

Williston Area Development Foundation

Strategic Plan

Mission Statement

“To diversify and expand the economy of the Williston area by maintaining and developing primary sector industry that will create new wealth, jobs and an expanded tax base.”

1. To ensure that Williston’s business climate, workforce and infrastructure are postured for continued business expansion, economic opportunities and job growth.
 - Ensure that Williston maintains a pro-active business climate.
 - Ag Processing
 - Manufacturing
 - Oil and Gas Industry
 - Technology and Telecommunications
 - Major Construction Projects
 - Develop a workforce attraction strategy based on the following three tenets:
 - Housing
 - Workforce Attraction
 - Quality of Life
 - Develop a plan to identify prospective commercial and industrial land use needs, and secure commercial land and industrial park space.
 - City Comprehensive Plan
 - Future Industrial Land Use
 - Future Commercial Land Use
2. Act as the marketing entity to attract new business into the Williston area.
 - Marketing
 - Williston Wire
 - Rockin’ the Bakken
 - Hometown Williston
 - Publications
 - Mon-Dak Ag Open
3. Assist in making existing businesses (and entrepreneurs) successful and facilitate their future expansion.
 - Business Expansion Partners
 - Recent Williston Business Expansions

4. Emphasize and foster regional cooperation in economic and community development and tourism.
 - Good Neighbor Breakfasts
 - Transportation
 - Williston State College
 - Dickinson State University / Williston State College / Busch Foundation Grant
 - STAR Fund Annual Appreciation Luncheon
 - Williston Basin Summit

5. To ensure that the Williston Area Development Foundation is a well managed, financially solid and a fiscally accountable organization.
 - Bylaws
 - Budget
 - Finances
 - Grants
 - Memberships
 - Sponsorships
 - Additional Income
 - Future Opportunities
 - Optimize the Oil Industry
 - Develop Capacity for Growth
 - Diversify from the Oil Industry