



## **Marketing/Business Development Specialist Report**

Prepared by Lindsey Larson

### **For Board of Director Meeting, August 9, 2010**

Provided below is a summary of activities, projects and meetings over the next and last 30 days.

#### **Marketing:**

- Marketing committee continues to meet every month, brochure booklet went to print, working on proofing the video, 2011 marketing budget submitted.
- Billboards are up near Pembina, Fergus Falls, Wahpeton, and Beach.
- Met with KKBold to discuss upcoming changes (good) for our monthly e-newsletter, they are changing the way they send out so that less emails get block by senders, we have also discussed sending out a weekly email giving updates about what staff members are working on, new programs that are pertinent to businesses, meetings/conferences/seminar notices and such. The goal is to be more transparent and inform our business owners of what is available to help them grow.
- **Web:** Monthly web traffic report attached. [See attachment.](#)

#### **Recruitment:**

- We are researching manufacturing companies that would be a fit for this region and will begin to plan an email/print campaign to send out information and incentive offerings.

#### **Business Retention & Expansion Visits:**

- We continue to make Business Retention & Expansion visits with the local businesses. Letters were sent to 60 businesses and we have completed about 16.

#### **Roundtables:**

- **Manufacturer's Roundtable:** Next roundtable is schedule for September 23<sup>rd</sup>. However, I continue to send emails regarding training, news update and such.

#### **Business Associations:**

- **Airport:** Passenger boarding numbers not available at time of report I will have at meeting. The airport authority board voted to accept bids for new terminal. Their engineer said construction could start September of this year.

**Workforce:**

June 2010 Stutsman County Unemployment Rates. See attachment for statewide rates.

Civilian Labor Force	Employment	Unemployment	Unemployment Rate (%)	Report
13,027	12,532	495	3.8	

May 2010 unemployment rate: 3.2%

**Meetings/Conferences:**

- Attended Biomass’10 Renewable Power, Fuels & Chemical Workshop. Report is attached.
- I attended and presented to the Optimist Club. I went through our annual report and gave an update on what JSDC is working on. We are in the works to schedule more visits to civil/fraternal organizations.

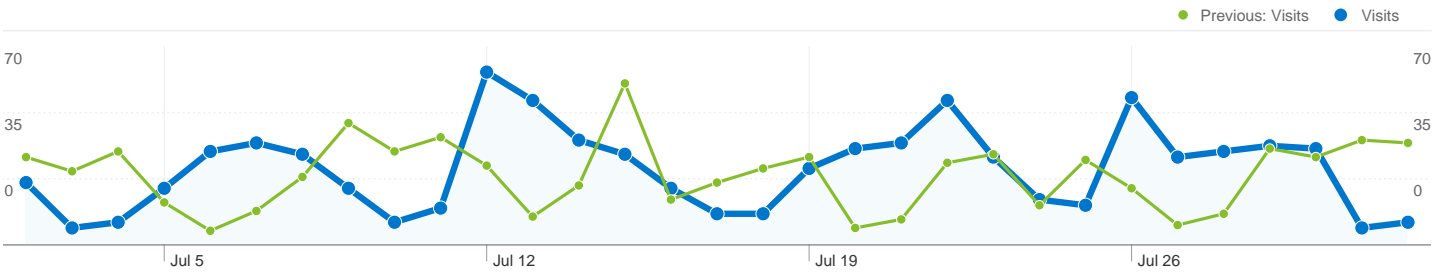
**Upcoming Meetings/Events:**

August

- 2 Stutsman County Commission Meeting
- 3 City Council Meeting
- 9 JSDC Board of Directors Meeting
- 10 Incubator/Innovation Center Committee Meeting
- 11 Airport Meeting
- 12 Marketing Committee Meeting
- 24-25 Governors’ Rural Summit
- 24 Stutsman County Commission Meeting
- 24 Finance & Legal Committee Meeting
- 30 JSDC Executive Committee Meeting

September

- 7 Stutsman County Commission Meeting
- 7 City Council Meeting
- 7 Marketing Committee Meeting
- 8 Airport Meeting
- 13 JSDC Board of Directors Meeting
- 14 Incubator/Innovation Center Committee Meeting
- 14-16 Big Iron
- 21 Stutsman County Commission Meeting
- 21 Finance & Legal Committee Meeting
- 27-29 IEDC Annual Conference
- 27 JSDC Executive Committee Meeting



### Site Usage

**829 Visits**

Previous: 768 (7.94%)

**60.31% Bounce Rate**

Previous: 60.03% (0.48%)

**2,122 Pageviews**

Previous: 1,958 (8.38%)

**00:02:36 Avg. Time on Site**

Previous: 00:02:31 (2.79%)

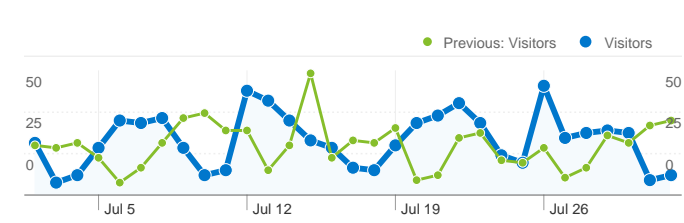
**2.56 Pages/Visit**

Previous: 2.55 (0.40%)

**63.33% % New Visits**

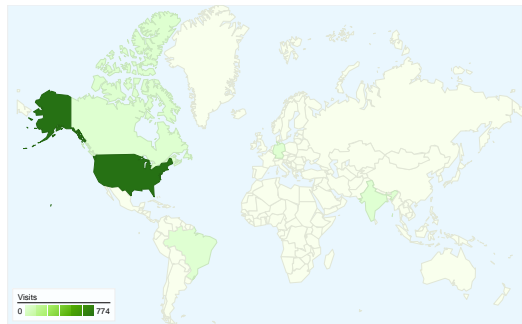
Previous: 61.20% (3.48%)

### Visitors Overview

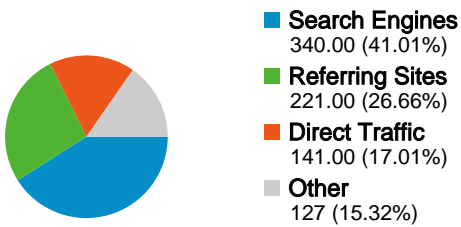


**Visitors**  
**595**

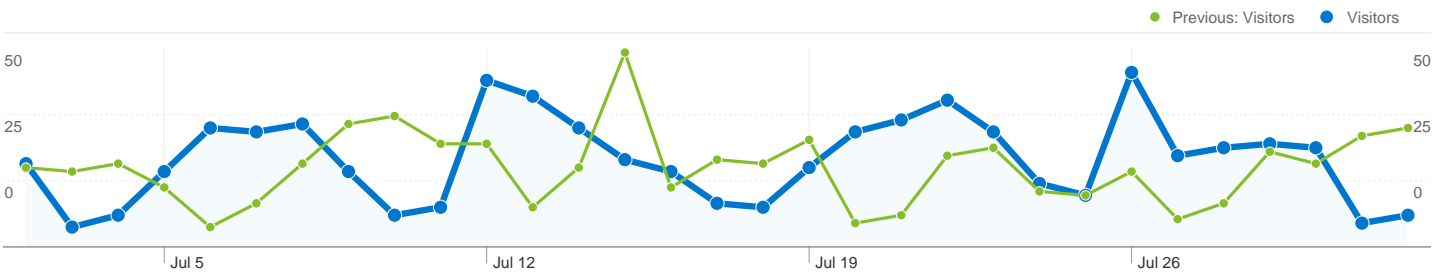
### Map Overlay



### Traffic Sources Overview



Content Overview		
Pages	Pageviews	% Pageviews
/		
Jul 2, 2010 - Aug 1, 2010	633	29.83%
Jun 1, 2010 - Jul 1, 2010	595	30.39%
% Change	6.39%	-1.84%
/site_location/buildings.asp		
Jul 2, 2010 - Aug 1, 2010	142	6.69%
Jun 1, 2010 - Jul 1, 2010	105	5.36%
% Change	35.24%	24.79%
/incentives/		
Jul 2, 2010 - Aug 1, 2010	79	3.72%
Jun 1, 2010 - Jul 1, 2010	58	2.96%
% Change	36.21%	25.68%
/about_jsc/majoremployers.asp		
Jul 2, 2010 - Aug 1, 2010	50	2.36%
Jun 1, 2010 - Jul 1, 2010	68	3.47%
% Change	-26.47%	-32.15%
/site_location/realtors.asp		
Jul 2, 2010 - Aug 1, 2010	45	2.12%
Jun 1, 2010 - Jul 1, 2010	34	1.74%
% Change	32.35%	22.12%




**595 people visited this site**

 **829 Visits**

Previous: 768 (7.94%)

 **595 Absolute Unique Visitors**

Previous: 539 (10.39%)

 **2,122 Pageviews**


Previous: 1,958 (8.38%)

 **2.56 Average Pageviews**


Previous: 2.55 (0.40%)

 **00:02:36 Time on Site**

Previous: 00:02:31 (2.79%)

 **60.31% Bounce Rate**

Previous: 60.03% (0.48%)

 **63.33% New Visits**

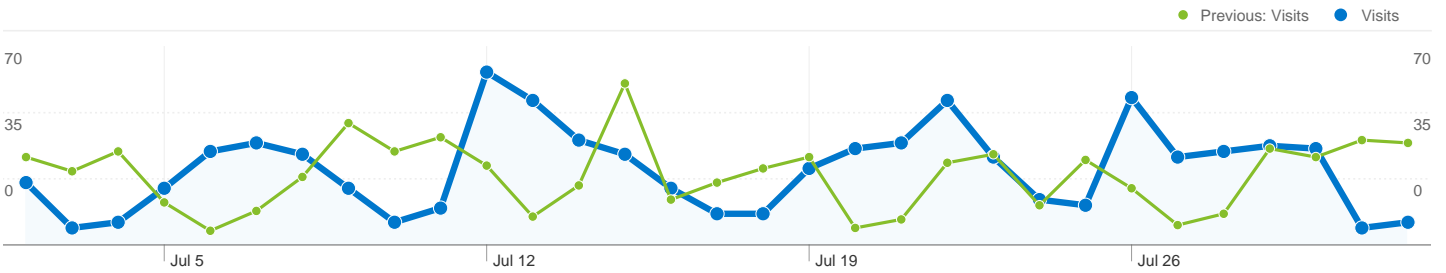
Previous: 61.20% (3.48%)

**Technical Profile**

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer			Cable		
Jul 2, 2010 - Aug 1, 2010	621	74.91%	Jul 2, 2010 - Aug 1, 2010	403	48.61%
Jun 1, 2010 - Jul 1, 2010	609	79.30%	Jun 1, 2010 - Jul 1, 2010	387	50.39%
% Change	1.97%	-5.53%	% Change	4.13%	-3.53%
Firefox			Unknown		
Jul 2, 2010 - Aug 1, 2010	123	14.84%	Jul 2, 2010 - Aug 1, 2010	212	25.57%
Jun 1, 2010 - Jul 1, 2010	92	11.98%	Jun 1, 2010 - Jul 1, 2010	203	26.43%
% Change	33.70%	23.86%	% Change	4.43%	-3.25%

Chrome		
Jul 2, 2010 - Aug 1, 2010	39	4.70%
Jun 1, 2010 - Jul 1, 2010	28	3.65%
% Change	39.29%	29.04%
Safari		
Jul 2, 2010 - Aug 1, 2010	38	4.58%
Jun 1, 2010 - Jul 1, 2010	34	4.43%
% Change	11.76%	3.54%
BlackBerry9530		
Jul 2, 2010 - Aug 1, 2010	2	0.24%
Jun 1, 2010 - Jul 1, 2010	0	0.00%
% Change	100.00%	100.00%

DSL		
Jul 2, 2010 - Aug 1, 2010	107	12.91%
Jun 1, 2010 - Jul 1, 2010	95	12.37%
% Change	12.63%	4.34%
T1		
Jul 2, 2010 - Aug 1, 2010	85	10.25%
Jun 1, 2010 - Jul 1, 2010	69	8.98%
% Change	23.19%	14.12%
Dialup		
Jul 2, 2010 - Aug 1, 2010	20	2.41%
Jun 1, 2010 - Jul 1, 2010	13	1.69%
% Change	53.85%	42.53%



### All traffic sources sent a total of 829 visits

#### 17.01% Direct Traffic

Previous: 17.45% (-2.52%)

#### 26.66% Referring Sites

Previous: 26.30% (1.36%)

#### 41.01% Search Engines

Previous: 38.80% (5.70%)



#### Search Engines

340.00 (41.01%)

#### Referring Sites

221.00 (26.66%)

#### Direct Traffic

141.00 (17.01%)

#### Other

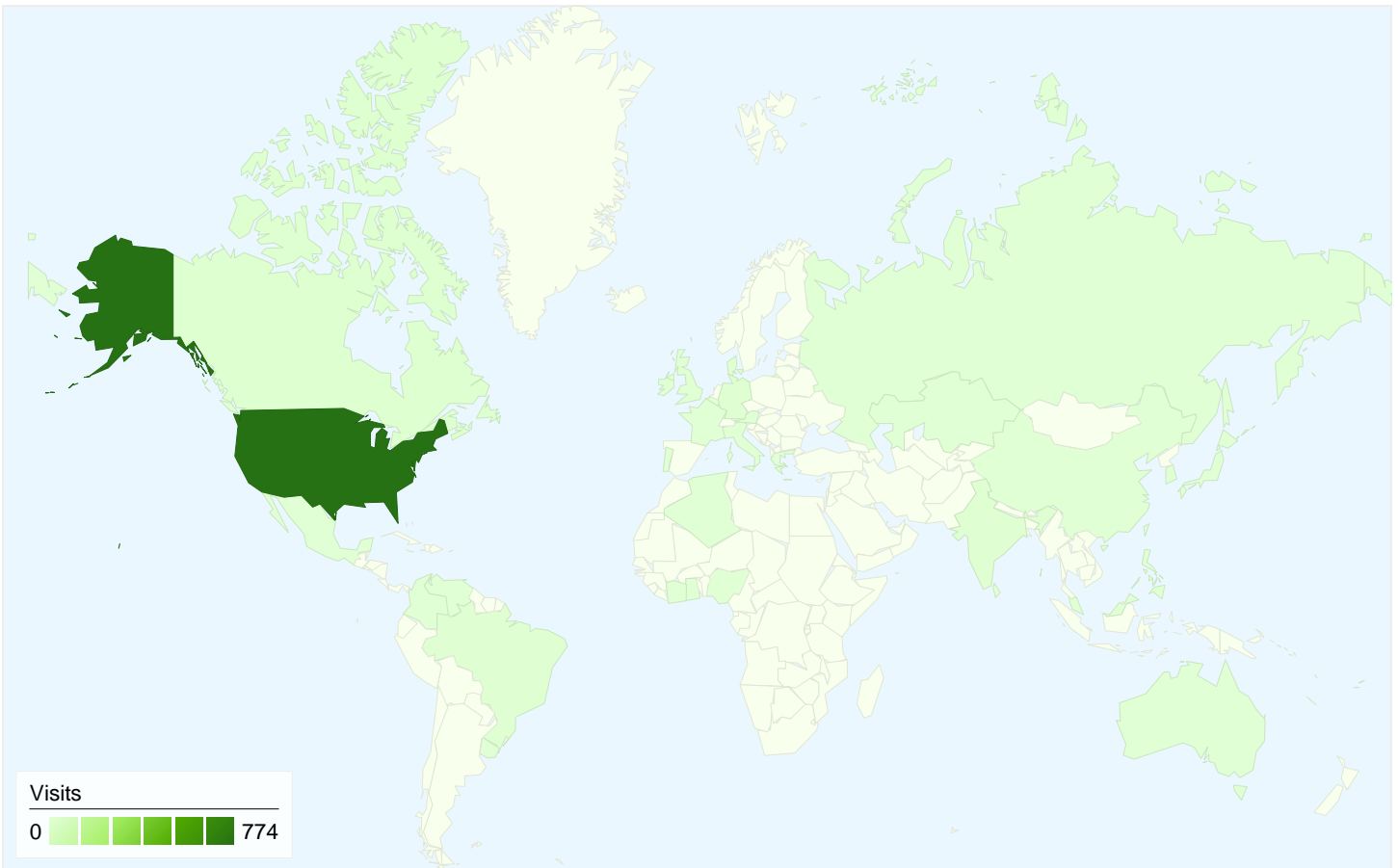
127 (15.32%)

### Top Traffic Sources

Sources	Visits	% visits
google (organic)		
Jul 2, 2010 - Aug 1, 2010	272	32.81%
Jun 1, 2010 - Jul 1, 2010	224	29.17%
% Change	21.43%	12.49%
(direct) ((none))		
Jul 2, 2010 - Aug 1, 2010	141	17.01%
Jun 1, 2010 - Jul 1, 2010	134	17.45%
% Change	5.22%	-2.52%
optin (email)		
Jul 2, 2010 - Aug 1, 2010	127	15.32%
Jun 1, 2010 - Jul 1, 2010	134	17.45%
% Change	-5.22%	-12.20%
jamestownnd.com (referral)		
Jul 2, 2010 - Aug 1, 2010	115	13.87%
Jun 1, 2010 - Jul 1, 2010	127	16.54%
% Change	-9.45%	-16.11%
yahoo (organic)		

Keywords	Visits	% visits
jsdc		
Jul 2, 2010 - Aug 1, 2010	19	5.59%
Jun 1, 2010 - Jul 1, 2010	22	7.38%
% Change	-13.64%	-24.30%
jamestown stutsman development corporation		
Jul 2, 2010 - Aug 1, 2010	8	2.35%
Jun 1, 2010 - Jul 1, 2010	8	2.68%
% Change	0.00%	-12.35%
jsdc jamestown		
Jul 2, 2010 - Aug 1, 2010	6	1.76%
Jun 1, 2010 - Jul 1, 2010	3	1.01%
% Change	100.00%	75.29%
jamestown crazy days		
Jul 2, 2010 - Aug 1, 2010	5	1.47%
Jun 1, 2010 - Jul 1, 2010	1	0.34%
% Change	400.00%	338.24%
spiritwood station		

Jul 2, 2010 - Aug 1, 2010	36	4.34%	Jul 2, 2010 - Aug 1, 2010	5	1.47%
Jun 1, 2010 - Jul 1, 2010	24	3.12%	Jun 1, 2010 - Jul 1, 2010	3	1.01%
% Change	50.00%	38.96%	% Change	66.67%	46.08%



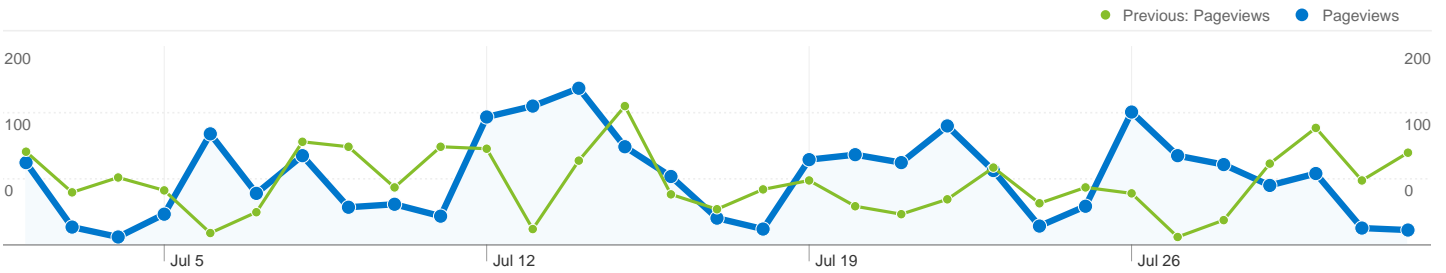
## 829 visits came from 33 countries/territories

### Site Usage

Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
<b>Visits</b> <b>829</b> Previous: 768 (7.94%)	<b>Pages/Visit</b> <b>2.56</b> Previous: 2.55 (0.40%)	<b>Avg. Time on Site</b> <b>00:02:36</b> Previous: 00:02:31 (2.79%)	<b>% New Visits</b> <b>63.33%</b> Previous: 61.20% (3.48%)	<b>Bounce Rate</b> <b>60.31%</b> Previous: 60.03% (0.48%)	
United States					
July 2, 2010 - August 1, 2010	<b>774</b>	2.60	00:02:41	62.02%	60.47%
June 1, 2010 - July 1, 2010	<b>738</b>	2.57	00:02:35	59.89%	59.89%
% Change	<b>4.88%</b>	1.49%	3.76%	3.55%	<b>0.96%</b>
Canada					
July 2, 2010 - August 1, 2010	<b>10</b>	2.50	00:02:21	90.00%	50.00%
June 1, 2010 - July 1, 2010	<b>11</b>	2.09	00:00:51	90.91%	63.64%
% Change	<b>-9.09%</b>	19.57%	179.25%	<b>-1.00%</b>	<b>-21.43%</b>
India					
July 2, 2010 - August 1, 2010	<b>6</b>	1.50	00:00:06	100.00%	66.67%

June 1, 2010 - July 1, 2010	3	1.67	> 00:00:00	100.00%	66.67%
% Change	100.00%	-10.00%	1,600.00%	0.00%	0.00%
Brazil					
July 2, 2010 - August 1, 2010	5	1.40	00:00:00	40.00%	60.00%
June 1, 2010 - July 1, 2010	1	2.00	00:01:09	100.00%	0.00%
% Change	400.00%	-30.00%	-100.00%	-60.00%	100.00%
Germany					
July 2, 2010 - August 1, 2010	5	2.20	00:00:28	40.00%	80.00%
June 1, 2010 - July 1, 2010	1	1.00	00:00:00	100.00%	100.00%
% Change	400.00%	120.00%	100.00%	-60.00%	-20.00%
Philippines					
July 2, 2010 - August 1, 2010	3	1.33	00:02:08	66.67%	66.67%
June 1, 2010 - July 1, 2010	2	1.00	00:00:00	100.00%	100.00%
% Change	50.00%	33.33%	100.00%	-33.33%	-33.33%
France					
July 2, 2010 - August 1, 2010	2	1.00	00:00:00	100.00%	100.00%
June 1, 2010 - July 1, 2010	0	0.00	00:00:00	0.00%	0.00%
% Change	100.00%	100.00%	0.00%	100.00%	100.00%
Malaysia					
July 2, 2010 - August 1, 2010	2	1.00	00:00:00	100.00%	100.00%
June 1, 2010 - July 1, 2010	0	0.00	00:00:00	0.00%	0.00%
% Change	100.00%	100.00%	0.00%	100.00%	100.00%
China					
July 2, 2010 - August 1, 2010	2	2.00	00:01:17	100.00%	50.00%
June 1, 2010 - July 1, 2010	2	3.00	00:03:34	100.00%	0.00%
% Change	0.00%	-33.33%	-64.25%	0.00%	100.00%
United Kingdom					
July 2, 2010 - August 1, 2010	2	2.50	00:00:35	50.00%	0.00%
June 1, 2010 - July 1, 2010	0	0.00	00:00:00	0.00%	0.00%
% Change	100.00%	100.00%	100.00%	100.00%	0.00%

1 - 10 of 33



### Pages on this site were viewed a total of 2,122 times

 **2,122 Pageviews**

Previous: 1,958 (8.38%)

 **1,623 Unique Views**

Previous: 1,524 (6.50%)

 **60.31% Bounce Rate**

Previous: 60.03% (0.48%)

### Top Content

Pages	Pageviews	% Pageviews
/		
Jul 2, 2010 - Aug 1, 2010	633	29.83%
Jun 1, 2010 - Jul 1, 2010	595	30.39%
% Change	6.39%	-1.84%
/site_location/buildings.asp		
Jul 2, 2010 - Aug 1, 2010	142	6.69%
Jun 1, 2010 - Jul 1, 2010	105	5.36%
% Change	35.24%	24.79%
/incentives/		
Jul 2, 2010 - Aug 1, 2010	79	3.72%
Jun 1, 2010 - Jul 1, 2010	58	2.96%
% Change	36.21%	25.68%
/about_jsc/majoremployers.asp		
Jul 2, 2010 - Aug 1, 2010	50	2.36%
Jun 1, 2010 - Jul 1, 2010	68	3.47%
% Change	-26.47%	-32.15%
/site_location/realtors.asp		

Jul 2, 2010 - Aug 1, 2010	45	2.12%
Jun 1, 2010 - Jul 1, 2010	34	1.74%
% Change	32.35%	22.12%



## Biomass '10: Renewable Power, Fuels, and Chemicals Workshop

- The event was sponsored by the Energy & Environmental Research Center (EERC) at the University of North Dakota.
- This year's workshop attracted over 300 registrants from 25 states, the District of Columbia, and four Canadian provinces. Other countries represented include Austria, Brazil, China, Italy, New Zealand, and the United Kingdom. Attendees represented 175 organizations, over 60% of them from private industry. This is the eighth annual biomass workshop of its kind, focused on the production of renewable energy, fuels, and chemicals from biomass feedstocks.
- The 2-day technical program included comprehensive educational sessions on topics including trends and opportunities in utilizing biomass; biomass feedstocks; biofuels; and using biomass for creating chemicals, heat, and power. The program included a panel discussion on the use of algae as a feedstock.
- North Dakota Governor John Hoeven delivered the keynote address and U.S. Senators Byron Dorgan and Kent Conrad also provided video comments.
- Sandra Broekema of Great River Energy presented the progress of the proposed Dakota Spirit AgEnergy biorefinery project at the Spiritwood Energy Park. This will be a commercial scale cellulosic biomass refinery that will have three end products; ethanol, lignin, and C5 molasses. They are planning for the use of wheat straw and corn stover as their feedstock to the biorefinery. The goal for this biorefinery will be part of a solution for energy independence and domestic security, and lower carbon intensity for fuel and power. Great River Energy has proposed that the biorefinery will be operational by 2014.
- This was great exposure for Spiritwood Energy Park and this conference provided a wealth of networking opportunities to further advanced growth in the park.
- This is a great forum to find out the latest developments in biomass and make the connections with people and companies throughout the supply chain.
- For more information about the Energy & Environmental Research Center, please visit [www.undeerc.org](http://www.undeerc.org).