

29 OCTOBER 2024 | RPSDSTATE.COM | 605-696-5600



The Vision Brookings logo consists of the word "VISION" in a bold, black, uppercase font, with the word "brookings" in a smaller, black, lowercase font directly beneath it. The text is centered within a light orange background that forms a large, stylized letter "V".



Vision Brookings Investor Spotlight

Allegra

Allegra is a one-stop shop for local printing and marketing needs in downtown Brookings. Owned by David and

Angie Roden, Allegra has been a proud investor in Vision Brookings since 2005. Specializing in customized marketing, printing, mailing, and signage solutions, Allegra offers businesses and individuals creative ways to meet their needs. Allegra's technical capabilities combined with a talented in-house design and creative team, is the perfect solution to see a project from start to finish.

By taking the time to listen to clients and respond to their specific goals, the company ensures that each project is tailored to meet the needs of its customers. Their personalized approach has helped Allegra build long-lasting relationships with businesses throughout the Midwest. In addition to delivering excellent service, Allegra is dedicated to giving back to the community. Every November, they launch the FootPRINT Fund, allowing Brookings County non-profits to apply for up to \$500 in free printed materials, helping local organizations make an impact.

For Allegra, Brookings is more than just a place to do business—it's home. As a tight-knit, supportive community, Brookings provides the perfect environment for businesses like Allegra to thrive. The local business community works together, sharing resources and encouraging each other's growth.

"We rely on other businesses and organizations for support and encourage growth for each other," says Angie Roden. This sense of community drives Allegra to give back and play an active role in ensuring Brookings remains a vibrant place to live and work.

Allegra's decision to invest in Vision Brookings stems from a belief in the importance of growth and forward-thinking. "Without growth, we as a community will become stagnant," Angie shared. Just as they invest in new equipment and services to stay competitive in their industry, they see Vision Brookings as essential to maintaining the creativity and vibrancy of the community. By supporting Vision Brookings, Allegra is helping to ensure that Brookings continues to thrive, providing a dynamic and prosperous environment for future generations.

YOUR INPUT, OUR NEXT STEP

GROW BROOKINGS

We need your input! Share your thoughts in our quick survey to help us bring new retail and restaurant options to Brookings and support the growth of our valued local businesses.



www.brookingsedc.com/consumers

VISIT OUR WEBSITE FOR INFO ON
OUR NEXT EVENT



2024 SD Bio Summit and Annual Meeting Recap

The 2024 South Dakota Bio Summit, hosted by SD Biotech, was a significant event for the state's growing bioscience industry, and the Research Park at SDSU and Brookings Economic Development Corporation were proud to sponsor. This year's summit highlighted the impressive strides South Dakota has made in biotechnology, emphasizing the global impact of local efforts in sectors like agriculture, environmental science, and healthcare.

One of the most impactful takeaways from the summit was the incredible potential for future growth in Brookings' bioscience sector. Speakers such as Luke Lindberg, CEO of South Dakota Trade, discussed the role of international trade in fostering innovation, while Joe Beck of Vialflex shared insights into sustainable solutions for global environmental challenges. Dr. Joseph P. Cassidy, SDSU's Dean of Agriculture, Food, and Environmental Sciences, underscored the importance of research and education in driving forward breakthroughs in biotech.

These discussions emphasized the importance of cross-industry collaboration in continuing to push the boundaries of bioscience innovation. The connections made and insights gained reaffirm our mission to establish Brookings as a key hub for bioscience growth, not just locally, but on a global scale.

Looking ahead, the partnerships and ideas sparked at this event will undoubtedly play a role in shaping the future of bioscience in South Dakota and beyond. We look forward to continuing our work in building a thriving bioscience ecosystem here in Brookings.

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Economic Pulse: Data & Trends with Nathan Doll

Brookings' Growth Beyond the Basics

Brookings, South Dakota, is experiencing dynamic growth, fueled not only by an increase in residents but by a vibrant job market, new economic opportunities, and the influence of South Dakota State University (SDSU). This transformation goes beyond simple population growth and reflects the concerted efforts of local businesses, city planners, and institutions that are driving Brookings forward.

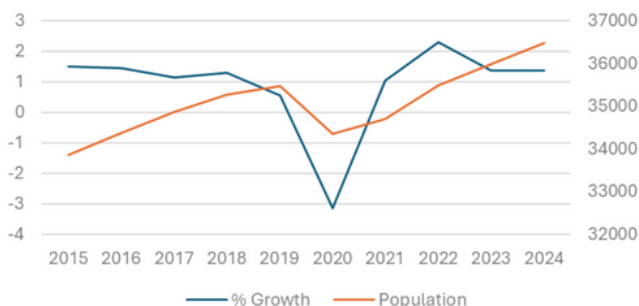
A key factor in this expansion is Brookings' strong job market. In 2023, the county's unemployment rate was an impressive 2%, significantly lower than the national average. This low unemployment rate signals a healthy local economy, with most people who want to work finding employment. But the success story doesn't stop there—Brookings has seen steady job growth across multiple industries, from manufacturing to healthcare, education, and retail. According to the 2024 Brookings Area Business Survey, nearly half of local businesses reported plans to expand their workforce, further boosting the community's economic vitality.

This job growth is a testament to the area's broader economic development initiatives. Brookings has cultivated an environment where

both new and established businesses can thrive. The collaboration between public and private sectors is key to maintaining the city's competitive edge in the face of broader economic uncertainties.

Brookings' population growth also paints an exciting picture of the city's future. While birth rates contribute somewhat to the increase, migration has been a much larger driver. The city's population grew by over 4% in the past year, a significant portion of which was a result of people relocating to Brookings for better opportunities and quality of life. This influx of new residents, coupled with a strong local job market, highlights Brookings as a destination for workers, students, and families alike.

The growth seen in Brookings today is no accident. It's the result of deliberate efforts to create a community where businesses can prosper and people can find not just jobs, but careers and a place to call home. To learn more about Brookings' economic landscape and how the city is continuing to build on its success, visit www.brookingsedc.com/news.



Entrepreneur Spotlight

Yellow Brick Road Counseling

There's no place like Downtown Brookings, from restaurants and retail locations to hidden treasure service businesses. Specializing in teen and young adult counseling, Tracy Chapman Stuart added to the treasure trove by opening the Brookings branch of Yellow Brick Road Counseling and Therapy this past February. Tracy credits both her valuable support system from her youth as well as her one-year-old daughter as personal motivators in opening the counseling branch.

Wanting to pay forward the help she received, Tracy earned her degree in counseling. Her personal history and experiences as a girl mom help fuel her passion for helping young women feel safe, empowered, and accepted. The birth of her daughter also prompted her to open a branch office of the Sioux Falls-based practice as she felt would it give her more flexible hours for family life.

Her downtown office is consciously comfortable for her clients, from the natural colors and decorations to the furniture and rug to the pleasant scent to the empathetic consultant. Tracy Chapman Stuart describes herself as an empathetic learner who is dedicated to helping her clients through depression, anxiety, and other stressful life events.

Building relationships with all types of people inside and outside of her client base is Tracy's favorite part of her job. She hopes that Brookings community members will immediately think of Yellow Brick Road as a safe and trustworthy place to go when they need help.

Follow the yellow brick road to great counseling services in Downtown Brookings

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Upcoming Events

Brookings PRCA Rodeo

November 1 and 2, 7:30 - 10:30 PM
at the Dacotah Bank Center

Sales Training: Business-to-Business

B2B: Tuesday, November 5, 8:30 - 11:30 AM
B2C: Wednesday, November 6, 8:30 - 11:30 AM
at the Dacotah Bank Center

SDSU Basketball Double Header

Friday, November 8, 6:00 - 10:30 PM
at First Bank and Trust Arena

Free Community Art Day

Saturday, November 9, 1:00 PM - 1:00 PM
at the South Dakota Art Museum

SDSU Volleyball vs. NDSU

Saturday November 9, 1:00 PM
at First Bank and Trust Arena

The American Rock 'N' Roll Experience

Saturday, November 9, 7:30 - 10:00 PM
at the Oscar Larson Performing Art Center

2024 Veterans Day Program

Monday, November 11, 9:00 - 10:00 AM
at the Dacotah Bank Center

Holiday Sip and Shop

Saturday, November 15, 4:00 - 7:00 PM
Downtown Brookings

Art Trivia Night

Tuesday, November 19, 7:30 PM
at Wooden Legs Brewing Company

Third Thursdays

Thursday, November 21, 4:00 - 7:00 PM
Downtown Brookings

The Brookings Business Mixer

Thursday, November 21, 4:30 - 6:30 PM
at the Research Park at SDSU

12th Annual Holiday Shopping Expo

Saturday, November 23, 9:00 AM - 3:00 PM
at the Dacotah Bank Center

VOTE NO IM28

The Brookings Economic Development Corporation (BEDC) believes it's essential to share our concerns about Initiated Measure 28 (IM-28), which aims to eliminate state sales tax on "anything sold for human consumption." While we support reducing financial burdens, IM-28, as written, could lead to unintended consequences and financial instability for South Dakota and its communities.

A major issue is the lack of clarity in defining "consumable" products, which could exempt items like tobacco and CBD from taxes. This could lead to a \$646 million budget shortfall, with 80% of state funds going to education and healthcare. For Brookings, this means a \$1.6 million loss annually, forcing cuts to critical services such as law enforcement and public amenities.

IM-28 risks deep financial challenges for state and local governments. While we support tax relief, it must be done responsibly. That's why BEDC, alongside many other organizations, urges you to vote "No" on IM-28 to protect essential services and our community's future.



VISIT OUR WEBSITE FOR
INFO ON OUR NEXT EVENT

FOUNDER FINDS



Get down to business with CO.STARTERS!

Brookings Economic Development Corporation is hosting a CO.STARTERS Bootcamp event on November 8 - 9, from 8:30 AM - 4:00 PM. The Bootcamp experience is a four-part bootcamp that is designed to help you break down your idea and learn how to take impactful steps toward success.

The four components of the bootcamp are centered around understanding your business idea, how to promote it, scale, and launch! This event is entirely FREE for you to attend.

You can learn more about the experience, two-day schedule, and program details at brookingsedc.com/business/costarters.

If you have any questions about the program, contact Matty Kerr with BEDC at matty.kerr@visionbrookings.com or call 605-697-8103.

If you have an item you would like to be added to the Founder Finds column send an email to info@rpsdstate.com.

www.rpsdstate.com