



# Trail County Economic Development 2012 Annual Report

*Our Mission:  
Promote, Encourage and Assist Business and  
Community Development*



WelcomeTrail.com



# 2012 Year In Review

## Strategic Goals and Impact

*A message from Executive Director,  
Melissa Beach*



2012 has proven to be an outstanding year in Traill County, and North Dakota. We

have seen much progress toward many of our strategic goals, and it comes in large part to cooperation amongst several entities across the county.

In my three years as director, I have not seen our communities join hands and work cooperatively as they did this year. This includes several cities, local EDCs, businesses and the general population concerned with the growth of Traill County. This cooperation has allowed Traill County EDC to explore some new projects, as well as bring positive programs to the cities.

Much of the development we are seeing is due to our outstanding North Dakota economy and the business climate. We're lucky to be in North Dakota during a prosperous time.

Throughout the year, we have seen numerous new businesses, several business expansions, a diversification of our local economy and a steady growth of the agriculture related industries. Good farming years always trickle down into our communities - implement purchases, home improvements, more spending money - much of the profit continues to revolve in our communities.

We've also seen many farmers decide to explore other agribusiness

opportunities when the times are good. We've seen very few new businesses due to recruitment from other areas, but instead, our local residents are becoming entrepreneurs themselves!

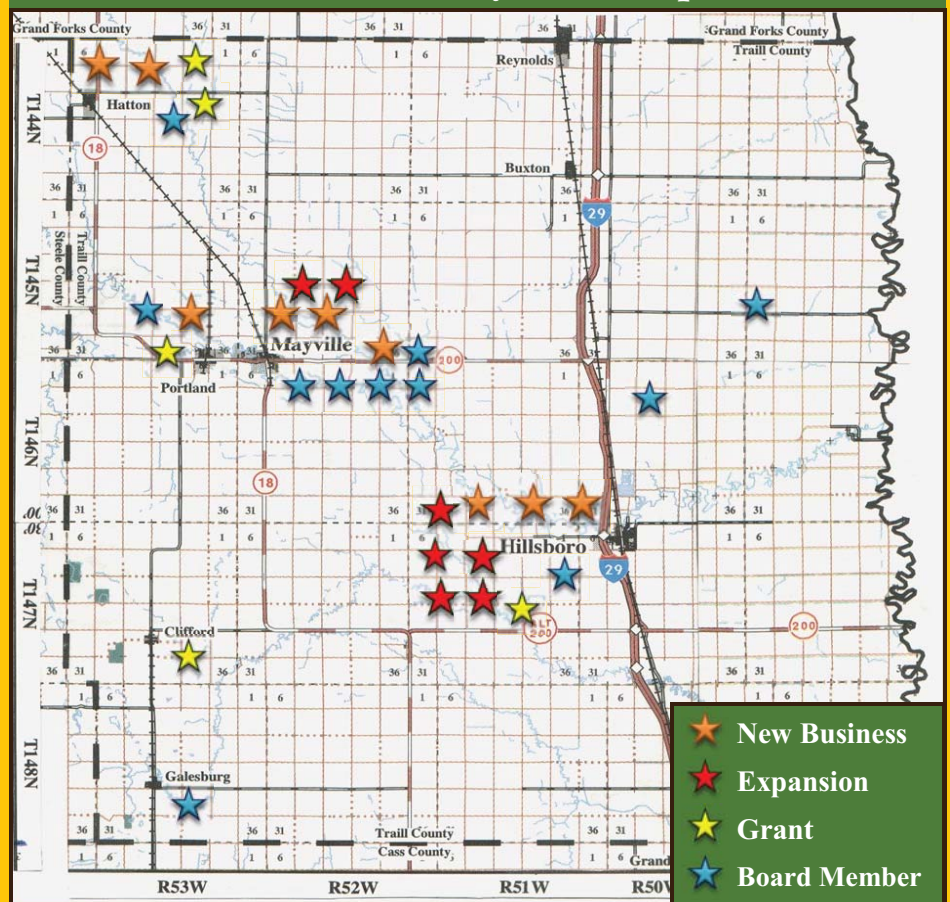
As our communities continue to grow and develop, we find other issues arising, as is common across North Dakota. Our child care project and our city signage project both stem out of concerns our cities have relayed to us.

We hope our programs have positively impacted our communities and we look forward to continuing the cooperative relationships and forward progress in 2013!

## 2012 Strategic Goals

- Through business development, retain and recruit employment opportunities that meet the needs and abilities of our population
- Develop marketing and communication strategies to support our mission
- Improve quality of life to retain and attract people to Traill County
- Increase and develop resources while continuing to leverage what is available

## 2012 Traill County EDC Impact



# 2012 Highlights

## Western North Dakota Marketing Campaign - *Welcome Traill*



In 2012, Traill County EDC crossed the state to attract individuals back to Traill County. Our board developed an intensive three month marketing campaign to encourage individuals who are facing hardships in the oil patch of western North Dakota, or who have had enough of the changing way of life in western North Dakota to move to Traill County. The message was simple - Housing. Jobs. Family Life.

The campaign, which launched March 1st, used a variety of mediums over 18 weeks to target individuals in western North Dakota. Traill County EDC had four direct targets which included: individuals who were being financially affected, individuals who felt at risk and individuals who were no longer satisfied with the lifestyle or culture.

Due to the expanding oil activity, Traill County EDC decided to saturate western North Dakota with ads running in 18 newspapers which covered over 25 communities.

The main goal of the campaign

was to drive traffic to a newly named website: WelcomeTraill.com which was updated to include rental housing, homes for sale, jobs available, amenities and other information pertinent to individuals considering moving.

The campaign was made possible by partnerships with Traill County cities including: Reynolds, Buxton, Hatton, Hillsboro, Mayville, Portland, Galesburg and the local EDCs in Hatton, Hillsboro and Mayville-Portland. Several private businesses and organizations also gave donations to further extend the campaign.

Upon evaluation of the initial campaign, it was found the marketing was very successful. Traill County EDC again contacted the partners involved in the campaign and asked for an extension of the campaign, which included two large events. News and Views with Joel Heitkamp was broadcast live from Subway in Hillsboro and The Mike McFeely Show was broadcast live from Ad-

vanced Grain Handling Systems in Mayville.

This campaign and events were found to be extremely successful. The campaign was unable to be further extended based on budget constraints.

### WELCOME to TRAILL

[www.WelcomeTraill.com](http://www.WelcomeTraill.com)

Join us to welcome KFGO and North Dakota to Traill County!

Traill County Economic Development and area partners are bringing two LIVE broadcasts to Traill County to promote our housing, jobs and family life.

**KFGO**  
The Mighty 790 AM

**JOEL HEITKAMP**  
Broadcasting LIVE from  
**Subway in Hillsboro**  
8:30 - 11 am • Wed., June 13th!

Come out to meet Joel before or after the show, or stop in for coffee and cookies compliments of Traill County EDC

**MIKE McFEELY**  
Broadcasting LIVE from  
**Precision Electric in Mayville**  
2 - 5 pm • Thurs., June 21st!

Come out to meet Mike before or after the show, or stop in for Soholt donuts and coffee compliments of Traill County EDC

**Brought to You by These Fine Sponsors**

**RELOCATING?** Find a welcoming community in Traill County, ND - great schools, excellent jobs, first rate health care and the family lifestyle you've missed. WelcomeTraill.com



**Housing. Jobs. Family Life.**  
**WelcomeTraill.com**  
Traill County, ND





# 2012 Highlights

## Western North Dakota Marketing Campaign - *Welcome Traill*

2012 brought with it new goals for our marketing committee. As North Dakota continues to grow and change due to energy growth and an expanding economy, Traill County EDC began to expand our marketing to target individuals across the state.

We made several additions to our website to include housing, jobs and family life, as our marketing described.

By working with Realtors and home owners, we were able to list all homes for sale in Traill County on our website, with links to real

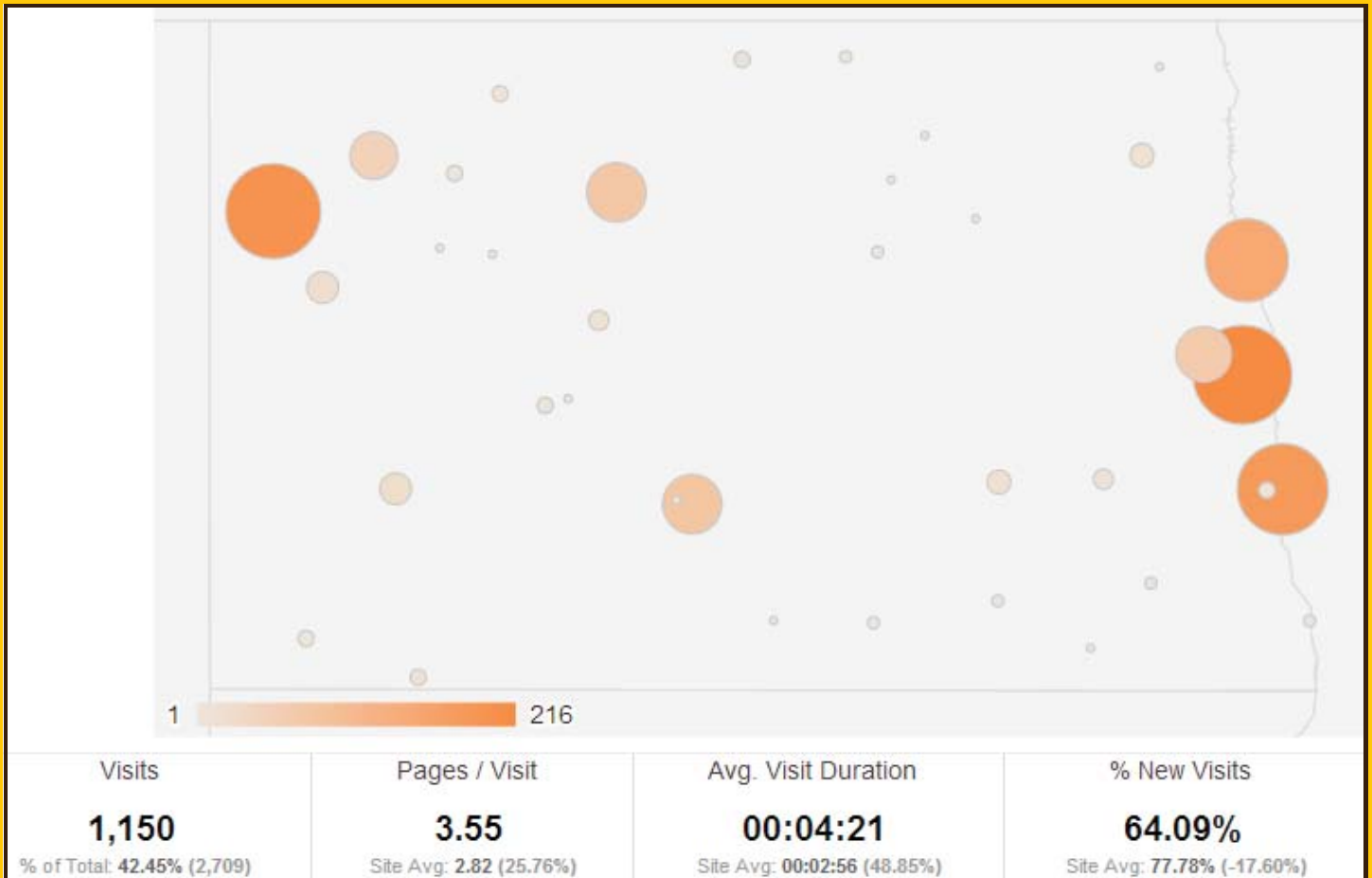
estate agencies or information from private sellers. We also compiled a list of rental housing for those seeking that information. Jobs were compiled from local newspapers and Job Service to list all area jobs conveniently in one place. The final addition was of more content for families including information about schools, health care, child care, religion, community groups and much more.

The advertising and updated content certainly

drove more traffic to our website, and encouraged individuals to take a closer look at Traill County.



**Downtown Mayville, 2012.**



This graphic shows the amount of traffic and their locations in North Dakota from the time period of March 1st, 2012 - August 31st, 2012. Throughout these months is when the large majority of our marketing campaign was in action. Our true target was western North Dakota, but the radio network covered nearly the entire state. We were extremely pleased to see the impact our campaign made in the few months it was active in 2012.

# 2012 Highlights

## Child Care Assessment and Expansion



The availability of adequate child care has been an ongoing issue in Traill County and North Dakota for several years. Early in 2012, we saw this as an issue that was becoming even more prominent due to several in-home providers closing their doors.

Employers, employees and families were scrambling to find care - some even relocating or taking time off from work until a solution was found.

In response, Traill County EDC decided to conduct a child care needs assessment throughout the county to gauge the true need. Over 100 Traill County parents responded to the survey, which pro-

vided a great resource to those of us combating the problem.

After compiling the data, it was very evident the current licensed capacity was not adequately serving the needs of our communities. It was also found that before and after school programs were needed in the northern part of the county, and several parents were looking for more high-quality consistent care they could trust.

Seeing a great need, Traill County EDC developed a grant program to provide an incentive to existing providers and others considering the business, to open or expand facilities as soon as possible. The grant, which gave priority to exist-

ing facilities at capacity, gives \$500 per spot created (upon licensing) to be used for building acquisition, construction or equipment.

We also felt it was important to continue to support the existing facilities in any way we could. Traill County EDC mailed packets to 25 licensed, certified and unlicensed providers throughout the county, which provided information regarding licensing (if unlicensed), training programs, state grant opportunities and information about our grant. We also shared similar information on our facebook page and throughout our website.

In response to our mailing and information posted online, we re-

ceived several calls from existing providers seeking more information. We also received calls and worked with 6 individuals interested in starting child care businesses in the county.

In cooperation with Child Care Resource & Referral of North Dakota, we have been very successful in leading potential providers to the resources they need to begin providing care in Traill County.

### Existing Providers and Facilities as of September 12, 2012

City	Licensed Providers	Licensed Capacity	Certified Providers	Certified Capacity	Unlicensed Providers	Unlicensed Capacity
Buxton	1	18	0	0	None Known	0
Clifford	0	0	0	0	None Known	0
Galesburg	0	0	0	0	None Known	0
Hatton	1	18	0	0	None Known	0
Hillsboro	6	128	2	Unknown	5	25
Mayville	5	137	2	Unknown	None Known	0
Portland	1	14	1	Unknown	None Known	0
Reynolds	1	18	1	9	None Known	0
<b>Totals</b>	<b>15</b>	<b>333</b>	<b>6</b>	<b>9</b>	<b>5</b>	<b>25</b>

# 2012 Highlights

## Child Care Expansion - *Programs Work Together to Increase Capacity*

As of December 31, 2012, the Traill County EDC Child Care Grant Program has had only one applicant. That applicant, Teran Harmon, of Hillsboro, is currently working to open a new child care center in Hillsboro called The Main Discovery.

Harmon's project is no easy task. She began by using our data to research the needs in the community, making herself familiar with the licensing and operating process and working to secure a building.

Traill County EDC assisted with price negotiations on the property, as well as secured a portion of her financing through the North Dakota Development Fund.

Since her initial plan was released, Harmon has returned to the drawing board several times, and came to the conclusion it made the

most sense to partner with the Mayville State Child Development Program and Allison Johnson, the program director.

Harmon and Johnson have since established a great working relationship to bring more high-quality early childhood education to Hillsboro.

Johnson's program, which is currently housed at the Hillsboro Armory, serves children 0-4. Harmon and Johnson have decided combining their facilities would ultimately provide the best care for the children of Hillsboro. Harmon's facility, formerly the Paddle Wheel restaurant, will serve infants through three-year-olds. The Hillsboro Armory, will now serve three-year-olds through school age, including a summer program.

The exact details and timelines

are not yet available due to the facility construction, but a partial opening is planned for April 1st, 2013. The Main Discovery will have room for approximately 32 children.



**Construction is under way at the future home of The Main Discovery in Hillsboro. The former Paddle Wheel restaurant is being renovated to house a new child care center to serve approximately 32 children.**

Traill County EDC approved a grant to The Main Discovery non-profit for \$10,000 for equipment. Harmon is still awaiting completion of the non-profit status. Until that time, Traill County EDC will not distribute the grant funds.

Traill County EDC has allocated \$30,000 for the grant program, and will continue to accept applications through 2013.



**Teran Harmon, top left, is facilitating the opening of The Main Discovery in Hillsboro in cooperation with Allison Johnson, left, Program Director for the Mayville State University Child Development Programs.**



# 2012 Highlights

## City Signage Grant Program - *Working Together to Create a Better Image*

In 2012, Traill County EDC noticed that several cities in Traill County did not have signs marking their city, or that the signs appeared very dilapidated. In partnership with Traill County cities, Traill County EDC offered a City Signage grant program to encourage development of or replacement of existing deteriorated city signage.

Through the program, our hopes were to support and promote the distinct identities of our Traill County cities.

### **Our main goals included:**

- Improve community image and perception
- Raise community and visitor awareness of city, attractions and their locations
- Increase the success and market potential for our communities
- Support the city's commitment to economic growth and redevelopment

Traill County EDC allocated \$5,000 to the projects in 2012. Approved cities were eligible for the 1:1 grant, with a maximum of \$1,000. The program was announced January 1st, applications were due May 1st and the completion deadline was September 15th.

Out of the five applications submitted, three of the projects were completed and approved for the grant. The cities that completed their projects included: Hatton, Portland and Clifford.



Now welcoming traffic on the north side of Hatton is a beautifully hand crafted sign featuring Hatton's hometown hero, Carl Ben Eielson. The sign, built and designed by several volunteers, is a true testament to the community's pride. Mayor Doug Meier, Roxanne Phipps and Melissa Beach are pictured with the sign.

The City of Portland chose to display two new welcome signs along Hwy 200 on the east and west sides of town. Council member Heather Amb, Scott Hovde, Public Works Director Ben Basol and Melissa Beach are pictured with the sign.



The City of Clifford was in desperate need of street signs. Several streets were unmarked, and others were unreadable due to their condition. Street signs not only provide residents and visitors direction, but are critical for emergency services. The new street signs are pictured, and they now provide a sense of security to residents.

# 2012 Highlights

## Job Creation Projects - *Trail County EDC Loan Clients*

### Trail County EDC Loan Clients 2011 vs. 2012

Customer	Loan Origination Date	Original Loan	2011 Balance	2012 Balance
Client #1 - Hillsboro	05/24/2010	\$ 3,500.00	\$ 2,722.24	\$ 1,555.60
Client #2 - Buxton	02/18/2010	\$ 4,200.00	\$ 3,920.00	\$ 3,080.00
Client #3 - Clifford	10/18/2002	\$ 5,000.00	\$ 1,433.36	\$ 1,433.36
Client #4 - Hatton	02/24/2010	\$ 25,000.00	\$ 20,041.55	\$ 11,541.35
Client #5 - Buxton	03/01/2009	\$ 8,000.00	\$ 7,000.00	\$ 6,250.00
Client #6 - Hillsboro	06/16/2011	\$ 7,500.00	\$ 6,225.00	\$ 3,462.50
Client #7 - Hillsboro (In Collections)	06/29/2005	\$ 5,000.00	\$ 1,805.00	\$ 1,805.00
Client #8 - Hillsboro (In Collections)	12/31/2007	\$ 3,194.32	\$ 511.00	\$ 511.00
Client #9 - Hillsboro (In Collections)	12/10/2008	\$ 2,800.00	\$ 2,455.00	\$ 2,455.00
Client #10 - Hillsboro	5/24/2010	\$ 3,500.00	\$ 1,838.92	\$ 838.92
<b>Totals</b>		<b>\$ 67,694.32</b>	<b>\$ 47,952.07</b>	<b>\$ 32, 932.73</b>

\*\* No new loans were originated in 2012.

### Trail County EDC Current Loan Client Job Creation Report

Customer	Loan Date	2010 FT	2010 PT	2011 FT	2011 PT	2012 FT	2012 PT	Projected 2013 FT	Projected 2013 PT
Client #1 - Hillsboro	05/24/2010	0	1	0	1	0	1	0	1
Client #2 - Buxton	02/18/2010	1	6	1	6	1	8	1	8
Client #4 - Hatton	02/24/2010	0	2	3	0	4	0	5	0
Client #5 - Buxton	03/01/2009	3	2	3	5	3	4	3	4
Client #6 - Hillsboro	06/16/2011	2	1	4	2	10	3	10	5
Client #10 - Hillsboro	5/24/2010	1	1	2	0	2	0	2	0
<b>Total Jobs</b>		<b>7</b>	<b>13</b>	<b>13</b>	<b>14</b>	<b>20</b>	<b>16</b>	<b>21</b>	<b>18</b>





# 2012 Highlights

## Clients, Projects & Partners

### 2012 Clients

- 60 total clients
- 4 out-of-state clients
  - 2 MN, 1 NV & 1 Winnipeg
- 29 clients were somehow child care related (currently providers or considering)
- 9 new businesses
- 8 business expansions
- 2 grants written & received for clients
- 3 signage grants dispersed
- 2012 meeting tours
  - North 40 Bar & Grill
  - Agassiz Drain Tile
  - On-Site Aviation
  - Spiral Light Candle
  - Mayville State University

### Collaborative Partners

- Lake Agassiz Regional Devl.
- Mayville State University
- Traill County Cities
- Hatton EDC
- Hillsboro EDC
- May-Port EDC
- Hillsboro Business Assn.
- Local Realtors
  - Viking Ins. & Realty
  - MayPort Ins. & Realty
  - Valley Land Investments
  - Gary Leraas

### Hillsboro Cooling Heating & Refrigeration now Envriotech & EnviroClean



Employees of Envirotech gather for a Christmas picture. Hillsboro Heating Cooling & Refrigeration took on partners in 2012 and was renamed Envirotech and EnviroClean. The company has expanded their employee base from 4 full time employees in 2011 to 10 full time employees in 2012. Services were also expanded to include air duct cleaning.

**Envirotech**  
Heating & Air

315 North Main • Hillsboro, ND 58045  
(701)-430-2112 • (701)-788-2112  
envirotechnd@hotmail.com

**EnviroClean**  
Air Duct Cleaning



### Our Town Bakery Open for Business

After years of restoration, the building reconstructed by the Hillsboro Community Partnership was put to use in downtown Hillsboro.



# 2012 Highlights

**Sharing our Work** - *How do I know what Traill County EDC is doing?*

## Traill County EDC in the News

Medium	Article/Story	Display Ads	Classified Ads	Other
Traill County Tribune - Newspaper	24 articles (10 front page)	2	2	0
Hillsboro Banner - Newspaper	16 articles (9 front page)	2	2	1
Courier - Newspaper	1 article (1 front page)	2	2	0
Hatton Free Press - Newspaper	4 articles (3 front page)	2	2	0
The Valley Journal - Newspaper	0 articles	0	2	0
Grand Forks Herald - Newspaper	3 articles	0	0	0
The Forum of Fargo Moorhead - Newspaper	1 feature story	0	0	0
KVLY - Television	1 story	0	0	0
KXJB - Television	1 story	0	0	0
WDAY AM - Radio	3 interviews (2 features)	0	0	0
KRJB FM (Ada) - Radio	3 interviews	0	0	0
KFGO AM - Radio	2 interviews (2 features)	0	0	0
Dickinson Press - Online & Print	0	6	16	0
Bismarck Tribune - Online & Print	0	4	16	0
Crosby-Tioga Tribune - Online & Print	0	4	16	0
Minot Daily News - Online & Print	0	4	16	0
Williston Herald - Online & Print	0	4	16	0
McKenzie County Farmer - Online & Print	0	4	16	0
ND Newspaper Association - Online	0	6	0	0
Montrail County Promoter - Newspaper	0	0	16	0
New Town News - Newspaper	0	0	16	0
Bowman County Pioneer - Newspaper	0	0	16	0
New England Press - Newspaper	0	0	16	0
Dunn County Herald - Newspaper	0	0	16	0
<b>Totals</b>	51 articles/stories 8 interviews	<b>40</b>	<b>186</b>	<b>1</b>

## Find us online!

**We're online and easy to find! Join us on facebook or Twitter, or simply check out our website!**  
**Current facebook followers: 83, up from 56 last year.**





### **Office Staff**

Melissa Beach *Executive Director*

### **2012 Board of Directors**

President - Jay Henrickson, *Mayville State University Representative*

Vice President - Scott Hovde, *Portland Representative*

Secretary/Treasurer - Deborah Kylo, *Mayville Representative*

Director - Gary Nysveen, *Hillsboro Representative*

Director - Gail Mooney, *Trail County Commission*

Director - Steve Larson, *Trail County Commission*

Director - Rick Holman, *Legislative Representative*

Director - Rick Halvorson, *Galesburg Representative*

Director - Jessica DeClercq, *At Large*

Director - Roxanne Phipps, *Hatton Representative*

Director - Stuart Larson, *States Attorney*