

MCKENZIE COUNTY ECONOMIC DEVELOPMENT **YEAR IN REVIEW**



2024

INTRODUCTION

Building a Thriving McKenzie County

ABOUT US

McKenzie County Economic Development is overseen by an 11-member Job Development Authority (JDA) board which meets monthly. According to North Dakota Century Code, JDA's mandate is to: "use its financial and other resources to encourage and assist in the development of employment and promotion of tourism within the county..."

- Daniel Stenberg** - Director
- Doug Bolken** - Tourism Attractions & Promotions
- John Suter** - Communications & Technology Specialist
- Aidan Pelton** - CWE Student

WHAT WE DO

McKenzie County Economic Development office helps people find resources regarding workforce, financing and business services.

With a community rich in oil, agriculture, tourism and entrepreneurial opportunities, McKenzie County's economic development efforts continue to work toward a future based on diverse economic and quality of life opportunities that our residents, new and native, deserve.



SUPPORTING BUSINESSES AND RESIDENTS

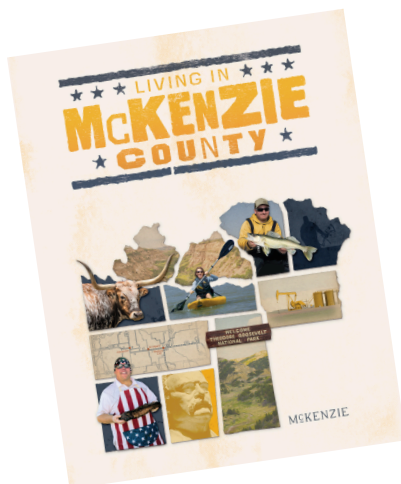
EMPOWERING LOCAL BUSINESS

72 Clients from McKenzie County received Small Business Development Services from January to November 2024



72
Clients served

CONNECTING THE COMMUNITY



Developed and printed 4,500 hard copies of the “Living in McKenzie County” magazine using funding from an ND Department of Commerce RWIP grant

Worked with the City of Watford City to launch the bi-monthly podcast, Living in McKenzie County, highlighting community activities and connection opportunities



COMMUNITY INTEGRATION

WELCOMING NEWCOMERS

Piloted *McKenzie County Community Orientation* to help new residents integrate into the county. Approximately 60 participants attended from September to November

Sharing and distribution of “welcome packets” to new hires at McKenzie Health on a weekly basis

60+
Participants



STRENGTHENING NONPROFIT COLLABORATION

Began a relationship with Angie Hartel to develop the McKenzie County Nonprofit Network to support local nonprofit leaders and initiatives



ENHANCING DIGITAL PRESENCE

A NEW LOOK ONLINE

Developed and launched a new county website utilizing Proud City



ONLINE CO-OP MARKETING PARTNERSHIP WITH ND TOURISM

Cumulative Campaign Top Line Metrics

294,039 Impressions, 777 clicks, 373 conversions (April 1 -December 9, 2024)

Top Ten Performance – Click Through Rate

North Dakota; Montana; Minnesota; Unknown; Wyoming; Manitoba; Saskatchewan; Texas; New York; California

Cross Device Display (3 months) 300,000 Estimated Impressions

Connected TV (4 months) 150,000 Estimated Impressions

Native Ads (4 months) 250,000 Estimated Impressions

ND Tourism ENEWS (6 months) 40,000 Opt In Each Month



VISITWATFORDCITY.COM

Active Users: 23K

Average Engagement: 48 sec (Industry Benchmark: 52 sec)

Primary Chanel New Users: Organic Social; Organic Search; Direct; Referral

Active Users by City: Winnipeg; Regina; Minneapolis; Saskatoon; Watford City; Chicago; Calgary



DRIVING ECONOMIC DEVELOPMENT

MAIN STREET SUMMIT

Hosted Governor Burgum's Main Street Summit with over 500 attendees



ALEXANDER DAYCARE PROJECT

Worked with the City of Alexander on their daycare project, including applying for and receiving a \$500,000 RWIP grant, coordinating the groundbreaking ceremony and developing an RFP



MCKENZIE HEALTH DONATION FACILITATION

Facilitated the donation of a manufactured home from Xstreme MD to McKenzie Health, now used as administrative space by the Connie Wold Wellness Center



WORKFORCE DEVELOPMENT & SKILLS TRAINING

BAKKEN AREA SKILLS CENTER (BASC)

Collaborated with local businesses, organizations and the school district on the BASC project. Continued working with BASC leadership to improve student education and workforce development opportunities



SKILLS CENTER RESEARCH

Led a trip to Oklahoma and New Mexico to study skills center operations, bringing back valuable practices for the BASC

T4 EVENT

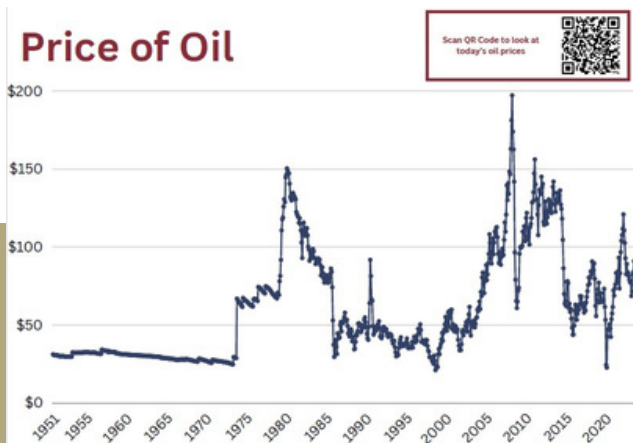
Assisted in hosting the *Tools, Trades, Torque, Tech (T4)* event in April, which welcomed over 1,000 students

COOPERATIVE WORK EXPERIENCE (CWE)

Participated in the Cooperative Work Experience program with WCHS and selected Aidan Pelton for the 2024-2025 school year.



COMMUNITY EVENTS & PARTNERSHIPS



NEW OIL PRODUCTION MAPS

Developed new oil production maps in conjunction with county GIS for display at Heritage Park

EVENT MARKETING

- Marketed event spaces to statewide organizations through direct mail
- Manage WatfordCityEvents.com; with 4,000 active users and 35,875 total users



CONFERENCES, EXPOS & MEETINGS

Participated in expos, meetings and conferences such as the Williston Basin Petroleum Conference, Norsk Hostfest, ND Economic Development Foundation, Vision West ND, Western Region Economic Development, WC Chamber of Commerce, Economic Development Association of ND, ND Rural Development Council, SW Developers, Train ND NW Foundation, WCHS Career Development Advisory Committee, and Ports to Plains

COMMUNITY COLLABORATION & OUTREACH



HOUSING

- Worked with City of Alexander and City of Arnegard on a tax incentive policy for new housing
- Worked with Watford City Housing Authority on their Pathway to Purchase housing program which is constructing 9 houses
- Administered the JDA Home Builder Construction Loan Program that has seen 4 houses built

NEW OPPORTUNITIES

- Helped wind up the Pioneer Museum of McKenzie County's activities once Long X Arts Foundation and McKenzie County Heritage Park positioned themselves in ways to continue the good work that the museum has been doing for decades.

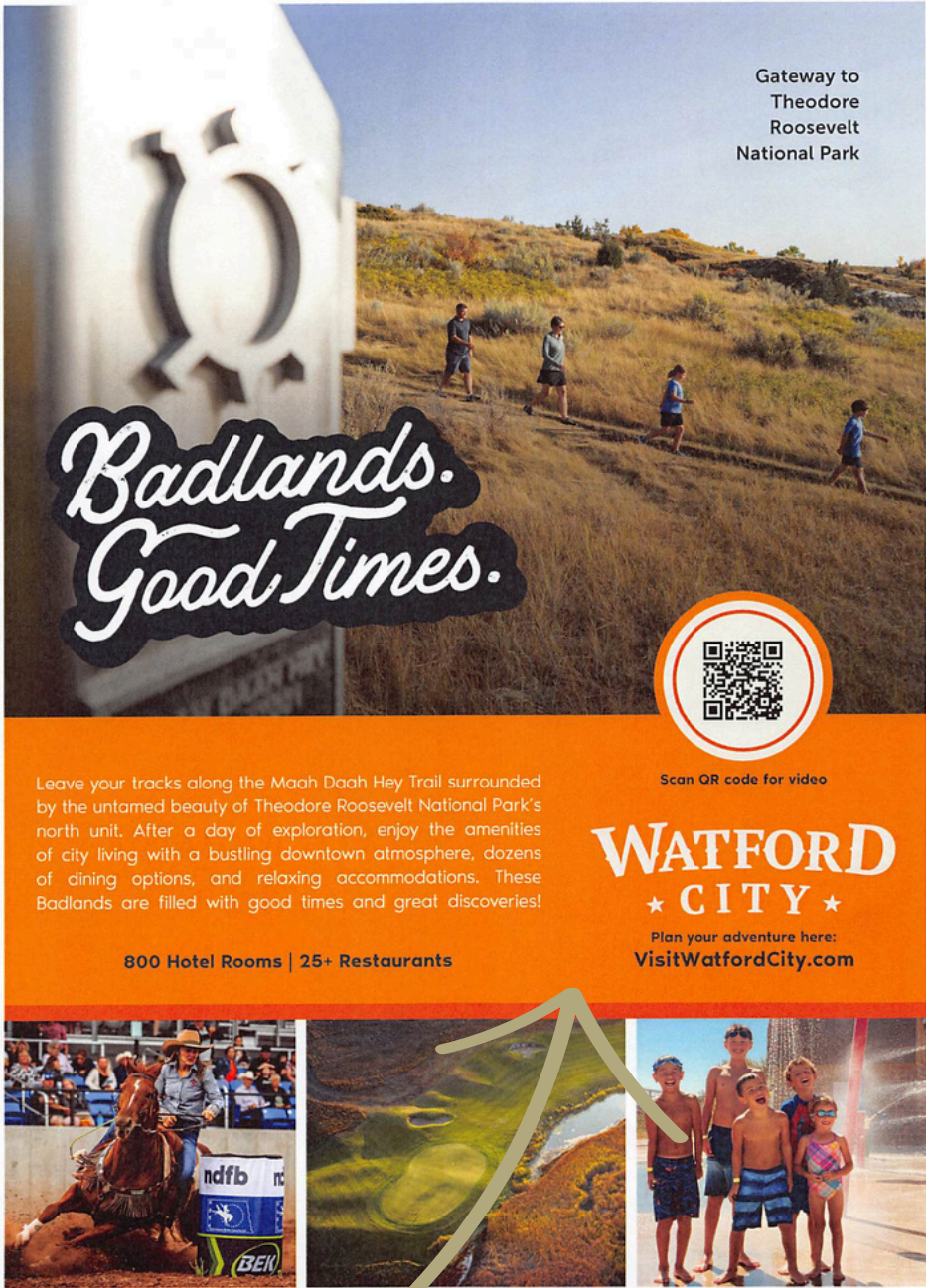


HOSPITALITY COLLABORATION

- For each large sporting event and conference, McKenzie County Tourism notifies local accommodations, restaurants and business of potential attendees
- Place Welcome Signs with specific information on event placed throughout the community
- Continue to provide online Hospitality Training
- Hosted quarterly meetings with RRC, Chamber and Ag Expo to foster collaboration



PRINTED COMMUNICATION



2024 DISTRIBUTION

ND Travel Guide	Full Page Ad	225,000 copies
ND Hunting & Fishing Guide	Half Page Ad	90,000 copies
North Dakota Living magazine	Shared Full Page Ad-May	80,000 copies
North Dakota Living magazine	Shared Full Page Ad-June	80,000 copies
North Dakota Living magazine	Shared Full Page Ad-July	80,000 copies
Travel Influencer Reach		100,000 Audience



MORE **ABOUT US**

Please visit our website for more information or questions on McKenzie County economic development.



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