

2019 Focus			
1. Market EDC services: Business Plans, Operating Challenges, Purchase or Sale of a Business, Funding a Venture, Website Development			
STEP	LEAD	ACTIONS	DATE
Increase understanding on EDC	Whitney	Social Media Posts - themed. Scheduled	August 2019- ongoing
EDC Article in Courant/Standard	Whitney/Crystal	Informational articles - EDC themed. Bi-weekly	Courant (started). Standard - TBD
Quarterly Newsletter	Whitney/Crystal	EDC, Community -sign up via website and members	June 2019 - ongoing
Streamline EDC Business Page on Website	Whitney	Clean up website •Clear up extra verbiage, create to do list	Sep-19
Radio Presence	Whitney or Board Member		
2.0 Workforce & Job Development: Explore options for apprenticeships, work with college on distance learning & partnerships for higher learning			
STEP	LEAD	ACTIONS	DATE
Advisory Committee	DCB, Whitney	Support Advisory Committee Actions •Create/Share videos, testimonials on Social Media •Link with Middle School - potential to tutor at 8th hour	ongoing
Training for Community Businesses/Individuals	Whitney, Chamber, DCB	•Create training for use: Leading Change and Leadership Framework are completed •Sponsor training for community. Ex. SBA, Customer Service •Advertise and advocate on behalf of DCB's available classes	ongoing -First sponsored training held in 2018. 2 in 2019
NDSU Advisory	NDSU Extension Committee (Whitney is a member)	Education opportunities for the community •Promote offerings in community	TBD
Educate Community and Business owners on: workforce Training funds and On the Job Training	Job Service, Whitney	•Social Media Pushes •EDC Newsletter	ongoing
Radio Presence	Whitney or Board Member		
3.0 3. Drive Tourism Campaign: Increase attendance at annual events, support Chambers efforts to recruit tourists and tour companies			
STEP	LEAD	ACTIONS	DATE
Tourism Campaign - ongoing	Whitney, Chamber	•monthly Social Media pushes -themed	May 2019 - ongoing
Event calendar created and kept up to date with area offerings	Crystal		ongoing
Event Sponsorship	Whitney, Chamber, City	Sponsor Events to elevate Bottineau Co. offerings.	2 events approved at June 2019 city council. Program started at EDC will be turned over to Chamber in 2020
Radio Presence	Whitney or Board Member		
4.0 Marketing and Communication: Improve website search engine optimization, Launch rTownapp, Increase engagement on Social Media pages			

STEP	LEAD	ACTIONS	DATE
Consistent Postings on Social Media	Whitney	track engagement	ongoing - report monthly
rTown	Crystal, Whitney	update and track engagement	ongoing - report monthly
Website - blog	Whitney	update and track engagement	ongoing - report monthly
Radio Presence	Whitney or Board Member		
5.0 Create a competitive product: Community Building, Support RA's and other entities efforts to expand offerings that bring in traffic			
STEP	LEAD	ACTIONS	DATE
Support Beautification Committee - Bottineau	City, Whitney (member of Committee), Full Committee	<ul style="list-style-type: none"> •Themed Benches •Murals •Kiosk refresh •Relief for front of Armory •Future plans 	ongoing
Retail Alliance	RA	Support RA events and committee: Bunny Fest, Music on Main, Crazy Days, So Stinkin' Cool, Trunk or Treat, Christmas Festival	ongoing
Bottineau Area Community Foundation	BACF, Whitney	<ul style="list-style-type: none"> •re-vamp BACF. New active Board, goals, obj. •partner with ND Endowment fund. Long term investments and short term gifting opportunities for grants •capital campaign 	ongoing
Radio Presence	Whitney or Board Member		