

# ND Economic Development Strategic Plan

## Performance Measures Updated on June 12, 2017



### **GOAL 1** Create, attract, and retain quality jobs and workforce in targeted industries and high-demand occupations.

- 1-1. Net Job Growth (2020 Target: 476,100 jobs; goal of 426,100 was revised on 11.1.2013)**  
2010: 376,000                      2016: 434,800                      Increase: 58,800 jobs  
2017 figures will be available in February 2018.
- 1-2. Average Annual Wage (2020 Target: \$50,000)**  
2010: \$38,127                      2016: \$48,890                      Increase: \$10,763 in avg. annual wage  
2017 figures will be available in June 2018.
- 1-3. Per Capita Personal Income (2020 Target: \$60,000)**  
2010: \$43,660                      2016: \$55,038                      Increase: \$11,763 (111% of nat'l. avg.)  
Initial estimates for 2017 will be available in April 2018.
- 1-4. Population (2020 Target: Population of 800,000; goal of 700,000 was revised 12.6.2012)**  
2010: 674,526                      2016: 757,952                      Increase: 83,426  
Population estimates for July 1, 2017 will be available in December 2017.

### **GOAL 2** Strengthen North Dakota's business climate and image to increase national and global competitiveness.

- 2-1. Gross Domestic Product (2020 Target: \$65 billion; goal of \$50 billion was revised on 2.19.2015)**  
2010: \$36.202 billion                      2016: \$52.089 billion                      Increase: \$15.887 billion  
Advanced estimates for 2017 will be available in June 2018.
- 2-2. Merchandise Export Value (2020 Target: \$6.5 billion; goal of \$4 billion was revised on 11.1.2013)**  
2010: \$2.53 billion                      2016: \$4.18 billion                      Increase: \$1.65 billion  
2017 figures will be available in February 2018.
- 2-3. Small Business & Entrepreneurship Council's U.S. Business Policy Index (2020 Target: Ranked among the top 10 states; goal of top 15 was revised on 12.6.2012)**  
2010: #18                      2016: #21  
The next release of the index is anticipated in February 2018.

### **GOAL 3** Accelerate innovation and entrepreneurship in targeted industries and emerging technologies.

- 3-1. Number of Private Sector Businesses (2020 Target: 35,000; goal of 32,000 was revised on 2.19.2015)**  
2010: 25,741                      2016: 32,413                      Increase: 6,672  
2017 figures will be available in June 2018.
- 3-2. Number of business activities as a result of Innovate ND. (2020 Target: 200)**  
2010: 100                      2012: 135                      Increase: 35
- 3-3. Aggregate use of Seed Capital Tax Credits and Angel Fund Tax Credits. (2020 Target: \$10 million; goal of \$5 million was revised 2.19.2015)**  
2010: \$4,157,157                      2015: \$11,000,093                      Increase: \$6,842,936  
2016 figures will be available in October 2017.

**Reportable data:**

- 3-4. Academic research and development expenditures** – In 2010, North Dakota had an estimated \$204 million in academic R&D expenditures. In 2015, this increased to \$218 million.
- 3-5. Industry research and development expenditures** – In 2010, North Dakota had an estimated \$236 million in industry R&D. In 2013, this decreased to \$215 million.



## **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: 33,600 students)**  
2009-10: 30,753                      2015-16: 31,712                      Increase: 959
- 4-2. **Retention of post-secondary program completers. (2020 Target: 65 percent)**  
2010: 67.7 percent                      2015: 58.2 percent                      Decrease: 9.5 percent
- 4-3. **Percentage of working-age population that holds at least a two-year degree. (2020 Target: 55 percent)**  
2010: 44.9 percent                      2015: 48.8 percent                      Increase: 3.9 percent



## **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: 3,100 - maintain high participation)**  
2011: 3,082
- 5-2. **Stakeholder perceptions of a unified front for economic development in the state. (2020 Target: 85 percent)**  
2011: 83.6 percent



## **GOAL 6** Enhance North Dakota's image.

- 6-2. **Number of visits as a result of paid advertising. (2020 Target: 2.4 million trips)**  
2010: 1.0 million visits                      2016: 1.02 million visits
- 6-3. **Expenditures by out-of-state visitors. (2020 Target: \$5.4 billion)**  
2010: \$4.6 billion                      2014: \$5.3 billion                      Increase: \$.70 billion
- 6-4. **Number of workforce relocators as a result of image enhancement efforts. (2020 Target: 1,000 workforce relocators)**  
2010: 346 households                      July 2016: 699 households                      Increase: 353 households
- 6-5. **Tourism advertising impact on image. (2020 Target: 50 percent of respondents who say they strongly agree that "North Dakota is a place I would really enjoy visiting.")**  
2010: 32 percent                      2014: 33 percent                      Increase: 1 percent
- 6-7. **International advertising equivalency for positive North Dakota stories. (2020 Target: \$5 million in international advertising equivalency since 2010)**  
2011: \$1.23 million                      2014: \$1.04 million