



ANNUAL REPORT

2019

TRAILL COUNTY
ECONOMIC DEVELOPMENT

WE **KNOW** BUSINESS



Letter from the director

For the Traill County Economic Development Commission office, 2019 could be summed up like this: Listening to the folks who work and live here, prioritizing opportunities and then creatively trying to solve problems and create the environment for growth.

A frequent challenge in any business environment is implementing new ideas into an existing plan. A business' regular processes and immediate responsibilities to the day-to-day operation often make finding time for innovation difficult. To help address this challenge for the Traill County businesses we support, we started a few things to provide support and opportunities.

Addressing the chronic low unemployment rate in our region and the continued difficulty of our employers to recruit and retain for their workforce needs is crucial. For perspective, the national unemployment rate is 3.6 percent – the lowest it's been in 50 years. Minnesota is currently at 3.2 percent, with North Dakota slightly lower at 2.5 percent. Traill County is even lower, currently at 2 percent unemployment. This makes finding qualified employees exceptionally difficult for employers.

So in January of 2019 we chose to host a new event, the Traill County Career Expo & Job Fair, as part of the process to find employers the workforce they need for their long-term viability. The idea of the Career Expo & Job Fair came directly from a Traill County businesses owner when he was expressing the problems his company has with finding workforce. With the City of Mayville's help we were able to host a day-long job fair, bringing in local businesses to speak to prospects directly. Hatton, MPCG, Hillsboro and Central Valley Schools also bussed students (juniors and seniors) to the Mayville Armory to meet and learn about these businesses. We hope these types of events will address immediate employer needs as well as help cultivate future workforce.

We also started a series of seminars dubbed "Lunch and Learn" events. The events we hosted with the aid of Mayville State University covered topics such as social media and workforce recruitment and retention and have allowed us to bring in experts to speak to the region's business operators to help them enhance. It is often difficult (expense, planning and finding resources can be overwhelming for a small employer) for local businesses to provide training, so we can help Traill County businesses adapt and learn innovative ideas by bringing the training to them. The success of these events in 2019 will certainly be continued into 2020.

Housing issues continue to be a common thread in our office, typically requests for nice, reasonable rental housing. We hear this request not only from current and potential residents, but also from businesses whose maximum efficiency and output is dependent on being staffed with reliable people who prefer a local place to live. In other words, rental and for-sale single-family inventory continues to be of utmost importance to the maintenance and growth of Traill County. Our office has worked hard to provide whatever resources, contacts and support we can offer to the developments currently in play in Hatton, Mayville and Hillsboro.

Running directly alongside the housing challenge is the ever-present need for child care in Traill County. Currently North Dakota has only three counties with more than 50 percent of their child care needs met. Traill County currently has 48 percent of its child-care needs met, an increase of two percentage points from year prior. We continue to try to provide assistance to the known child care centers in Traill County by providing information on low-interest financing options and grant options to aid in the growth and sustainability of these centers.

These needs will continue to be the focus for Traill County and we will continue to provide the help we can to meet those needs.



Jim Murphy
Executive Director

Our mission

Our mission is to promote, encourage and assist business and community development.

Our vision

We will be a leading regional partner, providing growth opportunities for new companies, entrepreneurs and expanding companies by delivering high-quality services, sites and talent to local, regional, national and international businesses.

Our value

We bring together community leaders to support Traill County's economic development by aligning interests through productive relationships, open dialogue and advocacy that supports job growth and retention.

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2019 Board of Directors & Staff



Ben Hershey
Buxton
Chair



Paul Geray
At-large
Vice Chair



Scott Hovde
Portland
Sec./Treas.



Roxanne Phipps
Hatton
Director



Gary Nysveen
Hillsboro
Director



Greg Krieger
Townships
Director



Rick Halvorson
Galesburg
Director



Jami Hovet
Mayville State
Director



Les Amb
Cty. Commission
Director



Tom Eblen
Cty. Commission
Director

Thank You!

The Traill EDC staff would like to thank our volunteer board members, the local EDCs and the various city officials throughout the county for all their help and hard work throughout the year. We appreciate your time and your dedication to Traill County.



David Johnson
Mayville
Director



Jim Murphy
Executive
Director



Alyssa Short
Project
Coordinator

Our priorities

- Retain and recruit employment opportunities
- Market Traill County to encourage and enhance business and community development
- Improve the quality of life for those who call Traill County their home

2019 county profile

	TRAILL COUNTY 2018	TRAILL COUNTY 2019	NORTH DAKOTA 2019
POPULATION CHARACTERISTICS			
Population	8,075	8,019	762,062
Largest city	Mayville	Mayville	Fargo
Largest city population	1,820	1,813	125,040
Median age	41	41.3	35.1
Average commute time to work (minutes)	10	21.0	17.1
EDUCATIONAL ATTAINMENT			
High school graduate or higher (percent of persons ages 25+)	92.5%	92.7%	92.5%
Bachelor's degree or higher (percent of persons ages 25+)	26.1%	26.8%	29.5%
INCOME AND POVERTY			
Population below poverty level	9.9%	6.6%	10.9%
Median household income	\$60,952	\$62,870	\$60,293
LABOR FORCE AND UNEMPLOYMENT			
Unemployment rate	2.0%	2.0%	2.2%
Average hourly wage (*assumes full time, year round)	\$21.08	\$21.03	\$25.70
No. of available employees	n/a	3,306	423,746
Percentage of employees who work from home	5.3%	5.3%	4.9%
CHILD CARE			
Percentage of child care needs met	46.0%	48.0%	30.0%
Average annual cost - home programs	\$7,075	\$7,378	\$7,217
Average annual cost - center/group programs	\$7,454	\$7,546	\$7,843
Highest annual rate - home programs	\$7,757	\$8,190	\$9,274
Highest annual rate - center/group programs	\$9,100	\$9,256	\$10,169
HOUSING CHARACTERISTICS			
Housing units	3,848	3,845	367,684
Owner-occupied housing unit rate	73.5%	62.7%	52.8%
Average monthly mortgage payment	\$1,152	\$1,152	\$1,297
Median gross rent	\$575	\$575	\$775
Households	3,310	3,349	314,903
Median home value	n/a	\$139,400	\$185,000
EDUCATION POPULATION			
Central Valley School (K-12)	188	183	
Hatton Eielson School (K-12)	180	189	
Hillsboro Schools (K-12)	489	479	
May-Port CG Schools (K-12)	486	498	
Mayville State University	1,184	1,212	
LARGEST EMPLOYERS			
American Crystal Sugar	Hillsboro Schools		
Mayville State University	Valley United Co-op		
Sanford Health	Traill County		
Luther Memorial Home	Advanced Drainage Systems (ADS)		
MayPort CG Schools	Central Valley School		
Data collected from Job Service North Dakota, U.S. Census Bureau estimates, Child Care Aware ND and nd.gov			

2019 notable numbers



458
clients



22 new
businesses



296 event
attendees



22 business
consulting
visits



237,487
social media
reach

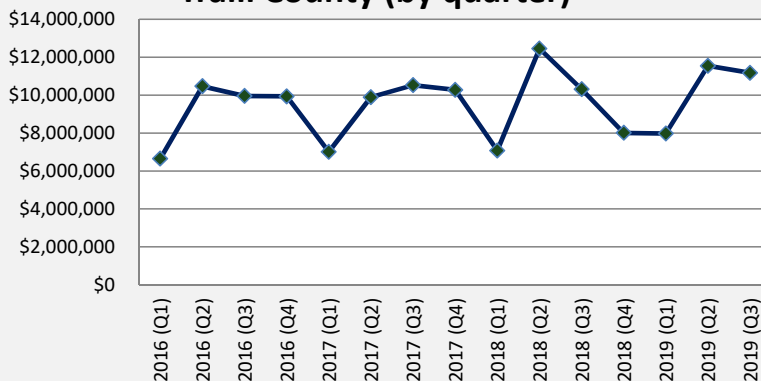
(Website, Facebook, Twitter,
YouTube, Instagram)

\$151,650
grant
funds
procured



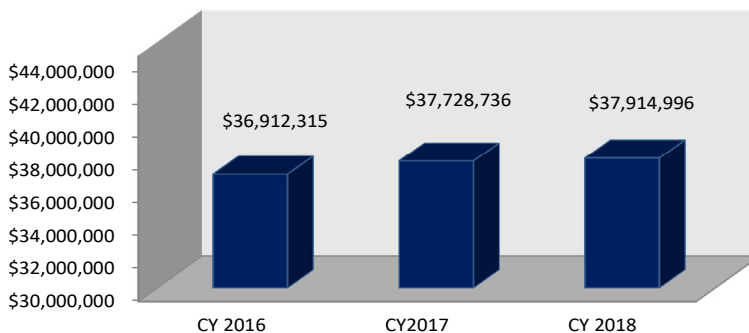
Taxable sales

Trail County (by quarter)



*Taxable sales for 2019 (Q4) are not yet available

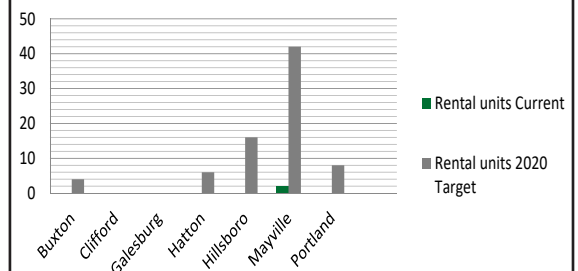
Trail County (by year)



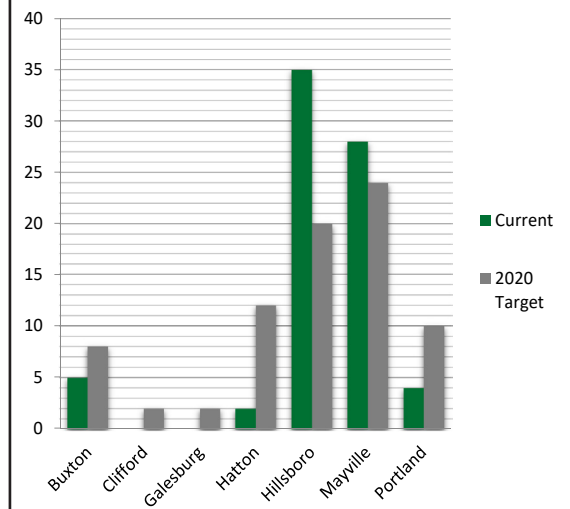
*Taxable sales for 2019 are not yet available

Housing

Rental units added per city



Owner units added per city



Business profile: 1881 Extraction Co.

Early in 2019, Buxton-area farmers Joe and Becca Dufner approached Traill County EDC Executive Director Jim Murphy with an idea for a cannabidiol (CBD) oil processing facility in Hillsboro.

A few months later Murphy worked together with the Dufners and local businessman Pat Muller to help make that vision a reality.

Muller, the Dufners and Twin Cities businessmen Beecher Vaillancourt and Gavin Rydell opened the doors of 1881 Extraction Co., a multimillion-dollar processing facility in Hillsboro, later in the year.

The company expects to ultimately hire 10 to 12 employees to process agricultural hemp and sell CBD oil to buyers in North Dakota and across the country.

"This will bring a good deal of economic development to Hillsboro," said Muller, who also serves as president of Total Ag Industries in Hillsboro.

The Dufners, who sell organic beans and grains through their family-run venture UpNorth Organics, met Vaillancourt and Rydell at a trade show in Rochester, Minn., in January.

The following week, the Dufners pulled in Muller to talk about equipment development for hemp processing, which led to Muller agreeing to house 1881 Extraction inside Total Ag Industries' state-of-the-art facility along Interstate 29.

"He was ... excited and asked us if we would like to partner" with him, Becca Dufner said. "We all had the same visions for this company and we all decided to be partners."

Legally produced hemp as a cash crop appears poised to catch fire in North Dakota.

As 1881 Extraction ramps up, company execs say they're planning to educate the public on the benefits of CBD oil and explain the differences between marijuana and hemp – a cousin of the marijuana plant which contains virtually no THC, the chemical that gets users high.

"There's still a misconception out there that when people hear 'hemp' they think it's going to get them high," Rydell said.

"For some people, they have been told their whole lives that it's bad. It's illegal. So we have to do a little bit of education, especially for older people."

CBD products have exploded nationwide the past few years in retail and on-line stores and can be found in products such as oils, creams and pills.

Supporters say the product can treat ailments ranging from easing muscle and joint pain to skin conditions, digestive issues and seizure disorders.

Muller said 1881 Extraction will use organic farming methods to extract CBD oil, making the Hillsboro-based opera-



Co-owners of 1881 Extraction in Hillsboro (from left) Pat Muller, Gavin Rydell, Joe and Becca Dufner and Beecher Vaillancourt pose beside a hemp plant.

tion an anomaly in the industry.

Between 1,500 and 2,000 hemp plants can be grown on a single acre, although varying amounts of oil will be produced per plant, said Vaillancourt.

In order to keep the processing facility in Hillsboro running around the clock, workers will need oil extracted from 70 to 80 acres of hemp, Joe Dufner said.

Traill County EDC assisted Muller and the Dufners with a \$26,250 grant request from the Agricultural Products Utilization Commission to develop a prototype for new harvest equipment for high-CBD hemp.

"Right now, harvesting hemp is labor intensive," Muller said. "We're trying to develop a method for (hemp) harvest and drying the biomass."

Farmers interested in raising hemp for the company continue to be sought, although not every grower who expresses interest will be brought on board.

"We want to reach out to those farmers who are conscious about farming organically," Vaillancourt said. "We won't just bring in anyone with money. We're taking much bigger steps than putting CBD on a bottle and making a quick buck."

The explosion of hemp products could be impacted by consumer trends and whether the U.S. Food and Drug Administration takes a heavy-handed approach to CBD oil.

CBD hemp producers could face a backlash from other industries, such as the pharmaceutical field, Rydell said.

"There's a lot of harm reduction that can come from CBD from eliminating joint pain to general wellness of the

body," he said. "Pharmaceutical companies may not like that."

Joe Dufner said 1881 Extraction may be insulated from outside market forces.

The company's extraction equipment will allow the business to diversify and produce coffee, lavender and essential oils for clients, he said.

The business will ship products to other CBD manufacturers and distributors and a number of those have been lined up already, Muller said.

Becca Dufner said the company wants to focus on making its products available in North Dakota to create a "market-to-shelf" pipeline.

The Traill County EDC board approved a PACE buydown loan for 1881 Extraction through the Bank of North Dakota. Lake Agassiz Regional Development Corporation also worked to help coordinate 1881's SBA funding, as well as a Community Development Block Grant and loan through the State of North Dakota, Division of Community Services.

1881 Extraction was poised to become the first hemp-based business in the nation to be approved for an SBA 504 loan.

(Photos and some text courtesy of The Banner and Becca Dufner)



Business assistance

CLIENT - CITY (LOAN TYPE)	LOAN DATE	LOAN PRINCIPAL	FT JOBS	PT JOBS
Maertens Welding & Machine - Hillsboro (Direct - paid in full in 2019)	09/02/16	\$13,000.00	0	3
Hillsboro Café & Bakery - Hillsboro (Direct)	09/27/17	\$10,000.00	2	5
Smith & Abell Properties - Hillsboro (Flex PACE)	11/27/17	\$20,573.85	6	2
Hatton Community Housing - Hatton (Flex PACE)	02/19/18	\$3,515.02	0	0
Wellspring Community Coffee Connection - Mayville (Direct - Traill United - paid in full in 2019)	07/19/18	\$1,000.00	0	2
Heggy's - Hatton (Flex PACE - Split with Hatton EDC)	06/13/19	\$14,368.00	3	0
TOTALS		\$62,456.87	11	12

Flex PACE loan: Heggy's Collision and Glass

Construction on Heggy's Collision and Glass in Hatton started in 2017, and the 26,000-square-foot building celebrated its grand opening in August of 2019.

The business does body shop work and restoration on vehicles of almost every size and also has customizable office, sales or manufacturing space.

Owner Brad Hegvick, working with The Goose River Bank in Hatton, approached the Hatton Economic Development Corp. about providing the community buydown portion for a Flex PACE loan.

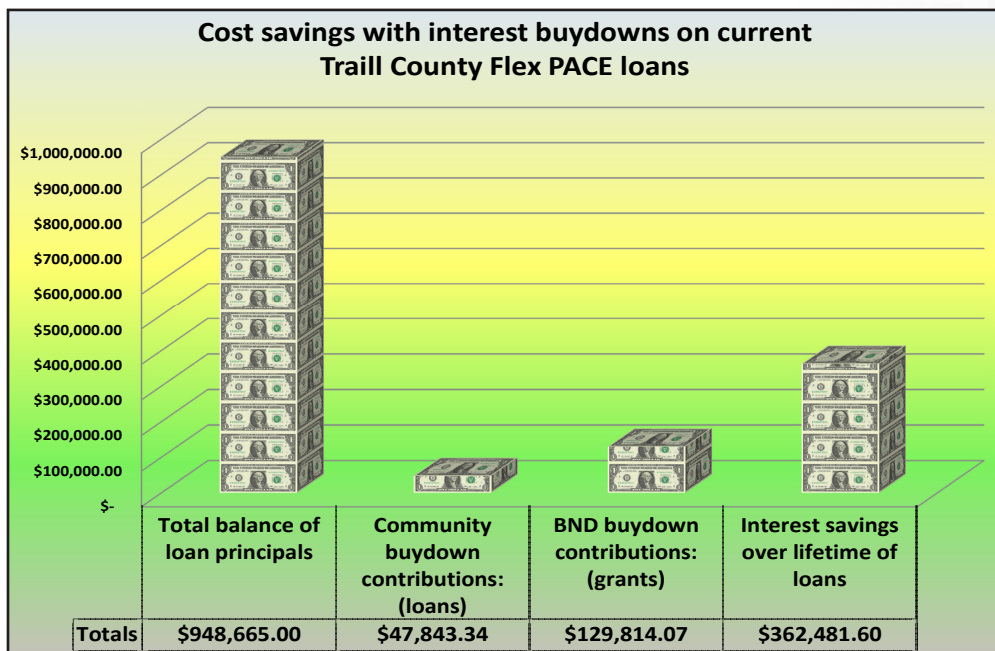
The Hatton EDC and Traill County EDC agreed to partner on the community buydown portion, bringing Hegvick's business loan from 5.65 percent to just 1 percent.

"It's important to stress the lifetime value of projects like these," said Traill County EDC Executive Director Jim Murphy.

"We need to remember that it's not just jobs. The end result is an increase in property taxes, sales taxes, home builds or buys, students in schools and local shoppers, to name a few of the benefits," he added.



Heggy's Collision and Glass along Dakota Avenue in Hatton, still under construction here in April of 2019, boasts 26,000 square feet of auto body shop and restoration space, as well as available rental space.



What is FLEX PACE?

Bank of North Dakota's Flex PACE program issues funds to businesses across the state to help borrowers purchase property or equipment, or meet working capital requirements.

Flex PACE provides interest buydowns for up to \$200,000 to businesses, \$300,000 for child care and \$500,000 for affordable housing.

The program requires a local match in the form of either a loan or grant, with the required percentage being set for each community by BND.

Workforce recruitment & development

Trail County Career Expo & Job Fair

It was one of Traill County EDC Executive Director Jim Murphy's first weeks on the job when he spoke to an employer in the county about local businesses' difficulties finding qualified applicants for their open positions.

"I said, 'We're going to do something about it,'" recalled Murphy, who had recently attended a career expo in Fargo.

"I wasn't sure if it would help – or if our employers or schools would be on board with it. But my motto is that sometimes you've just got to throw spaghetti against the wall and see if it sticks. This was our way of throwing spaghetti," he added.

Murphy immediately began contacting employers and school administrators in the county to gauge interest in the idea, and the response was promising.

"Our employers seemed excited about the prospect," Murphy said. "They go to things like these all the time in Fargo, Grand Forks and elsewhere. It was new to us, but not to them. But they seemed to like the idea of the event being limited to Traill County businesses.

"We understand as well as they do that we have a finite number of employees in this county and we need to do what we can to keep them working here."

Likewise, Murphy said it was important to have the high school students in attendance.

"We need to showcase the breadth of opportunities that are available for them locally when they finish high school or college," Murphy said. "Some of the options might surprise them. This ain't your mama's Traill County."

Traill County EDC staffers met several times with the experts at Job Service ND to walk through the details of the event.

"Our office really appreciated their advice and assistance," Murphy commented. "They asked questions we hadn't even considered and explained how some of the details work at other area events."

"They also helped publicize the event and offered onsite resume and interview assistance, which is a huge benefit to potential employees."

Sixteen exhibitors signed up for the inaugural career expo and job fair, with approximately 170 potential employees in attendance – both adults and students.

The event also garnered media attention.

One attendee told the Traill County Tribune that she came to the job fair seeking a job closer to home because she currently commuted to Grand Forks for work each day.

"It's hard being a single mom trying



Area students and potential employees visit with Traill County employers at the Traill County Career Expo & Job Fair Jan. 23 at the Mayville armory.

to find a job," Mayville resident Samantha Knowlton told the Tribune. "It's amazing to have a job fair here. It's great to be able to see what jobs are open."

A representative from Sanford Health, which has locations in both Mayville and Hillsboro, said she was happy with the student turnout.

"We've got a wide variety here," Sanford's Melanie McGraw told the Tribune. "We've seen a lot of students today."

"I think it's a pretty great opportunity for high school students to see if they're interested in the medical field."

Jaclyn Rindy, a junior at Mayville State, told the Tribune that she attended the event in search of a summer job.

"I'm just looking to gain some experience," she said.

"This is my first time searching for a job, so I'm a little nervous. I've searched online but talking to a person face to face is different. It gives you the opportunity to sell yourself and your talents."

While recapping the event, Murphy thanked Traill County EDC board members Gary Nysveen and Jami Hovet for their assistance the day of the event, as well as members of the MayPort Community Club, who served lunch at the event.

Murphy also noted that the career expo and job fair served as a way for him to have in-depth, in-person discussions with each of the businesses in attendance.

"I had multiple discussions with area businesses looking to expand or set up

shop in Traill County," said Murphy. "But, of course, workforce issues dominated the conversations."

Murphy also noted that it was good to see some employees were hired on the spot at the career expo and job fair, and that all participants who submitted their post-event surveys indicated they would participate again.

"We'll be doing this again next year," added Murphy.

(Some text courtesy of the Traill County Tribune)



Tammy DeSautel and Julie Rostberg of Job Service ND pose at the Traill County Career Expo & Job Fair. The duo was instrumental in providing feedback on the event.

Workforce recruitment & development

Builders & Bankers mixer

Trail County EDC hosted a new event in 2019 – a mixer for builders and business bankers in the county.

Trail County EDC Executive Director Jim Murphy planned the event as a way to “get everyone in the same room” to discuss development options in Trail County and the programs and incentives that could help fund them.

“It was also a way for these stakeholders to meet each other and network, which can help encourage builders and bankers to work together on future projects,” Murphy added.

The April 4 mixer attracted 28 attendees from Hillsboro, Hatton, Mayville, Portland, Cummings and Buxton, as well as from Fargo.

Presenters included representatives from the Bank of North Dakota, Dakota Business Lending, Lake Agassiz Regional Development Corporation and the North Dakota Housing Finance Agency.

Murphy said he hoped to repeat the program in the future to highlight new programs that become available.



Preston Braathen of Dakota Business Lending speaks to the 28 builders, bankers, contractors, and city and county officials who attended the April 4 Builders & Bankers mixer hosted by Trail County EDC in the LEP Community Room in Hillsboro.

Lunch & Learn events

At the request of employers – and their employees who want more professional development opportunities – Trail County EDC hosted two Lunch & Learn events in 2019.

The series kicked off with a June 5 seminar on social media basics presented by Eric Giltner of the U.S. Small Business Association and Wendy Klug of the Veterans Business Outreach Center, both based at the University of North Dakota in Grand Forks.

Trail County EDC Executive Director Jim Murphy said the event was “an opportunity to help businesses throughout Trail County enhance their business in a fast-moving world.

“Social media is an important part of helping businesses market themselves in a modern way,” he continued. “And it’s a fun way to do it, too.”

“I’m just looking for ways to engage with the community,” event attendee Meghan Hovde of Portland told the Trail

County Tribune.

Hovde added that social media is “extremely important, especially for our age group” and a good way to leverage marketing dollars more effectively.

Giltner added that attendees shouldn’t forget about other media, but that social media “should be something that you integrate.” Both Giltner and Klug offered up a variety of tips and explained the importance of having an organized social media strategy.

Approximately 25 people attended the first seminar at Mayville State University, with the university allowing Trail County EDC to use its classroom auditorium free of charge.

Attendees paid \$10 per person to attend the seminar, which covered the cost of the lunch catered by Mayville State.

The second Lunch & Learn featured Christy Dauer of the Women’s Business Center speaking on employee recruitment and retention.

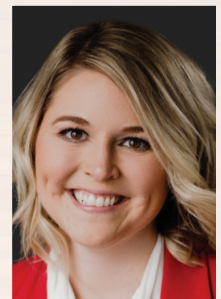
The Sept. 4 seminar, also at Mayville



Giltner



Klug



Dauer

State, attracted 45 attendees.

Dauer spoke about the importance of “finding what motivates your employees and capitalizing on it.”

She noted the motivating factor isn’t always salary; benefits and culture actually can be more important to employees.

“The challenges of hiring and retaining employees in any county is hard enough, but in a small community like Trail County, it’s compounded,” said Murphy.

“So having the kind of help that Christy can offer, we find that to be extremely valuable for now as well as a year from now and maybe even 10 years down the way.”

(Some text courtesy of the Trail County Tribune)



Community development

Community Pulse survey

Residents longing for a bike path in Buxton or another hotel in Hillsboro had an opportunity to share their opinions in the 2019 Community Pulse survey.

The Traill County EDC released a survey on Facebook and Twitter in July seeking input about how locals view their communities in the hopes that the information could help cities in the county shape their futures.

"It's important that we find out from the residents of Traill County what it is they want from their communities," Traill County EDC Executive Director Jim Murphy said.

"How do you know which direction to go if you don't know where you are?"

The fact-finding mission through SurveyMonkey split residents into five areas: Hillsboro, Buxton-Reynolds, Mayville-Portland, Hatton and Clifford-Galesburg.

The survey covered basic questions about the age, employment and annual income of households for all five areas.

Most respondents had 19 questions to answer, including whether they own a business, their opinions on what constitutes affordable housing, whether they'd like to see more cultural events, restaurants or lodging in town and why they chose to live in their community.

People in Hillsboro were asked 24 questions, including a handful of questions centering on community education courses and if respondents would enroll in courses on basic car maintenance, snow sculpting and dance classes.

"I hope there are a few gems that come out of this," Murphy said. "Maybe we can identify a business that would be a really good fit here and someone in one of these communities will step forward and say 'You know, I've always wanted to do that.'"

The survey remained open for roughly

We want to hear from you, Traill County!

Take the Community Pulse survey
and share your
feedback!



Traill County EDC staffers used social media ads to urge Traill County residents to take part in the 2019 Community Pulse survey.

a month.

Requests for more recreation was a consistent theme across Traill County in the survey, filled out by 329 people or 4 percent of the county's 8,100 residents.

"More recreational opportunities within each community tended to be a trend," Murphy said.

"People are generally looking for more fun things to do in their cities and they want to have more options available to them locally."

In Hillsboro, results of 131 people surveyed found 92 percent own their homes. Thirty percent of those said their homes are valued between \$150,000 and \$249,000 while 24 percent listed the value of their houses between \$76,000 and \$149,000.

Fifty-five percent of respondents said \$601 to \$900 a month was a fair price for rent while 32 percent said \$300 to \$600 a month was reasonable.

Average home prices were higher in

Hillsboro and Mayville-Portland compared to the smaller communities of Hatton and Clifford-Galesburg.

Buxton-Reynolds bucked that trend, although the proximity of those cities to Grand Forks and their locations by Interstate 29 may have influenced those responses, Murphy said.

"I was a little surprised that the home prices in (those cities) were as high as they were, but the influence of Grand Forks and Fargo may have been huge factors," he said.

Murphy said the public feedback collected in this summer's survey will be saved and could provide a baseline for future information gathering.

"A year from now, we may decide to do this again. Maybe by that point the idea of what people consider affordable housing could have changed," he said.

(Some text courtesy of the Banner)

Shop Local Traill

The Shop Local Traill campaign first was launched by Traill County EDC in 2016 with the intent of reminding Traill residents of the importance of shopping locally.

The campaign aimed to remind shoppers to support local businesses, especially during the holiday season, and to inform residents of the economic impact of dollars spent locally.

The past few years Traill County EDC has distributed Shop Local-branded reusable shopping bags to several area businesses, and also advertises locally in print and during radio broadcasts to remind shoppers that every dollar spent at local businesses creates up to 3.5 times more local economic benefit than that same dollar spent at a chain store.

Traill County EDC hopes to grow the campaign in the future to continue helping stress the importance of supporting local businesses.



Public relations & marketing

“Come Home to Traill” campaign

Traill County EDC in 2019 released three marketing videos to help convince former residents of Traill County to return to their roots.

Produced by AE2S in Grand Forks, the “Come Home to Traill” videos featured sit-down interviews with local families to highlight the benefits of living in Hillsboro, Mayville, Hatton and their neighbor cities.

“In talking with residents across the county, it struck us that many new residents are actually people who grew up or have ties to Traill County,” said Jim Murphy, Traill County EDC’s executive director.

“We heard from so many people who said they moved here because they wanted to be closer to family, had fond memories of having grown up here or were just looking for the work-life balance and small-town atmosphere they aren’t finding in larger cities.”

AE2S began filming the videos early in 2019 and featured families from Mayville, Portland, Hatton and Hillsboro.

The marketing campaign cost \$24,000, although a majority of the financing was paid by a Partners in Marketing grant from the North Dakota Department of



Ben and Kallie Naastad of Hatton and their children discuss why they call Traill County Home in the series of “Come Home to Traill” videos created by AE2S with the help of a Partners in Marketing grant from the North Dakota Department of Commerce.

Commerce.

Traill County EDC received \$16,800 from the state and relied on its own funds and economic development groups in Hillsboro, Mayville-Portland and Hatton to chip in the remaining \$7,200.

The videos were posted to YouTube and promoted on social media, targeting audiences in areas such as Fargo and Minneapolis.

(Some text courtesy of the Banner)

Social media stats

**“WHY USE SOCIAL MEDIA?
Marketing is no longer about
the stuff you make, but about
the stories you tell.”**

- Seth Godin
American author and executive

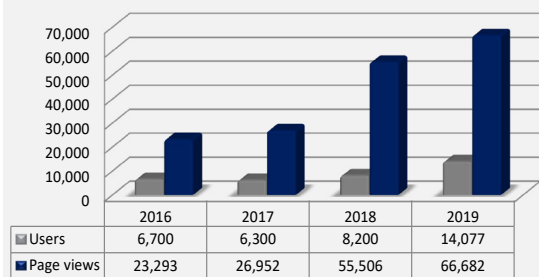


66,682
Website
views



130,704
Facebook
reach

Web stats - traillcountyedc.com



14,677
Twitter
impressions



3,039
YouTube
views



22,385
Instagram
views

TRAIL COUNTY ECONOMIC DEVELOPMENT

WE **KNOW** BUSINESS



PO Box 856
102 1st St. SW
Hillsboro, ND 58045
701.636.4746
WelcomeTrail.com

Our services

Businesses

- Business & succession planning
- Financial projections & budgeting
- Purchase or sale of a business
- Loan packaging (BND & SBA)
- Overcoming operational challenges
- Financing packages
- Group and individual training
- Marketing planning
- Grant assistance
- Encouragement & support for inventors & entrepreneurs

Communities

- Business retention, expansion & recruitment
- Promotion of local businesses
- Assistance with infrastructure projects
- Community marketing & promotion
- Grant writing for cities, businesses & non-profit organizations
- Collaboration with county educational systems to ensure longevity & growth
- Collaboration with county medical systems to assess needs & amenities
- Assistance with beautification
- Evaluation & development of housing

Most services are provided free of charge to encourage business expansion, development and diversification.