

"Vision without action is merely a dream. Action without vision just passes time.
Vision + Action can change the world."

-Joel A. Barker



VISION brookings

VISION + ACTION = CHANGE

VISION BROOKINGS II PROGRAM HIGHLIGHTS

visionbrookings.com

BRING YOUR DREAMS.



VISION + ACTION = CHANGE

Vision Brookings II Program Highlights

TABLE OF CONTENTS

Vision Brookings II - Campaign Goals.....	Page 2
Campaign Press Release	Page 3
Honor Roll of Investors	Page 4
Brookings County Strategic Economic Development Plan.....	Page 5
Vision Brookings II - Program Summary	Page 6

PROJECT SUMMARIES

Active Adult Retirement Community	Page 7
BAHRA State Conference	Page 8
BEDC Entrepreneur Support Program.....	Page 9
BEDC Workforce Development Program	Page 10
BEST Robotics Competition	Page 11
Boy Scouts Career Exploring Program	Page 12
Brookings Technology Commercialization Center.....	Page 13
Enterprise Institute	Page 14
Housing Market Study Update	Page 15
Launch Entrepreneurship Conference	Page 16
Leadercast	Page 17
National Main Streets Conference	Page 18
Outdoor Adventure Center of South Dakota	Page 19
Public Policy & Brookings/SDSU Day at the Capitol.....	Page 20
Research Park at SDSU.....	Page 21
SDSU App Development Contest.....	Page 22
SDSU Growth Partnership Marketing	Page 23
South Dakota Education Campus at Brookings	Page 24
Start-Up Weekend / TedX	Page 25
Swiftel Center	Page 26
Workforce and Training Needs Survey	Page 27

Vision Brookings II

Campaign Goals

1

PROMOTING THE BROOKINGS BUSINESS ADVANTAGE BUSINESS EXPANSION AND RECRUITMENT \$1,000,000

Vision Brookings II seeks to grow businesses, helping them generate jobs and increase community wealth.

- Provide BEDC with funds allocated by the Board of Advisors to be used to:
 - Expand, retain and attract targeted businesses
 - Establish a systematic method of industry visitations to learn about opportunities for local business expansion as well as to address barriers to growth
 - Actively market Brookings to prospective investors through aggressive programs directed at specific industry targets, potential investors and alumni
 - Expand legislative advocacy activities to retain competitive state economic development incentives. Actively represent Brookings interests at the state and federal level to continue funding research positions at SDSU and the EROS Data Center
 - Co-sponsor a Legislative Hosting for South Dakota Legislators
 - Purchase options on available industrial land
- Provide funds to determine the need for a conference and meeting facility

2

BUILDING ON BROOKINGS' UNIQUE STRENGTHS EXPAND THE INNOVATION CAMPUS \$500,000

Vision Brookings II seeks to provide funds to help defray the cost of expanding the current Innovation Center by adding a new wing to accommodate growing and emerging businesses. Funds provided will be used as a match to obtain state and national grants for Phase II of the Center.

3

RECRUITING PEOPLE FOR CAREERS WORKFORCE DEVELOPMENT \$250,000

Establish a comprehensive program designed to promote human capital recruitment and development of a stable workforce. This effort will continue the commitment of *Vision Brookings 2010* to recruit prospective workers for local businesses and continue its effort to establish Brookings as an active retired adult community.

- Implement a formal Workforce Recruitment Program
- Establish a positive succession planning environment for small business owners by capitalizing on the Dakota Roots program
- Produce effective marketing materials to attract active adult retirees, alumni and former faculty members as new residents

4

CULTIVATING NEW BUSINESS OPPORTUNITIES SUPPORT FOR ENTREPRENEURSHIP \$500,000

Through continuing its support for new and emerging ideas, *Vision Brookings II* plans to provide funds for developing entrepreneurial activities including proof of concept activities validating commercial production of goods and services in order to attract venture capital and angel investors.

5

MANAGEMENT AND COMMUNICATIONS \$250,000

Vision Brookings II plans to manage its resources in a fiscally responsible manner, providing transparency, accountability and credibility for the expenditure of all campaign funds. This effort provides a vehicle to keep all investors aware and informed about the progress of the initiative and the outcomes of the activity.

- Provide funding for a portion of campaign fundraising expenses
- Conduct periodic Investor Briefings for all stakeholders
- Produce annual reports of activities for all investors
- Maintain accurate financial records of all cash received
- Provide staff support to insure the success of the project over time



VISION + ACTION = CHANGE

VISION BROOKINGS COALITION RAISES OVER \$2.5 MILLION FOR ECONOMIC GROWTH

Funds from the Vision Brookings II campaign will ensure a strong, prosperous future for the Brookings area.

The Brookings Economic Development Corporation, together with the Brookings Area Chamber of Commerce and Downtown Brookings, Inc., are pleased to announce that \$2,510,910 has been raised for the Vision Brookings II campaign, exceeding the goal of \$2.5 million. The three organizations are the founding members of the Vision Brookings Coalition, formed to improve the economic climate of Brookings and Brookings County.

“The Brookings area is very fortunate to have businesses and individuals with a common vision who are willing to invest their time and treasure to help make great things happen for all,” said Jay Bender, campaign co-chair. “Thank you to the staff, volunteers, and all the investors in Vision Brookings, you are making a positive difference for every business and citizen in the area.”

Founded in 2005, Vision Brookings was a five-year economic and community development fundraising initiative to create opportunities for generating new jobs and improving quality of life. The successful campaign leveraged nearly \$8 million in grant funds to produce an impact of over \$180 million during a tough national economy. Effects of Vision Brookings include: 700 housing units added; population increase of 3,500; workforce increase of 1,025; and Brookings became the state’s fourth largest city.

Vision Brookings II continues where the first campaign left off, raising additional funds to be utilized over the next five years for several key initiatives:

- Business expansion and recruitment- \$1,000,000
- Expand the Innovation Campus- \$500,000
- Workforce development- \$250,000
- Support for entrepreneurship- \$500,000
- Management and communications- \$250,000

Approximately eighty businesses and twenty individuals made pledges to the current campaign. “The significant support of Vision Brookings II indicates the desire and commitment of the Brookings community to build a positive economic future,” said Al Heuton, executive director of the Brookings Economic Development Corporation. “These initiatives will be significant in developing new and innovative opportunities for Brookings.” For more information on Vision Brookings, visit www.visionbrookings.com.



Honor Roll of Investors

Vision Brookings II

Platinum Level

\$100,000 and more

Avera Medical Group, Brookings /
Avera McKennan
Brookings Health System
Brookings Radio *In-Kind*
Daktronics, Inc.
Falcon Plastics, Inc.
First Bank & Trust
Larson Manufacturing Company
Mediacom *In-Kind*
The Brookings Register *In-Kind*

Gold Level

\$50,000 to \$99,999

Banner Associates, Inc.
Bowes Construction, Inc.
Clark Drew Construction
Kurtenbach, Dr. Aelred J.
Sander, Duane & Phyllis
South Dakota State University Foundation
Twin City Fan Companies Ltd.
Wells Fargo

Silver Level

\$25,000 to \$49,999

3M
Century 21 Gustafson, Krogman & Assoc.
Counterpart Inc.
Dacotah Bank
Dykhouse, Dana J.
Harms Oil Company
L.G. Everist, Inc.
Midwest Glass, Inc.
Morgan, Jim & Dorothy
Sanford Health Brookings Clinic
SDSU Bookstore

Brookings Benefactors \$5,000 to \$24,999

BankStar Financial
Bel Brands
BraVos- Pizza Ranch
Brookings Economic Development
Corporation
Capital Card
Central Business Supply, Inc.
Chicoine, David L. & Marcia K.
Citibank
Clites Electric Construction, Inc.
Cook's Wastepaper & Recycling, Inc.
Cubby's Sports Bar & Grill
Dakota Abstract & Title Company, Inc.
Dakotaland Federal Credit Union
Den-Wil Investments
designArc

Eidsness Funeral Home
Einspahr Auto Plaza, Inc.
Hampton Inn & Suites/Comfort Inn/
Fairfield Inn & Suites *In-Kind*
Hawley Insurance Services
Helsper & Mahlke, P.C.
Karl's TV & Appliance
Kerry's Landscaping & Irrigation
Kinner & Company Ltd
Lewis Drug
Little, Dan
Lloyd Companies
MetaBank
Millborn Seeds, Inc.
Mills Construction, Inc.

Mills Property Management
Munsterman, Scott & Mary Jeanne
NorthWestern Energy
Perkins Restaurant
Rude's Funeral Home
Rude's Home Furnishings
Sioux Valley Energy
Slumberland Furniture, Barrett's
Flooring
State Theatre Company
The UPS Store
Tidemann, Larry & Gail
VenuWorks
Willert Wellness & Chiropractic
Wink's Fine Jewelry Inc.

Investors Up to \$5,000

Allegra Design • Print • Mail
Aramark Higher Education
AvailAbility Employment Services
Bartling, Bob
Birath, Harry
Brown, Arne & Doris
Civil Design Inc.
Dakota Beverage Company Inc.
Della Tschetter Insurance Inc.
Ekern Plumbing, Heating, & AC
Erickson, Lewayne M. & Nancy T.
Erpenbach, Steve
Fergen's Clothing & Shoes
First National Bank of Volga
Gentle Doctor Animal Hospital
Gullickson, Jeff & Heidi
Harvey, Tim & Mary

Heuton, Al & Sue
Howard Investment Management
Interstate Telecommunications Co-op.
Mahlum, Keith & Sue
Mansheim, Harry & Connie
Modern Woodmen Fraternal Financial
Moriarty, Paul E.
Nelson, Robert & Karon
Perry Electric A/C & Heating
RTI, Inc.
Shell – Tom & Beth Bozied
South Dakota Innovation Partners, LLC
Staff Search
Tetzlaff, Kevin & Erin
The Rivett Group L.L.C. (Super 8 Motel,
Holiday Inn Express Hotel & Suites)
Tschetter, Wesley

Wal-Mart
Weldon, Jeff & Tracie
Wells Fargo Home Mortgage
Wicks, Zeno W. III



VISION + ACTION = CHANGE
visionbrookings.com

BRING YOUR DREAMS.

5 Vision Components	15 Primary Goals	19 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>	<ol style="list-style-type: none"> 1. Attain a sustainable critical mass of population. 2. Achieve a sustainable rate of economic growth. 3. Change by design—proactively determine our future. 	<p>Recruit SDSU students, families, empty-nesters, and active retirees.</p> <p>Create economic diversity within targeted primary industries sectors.</p> <p>Use diversity as an avenue to global competitiveness.</p>
<p>Economic Prosperity</p> <p>Create household, business and community wealth.</p>	<ol style="list-style-type: none"> 4. Develop a recession resistant economy. 5. Undertake a balanced approach to economic development. 6. Collaborate regionally. 	<p>Establish the Brookings area as an Active Adult Retirement Community.</p> <p>Establish Brookings as 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>	<ol style="list-style-type: none"> 7. Provide high quality business location alternatives. 8. Create advantage for businesses through the provision of infrastructure, services, and capital. 9. Organize industry networks around cluster targets. 	<p>Expand and promote Brookings County 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>	<ol style="list-style-type: none"> 10. Create an aesthetically diverse physical environment. 11. Create a human environment meeting the demands of the targeted population. 12. Build an economic environment that supports employment alternatives in selected industry clusters. 	<p>Improve community gateways.</p> <p>Provide affordable variety in housing.</p> <p>Expand retail, dining, recreation and entertainment opportunities.</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>	<ol style="list-style-type: none"> 13. Advance organization and leadership collaboration. 14. Engage the community. 15. Create a global awareness of Brookings. 	<p>Use roundtables to establish high levels of communication.</p> <p>Introduce big impact ideas and initiatives to engage the community in discussion.</p> <p>Market Brookings County’s development opportunities.</p> <p>Invest strategically in the community’s future.</p>



Vision Brookings II - Program Summary

Report Date
4/26/16

Total Cash Available \$ 2,264,047

Vision Brookings 2010 Balance & Interest \$ 121,850

Vision Brookings II Pledges Expected \$ 2,142,197

(Uncollectible Pledges To Date - \$52,300 or 2.4%)

Expenses

Fundraising/Operations \$ 147,933

Investor Relations \$ 241,500

Research Park at SDSU - Innovation Campus \$ 500,000

Workforce Development \$ 281,504

BEDC Workforce Development Program \$ 128,356

South Dakota Education Campus \$ 78,550

Outdoor Adventure Center of S.D. \$ 25,000

Swiftel Center \$ 20,000

Housing Market Study Update \$ 16,854

Leadercast \$ 10,000

BAHRA State Conference \$ 1,500

Boy Scouts Career Exploring Program \$ 750

Active Adult Retirement Community \$ 494

Support for Entrepreneurship \$ 778,821

Technology Commercialization Center \$ 300,000

BEDC Entrepreneur Support Program \$ 226,821

Enterprise Institute \$ 192,000

Launch Entrepreneurship Conference \$ 50,000

SDSU App Development Contest \$ 5,000

Start-Up Weekend / TedX \$ 5,000

Business Expansion & Recruitment \$ 277,880

Public Policy - Lobbying \$ 150,000

SDSU/Industry Innovation Programs \$ 50,000

BEST Robotic Competition \$ 25,000

SDSU Growth Partnership Site Work \$ 15,985

Science & Technology Recruitment \$ 12,000

SDSU Growth Partnership Marketing \$ 10,000

Brookings/SDSU Day at the Capitol \$ 8,195

National Main Streets Conference \$ 5,450

EPSCOR \$ 1,250

Fundraising - VBIII \$ 35,000

Cash Commitments & Placeholders \$ 2,262,638

Available Cash \$ 1,409

BRING YOUR DREAMS.



VISION + ACTION = CHANGE

Active Adult Retirement Community

Establish the Brookings area as an active adult retirement community.

VISION BROOKINGS II INVESTMENT.....\$494

PROJECT FEATURES



University communities are becoming an increasingly popular retirement destination among baby boomers, the most educated generation yet to retire. Brookings is positioning itself to be a leader among South Dakota cities through effective marketing efforts that will attract this generation.

About 40% of the retirees in a typical university-integrated active adult retirement community are graduates of the university. However, the current and prospective retiree population in Brookings is another target market, as are retirees within 100 miles of Brookings.

In considering a retirement destination, retirees want a safe, intellectually-stimulating, and inter-generational retirement community with good healthcare nearby. Brookings can deliver on all of these.

In early 2013, Vision Brookings worked with the SDSU Alumni Association on a survey of alumni to ascertain interest in relocating to Brookings. The survey was sent to a random sample of alumni age 50+ (approximately 10,000 people). This demographic represents the baby boomer generation that is reaching, or has reached, retirement. Of those who responded to the survey, 53% said they would consider retiring in Brookings. Results of the survey will be used to strategize establishing the active adult retirement community in Brookings and market to those indicating an interest in relocating here.

ECONOMIC IMPACT

In a study conducted by the University of North Carolina at Asheville and UNC-Wilmington, it was found that the economic impact of each retiree household in active adult communities is the equivalent of 2.75 primary, value-added jobs. Primary, value-added jobs are those that bring new money into a community, building and growing the local economy. Adding 100 retiree households to Brookings would be the economic equivalent of adding 275 jobs. According to Christy Knapp, Retiree Attraction Director, Oxford-Lafayette County Economic Development Authority, Oxford, MS, each retiree household contributes \$49,000 per year to the local economy. Using the same example above, 100 retiree households will add \$4.9 million dollars each year to the Brookings economy.

VISION BROOKINGS II COMMITMENT

A key component of the Vision Brookings II initiative is establishing a comprehensive program designated to promote human capital recruitment to ensure smart and balanced growth for the Brookings area. Developing a successful Active Adult Retirement Community will aid in creating household, business and community wealth. In November of 2012, the Vision Brookings Management Committee voted to fund the alumni survey at a cost of \$8,100. With the assistance of the SDSU Alumni Association, the survey was completed for only \$494.

BRING YOUR DREAMS.



BAHRA State Conference

Support the Society for Human Resource Management
State Conference held in Brookings in April, 2016.
VISION BROOKINGS II INVESTMENT.....\$ 1,500

PROJECT FEATURES

The South Dakota SHRM State Council along with the Brookings Area Human Resource Association hosted the 2016 SHRM State Conference at the Swiftel Center in Brookings from April 13th through 15th. The theme of this year’s conference was “Life in the Fast Lane - Keeping up with HR”.

Agenda At A Glance

- Yellow Flag: When Violence Enters the Workplace
- Is Your Pit Crew Qualified? - Michael Ruskin Sr., Special Agent with Homeland Security
- Change Management vs. Human Nature: How HR can Help
- When Leaders Lead, Employees Become Motivated
- Navigating the Information Super Highway – Avoid Potholes and Speed Traps
- Where Do We Go from Here? A Roadmap to Complying With Recent Guidance from the DOL
- Workforce Development/Recruiting Strategies (Panel)
- When Generations Collide
- Best Practices in Worksite Health and Well-being
- Emerging Trends and Hot Spots in Employment Discrimination Law
- Teaching Managers How to be More Empathetic
- Why Do They Keep Moving the Speed Bumps? Hot Topics in HR
- Where Do We Go From Here? The Future of the ACA
- Succession Planning - Putting Someone New in the Driver’s Seat
- When Leaders Lead, Employees Become Motivated
- Putting a Positive Spin on Safety
- Attorney Panel
- WORKFORCE - Get it Done Safely
- The Southwest Way – Successful Practices of a Market Leader
- Culturetopia – The Ultimate High Performance Workplace



VISION BROOKINGS II COMMITMENT

Vision Brookings II seeks to create a sustainable supply of workers for Brookings area employers by supporting workforce solutions including supporting retention and recruitment efforts of local businesses. The Management Committee voted to provide \$1,500 to support the state conference in Brookings.

BRING YOUR DREAMS.



VISION + ACTION = CHANGE

BEDC Entrepreneur Support Program

Create a formal, comprehensive program designed to take full advantage of the vast array of entrepreneurial resources and services in Brookings.

VISION BROOKINGS II INVESTMENT.....\$ 226,821
LEVERAGED.....\$ 314,000

PROJECT FEATURES

Vision: Brookings is nationally recognized in the development of entrepreneurial culture, innovation and small business success.

The Brookings area has been extremely fortunate to receive a tremendous level of investment and collaboration by a broad base of business and industry. These investments, especially in the area of entrepreneurial assets, have positioned the community for future growth and development. In order to continue to grow entrepreneurship, and to be truly recognized as an entrepreneur friendly community, a formal, organized system with a dedicated staff person to champion the effort needs to be implemented. This system is composed of several elements designed to build on and advance entrepreneurial efforts by focusing on the entrepreneur and bringing all of the existing partners and resources together to form a cohesive support system.



2015 Stats: 445 attendees,
20+ entrepreneur events held.

www.enspiredgo.com

www.makingbrookings.com

System Resources

Physical Space

- City Technology Center
- Brookings BioSpace
- Brookings Innovation Center
- SDSU Engineering
- Proof of Concept Labs
- Technology Commercialization Center
- Brookings Area Makerspace

Financial Capital

Human Capital

Technical Assistance Resources

Entrepreneur Programming/Education

System Partners

- Brookings Economic Development Corporation*
- South Dakota Innovation Partners*
- South Dakota State University*
- Technology Transfer Office*
- Brookings Area Chamber of Commerce*
- Enterprise Institute & Angle Investor Network*
- Growth Partnership*
- Small Business Development Center*
- Governor's Office of Economic Development*
- First District Development Company*
- Area School Districts*
- City/County*
- Private Resources/Service Providers*

VISION BROOKINGS II COMMITMENT

One of the main initiatives of Vision Brookings II is cultivating new business opportunities through the support of entrepreneurial efforts and activities. The committee recognizes that the Brookings area does not have the workforce capacity to recruit large industries and future business development efforts will focus heavily on entrepreneurship and small business ventures across a broad spectrum of business types. The committee also acknowledges that a dedicated, organized program supporting entrepreneurial efforts is greatly needed to fully utilize the investments that have been made in this arena. In 2014, the management committee designated \$226,821 to support BEDC's entrepreneur support program.

BRING YOUR DREAMS.



BEDC Workforce Development Program

Establish a comprehensive program designed to promote human capital recruitment and development of a stable workforce.

VISION BROOKINGS II INVESTMENT.....\$ 128,356

LEVERAGE.....\$ 166,000

PROJECT FEATURES

Results of the Brookings Area Workforce Survey, conducted in 2012 by BEDC, indicated that over 600 new full-time positions may be created in the next five years. The same survey also indicated over 700 Brookings area employees would reach retirement age over the next three years. With the low levels of unemployment seen in our region, significant efforts need to be taken to ensure the availability of workforce to allow Brookings area companies to continue to grow and be successful. Several of the projects currently underway include:



BEDC seeks to establish a seamless workforce education, training, regional career awareness, and retention/recruitment solution. The proposed solution is the result of several years of collaboration and partnership efforts among private, public, and civic entities in the Brookings Labor Market Area. Goals of the proposed project include:

1. Formalizing a collaboration structure - establish a regional talent innovation network to discuss and provide advice related to regional workforce solutions.
2. Connecting industry and education to ensure workforce skills training and education demands are met.
3. Increasing regional labor market availability by directing targeted workforce markets to regional career opportunities via “in-region” and “out-of-region” marketing and awareness campaigns.

Marketing and Awareness

A toolkit for employers has been created to allow them to share our community’s compelling message. A website for posting and searching for available jobs, jobsinbrookings.com, has been developed as well as a corresponding Facebook page. Other marketing efforts to date include: Brookings video, high-quality brochure, billboard on Interstate 29, photo library, relocation packet, a Brookings Works video series targeting high school students and social media advertising.

Director of Workforce Development

BEDC was able to secure an economic development partnership program grant from the Governor’s Office of Economic Development in 2016 to support the hiring of a full-time Director of Workforce Development.

VISION BROOKINGS II COMMITMENT

One of the main initiatives of Vision Brookings II is to recruit prospective workers for local business by implementing a formal Workforce Development Program which includes producing effective marketing materials to attract new residents and retain existing residents. The Management Committee has voted to provide \$128,356 for BEDC’s workforce development program.



VISION + ACTION = CHANGE

BEST Robotics Competition

Inspiring students to pursue careers in engineering, science, technology, and math.

VISION BROOKINGS II INVESTMENT.....\$5,000/yr for 5 years
LEVERAGE.....\$243,000

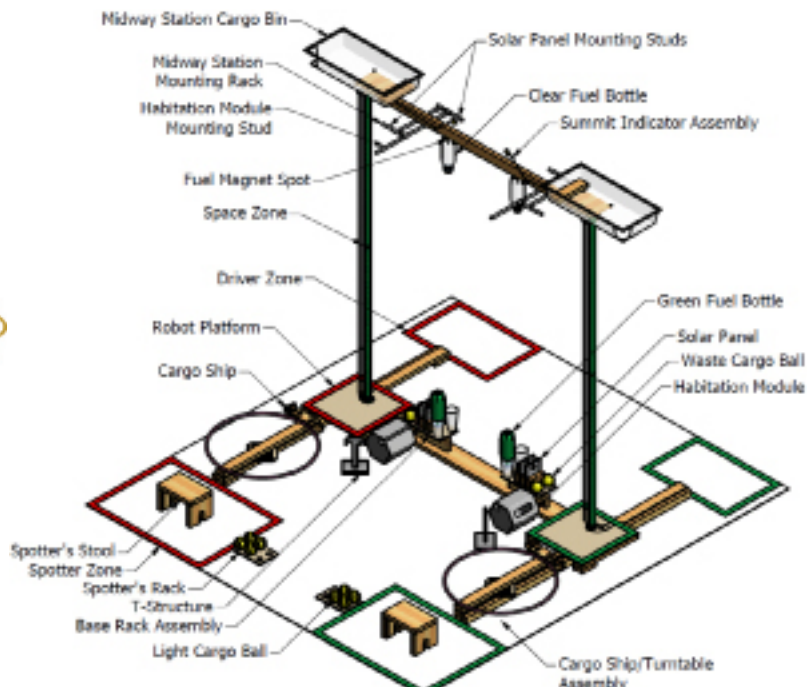
PROJECT FEATURES

BEST (Boosting Engineering, Science, and Technology) Robotics Inc. started in Texas in 1993 by two engineers from Texas Instruments. Since then, interest in the program has helped create 50 hubs (local competition sites) nationwide. SDSU is one of the newest hubs and will be hosting a competition in October.

The mission of BEST Robotics Inc. is to inspire students to pursue careers in engineering, science, and technology through participation in a sports-like, science and engineering-based robotics competition. High school and middle school students can participate for free with one team allowed per school. Each school receives an identical kit of equipment and a set of game rules. They are given six weeks to design, build, and test a small radio-controlled robot to outperform other robots. Engineers and other technical professionals from local industries serve as team mentors who advise and guide students through the construction of their robot but students perform all the work. Teams compete in a series of round robin matches with the BEST award being presented to the team that best embodies the concept of Boosting Engineering, Science, & Technology.” Teams are also judged on their project engineering notebook, oral presentation, table display, and spirit and sportsmanship. Winners of the competition go on to the regional competition held at NDSU.

2015 STATS

- 23 Teams
- 282 Total Student Participants (increase of 51 students compared to 2014)



VISION BROOKINGS II COMMITMENT

Workforce development is a key component of the Vision Brookings II initiative as we seek to promote human capital recruitment and development of a stable workforce. The Jackrabbit BEST Robotics Competition is designed to ensure an adequate pipeline of science, technology, engineering and mathematics graduates necessary for the current and future workforce needs of South Dakota. The Vision Brookings Management Committee voted to contribute \$5,000 per year for four years (with a place holder for 2016) to support the Jackrabbit BEST Robotics Competition and be recognized as a platinum level sponsor of the program.

BRING YOUR DREAMS.

Boy Scouts Career Exploring Program

Provide real-world, hands-on career experiences to high school students.

VISION BROOKINGS II INVESTMENT.....\$ 750

PROJECT FEATURES



MISSION STATEMENT: To provide positive and meaningful real-world career experiences and leadership development opportunities for all teenagers and young adults in their chosen field of interest.

Exploring is a career education program for young men and women who are at least 14 (and have completed 8th grade) and not yet 21 years old. Exploring seeks to help young adults make a more informed decision about future careers and determine if a particular career is the right one for them.

Typically, a young adult in the program will either:

- 1) get involved, learn about a career, and decide to pursue it; or
- 2) learn enough about the career to determine it's not the right fit.

Exploring leaders volunteer their time to provide real-world career experiences for young adults. Exploring is not about lectures and slide shows - it's about gaining practical experi-

ence in a career field. The result is a program of activities that helps youth pursue their special interests, grow, and develop. Companies involved in the Exploring program have an impact on the youth education process and are provided the opportunity to cultivate future employees.

Exploring's 5 Areas of Emphasis

- 1. Career Opportunities** Real World Career Skills
- 2. Leadership Experience** Leadership Skills Employers Crave
- 3. Life Skills** Conflict Resolution, Problem Solving, Relationship Skills
- 4. Citizenship** Learn Democratic Process and Respect for Others
- 5. Character Education** Ethical Decision Making

VISION BROOKINGS II COMMITMENT

One of the main initiatives of Vision Brookings II is to establish a comprehensive program designed to promote human capital recruitment and development of a stable workforce. This effort includes implementing a formal workforce development program. In 2013 the Management Committee voted to provide \$750 for the development of an Exploring program in Brookings.



VISION + ACTION = CHANGE

Incubating agricultural enterprises to create business opportunities in rural communities and regions throughout South Dakota.

Brookings Technology Commercialization Center

VISION BROOKINGS II INVESTMENT.....\$ 300,000
LEVERAGED.....\$1,150,000 (Grants)
\$ 800,000 (Loans)

PROJECT FEATURES



The Brookings Economic Development Corporation, along with a consortium of partners, have joined together to develop a commercialization facility to provide economic growth opportunities in an effort to reverse the significant demographic and economic decline in rural midwestern areas.

The Brookings Technology Commercialization Center (BTCC) seeks to commercialize South Dakota State University research by providing a facility to scale up new inventions and products. The primary functions of the BTCC are:

1. Incubate industrial scale agricultural enterprises which have attained a Proof of Concept level of product development.
2. Develop the proven technologies to a demonstrable commercial level of production.
3. Create “take-out” or “franchised business opportunities capable of being deployed within rural communities and regions of South Dakota.

The initial component of the BTCC is aquaculture (Prairie AquaTech), which is a critical area of development for the rural economy of South Dakota given our nation’s food security:

- Food fish products compose the third largest contributor to the U.S. trade deficit of more than \$7 billion annually, which has caused the U.S. Department of Commerce to call for an increase in domestic aquaculture production. South Dakota researchers are developing plant-derived aquaculture feeds to replace expensive and declining supplies of fish meal.

FUNDING PARTNERS

Dept. of Commerce Economic Development Admin.	\$1,000,000
Vision Brookings II	\$ 250,000
S.D. Governor’s Office of Economic Development	\$ 100,000
Wells Fargo Foundation - Vision Brookings Donation	\$ 50,000
GOED REDI Loan	\$ 550,000
First Bank and Trust Loan	\$ 250,000

Other partners include: Enterprise Institute, Dakota Resources, South Dakota Innovation Partners, South Dakota State University, and the Small Business Development Center.

- Prairie AquaTech has developed a simple, proprietary process to upgrade agriculture processing products, such as soybean meal and distillers grain, to a high quality protein ingredient.
- Prairie AquaTech has attracted over \$5 million in funding for their research, including a grant from the National Science Foundation.

VISION BROOKINGS II COMMITMENT

Vision Brookings II seeks to promote the Brookings business advantage by providing funds for business expansion and recruitment. Specifically, the initiative provides funds to BEDC to be used to expand, retain and attract targeted businesses, helping them generate jobs and increasing community wealth. The Vision Brookings Management Committee voted in February of 2012 to provide \$250,000 to the BTCC project.

BRING YOUR DREAMS.



Enterprise Institute

Helping entrepreneurs start up and succeed in Brookings by providing business development services.

**VISION BROOKINGS II INVESTMENT.....\$192,000 cash
\$ 30,000 in-kind media
LEVERAGED.....\$210,000**

PROJECT FEATURES

The Enterprise Institute is a private, non-profit corporation founded in 2002 by Dr. Duane Sander and a group of successful entrepreneurs and business leaders. The Institute provides confidential, customized business development services to researchers, inventors, and start-up companies in South Dakota. Located in the Brookings Innovation Campus in the Research Park at SDSU, the Institute provides confidential and free consulting through the South Dakota Small Business Development Center and offers specialized fee-based services to entrepreneurs, researchers and inventors.

Specific services provided by the Enterprise Institute to entrepreneurs seeking equity financing opportunities include: business plan review/scrub, presentation preparation, market research, and assistance navigating the equity process. For inventors and researchers, the Institute provides preliminary competitive analysis and patent searches.

The Institute is also credited with formalizing angel investing in South Dakota by organizing and administering angel investment funds. These angel funds are community-based investment funds that pool the intellectual and financial resources of accredited investors to provide seed and growth capital for emerging growth companies. The SDSU/Brookings Angel Fund II, LLC is a recently launched \$1 million angel fund that has capital to invest in early-stage businesses in Brookings and around the state. This fund joins Yankton (Two Bridges Capital, LLC) as the second fund launched in 2012 and funds in Watertown and Sioux Falls. These funds will act as a network - sourcing deals in their respective communities and sharing/syndicating when appropriate.

From 2007 through 2015, the Enterprise Institute served 401 unique clients/businesses.

ANGEL FUNDS ADMINISTERED BY ENTERPRISE INSTITUTE

- Great Opportunities, LLC
- Prairie Winds Capital, LLC
- SDSU/Brookings Angel Fund, LLC
- SDSU/Brookings Angle Fund II, LLC
- Two Bridges Capital, LLC



www.sdei.org

VISION BROOKINGS II COMMITMENT

One of the main components of the Vision Brookings II initiative is cultivating new business opportunities by providing support for entrepreneurship. Through continuing its support for new and emerging ideas, Vision Brookings II provides funds for developing entrepreneurial activities including proof of concept activities validating commercial production of goods and services in order to attract venture capital and angel investors. The Vision Brookings Management Committee voted to provide \$192,000 cash and \$30,000 in in-kind media advertising to the Enterprise Institute to support their entrepreneurial development programs.



VISION + ACTION = CHANGE

Housing Market Study Update

Provide affordable variety in housing that meets the demands of the targeted population of a high quality community.

VISION BROOKINGS II INVESTMENT.....\$16,854

PROJECT FEATURES

Local elected and public officials are often held responsible for conditions and circumstances over which they have limited control. This is particularly true of housing. Nearly all of the housing units in Brookings are privately owned and were constructed with private funds. On an increasing scale, however, the public is demanding that public officials control what happens in this largely private housing market by eliminating blight, protecting individual investments, and generating new affordable housing growth to meet economic development needs.



In 2007, Community Partners Research, Inc., was hired by Brookings Economic Development Corporation to conduct a study of the housing needs and conditions in Brookings and the surrounding area. Since that time, several economic development projects have occurred and are planned that necessitate an updated housing study. Community Partners Research was commissioned to complete the update.

Housing Study Goals

- < Provide updated demographic estimates and projections
- < Provide an analysis of the current housing stock and inventory
- < Determine gaps or unmet housing needs
- < Examine future housing trends that the area can expect to address in the coming years
- < Provide a market analysis for future housing development
- < Provide housing recommendations and findings

Research Areas

- | | |
|--|--|
| <ul style="list-style-type: none"> < Demographic Estimates and Trends < Housing Affordability and Income < Rental Housing Analysis < Focus Group and Interview Summary | <ul style="list-style-type: none"> < Student Population Data < Existing Housing Inventory < Employment and Economic Trends < Affordable Housing Development Strategies |
|--|--|

VISION BROOKINGS II COMMITMENT

A key component of the Vision Brookings II initiative is business expansion and recruitment, as we seek to grow businesses to help them generate jobs and increase community wealth. Providing an affordable variety of housing options is imperative to creating a high-quality environment that will attract the workforce needed for these jobs. In November of 2012, the Vision Brookings Management Committee voted to fund the updated housing study at a cost of \$16,854.

BRING YOUR DREAMS.



Launch Entrepreneurship Conference

Advancing entrepreneurship education throughout South Dakota.

VISION BROOKINGS II INVESTMENT.....\$10,000/yr for 5 years
Matching funds provided by SDSU and EPSCoR

PROJECT FEATURES

Launch Entrepreneurship Education Conference is a one day event advancing entrepreneurship education throughout South Dakota. It is geared for students, educators, and economic development and community leaders.



MISSION

- Foster and encourage entrepreneurship in South Dakota through education venues (in and out of classroom activities).
- Learn best practices and gain ideas on how to bring entrepreneurship education to South Dakota campuses.
- Dispel resistance by creating awareness and tools for incorporating entrepreneurship into curriculum.
- Show the value of entrepreneurship and what it means to our future.
- Demonstrate that entrepreneurship is a viable career option.
- Statewide collaboration of resources to grow entrepreneurial thinking in South Dakota.
- Provide networking opportunities.
- Link town and gown.

The first Launch conference was held in 2006 as the only entrepreneurial education conference in South Dakota. Approximately 150-170 students, faculty, economic development and community leaders, and entrepreneurs from all over the state attend the conference. In 2012, the Launch conference was recognized as a finalist in Special Recognition of Excellence in Entrepreneurship Education Awards at the United States Association of Small Business and Entrepreneurship conference.

Launch Conference Partners

Dakota Wesleyan University-Kelley Center for Entrepreneurship
 South Dakota Small Business Development Centers
 Enterprise Institute
 South Dakota Governor’s Office of Economic Development
 South Dakota EPSCoR
 South Dakota State University Entrepreneurship Program

VISION BROOKINGS II COMMITMENT

A key initiative of Vision Brookings II is cultivating new business opportunities by providing support for new and emerging ideas. In past years, the Launch conference was held at Dakota Wesleyan University. The opportunity for SDSU to host the conference in 2013 and future years became available. The Vision Brookings Management Committee recognizes the potential for Brookings to be known as the entrepreneurial capital of the state. The Committee voted to contribute \$10,000/yr for four years to the Launch Entrepreneurship Education Conference and provided a place holder to sponsor the event in 2017.

BRING YOUR DREAMS.



Leadercast

Provide affordable, high quality professional development opportunities for the current and future leaders of Brookings.

VISION BROOKINGS II INVESTMENT.....\$ 10,000

PROJECT FEATURES

Since 2012, the Brookings Area Chamber of Commerce has hosted Leadercast, a one-day leader development event broadcast live from Atlanta, GA to hundreds of sites throughout the nation, including Brookings. Over 100,000 leaders from 14 countries attend the Leadercast event each year.

The 2013 Leadercast program focused on the idea of simply leading. Our lives are full of things that we think will grow our businesses and increase our influence. What if there was potential impact in simplifying our lives so that our leadership could thrive? Leading in a complex world requires simplicity to cut through the clutter. Leadercast 2013 featured a diverse group of internationally-acclaimed authors, leadership experts and practitioners who will share insights to help leaders learn how to **Simply Lead**.



Leadercast 2013 Speakers

- Jack Welch, former Chairman and CEO of General Electric
- Andy Stanley, best-selling leadership author and communicator
- Mike Krzyzewski, head men's basketball coach, Duke University, Team USA
- John C. Maxwell, best-selling author and leadership expert
- Dr. Henry Cloud, best-selling author and leadership consultant
- LCDR Rorke Denver, Navy SEAL and star of the 2012 movie *Act of Valor*
- Sanya Richards-Ross, 2012 London Olympic gold medalist, track & field
- David Allen, best-selling author of *Getting Things Done* and productivity expert
- Condoleezza Rice, Secretary of State (2005-2009)

Attendance: 2013 - 154
2014 - 156
2015 - 208

VISION BROOKINGS II COMMITMENT

One of the main initiatives of Vision Brookings II is to establish a comprehensive program for the development of a stable workforce. Recognizing the importance of leadership training in creating a skilled workforce pipeline for local businesses, the Vision Brookings Management Committee voted to provide \$2,000 per year for five years to the Chamber's Leadercast program.



National Main Streets Conference

Creating new business opportunities through support for entrepreneurship.

VISION BROOKINGS II INVESTMENT.....\$ 5,450

PROJECT FEATURES

Main Street and those who love it are all about resilience—bringing commercial districts back to life by managing change and facing new challenges. The National Main Streets Conference provides development professionals with the tools they need to save the heritage and character of their downtowns while making them vibrant and profitable. The conference offers the opportunity to learn new skills, explore new ideas, discover innovative strategies, and share best practices.

The conference schedule and classes relate to the mission of business expansion and support for entrepreneurship through training sessions such as:

- community driven business recruitment for downtowns
- technology and innovation to revitalize a downtown district
- creating entrepreneur-ready communities
- real life approaches to filling storefronts
- creative collaborative efforts between main Streets and municipalities
- community-driven business recruitment

Downtown Brookings, Inc. is also interested in establishing themselves as the coordinating agency for a National Main Street region in South Dakota. The conference includes a work session focused on how to accomplish this.



Downtown Brookings Inc.

VISION BROOKINGS II COMMITMENT

Vision Brookings seek to cultivate new business opportunities by providing funds for the development of entrepreneurial activities. Because the conference includes comprehensive training sessions on the support of entrepreneurship, the Vision Brookings Management Committee voted to provide funding in 2013, 2015 and 2016 for Downtown Brookings, Inc.'s program director to attend.

BRING YOUR DREAMS.



VISION + ACTION = CHANGE

Outdoor Adventure Center of South Dakota

Providing a regional outdoor learning facility to promote outdoor sports and recreational activities and attract visitors to Brookings.

VISION BROOKINGS II INVESTMENT.....\$ 25,000 cash
\$ 25,000 in-kind media
LEVERAGED.....\$2,000,000

PROJECT FEATURES

The Outdoor Adventure Center of South Dakota is a 34,800 square foot facility constructed on 3.8 acres of land in the Dakota Nature Park on the south side of Brookings. The adventure center houses 4-H shooting sports, a pistol firing range, rifle tunnels, and lanes for archery and air rifle shooting. Multigenerational programs from kids to seniors and activities like fishing, canoeing and kayaking, backpacking and cross-country skiing that take participants out into the nature park are also provided.

The South Dakota-based kids' television show *Nature Adventures with Terri and Todd* is permanently housed at the outdoor activity center, and kids and adults will have an opportunity to see how the show is produced. The new adventure center will also include several classroom areas for meetings, course instruction and craftwork.



www.oacofsd.org

FUNDING/IN-KIND PARTNERS

Private Donations	\$ 1,360,000
South Dakota Game, Fish and Parks	\$ 250,000
National Guard & Sheriff's Dept.	\$ 200,000
Easton Foundation	\$ 195,000
Mills Construction Architectural Svcs	\$ 150,000
Daktronics, Inc.	\$ 75,000
Vision Brookings II	\$ 50,000
Pheasants Forever	\$ 25,000
Gylling Data Management	\$ 25,000
Falcon Plastics	\$ 15,000
South Dakota Community Foundations	\$ 15,000
Whitetailes Unlimited	\$ 1,200
Dakota Territory Gun Collectors	\$ 1,000

The South Dakota 4-H Foundation is an ardent supporter of the project and has provided the nonprofit, fundraising shell for the adventure center. The facility will accommodate all county 4-H activities at one location as well as attract family and inter-generational use, which is in keeping with 4-H goals. In addition, the national 4-H curriculum includes a complete Outdoor Adventure series and the adventure center offers an opportunity to attract new kids to the program and get them engaged with the outdoors.

Fundraising for the project has been successful, with more than \$2.2 million raised.

VISION BROOKINGS II COMMITMENT

The South Dakota Outdoor Adventure Center will assist in establishing Brookings as a destination city for current and future residents and improving their quality of life. Vision Brookings II seeks to improve the economic climate of the Brookings regional economy, and shares SDOAC's vision of providing amenities that will help create a high quality community. In July of 2012, the Vision Brookings Management Committee voted to contribute \$25,000 cash and \$25,000 in in-kind media advertising over a five year period to support the Outdoor Adventure Center of South Dakota.

BRING YOUR DREAMS.



VISION + ACTION = CHANGE

Public Policy & Brookings/SDSU Day at the Capitol

Actively represent the interests of Brookings, SDSU, and the surrounding area at the state level.

VISION BROOKINGS II INVESTMENT.....\$150,000
Brookings/SDSU Day at the Capitol.....\$8,195

PROJECT FEATURES



A public policy strategy is necessary to ensure that the economic development interests of the Brookings area are being represented in Pierre. This strategy seeks to educate and influence the legislature and state departments on issues that affect business expansion and recruitment efforts in addition to supporting the vision of a high quality community.

Held in January each year, Brookings/SDSU Day at the Capitol provides the opportunity for Chamber members, business leaders, and university officials to learn more about the legislative process and meet with elected officials to discuss opportunities for future partnership efforts to build the regional and state-wide economy.

Public Policy Components

1. Maintain a presence in Pierre during the legislative session to monitor activity and respond accordingly to proposed legislation that may produce positive or negative impacts for Brookings area economic development local government, and SDSU efforts.
2. Implement a proactive out-of-session effort to influence state level executive and administrative policy and budget development including:
 - a. Building relationships with key individuals.
 - b. Creating awareness of the Brookings area and SDSU economic development strategies while demonstrating state-wide benefits that can be derived through implementation efforts.

When the legislature is in session, public policy efforts include:

- monitoring bills that may have an effect on Brookings
- testifying on bills when necessary and lobbying individual legislators
- monitoring Board of Regents activity
- assisting the Governor’s Office of Economic Development with their agenda
- pursuing alternatives for the Large Project Tax Refund program
- establishing new and enhancing existing relationships with policy influencers

VISION BROOKINGS II COMMITMENT

A key component of the Vision Brookings II initiative is business expansion and recruitment. Expanding legislative advocacy activities to retain competitive state economic development incentives and continuing the funding of research positions at SDSU and the EROS Data Center are important ways to ensure business growth. In December of 2012, the Vision Brookings Management Committee voted to fund the public policy initiative at a cost of \$30,000 per year for 5 years. The Committee also voted to provide \$8,195 for transportation costs for Brookings/SDSU Day at the Capitol for 2014, 2015 and 2016.

BRING YOUR DREAMS.



Research Park at SDSU

Being recognized as a leader in converting knowledge and research into economic prosperity for Brookings and the surrounding area.

VISION BROOKINGS II INVESTMENT - Wing II.....\$ 500,000
VISION BROOKINGS II INVESTMENT - Site Work.....\$ 15,985
LEVERAGED.....\$1,500,000

PROJECT FEATURES



The Research Park at South Dakota State University, formerly named the Innovation Campus, is located adjacent to SDSU. The Park commenced operation in 2008 as the first research park to be constructed in South Dakota. Located on 125 acres, the Park provides over one million square feet of first-class office, lab, conference and greenhouse space.

As the leading research and technology park in South Dakota, the Research Park at SDSU creates an environment that fosters collaboration and partnerships between SDSU, business, industry, and government. Companies located at the Park are part of a process where faculty, students, business and industry researchers, as well as government scientists work together on the evolution of innovation, learning, research, and new discoveries.

MISSION STATEMENT

To create and build a first-class Research Park that encourages University, Business, Industry and Government Researchers, Scientists and Entrepreneurs, to collaborate and succeed in creating wealth and economic development opportunities for the State of South Dakota.

FUNDING PARTNERS - PHASE II

U.S. Dept. of Commerce Economic Development Admin.	\$1,000,000
Vision Brookings II	\$ 500,000
State of South Dakota	\$ 500,000



As of March, 2016 the Research Park is home to approximately 37 businesses employing 170 people.

www.researchparkatsdstate.com

VISION BROOKINGS II COMMITMENT

A key component of Vision Brookings II is building on Brookings' unique strengths by expanding the Research Park at SDSU. The initiative' seeks to provide funds to help defray the cost of expanding the Park by adding a new wing to accommodate growing and emerging businesses. Funds provided by Vision Brookings II were used as a match to obtain state and national grants for Phase II of the Park. The Vision Brookings Management Committee voted to provide \$500,000 to the Phase II construction project.

BRING YOUR DREAMS.



SDSU App Development Contest

Encouraging students to showcase their technical, entrepreneurial and innovative skills by developing apps for local businesses.

VISION BROOKINGS II INVESTMENT.....\$ 5,000

PROJECT FEATURES

In today's tech-savvy world of cell phones, iPods and iPads as constant companions, SDSU is encouraging its students to participate in shaping the technological realm by hosting the university's first annual student app development contest.

Sponsored by Vision Brookings and the SDSU Office of the President, the contest will provide SDSU students an opportunity to showcase their technical, entrepreneurial and innovative skills. Students are invited to submit their independently developed mobile app for consideration.

Student teams will have until March 24, 2014, to develop and submit their applications. The prize pool is \$5,000 with the disbursement breakdown yet to be determined.

"The competition will show what our students are capable of doing," said William Aylor, director of the Technology Transfer Office at SDSU and coordinator of the contest. "It will enable local businesses to look at students for possible tech positions or to find students to fulfill an app need that they might have."

Informational Meeting

Tuesday, Oct. 15 from 1 to 5 p.m., University Student Union

- all interested students and businesses interested in having an app designed are encouraged to attend

An app can be any working web-based or native software application for computing on phones, tablets and other mobile devices. An abstract detailing the application, the need it serves, and the audience for which it is intended must be included with each submission.

VISION BROOKINGS II COMMITMENT

Vision Brookings II seeks to develop entrepreneurial activities through its support of new and emerging ideas. The app development competition will help identify students with entrepreneurial skills or those that have skills relevant to entrepreneurial leaders in the community looking for skilled help to build their business. The contest provides the opportunity for all Brookings area companies to connect with potential future employees. The Management Committee voted to provide \$2,500 for the first annual SDSU student app development contest, to be held during the 2013-14 school year. The committee provided an additional \$2,500 for the 2014-15 contest.





VISION + ACTION = CHANGE

SDSU Growth Partnership Marketing

Enhance growth opportunities for the Research Park at South Dakota State University, the community, and the region.

VISION BROOKINGS II INVESTMENT.....\$ 10,000

PROJECT FEATURES



The Research Park at South Dakota State University and Innovation Center are managed by the SDSU Growth Partnership, Ltd. The Research Park plays a unique role in science and technology-based economic development, providing a central location where the university can help solve problems of industry. These partnerships are a cornerstone of high-quality research and commercialization opportunities for industry and startup business.

The Park offers up to 125 acres of shovel-ready sites including lab space and a 30,000 sq. ft. spec building. The Innovation Center is a 43,000 sq. ft. start-up

business incubator for early-stage tech and science research firms.

Marketing the Research Park and recruiting prospective businesses helps create opportunities that assist in several key initiatives of the economic development strategy for the Brookings area. Marketing efforts will include:

- use of interns to create and develop recruitment strategy and data mining
- development of website and branding of name change
- attendance at Bio Conferences (provides opportunity to visit with a multiple number of potential companies identified for recruiting)
- attendance at National Business Incubation Association Conference (includes educational sessions for incubator managers and incubator tours)

Brookings Area Key Target Industries

Animal & Human Health
Renewable Energy

Agriculture Technology & Science
Engineered Technologies & Advanced Manufacturing

VISION BROOKINGS II COMMITMENT

A main component of the Vision Brookings II initiative is promoting the Brookings business advantage, including actively marketing Brookings to specific industry targets and prospective investors. The Vision Brookings Management Committee voted in February of 2013 to provide \$10,000 to Growth Partnership to support its marketing efforts to enhance growth opportunities for the research park and the region.

BRING YOUR DREAMS.



South Dakota Education Campus at Brookings

Create a sustainable, high-performing learning center to lead the provision of education and training services for workforce in the Brookings region.

VISION BROOKINGS II INVESTMENT.....\$ 78,550
LEVERAGE.....\$ 45,000

PROJECT FEATURES

Business and industry representatives in Brookings County have expressed the need for a training center located in Brookings to address their training needs. Results of the Brookings Area Workforce Survey, conducted in 2012 by BEDC, further demonstrated the demand for specialized industry training and general workforce training. BEDC established a task force that included representatives of these industries to investigate options and determine a course of action for creating a local training and education site.



Requests for proposals were sent to post-secondary institutions in the area to gauge interest in partnering with BEDC in the formation of a training and adult education center in Brookings. Minnesota West Community College met the requirements established by the task force, and was prepared to begin delivering instruction for college credit classes as well as certificate training opportunities. A location in the City Technology Center was identified and the education campus was launched in the Fall of 2013 as a new venture that will emerge in 2017 as a sustainable organization, fulfilling its purposes for workforce development by delivering market-derived best-of-class education and training.

The S.D. Education Campus at Brookings seeks to address workforce demands by:

- *Establishing education and training experiences unique to South Dakota, creating new value through synergy with and between the K-12 school districts and SDSU.*
- *Facilitating youth and workforce retention/recruitment.*
- *Providing existing and future employees workforce education and training services that are convenient, effective and efficient.*
- *Filling gaps in the adult continuing education market.*

2015 Stats: 36 classes held, 243 participants, 5 new programs

VISION BROOKINGS II COMMITMENT

One of the main initiatives of Vision Brookings II is to establish a comprehensive program designed to promote human capital recruitment and development of a stable workforce. This effort includes implementing a formal workforce development program. The Management Committee voted to provide \$18,500 for the workforce education center to be used for furniture and equipment and the first year of rent and utilities. In 2014, the Committee designated \$20,000 a year for 3 years to support the hiring of a coordinator for the Campus. A Vision Brookings fundraising initiative specifically for SDEC began in 2014 and raised an additional \$146,800 for the BEDC program.



Start-Up Weekend / TedX

Recognize the achievements of the Swiftel Center and provide funding for promotional activities and branding efforts.

VISION BROOKINGS II INVESTMENT.....\$ 5,000

PROJECT FEATURES



TEDx Brookings is a day of inspiring talks and community-building adventures all focused on ideas worth sharing. Past speakers include Reece Kurtenbach, Stephanie Herseth Sandin, John Fishback, and more. All talks are professionally recorded and shared through the international TED.com organization. Over 20,000 people around the world have now watched the previous TEDxBrookings talks.

TEDx Brookings is a paid event, estimated at \$25/person. Over 90% of the funds to host the event come from private industry.

- Event Date: October 1, 2015
- Estimated Attendance - 350
- Estimated YouTube Views - 50,000



Startup Weekend is a 54-hour event held around the world where developers, designers, marketers, product managers and startup enthusiasts come together to share ideas, form teams, build products and launch startups. The hands-on experience provides the opportunity for entrepreneurs to find out if startup ideas are viable. On average, half of the attendees have technical or design backgrounds while the other half have business backgrounds.

- Event Date: Sept. 25-27, 2015
- Estimated Participants - 80
(10 mentors, 50 audience members for the presentation and 6 businesses launched at each event)

VISION BROOKINGS II COMMITMENT

Vision Brookings II seeks to encourage activities that provide the opportunity for community engagement. In addition, Vision Brookings II supports efforts of the entrepreneurial community including identifying and engaging entrepreneurs and promoting small business success. The Management Committee voted to provide \$5,000 to support TedX Brookings and Start-Up Weekend in Brookings.

BRING YOUR DREAMS.



Swiftel Center

Recognize the achievements of the Swiftel Center and provide funding for promotional activities and branding efforts.

VISION BROOKINGS II INVESTMENT.....\$ 20,000

PROJECT FEATURES



www.swiftelcenter.com

In 2015, the Swiftel Center was awarded the Venue Excellence Award by the International Association of Venue Managers. This is the highest award in the venue industry given by IAVM, which is the world's largest professional association dedicated to the management of public assembly venues.

This award will expand the market presence for the Swiftel Center and the Brookings community through targeted media buys, effective marketing materials and facility enhancements. These projects and promotions are aligned to amplify the Swiftel Center within the venue industry as well as provide recognition for Brookings. By implementing this

variety of projects, the Swiftel Center aims to generate new business in the Brookings community while also maintaining and improving the quality of the facility. This balance ensures that whether it is a current resident, potential resident, out-of-town guest or visiting national artist, the Swiftel Center aims to deliver the expected quality and excellence of a top-notch event facility.

Projects include:

- Print advertisements in the year-end special edition of Pollstar Magazine, which has an international audience of concert promoters, artist agents and facility executives.
- Video campaign to showcase the Center and the value that the facility provides to the community.
- Venue Excellence award banner to highlight the Center's achievement.
- Digital screen technology to provide up-to-date information throughout the building. These digital monitors could also be used to promote workforce awareness opportunities in the Brookings region.

Swiftel Center 2015 Stats - 133,136 patrons, 265 events

VISION BROOKINGS II COMMITMENT

Vision Brookings II seeks to support amenities that will retain and attract workers for area employers, as well as create awareness of the business and career opportunities available in the Brookings region. The Management Committee voted to provide \$20,000 to support the Swiftel Center's efforts that will help build awareness of Brookings opportunities.

BRING YOUR DREAMS.



VISION + ACTION = CHANGE

Workforce and Training Needs Survey

Recruit and train prospective workers for local businesses.

Paid for by BEDC

PROJECT FEATURES

Assembling the resources and amenities that allow businesses to flourish is a primary vision component of the Brookings area economic development strategy. A key initiative of that vision is creating a skilled workforce pipeline.

Late this summer, approximately 33 companies representing 59% of the total Brookings area workforce participated in a survey distributed by Brookings Economic Development Corporation to help determine current and future workforce demand for each industry sector. The survey also addressed wages and benefits, recruiting and training methods, and industry training needs.

LABOR FORCE CHARACTERISTICS

- 653 new full-time positions will be created in 5 years.
 - Ag Production/Processing - 300*
 - Financial - 72*
 - Manufacturing - 141*
 - Construction - 21*
 - Biotech - 104*
 - Healthcare/Other - 15*
- Production/Assembly positions account for 51% of the total demand.
- Industries report that an additional 730 people are or will be eligible for retirement over the next 3 years.



RECRUITING AND TRAINING METHODS

- General maintenance, skilled trades, business/accounting, and office skills were the most commonly selected skills required for entry level positions.
- Identified gaps in workforce “soft skills” included critical and analytical thinking, good attendance, communication/interpersonal skills, leadership/management, problem solving, and following directions.
- The most frequently used recruiting methods were referrals, newspaper advertising, and company websites.
- 73% of the companies surveyed use in-house or on-the-job training to meet their workforce skill needs.

TOP TRAINING NEEDS

- Fork Lift Operations
- Soft Skills (Leadership, Critical Thinking)
- Lean/Six Sigma/Process Improvement
- Applied Mathematics & Measurement
- Blueprint Reading
- Manufacturing Fundamentals
- Project Management
- Environmental/Hazmat

VISION BROOKINGS II COMMITMENT

Workforce development is a key component of the Vision Brookings II initiative as we seek to promote human capital recruitment and development of a stable workforce. Utilizing the results of the workforce survey and training needs survey, Vision Brookings II will implement a formal workforce recruitment and retention program that also addresses skills training opportunities. A major component of the program may involve the establishment of a formal workforce training and education presence in Brookings.