



PLAN OF WORK SUMMARY

2024

GFMEDC GOALS

We can further advance Cass and Clay County's economy by engaging in new efforts to attract new companies and workforce, as well as help local companies expand. The following represents some of our key goals and programming for 2024:

- Play a significant role in the successful completion of at least 25 company projects.
- Fulfill 6-8 Growth Initiative Fund loans and successfully recapitalize the fund as it is nearly depleted.
- Play a significant role in the attraction/expansion of at least 8 targeted sector companies (AgTech, Bioscience/Medical Device, Autonomous/Unmanned Systems).
- Continue implementation of the region's first workforce attraction program that will attract at least 300 workers and increase population by 1,000.

PAST SUCCESSES

With your support, the Greater Fargo Moorhead Economic Development Corporation (GFMEDC) can continue with the successes we've had over the past five years. These successes include:

- More than 125 Projects
- 2,350 Direct New Jobs and total of more than 5,000 jobs created
- 3.75 Million sq./ft. of Utilized Space

NEARLY
\$1 BILLION
OF CAPITAL
INVESTMENTS

BUSINESS DEVELOPMENT PROGRAM HIGHLIGHTS

- 1 Organize and support at least four targeted sector events focused on promotion and lead generation around the sectors of AgTech, BioScience and Autonomous Systems, and attend two national site selector events to educate them on our region.
- 2 Conduct at least 150 strategic primary-sector company visits and surveys to assist at least 75 companies with needs.
- 3 Identify, certify and market at least 7 document ready sites.
- 4 Support the region's entrepreneurial eco-system through activities such as StartupBREW, Techstars, Startup Digest, Innovate ND, gener8tor, NSF Engines/FARMS, etc., with support of at least 6 initiatives.



WWW.GFMEDC.COM
WWW.LIVEINFMAREA.COM

WORKFORCE DEVELOPMENT PROGRAM HIGHLIGHTS

RECRUITMENT

1. Implement the regional talent attraction campaign developed in 2023 for workers in manufacturing and healthcare. Develop additional programming for alumni recruitment and support of rural communities in the broader region.
2. Provide labor market and talent data to assist at least 50 companies, including a regional workforce survey.

RETENTION

1. Implement a new workforce program that assists at least 15 primary-sector companies with workplace culture.
2. Complete workforce asset map that aligns with core work of EDC and supports broader regional workforce needs.

OPERATIONS PROGRAM HIGHLIGHTS

COMMUNICATIONS

1. Maintain, test and update major digital communication systems – web site, social media, and use of Hubspot to support needs of key audiences.
2. Host successful key events in 2024, including UnAnnual Meeting (min 250 attendees) and at least three investor related breakfasts (min 50 attendees per event).

SUPPORT

1. Develop multi-year comprehensive plan in partnership with the FMWF Chamber and raise necessary funding to implement approved plan.
2. Establish framework for regional flourishing, including components, measurement and assessment.