

2013 ANNUAL REPORT



New Rockford Area Betterment Corporation



TO OUR COMMUNITY

A Letter from NRABC Staff

This past year has been filled with incredible projects and triumphs and we are honored to serve the community of New Rockford and Eddy County. In 2013, we focused our efforts on strategic planning, organization and laying the groundwork for several projects that can begin to take shape in 2014.

We are funded through city sales tax dollars and we take that responsibility seriously. We work to increase and improve economic and community development which ultimately helps to create a healthy, vibrant and stable community where families want to live and businesses want to thrive.

In 2013, our work ranged from providing leadership to the New Rockford Community Swimming Pool Project, redesigning and updating our city website, working to increase housing opportunities, providing strategic planning and project management to several community organizations, creating and supporting recreation opportunities such as the Cal Ripken State Baseball Tournament, the Bunny Hop 5K, youth activities and more.

Our 2013 Annual Report highlights the programs, projects and economic impact of NRABC and sets goals for 2014. 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.

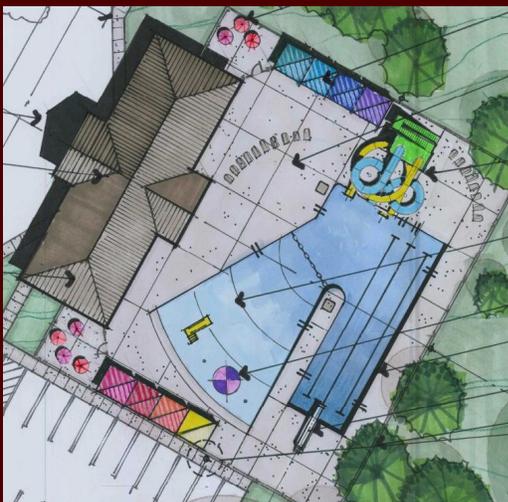
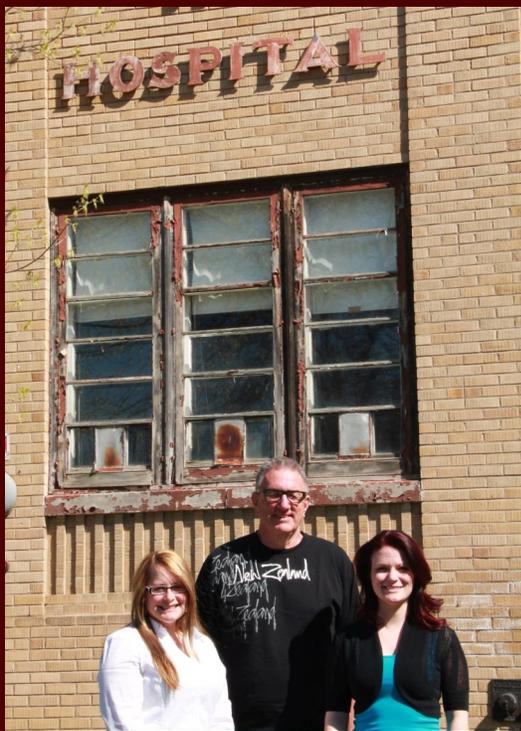
Thank you for the continued support and encouragement and for making our community a home.

Sarah Smith Warren
Executive Director

Jessica Dillon
Assistant Director



2013 OUTCOMES



Designated Priorities for 2013 and Outcomes

Focus Area: Housing

Goal: Facilitate projects that result in the development of housing units.

- ◆ Worked with local housing developer on apartment building, securing \$240,000 Housing Incentive Fund Award and \$300,000 Eastern Dakota Housing Alliance Loan
- ◆ Recruited Housing Developers for Hospital Site Property
- ◆ Housing Incentives approved for 2 new construction homes, 5 first-time homebuyers of which 3 were new residents, and 3 home renovations.

Focus Area: Business Development

Goal: Take the lead in administering a local program which aims at creating new jobs through expansion of existing businesses and from new business development. Strategize opportunities to attract out-of-state businesses working in oil-producing counties to relocate to New Rockford. Finalize plans for Industrial Park.

- ◆ Completed development plan on New Rockford Business Park
- ◆ Conducted site visits, communication and recruiting for New Businesses
- ◆ Consulted with 5 new potential business prospects in New Rockford

Focus Area: Recreation and Tourism

Goal: Partner with other local organizations, i.e. Chamber of Commerce, NR Park Board, to develop new events and activities that result in an increase in tourism revenue and population growth. Provide leadership, support and partnership on Community Pool Project.

- ◆ Provided leadership to Community Pool Project for research, design and public support
- ◆ Partnered with NR Park District to organize Cal Ripken State Baseball Tournament and secured a \$30,000 grant for softball field updates
- ◆ Assisted Chamber of Commerce, Eddy County Museum and DPRCA with tourism, marketing, and planning

Focus Area: Community Development

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

- ◆ Completed major design and content update of cityofnewrockford.com
- ◆ Provided strategic planning services to Chamber of Commerce
- ◆ Consulted with over 12 community organizations on programs and services

2013 ECONOMIC IMPACT

NRABC works to promote economic and community growth. In 2013, NRABC directly increased cash coming into and staying in the community through grants, programs and services. Through close partnerships with several organizations, NRABC helped to increase revenues.

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

City of New Rockford Hospital Project / EPA Grant	\$200,000	
New Rockford Park District / Land & Water Fund Grant	\$ 30,000	
Eddy County / Community Block Grant	\$ 37,000	
ND Housing Finance Agency / HIF Forgivable Loan	\$240,000	
Eddy County Museum / ND State Historical Grant	\$ 3,000	
Rockford Theatre Grant/ USDA Grant	\$ 60,000	
	Total Cash Grants Earned/Committed:	\$570,000.00

NRABC Direct Revenue Earned through services:

Grant Writing Services	\$ 2,670	
Language Services	\$ 518	
	Total Service Revenue Earned	\$ 3,188.00

NRABC Community Organization Impact:

NR Community Foundation	\$ 3,750 (Deal or No Deal Fundraiser)	
	\$ 2,000 (Grants Earned by Local Organizations)	
	\$ 1,025 (Foundation Contribution Campaign)	
NR Chamber of Commerce	\$ 3,361 (Banquet Fundraiser – proceeds to pool)	
	\$ 320 (NEW membership revenue)	
	\$ 1,205 (Community Sign revenue)	
	\$ 4,400 (Chamber Bucks Sold – Local Dollars)	
	\$ 1,000 (Chamber Football Raffle)	
	\$ 3,800 (Shop Local Loans)	
	\$ 1,742 (Stars & Jars Fireworks Fundraiser)	
NR Park Board	\$ 800 (Cal Ripken Uniform Sponsorship)	
	\$ 4,800 (Cal Ripen Tournament Profits)	
	\$ 500 (Mr. NRS Pool Donation)	
	\$ 1,000 (Pay it Forward Pool Donation)	
	\$ 10,000 (Private Pool Donation)	
	\$ 1,000 (Lions Santa Day Donation)	
Eddy County Museum	\$ 1,734 (Fundraisers, events, Two-headed calf proceeds)	
	Total Community Organization \$ Impact:	\$ 42,437.00

NRABC directly leveraged **\$81,715** into **\$615,625.00** cash = 750% return on investment

2013 COMMUNITY IMPACT

In 2013, the NRABC worked with dozens of organizations, businesses and individuals offering services including marketing, consultations, writing, design, leadership, web presence and support. These services provide both a direct and indirect positive impact to the community and county.



Housing Development

- ◆ Wrote and secured a **\$300,000 low interest loan** for local housing developer
- ◆ Wrote and received **\$240,000** Housing Incentive Fund award for local housing developer
- ◆ Managed **Housing Incentive Program** facilitating tax and community incentives resulting in 5 first-time homebuyers, 2 new construction and 3 renovations
- ◆ Conducted statewide housing development recruitment for Hospital Site Property

Business Development & Support

- ◆ Finalized development of New Rockford Business Park and recurring new businesses
- ◆ Assisted local organization in securing **\$100,000 Flex Pace Loan** for updates and renovations
- ◆ Managed **Renaissance Zone program** supporting business expansion
- ◆ Managed **Industrial Park Land**, developing property and recruiting new businesses
- ◆ Provided support to new and expanding businesses with marketing and promotions including **Business Spotlights** and website updates
- ◆ Coordinated, marketed and finalized **Rockford Theatre Digital Upgrade** and Rural Business Enterprise Grant
- ◆ Provided leadership, project management and marketing for **New Rockford Chamber of Commerce** including professional strategic planning, community sign management, mem-

bership services, events & project management, Chamber Bucks design, marketing & advertising services

Recreation & Tourism

- ◆ Contributed marketing and project management for **Bunny Hop 5K** and **Firecracker 5K** with Rockin'Fitness
- ◆ 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, Garden of Eatin' as part of trade agreement with Rockin' Fitness
- ◆ Provided professional leadership and project management for **New Rockford Community Pool Project** resulting in the passing of a public vote to support the pool
- ◆ Facilitated the creation of **Park Recreation Manager Position** writing job description, conducting advertising campaign and managing interview process
- ◆ Managed, organized and supervised **Cal Ripken Baseball Non-Advancing State Tournament**



2013 COMMUNITY IMPACT (CONTINUED)

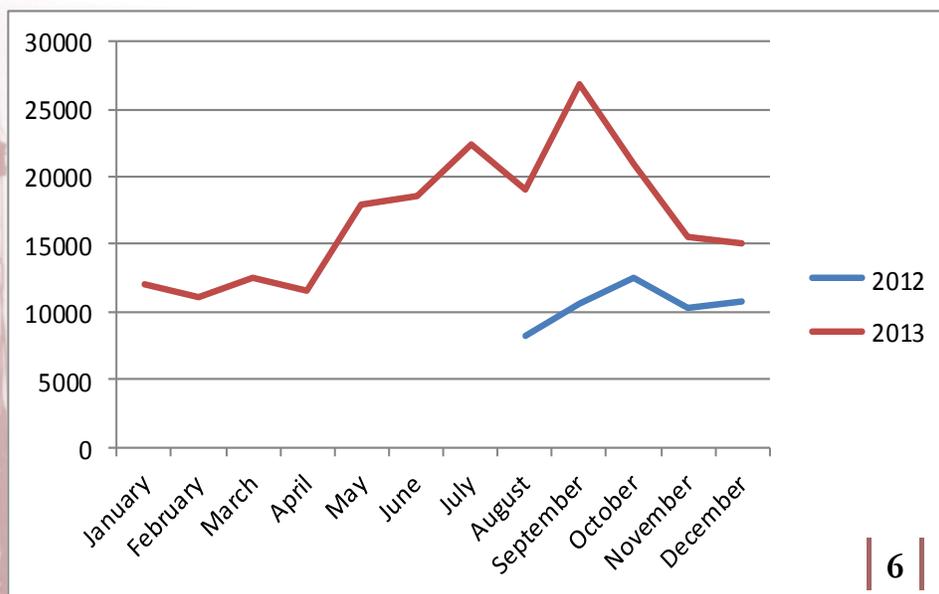


Community Development & Support

- ◆ Worked directly with **Environmental Protection Agency** and City of New Rockford providing grant and project management services for **Hospital Demolition Project**
- ◆ Wrote and submitted approximately **100 articles for the New Rockford Transcript** covering local events, news and businesses
- ◆ Managed **social media** content including Facebook Pages sharing news and event information
- ◆ Managed and redesigned **livelocal.blog.com blog**. A total of 28 articles about local topics and including guest bloggers. The Live Local blog is published in Transcript, City of New Rockford Website and Facebook
- ◆ Managed ongoing content of **cityofnewrockford.com website** including complete update and redesign. **Website visits tripled** from 8,000 to up to 24,000 visitors
- ◆ Served **Critical Hospital Committee** as New Rockford liaison.
- ◆ Provided strategic planning, marketing and project leadership for **Community Garden** organization and events to help increase participation and interest
- ◆ Started **Silver Sneakers** Fitness program offering free Rockin' Fitness memberships to seniors
- ◆ Developed plan for **4th Corporation Recycle Program** and wrote Bush Foundation Grant
- ◆ Provided marketing, event support and group fitness instruction to **Rockin' Fitness**
- ◆ Provided leadership, project management and marketing for **Eddy County Museum** including events support, strategic planning, grant support, volunteer coordination, and Two-Headed Calf promotion
- ◆ Designed and purchased **Lake Region Tourism Guide** Advertisement with Chamber of Commerce

- ◆ Coordinated **Childcare** shortage awareness marketing and consulting.
- ◆ Worked with **Steam Threshers** to create website presence.
- ◆ Provided **language services** to 7 organizations, working with 40 providers serving 20 individuals
- ◆ Provided web design and content services to help create **Eddy County website**.
- ◆ Worked with **New Rockford-Sheyenne School** to design new brochure and photography
- ◆ Created, designed and distributed **New Rockford Tourism Packet**, providing community information for Lutheran Home of the Good Shepherd and New Rockford-Sheyenne School recruiting employees
- ◆ Wrote, researched and designed **Ambulance Marketing Series** to promote the work of the New Rockford Community Ambulance and recruit new members

Cityofnewrockford.com Website Traffic



2013 STAFF PROJECT TIME

Executive Director Project Time

1620.50		Hours	Percent
Admin & HR		418.00	26%
Hospital Demolition		106.50	7%
Community Consulting		213.50	13%
Pool/Baseball/Recreation		454.00	28%
Housing Development		163.50	10%
Business Development		265.00	16%
Admin/HR	Admin	175.00	11%
	RF/Provider Suite	29.50	2%
	Board	104.50	6%
	Planning	61.00	4%
	Professional Dev.	48.00	3%
Hospital	Hospital	106.50	7%
Community	Community Development	112.50	7%
	Chamber	88.00	5%
	Foundation	13.00	1%
Recreation	Pool	224.00	14%
	Baseball	144.50	9%
	Recreation/Park Board	79.00	5%
	Tourism	6.50	0%
Housing	Housing	163.50	10%
Business	Business Development	205.00	13%
	Rockford Theatre	50.00	3%
	Grant Research	10.00	1%



Assistant Director Project Time

1573.00		Hours	Percent
Media & Marketing		368.00	23%
Professional Services		163.25	10%
Community Boards		361.25	23%
DPRCA		127.50	8%
Fitness & Recreation		235.50	15%
Admin & HR		317.50	20%
Media	Website	121.50	8%
	Media/PR	167.75	11%
	Blog	78.75	5%
Services	Consulting	86.50	5%
	Grants	40.50	3%
	Language Services	36.25	2%
Boards	Foundation	75.50	5%
	Chamber	80.75	5%
	Museum	97.25	6%
	Garden	7.00	0%
	CHC Hospital	20.75	1%
	Chamber Signs	80.00	5%
DPRCA	DPRCA	127.50	8%
Recreation	Fitness	94.50	6%
	Rockin' Fitness	37.00	2%
	Recreation	104.00	7%
Admin/HR	Gen. Correspondence	51.75	3%
	Admin/HR	128.00	8%
	Professional Development	17.25	1%
	Planning/Meetings	120.50	8%



ROCKIN' FITNESS



2013 Highlights

- ◆ Served an average of 166 members including annual and monthly memberships
- ◆ Established SilverSneakers program providing free fitness membership to senior citizens
- ◆ Held 1st Annual Bunny Hop 5K on Easter Weekend serving 77 runners and walkers
- ◆ Held 3rd Annual Firecracker 5K on the 4th of July serving 89 runners and walkers
- ◆ Offered several group fitness classes throughout the year including Pilates, Zumba, Body Pump, Aquatic Zumba with approximately 300 classes per year



2014 Plans

Rockin' Fitness will begin SilverFit program, extending the number of free memberships to senior citizens. Special events will include a self-defense class, the Bunny Hop 5K and this year's Firecracker 5K Run/Walk will benefit the New Rockford Community Swimming Pool. We are partnering with a local personal trainer to offer more services and free training sessions and working with the new Park Recreation Manager to research new recreation opportunities.

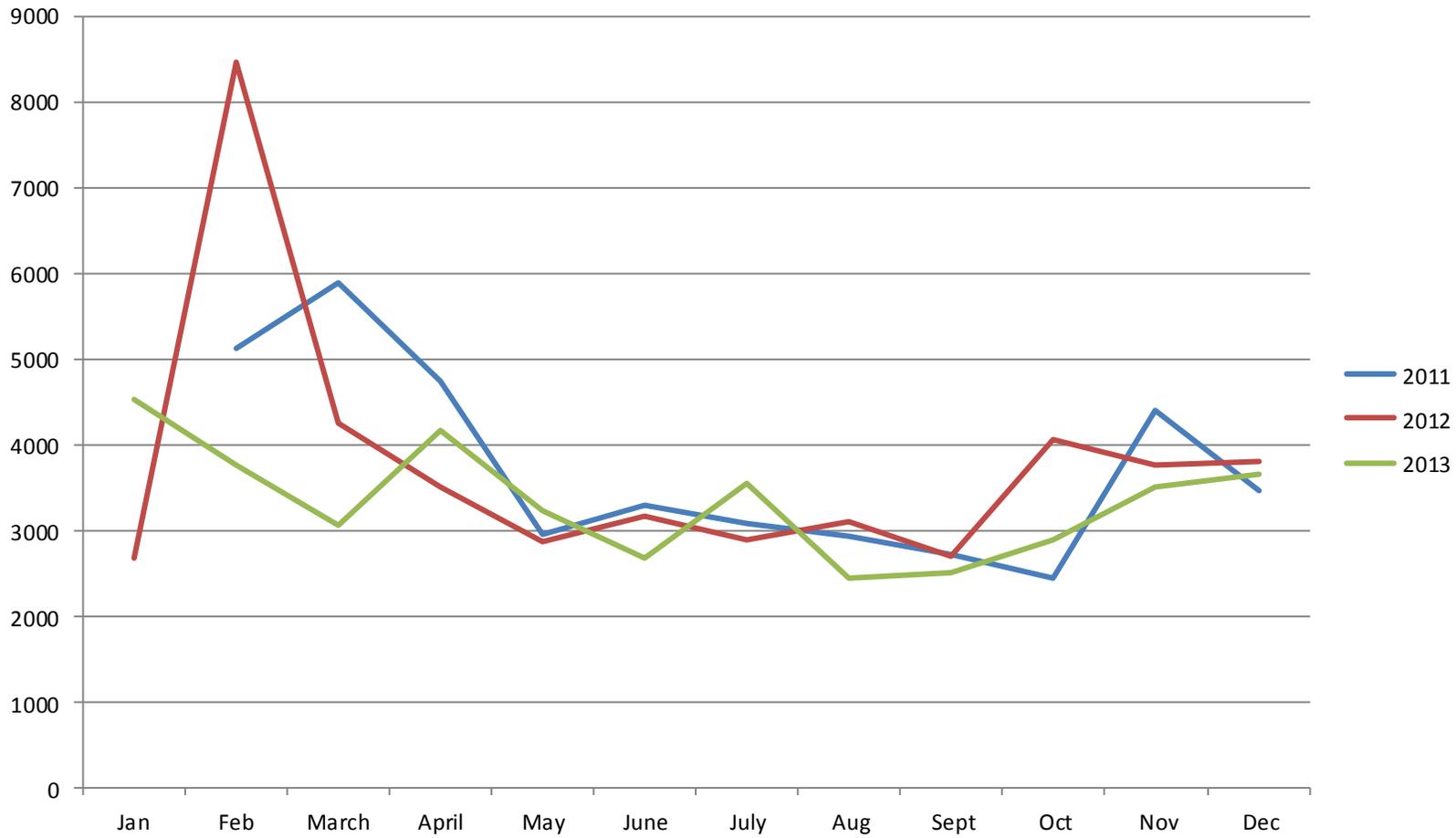
Wellness Center

The Wellness Center supports three local businesses providing rental space for Eddy County Health, Blooming Prairie Counseling Services and Brad Georgeson Massage. Rental space for the Wellness Center is currently at capacity.



ROCKIN' FITNESS

Membership Revenues



2014 GOALS

Focus Area: *Recreation and Tourism*

Goal: Provide leadership, partnership and fundraising services to the New Rockford Community Pool Project to break ground and complete new pool project. Provide leadership and support to new Park Recreation Manager to help complete summer recreation plan of pool operations, Cal Ripken baseball tournament and State Babe Ruth tournament. Continue to provide leadership and support to local organizations, i.e. Chamber of Commerce, Eddy County Museum, New Rockford-Eddy County Library, 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: *Housing*

Goal: Work with local developer to complete funding programs and open 2nd Avenue Apartments resulting in eight new rental units. Recruit housing developers to create housing opportunities on Hospital Site lots.

Focus Area: *Business Development & Support*

Goal: Work to promote and develop New Rockford Business Park including opening at least one new business and focus on recruiting new industry and businesses to Business Park. Continue to provide support to local businesses through professional services and programs.

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

Board Members

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

Staff Members

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

General Information:

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Website: www.cityofnewrockford.com

Office Hours:

Monday - Friday
9:00 a.m. - 4:00 p.m.
By Appointment

Board Meetings:

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

Mission Statement

The NRABC aids in the generation of new and additional tax revenues for New Rockford and Eddy County, North Dakota, by promoting the growth and expansion of commercial and industrial business, with an emphasis on very small and minority-owned businesses that may be unable to obtain aid from conventional sources. We also work to improve the overall health of the county and to foster community betterment through capacity building, grant writing and training.

