

BROOKINGS ECONOMIC SUMMIT



2023 Informational Packet

Ecosystem
Partners

Economic
Development
Projects

Economic
Scorecard

What's
Next?

Platinum Sponsors



Silver Sponsors



Bronze Sponsors



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Economic Development Ecosystem Partners

The economic ecosystem is a partnership between local organizations that each take an interest in advancing the economic vitality of the Brookings community. In 2022, in collaboration with the City of Brookings, the ecosystem partners worked together to create a five-year economic development master plan to guide strategic business and community development for the Brookings area.

Brookings Economic Development Corporation (BEDC)

serves as a catalyst for driving economic growth in Brookings and its surrounding areas. BEDC excels as a convener, bringing together individuals, businesses, and organizations to devise innovative strategies for maximizing economic opportunities within the community. One of BEDC's primary objectives is to attract new businesses to the area that complement existing enterprises and contribute to long-term sustainability. Additionally, BEDC plays a crucial role in identifying available business resources, incentives, and advocating for policy developments or changes that support business expansion and prosperity.

Brookings Area Chamber of Commerce (BACC)

works to promote, advocate, connect, and enrich the Brookings area business community. Their vision is a vibrant, collaborative business landscape, which they actively create with the help of member businesses and volunteers. In the Ecosystem, the BACC contributes in a variety of ways, including providing professional and leadership development opportunities, engaging SDSU students, and re-developing the community's New Resident Welcome initiatives.

Downtown Brookings

creates and maintains programs to enhance the experiences of businesses, citizens, and visitors in the downtown neighborhood. They tell the story of their historic neighborhood while building connections to sustain the health and growth of the district, creating an inviting, engaging, and authentic experience for all. Downtown Brookings' role in the Ecosystem is focused on community development with initiatives in place-based economic development.

Research Park at SDSU

plays a vital role in fostering the growth and retention of technology companies that align with the talent and research conducted at SDSU. The Brookings Innovation Center (BIC), a business incubator attracts and supports businesses while providing resources for innovators and entrepreneurs. The "Power of Place" creates collaboration between academia and industry, the Research Park drives economic development as an innovative hub. The Research Park is a one-stop shop for local business resources, offering free and confidential small business counseling through the South Dakota Small Business Development Center.

Visit Brookings

As destination experts, Visit Brookings proudly shares the Brookings story, strengthens the economy and elevates the community experience for all. The Visit Brookings team focuses efforts on marketing the community, recruiting large events and meetings and creating awareness of the role tourism plays as part of the economic ecosystem. In addition, staff works alongside other partners to ensure tourism aligns with the desires of our residents.



Relocate to Brookings

Workforce Recruitment

The Brookings Economic Development Corporation, Brookings Area Chamber of Commerce, and Visit Brookings have collaborated under the “Live In Brookings” brand to attract potential workforce to Brookings. Leveraging the Governor’s “Freedom Works Here” campaign, individuals interested in relocating to South Dakota are encouraged to apply for jobs in Brookings, showcasing the city's exceptional quality of life. Here are some ways we have engaged so far.

LiveInBrookings.org

The LiveInBrookings (LIB) website and social media channels serve as the primary platforms for promoting Brookings as a desirable community. From highlighting what makes Brookings exceptional to providing essential information for new residents, the LiveInBrookings website serves as a comprehensive resource for both long-term visitors and potential residents.

Targeted Emails

By participating in the “Freedom Works Here” campaign, we can share information about Brookings to candidates expressing interest in relocating to South Dakota. Initially focusing on showcasing the opportunities in the Brookings area, we have expanded our efforts to target specific interests, and our highest click rates most notably in jobs and education.

FREEDOM WORKS HERE EMAIL ANALYTICS

Provided by Upframe Creative, a local marketing agency, assisting in campaigns efforts.

OF SENDS



7508

OPEN RATE



42%

CLICK RATE



6.2%

Employer Resources Page

To support Brookings area employers, we have developed the LIB Employer Resources page. Here, employers can access marketing materials such as the “Why Brookings” flyer to share with prospective candidates. Additionally, they can utilize the job board, share success stories, and access information on upcoming events aimed at recruiting job candidates to the area.

Video Testimonials

As part of our efforts to promote Brookings as an ideal place to live, work, and play, we have conducted interviews with recent community members who relocated to Brookings. Despite minor delays due to inclement weather, we are in the final stages of editing and anticipate releasing the testimonials soon.

Virtual Job Fair?

Exploring further avenues for job recruitment, we have the opportunity to collaborate with the SD Department of Labor to organize a virtual community job fair. A virtual job fair presents an efficient way to engage potential candidates between interviews, enhancing productivity. Employers interested in participating are encouraged to complete the interest form on the LIB Employer Resources page to help identify, as well as a suitable date for summer 2024.

Learn more on our Employer



Resources Page!

Economic Development Related Projects

Affordable Housing

In the 2023 South Dakota Legislative session, a bill was passed that allocated \$200 Million in loans and grants to developing housing infrastructure all over South Dakota. This money is starting to roll out into communities with 7 applications having been submitted and approved.

One of these applications was for a development called Branch Creek that will be going up in Brookings. This development will consist of 135 single family units made up of a mix of town houses and duplexes. The total project is \$5 million, but the grant will cover \$1.7 million of the cost.

When it comes to economic growth, funding projects like this are essential. Economic growth requires a larger workforce and a growing workforce requires adequate housing. Future focused economic development requires attentive people making creative solutions like these housing infrastructure grants.



Brookings Child Care Collaborative

The Brookings Child Care Collaborative's Phase 1 launch, supported by a \$400,000 grant from the Governor's Office of Economic Development, aims to enhance access to quality childcare. Through collaboration between the Brookings School District, Boys & Girls Club of Brookings, and Brookings Economic Development Corporation, the initiative seeks to create affordable, equitable, and sustainable childcare resources. Central to the initiative is the implementation of a shared curriculum platform emphasizing early literacy and academic readiness.

Beginning Fall 2024, the Brookings School District will introduce new Pre-K spaces in each elementary school, while the Boys & Girls Club of Brookings will continue support for 3-year-olds and renovate their Early Learning Center for children aged 0 to 2. This redesign aims to maintain affordability for parents while expanding early learning and enrichment opportunities. Future phases will focus on capacity expansion and community engagement to support workforce readiness from infancy to graduation.

Economic Development Related Projects

Downtown Brookings Master Plan

The City of Brookings and Downtown Brookings have contracted with RDG Planning & Design to complete a Downtown Brookings Master Plan that will ultimately help ensure a welcoming, vibrant, connected downtown area for the foreseeable future.

The study area encompasses several blocks on all sides of Main Avenue. The master plan will strategically shape the future of Downtown Brookings by establishing a shared vision for future community and economic development. It is intended to be a long-term vision to guide aspects such as land use, urban design, and housing.

The plan aims to improve the overall walkability and connectivity of Downtown Brookings with the existing neighborhoods and businesses, enhance neighborhood attractiveness, and preserve historic character.



POET Bioproducts Center

The POET Bioproducts Center is one of the most innovative and flexible bioprocessing spaces in the United States. A 45,000-square foot space, the facility includes 6 bioprocessing mini-labs, 5 bio-chem labs, and a Highbay Pilot Plant.

The center is the product of a partnership between the Dakota BioWorx, South Dakota State University, and South Dakota School of Mines. Due to its location, the Bioproducts Center is bound to benefit faculty, students, and private industry in the area by providing research and learning opportunities while still allowing for the commercialization of cutting edge products developed.

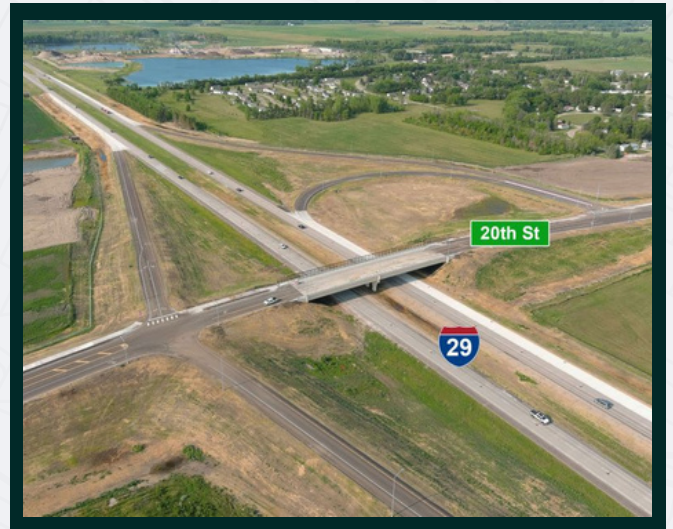
This unique setting will also benefit the Brookings area and South Dakota at large contributing to a stronger economy by opening more doors for students, bringing in top talent, and making South Dakota a leader in the bioproducts industry.

Economic Development Related Projects

Solventum

In 2023, Solventum (formally 3M) unveiled its intention to make a substantial investment in expanding its Brookings plant. The initial phase of this expansion entails a \$220 million investment, incorporating enhancements such as 16 additional shipping docks, an 8,000-slot warehouse, 200,000 square feet of manufacturing space, and supplementary laboratory and office facilities. Solventum anticipates the potential for a total investment of \$468 million across subsequent development phases.

Established in 1969, Solventum's (formally 3M) Brookings facility serves as its primary and largest healthcare manufacturing site, with a history of multiple expansions since its commencement of operations in 1971. Currently spanning 667,000 square feet, the plant employs over 1,000 individuals engaged in the production of medical and surgical products.



Exit 130 Interchange

August 23, 2023 was a day to celebrate as dignitaries from across the state came to speak at the I-29 Interchange ribbon cutting. In attendance were U.S. Senator John Thune, U.S. House Representative Dusty Johnson, S.D. Secretary of Transportation Joel Jundt, State Senator Tim Reed and Mayor Ope Niemeyer.

The new interchange has been years in the making and supports two important needs for safety and connectivity to our community. It will be extremely beneficial to the Brookings area by making our community more accessible and, in turn, attracting more business, tourism, and potential residents to the area. Brookings Mayor Ope Niemeyer called the project "a perfect example of what can be accomplished through public and private partnerships."

Fun Fact:

The interchange project utilized 55,000 tons of basecourse, 13,000 tons of asphalt, and 592,800 tons of dirt. This is equivalent to 5,389 blue whales!

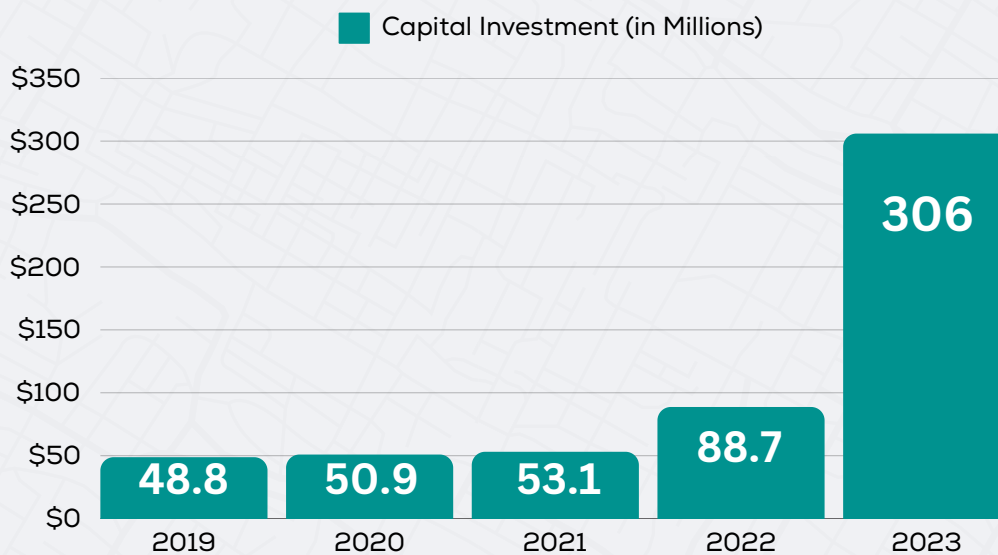


Capital Improvement

Capital improvement, in the context of economic development, refers to strategic investments made in infrastructure, facilities, and other tangible assets aimed at enhancing the overall quality of life, productivity, and competitiveness of a region. These investments encompass a diverse array of projects ranging from transportation and utilities to public amenities and educational institutions. Capital improvement initiatives play a crucial role in fostering economic growth, attracting private investment, and bolstering community resilience by laying the groundwork for sustainable development and prosperity.

In 2023, the City of Brookings saw a large increase from previous years with multiple large projects taking place.

Annual Capital Investment



Source: City of Brookings Building Permits

Top Capital Projects From 2023

Solventum (formerly 3M) - \$92M

Brookings Municipal Utilities - \$63M

Medary Elementary School Renovation - \$34.5M

Build New Hillcrest Elementary School - \$34M

Prairie Hills Senior Living Facility - \$18M

2023 Brookings Economic Scorecard



The 2023 Brookings Economic Scorecard stands as a pivotal benchmark offering insight into the current economic landscape of the Brookings region. This comprehensive evaluation encompasses a spectrum of key indicators selected to establish a standard for economic growth within the Brookings area. The scorecard provides understanding in four key indexes: Education and Innovation, Workforce, Homeownership and Housing, and Income and Poverty. The intent is to serve as a roadmap for strategic development initiatives.

In the process of selecting peer communities for comparative analysis, two fundamental criteria were paramount: population size and the presence of higher education institutions. Ensuring a balanced comparison created the need for demographics to be similar within college or university towns within a close population range, allowing for meaningful parallels to be drawn. The demographic profiles of the peer communities are characterized by similar levels of educational attainment, income distribution, and housing patterns.

The 2023 Brookings Economic Scorecard includes a Brookings specific economic dashboard to highlight individual data points and rankings from the five peer communities. The four indexes are then split to show definition and ranking on a scale of the United States average. Each community is given an index score for each of the four focus areas: Education and Innovation, Workforce, Homeownership and Housing, and Income and Poverty. Each index is designed so that the national average would have a score of 100. A score of 110 indicates an community is performing 10% better than the national average; a score of 90 indicates an area is under-performing the national average by 10%.

With rankings to peer communities, Brookings is able to develop initiatives to further its strengths and find opportunities for additional development in key areas. Key takeaways and further methodology can be found on page 17.

Brookings Economic Dashboard

Education and Innovation

44%

Early Childhood
Education Enrollment
(2023)

Peer Rank: 3

96%

High School
Graduation Rate
(2018-2022)

Peer Rank: 2

49%

Four-Year College
Degree Attainment
(2018-2022)

Peer Rank: 2

279

Graduate Students
per 10K Residents
(2022)

Peer Rank: 2

7.7%

Employment in
Professional Services
Industry (2023)

Peer Rank: 1

Workforce

2.0%

Unemployment Rate
(2023)

Peer Rank: 2

4.52%

Employment
Growth
(2019-2023)

Peer Rank: 1

\$114,068

Real GDP Per Capita
(2022)

Peer Rank: 4

69.8%

Labor Force
Participation Rate
(2018-2022)

Peer Rank: 4

14.6

Mean Commute Time
[in minutes] (2021)

Peer Rank: 2

Homeownership and Housing

48%

Owner-Occupied
Housing Unit Rate
(2018-2022)

Peer Rank: 5

3.6 : 1

Affordability of
Homes
(2021)

Peer Rank: 3

\$222,100

Median Value of
Owner-Occupied
Housing (2018-2022)

Peer Rank: 3

\$856

Median Gross
Rent
(2018-2022)

Peer Rank: 2

Income and Poverty

\$57,824

Median Household
Income
(2018-2022)

Peer Rank: 5

16.5%

Persons in Poverty
(2022)

Peer Rank: 4

5.5%

Persons Without
Health Insurance
(2022)

Peer Rank: 2

98.2

Cost of Living Index
(2022)

Peer Rank: 6

31%

Liquid Asset
Poverty Rate
(2023)

Peer Rank: 4

Peer Communities

Brookings SD



Population: 23,993
University: South Dakota State University
Student Population Percent: 49%
Median Household Income: \$57,824

Peer Rankings

Income and Poverty	1	Workforce	1
Homeowners and Housing	4	Education and Innovation	2

Mankato MN

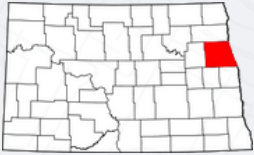


Population: 45,140
University: University of Minnesota Mankato
Student Population Percent: 39%
Median Household Income: \$61,726

Peer Rankings

Income and Poverty	4	Workforce	3
Homeowners and Housing	6	Education and Innovation	3

Grand Forks ND



Population: 58,692
University: University of North Dakota
Student Population Percent: 24%
Median Household Income: \$59,079

Peer Rankings

Income and Poverty	3	Workforce	4
Homeowners and Housing	5	Education and Innovation	4

Aberdeen SD



Population: 28,210
University: Northern State University
Student Population Percent: 13%
Median Household Income: \$62,684

Peer Rankings

Income and Poverty	2	Workforce	6
Homeowners and Housing	1	Education and Innovation	5

Faribault MN

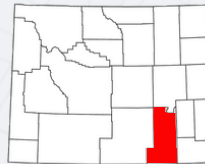


Population: 24,518
University: South Central College
Student Population Percent: 11%
Median Household Income: \$58,881

Peer Rankings

Income and Poverty	5	Workforce	5
Homeowners and Housing	3	Education and Innovation	6

Laramie WY



Population: 30,816
University: University of Wyoming
Student Population Percent: 40%
Median Household Income: \$50,539

Peer Rankings

Income and Poverty	6	Workforce	2
Homeowners and Housing	2	Education and Innovation	1

*Student population is based on total university enrollment not residency

Education and Innovation

Education and innovation are the cornerstones of economic development and growth. Education cultivates talent, while innovation drives progress, creating a talent pipeline. Together, they propel economies forward, fostering a dynamic ecosystem that fuels prosperity and competitiveness within businesses.

Education and Innovation Indicators:

High School Graduation

- The share of the population Age 25+ with a Highschool diploma.

Source: Census Bureau (2022)

Early Childhood Education Enrollment

- Percentage of three- and four-year olds enrolled in preschool (public or private).

Source: American Community Survey (2021)

Four-Year College Degree Attainment

- The share of the population with a Bachelor's degree or higher.

Source: Census Bureau (2022)

Number of Graduate Students per 10K Residents

- Number of Graduate and Post Doctorates students in Science and Engineering programs per 10,000 residents.

Source: National Center for Science and Engineering Statistics (2022)

Employment in Professional Services Industry

- The share of the population that is employed in the Professional Services Industry. [County]

Source: Bureau of Labor Statistics (2023)

Brookings Statistics

#1
Most Affordable
State to Get a College
Degree
(Forbes, 2023)



Laramie

142

Brookings

126

Mankato

108

U.S. Average: 100

Grand Forks

99

Aberdeen

72

Faribault

71

Workforce

Workforce is the backbone of any thriving economy. As the workforce expands and diversifies, it fosters more employment opportunities, leading to a higher level of economic activity. This cycle of job creation and workforce development stimulates the flow of money throughout the economy, contributing to its overall health and vitality. A robust and skilled workforce is essential for driving innovation, productivity, and sustainable economic growth.

Workforce Indicators:

Unemployment Rate

- The share of the population that are currently unemployed, but able to work.

Source: U.S. Bureau of Labor Statistics (2023)

Real GDP Per Capita

- Gross domestic product adjusted for inflation, per person [County]

Source: U.S. Bureau of Economic Analysis (2023)

Mean Travel Time to Work

- Mean travel time to work (in minutes), workers age 16+.

Source: Census Bureau (2018-2022)

Employment Growth Rate

- The percentage change of employment, increase or decrease over time.

Source: U.S. Bureau of Labor Statistics (2019-2023)

Labor Force Participation Rate

- The active portion of the economy's labor force who are employed.

Source: U.S. Bureau of Labor Statistics (2022)

Brookings

150

Laramie

141

Mankato

122

Grand Forks

121

Faribault

100

U.S. Average: 100

Aberdeen

93

Brookings Statistics

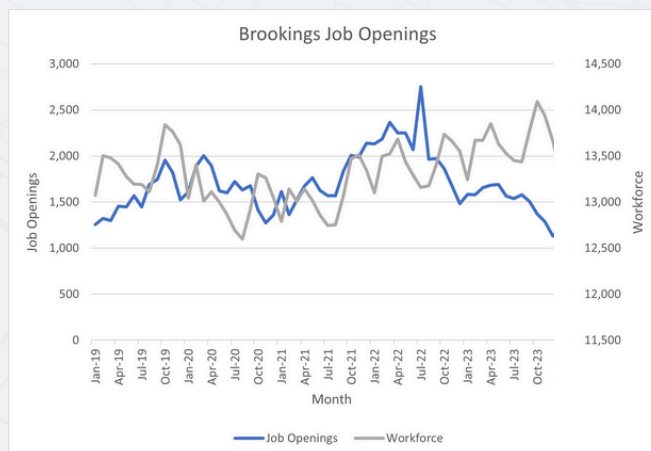
Employment Growth

591

New Jobs
Since 2019

4.52%
Growth Rate

Source: SD Department of Labor
January 2019: 13,073 | December 2023: 13,664



*No Seasonality Considered

Homeownership and Housing

Homeownership stands as a cornerstone of economic development, providing stability and wealth-building opportunities for individuals and families. By fostering homeownership, communities not only promote asset accumulation but also stimulate local economies through increased property values and investment in neighborhood infrastructure. Affordable housing is a crucial element to understanding the labor force.

Homeownership and Housing Indicators:

Owner-Occupied Housing Unit Rate

- The share of housing units that are occupied by its owner, including single-family and multi-family units.

Source: Census Bureau (2022)

Affordability of Homes

- Median housing value divided by median family income.

Source: American Community Survey (2021)

Median Gross Rent

- The median gross rent for housing.

Source: Census Bureau (2022)

Median Value of Owner-Occupied Housing Units

- The median value of owner-occupied housing units, including single-family and multi-family units.

Source: Census Bureau (2022)

Brookings Statistics

2023 New Housing Units City of Brookings

129

Total Units

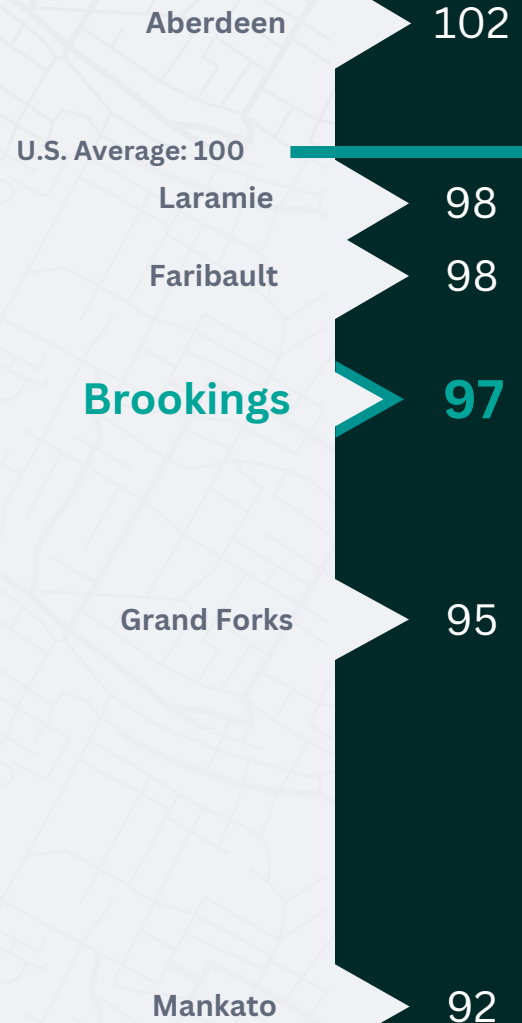
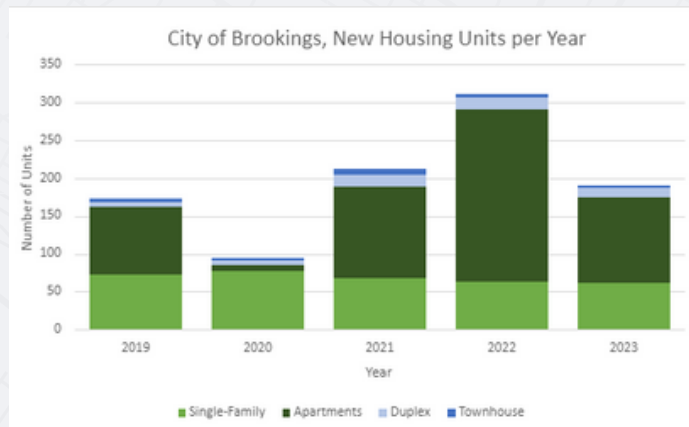
61 Single-Family

3 Townhouse

12 Duplex

114 Apartments

Source: City of Brookings Building Permits



U.S. Average: 100

Income and Poverty

Income and Poverty encompasses a broad spectrum of economic indicators vital for assessing the financial well-being and stability of individuals and households in Brookings. By evaluating these factors, stakeholders gain an insight to trends and opportunities for targeted interventions aimed at promoting economic resilience within Brookings.

Brookings

92

Aberdeen

92

Grand Forks

91

Mankato

86

Faribault

83

Laramie

71

Income and Poverty Indicators:

Median Household Income

- The median income for households within a population (in 2022 dollars).

Source: Census Bureau (2018-2022)

Persons in Poverty Rate

- The share of population that is below the Census Bureau poverty threshold.

Source: Census Bureau (2018-2022)

Cost of Living Index

- Index comparing regions based on price differences in consumer goods and services.

Source: Lightcast (2023)

Liquid Asset Poverty Rate

- Percentage of households without sufficient liquid assets to subsist at the poverty level for three months in the absence of income.

Source: American Community Survey (2021)

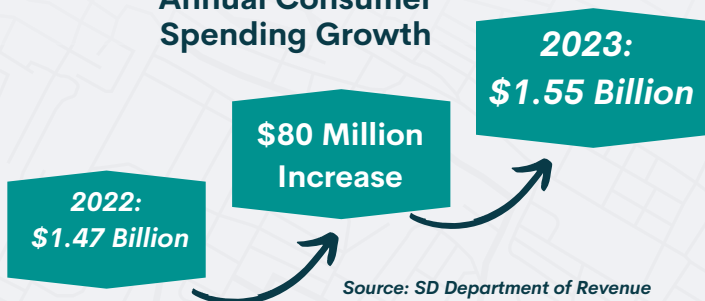
Uninsured Rate

- The share of the population that are without health insurance, under age 65.

Source: Census Bureau (2018-2022)

Brookings Statistics

Annual Consumer Spending Growth



Average Income Growth

23.5%

January 2019: \$852/week
December 2023: \$1,054/week

Source: SD Department of Labor

TAKEAWAYS



METHODOLOGY

The Economic Scorecard is a product of the Brookings Economic Development Corporation. Individual data points were selected by relevance to the overall index and by availability of information for each peer community. The peer communities were chosen for their similar characteristics to Brookings in size and demographics by including all college/university towns.

To gather rankings, individual data points were made into real numbers based on the national average. These real numbers were then compared to the peer communities to rank from 1-6.

For more information regarding the Economic Scorecard, contact Brookings Economic Development Corporation at bedc@brookingsedc.com

MAIN INITIATIVES

WORKFORCE

Workforce is the number one issue in the United States and Brookings is seeing healthy growth in employment statistics. With a strong talent pipeline with high school and college degree rates, this leads to innovation in the form of entrepreneur and startup businesses. Raising the median household income is a key opportunity for the future of Brookings workforce.

HOUSING

Increased housing units and affordable housing are main initiatives in Brookings. The Economic Scorecard shows Brookings to be just below the national average for the four chosen statistics. The City of Brookings Building Permit history shows a trending increase in new units, both single-family and multi-family, which looks to help fill the current demand.

CAPITAL IMPROVEMENT

The City of Brookings saw a large increase in capital improvement in 2023, with a few large projects inflating the total. Identified projects will continue to bring in large amounts of capital investment in future years and the growing trend of the investment in Brookings is expected to continue.

Industries of Focus

City Master Plan Strategy

Ag Innovation Cluster

On June 27th, 2023, the BEDC and the Research Park collaborated to host an Ag Innovation cluster event aimed at supporting regional agricultural businesses and fostering dialogue among local industry leaders. Participants explored opportunities to bolster this evolving sector, focusing on strategies like reducing shipping container costs and forging partnerships with educational institutions to cultivate specialized skill sets. The insights gleaned from this event are crucial for driving change and enhancing the Brookings economy.

Continuing its commitment to supporting local businesses, BEDC, as part of the city's Economic Masterplan, will host workshops and discussions in collaboration with partners from the Economic Development Ecosystem. These initiatives aim to further understand the needs of local enterprises and facilitate their growth and success.

Subsequently, on December 4th, a follow-up Ag Innovation Roundtable took place at Millborn Seeds, featuring a presentation on the company's operations and a tour of its distribution center. With a workforce of 65 full-time employees and 50 part-time SDSU staff, along with 40,000 direct contract acres, Millborn Seeds showcased significant growth. Notably, innovative solutions like automation robots have enabled the company to substantially increase its mixing and packaging capacities. Discussions at the roundtable centered on addressing labor needs, increasing financing opportunities for innovative firms, and tackling challenges in regional transportation logistics. BEDC and the Research Park remain committed to exploring avenues to meet these community needs and foster industry growth.



Manufacturing

The manufacturing industry in the Brookings area community, situated along the I-29 corridor, plays a pivotal role in shaping both the local economy and our global connections. Comprising approximately 33% of private businesses, manufacturing is a cornerstone sector in Brookings, contributing significantly to its economic vitality. Brookings County ranks second in South Dakota for manufacturing employment, with 4,342 employees across 41 businesses, boasting an average salary of \$67,600. These jobs often require advanced education, reflecting the industry's focus on innovation and skill development. Overall, manufacturing not only drives economic growth but also cultivates a competitive workforce ready for the challenges of the modern industrial landscape.



In 2024, we will bring local manufacturing businesses together, to explore how the Brookings community can continue to support this essential industry.

Leader Roundtables

City Master Plan Strategy

Business Leader Roundtable

The Business Leader Roundtable, jointly organized by the BEDC and the Brookings Area Chamber in August 2023, served as a platform for local business leaders to address challenges confronting the Brookings area. The discussions highlighted three primary areas of focus:

enhancing site readiness, identifying capital investment opportunities, and fostering greater University engagement. Efforts to improve site readiness involve ecosystem partners collaborating to identify and collect data on suitable locations, making them more attractive to potential occupants. Concurrently, the identification and securing of capital investments will contribute to the development of additional site-ready locations. The overarching aim is to strengthen the integration between the University and the community, ultimately showcasing Brookings as an appealing destination for permanent residence.

These goals outlined by participants form a symbiotic cycle poised to drive ongoing growth and development in the city, benefiting all stakeholders. The initiative represents a collaborative effort to enhance economic prospects and community vitality in the Brookings area. Moving forward, the implementation of strategies aimed at achieving these objectives promises to yield positive outcomes, with gratitude extended to all those who contributed to the productive discourse at the event.



Small Business Meet-Up

The Small Business Meet Up held in January 2024 highlighted the vital role of small businesses, representing 99.7% of employer firms in the US. With 25 local business representatives in attendance, discussions centered on available resources and ongoing projects supporting small



enterprises through the Small Business Development Center, Brookings Innovation Center, Downtown Brookings and the BACC. Updates from key organizations emphasized efforts to bolster workforce size, provide business support, and deepen understanding of the local business landscape.

The event served as a platform to assess resource utilization and identify opportunities for additional services. The collaborative spirit demonstrated underscores the community's commitment to fostering a thriving environment for small businesses. Gratitude is extended to all participants for their contributions toward advancing Brookings' small business community.

2024 Economic Development Ecosystem Partners Projects

Each Ecosystem partner uses their own mission, core values, and initiatives to develop programs and events that support economic growth for the Brookings area. Here are a few projects identified for 2024.

Brookings Economic Development Corporation (BEDC)

BEDC's primary initiatives are to support existing businesses, new business growth, and drive collaborative economic leadership. In 2024, BEDC is

- collecting feedback and building business attraction and recruitment programs.
- reviving the revolving loan program to support new and existing businesses growth.
- continuing with business visits, roundtables, and cluster events throughout the year.

Brookings Area Chamber of Commerce

The Chamber works to connect existing businesses and their employees, engage with our new and younger populations to grow and develop our workforce, and serves as a collective voice of and for business.

- SDSU student engagement
- Professional and leadership development
- Advocacy efforts (Business Advisory Network, Brookings/SDSU Day at the Capitol)
- Community development initiatives (Downtown at Sundown, New Resident Welcome)

Downtown Brookings

Downtown Brookings creates and maintains programs to enhance the experiences of businesses, citizens, and visitors in our neighborhood.

- Planning and execution of desired outcomes provided from downtown master plan consultant.
- Farmer's Market management and program refresh.
- Family-Orientated Statue and Mural
- Downtown Beautification and Safety Project

Research Park at SDSU

The Research Park continues to attract new business, support existing business, and build up resources for innovators and entrepreneurs. Watch for these valued opportunities in 2024.

- Mentorship Matchmaking Program
- Proof of Concept Funds
- SDSU-business connections and resource development through Innovate SoDak and other programs

Visit Brookings

Visit Brookings plays its part in the ecosystem by attending to the needs of visitors. In addition to this, they work alongside other partners to ensure tourism efforts align with residents' desires too.

- Certified Tourism Ambassador (CTA) Program
- Event Space and Community Calendar resources



2024 Brookings Area Business Survey

Overview

The 2024 Brookings Area Business Survey is a component of the Business Retention & Expansion program led by Brookings Economic Development Corporation. This survey aims to gather an understanding for the general business environment in the Brookings area. The information and insights gained through the survey are used to develop initiatives and provide resources that are relevant to industries and business size. The stats shared below are a snapshot of current responses received prior to the Brookings Economic Summit. The survey will remain open through the end of 2024 and a final report of results will be shared in early 2025.

100+

About the Respondents

Large Businesses (100+ Employees): 14

Medium Businesses (25 - 99 Employees): 15

Small Businesses (1 - 24 Employees): 53

Total Number of Employees
Represented: 5,895

**Local businesses have
completed already!**

Over 30%

of the Brookings County labor
force is represented.

**There's still time to
complete the business
survey!**

If you're a business in
the Brookings area, we
want to hear from you!
Please take **10 minutes**
to complete this survey.



2024

Ecosystem Events

MAY

- | | |
|---------------------------------------|--|
| 29-4 Small Business Week | 15 Chamber WIL Event |
| 1 Brookings Economic Summit | 19 McCrory Gardens – Gardens Discovery Festival |
| 6-11 Economic Development Week | 19-25 National Travel and Tourism Week |
| 14 AI Workshop | |

SEPTEMBER

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|-----------------------------|-----------------------------------|
| 11 Chamber WIL Event | 25 Chamber Candidate Forum |
| 14 Fall for Downtown | tbd SD Biotech Summit |

JUNE

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| 4 New Resident Welcome BBQ | 12 Chamber WIL Golf Clinic and Social |
| 6 Old Timer's Day Mixer | 18 Research Park Appreciation Day |

OCTOBER

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| 4-11 Manufacturing Week | 12 112th Annual Hobo Day |
| 5 Downtown Watch Party - Northern Iowa | 29 Trick-or-Trick on Main |
| 8 Leadership Brookings 2025 Starts | 31 Chamber Candy Krawl |
| 9 Chamber WIL Summit | tbd Chamber Feed the Farmer event |

JULY

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| 4 Uncle Sam Jam | 20 Brookings Bonanza: Downtown Block Party
Kidpreneurs Pop-Up Market |
| 12-14 Summer Arts Festival | |
| 18 Chamber Par-Tee Golf Tournament | tbd Crazy Days S.H.O.P. Campaign Starts |

NOVEMBER

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| 12 Veterans' Day Program | tbd Chamber Sales Training |
| 30 Small Business Saturday | tbd Legislative Lookahead |

AUGUST

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|--|-------------------------|
| 1 DT@SD: Week 1 | 15 DT@SD: Week 3 |
| 2 Chamber Volga Golf Tournament | 22 DT@SD: Week 4 |
| 8 DT@SD: Week 2 | 29 DT@SD: Week 5 |

DECEMBER

- | | |
|--|---|
| 3 Agriculture Relations Banquet | 9 Research Park Annual Celebration |
| 6 Festival of Lights | 1- 24 Wondrous Windows Downtown |
| 7 Downtown in December | |

Visit
BROOKINGS
SOUTH DAKOTA



More programs and events
are added throughout the
year - be sure to check out
our calendar of events!



BROOKINGS ! ECONOMIC SUMMIT



Many of the ecosystem programs and projects are powered by the City of Brookings, Vision Brookings, the ecosystem investors and sponsors!

