

North Dakota Business Congress: Bismarck 2006

North Dakota
Business Climate
Study – Round II



Miles Friedman and Partners

Today's Agenda

- 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

- 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?

- 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

- 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

- 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

- 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

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

- 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

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

- 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

- 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

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

Transportation

- 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

- 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

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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

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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

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