

**Draft Economic Recovery Plan Focus Group Meeting**

AGENDA AND OVERVIEW

1. **GRATITUDE**

Thank you for volunteering to be a part of this discussion. Your input and representation on behalf of your industry is critical to identify what existing programs and policies can be revisited as we shift our way of thinking about economic development in light of the “new normal” as economic recovery from COVID-19 commences.

1. **BACKGROUND**

The ND Department of Commerce (Commerce) is leading efforts to discuss and synthesize a statewide approach to economic recovery; with an emphasis on gathering input on a proposed process for economic recovery.

1. **GOAL**

Engage with partner agencies and groups to form focus committees to identify how the ND Department of Commerce can most effectively position its resources over the next 14 months to best serve private industry and communities.

1. **PROCESS**

Focus groups will meet prior to May 15, 2020 to provide input in an effort to customize a plan with recommendations for their industry or respective area of expertise and constituency. These recommendations will be reviewed and synthesized by the Department of Commerce into a policy framework for legislative review.

1. **ROLES / RESPONSIBILITIES:**
   1. Review the enclosed guiding questions for input and feedback, see section VIII.
   2. Homework Assignment: Provide written responses to guiding questions prior to the meeting scheduled and facilitated by your contact representative at Commerce.
   3. Participate in a web-based meeting / conference call to discuss questions and offer additional supporting feedback to the written responses provided.
2. **INTRODUCTIONS**
   1. Meeting Facilitator(s)
   2. Focus Group Members
   3. Other Member Recommendations?
3. **PRELIMINARY PROBLEM STATEMENTS:**
   1. Small businesses across the state will have a difficult time transitioning the consumer back to their shops. Quantities purchased will be reduced as a result of new shopping patterns, price discoveries as well as a realization of lower dependence on local stores.
   2. Consumers will be expecting much lower prices when shopping locally. This will significantly reduce margins for the retail and hospitality industries.
   3. In just six weeks, most people have become accustomed to behaviors that do not support the growth and development of a 70% consumer driven economy. Restaurants, coffee shops and local entertainment options such as movie theaters will have a difficult time attracting customers back to their businesses.
4. **GUIDING QUESTIONS**
   1. Enticement Back to Small Business (provide answers to questions below)
      1. What new tactics and techniques will retail deploy to lure back consumers?Click or tap here to enter text.
      2. Are you aware of emerging new business models to meet “new normal”?Click or tap here to enter text.
         1. If so, what kinds of business models?Click or tap here to enter text.
         2. How can you adjust your business to reflect new trends? Click or tap here to enter text.
      3. Are there characteristics in your community that you can leverage to make your business more attractive? Consider proximity to attractions, main transportation networks, large work facilities.Click or tap here to enter text.
   2. How Will Communities Take Advantage of Projected De-Urbanization (People leaving urban or metropolitan areas)? (provide answers to questions below)
      1. What is the plan for your community to market your city to capture this demographic?Click or tap here to enter text.
      2. Are there attributes that you can leverage to attract people living in the “new normal”? Quality of life, adequate internet speed, etc. Click or tap here to enter text.
      3. Where do you see your community in 2, 5 and 10 years? Click or tap here to enter text.
      4. What industries would be a good fit in your community?Click or tap here to enter text.
   3. How Will Communities and Industry Work Together to Improve Situation? (provide answers to questions below)
      1. What public-private partnerships have been set up to recover from crisis and grow in the face of the new reality? Click or tap here to enter text.
   4. Alternative Supply Chains or Logistics Networks (provide answers to questions below)
      1. Could groups of companies band together to optimize a decentralized system? For example, order in larger quantities together and locally distribute to become more competitively priced? Click or tap here to enter text.
      2. Will this add access to new networks given higher volume requirements for larger wholesalers? Click or tap here to enter text.
      3. Is there an opportunity to “in-source” value-added production activity?Click or tap here to enter text.
   5. How can the State of ND be positioned more effectively to assist business and community growth? (provide answers to questions below)
      1. What does an ideal economic development approach look like and why? Click or tap here to enter text.
      2. Are there policies that are preventing growth and development in economic sectors? Click or tap here to enter text.
      3. Are there value drivers that are not present as a result of restrictive policies? Click or tap here to enter text.
      4. What does the State need to know? Click or tap here to enter text.
   6. Additional Comments: Click or tap here to enter text.