

2019 ANNUAL REPORT



TOURISM

WORKFORCE

MANUFACTURING

REDEVELOPING FROST FIRE CONTINUES TO TAKE SHAPE



“Summer play. Winter play. Just Play.” is the Frost Fire tagline that came to life over the past year. For the first time in four years, people were able to enjoy all four seasons at Frost Fire in 2019 as the Pembina Gorge Foundation (PGF) continued to make great

strides with the redevelopment of Frost Fire Park.

Thousands of people played at Frost Fire in 2019. The array of recreation and entertainment options attracted all ages. The summer theater featured “Life Could Be a Dream”, youth attended the summer arts camp, several cultural events were held, ND Parks and Recreation opened Phase 1 of the state’s first mountain bike terrain park, a new quad chairlift was installed in the fall, and for the first time in four years, there was a full ski/snowboard winter season. Funds have been secured to complete Phase 2 of the mountain bike terrain park with construction in 2020/2021. Funds were provided by ND Parks and Recreation and the Pembina and Cavalier County JDAs.

A total of \$4.25M has been raised of the \$4.5M required for Phase 1 of the acquisition and improvements at Frost Fire. There have been numerous private and public partners. Phase 2 is currently in the planning stages and will include improvements to the facility, handicap accessibility, and snowmaking infrastructure.



“I am excited about the positive changes we are making to Frost Fire! Adding more recreational sports and events, improvements to the hill, bar/restaurant and more activities for people to enjoy. I hope one day my kids will be able to ski with their kids at Frost Fire. Some of my greatest childhood memories are skiing with my dad, mom and sisters! I believe Frost Fire can provide that for other families as well.”

- Jeff Mostad, President



Note: The PCJDA/RRRC provide staff support for marketing, funding development, strategic planning, and serving as an ex officio on the Board of Directors on the Pembina Gorge Foundation.

The Pembina County Job Development Authority shall use its resources to seek and promote new and expanded opportunities within the region. The communities and the JDA will work together to create, support, and sustain employment opportunities and develop healthy vibrant communities to strengthen the regional economy.

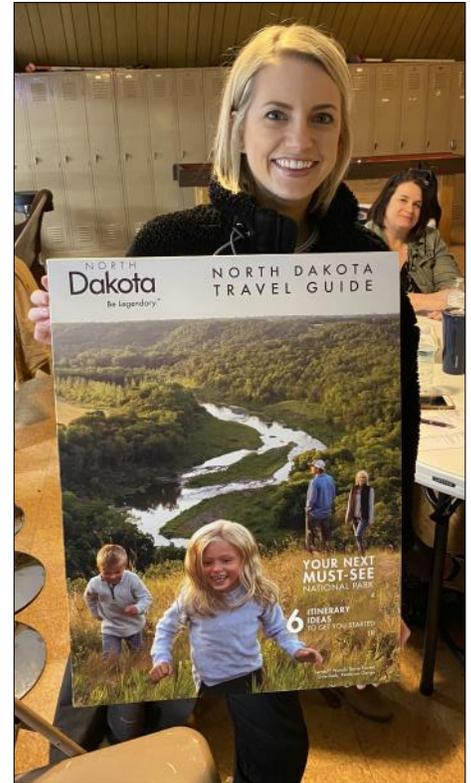
TOURISM

RENDEZVOUS REGION TOURISM COUNCIL (RRTC)

The RRTC volunteer board members have been working hard to promote the northeast corner of North Dakota and increase visits to the region. Relationship building with ND Tourism has resulted in the Pembina Gorge and (Rachel) Morrison family of Cavalier to be featured on the cover of the 2020 ND Travel Guide. Content on the Rendezvous Region (RR) can also be found in every section of the publication. We are hopeful this enhanced coverage will entice visitors planning their trip to the state to visit the RR.

The goal of the RRTC is to provide residents and visitors with resources featuring the amenities available in northeast North Dakota. Information on outdoor recreation, local businesses and events can be found at rendezvousregion.com. Seasonal bucket lists, “Best of the Rendezvous Region” survey winners and local events can be found by following the Rendezvous Region on Facebook, Instagram, Twitter, Pinterest and YouTube and by subscribing to the bi-weekly newsletter.

A paid media schedule will start in May and a new tear-away three-county map and summer/fall events brochure will be distributed throughout the region during summer 2020.



“Thank you for the wonderful job you’ve been doing. It is definitely making a difference for all of our communities. We are seeing a lot of new faces from all over the region. It’s been amazing watching it all grow.” - Jesse Johnson, Sporty’s Bar & Grill, Langdon

Board of Directors:

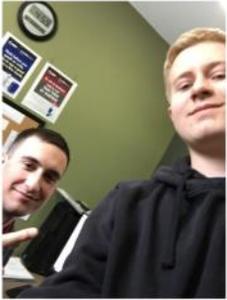
Back row L-R: Peyton Cole (intern), Maggie Suda, Mike Duerre, Dennis Sevigny, Julie Campbell, Dawn Mandt, Nathan Smith
Front row L-R: Emily Baker, Rachel Morrison, Barb Mehlhoff, Kari Helgoe, Marlys Boll, Zelda Hartje, Elsie Magnus
Not pictured: Kathy Stremick, Nancy Thompson, Shirley Burns, Julie Rygg

PEMBINA COUNTY JDA 2019-2024 STRATEGIC PLAN

A group of Pembina County leaders met over the summer to develop the new Pembina County five-year strategic plan covering 2019 through 2024. Five strategies were identified as priorities by the group including 1) continue to support business development, 2) continue leading workforce development/entrepreneurship, 3) continue to develop tourism, 4) continue to develop the Northeast Manufacturing Group, and 5) support vibrant community development.



WORKFORCE



Hometown: Walhalla, ND
Grade: 11
North Valley Classes: Sports Marketing - 2020
Future Career: Undecided
Job Shadow Highlights:

- Seeing all the ways you can advertise
- Observing how to be a good salesman
- Learning how to find new customers

Rhett Karel
 Job Shadow - Advertising at Arrow Advertising



Program funding and support provided by:



"I was offered a summer job at Icelandic State Park." - Miguel Dominguez, grade 11, St. Thomas. "I'd like to work there (Hamilton Systems) someday!" - Damon Reyes, grade 11, Grafton. "Almost all of them said after I get done with college I should come back and work there (PCMH)." - Alexandria Schill, grade 12, Walhalla.

This is just some of the great feedback we received from the new North Valley Job Shadow Program where all (almost 200) North Valley Career & Technology Center (NVCTC) students in grades 9-12 are required to do a half-day job shadow in a career related to the class(es) they are taking. For example, if a student is taking a welding class, they will job shadow at a local manufacturing business. More than 80 local businesses have signed up as job

shadow hosts. The goal is to expose our youth to as many local careers as possible before they graduate with the hope they will decide to live and work in rural ND someday. This program is a partnership between the RRRC and NVCTC.

The fourth annual Pembina/Walsh Youth MFG DAY event was held on October 2 and more than 245 seventh grade students from 12 schools participated. Five Pembina County manufacturers hosted the students including: Bordertown Retail Systems, CVR Industries, Food First, Motor Coach Industries and Woodside Industries. Walsh County participants included Marvin, Morgan Printing and Safe-T-Pull.



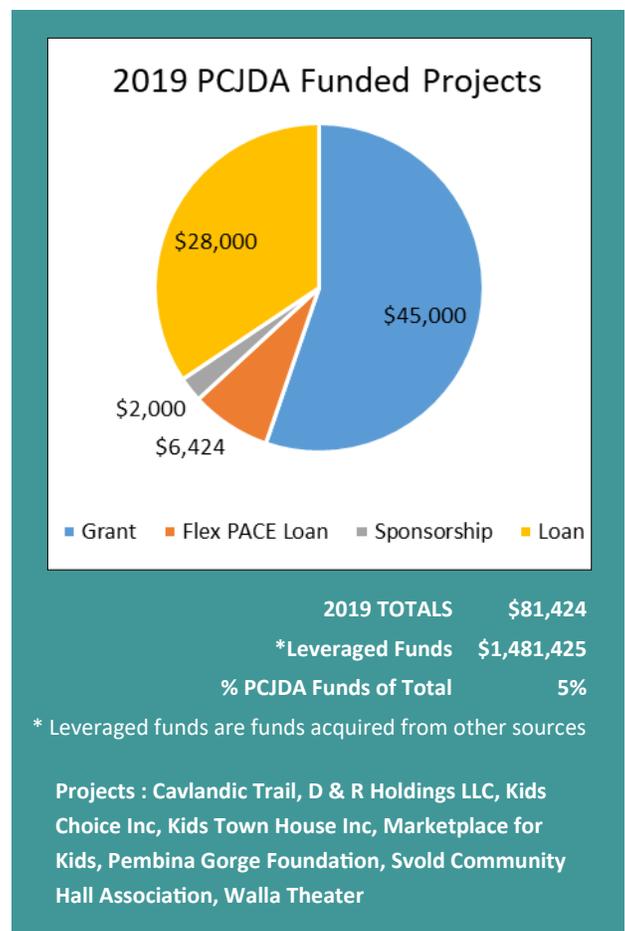
MANUFACTURING

According to a recent survey of nine local manufacturers, 395 employees will need to be replaced over the next five years due to retirements. We are estimating this number to be even higher given there are 22 manufacturers in Pembina and Walsh Counties. These nine manufacturers also shared that their average turnover rate is 24%.

We are working on several elements to support the workforce needs of the Northeast Manufacturing Group, create awareness of the multitude of available career opportunities, and help them retain the employees they have.

A five-year 21st Century Workforce strategic plan for the Northeast Manufacturing Group is in the final development stages. This plan will align industry and education and have specific strategies for students, teachers/parents, potential recruits and existing workforce.

A social media video series will launch in spring 2020 featuring topics such as women in manufacturing, quality of life in rural ND, high-tech work environments and trade-related course offerings at NVCTC.





PEMBINA COUNTY JDA BOARD OF DIRECTORS

Pictured left to right: Hugh Ralston, Elton Heuchert, Chuck Thacker (Vice Chair), Nathan Green, Myrna Styles, Maggie Suda (Staff), Jim Benjaminson, Kathy Stremick (Treasurer), Charles Wellman (Chair), Lacey Hinkle, Dawn Mandt (Staff).
Not Pictured: Dawn van der Lith, Lisa Hall, Rep. Charles Damschen, Ardis Olson, Charles Hart, Jeni Carrier. Retired member: Kristina Halverson.

CAVLANDIC TRAIL

The Cavlandic Trail Association (CTA) successfully raised more than \$860,000 to complete the repair and restoration of the 6.5 mile trail that runs from the City of Cavalier to Icelandic State Park. The CTA will install three bike repair stations along the trail as well as add six interpretive signs to provide an educational element. Construction will start late spring/early summer and be completed in 2020. The CTA is working in partnership with Pembina County and the City of Cavalier.

The timing of this project ties in perfectly with Cavalier’s new bike share program. There will be 10 rental bikes located in the city and 10 bikes located at Icelandic State Park to be enjoyed by both residents and visitors.



Cavlandic Trail Association:
L-R: Mike Duerre, Pastor Bill Crosby, Kyle Gagner, Rachel Morrison, Jeanna Kujava

JDA INVESTMENT AND LOAN PORTFOLIO SUMMARY 2015-2019

Year	JDA Investment Amount	Leveraged Funds	Jobs Created or Maintained	Total Active Loans
2019	\$87,424	\$2,285,283	13	30
2018	\$44,142	\$1,223,951	61	24
2017	\$55,750	\$80,750	0	23
2016	\$172,233	\$3,826,861	173	23
2015	\$214,180	\$3,208,417	6	17
Total:	\$573,729	\$10,625,262	253	

