Key Findings

1. The flight of young professionals could cost Grand Forks $159 million over the next four years.

2. Overall, residents (non-students) are committed to the Grand Forks region however they are not “ambassadors” of the region.

3. Students in Grand Forks value its learning opportunities, but are not as engaged in the community as non-students and are less likely to promote the city.

4. The “Around Town” and “Learning” amenities in the Grand Forks region are a definite strength and should be actively promoted.

5. Residents value affordability and earning opportunities, but Grand Forks is not measuring up to their expectations.

6. The strong sense of family and community in the Grand Forks region is what residents value most, and what brings Boomerangers back.

7. Attracting Convincibles back to the Grand Forks region will reap economic gains.

This table ranks the Seven Indexes of a Next City according to residents’ value and compares it to residents’ perception. Green indicates the closest matches between value and perception, while yellow indicates the greatest discrepancies between value and perception. The closer the difference is to “0,” the better the match.
Recommendations

1. Connect people - especially young professionals, students, and those who are young-thinking - in new ways.
   - GGFYP Executive Director Position
   - Train and place YPs, boomerangers, and transplants on local boards
   - Create a website that aggregates all after hours events
   - Build connections between students and the community
   - Develop partnerships with students and employers to create an internship program

2. Re-create Grand Forks as an attractive, accessible place to live, work, play, and grow.
   - Develop “stroll districts” throughout the region
   - Embrace and celebrate the four-seasons
   - Increase bike lanes, particularly from UND to downtown and greenway
   - Create positive, fact-based perceptions and pride about Grand Forks’ quality of life

3. Convince the “convincibles” to call Grand Forks home.
   - Build on Launch Grand Forks public relations campaign and design and execute a boomeranger campaign
   - Create Launch Grand Forks campaign materials including videos and website

These Key Findings and Recommendations are a summary of the Launch Grand Forks Executive Summary [Preliminary Draft] compiled by Next Generation Consulting for the Launch Grand Forks Committee.