

**Our Mission**  
To Assist Southwest  
North Dakota by  
Facilitating Quality Business  
Opportunities and Quality of  
Place.

**Our Vision**  
Stark Development  
Corporation is to be the  
Recognized Leader in  
Economic Development

**Guiding Principles**

- Long term, high quality
- Investment in fixed assets
- Quality of Life
- Emphasis on existing business
- Take educated risks
- Encourage youth involved (Participant and Leadership)
- Promotion of Southwest Region
- Healthy community
  - Financial
  - Natural
  - Cultural
  - Human
  - Built
  - Political
  - Social
- Recruitment
- Entrepreneurship
- Support regional emerging energy and manufacturing industries



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**Stark  
Development  
Corporation**

**Strategic**

**Agenda**

**April 2008**





# STARK DEVELOPMENT CORPORATION'S GOALS

## Goal One: Marketing Plan to Build Awareness of Stark Development Corporation and Vision for the Region

### Objectives:

- ID Stark Development Corporation
- Multi-Media approach
  - Website
  - Signage
  - Regular column in newspaper
- Feasibility of hiring marketing firm or add staff
- Update asset list
- Logo evaluation



## Goal Two: To Facilitate the Creation, Retention, and Expansion of Business Opportunities

### Objectives:

- Partner with businesses that currently do, or have the potential to, bring new wealth to Southwest North Dakota by assisting them in utilization of financial, workforce development or other tools that foster business growth and prosperity
- Partner with existing venture capitalists for business development
- Facilitate the creation of venture capital fund
- Support the expansion and development of retail and service businesses

- Maintain community partnerships and interaction with Dickinson State University students and faculty
- Enhance community partnerships and interaction with students and educators in primary and secondary education
- Promote entrepreneurial programs and mentoring activities
- Serve as facilitator for Southwest Manufacturers Round Table
- Explore trends and opportunities in Agri-Business
- Work in partnership with the North Dakota Department of Commerce, Dickinson Area Chamber of Commerce, Rural Economic Area Partnership, Roosevelt Custer Regional Council, Dickinson Convention and Visitors Bureau, Southwest Area Economic Developers, Dickinson State University Strom Center, and other groups and organizations whose work lends itself to the mission of Stark Development Corporation



## Goal Three: Organizational Improvements

### Objectives:

- Support on-going staff training and professional development
- Set aside specific sessions for board members to-assess their individual and collective roles
- Analyze staffing needs
- Review/update staffing responsibilities

## Goal Four: Retain and Attract Young People and Families

### Objectives:

- Investigate concierge program
- Provide a venue that encourages interaction between the business community, local college, and high school. Assure that Stark Development Corporation is active in events and occasions where students and faculty are participants.
- Help youth realize the breadth of career opportunities in Southwest North Dakota and support programs or initiatives directed at youth to encourage them to try their hand at business ownership
- Intern/extern and apprentices
- Study of graduate degree opportunities in Southwest North Dakota
  - Explore on-line degree availability
  - Inventory positions available for master-level graduates



## Goal Five: Create Health Care System Plan

### Objectives:

- Educational opportunities for Board and Community
- Coordinate multi-entity effort



## Goal Six: Quality of Place

### Objectives:

- Continuous improvement
- Lead projects as needed

## Goal Seven: Create Energy Hub

### Objectives:

- Marketing brand
- ID opportunities including spinoffs
- Create energy roundtable
- Military opportunities, particularly coal to liquid fuel

