

VISION brookings

VISION + ACTION = CHANGE

Vision Brookings is leading the region in the creation of shared progress and success while positioning the area for future growth and development.

A \$2.5 MILLION ECONOMIC GROWTH INITIATIVE FOR THE BROOKINGS REGION

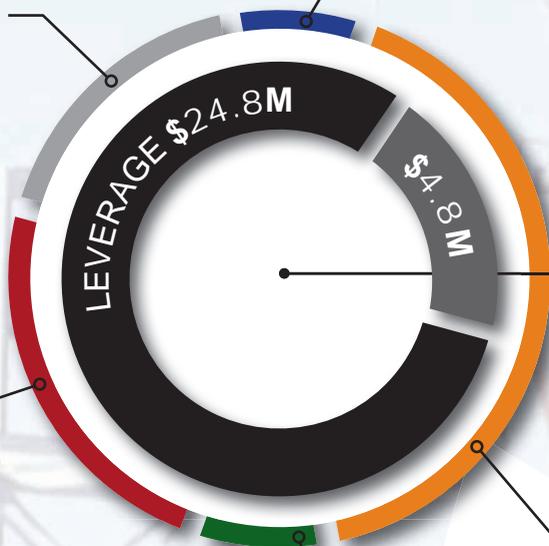


WHAT IS **Vision Brookings?**

In 2005, private investors recognized the potential and opportunity in the Brookings region and came together to provide the financial resources necessary to capitalize on these opportunities. **Vision Brookings** has leveraged this investment to position the area for positive growth and success.

**FUNDRAISING/
ADMINISTRATION**
18%

WORKFORCE DEVELOPMENT
8%



Vision Brookings I: 2006-2010
Vision Brookings II: 2012-2016

Vision Brookings I raised **\$2.7M** while Vision Brookings II raised **\$2.1M**. The combined assets provided leverage opportunities that increased the total contributions to

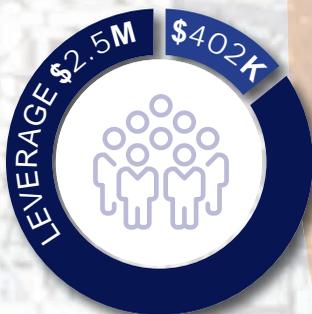
\$29.6M

OVER 6X THE INITIAL INVESTMENTS

24%
ENTREPRENEURSHIP

42%
RESEARCH PARK AT SDSU

8%
BUSINESS EXPANSION



WORKFORCE DEVELOPMENT

GOAL: Increase the supply of workers through an effective recruitment and retention program.



BUSINESS EXPANSION

GOAL: Grow businesses, generate jobs and increase community wealth.



ENTREPRENEURSHIP

GOAL: Develop entrepreneur support services and proof of concept and commercialization facilities.



RESEARCH PARK AT SDSU

GOAL: Initiate and expand the Research Park at SDSU.

10 years

OF REMARKABLE CHANGE & COMMUNITY PROGRESS

WORKFORCE DEVELOPMENT

- Initiated South Dakota Education Campus (SDEC) to address workforce training needs.
- Housing market studies supported construction of 1,378 new units.
- Conducted visioning charrettes, surveys and focus groups related to community growth and workforce retention/recruitment.
- Hired a full-time Director of Workforce Development.
- Raised awareness of career opportunities through targeted marketing and awareness initiatives such as jobsinbrookings.com website, high school video series and social media advertising.

 POPULATION INCREASE OF OVER **23%**

BUSINESS EXPANSION

- Executed I-29 Cluster Industry Study.
- Recruitment of Bel Brands (\$160M/yr economic impact with 250-400 jobs).
- City acquired 150 acres of industrial park land.
- Industrial building permit value of \$265M.
- Recruitment of new retail and dining options.
- Recruitment of Discovery Benefits (125 jobs).
- Monitored South Dakota legislative policy.

 **100+** NEW & EXPANDING BUSINESSES

RESEARCH PARK AT SDSU

Developed South Dakota's first research park, including:

- Completed infrastructure for 125-acre campus.
- Constructed 44,000 square foot Brookings Innovation Center.
- Built 30,000 square foot spec building, leased by Discovery Benefits.
- 32 development lots available for sale or lease.

 HOME TO **37** BUSINESSES & **170** EMPLOYEES

ENTREPRENEURSHIP

- Constructed 30,000 square foot Brookings Technology Commercialization Center.
- Developed the state's first full-fledged Makerspace.
- Hired a full-time Director of Entrepreneur Support.
- Assisted 401 businesses through the Enterprise Institute.
- Secured \$300,000 in equipment for science and technology start-ups.

 **445** ATTENDEES AT EVENTS IN 2015

PUTTING BROOKINGS 
on the map

SAFEST COLLEGE TOWN IN AMERICA

BEST & SAFEST PLACE TO LIVE IN SOUTH DAKOTA

#5 BEST SMALL TOWN IN AMERICA

#5 SAFEST CITY IN AMERICA

AMERICA'S MAIN STREETS SEMI-FINALIST

NATIONAL ECONOMIC SUCCESS STORY

\$1.2B 
IN CITY ASSESSED VALUE
AN INCREASE OF **81%**

 **\$481M**
IN NEW CITY CONSTRUCTION
1,742 HOUSING UNITS
& **1,150** SDSU BEDS

51% 
TAXABLE SALES INCREASE

 **\$366M**
SDSU INVESTMENTS

NEW CITY amenities

CHILDREN'S MUSEUM OF SD
OUTDOOR ADVENTURE CENTER
CITY/COUNTY GOV'T BUILDING
MCCRORY GARDENS VISITOR CENTER
DOWNTOWN STREETSCAPE
DAKOTA NATURE PARK
LARSON NATURE CENTER
URBAN CANVAS
SPLASH ZONE WATER PARK
SOUTHBROOK PUMP PARK
GATEWAY ENTRANCES
HILLCREST AQUATIC CENTER

LEADERSHIP TO CREATE THE FUTURE: Vision Brookings III

While Vision Brookings I and II supported the development of infrastructure and community and economic growth programs, **Vision Brookings III** seeks to grow the economy by building on prior investments and successes while focusing on the region's major issues and opportunities: workforce, business development and entrepreneurship.

GOAL: RETAIN, ATTRACT AND EDUCATE A SUSTAINABLE WORKFORCE FOR EMPLOYERS.

WORKFORCE DEVELOPMENT



- Support Brookings Economic Development Corporation's workforce retention and recruitment programs.
- Ensure the area workforce is provided with necessary education and training through support of the South Dakota Education Campus.
- Develop a workforce supply system by building upon the Regional Talent and Innovation Network (RETAIN).



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Workforce acquisition and development has been a long standing issue and concern for employers of all types in the Brookings region. Several important projects funded through Vision Brookings such as the South Dakota Education Campus and BEDC's Workforce Development Director have been, and will continue to, address these challenges through workforce education, training and recruitment.

Randy Hanson, Mills Construction

GOAL: CULTIVATE NEW BUSINESS OPPORTUNITIES AND GROW EXISTING RELATIONSHIPS.

BUSINESS EXPANSION



- Design and implement business expansion, development and recruitment efforts that align with SDSU research and talent.
- Diversify the economic base and enhance the area's ability to retain and recruit employees.



ENTREPRENEURSHIP

- Identify, engage and promote small business success through the Enterprise Institute and BEDC's ENspired and MAKERSPACE programs.



RESEARCH PARK AT SDSU

- Leverage \$500,000 in state support to complete land replacement at Research Park.



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A tremendous amount of untapped growth exists within the Brookings area. However, much of this growth is contingent upon our ability to better align our development efforts with advancements taking place at South Dakota State University. Further development of the Research Park, science and technology business development and selected targeted business recruitment are needed to move forward.

Kevin Tetzlaff, First Bank & Trust



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Investments by BEDC and Vision Brookings have allowed South Dakota Innovation Partners to move forward with the establishment of multiple start-up companies derived from SDSU research. These critical infrastructure investments include construction of the 30,000 square foot Brookings Technology Commercialization Center and the purchase of over \$300,000 of laboratory equipment that supports the commercialization of multiple Brookings-based companies.

Mark Luecke, South Dakota Innovation Partners

Accelerate Brookings toward prosperity



Mike Ningen
President/CEO
Clites Electric

“ For the past ten years the Brookings area has experienced substantial growth as the result of a strong business community and partnerships between the private and public sectors. Investments by private partners in Vision Brookings projects, such as housing market studies and business development sites and infrastructure, have helped propel the community forward. Vision Brookings III initiatives will continue to create demand for new residential and commercial construction.



Jeff Rief
President/CEO
Larson Manufacturing

“ We are fortunate to live in a community that is rated as one of the best in the country to live, work and play. It takes strategy and leadership to make that happen. Vision Brookings investments in programs like Downtown Brookings, the Outdoor Adventure Center and the Leadercast event help create a high quality community and atmosphere that not only engages residents but also improves our ability to attract and retain a superior workforce.



Reece Kurtenbach
President/CEO
Daktronics

“ Brookings is a growing and prosperous community, thanks to the support and investment of our community members. One of our highest leverage investments is to Vision Brookings, which has matched our investments 6:1 with funding from other sources to stimulate key growth drivers and accelerate Brookings' momentum. We are excited about the future of Brookings, for our company and for our employees.



Reva Johnson
Owner
The UPS Store

“ As a small business owner, I am interested in being connected and engaged with the community. I would also like to see Brookings continue to grow and thrive. Vision Brookings provides the platform for private business leaders to impact significant, positive change.

1st IN SOUTH DAKOTA
to establish:

- RESEARCH PARK
- SCIENCE & TECHNOLOGY REVOLVING EQUIPMENT FUND FOR SMALL BUSINESS STARTUPS
- TECHNOLOGY COMMERCIALIZATION FACILITY
- COMMUNITY ENTREPRENEUR DEVELOPMENT SYSTEM
- MAKERSPACE
- EDUCATIONAL INSTITUTE PROVIDING A COMMUNITY COLLEGE DEGREE

Credibility/Accountability

GOAL: ENGAGE INVESTORS AND EMERGING LEADERS AT ALL LEVELS WITHIN THE REGION.

Vision Brookings is a shared private sector investment initiative designed to stimulate the economic development of the Brookings region. Vision Brookings has practiced a fiscally responsible methodology for directing these investments toward high-impact initiatives reflecting our investors' commitments.

The advisory structure for Vision Brookings III is designed to further engage investors in funding decisions and enable participation from the emerging leaders of the region.

BOARD OF ADVISORS:

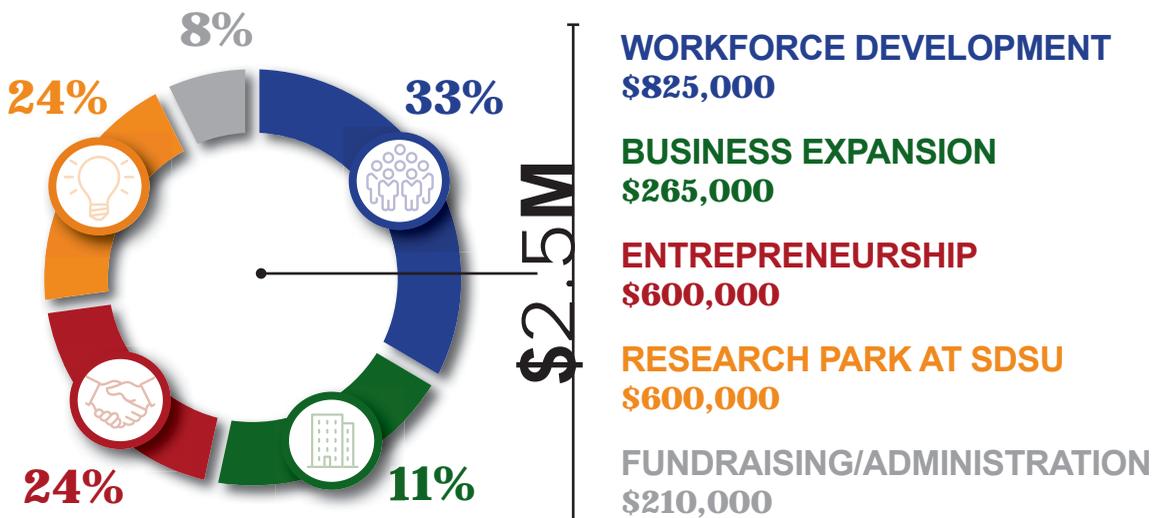
Vision Brookings is governed by the Board of Advisors, which is comprised of each investor at the \$50,000 level or higher.

MANAGEMENT COMMITTEE:

The Management Committee includes a chairman appointed by the Board of Advisors and three representatives from each of the founding organizations: Brookings Economic Development Corporation, Brookings Area Chamber of Commerce, and Downtown Brookings, Inc.

VISION BROOKINGS III INVESTMENT PRIORITIES

5 Year Initiative: 2017-2021



INVESTOR RECOGNITION

PLATINUM.....	\$100,000 and above
GOLD.....	\$ 50,000 - \$99,999
SILVER.....	\$ 25,000 - \$49,999
BRONZE.....	\$ 5,000 - \$24,999
INVESTOR.....	\$ 500 - \$ 4,999

Vision Brookings Foundation is a 501(c)(3) nonprofit organization. Payments by individuals may be tax deductible.

CAMPAIGN CO-CHAIRS



JAY BENDER
Falcon Plastics



REVA JOHNSON
The UPS Store



MIKE NINGEN
Clites Electric Construction, Inc.



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