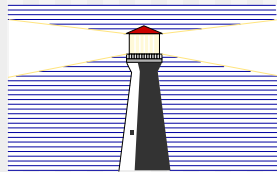


# North Dakota Business Congress: Bismarck 2006

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North Dakota  
Business Climate  
Study – Round II



*Miles Friedman and Partners*

# Today's Agenda

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- Overview of Business Climate Study Process: Rounds I, II, and III
- Present Results of Focus Groups: Five Key Issues Identified
- Review and Prioritize Proposed Actions to Address the Five Key Issues

# Process Overview

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- Round I: 2003-04  
Study and 2005  
Legislative Package
- Round II: 2005-06  
Study and 2007  
Legislative Package
- Round III: 2007-08  
Study and 2009  
Legislative Package



# Round I: What Was Accomplished Last Time?

- Conducted the first Business Climate Study – Round I
- Participation by business leaders, economic developers, and legislators
- Enacted 17 new initiatives in 2005, including ongoing study Process – Rounds II and III



# Round II: What Are We Doing This Time?

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- Phase I: Listen to ND business leaders and economic developers – Focus Groups
- Phase II: Analyze what we heard and prepare for and conduct the Business Congress
- Phase III: Creation, recommendation, and support of 2007 legislative package to enhance economic development in ND

# Round II

## Phase I: We Listened

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- Survey of business leaders, local economic developers, and young professionals
- Seven focus groups
  - Four for business leaders
  - Two for local economic developers
  - One for ND Young Professionals
  - Participants from Eastern, Western, Urban, and Rural communities
- Regular conference calls with DOC, Greater ND Chamber, committee counsel, and consultants
- Briefings with DOC management

# Round II

## Phase II: Analysis of what we heard

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- Tabulation of focus group results
- Assessment of responses from group surveys
- Analysis of issues and suggestions
- Identification of 5 key issues
- Review of current programs and search for ways to strengthen and enhance areas of five key issues

# Round II

## Phase II: Creation of Proposed Actions

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- ND Commerce Cabinet provides:
  - Ideas on actions for 5 key issues
  - Comprehensive report outlining existing programs
- Creation of list of proposed actions
- Recommendation to Business Congress of proposed actions





# Round II

## Phase II: 5 Key Issues

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1. Workforce Development
2. North Dakota's Image
3. Attracting and Retaining Young People
4. Transportation
5. University Participation in ED

# Round II

## Phase II: Business Congress

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- Describe Round II process
- Present 5 key issues
- List proposed actions
- Break into 3 groups to assess and prioritize proposed actions
- Plan follow-Up

# Round II

## Phase II: Creation of Proposed Actions

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How was the list of proposed actions created?

Blend of ideas from focus groups, surveys, ND Commerce Cabinet, Consultants, and Business Climate Study Team

# Workforce

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- Internship program for target industries
- State grant program to promote school/business partnerships
- Central website for information and resources
- Marketing and incentives to recruit workers
- Early career counseling

# Attract/Retain Young People

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- Encourage entrepreneur programs
- Governor's awards for young entrepreneurs
- More entrepreneurial training
- Business Mentors
- Targeted marketing to young
- Focus groups for young professionals
- Recruit for colleges and technical schools

# Image

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- Tourism marketing supported
- Media relations expanded
- Ambassadors program formalized
- On-line resources and toolkit for teachers and speakers
- Incentives for tourism facilities

# Transportation

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- Study already under way
- Explore expansion of air transport
- Incentives to airlines considered
- More freight rail improvement
- Certified cities program
- Review Commerce Cabinet recommendations

# Universities

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- Inventory avenues for communication with business
- Fund commercial evaluation of new technologies
- Awards program to technology companies
- Follow-up on Centers of Excellence
- Incentives to students for technology courses
- Add ways for business to interact with and advise universities
- Speakers bureau for business lecturers
- Recruit faculty in targeted disciplines



# Round II

## Phase III: Next Steps

- Convey results to Economic Development Committee
- Committee development of legislative package
- Recommend introduction in 2007 Legislative Session
- Track and report on results
- Round III, 2007-08



# Workforce

1. Internship program for target industries
2. State grant program to promote school/business partnerships
3. Central website for information and resources
4. Marketing and incentives to recruit workers
5. Early career counseling

A	B	C

# Attract/Retain Young People

1. Encourage entrepreneur programs
2. Governor's awards for young entrepreneurs
3. More entrepreneurial training
4. Business Mentors
5. Targeted marketing to young
6. Focus groups for young professionals
7. Recruit for colleges and technical schools

A	B	C

# Image

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A	B	C

# Transportation

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A	B	C

# Universities

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A	B	C