



A N N U A L
REPORT

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BROOKINGS ECONOMIC DEVELOPMENT CORPORATION

ANNUAL REPORT

BEDC is a 501(c)6 non-profit organization governed by a board of directors that includes elected individuals representing the private sector and appointed individuals representing funding partners:

- City of Brookings
- Brookings County
- Brookings Health System
- Brookings Municipal Utilities
- South Dakota State University
- Regional Communities – Volga, Arlington

As the lead entity for economic development in the Brookings region, BEDC's mission is to build the economy by leading collaborative efforts that support a prosperous place to live, learn, work, and play.

BEDC's work program generates an economic impact of more than \$100 million annually!

CONTACT

Brookings Economic Development Corporation

2301 Research Park Way, Ste 113

Brookings, SD 57006

(605) 697-8103 | bedc@brookingsedc.com

www.BrookingsEDC.com

CONTENTS

04

Board of Directors & Staff

05

BEDC Names New Leader

06

2021 Work Program

07

Brookings County Economic
Development Strategy

08

Business Development

09

Community Development

10

Workforce Development

12

Entrepreneur Support

14

Vision Brookings

16

Demographics & Economic
Indicators

18

Community Accolades

19

Get Involved
BEDC Membership

WHO WE ARE

MISSION

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

Staff

2020 Board of Directors

Dan Hansen - President (City Rep)
Carla Gatzke - Vice President (Daktronics)
Daniel Scholl - Secretary/Treasurer (SDSU Rep)
Andy Johnson (Midwest Glass)
Curt Lundquist (Regional Communities Rep)
Daryl Englund (Brookings Health System Rep)
Kevin Tetzlaff (First Bank & Trust)
Lee Ann Pierce (County Rep)
Mark Hyde (S.D. Soybean Processors)
Randy Hanson (Mills Construction)
Staci Mergenthal (Brookings Chamber Rep)
Tim Harvey (Brookings Municipal Utilities Rep)
Tim Reed (District 7 Representative)



Al Heuton
Outgoing
Executive Director



Andrew Sloss
Chief Economic Development
Director/CEO



Kristi Larsen
Director of
Operations



Jennifer Quail
Director of
Entrepreneur Support



Sarah Hauge
Director of
Workforce Development



Dawn Petterson
Workforce
Analyst

BEDC NAMES NEW LEADER

Andrew Sloss chosen to coordinate regional economic development initiatives

Brookings, S.D. September 11, 2020 – Brookings Economic Development Corporation (BEDC) is pleased to announce that Andrew Sloss has been selected as Chief Economic Development Director/CEO for the organization.

Sloss has over fifteen years of experience in economic development, most recently serving as Managing Director for Baker Tilly in Houston, Texas. Past positions include Director and Practice Leader at Merit Advisors, Vice President at Thomas and Company, and Senior Manager at Ernst and Young. He is a 1998 graduate of SDSU with a Bachelor of Science degree in History, earned his Master's degree in Leadership from Crown College in Minnesota and his Juris Doctorate from William Mitchell College of Law in Minnesota.

"I am so excited and honored by this opportunity to return to Brookings and help the BEDC team continue to build on the incredible foundation that Al Heuton has created for the region," said Sloss. "I'm truly enthusiastic about economic development and am looking forward to collaborating with all of our business and community partners to ensure continued and sustainable growth for the community."

"Andrew is the perfect fit to lead our team and the Brookings region into the future," said Dan Hansen, BEDC board president and search committee chair. "His unique background in the private sector along with his immense knowledge and experience will bring the creativity and innovation needed to build on the strong economic development strategy already in place. In addition, his proven ability to lead and build consensus will be instrumental in assuring our community is moving forward together."

Hansen reported that the organization received close to 150 applications from across the country while the position was advertised during the month of June. Sloss will take over as BEDC's leader on October 5, while Heuton plans to retire at the end of the year after fifteen years with the organization.

BEDC is the lead entity for economic development in Brookings County, with key strategic focus areas of business development, entrepreneur support, workforce development and community development. The organization is a 501(c)6 non-profit managed by a board of directors consisting of elected officials, public and community leaders and private sector representatives. For more information, visit www.brookingsedc.com.

2021 WORK PROGRAM

Business Development

- Develop and recruit next generation industry sectors
 - Targeted industry research
 - Build industry relationships
 - Promote the Brookings business advantages
- Position existing industry for growth
 - Retention program and development assistance
 - Build SDSU/industry connections

CULTIVATING NEW OPPORTUNITIES
AND GROWING RELATIONSHIPS
BY TAKING ADVANTAGE OF THE
AREA'S UNIQUE ASSETS

Entrepreneur Support

- Develop entrepreneurship/innovation culture and entrepreneurial pipeline
 - Provide business coaching and consulting services
 - Host competitions, events and trainings
 - Asset development including low cost start-up space
 - Promote Brookings as entrepreneurial community
- Increase engagement with SDSU
 - EDA University Center
 - Ideation and commercialization program
 - Idea Adviser program

CONNECTING ENTREPRENEURS
AND START-UPS TO THE
RESOURCES NEEDED TO MOVE
THEIR IDEAS FORWARD

Workforce Development

- Increase access to talent pools
 - Targeted recruitment campaigns
 - Community awareness and placemaking
 - Relocation resources and support
- Remove barriers to employment
 - Address child care and elder/parent care needs
 - Collaborate on cultural change/diversity readiness
- Align industry and education
 - Workforce training/education programs
 - Brookings learning continuum
 - Expand career exploration programs

CREATING AWARENESS OF
CAREER OPPORTUNITIES AND
IMPLEMENTING RETENTION AND
RECRUITMENT STRATEGIES

Community Development

- Conduct Vision Brookings fundraising for gap year
- Plan and implement Vision Brookings IV fundraising campaign
- Continue program management activities
- Conduct community leadership activities including Leader Roundtable and Communities of Excellence
- Collaborate with stakeholders to ensure Brookings is a welcoming community for underrepresented minority groups, including immigrants, and to help them integrate more fully into the community

BUILDING AND ENHANCING A
HIGH QUALITY COMMUNITY FOR
RESIDENTS TO CALL "HOME"

2021 Organizational Priorities

- Increase BEDC membership levels and board engagement activities.
- Collaborate with community partners on development strategy and identify priorities and key projects.
- Enhance and expand on marketing and awareness initiatives.

BROOKINGS COUNTY ECONOMIC DEVELOPMENT STRATEGY

VISION COMPONENTS	PRIMARY GOALS	KEY INITIATIVES
<p>Smart and Balanced Growth</p> <p>Informed decision-making and thoughtful processes are the guide posts for future growth and development.</p>	<p>Attain a sustainable critical mass of population.</p> <p>Achieve a sustainable rate of economic growth.</p> <p>Change by design - proactively determine the future.</p>	<p>Recruit SDSU students, families, empty-nesters, and active retirees.</p> <p>Create economic diversity within targeted primary industry sectors.</p> <p>Use diversity as an avenue to global competitiveness.</p>
<p>Economic Prosperity</p> <p>Create household, business, and community wealth.</p>	<p>Develop a recession resistant economy.</p> <p>Undertake a balanced approach to economic development.</p> <p>Collaborate with regional partners.</p>	<p>Establish the area as an Active Adult Retirement Community.</p> <p>Establish a TechKnow Hotspot.</p> <p>Expand the county's stature as a Production Powerhouse.</p> <p>Employ tactics to retain, expand, and recruit industry and support entrepreneurs.</p>
<p>Competitive Business Environment</p> <p>Assemble the resources and amenities that will allow businesses to flourish.</p>	<p>Provide high quality business location alternatives.</p> <p>Create advantages for businesses through infrastructure, services, and capital.</p> <p>Organize industry networks around cluster targets.</p>	<p>Expand and promote development location choices.</p> <p>Create a skilled workforce pipeline.</p> <p>Engage the private sector to drive "business advantage" investments.</p>
<p>High Quality Community</p> <p>Create an environment and amenities that establish the community as a people destination.</p>	<p>Create an aesthetically diverse physical environment.</p> <p>Create a human environment meeting the demands of targeted populations.</p> <p>Build an economic environment that supports employment alternatives in selected industry clusters.</p>	<p>Improve community gateways.</p> <p>Provide affordable housing variety.</p> <p>Expand retail, dining, recreation, and entertainment options.</p> <p>Advance healthy living.</p> <p>Create higher wage opportunities.</p>
<p>High Performance Community</p> <p>Develop Brookings County and communities as role models in all aspects of "community".</p>	<p>Advance organization and leadership collaboration.</p> <p>Engage the community.</p> <p>Create a global awareness of Brookings.</p>	<p>Use roundtables to establish high levels of communication.</p> <p>Introduce big impact ideas and initiatives to engage the community.</p> <p>Market development opportunities.</p> <p>Invest strategically in the future.</p>

BUSINESS DEVELOPMENT



CULTIVATING NEW OPPORTUNITIES
AND GROWING RELATIONSHIPS
BY TAKING ADVANTAGE OF THE
AREA'S UNIQUE ASSETS

Retention
Visits

51

7 Business Expansions

Business
Prospects

26

Recruitment

2020 Highlights

Recruitment

Responding to increased activity/interest

Market Information

Sites database, highlights, community info shared with partners, businesses, realtors, landlords

COVID-19 Programs

Business Forum, marketing initiatives, landlord letters, dashboard, coalition supporting SDSU JacksRBack

IN THE NEWS... A SAMPLING OF HEADLINES

4.17.20 Forum to Highlight COVID-19 Prevention Practices

Organized and hosted by the Brookings Chamber and BEDC, the virtual Response and Prevention Business Forum will focus on the planning and preventative measures that local companies have implemented in response to COVID-19. The forum will also feature medical experts who can provide additional resources needed to keep employees safe and healthy.

5.19.20 Avangrid Renewables Breaks Ground on 30,000 SF Facility

Company officials from Peska Construction of Sioux Falls and Avangrid Renewables of Portland, Oregon, broke ground today on a 30,000 SF facility in the industrial park east of the interstate. The new building will be used as a warehouse for spare parts in support of Avangrid Renewables' fleet of wind and solar assets.

COMMUNITY DEVELOPMENT

BUILDING AND ENHANCING A
HIGH QUALITY COMMUNITY FOR
RESIDENTS TO CALL "HOME"

2020 Highlights

Leader Roundtable

Address community issues

Communities of Excellence

Plan virtual community event and form leadership structure

Public Policy

Represent Brookings/SDSU issues in Pierre through lobbyist, Brookings/SDSU Day at the Capitol

Collaboration with Partners

Swiftel Center economic impact study, marketing initiatives, interstate interchange, partnerships with Research Park, Chamber, Visit Brookings

Vision Brookings

\$200k commitment to interchange, initial plans for Vision Brookings IV

Partner
Collaboration
11
Projects/Initiatives

IN THE NEWS... A SAMPLING OF HEADLINES

4.16.20 BEDC Launches COVID-19 Community Dashboard

Brookings residents and businesses can now track how the coronavirus pandemic is affecting the region through a new resource unveiled today. The dashboard, located at www.togetherbrookings.com, monitors important economic indicators and provides information about local prevention efforts and community resources related to COVID-19.

6.19.20 Safe Campus and Safe Community - Initiative Supporting SDSU's Return to Campus

A coalition of organizations and businesses, together with the city of Brookings, have formed the Brookings Resiliency Collaborative to assist the university with their plan for resuming on-campus operations in August. Led by BEDC, the initiative recognizes the enormous impact SDSU has on the economy and identifies seven segments that can impact a successful return of university activity.

WORKFORCE DEVELOPMENT

Business Visits

60+

Virtual & On-Site

Business & HR Contacts

532

Program Outreach

Job Fair Participation

5

Hosted & Attended

Marketing Initiatives

78,044

Reach/Results



CREATING AWARENESS OF CAREER OPPORTUNITIES AND IMPLEMENTING RETENTION AND RECRUITMENT STRATEGIES

2020 Highlights

Child Care

Surveys, task force activities, Early Learner SD

Cultural Diversity

Brookings Inclusive Collaborative, \$193k Bush grant addressing diversity/inclusion

SDSU Collaboration

Student retention/recruitment, job fair, presentations, LeadState, SDSU Extension

Career Awareness/Exploration

Programs and resources supporting BHS Career Pathways model, Career-Palooza

Workforce Training/Education

Employer needs survey, partnerships with area providers to address business needs

Marketing Initiatives

Promoting Brookings, job opportunities

COVID-19 Programs

Virtual job fairs, online resources (training/temporary employment), surveys, videos

IN THE NEWS... A SAMPLING OF HEADLINES

12.14.20 BHS and BEDC Host Career-Palooza

High school students will have the opportunity to explore the variety of occupations available in the Brookings region at the first ever Career-Palooza, featuring 140 local volunteers from nearly 80 companies sharing their career journeys.

5.22.20 Survey Results Provide Overview of Child Care Needs

A survey conducted by BEDC delivered a comprehensive analysis of child care in Brookings County. The primary purpose of this assessment was to obtain locally derived data and information that can be used to guide community-based actions and outcomes around the issues of child care. The survey was completed by 890 individuals, providing important insight on quantifying the child care need, accessibility, affordability, and quality.

4.2.20 BEDC Launches Temporary Employment, Online Training Resources Center

BEDC has launched a new online resource center in response to the COVID-19 pandemic. This center, located at jobsinbrookings.com, is designed to help connect displaced workers looking for immediate employment with Brookings area employers who are still hiring temporary, short-term, and seasonal positions.

9.18.20 Unique Virtual Job Fair for SDSU/Local Businesses A Success

SDSU students were able to connect virtually to regional employers looking to hire for part-time, seasonal, and internship positions at the 2020 SDSU Student Virtual Part-Time Job Fair held on September 9. The fair hosted 20 employers from across the region and more than 150 students searching for opportunities.

5.8.20 BEDC Seeks Input on Workforce Training and Education

Effective training is widely acknowledged as the key to mitigating the impact of the skills gap in a variety of industries. BEDC is conducting a survey to evaluate workforce training and education opportunities in the region. The data collected will be utilized in the development and implementation of future programs to support the Brookings area workforce.

7.20.20 New Career Exploration Resources Available

This fall, Brookings High School is transitioning to the Career Pathways learning model to help students explore and experience future careers and provide increased opportunities to be engaged in the community. BEDC has developed a new program in support of this initiative that highlights the vast number of career choices available in the Brookings area.

ENTREPRENEUR SUPPORT

Entrepreneurs
& Startups

75

Assistance Provided

Entrepreneur
Pipeline

702

Outreach Contacts

Makerspace
Members

33

Yearly Average

Ideation &
Commercialization

11

SDSU Projects

CONNECTING ENTREPRENEURS
AND START-UPS TO THE
RESOURCES NEEDED TO MOVE
THEIR IDEAS FORWARD

2020 Highlights

Programs/Events

Idea and Business Plan competitions, certified coaching, mentor match, innovation meet-ups

Start-Up Academy

Free, online business start-up program

SDSU EDA University Center

Partnership to address industry-driven needs through university resources

SDSU Collaboration

Idea Adviser, Think Tank Thursdays, class presentations, prototyping equipment

Commercial Kitchen

Grand opening, marketing initiatives

COVID-19 Programs

Financial Focus, Mental Wellness workshops, virtual office hours

IN THE NEWS... A SAMPLING OF HEADLINES

11.25.20 Strategies for Mental Wellness in Difficult Times

Owning your own business can be challenging even in the best conditions, not to mention during a global pandemic. Techniques for self-care should be included as part of every entrepreneur's business resources. A free webinar hosted by BEDC will provide the tools you need to successfully navigate through the challenging periods of your entrepreneurial journey.

10.22.20 Free, Online Start-Up Academy Now Available

BEDC is excited to announce the launch of an online program for anyone thinking about starting a business. The Start-Up Academy introduces participants to the start-up process and walks them through the steps, terminology, and templates of starting a business.

4.14.20 Local Maker Supporting Medical Community

When the call came from the local medical community seeking head straps as part of the personal protective equipment used by staff, MAKERSPACE member Becky Jurrens was quick to answer. Jurrens is not only an active MAKERSPACE member, she is also a medical professional herself as well as a local small business owner of the community.

4.29.20 New Platform Matches Entrepreneurs with Mentors

Research has shown that mentors can provide immense value. For newly launched entrepreneurs or startups with a few years on the books, the expertise, perspective, and skills that mentors bring can really foster and enhance business momentum. BEDC has created a free tool, the Mentor Match-Up, to help facilitate these connections.

5.4.20 Winners Revealed for Local Small Business Awards

The Brookings Area Chamber of Commerce and BEDC are excited to announce the recipients of five awards to celebrate small businesses in Brookings. The new program was launched in April and online nominations were received from members of the community.

2.27.20 Brookings Commercial Kitchen Now Open

Brookings Built Green is excited to celebrate the opening of a unique community resource bringing business opportunity, cultural engagement, and fellowship through food. The Brookings Community Kitchen located at 420 Main Avenue is designed to be a food hub for the Brookings region. BEDC received a \$91k USDA grant for equipment for the kitchen and programming to support food entrepreneurs.



VISION BROOKINGS



VISION
brookings

VISION + ACTION = CHANGE

VISION without action is merely a dream.
ACTION without vision just passes time.
VISION and **ACTION** can change the world.

VISION BROOKINGS III (2017-2021)

2020 Year in Review

CAMPAIGN RESULTS

GOAL - \$2.5M
RAISED - \$2.65M
 TOTAL INVESTORS - 127

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

VISION BROOKINGS IV CAMPAIGN UPDATE

The Vision Brookings Management Committee voted to postpone Vision Brookings IV due to the impact of the COVID-19 pandemic. The next five-year campaign will cover the years 2023-2027. Stay tuned for more information regarding "gap year" finances and Vision Brookings IV initiatives or contact BEDC to find out more!

MANAGEMENT COMMITTEE REPRESENTATIVES

Board of Advisors (\$50,000 and up)
 Jay Bender, Carla Gatzke, Kevin Tetzlaff

Silver Level (\$25,000-\$49,999)
 Victoria Blatchford

Bronze Level (\$5,000-\$24,999)
 Chris Chase

Investor Level (\$500-\$4,999)
 Steve Carnes

At Large Representative
 Tim Harvey

BEDC Representative
 Tim Reed

Chamber Representative
 Dr. Merritt Warren

FUNDS ALLOCATED TO DATE

WORKFORCE DEVELOPMENT

BEDC Workforce Program.....\$ 375,000
 Lake Area Tech College.....\$ 92,120
 Chamber Connect 2140.....\$ 25,000
 Teen Challenge.....\$ 20,000
 Communities of Excellence.....\$ 20,000
 Leadercast.....\$ 2,000
 Boy Scouts Career Exploring....\$ 750

BUSINESS DEVELOPMENT

20th St Overpass.....\$ 278,240
 Public Policy.....\$ 150,000
 Downtown Business District.....\$ 68,000
 Brookings Day at the Capital.....\$ 12,000
 Chamber Gift Card Give Back....\$ 5,000

ENTREPRENEURSHIP

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

RESEARCH PARK AT SDSU

Land Replacement.....\$ 600,000

FUNDRAISING/ADMIN.....\$ 210,000

REMAINING BALANCE: \$ 75,500

• Anticipated use to cover gap year expenses, see Vision Brookings IV Campaign Update for more info

Leveraged Funds To Date

\$24,911,450

Program Managed By:



BEDC's work program generates an economic impact of more than \$100 million annually!

DEMOGRAPHICS & ECONOMIC INDICATORS

COUNTY POPULATION

2019 Est.
34,601
↑8%
Since 2010

CITY POPULATION

2019 Est.
24,108
↑9%
Since 2010

MEDIAN HOUSEHOLD INCOME

2019 Est.
\$53,863
↑37%
Since 2010

MEDIAN FAMILY INCOME

2019 Est.
\$89,149
↑33%
Since 2010

CONSTRUCTION PROJECTS

\$50.9M
↑4% From 2019
768 Total Building Permits

COUNTY EMPLOYMENT

Employed
18,681
↑1,528
Since 2010

3.5%

Unemployment Rate
(December, 2020)

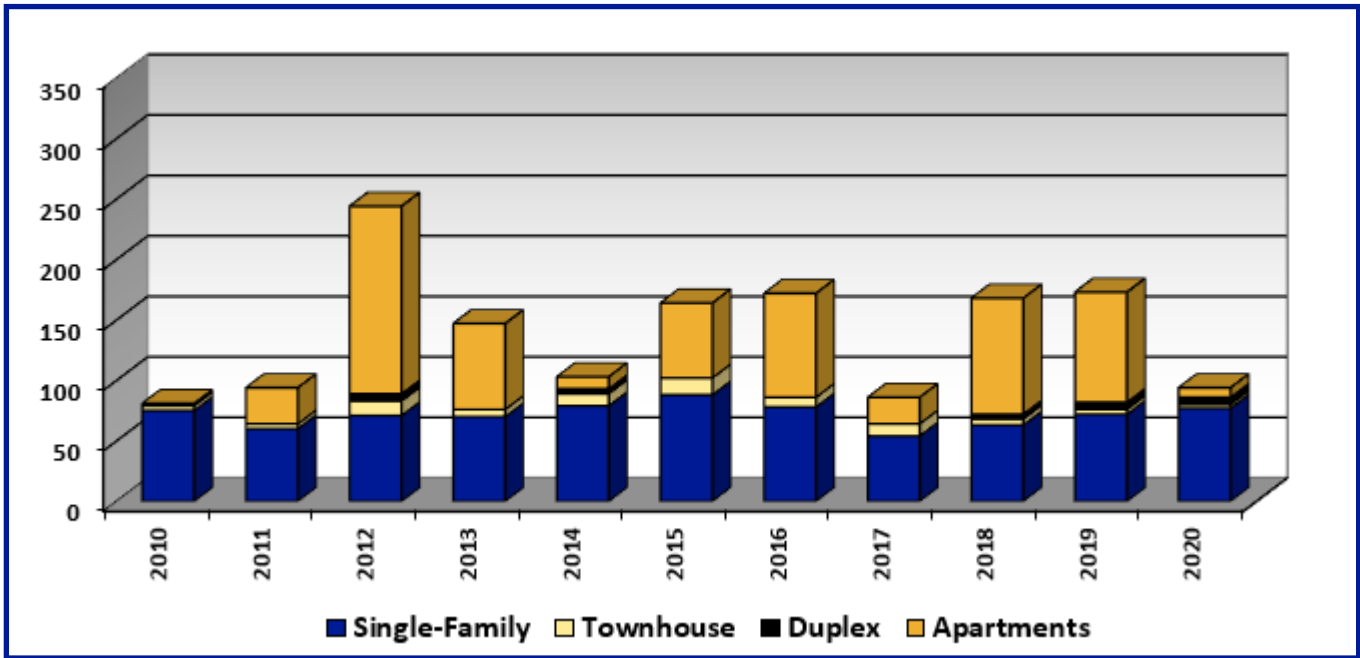
811

Current Job Openings
(Feb., 2021)

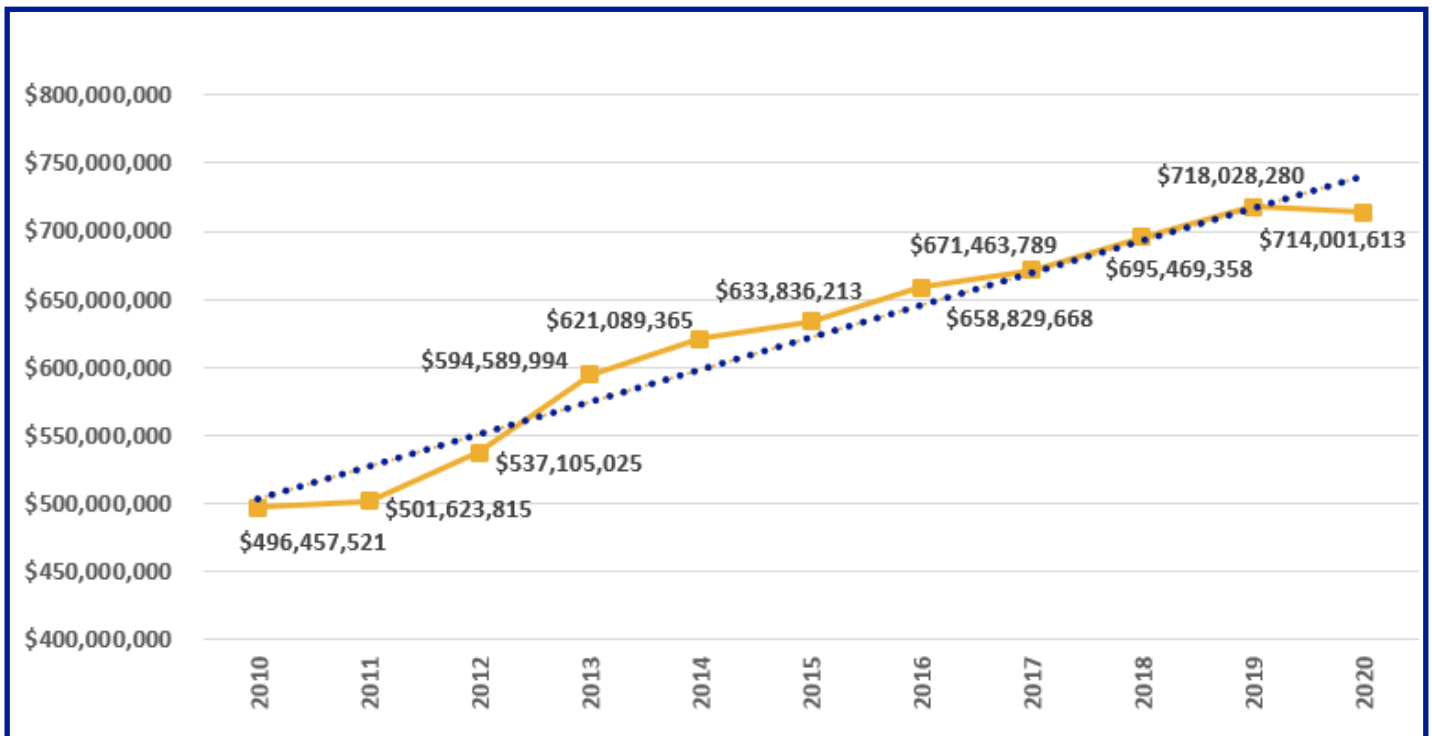
DATA SOURCES

- U.S. Census
- City of Brookings
- South Dakota Department of Labor
- South Dakota Department of Revenue

RESIDENTIAL BUILDING PERMITS - CITY OF BROOKINGS



TOTAL TAXABLE SALES - CITY OF BROOKINGS



COMMUNITY ACCOLADES

#16 Top Micropolitan in the U.S. (Policom, 2020)

Perfect 100 Score - Human Rights Campaign's Municipal Equality Index in the U.S.
(2020, 2019, 2018)

2020 Outstanding Philanthropic Community in S.D. (S.D. Association of Fundraising Professionals)

#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)

#2 Best School Districts in S.D. (Niche, 2019, 2018, 2017)

One of Five Heartland Communities Named 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)

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 for "Case Study for Positive Economic Transformation" (State of Indiana, 2014)

#5 Best Small Town in America (Livability, 2013)



GET INVOLVED

BEDC Membership

Are you interested in the economic growth and vitality of the Brookings region? Do you want to help influence the programs and initiatives that promote sustainable economic development? BEDC members are able to participate in the monthly board meetings, typically held on the third Wednesday of each month over the noon hour. Members can also become engaged through committees and task forces that are created to address specific initiatives. Active members can qualify to be nominated and elected as a voting director.

Anyone interested in becoming a member should provide a written letter to BEDC stating their interest. Requests are considered by the board of directors at regularly scheduled board meetings. The yearly membership fee is \$25 per person.

For more information, contact Andrew Sloss, CEO, at 605-697-8103 or by email to: andrew@brookingsedc.com.



2020

ANNUAL REPORT

BRING YOUR DREAMS.