing research for community sponsored projects.

WHAT ARE THE INDICATORS OF ECONOMIC DEVELOPMENT SUCCESS?

Note: Civic Club Members Responses 9/11/2018

- Current Housing Market is Strong – *houses are selling high and low availability – sell quick when brought onto market.*
- Community Signs saying, “WE ARE OPEN”.
- Businesses are Open – *business is down from last year – but it is throughout the state.*
- Businesses Sell or Turnover – they don't close.
- Professional Marketing Materials – *tells a cohesive community story and brings in visitors*
- Amenities are being added to community: dog park, community garden, additional community activities.

WHAT DO YOU CURRENTLY THINK OF THE ECONOMIC DEVELOPMENT EFFORTS IN OUR COMMUNITY?

Note: Civic Club Members Responses - 9/11/2018

- **COMMUNITY HAS GAINED A LOT IN THE LAST 2 YEARS:**
 - Small Business Administration workshops – *2 in the last year*
 - Small Business Saturday promotion – *“highest sales on this day in years”*
 - Community Tree Lighting – *grants and donations received to allow for this event to happen.*
 - Marketing Materials – *map, tourism brochure, and new business/community member booklets – continuity of message throughout*

- AirBNB Opened at Courtwood – *suggestion to management of Orange Property when they 1st purchased property.*
- Community Digital Communication Sign – *advertises community*
- Website and newsletter – *updated and professional*
- Dog Park – *community development*
- Santa Party – 2016-2017 Civic Club chair – *record crowds both years*
- Candisc Bicycle Race – 2017 - *bring people to shop in community*
- Mighty Missouri Classic Bike Race – 9/29/2018 - *bring people to shop in community*
- Parade Floats – community (Civic Club and WAEDA) – Riverboat Days- 2017 and 2018/Celebration of Lights – 2017
- AgWeek – answered their request for nomination for a community that has an uptake of young farm families that are impacting a community – Washburn was selected; several newspapers carried the farming update story along with the INFUSION story along with TV AgWeek Coverage on 9/29 (all info can be found on website or facebook page) – *positive community development*
- Youth Empowerment program with Seniors – 2017-2018 – 6 meetings to discuss community volunteering/local jobs/city government/cooperation and negotiating skills/community projects/needs for community – *positive community image promoted to encourage “boomerang” reaction of youth to the community.*
- Marketing Hometown America Program – *listened to community to develop narrative for marketing materials – 33 members of community were involved.*
- Riverside Gazebo – *recommended to Park Board addition was needed*
- Disc Golf – *partnered with Park Board to kick off and market*
- Minot Daily News – *Economic Development Articles – 2017 and 2018*
- Pumpkin Pickin’ – 9/30/2018 – *community development*
- **#1 COMMUNITY CHEERLEADER** – *positive attitude about community*
- **POSITIVE! IT’S GOOD TO HAVE SOMEONE REPRESENTING WASHBURN AT STATE AND LOCAL MEETINGS** – *EDND/USDA/Main Street Conference/NDSU Extension Conferences/Department of Commerce Meetings/Red River Corridor Fund/Red River Valley Water Supply Project/GRE Community Meetings/Civic Club/Park Board/GRE Energy Park Project Development*
- **DIRECTOR IS LISTENING TO THE COMMUNITY AND TRYING TO MAKE CHANGES**

- **GRANT/LOAN/PROGRAM NOTIFICATIONS ARE GREAT TO RECEIVE** – *Director is always sending updates via email or Facebook – if we had projects that were identified and matching funds available it would be nice to utilize some of these funds in the community.*
- **JOBS AND PEOPLE ARE MATCHED** – *Director is always thinking about who can fill an open position in the community.*

ECONOMIC DEVELOPMENT PROFESSIONALS

- ❖ Estimated Hours: 30 hours/week (defined as “full time” by the IRS - 30 hours of service per week, or 130 hours of service per month. Department of Labor)

ND ECONOMIC DEVELOPMENT AVERAGE CONTRACT EMPLOYEE RATES:

Note: ND Department of Commerce – Economic Development provided information

Individual (no benefits):

Average: **\$50-75.00/Hour** - NO benefits

Estimate: *30 hours/week*

\$78,000 - \$117,000

Company (includes web presence and maintenance, graphic creation, etc.)

Average: **\$125 – 175/hour** – Company’s benefits

Estimate: *30 hours/week*

\$195,000 - \$273,000

WAEDA CURRENT CONTRACT RATE:

Actual: **\$32.05/hour** – NO BENEFITS – TAXES ARE NOT WITHELD

\$50,000

WASHBURN'S CURRENT COMMUNITY PROGRESS IS BEING NOTICED AROUND THE STATE:

AWARD NOMINATIONS

2018 MAIN STREET AWARDS

NOTE:

- ❖ *The Main Street Awards are a collaborative effort of the Office of Governor Doug Burgum, North Dakota Department of Commerce and North Dakota League of Cities.*
 - *Future Leaders Empowerment Award - Engaging Our Future Leaders Program*
 - *Main Street Excellence Awards – population 500-1499 - Community is Where Washburn Begins*

2018 (EDND) GOVERNOR'S CHOICE ECONOMIC DEVELOPMENT AWARDS

- *Economic Developer of the Year– Tana Waldren Larsen*
 - *NOTE: Tana was selected as 1 of 3 finalists from the State of ND. Winners will be announced and celebrated at an awards banquet at the EDND Fall Conference Oct. 29-31 in Minot.*
- *Community Development Award– Washburn Workforce Development & Community Development*