



The FM region enjoys a rich legacy of growth, resiliency and innovation, but future growth and prosperity is not promised. New technologies are transforming markets in real time, and we are in competition for jobs and talent with regions across the country.

Our community must be valued by future workers as a vibrant and innovative community where they can flourish and where high-growth industry sectors thrive.

The Fargo Moorhead Economic Development Corporation (EDC) and the Fargo Moorhead West Fargo Chamber of Commerce’s (Chamber) new economic and community development alliance is uniquely positioned to achieve these goals on behalf of the business community, convening key stakeholders over the next 4 years to:

- Create a high-performing workforce ecosystem that attracts, adapts, engages, and retains top talent,
- Secure a global reputation for retaining, growing, and attracting innovation-driven employers, and
- Achieve the most competitive regional business environment in the Midwest.

Our future depends on your proactive leadership and investment.

We need your help to ensure **Innovate28** achieves measurable improvement across all areas of competitiveness.

PILLARS OF WORK	BUDGET
TALENT & WORKFORCE	\$3.442M
BUSINESS DEVELOPMENT	\$1.491M
PUBLIC POLICY	\$809.5K
INVESTOR RELATIONS	\$125K
ANNUAL TOTAL	\$5.86M

PEER MARKET ANNUAL FUNDING

FMWF Chamber of Commerce and FMEDC Projected Goal: \$5.875 million combined

Sioux Falls Development Foundation & Greater Sioux Falls Chamber - **\$11.7 million combined**

Greater Des Moines Partnership - **\$8.5 million**

Greater Omaha Chamber & Greater Omaha Chamber Foundation - **\$6.8 Million combined**

Metropolitan Milwaukee Association of Commerce (Milwaukee 7 Partnership) - **\$8 million**

Greater MSP, Minneapolis, MN - **\$6.8 million**

**Peer Market Annual Funding sourced from most recently published 990s and/or organization annual reports.*

4-YEAR REGIONAL IMPACT

The strategies of the Innovate28 plan address a wide range of opportunities for growth in our region over the next four years. It's strategies will result in new and expanded primary-sector businesses, job growth, and increased sales and tax revenue.



Thank you in advance for your willingness to consider leadership support and financial investment in **INNOVATE 28**.
For more information please contact Pamela Austfjord, Campaign Coordinator | 701-364-1900 | paustfjord@fmedc.com

INNOVATE28 Provides cross-sector convening and partnerships, research, surveys, community engagement, training, policy recommendations, business assistance and coaching, partner referrals, content creation, relocation assistance, marketing and outreach, and digital campaigns to achieve the following results.

TALENT & WORKFORCE

Attract workers from outside the region through compelling digital campaigns and an online brand that showcases the region's companies, jobs, and people.

Activate candidate interest by amplifying the exceptional culture of area companies.

Integrate in-demand talent, their families and extended networks into the region's vibrant job market and unique culture.

Connect and retain highly skilled talent through networking, training and leadership development.

Coordinate efforts between education and industry partners to ensure future labor force needs are met.

Align local talent with available jobs through responsive, demand-driven career pathways and customized hiring support.

RESULTS

Grow the regional labor force by more than 12,000 workers by January 2029, representing 30% growth over historical rates.

Achieve a Top 25% ranking in Lightcast Developer's National Scorecard for Talent Attraction (currently 27%) and top 40% for Talent Migration (currently 51%)

BUSINESS DEVELOPMENT

Help existing employers compete by connecting them with programs and services that support their growth and expansion.

Increase the economic impact of new ideas, products, and services in the region by ensuring start-up entrepreneurs have the assistance they need to succeed.

Invite new business investment into the community by sharing the region's unique value proposition with corporate site selectors and companies in other markets.

Increase availability of land and infrastructure for companies looking to expand and relocate.

RESULTS

Facilitate 130 company expansions or relocations (33% increase) creating more than 3,500 new jobs that will provide an annual compensation of more than \$74,000. When these jobs are created, the region will experience an additional \$1B in annual business sales.

Designation in the top quartile MSA for Job Growth amongst the 200+ US small metros in the Milken Institute's Best Performing Cities list (currently ranked 65th).

PUBLIC POLICY

Enhance the region's business environment by facilitating opportunities for business leaders to influence legislative change.

Equip legislators with crucial information on policy changes that foster competitive advantages and cultivate a thriving regional economy.

Elevate civic engagement through voter education and candidate cultivation to increase representation of the business community in government.

RESULTS

At least 28 of 38 local state legislators (ND&MN) are aligned in stance on all policies prioritized by the regional business community (currently 24 of 38 local legislators are aligned on a majority of business priorities)

The Chamber and EDC's is governed by a formal Memorandum of Understanding (MOU) which ensures clearly defined roles and full collaboration. The MOU features ongoing oversight meetings by investors with specific rules and procedures for refinement of the work over the four-year plan period and establishes the EDC as responsible for the management and administration of the effort. This approach ensures the plan is responsive to new technologies, opportunities, and the evolving interests of the region's business leadership.