

PLAN OF WORK SUMMARY

2025

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 2025:

- Play a significant role in the successful completion of at least 25 company projects.
- Fulfill 10 Growth Initiative Fund loans and continue recapitalizing the fund due to significant utilization over the past six years.
- 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 our workforce attraction program and support the creation of 500 new direct jobs in our region.

LOOKING TO THE FUTURE

Through Innovate28, our new multi-year partnership with the FMWF Chamber, we will continue to build on our past successes. Over the next four years, our goals will be to:

- Support 130 Projects
- Add \$1B of annual sales to the regional economy
- Grow the regional labor force by 12,000 workers

POWERED BY



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.
- 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, etc., with support of at least 6 initiatives.



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WORKFORCE DEVELOPMENT PROGRAM HIGHLIGHTS

RECRUITMENT

1. Continue to implement the regional talent attraction campaign. Add the implementation of programming for alumni recruitment and support of rural communities in the broader region.

2025 Campaign Goals include:

- **Social Media Views:** 15 Million
- **100% Video Views:** 1.5 Million
- **Click-through Rate:** .40%
- **Individuals who Provide us Contact Info:** 150
- **Website Traffic:** 80,000

2. Provide labor market and talent data to assist at least 40 companies.

3. Implement a new workforce program that assists at least 25 primary-sector companies and major employers with workplace culture.

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 2025, including UnAnnual Meeting (min 250 attendees) and at least three investor related breakfasts (min 50 attendees per event).

SUPPORT

1. Fund the organization's current programming via Innovate28 and obtain additional funding for 2026 to expand on our programming plans.

2. Advance the regional flourishing project, including design completion and testing.