

## 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.

The Seven Indexes of a Next City	Value	Perception	Difference
<b>COST OF LIFESTYLE:</b> I want a community where I can afford to live, work, and play.	95%	70%	-25%
<b>EARNING:</b> I want a broad choice of places to work and an environment that is friendly to entrepreneurs.	90%	44%	-46%
<b>LEARNING:</b> I want to plug into a community that offers life-long learning and values being ‘smart.’	88%	79%	-9%
<b>VITALITY:</b> I value a vibrant community where people are ‘out and about’ using public parks, trails and recreation areas, attending farmer’s markets and living in a healthy community.	87%	66%	-21%
<b>AROUND TOWN:</b> I want to live in a community that’s easy to get around in; I don’t want long commute times.	83%	87%	4%
<b>AFTER HOURS:</b> I want to be able to find authentic local places to have dinner, meet for coffee, hear live music, or just hang out. I want to be able to attend art openings, theatre, and cultural festivals.	81%	49%	-32%
<b>SOCIAL CAPITAL:</b> I value living in a diverse community, where people are engaged and involved in community life.	70%	51%	-19%

# 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**