



CITY OF
MANDAN
WHERE THE WEST BEGINS

BIG messaging for small towns



HOUSTON WE HAVE A PROBLEM

- 2003 REDEVELOPMENT STUDY recommends improving image and marketing Mandan
- 2008 HOUSEHOLD SURVEY: only 44% of respondents offer positive comments describing Mandan's image.
- 2009 STRATEGIC PLANNING SURVEY: Only 34% of young professionals agree "Mandan is an attractive and desirable place to live."



A pride & image problem that is ...





**You have to love yourself
if you expect anybody else
to love you.**

Community pride & goodwill
ambassadors essential to broad goals:

- Business retention & expansion
- Entrepreneurism
- Talent retention

• **COMMUNITY PRIDE MATTERS**





External image matters

Lack of knowledge & recognition of progress & economic opportunities affects ability to attract:

- Businesses
- Workforce
- Visitors

REPUTATION REPERCUSSIONS





Joint community marketing program

- Long-term, consistent approach
- Encouraged broad adoption & use
- Theme added with updates & new approaches to communication
- Managed by City of Mandan Business Development & Communications Department
- Year 11 (2021) Budget - \$27,000
 - \$8,000 City
 - \$2,500 School District
 - \$2,500 Park District
 - \$2,500 County
 - \$1,500 Mandan Progress Organization
 - \$9,000 Business ads/contributions
 - \$1,000 Carryover



Community marketing theme

Shines light on 4 key messages:

- Economic opportunity
- Strong sense of community
- Achievements by community members of all ages
- Fun things to do

Steady flow of positive messaging & imagery.

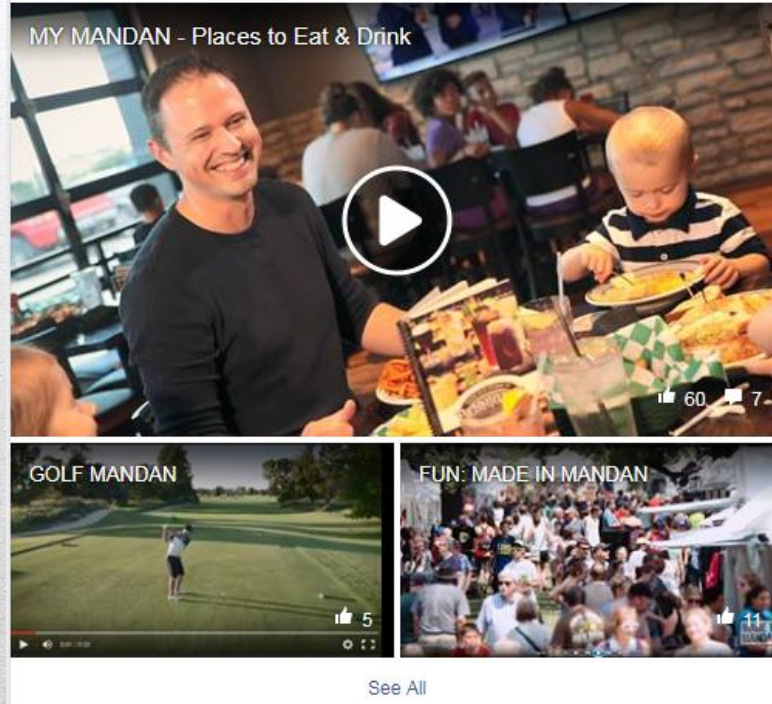


OPPORTUNITY • COMMUNITY
FUN • ACHIEVEMENT



Adjusting & fine-tuning

- Surveys help us tweak mediums & messages, build on strengths, address weaknesses & share progress.
- Now mostly online.



Welcome videos



Showcase people who moved here for
employment & business opportunities

[https://youtu.be/ G8YmT8A1Cw](https://youtu.be/G8YmT8A1Cw)





Business district videos

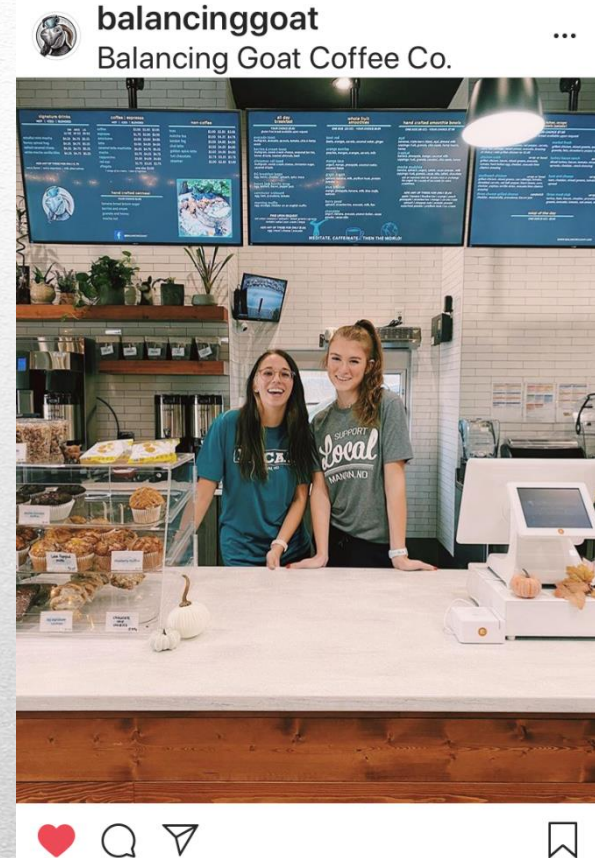
Tell about 3 different commercial areas

<https://youtu.be/2Mlax9ucICI>



Support Local Campaign

- Videos & social media posts
- T-shirt giveaways
- Shopping bags
- Gift tags



MADE IN
MANDAN



Video series introduces business owners

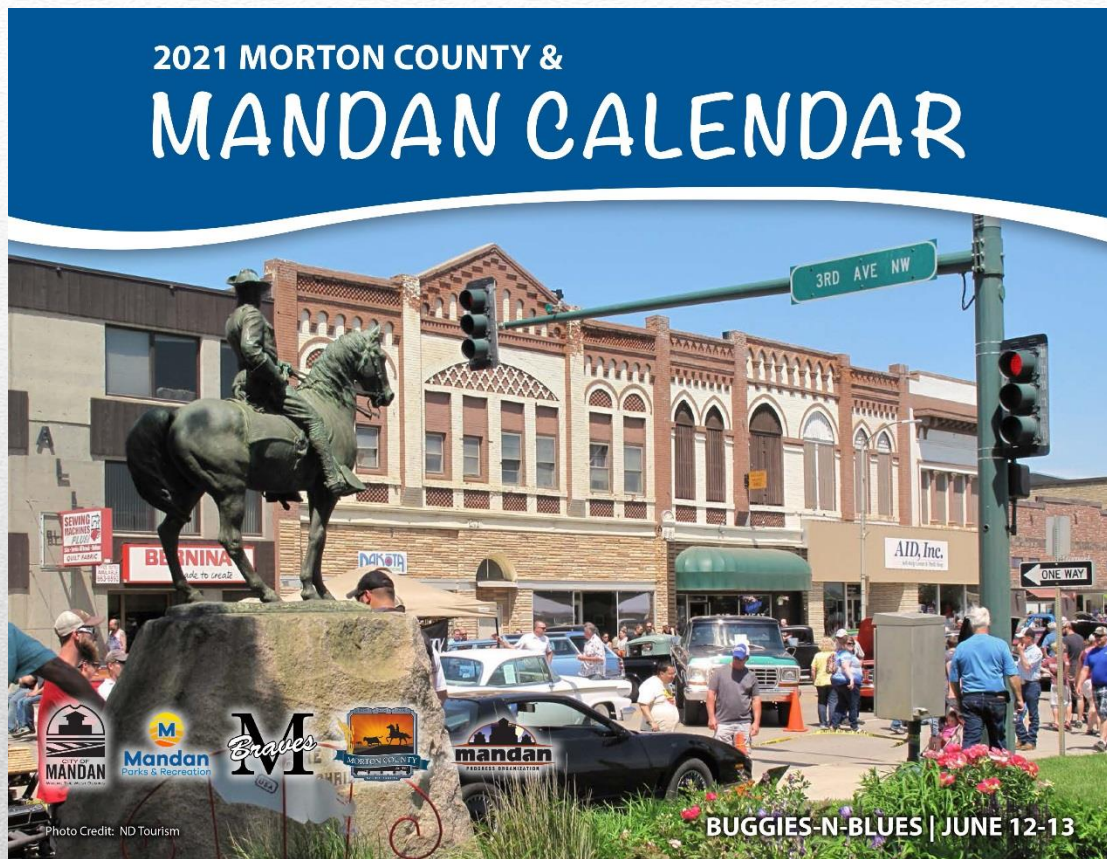
- New online interviews about every 2 weeks
- Tout available products & services
- Benefits of doing business locally

<https://youtu.be/HHRIVR1b1dI>



Community calendar

- Important dates
- Improves resident awareness of things to do, places to go
- *Mylocalevents.org*



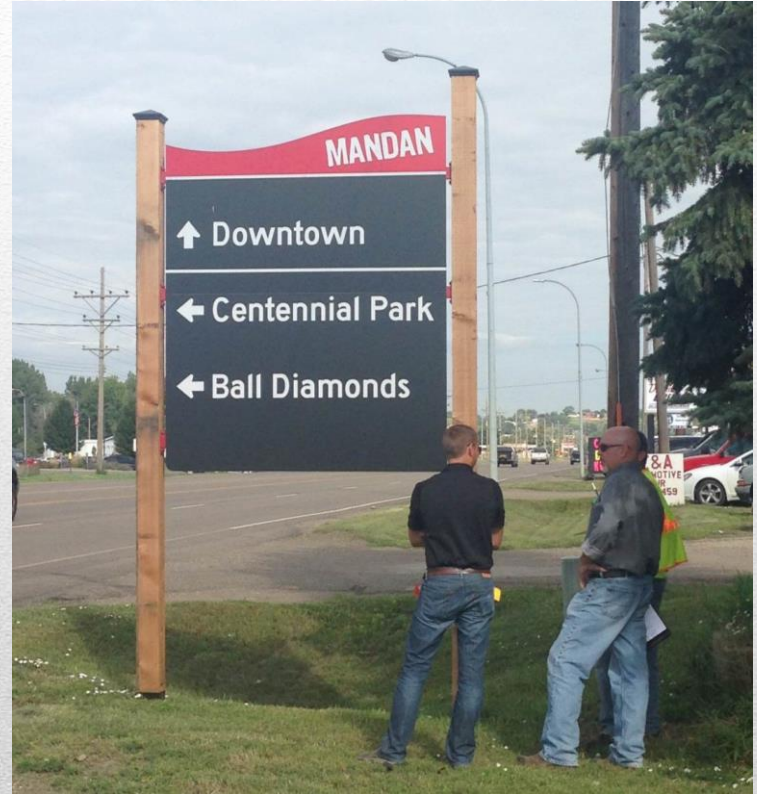
Cityofmandan.com/thingstodo

**MADE IN
MANDAN**

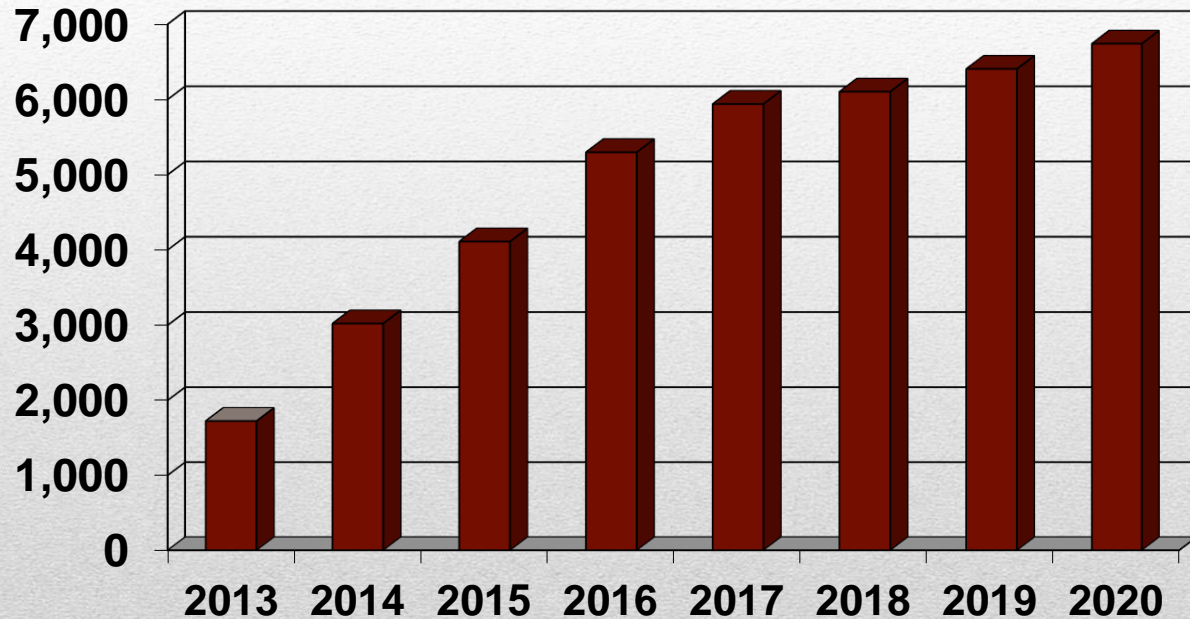
Wayfinding signs

Funded with visitor's promotion fund
(from 1% restaurant & lodging tax)

- 24 installed in 2016
- 13 added spring 2019



'MADE IN MANDAN' FACEBOOK PAGE - PEOPLE WHO LIKE IT



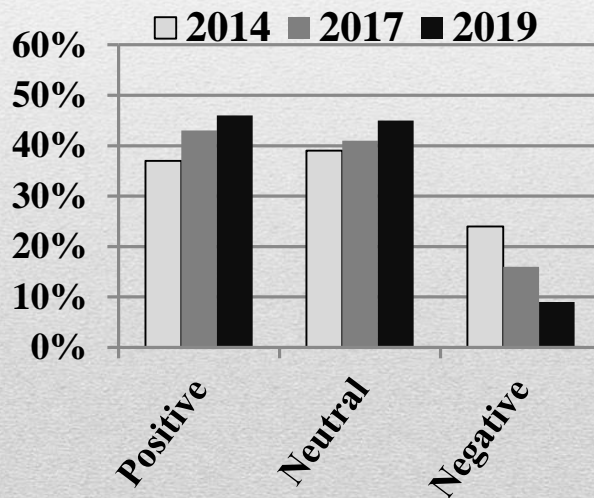
- YouTube channel ([youtube.com/cityofmandan](https://www.youtube.com/cityofmandan)) features nearly 50 promotional videos, new content added regularly.
- Instagram added in 2019, has about 1,000 followers.

2019 ON-LINE SURVEY: Increased Positivity, Decreased Negativity

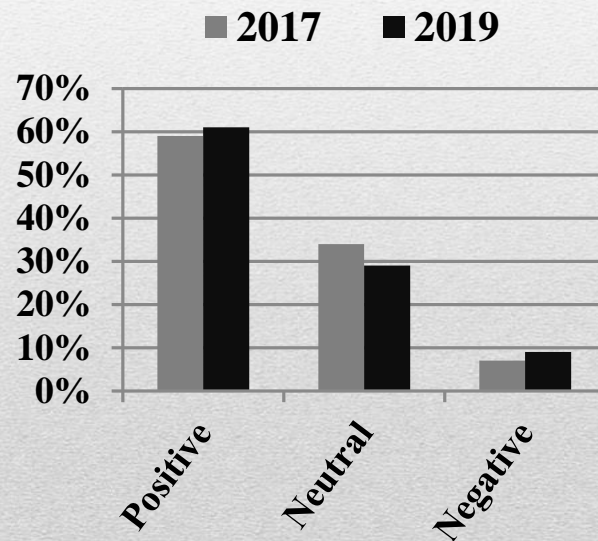
792 respondents
(20% Bismarck &
elsewhere)



**Non-Residents: Overall
Image of Mandan**



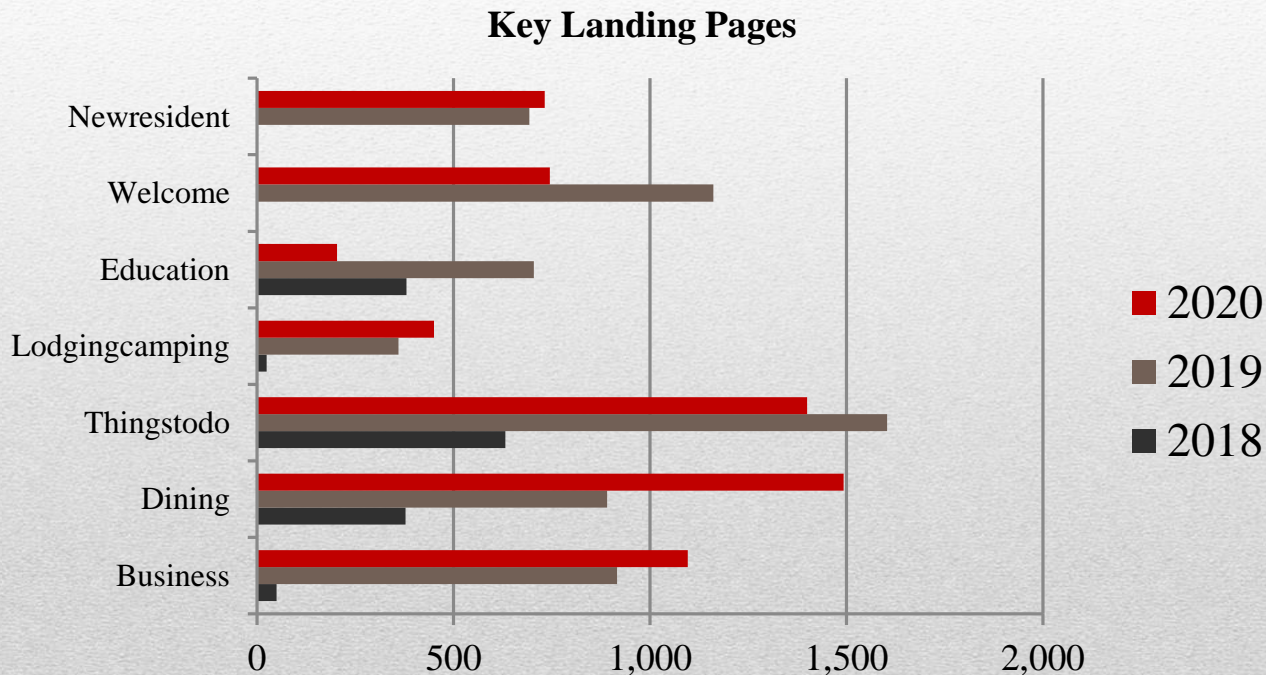
**Residents: Overall Image
of Mandan**



Good News



Web site visits



More evidence of effectiveness





Mandan earns title as top city in North Dakota

This is Up and Down, where we give a brief thumbs up and thumbs down on the issues from the past week.

Up

Mandan has been enjoying growth the last few years. The city has seen new stores and restaurants open, the Starion Sports Complex begin operating and the YMCA has opened a facility. There's also a newer middle school and elementary school. Mandan's efforts were recognized by the North Dakota League of Cities at its annual conference when it was named the 2017 City of the Year. One only needs to take a drive through the city to realize Mandan earned the honor. It's been a good time for awards for Bismarck and Mandan, with the Bismarck Parks and Recreation District being honored with the 2017 Gold Medal Award for Excellence in Park and Recreation Management.

Mandan keeps finding ways to improve

It wasn't that many years ago that Mandan was in the midst of remediation, getting rid of underground fuel. The city demolished a number of old buildings downtown and for a period the area had a desolate look. The changes since then have been amazing.

Bismarck Tribune Editorial, July 20, 2017



Along with these developments, Mandan residents like to have a good time. Fourth of July always has the parade, Art in the Park, rodeo and other events. The summer means concerts in the park and auto racing. Throw in Buggies-n-Blues and other events and **Mandan deserves a reputation as a fun place.**

*Bismarck Tribune Editorial,
July 20, 2017*

Let the good times roll!



Cloverdale Foods HR
director finds quality of
life, education & fun
videos helpful in
recruiting.

A photograph of a family of four standing outdoors at sunset. The mother is on the left, wearing a leopard print top. The father is in the center, wearing a dark grey t-shirt. A young boy is on the far left, wearing a white t-shirt. A young girl is on the far right, wearing a light-colored sweater. They are all smiling and looking towards the camera. The background shows trees and a building, with the sun low on the horizon, creating a warm, golden glow.

A great life

<https://youtu.be/LhqHRmzHAZg>

**MADE IN
MANDAN**

Mandan's economic indicators

Population

- 22,752, up 24% from 2010

1% Local Sales Tax

- Record \$2.9 million in 2020, up 72% in last 10 years.

1% Restaurant & Lodging Tax

- Record \$523,000 in 2020, up 65% over last decade.

Property Tax Base

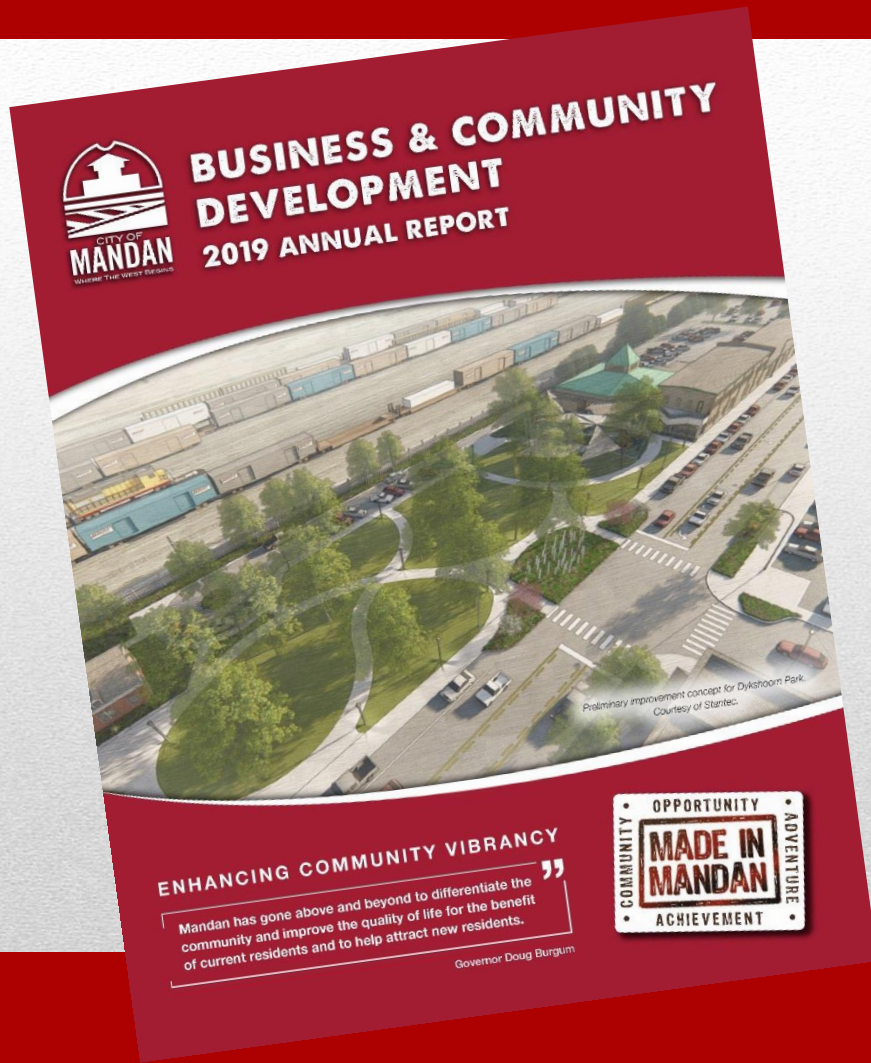
- Taxable valuation more than doubled in last 10 years; commercial base tripled.

County Employers

- 27% growth in employers; 24% larger average employment

Stakeholders have to know about it to support it

Frequently tell elected leaders,
businesses & residents what
you're doing & what's been
accomplished.



ENHANCING COMMUNITY VIBRANCY

Mandan has gone above and beyond to differentiate the community and improve the quality of life for the benefit of current residents and to help attract new residents.

Governor Doug Burgum



You don't have to be the UNDERDOG just because you're SMALLER

- Build photo library
- Create video content
- Use social media
- Recruit volunteers & supporters
- Involve businesses
- Keep at it
- Slow and steady wins the race



QUESTIONS?

Ellen Huber, CEcD

Business Development & Communications Director

City of Mandan

ehuber@cityofmandan.com

Ph. 701-667-3485

Cityofmandan.com/businessdevelopment
