

PERFORMANCE MEASURES: 2010-2020



NORTH DAKOTA ECONOMIC DEVELOPMENT

Approved by the ND Economic Development Foundation on May 7, 2010

GOAL 1

Create, attract, and retain quality jobs and workforce in targeted industries and high-demand occupations.

- 1-1. Net Job Growth (2020 Target: 50,000 new jobs since 2010)
- 1-2. Average Annual Wage (2020 Target: \$50,000 average annual wage)
- 1-3. Per Capita Personal Income (2020 Target: \$60,000 per capita personal income)
- 1-4. Population (2020 Target: Population of 660,000)

GOAL 2

Strengthen North Dakota's business climate and image to increase national and global competitiveness.

- 2-1. Gross Domestic Product (2020 Target: \$50 billion gross domestic product by state)
- 2-2. Merchandise Export Value (2020 Target: \$4 billion in merchandise export value)
- 2-3. Small Business & Entrepreneurship Council's Small Business Survival Index (2020 Target: Ranked among the top 15 states)



GOAL 3

Accelerate innovation and entrepreneurship in targeted industries and emerging technologies.

- 3-1. Number of Private Sector Businesses (2020 Target: 29,000 private sector businesses)
- 3-2. Number of business activities as a result of Innovate ND. (2020 Target: 200 new business activities)
- 3-3. Aggregate use of Seed Capital Tax Credits and Angel Fund Tax Credits. (2020 Target: need one year to determine baseline)



GOAL 4

Enhance the state education and training system's ability to meet business and workforce needs of the future.

- 4-1. Number of students taking skilled trade and technical education programs. (2020 Target: 26,500 students taking skilled trade and technical education programs)
- 4-2. Retention of post-secondary program completers. (2020 Target: 65% of post-secondary completers retained in state in 2010)



GOAL 5

Continue to enhance a unified front for North Dakota that supports community, economic and workforce development.

- 5-1. Number of local development and tourism stakeholders participating in Commerce sponsored marketing, tourism, workforce, business development and community development activities. (2020 Target: A high percentage – need one year to determine baseline)
- 5-2. Stakeholder perceptions of a unified front for economic development in the state. (2020 Target: A high percentage – need one year to determine baseline)



GOAL 6

Enhance North Dakota's image.

- 6-1. Ratio of positive to negative tone in earned media placements. (2020 Target: Ratio of 3 positive earned media stories for every 1 negative)
- 6-2. Number of visits as a result of image enhancement efforts. (2020 Target: 2.4 million trips)
- 6-3. Expenditures by out-of-state visitors. (2020 Target: \$5.4 billion)
- 6-4. Number of workforce relocators as a result of image enhancement efforts. (2020 Target: 1,000 workforce relocators)
- 6-5. Tourism advertising impact on image. (2020 Target: 50% of respondents who say they strongly agree that "North Dakota is a place I would really enjoy visiting.")
- 6-6. Number of active social media influencers who contribute to depicting a fun and friendly North Dakota. (2020 Target: 1,000 social media influencers)
- 6-7. International advertising equivalency for positive North Dakota stories. (2020 Target: \$5 million in international advertising equivalency since 2010)