

2012 ANNUAL REPORT



New Rockford Area Betterment Corporation



2012 HIGHLIGHTS

Business

- ◆ Hosted Strong Towns **Community Development Seminar**
- ◆ **7 New Businesses** resulting in 11 full-time and 16 part-time jobs (AOK Diesel Repair, Brad Georgeson Therapeutic Massage, G&J's Sports Café, Jack's Tavern & Wine Club, M&M Bait, Roadhouse Café, Town & Country Vet)
- ◆ **Expansion & renovation** of Golf Course & Event Center, Buck-it's Bar & Laundromat
- ◆ **Raised \$85,000** for Rockford Theatre digital upgrade through community fundraising and writing successful USDA grant
- ◆ New Rockford Community Foundation, directed by NRABC and volunteer board, **raised \$10,000** to receive the maximum matching of \$10,000 from the North Dakota Community Foundation.

Recreation & Tourism

- ◆ Applied and secured Cal Ripken **State Baseball Tournament** for Summer of 2013 and State Babe Ruth Baseball Tournament for Summer 2014
- ◆ Created and implemented **Studio Art Classes** for kids, assisted in creation of monthly **wine club**
- ◆ Began community planning and research for **Community Pool Project** with 156 survey participants and over 40 community meeting attendees
- ◆ **Wrote and submitted \$30,000 grant** for NR Park Board for \$60,000 project to include updates to the softball park and new concession stand

Housing

- ◆ **7 Housing** Incentive Applicants for remodels and home purchase
- ◆ **Wrote and submitted \$200,000 grant** for City of New Rockford to EPA for deconstruction of Hospital Building with redevelopment for multi-family housing



2012 OUTCOMES



Designated Priorities for 2012 and Outcomes

Focus Area: Housing

Goal: Facilitate projects and programs that directly result in the development of at least 20 new housing units in the next three years.

- ◆ Wrote and submitted grant on behalf of the City to demolish Hospital with redevelopment for multi-family housing
- ◆ Local developer researching multi-family housing plans for New Rockford
- ◆ Provided housing incentives for 5 remodeling projects and 2 new home buyers

Focus Area: Business development & job creation

Goal: Take the lead in administering a local program that aims at creating at least 25 new jobs through expansion of existing businesses and another 20 jobs from new business development in the next three years.

- ◆ 7 New Businesses resulting in approximately 11 full-time and 16 part-time jobs
- ◆ At least 6 new full-time jobs and 10 part-time positions added to existing businesses
- ◆ Consulted with 6 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 and organize at least five new events and activities that result in a minimum 25 percent increase in tourism industry revenue for the county over the next three years.

- ◆ Partnered with NR Park Board to secure 2013 & 2014 baseball tournaments, began Pool Project research and organization, wrote \$30,000 grant for softball field updates
- ◆ Assisted Chamber of Commerce, Eddy County Museum and DPRCA with tourism, marketing and promotion and planning
- ◆ Created new recreation opportunities: Wine Club, Studio Arts Classes, 5K run/walks

2012 PROJECTS & PROGRAMS



Grant Writing

- ◆ Wrote and secured **USDA grant for \$60,000** for Digital Theatre Upgrade
- ◆ **Wrote and submitted a \$200,000** EPA Brown-fields grant for City of New Rockford to demolish Hospital building. Response will be given in Spring 2013
- ◆ Wrote and submitted a **\$30,000 Parks and Recreation grant** for the New Rockford Park District for a \$60,000 project to include a concession stand/storage building and improvements to the Archie & Jessie Campbell Memorial Park. Tentative approval has been given.

Language Services

- ◆ Began offering **Language Services** including interpretation and translation. Working with several local agencies throughout the community.

City Website Design & Maintenance

- ◆ NRABC manages the entire maintenance and design of the **City of New Rockford website**
- ◆ Includes an **updated calendar of events**, updates and news articles, business spotlights
- ◆ The **site visits increased** dramatically the second half of the year with 8,000 in March and over 12,000 in October.

Recreation & Tourism

- ◆ Created **Studio Arts Classes** for kids with 8 classes serving 25 kids
- ◆ Partnered with NR Park District to secure Cal Ripken Baseball Tournament for Summer 2013 and **State Babe Ruth Baseball Tournament** for Summer 2014
- ◆ Assisted in creation of **Wine Club** serving over 50 members
- ◆ Partnering with NR Park District to **develop Community Pool Plan**. Organize committee meetings, community meetings, surveys. Over 300 community and student survey responses, over 40 participants at community meeting
- ◆ **Assisting Chamber of Commerce** with coordination of Community Signs serving businesses and organizations resulting in \$570 revenue
- ◆ **Wrote over 150 articles for the Transcript** to promote local businesses and events and submitted many to regional papers, wrote weekly e-newsletter distributed to New Rockford and Carrington

Website Design

- ◆ Began offering **Website Design services**. Designed a website for the New Rockford Golf Club & Events Center

2013 GOALS

Focus Area: *Housing*

Goal: Facilitate projects and programs that directly result in the development of at least 20 new housing units.

Focus Area: *Business Development & Job Creation*

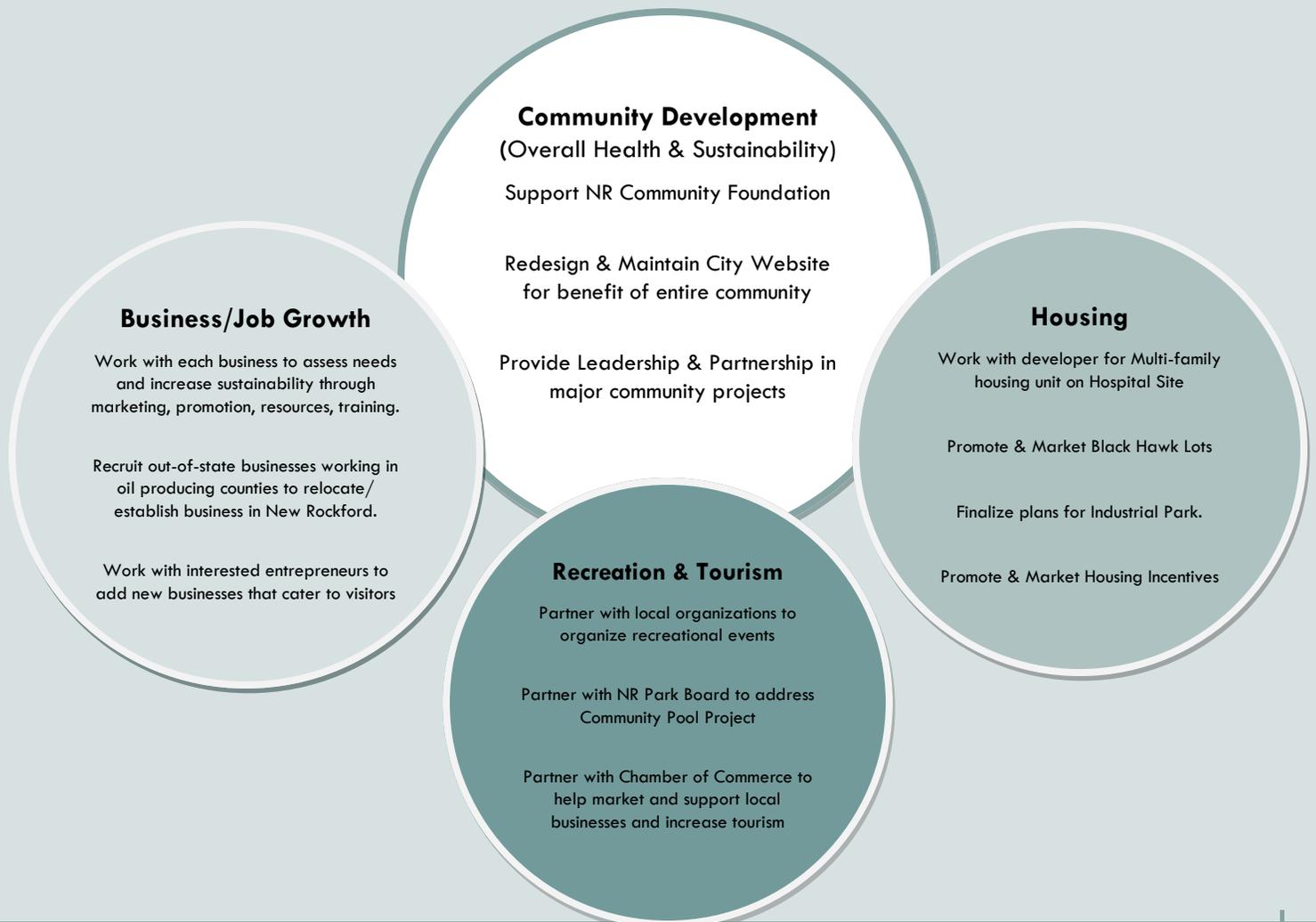
Goal: Take the lead in administering a local program that aims at creating new jobs through expansion of existing businesses and from new business development. Strategize opportunities to attract out-of-state businesses working in oil-producing counties to relocate to New Rockford. Finalize plans for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

Focus Area: *Recreation and Tourism*

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

Focus Area: *Community Development*

Goal: Focus on the overall health and sustainability of the community through leadership, research and support. Re-design and maintain entire 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, P O Box 775, New Rockford, ND 58356

Board Members

Tracy Henningsgard

Jim Belquist

Stuart Richter

Dr. Robert Belquist

Craig Meehan

Melinda Martin

Dr. Michael Nicolai

Todd Allmaras

Dr. Robert Cudworth

Adnan Aldayel

Jordan Meier

Staff Members

Sarah Smith Warren, Executive Director

Jessica Dillon, Assistant Director

Brittany Allmaras, Rockin Fitness Manager

General Information:

Phone: 701.947.2205

Email: smithwarren.nr@gmail.com

Website: www.cityofnewrockford.com

Office Hours:

Monday - Friday
8:30 a.m.-4:30 p.m.

Board Meetings:

2nd Wednesday each Month
7:00 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.



New Rockford

North Dakota

