

New Rockford Area Betterment Corporation 2014 Annual Report



Building Community Sustaining Our Future





Community Swimming Pool Lifeguards

TO OUR COMMUNITY

A Letter from NRABC Staff

This past year we accomplished so many great projects! We are delighted and honored to serve the community of New Rockford and Eddy County. In 2014, we focused our efforts on completing several projects that we have been planning and we also embarked on a large fundraising campaign on behalf of our pool project.

Our organization is a 501(c)3 and we are funded in part through city sales tax dollars. We work with intention and our goal is to be good stewards of your tax dollars. Each and every project we take on directly or indirectly increases and improves economic and community development. The ultimate goal is to create and maintain a healthy, vibrant and stable community where families want to live and businesses thrive.

In 2014, our major projects included hosting a statewide baseball tournament, assisting with the development of a new 8-plex apartment building, completing the clean-up of the Hospital site, leading a capital fundraising campaign for the new pool project, continuing to fund our community foundation, providing leadership and assistance to several community organizations, and supporting recreation opportunities.

Our 2014 Annual Report highlights the programs, projects and economic impact of NRABC and sets goals for 2015. We always appreciate feedback, partnerships and discussion about current and potential projects and welcome questions and relationships. Our job is to serve our community including businesses, organizations, entrepreneurs and residents.

Thank you for the continued support and encouragement and for making our community a home.

Sarah Smith Warren
Executive Director

Jessica Dillon
Assistant Director





Dakota Spark Youth Photography Class

New Rockford Area Betterment Corporation

2014

1TS ALL IN TH3 NUM8ERS

13 NEW
BUSINESSES

\$.5 MILLION

dollars and in-kind raised for new swimming pool through community giving & grants

\$76,600 New Rockford Community Foundation Fund Total

web visits **289,594**
cityofnewrockford.com



State Babe Ruth
Baseball Players

volunteers

150+



35

events &
activities

250

fitness classes



136



Pool

51 Local kids & adults
featured in Pool Video



**Individual Donors &
Sponsors to the new
Pool Project!**

309

8



new apartment units

150

Rockin' Fitness
Members



512%

**RETURN ON INVESTMENT
OF TAX DOLLARS**



"Pool Pen Pal Party" Youth Fundraiser for Community Swimming Pool Project

2014 Outcomes



Focus Area: Recreation & Tourism

Goal: Provide leadership, support, management to Recreation Programs

- ◆ Created and coordinated fundraising plan for new pool project
- ◆ Leadership and project management of pool design and project
- ◆ Generated over \$500,000 in committed resources for pool
- ◆ Project management for State Babe Ruth Baseball Tournament in New Rockford resulting in \$14,000 raised for baseball recreation

Focus Area: Housing

Goal: Work with local developers for funding programs and recruiting resulting in new rental housing units in New Rockford

- ◆ Development assistance resulting in 8-plex apartment rentals
- ◆ Finished Hospital Demolition resulting in open lots for housing projects
- ◆ Created housing development plan for Hospital Site and Black Hawk
- ◆ Managed Housing Incentive Program serving 12 applicants

Focus Area: Business Development & Support

Goal: Provide support to local business through professional services, program, business recruitment and business development

- ◆ Managed Renaissance Zone project resulting in one new business expansion
- ◆ Provided support to new and existing entrepreneurs, serving 13 new businesses

Focus Area: Community Development

Goal: Focus on the overall health and sustainability of the community through leadership, research and support. Maintain and promote city website, research community needs, consult with local organizations and businesses, provide leadership and services for major community projects.

- ◆ Maintained, updated, promoted city website with over 250,000 views
- ◆ Provided leadership and support to Chamber of Commerce and Eddy County Museum
- ◆ Consulted with several community organizations
- ◆ Provided leadership and management for NR Community Foundation resulting in current balance of \$76,600
- ◆ Provided leadership and partnership on community projects such as New Rockford-Sheyenne School Long-Range Planning, Hospital Clean Up project, Senior Fitness Campaign, Pool Project and others



Opening Ceremony of 2014 State Babe Ruth Tournament

2014 Economic Impact

NRABC works to promote economic and community growth. In 2014, NRABC directly increased cash coming into and staying in the community through grants, programs and services. Through leadership and close partnerships with several organizations, NRABC helped to secure, increase and revenues.

Grants/Funding Earned or Committed to NR Community Projects with direct support from NRABC:

New Rockford Park District/Land & Water Fund Grant	\$ 150,000
New Rockford Pool Fundraising Campaign	\$ 160,134
Garrison Diversion Grant	\$ 28,125
First Lutheran Church Foundation	\$ 10,000
ND Lions Club Grant	\$ 5,000
Monsanto Grant	\$ 2,500
Other Grants Committed	\$ 8,266

Total Cash Grants Earned/Committed: \$364,025

NRABC Direct Revenue Earned through services:

Project Management	\$ 10,000
Language Services	\$ 168
Printing Services	\$ 425

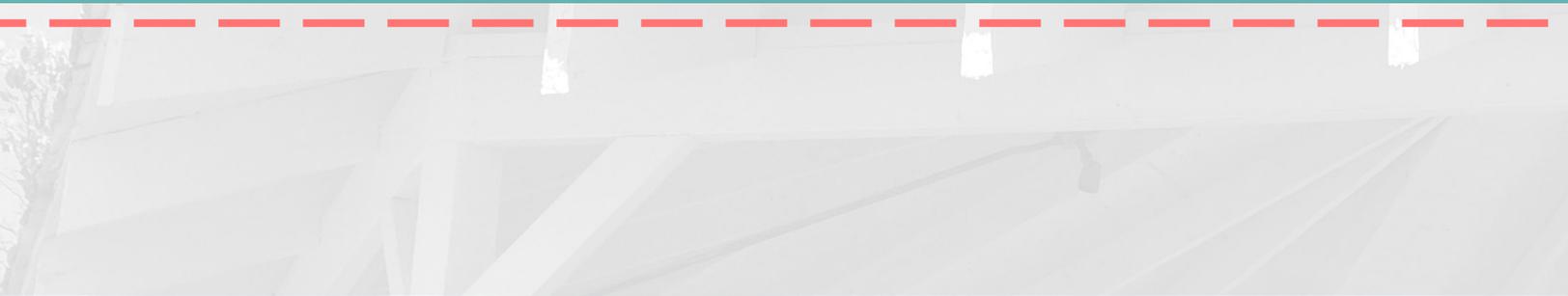
Total Service Revenue Earned \$ 10,593

NRABC Community Organization Impact:

NR Community Foundation	\$ 7,700 (Deal or No Deal Fundraiser)
	\$ 2,700 (Grants Given to Local Organizations)
NR Chamber of Commerce	\$ 5,492 (Chamber Fundraisers)
	\$ 1,250 (Sign Fees)
	\$ 2,640 (Chamber Bucks – Local Dollars)
	\$ 1,500 (Shop Local Loans)
	\$ 2,500 (Lutheran Church Grant)
NR Park Board	\$ 14,000 (Babe Ruth Tournament)
Eddy County Museum	\$ 3,000 (Fundraisers, events, grants)
Dakota Prairie Regional Center for the Arts Assistance	\$ 8,000 (Wine Tasting Fundraiser)
	\$ 12,000 (ND Tourism Grant)

Total Community Organization \$ Impact: \$ 60,782

NRABC directly leveraged **\$85,120** into **\$435,400 cash** = 512% return on investment



New Businesses Honored by Chamber of Commerce



2014 Community Impact

In 2014, the NRABC assisted local businesses and developers and provided leadership to the Chamber of Commerce. NRABC strives to maintain a positive economic climate for business to thrive.

Housing Development

The NRABC assisted a local developer to open the **2nd Avenue Apartments** featuring **8 new rental units**.

The **Housing Incentive Program** provides tax and community incentives to those buying, building or remodeling a home. NRABC served 11 projects in 2014.

Leadership for the **Hospital Property Cleanup** will result in housing development opportunities.

The NRABC created a statewide **Housing Development** recruitment plan for redevelopment of the Hospital Property.

The NRABC researched marketing and development strategies for the **Black Hawk Housing Development**.



Business Development & Support

Established in 2008, the **Renaissance Zone program** provides tax incentives for new and expanding businesses and residences within a specific area. In 2014, 1 local business engaged in a large expansion project in the zone.

The NRABC provided **support services** to new and expanding businesses with marketing and promotions including Business Spotlights, website updates and consulting.

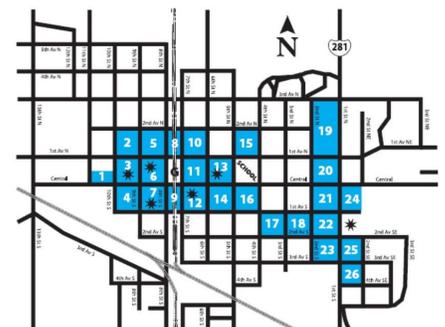
The **Chamber of Commerce** supports businesses and community. In 2014, the **NRABC** assistant director **served as president** providing leadership, management and marketing for projects including the community sign, membership services, Chamber Bucks design, and several events.

New Rockford welcomed 13 new businesses:

Aladdin Reality Branch Office, Big Daddy's Fill-n-Grill, Bird Dawg Cafe, Central Plains Restoration, Dakota Plains Insurance, Great Plains Martial Arts, Jenna Lee Photography, Rachel Brazil Professional Services, Schuster RV Park, Sarah Smith Warren Photography and Yri Electric.



RENAISSANCE ZONE PROGRAM GUIDE



Map of New Rockford Renaissance Zone

■ - Zone Block * - Government-owned Building



New Rockford Black Sox at State Babe Ruth Tournament

2014 Community Impact

The NRABC seeks to support positive recreation opportunities for youth, families and residents to promote community betterment. Happy and healthy residents and visitors are important for a vibrant community.

Recreation & Tourism

Since 2012, the NRABC has provided professional leadership and project management for the **New Rockford Community Pool Project**. This past year focused on a public fundraising and grant writing campaign, receiving over \$500,000 in grants, community and businesses contributions and in-kind donations.

- ◆ Provided accounting and tax receipts for project
- ◆ Over 300 donors
- ◆ Produced campaign video with local residents
- ◆ Created several brochures and marketing tools
- ◆ Coordinated donation of demolition of existing pool
- ◆ Worked with 12 member Pool Committee
- ◆ Coordinated fundraising events and strategies

In partnership with the Park District, Baseball Boosters and Baseball Committee, the NRABC managed, organized and supervised the **2014 State Babe Ruth Baseball Tournament**.

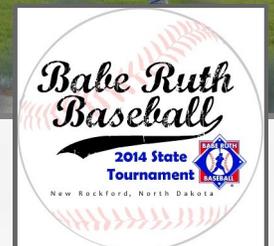
- ◆ Over 130 baseball players
- ◆ Hundreds of fans attended games in New Rockford
- ◆ \$14,000 raised for youth baseball
- ◆ Coordinated events for players
- ◆ Worked with local sponsors, businesses and organizations
- ◆ Coordinated dozens of generous volunteers & host families

The NRABC provided marketing and project management assistance to **Rockin' Fitness recreation events** including the Bunny Hop 5K, Firecracker 5K, self defense course, zumba, yoga and core plus fitness classes.

The NRABC assisted the launch and promotion of the new **Great Plains Martial Arts** featuring youth taekwondo programming, serving area youth.

In 2014, the **new Park Recreation Manager Position** was created. NRABC assisted manager with job training, grant writing, marketing and events.

As part of a trade agreement through Rockin' Fitness, the NRABC provided marketing, leadership and project services for **Dakota Prairie Regional Center for the Arts** Wine Tastings, Dakota Spark, Chair Campaign, Theatre Shows & Events, Upstage Gallery, and Garden of Eatin' Bistro resulting in jobs, commerce and hundreds of visitors.



2014 Community Impact



Eddy County Trail Riders 4-H Club "Friends & Family" Fundraiser for Community Pool Project

New Rockford has dozens of incredible organizations, groups and businesses working to better our community. The NRABC provides support and professional services to local projects and organizations.



Community Development & Support

The NRABC worked directly with **Environmental Protection Agency** and City of New Rockford providing grant and project management services for **Hospital Demolition Project** resulting in cleanup and demolition of property.

In 2008, the NRABC led the development of the **New Rockford Community Foundation**. The NRABC serves as the leader of the organization, raising funds and awareness. In 2014 the foundation granted \$2,700 to local organizations with **\$76.600** in community fund.

Reaching and communicating with the community and county is an important role of the NRABC. In 2014, 70+ articles were written and submitted for the **New Rockford Transcript** covering local events, news and businesses as well as the management of **social media** content including Facebook Pages sharing news and event information.

The NRABC manages and maintains the content of the **cityofnewrockford.com website**. This past year the website received a 42% increase in visitors. In addition, provided web design and content to create **Eddy County website**.

For the past several years the NRABC has served on the **Critical Hospital Committee** as the New Rockford liaison.

In an effort to better serve the senior population, NRABC and Rockin' Fitness created a **Senior Fitness** campaign to increase awareness and programs for seniors.

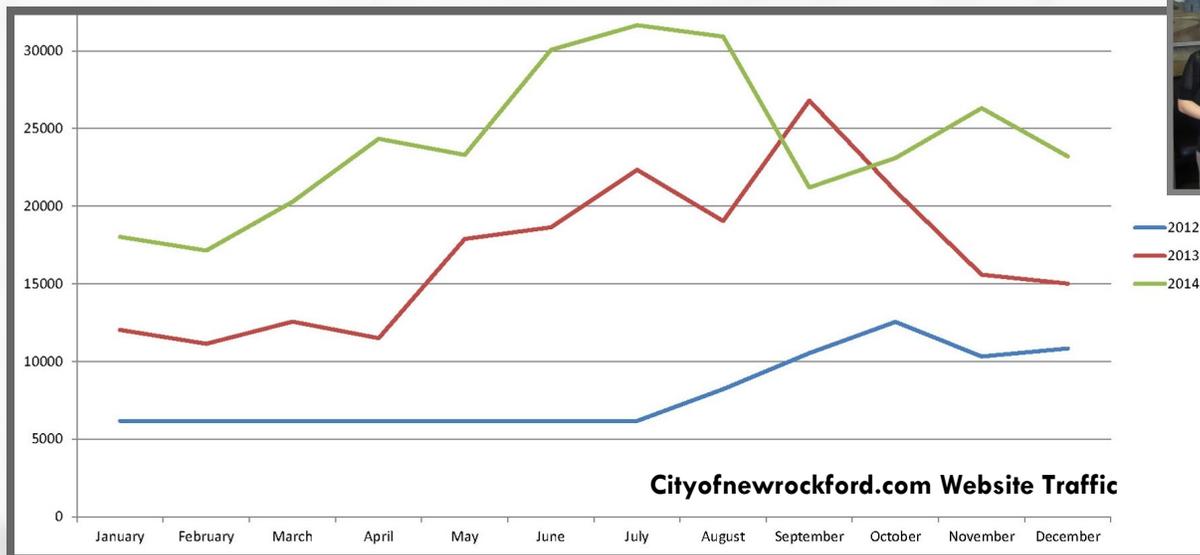
The NRABC has worked with the **4th Corporation** on a **Community Recycle Program** providing research and grant writing to pursue the creation of a recycle center.

Rockin' Fitness and NRABC work together to better serve the members and provide opportunities to the community. NRABC provided marketing, event support, leadership and group fitness instruction to **Rockin' Fitness**.

The NRABC provided leadership, project management and marketing for **Eddy County Museum** including board presidency, events support, strategic planning, grant services and volunteer coordination.

With a Spanish/French interpreter on staff, the NRABC created a **Language Services** program in 2012 to better serve community organizations and citizens. This past year, NRABC assisted 6 organizations, worked with 40+ providers and served 16 individuals.

The NRABC served on **New Rockford-Sheyenne School** Long Range Planning Committee representing community and business needs.



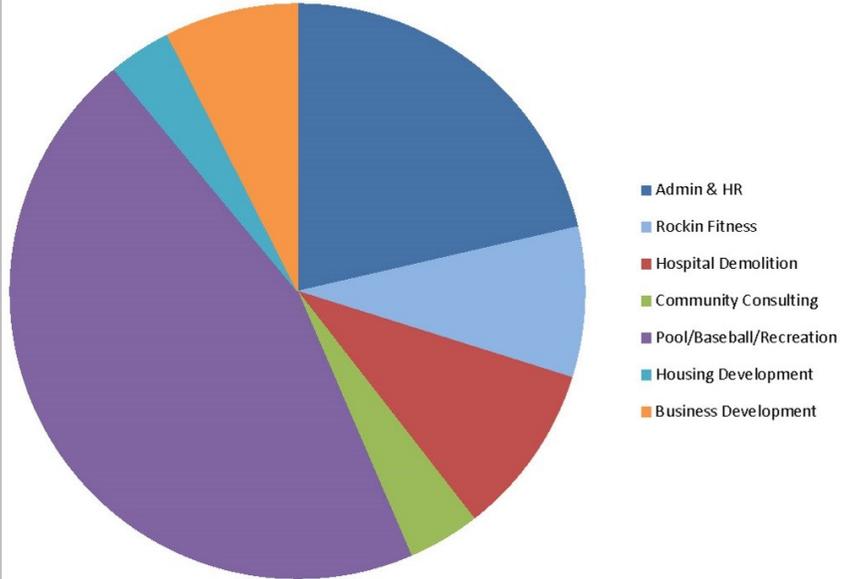


2014 Staff Project Time

The NRABC is funded with tax payer dollars and works hard to make sure that every dollar counts. Transparency and open communication serve as a foundation to better serve the City of New Rockford and Eddy County.

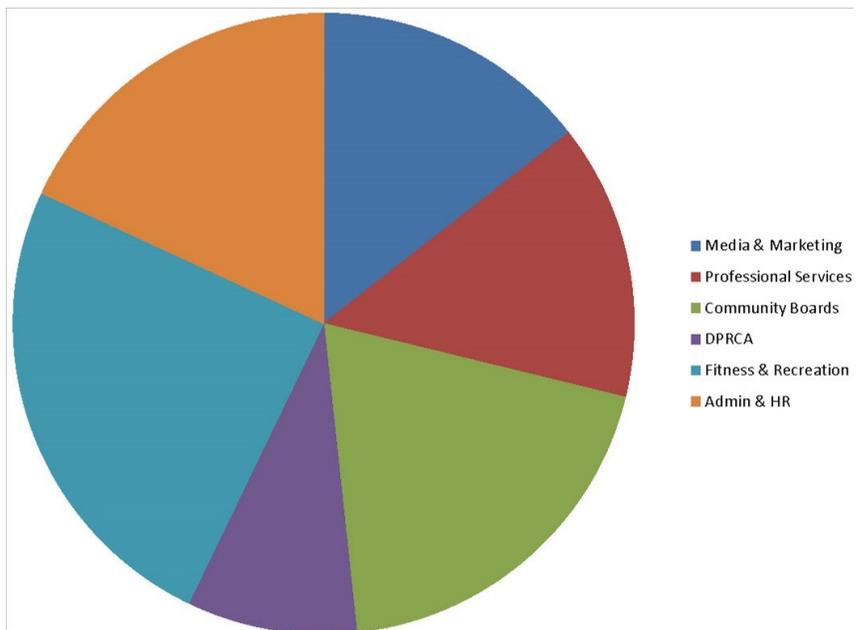
Executive Director Project Time

Admin & HR		325.00	21%
Rockin Fitness		128.50	8%
Hospital Demolition		146.50	10%
Community Consulting		61.50	4%
Pool/Baseball/Recreation		691.00	45%
Housing Development		53.50	4%
Business Development		113.50	7%
Admin/HR	Admin	172.00	11%
	Board	66.00	4%
	Planning	35.00	2%
	Professional Dev.	52.00	3%
Rockin' Fitness	RF/Provider Suite	128.50	8%
Hospital	Hospital	146.50	10%
Community	Community Development	49.50	3%
	Chamber	12.00	1%
	Foundation	0.00	0%
Recreation	Pool	491.50	32%
	Baseball	138.00	9%
	Recreation/Park Board	61.50	4%
	Tourism	0.00	0%
Housing	Housing	53.50	4%
Business	Business Development	111.50	7%
	Rockford Theatre	2.00	0%



Assistant Director Project Time

Media & Marketing		204.00	14%
Professional Services		202.50	14%
Community Boards		275.00	19%
DPRCA		125.00	9%
Fitness & Recreation		349.00	25%
Admin & HR		255.50	18%
Media	Website	79.50	6%
	Media/PR	114.50	8%
	Blog	10.00	1%
Services	Consulting	46.50	3%
	Grants/Fundraising	133.50	9%
	Language Services	22.50	2%
Boards	Foundation	74.00	5%
	Chamber	83.50	6%
	Museum	61.00	4%
	Garden	0.50	0%
	CHC Hospital	18.00	1%
	Chamber Signs	38.00	3%
DPRCA	DPRCA	125.00	9%
Recreation	Fitness	103.00	7%
	Rockin' Fitness	76.00	5%
	Recreation	170.00	12%
Admin	Correspondence	19.50	1%
	Admin/HR	96.50	7%
	Professional Development	58.00	4%
	Planning/Meetings	81.50	6%



Rockin' Fitness

The NRABC owns and operates the 24-hour fitness center. Rockin' Fitness strives to serve members and the community through positive and healthy programs and a clean and professional environment.



Rockin' Fitness Group Fitness Yoga Class

Rockin' Fitness served an average of **150 members** including annual and monthly memberships.

In addition to the SilverSneakers program established in 2013, the **Silver&Fit program** was introduced, providing more access to free fitness memberships to senior citizens .

Athletic and recreation events have become an important part of Rockin' Fitness programming. The annual **Bunny Hop 5K** and **FireCracker 5K** events served nearly 200 runners and walkers of all ages.



Wellness Center

The Wellness Center supported three local businesses providing rental space for Eddy County Health, Blooming Prairie Counseling Services and Brad Georgeson Massage. There is currently a rental space opportunity at the Wellness Center.

In an effort to serve community members, Rockin' Fitness offered several group fitness classes throughout the year including Pilates and Zumba holding 250 classes, introduced new classes including Core Plus and Yoga.

Rockin' Fitness partnered with Rick Senger of Devils Lake to offer the first **Self Defense** class event serving 10 people.

The Rockin' Fitness staff often provides assistance to other community recreation projects. In 2014, Rockin' Fitness assisted the NRABC in recreation projects including **State Babe Ruth Baseball** and fundraising for the **new Swimming Pool Project**

Rockin' Fitness secured a partnership with the **National Exercise Training Association** to offer a Professional Certification Training program to be held in New Rockford.

2015 Plans

Rockin' Fitness will focus on increasing programs and services to seniors. Special events will include the Bunny Hop 5K, the Firecracker 5K and a new 5K—the Monster Dash in October. Rockin' Fitness staff and partners will become certified personal trainers to better serve members and also plans to offer youth fitness opportunities.

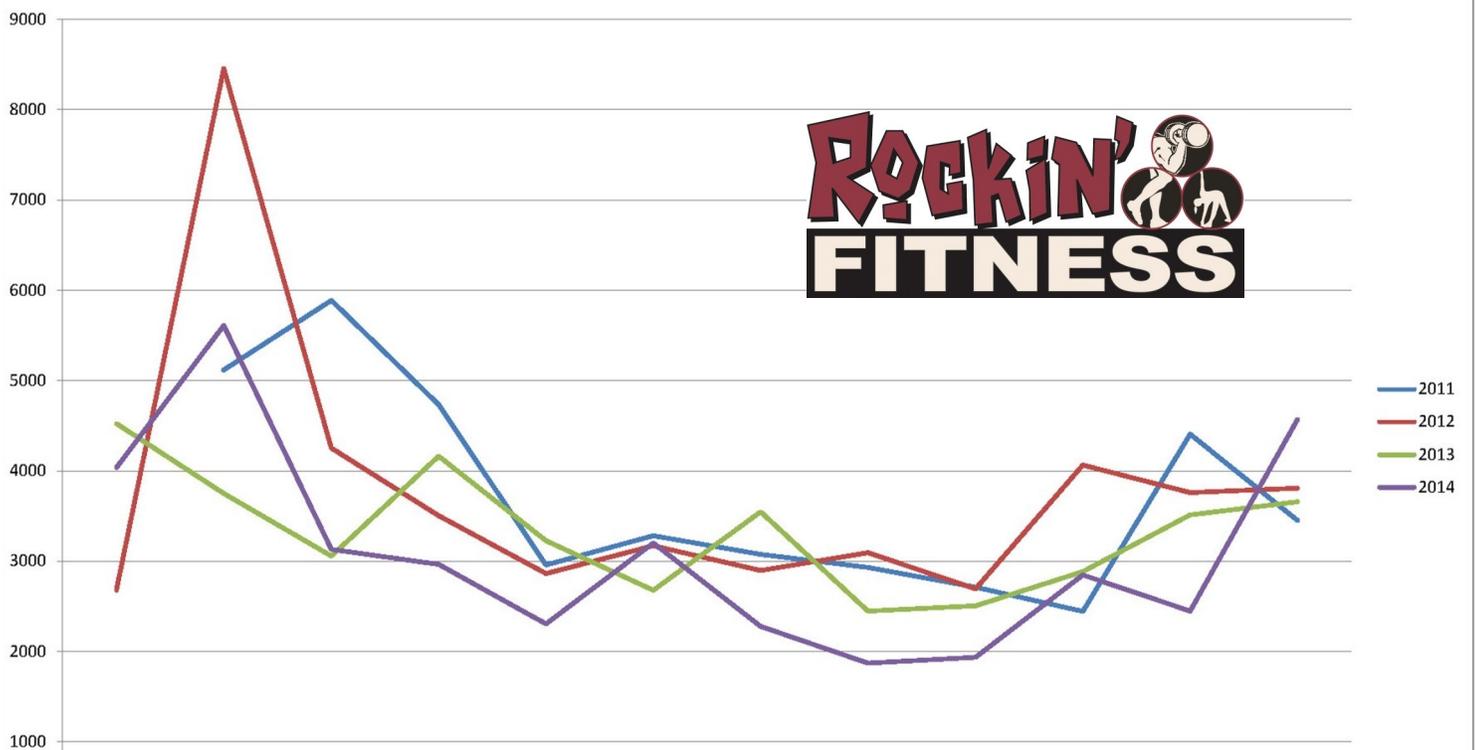
Rockin' Fitness



4th of July Firecracker 5K Run/Walk



Membership Revenues

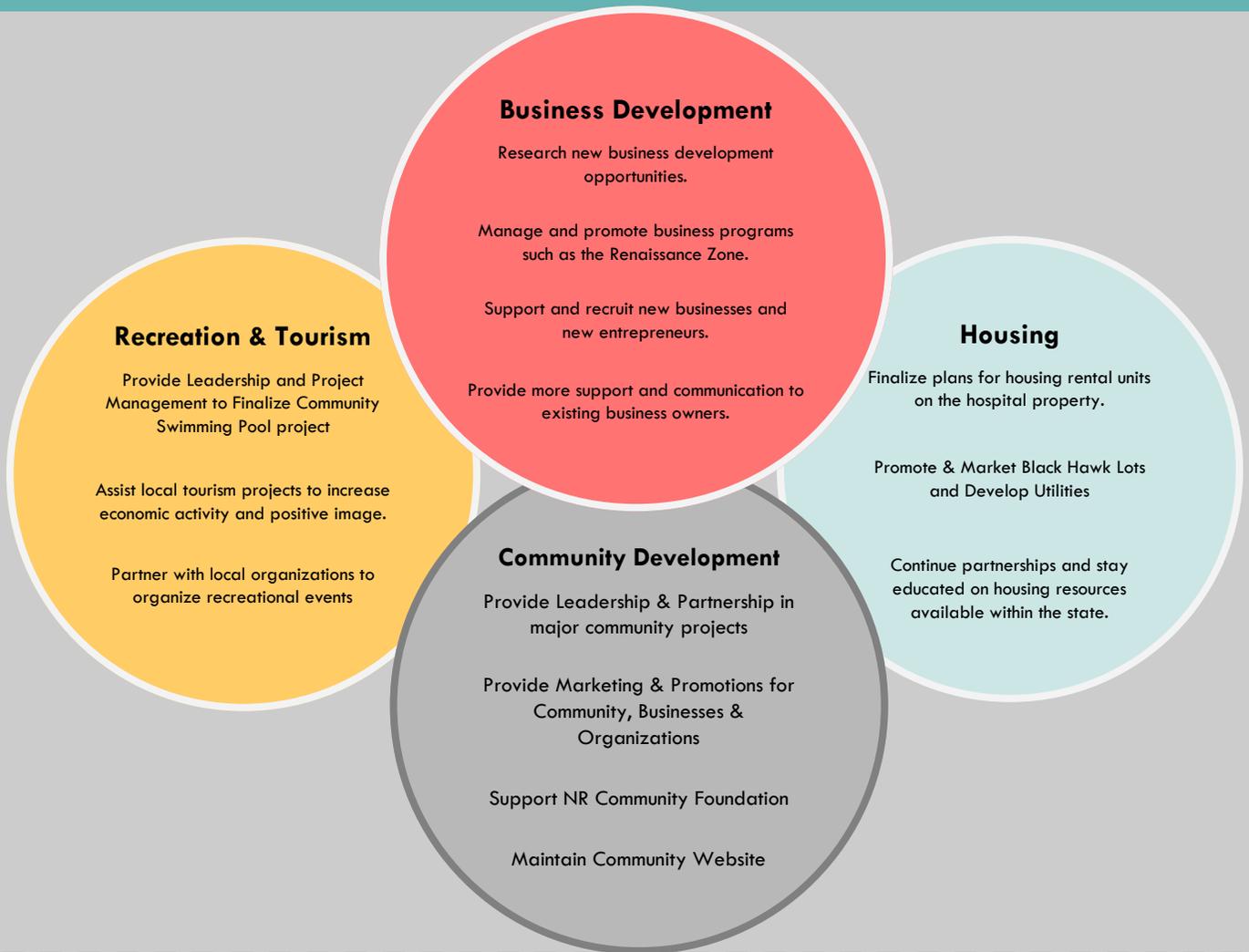




Youth Participants at Bunny Hop 5K Run/Walk

GOALS & STRATEGIES

2015



Focus Area: **Housing**

Goal: Recruit housing developers to create positive housing opportunities on the old hospital property and Black Hawk property resulting in several new rental and single family units.

Focus Area: **Business Development & Support**

Goal: Research new business development opportunities. Recruit needed target market service businesses. Increase support and communication to local businesses through professional services and programs.

Focus Area: **Recreation and Tourism**

Goal: Provide leadership and project management services to the New Rockford Community Pool Project to complete new pool project. Provide support to Park Recreation Manager with marketing, communication and grant writing assistance. Continue to provide leadership and support to local organizations, i.e. New Rockford Community Foundation, Chamber of Commerce, Eddy County Museum, NR Park Board, to develop and organize new events and activities that result in an increase in tourism industry revenue and population growth.

Focus Area: **Community Development**

Goal: Focus on the overall health and sustainability of the community through leadership, research and support. Maintain and promote city website, research community needs, consult with local organizations and businesses, provide leadership and services for major community projects.

New Rockford Area Betterment Corporation

117 1st St S, PO Box 775, New Rockford, ND 58356

2014 Board Members

Tracy Henningsgard	Robert Cudworth	Craig Meehan
Adnan Aldayel	Donn Frahm	Jordan Meier
Jim Belquist	Jill Louters	Stuart Richter
Robert Belquist	Melinda Martin	Kenny Thompson

2014 Staff Members

Sarah Smith Warren, Executive Director Jessica Dillon, Assistant Director
Brittany Allmaras, Rockin' Fitness Manager

General Information

Phone: 701.947.2205

Email: smithwarren.nr@gmail.com

Website: www.cityofnewrockford.com

Office Hours: Monday-Friday
9:00am-4:00p.m.
By Appointment

Meetings: 2nd Wednesday of Month
6:30 p.m. at City Hall

Mission Statement

The NRABC works to improve the overall health and sustainability of New Rockford and Eddy County through capacity building, grant writing and leadership. The NRABC aids in the generation of new and additional tax revenues by promoting the growth and expansion of commercial and industrial business.