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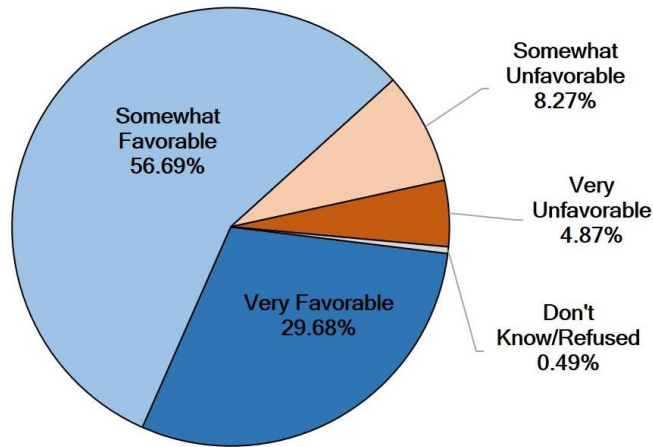
MADC FULFILLS CONTRACTUAL OBLIGATION FOR CITY OF MINOT AGREEMENT

The Minot Area Development Corporation (MADC) receives its funding through private investors, Ward County, and the City of Minot. As part of MADC’s contract agreement with the City of Minot (launched in June 2019), MADC provided an 18 month plan with specific activities, benchmarks, and other key performance indicators to evaluate MADC’s success. In June and December of each year, MADC is required to provide an update report on the specific deliverables taken to achieve the 18 month plan. In late November 2019, MADC submitted the first 6 month update to the City of Minot; sharing exciting progress and successes of MADC’s strategic initiatives including new business attraction, business expansion and retention, business advocacy, and more.

PUBLIC PERCEPTION SURVEY RESULTS PROVIDE STARTING POINT ON ONE BRAND INITIATIVE IN MINOT

The results of a public perception survey shown to Minot community partners and interested individuals on Monday, Dec. 9 will help guide the conversation about a branding and image campaign for Minot. Telephone interviews were conducted with 411 residents pulled from a randomly selected

sample that includes both landlines and cell phones. The primary objectives included evaluating how Minot is perceived, measuring perceptions of specific aspects of Minot, and gauging priorities for community resources.



Results from the survey provide a starting point for conversations and decisions about what kind of unified brand, marketing strategy or image the invested organizations want to portray about Minot. Those partners include Visit Minot, Minot Area Chamber of Commerce, Minot Area Development Corporation, City of Minot and others.

The following key points were made based on the statistically reliable survey, which was executed in early November.

- Most residents had a favorable view of Minot: more than one-fourth viewed it very favorably and over half held a somewhat favorable opinion of the city.
 - Very favorable, 29.7%
 - Somewhat favorable, 56.7%
 - Somewhat unfavorable, 8.3%
 - Very unfavorable, 4.9%
- Two-thirds of residents considered Minot to be a city that is growing and improving; only one in ten felt it was on the decline.
 - Growing/Improving, 65.7%
 - Staying the same, 12.4%
 - On decline, 11.2%

[Click here](#) to read more on the survey’s findings.

AG TRANSPORTATION WORKSHOP TO BENEFIT MINOT REGION

MADC interim president/CEO John MacMartin attended the Agriculture Transportation Coalition Workshop on December 4, in Minneapolis. These workshops are conducted in cooperation with the U.S. Department of Agriculture and are held

throughout the country, giving attendees an opportunity to meet in a round-table format which facilitates discussion. Attendance is by invitation only and topics include current issues that are impacting shippers of agriculture and forest products. With a focus on agriculture and distribution, a workshop of this type is beneficial for Minot to stay well-informed and connect with industry leaders.

HESS DONATES TOY TRUCKS TO ELEMENTARY SCHOOLS IN NORTH DAKOTA

- Approximately 6,700 Hess Toy Trucks will be donated to ND elementary schools
- Each elementary school will receive a set of 24 trucks with associated STEM curriculum guide
- Donation brings Hess social investment in ND in 2019 to approximately \$1 million

Hess Corporation announced it will donate Hess Toy Trucks and STEM education kits to every elementary school in North Dakota for the second straight year, totaling approximately 6,700 trucks in all. Aligning with the state's Strategic Vision for education, Hess has again partnered with the North Dakota Department of Public Instruction to find new opportunities for interactive teaching and learning. The STEM curriculum guide, designed by Baylor College of Medicine's Center for Educational Outreach, uses the 2019 model of the iconic toy as a learning tool that introduces elementary age students to different STEM concepts in a fun and engaging way.

Kirsten Baesler, State Superintendent of Public Instruction noted that, "The Hess truck is one of the most enduring and well-known children's toys in our country, and I applaud the company's continued efforts in using it to help teach our elementary school students about science, engineering, technology and math. These trucks and the accompanying teaching materials show our young people about the importance of energy efficiency, kinetic energy, design concepts, and other aspects of STEM. I am grateful for the company's generosity in donating to our North Dakota elementary schools for this project." [Click here](#) to continue reading the Press Release.

Thank you for supporting economic development in the Minot area and investing in Minot's future! The following businesses renewed their yearly investment in November, 2019:

Keller Paving & Landscaping, Inc.
Maxson Law Office PC
United Mailing Services, Inc.

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