

20
19



ANNUAL
REPORT



MISSION

Build the economy by leading collaborative efforts that support a prosperous place to live, learn, work and play.

IMPACT

Based on estimates of work program results over the last ten years, BEDC has an ongoing economic impact of more than \$93 million annually.

CONTACT INFORMATION

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BrookingsEDC.com

Brookings Economic Development Corporation

2019 ANNUAL REPORT

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2019 Board of Directors

Randy Hanson - President (Mills Construction)
Andy Johnson - Vice President (Mills Development)
Dan Hansen - Secretary/Treasurer
(Brookings City Council Rep.)
Carla Gatzke - Past President (Daktronics)
Amiel Redfish (Regional Cities Rep.)
Daniel Scholl (SDSU Rep.)

Jason Merkley (Brookings Health System Rep.)
Jeff Lee (Chamber of Commerce Rep.)
Lee Ann Pierce (Brookings County Rep.)
Tim Harvey (Brookings Municipal Utilities Rep.)
Kevin Tetzlaff (First Bank & Trust)
Mark Hyde (South Dakota Soybean Processors)
Victoria Blatchford (Wells Fargo)

Staff

Al Heuton - Executive Director | al@brookingsedc.com
Kristi Larsen - Marketing Director | kristi@brookingsedc.com
Jennifer Quail - Director of Entrepreneur Support | jennifer@brookingsedc.com
Sarah Hauge - Director of Workforce Development | sarah@brookingsedc.com
Dawn Petterson - Workforce Analyst | dawn@brookingsedc.com

BUSINESS DEVELOPMENT

Businesses Assisted

114

Retention/Expansion

KEY INITIATIVES

- National Retail Convention
- Industry Visits
- Retail Grant Program Management
- Consul General Visits
- Consumer Survey
- Targeted Industry Recruitment
- Cell Phone Studies
- Available Sites Database
- Market Highlights
- Demographic Statistics

Business Prospects

87

Recruitment

PROJECT SPOTLIGHT

Survey Results Reveal Shopping/Dining Preferences, Overall Impressions



2,123
TOTAL RESPONSES

TOP 3 DESIRED RETAILERS

Big Box/Discount/Super Store	50%
Clothing/Department Store	17%
Grocery Store	17%

TOP 4 DESIRED RESTAURANTS

Ethnic	31%
Family-Friendly	20%
Casual Dining (w/alcohol)	12%
Fast Food	10%

WHAT DO WE LIKE ABOUT BROOKINGS?

Events/Activities Variety/Opportunities Retail/Shopping/Restaurants

SDSU/SDSU Events **Small Town Feel** Progressive Services

Strong Community/Business Growth

Friendly/Welcoming Neighborhoods/Historical Areas Amenities

Atmosphere/College Town Comfortable/Familiar Downtown Biking/Walking Trails

Convenience/Accessibility/Low Traffic Nature/Parks/Recreation

Calm/Peaceful/Quiet Clean/Neat Safety/Low Crime Weather Churches

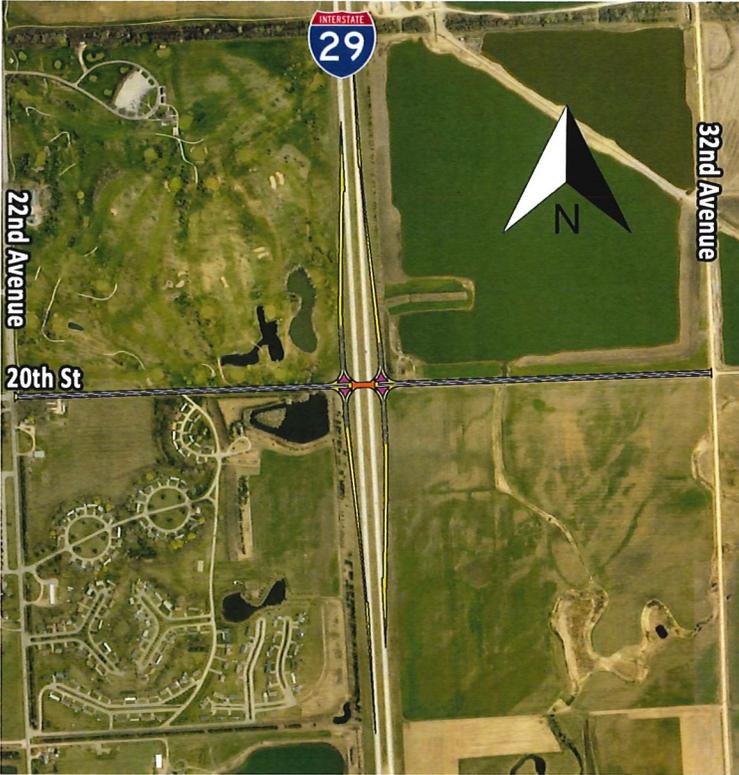
Location/Proximity Great/Love It/Spirit/Pride/Vibrant Community Attitude/Character/Charm

People Education Opportunities/School System Accepting/Diversity/Inclusion

Family-Friendly Beautiful/Pretty/Nice/Pleasant Employers/Job Opportunities Affordable

Size Everything/Quality of Life Sense of Community/Helpful/Caring

PROJECT SPOTLIGHT



\$18.7 Million Grant Awarded for New Interstate Interchange

On behalf of the city, BEDC prepared the federal U.S. Dept. of Transportation BUILD (Better Utilizing Investments to Leverage Development) grant application for the long sought after 20th Street South interchange project. A huge game-changer for the community, the new interchange will open up 200 acres for development and ease traffic congestion on 6th Street and 22nd Avenue.

PRELIMINARY TIMELINE - 20TH ST S INTERCHANGE

- 2020 - Design Engineering
- 2021 - Design, Permitting & Right of Way Acquisition
- 2022 - Construction
- 2023 - Completion of Project

2020 Program Highlight

Grow the Economy of the Future through Targeted Industry Recruitment

Recruit high growth, high wage industry sectors that complement SDSU research and talent production, including precision agriculture and animal disease research and vaccinology. Explore what might be done to help existing businesses innovate and remain relevant.

WORKFORCE DEVELOPMENT



KEY INITIATIVES

- Job Fairs
- LATI Workforce Training Partnership
- Recruitment Programs
- Career Awareness
- Industry Visits
- Employer Resources
- Workforce Conference
- Employer Workforce Survey
- Partner Collaboration
- Child Care Needs
- Cultural Diversity Readiness
- SDSU Student Engagement
- Manufacturing Week
- Manufacturing Roundtable
- LiveinBrookings.com
- Social Media Marketing



PROJECT SPOTLIGHT

2019 Workforce Survey

SURVEY REPRESENTATION

71 **68%**
Companies Labor Force

12,939
Employees

WHAT IS OUR BIGGEST LABOR MARKET CHALLENGE? SUPPLY!

1,216 Vacancies Indicated in Survey

536 Unemployed Workers

19,280 Current Labor Pool

WORKFORCE PROJECTIONS (Next 3 Years)

38%
Expand

54%
Remain Stable

MOST IN-DEMAND OCCUPATIONS THROUGH 2022

TOP 4

- Managers
- Engineers
- Technicians
- Production



MOST CHALLENGING POSITIONS TO FILL

TOP 5

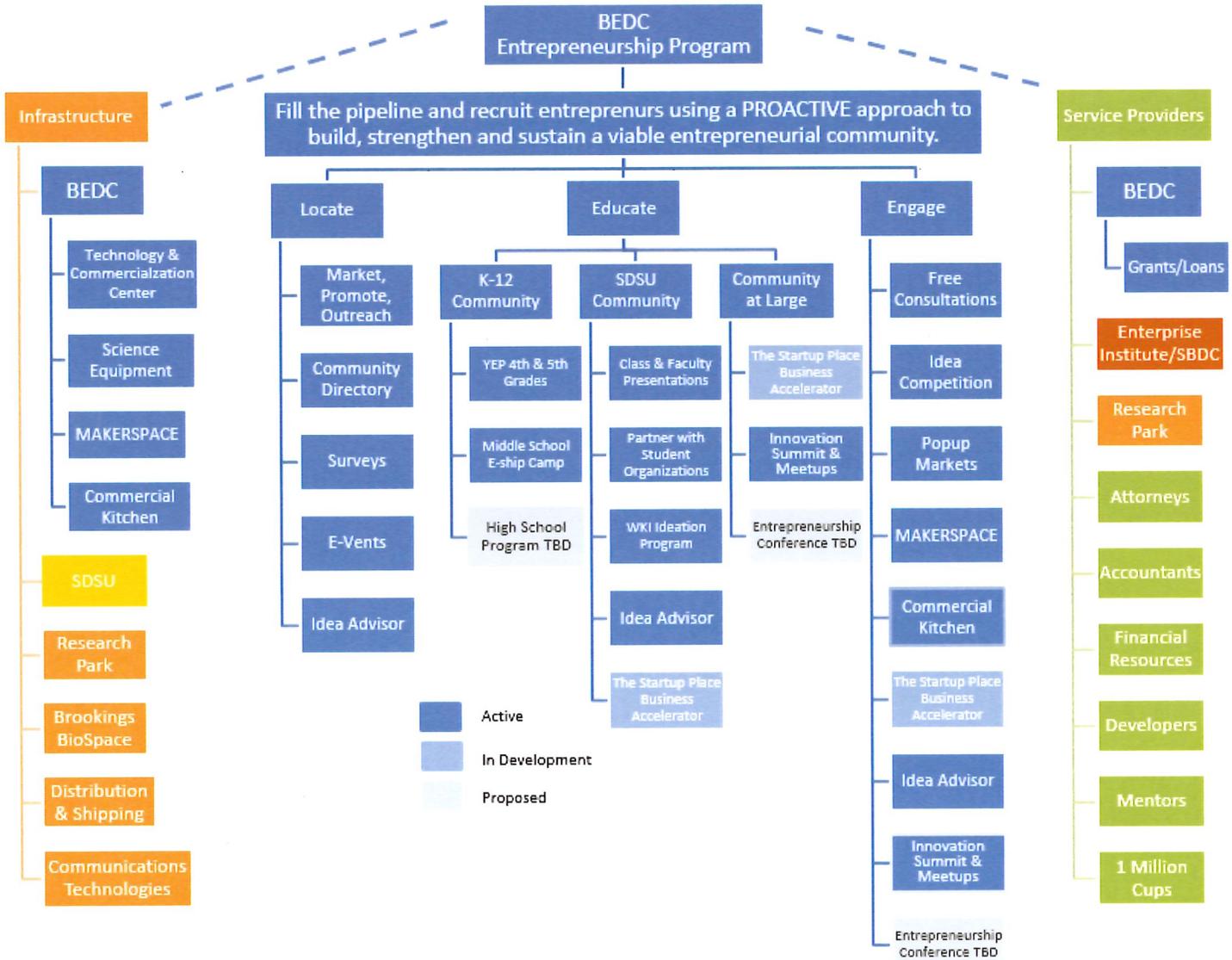
- Maintenance Technicians
- Supervisors/Managers
- Engineering Positions
Requiring Experience
- Production
- Health Care/Social Assistance

2020 Program Highlight

Child Care Needs Assessment & Awareness Campaign

Conduct a child care survey, analyze results and collaborate with key partners to recommend data-driven initiatives that produce impactful outcomes.

ENTREPRENEUR SUPPORT



Entrepreneurs & Startups

193

Assistance Provided

KEY INITIATIVES

- Brookings Start-up Hub
- Idea & Business Plan Competitions
- SDSU Innovation Programs
- Kid-Preneur Market
- Entrepreneur Coaching
- Grant Writing Workshops
- Brookings Area Makerspace
- Annual Maker Festival
- SDSU Idea Adviser Program
- Recruitment Programs
- Innovation Summit
- Commercial Kitchen

PROJECT SPOTLIGHTS

Innovation Summit

BEDC was awarded a \$35,000 USDA Rural Development grant to hold a day-long event focused on helping existing businesses and entrepreneurs remain competitive in the next generation economy. The event, held Oct. 17, featured Mitch Ditkoff, award-winning author and co-founder of “Idea Champions”, a company that helps organizations increase their core competency of innovation. A group of attendees is participating in a year-long cohort to encourage the innovative mindset. The grant allowed Ditkoff to host a separate workshop for SDSU designed to help leadership teams more effectively cultivate creativity and innovation among employees and students.



SDSU Idea Adviser

BEDC implemented a new program designed to help the SDSU community advance their business ideas. Jennifer Quail, Director of Entrepreneur Support, has office hours on campus every Tuesday where she provides 1:1 free, customized coaching for students, staff and faculty. Quail assists this community of innovators and entrepreneurs with exploring and evaluating the viability of their ideas and connects them to the start-up resources available in the Brookings region that will move those ideas forward into business opportunities.



2020 Program Highlight

Think Tank Thursdays Commercializing SDSU Research

Led by certified coach Jennifer Quail, Think Tank Thursdays is an ideation and commercialization program designed to specifically engage SDSU research faculty. This nine session program focuses on validating why the idea matters, how it will create value for others and its commercial potential.

COMMUNITY DEVELOPMENT

KEY INITIATIVES

- Collaboration with Key Partners
- Communities of Excellence
- Vision Brookings
- State Public Policy
- Affordable Housing
- Leader Roundtable Discussions
- Regional Cities Forum
- National Awareness Campaigns

2020 Program Highlight

COE PROGRAM

Complete second year of Baldrige Communities of Excellence program - a two-year initiative designed to enhance and improve the performance of a community and its leaders.



BROOKINGS
CITY & COUNTY
GOVERNMENT CENTER
520 THIRD STREET

VISION BROOKINGS III (2017-2021)

CAMPAIGN RESULTS

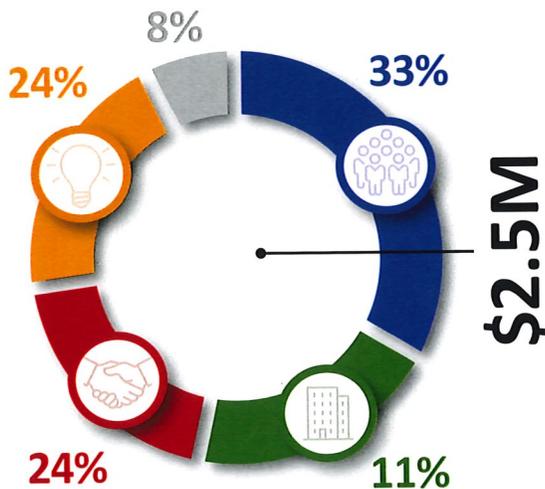
GOAL - \$2.5M

RAISED - \$2.65M

INVESTORS - 127

- Fundraising completed in-house by BEDC, saving investors \$200,000+ in consultant fees

INVESTMENT PRIORITIES



WORKFORCE DEVELOPMENT \$825,000

BUSINESS DEVELOPMENT \$265,000

ENTREPRENEURSHIP \$600,000

RESEARCH PARK AT SDSU \$600,000

FUNDRAISING/ADMIN \$210,000



VISION + ACTION = CHANGE

FUNDS ALLOCATED TO DATE

WORKFORCE DEVELOPMENT

BEDC Workforce Program.....	\$375,000
Lake Area Tech Partnership.....	\$118,500
Chamber Connect 2140.....	\$ 25,000
Teen Challenge of the Dakotas.....	\$ 20,000
Communities of Excellence.....	\$ 15,000
Leadercast.....	\$ 2,000
Boy Scouts Career Exploring.....	\$ 750

BUSINESS DEVELOPMENT

Public Policy.....	\$150,000
20th St Overpass.....	\$ 78,240
Downtown Business District.....	\$ 68,000
Brookings Day at the Capital.....	\$ 12,000

ENTREPRENEURSHIP

BEDC Entrepreneur Program.....	\$375,000
Enterprise Institute.....	\$180,000

RESEARCH PARK AT SDSU

Land Replacement.....	\$600,000
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FUNDRAISING/ADMINISTRATION

\$210,000

REMAINING FUNDS: \$235,000

Leveraged Funds To Date

\$24,646,450

Program Managed By:



BEDC's work program generates an additional economic impact of more than \$93 million annually!

DEMOGRAPHIC & ECONOMIC HIGHLIGHTS

MEDIAN FAMILY INCOME

\$80,078 2017 Est.

↑20%

Since 2010 Census

CITY POPULATION

24,509 2018 Est.

↑11%

Since 2010 Census

MEDIAN HOUSEHOLD INCOME

\$47,506 2017 Est.

↑21%

Since 2010 Census

COUNTY POPULATION

35,232 2018 Est.

↑10%

Since 2010 Census

2019 CONSTRUCTION PROJECTS

\$48.9M

561

Total Building Permits

COUNTY EMPLOYMENT

18,830

↑1,817

Since 2010

3.7%

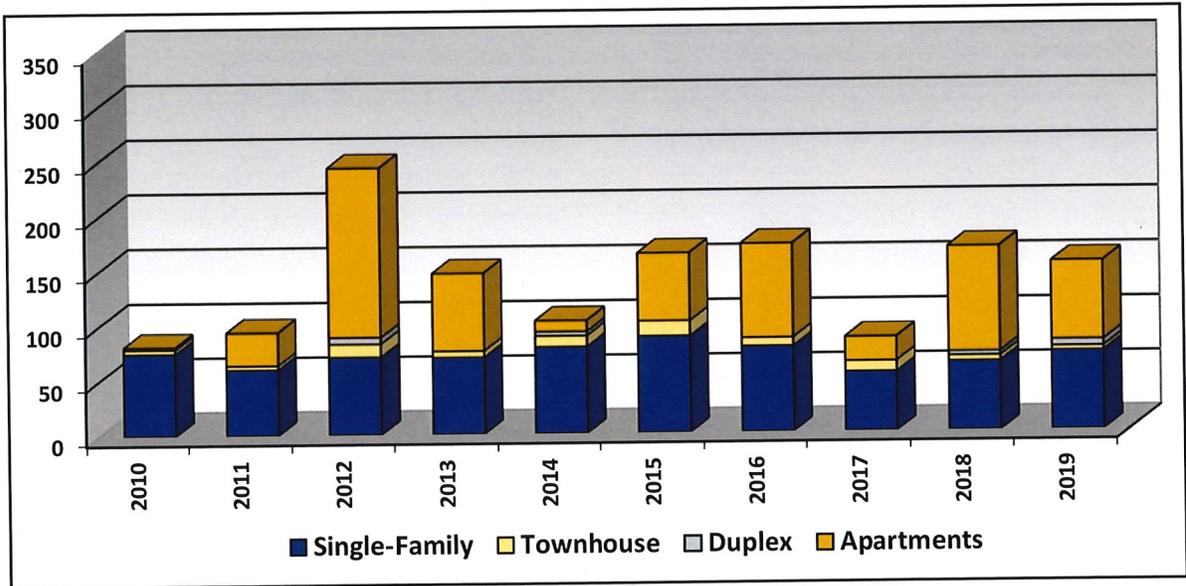
Unemployment Rate
(December, 2019)

DATA SOURCES

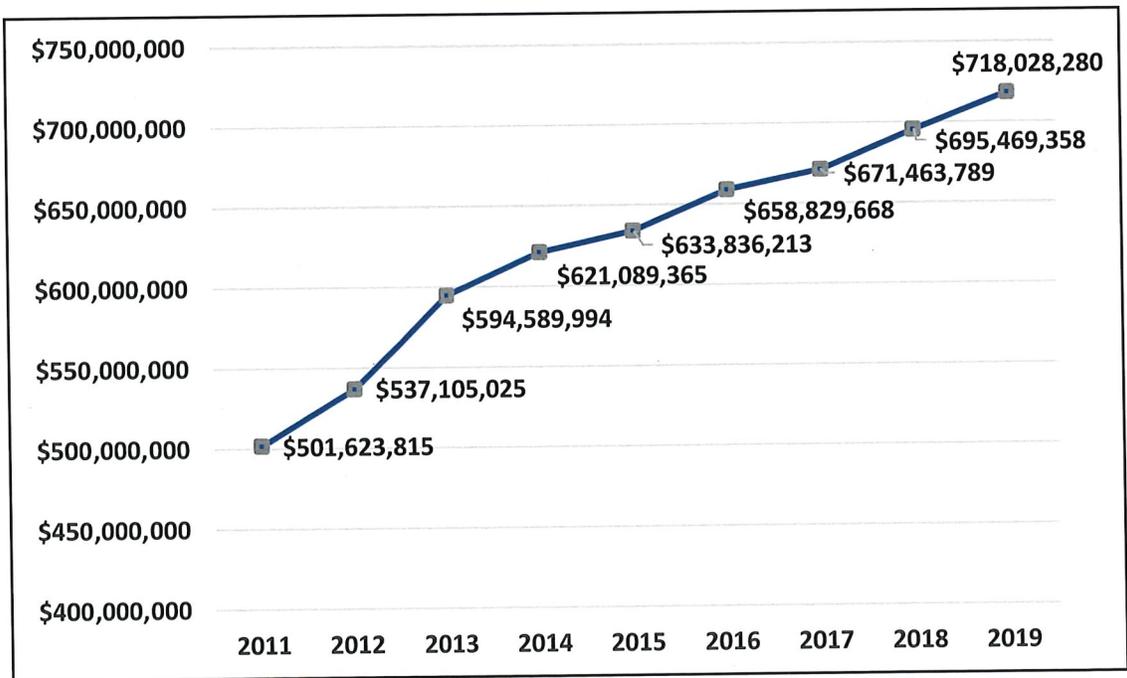
- U.S. Census Annual Population Estimates - 2018
- U.S. Census American Community Survey Estimates - 2013-2017
- City of Brookings
- South Dakota Department of Labor
- South Dakota Department of Revenue

DEMOGRAPHIC & ECONOMIC HIGHLIGHTS

RESIDENTIAL BUILDING PERMITS - CITY OF BROOKINGS



TOTAL TAXABLE SALES - CITY OF BROOKINGS



COMMUNITY ACCOLADES

- **#16 Top Micropolitans In The U.S.** (Policom, 2020)
- **#1 Best Cities To Live In S.D.**
(Chamber of Commerce, 2019)
- **#1 Best College Town In S.D.** (Travel Pulse, 2019)
- **#7 Most Arts-Vibrant Small Cities In The U.S.**
(SMU DataArts, 2019)
- One of Five Heartland Communities Named as **National Micropolitan Success Story**
(Walton Family Foundation, 2018)
- **#2 Safest Cities In S.D.** (Alarms.org, 2018)
- **#1 Best Places To Live In S.D.** (Niche, 2018, 2017, 2016)
- **#8 Top College Towns in America** (Schools.com, 2017)
- **#25 Best Cities for Entrepreneurs in U.S.**
(Livability/Entrepreneur, 2017)
- **#2 Best School Districts in S.D.**
(Niche, 2019, 2018, 2017)
- **Beautiful Small Towns** in Every State
(USA Today, 2017)
- **America's Main Streets** Contest Finalist
(Independent We Stand, 2016)
- **#1 Safest College Town in America**
(Safewise, 2015)
- **#5 - Safest City in America** (ADTSecurity, 2015)
- One of 11 Communities Chosen Nationwide
(only non-metro area) for "**Case Study for Positive Economic Transformation**" (State of Indiana, 2014)
- **#5 Top 10 Best Small Towns in America**
(Livability, 2013)



BROOKINGS RANKED 16TH BEST IN THE COUNTRY

Study measures economic strength and vitality of communities

Brookings, S.D. January 21, 2020

A research report by Policom Corporation has identified Brookings as the 16th best performing micropolitan in the United States. A micropolitan area has a population of at least 10,000 but fewer than 50,000, and there are 542 micropolitan statistical areas in the country.

Policom specializes in studying the dynamics of local economies. The company researches communities to determine if an area is growing or declining, what is causing this to happen, and offers ideas and solutions for improvement. Policom has created economic strength rankings for micropolitan statistical areas since 2002. Brookings was selected as a top performing community based on a comprehensive formula taking into account several economic growth factors, including:

- Wages and Per Capita Total Worker Earnings
- Per Capita Personal Income
- Strength of Construction and Retail Industries
- Welfare and Medicaid Income and Assistance

Brookings was the top micropolitan in South Dakota and the community has placed in the top 20 since 2016. Bozeman, Montana received the #1 ranking with Vineyard Haven-MA, Heber-UT, Lebanon-NH and Laconia-NH rounding out the top five.

“The Policom ranking proves that the economic development strategy for Brookings County is working,” said Al Heuton, executive director of Brookings Economic Development Corporation. “Our focus on higher wages and wealth creation, workforce training, business retention and expansion activities as well as recruitment and support for startup companies is on par with Policom’s recommended actions to achieve long-term growth and community quality.”

The complete report is located at <https://policom.com/rankings-micropolitan-areas/>.



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