



Generating and sustaining economic growth in the Brookings area, the BEDC is committed to supporting local business and economic prosperity. We uniquely position ourselves to be able to address business and community needs through advocacy, collaboration, and innovation.

2024 Quarter 1 Report

Economic Development Update

The BEDC team has been hard at work the last quarter spearheading new initiatives and actively engaging with the Brookings business community through various initiatives, emphasizing our commitment to local business needs and sustainable development.



Our Business Retention & Expansion (BR&E) program launched earlier this year and has two primary initiatives: collecting feedback and identifying trends to establish additional programs and incentives that support the business climate. Beginning with the [2024 survey](#), we have received over 80 responses from local businesses so far and engaged in several one-on-one business visits learn more about individual growth opportunities and how BEDC can help. Earlier this spring, the BEDC team partnered with Downtown Brookings to complete a business walk to share programs and project updates with over 80 downtown businesses.

Data from surveys and visits will shape discussions at our upcoming Economic Summit, guiding future opportunities and challenges in Brookings. We hope to see you there (info below) as we examine the economic landscape of Brookings over the past year.

Additionally in Q1, we leveraged data to pave avenues for new business. Conducting a Grocery Store Leakage Study, we acted as a conduit for knowledge empowering residents to make informed voting decisions. We continue to utilize information from the GOED Freedom Works Here Campaign to attract workforce to the Brookings area.

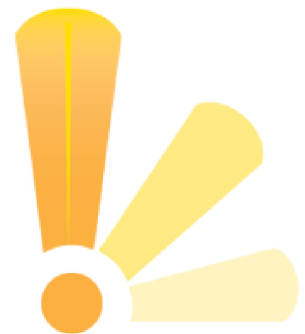
Beyond business, we made a deliberate effort to stay involved in the community participating in events such as Brookings Day at the Capital, the Economic Professional Development Association Day at the Capital, and meeting with the SDSU President's Cabinet. We have also been actively involved in the Brookings Childcare Collaborative.

Overall, the BEDC team took a proactive and collaborative approach toward driving economic growth and fostering a thriving business environment in Brookings.



Tim Reed

CEO, Brookings Economic Development Corporation



Economic Summit

Check out the article [here!](#)

Solventum (3M) Expansion

Check out the article [here!](#)

Master Economic Plan

Check out the article [here!](#)



Operations Update

I am pleased to present an overview of our operational activities during the first quarter of 2024. This report highlights our achievements and progress in staffing, stakeholder communication, and marketing efforts aimed at supporting the Brookings regional community. **Staffing:** In terms of staffing, we welcomed Matty, our Business

Development Specialist, to the team in late November. Since joining, Matty has proven to be an invaluable asset, championing several new programs supporting businesses, notably the Business Retention and Expansion (BR&E) initiative. Her dedication and enthusiasm have significantly contributed to the success of these endeavors, and we anticipate continued growth and impact under her leadership.

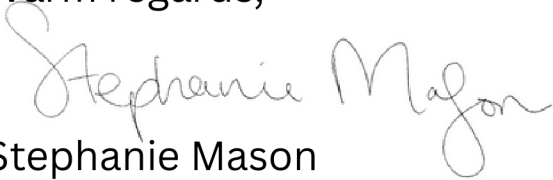
Additionally, Nathan, our Research & Data Analyst, has been actively developing new skillsets in his role. With the acquisition of additional data and reporting software by both BEDC and the Research Park, Nathan has been instrumental in leveraging these tools to enhance our analytical capabilities. His efforts have facilitated more comprehensive insights, enabling informed decision-making and strategic planning.

Stakeholder Communication: Our focus on stakeholder communication has remained steadfast, with particular emphasis on strengthening our website and social media presence. Throughout the quarter, we have diligently shared timely and relevant resources while highlighting the achievements of members and other participants within the Brookings regional community. By fostering a dynamic online presence, we aim to foster engagement, collaboration, and community pride.

Marketing: In the realm of marketing, notable changes have been made to our Park Press branding. These alterations reflect our collective efforts to elevate the successes of the business community, innovation, and entrepreneur development. Furthermore, we have endeavored to spotlight the invaluable contributions of investors who support these initiatives and the broader Brookings community. Through targeted marketing strategies, we seek to amplify our impact and promote the vibrancy of our region to a wider audience.

In conclusion, the first quarter of 2024 has been marked by significant progress across various operational fronts. As we continue to pursue our mission of fostering economic growth and community development, we remain committed to excellence, innovation, and collaboration. We extend our gratitude to all stakeholders for their continued support and partnership. Should you have any questions or require further information, please do not hesitate to reach out.

Warm regards,



Stephanie Mason

VP of Economic Development and Operations

Upcoming Events:



Small Business Week
April 29th - May 5th



Brookings Economic Summit: May 1st



Research Park
Appreciation Event:
June 18th

Board Updates

**Thank You
for Your
Service!**



Carla Gatzke



Randy Hanson



Marcus
Heemstra



Jeremy
Johnson



Andrew Brown

**Welcome to
the Board!**

Be Sure to Renew Your
Membership



Follow us on social media!

Thank You

to our funding partners!



We would like to give a special thanks to our funding partners! The work we do at BEDC would not be possible without the generous investments we receive from these entities. We are grateful to have community-centered organizations like these in the area who understand how essential collaboration is for local economic development.

Questions? Email bedc@brookingsedc.com or call 605-697-8103