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ND

Dunn County



## 2015-2016 MAIN STREET SUCCESS PROJECT KILDEER COMMUNITY OVERVIEW

**About this information** This is a summary of the community of Killdeer's participation in the Main Street Success Project, an information-finding process used to capture community opinion as it relates to aspects of quality of life. The information gathered through surveys, focus groups, and SWOT analysis was used to identify and develop solutions for improving that quality of life, with special focus on economic diversification and creating place value through downtown development. This project came as a result of county strategic planning efforts surrounding the development of Vision West ND's Regional Plan for Sustainable Development.

**Respondent Demographics** A total of **103** people completed the survey for the community of Killdeer:

- ❖ More than **95 percent** lived in Killdeer or within its trade area
- ❖ About **55 percent** had lived there for ten or more years.
- ❖ **71 percent** of the respondents were between the ages of 19-50
- ❖ Vast **majority** were married or in a domestic partnership, with two or fewer children.

**Community Opinion Overview** More than two-thirds of survey respondents agreed that Killdeer is a friendly, well-maintained community. Just over half agreed that Killdeer is a good community to conduct business, though a little less than half believe it was a good place to start a business. More than 90 percent of respondents indicated being less than satisfied with Killdeer's dining and shopping options, and they would like to see more service and retail businesses in the area. More than 80 percent of respondents agreed the community could improve in attracting and retaining talented young individuals, and its affordable housing options. Just under half of all survey respondents agreed that business climate and quality of life has improved in Killdeer over the last five years.

**Bedroom Community?**

Characteristics of Bedroom Communities:

1. Good schools
2. Low crime
3. Affordable Housing
4. Basic shopping
5. Recreational opportunities

**1** Of all communities, Killdeer showed the strongest desire to add service and retail businesses.

**103** Respondents

73% say they do the majority of their shopping within 40 miles of Killdeer

84% would like the opportunity to do more of their shopping in Killdeer

**Thirty-eight percent** of respondents listed business recruitment and/or development as the highest priority for community development, followed by improved access to essential services (health care, police, etc.) at just over **25 percent**. About **23 percent** listed improvements or additions to young people as the highest priority, while **13 percent** listed improvements or additions to existing infrastructure as the highest community development priority on the list.

**SWOT Analysis:** A SWOT analysis was completed for Killdeer, identifying strengths, weaknesses, opportunities, and threats in the community. The results of this analysis can be seen in the table that follows:

INTERNAL		EXTERNAL	
Strengths	Weaknesses	Opportunities	Threats
Comprehensive City Staff (City Administrator, Parks and Rec, Public Works, Police Dept.)	Community input not always collaborative	Growing cultural diversity	Limited economic diversity
Nursing Home (Reduces outmigration)	Lack of existing business	Economic boost created by energy development	Competition with Dickinson businesses
Variety of opportunities for small businesses	Main Street buildings in need of rehab/repair	New gas plant and oil production jobs	"Land locked" (Limited room for development)
Great Investments in Parks and Rec	Lack of affordable single family housing	\$9 million Surge Funding	Bypass will take traffic away from Main Street
Active IDA	Limited dining services	Proximity to Dickinson jobs and amenities	Demographics of community leaders not reflective of community demographics
County Wealth	Good child care services but need is not met	Bypass will offer new development opportunities	
Small-town atmosphere		Outdoor recreation	
		Influx of young adults and young families	

**Recommendations:** Four recommendations for the community of Killdeer came out of survey data collection, focus group discussions, and SWOT analysis. The first recommendation is for the creation of a Chamber of Commerce or city business promotional group that would actively work to recruit new businesses, promote the community, and build a sense of collaboration among local businesses. The second recommendation is to work on community collaboration and participation. This might be achieved through a Chamber of Commerce (as mentioned above), utilizing the new Parks and Recreation Director for planning community social events, by starting a community-based civic organization, and by strengthening inclusive processes when making decisions that are important to all community members. A third recommendation is to recruit and support new retail, with an emphasis on providing a unique experience that cannot be found at the larger stores of regional commerce centers.

### Kildeer Recommendations

1. Create Chamber of Commerce or Promotional Group
2. Build Community Collaboration and Participation
3. Recruit and Support New Restaurants
4. Explore Possibility of Adding Niche Retail

### Community Partners:

- ❖ Carie Boster, Dunn County Jobs Development Authority
- ❖ Dawn Marquardt, City Administrator, City of Killdeer

Thank You to all who attended the focus group and to community members that completed the community survey on Facebook.

For additional information contact DLN Consulting, Inc at 701-483-2801 or e-mail VisionWest@dlnc consulting.com

overlandminerals.com

# Building the economy, inclusivity of Kildeer

By Ellie Potter on Mar 12, 2017 at 6:00 a.m.

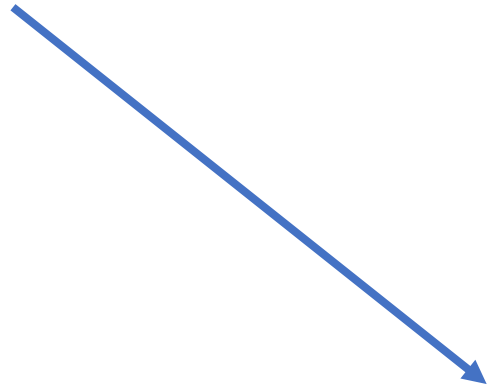
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Kildeer's city administrator does not like the term "local."





Business Association of Dunn County



Business Association of Dunn County



*Before you click  
consider this ....*

For every \$100 spent in an independently owned store \$68 returns to the community through taxes, payroll, and other expenditures. If you spend that in a national chain only \$43 stays here. Spend it online and **nothing** comes home.



## 2017 Business Association of Dunn County Goals

- build awareness
- build membership
- collaborate when possible
- start to 'shape' the conversation

## Mission:

Keep business in Dunn County,  
Keep Dunn County in business



**Think Local** when considering where to make purchases,  
**Buy Local** whenever possible  
**Be Local** by supporting businesses that keep our community unique.