



## FOR IMMEDIATE RELEASE

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### **Killdeer Survey Highlights Community Priorities for Continued Progress**

February 27, 2024, Killdeer, N.D. — Killdeer residents and visitors have spoken, revealing the essence of Killdeer's appeal: its stunning landscapes, rich western heritage, and promising opportunities in the oil industry. Conducted this winter by the Killdeer Convention and Visitors Bureau and City of Killdeer in collaboration with Community Matters, LLC, the survey findings offer insights into the desires and aspirations of people who call Killdeer home and those who visit its welcoming attractions and events.

Survey responses help define Killdeer's allure, noting additional reasons why people live in the Killdeer area to include its small-town ambiance, outstanding schools, and a sense of security with low crime.

For both residents and visitors alike, the consensus on areas of improvement center on enhancing amenities and businesses. Topping the wish list is the expansion of dining options, recreational facilities, retail and services. Specifically, respondents expressed interest in bolstering youth and family-centric activities, advocating for additions such as a bowling alley, movie theater, arcade and outdoor pool.

Tree planting, storefront improvement, and wayfinding signage are preferred ways to increase Killdeer's visual appeal and demonstrate community pride, according to survey respondents.

In terms of communications and outreach, the survey shows an opportunity to amplify awareness of local events, available properties, volunteer activities, and business support services. The most frequently used means of learning about happenings in the Killdeer area are online: Facebook and websites. For locals, the Killdeer phone app ranks third, followed by television, radio and newspaper services.

In prioritizing marketing objectives, survey respondents emphasized business growth, attracting workforce, and promoting places to go and things to do for residents and visitors.

Encouragingly, the survey findings point to positive visitor perceptions of Killdeer with only 4% having a negative image.

With 354 respondents, 83% locals and 17% visitors, the survey can serve as a foundation for community marketing and development initiatives. A next step is finalizing a marketing plan with recommendations related to housing, childcare, amenities and resources as necessary to the desired outcomes. The detailed survey summary is available for review at [killdeer.com](https://killdeer.com).

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