

EL00 - 016



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2000 PROPOSED ACTIVITIES



Northern States Power Company  
South Dakota

April 28, 2000

500 West Russell  
P.O. Box 988  
Sioux Falls, SD 57101-0988  
Telephone (605) 339-8200

William H. Hufard, Executive Director  
South Dakota Public Utilities Commission  
State Capitol Building  
503 East Capitol Avenue  
Pierre, South Dakota 57501-5070

RECEIVED

MAY 8 2000

SOUTH DAKOTA PUBLIC  
UTILITIES COMMISSION

Dear Mr. Hufard:

In accordance with Docket EL91-004, enclosed please find NSP's report on 1999 economic development activities.

Economic Development efforts like those approved again in 1999 by the South Dakota Public Utilities Commission are contributing to growth in jobs and capital investment in NSP's service territory. With Commission approval NSP plans to continue similar investments in 1999.

The following report is organized in eight sections:

- Tab 1 Summary of the 1999 economic development investments.
- Tab 2 Contains a copy of the 1999 Sioux Falls Economic Development report by the Sioux Falls Development Foundation. Also included are copies of newspaper articles highlighting the recent growth in Sioux Falls and surrounding area.
- Tab 3 LCEDA (Lincoln County Economic Development Association) and MCEDA (Minnehaha County Economic Development Association).
- Tab 4 - 7 Detail of economic development investments NSP made within our South Dakota service territory in 1999.
- Tab 8 A proposed economic development investment budget for 2000.

NSP respectfully requests approval of our 1999 report and our 2000 economic development budget.

If anyone has questions, please call me at 339-8350.

Sincerely,

Jim Wickert

s. Kent Larson

# NSP-SOUTH DAKOTA 1999 ECONOMIC DEVELOPMENT ACTUAL EXPENDITURES

Foremost State Fair III Campaign - ( \$25,000 x 5 years - 1997 thru 2001 ) .....	\$ 25,000
Minnehaha County Economic Development Association ( MCEDA ) .....	\$ 10,000
Lincoln County Economic Development Association ( LCEDA ) .....	\$ 15,000
South Dakota Development Fund Research Center Technology Transfer Project .....	\$ 20,000
<b>Program Sub Total</b>	<b>\$ 70,000</b>

## NSP-SD Economic Assistance Program:

Great Plains Rapid Prototyping Consortium .....	\$ 20,000
200 Rural Enterprise Inc - ( \$5,000.00 x 3 years ) .....	\$ 5,000
Small Business Development Center .....	\$ 5,000
Economic Development Incentive Fund - Harrisburg Industrial Park .....	\$ 5,000
<b>Program Sub Total</b>	<b>\$ 35,000</b>

## NSP G.O.L.D. Program Support:

Baklava	\$1,000
Bridgewater	\$1,000
Canon	\$1,000
Centerville	\$1,000
Deer Rapids	\$1,000
Emery	\$1,000
Granetown	\$1,000
Hornaday	\$1,000
Lehrer	\$1,000
Manson	\$1,000
Salton	\$1,000
Tea	\$1,000

GOED Conference G.O.L.D. Program Award Co-Sponsor \$1,500

**Program Sub Total \$ 13,500**

**Total 1999 Economic Development Actual Expenses \$118,500**

( \$2,020.00 carried forward to 2000 )

**1999**

**SIoux FALLS**

**DEVELOPMENT FOUNDATION**

***DIRECTIONS***

# DIRECTIONS

A PUBLICATION OF THE SIOUX FALLS DEVELOPMENT FOUNDATION

February 26, 1999 \$5.00

Our 150 volunteers, all graduates of Leadership Sioux Falls, are lining the streets to carry the Development Foundation story to business leaders throughout the community. The Strategy for Success campaign has been designed to dramatize the importance of Development Foundation membership to the future of Sioux Falls—and to individual companies.

"The campaign is very exciting because of the involvement of the Leadership Sioux Falls volunteers," said Linda Barker, Development Foundation membership chair. "They have embraced the vital role that organization plays in the continued success of Sioux Falls—and they are eager to share that story with other business leaders."

The campaign kicks off February 1 and runs for two weeks—fourteen days during which the Strategy for Success team will be making face-to-face calls on businesses in the Sioux Empire Development Parks and throughout the community, sharing the Development Foundation story and encouraging local companies to become members.

"We need to let business people know that our main job is to create customers for their companies," said Dan Scott, Development Foundation president. "When we announce that a new business is moving into our area and expects to employ 100 people, we're talking about 100 families, some moving in from other areas, others about to experience an increase in their economic situation. Either way, it means new houses and cars and a lot more grocery, hardware and clothing sales."

Current members of the Development Foundation will be contacted to renew their memberships during the same period of time. The Strategy for Success campaign is being coordinated by Development Foundation Marketing Director Dan Hindbjorgen. Business leaders with questions about the campaign or about membership may contact Hindbjorgen at 339-0103 or e-mail him at [dan@siouxfalls.org](mailto:dan@siouxfalls.org).

Volunteers kick off  
**STRATEGY**  
*for*  
**SUCCESS**  
 membership campaign

## Executive committee chosen for 1999



Linda Barker



Dan Murphy



Rob Oliver



Tom Everest

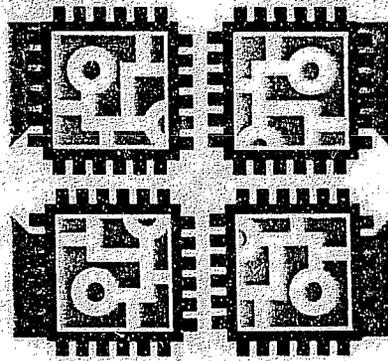
Steve Kirby, Bluestem Capital Corp., will lead the board of directors of the Sioux Falls Development Foundation during 1999. Kirby was chosen as Chairman of the Board at the December board meeting. Linda Barker, Business Association, is the organization's new Vice Chair, with Dan Murphy, Marquette Bank, as secretary. Rob Oliver, Northwest Bank, serving as Treasurer, and Tom Everest, I. G. Everett, Inc., Past Chairman.

"This is an exceptional leadership team," Kirby said. "These individuals have proven their complete commitment to Sioux Falls. Each has extensive experience working with the complex interaction of governmental entities and our local business community. That experience will shape our economic development experience at the coming year."



# Business Technology Expo lets you plug into the future

**B**esure to mark your calendar for the third annual Business Technology Expo scheduled for Tuesday, March 16, 1999, at the Sioux Falls Convention Center. Sponsored by the Entrepreneur Network for Women and the Small Business Administration in co-operation with Forward Sioux Falls, the expo is designed to showcase the latest technology in established and



emerging fields. Included in the free trade show will be hands-on displays on methods of making offices more efficient, customized software, document storage and security services, college courses aimed at technology jobs and ideas for high-tech marketing, among other topics. Educational workshops led by experts in technology fields will also be offered.

Opportunities still exist to **promote your products and services**, increase the visibility of your business or develop sales leads by participating in the Expo. For information, contact the Entrepreneur Network at 1-800-309-7404 or call the Sioux Falls Area Chamber of Commerce 605-373-2002 for more information about being an exhibitor or participating sponsor.



## Lincoln County economic development group schedules annual meeting

The annual meeting of the Lincoln County Economic Development Association (LCEDA) will be held **Tuesday, February 24**. The meeting will begin with a social hour at 6:30 p.m. with the business portion of the meeting to follow at 7:00 p.m. The public is invited to attend.

The past year has seen economic development successes throughout Lincoln County, with each of the seven community members of LCEDA recording significant developments in the business or residential construction sector. The activities of LCEDA and the economic growth of the county during 1998 will be profiled briefly at the meeting by president **John Robinson** and members of the board. LCEDA is a partner with the Sioux Falls Development Foundation in the promotion of responsible economic development in rural Lincoln County.

### DIRECTIONS

is published six times yearly by the



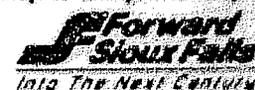
### Sioux Falls Development Foundation

P.O. Box 907, Sioux Falls, SD 57101  
Phone 605-339-0103, Fax 605-339-0053  
Dan Scott, President; Karen Rutland, Editor

### SFDF Board of Directors

Steve Kirby, Chairman	Dale Rutzka
Linda Barker, Vice Chair	Darwin Stetten
Rob Oliver, Treasurer	Dick Vothweg
Dan Murphy, Secretary	Ralph Wagner
Tom Everist, Past Chair	Jim Wilcox
Karen Dunham	
Curt Hage	Ex-Officio
Kelby Krabbenholt	Russ Greenfield
Sieve Pate	Mayor Cary Hanson
Gene Rowenhorst	

Working for regional economic development in partnership with



Lincoln County Economic Development Association



Minnehaha County Economic Development Association

Board Member Profile

## Curt Hage, Home Federal Savings Bank

Beginning as a computer programmer at Home Federal in 1968, Curt Hage became president and CEO of the \$600 million stock institution in 1991 and chairman in 1996.

Hage serves on the boards of America's Community Bankers (ACB) and currently is co-chair of their Government Relations Committee. He also serves on the ACB Education and Strategic Planning committees. Current vice-chair of the Federal Home Loan Bank of Des Moines and chairman of the Council of Federal Home Loan Banks, Hage also served as president of the South Dakota Savings League.

As active locally as he is in banking circles, Hage is currently a director for the Good Samaritan Society Foundation, a member of the Augustana College Board of Regents and president-elect of the Sioux Council Boy Scouts of America. Curt and Glenda, his wife of 32 years, have two sons, Matthew, now living in Arizona, and John, a junior at O'Gorman High School. In his spare time, Curt enjoys golf, fishing and woodworking.



## Recruiting Coop holds website ribboncutting

Last month the Sioux Falls Recruiting Cooperative hosted a ribboncutting at the Holiday Inn City Centre in downtown Sioux Falls for the group's new website. The website was projected on a big screen for the audience of business leaders who attended, and the group also had a traveling display booth set up for the event.

The Recruiting Cooperative strives to increase the awareness of job opportunities in high technology fields in Sioux Falls for skilled professionals. The group also shares ideas, job descriptions

and information about recruiting in today's high tech job market, while creating an employment model to set a national standard.



"This website is a major step for SFRC," said Mary Medema, Sioux Falls Workforce Development director. "The website is a state-of-the-art location on the World Wide Web, where many high tech professionals feel right at home. We can reach exactly the kind of people we're targeting with a strong, functional website. And now we've got just that!"



## Sioux Falls Development Foundation Chairman's Report

As we start the new year, we are excited about the prospect of building a wider base of support for the Sioux Falls Development Foundation. Our *Strategy for Success* membership campaign gives us the chance to bring our message to a new group of business leaders throughout the community. If you're not already a member, I invite you to join us. The work of the Development Foundation directly impacts your business—no matter what business you're in.

It is my distinct honor to welcome a new group of leaders to our board of directors. Chosen by the membership in balloting late last year were Curt Hage, Home Federal Savings Bank; Jim Wilcox, NSP, and Steve Pate, Western Surety. Returning to the board to complete the unfinished term of Citibank's Tom Jones is Gene Rowenhorst, who has served the Development

Foundation well in earlier board terms. I welcome each of these individuals to the board and look forward to serving with them.

As you are aware, Sioux Falls has just come through two extraordinary years of economic activity, both setting records in a number of categories. Who would have imagined \$2.5 million in land sales! As we begin 1999, we need to be aware of the challenges ahead of us. As always, if you have any questions or ways to improve your Foundation, please call any director or member of our staff.

  
Steve Kirby, Chairman



*Sioux Falls  
Development  
Foundation*

## President's Report

*By Dan Scott*

### People make governments work

**T**he recent retirement of city engineer John Smith gives us the opportunity to reflect on the importance of people in the partnership between economic development and city government. After 32 years of solid service to Sioux Falls, John richly deserves some leisure time—but he will be missed. Whenever there were problems with an economic development project, John Smith was the voice of reason. He understood what it takes to get

things done—and he brought perspective, experience and a sense of history to the table.

Too often we've seen difficulties arise as other cities grow. In other areas, the growth of the business community has meant the growth of city government. And a rapidly growing city government can sometimes become less responsive to the needs of its citizens. Sometimes economic development is discouraged because of the hoops and blockades imposed by city government. Economic development and economic prosperity becomes too much hassle. We can't let that happen here.

We must be certain that city and county government in our community maintain their pro-development attitude. We need to always be sure that **people** are the element that counts most. We have the ability to ensure that the **people** involved in interpreting the ordinances and guidelines realize they are serving the **people** of our community. We all need to be like John Smith—understanding that we can't discourage development, but should always encourage the planned, orderly growth of Sioux Falls.

We congratulate John on his well-earned retirement, and look forward to continuing our partnership with community-minded government officials like him who are the key to the economic success of our area.

ADDRESS SERVICE REQUESTED

PO. Box 907  
Sioux Falls, SD 57101

*Sioux Falls Development Foundation*



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# DIRECTIONS

A PUBLICATION OF THE SIOUX FALLS DEVELOPMENT FOUNDATION  
March-April, 1999

Volume 23, Number 2



## UNIQUE PARTNERSHIP *acquires prime development land*

**T**he Sioux Falls Development Foundation has joined with a group of forward-looking organizations to purchase a 120-acre site near Brandon which has been identified as one of the best locations in the Midwest for an agricultural products processing plant. The property, to be known as the Corson Development Park, was chosen by professional site selectors as a top finalist for ag processing plants on two separate occasions. According to Dan Scott, Development Foundation president, the site is made even more desirable because it will have fully developed rail service plus room for expansion.

The land was purchased by the Corson Development Association Limited Liability Partnership, composed of the Development Foundation, the Minnehaha County Economic Development Association (MCEDA), the Brandon Development Foundation, Home Federal Savings Bank, The First National Bank in Sioux Falls, Security Bank, Split Rock Telecom and Sioux Valley-Southwestern Electric.

The partnership raised \$985,000, most of which was used to purchase the land, with some remaining for site improvement as necessary. The site will be administered by the management committee of Corson Development Association LLP, which consists of SFDF, MCEDA and the Brandon Development Foundation. The site itself has been annexed by the City of Brandon.

"This is one of the best sites in the Midwest region for a certain category of business," Scott said. "The partners felt a civic responsibility, as well as a belief in its development potential, which encouraged the acquisition of the land."

This is the first local instance of this type of partnership being formed by public and private entities to provide land for development, Scott said.

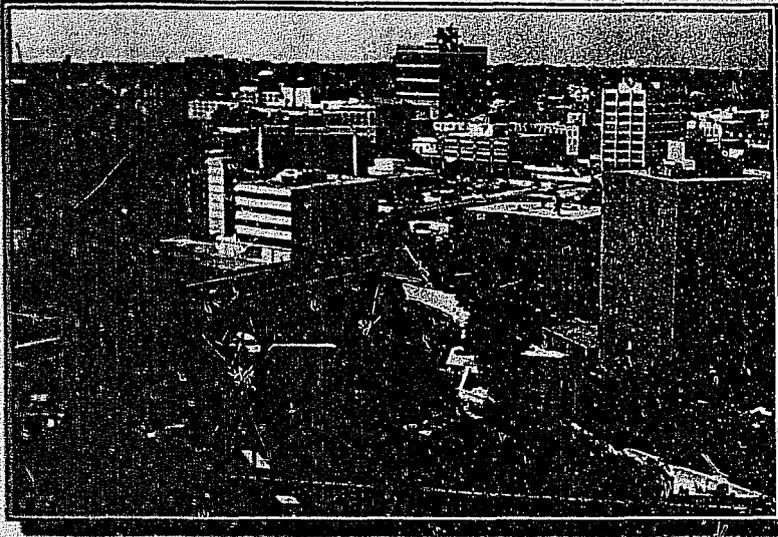
"The partners bought the land with the idea of selling it to a new company moving in," he said. "If this venture is successful, this partnership may decide to purchase more land—or disband after the land is disposed of. The community support for this enterprise has been very strong—and the land is a great spot for the right kind of business."



# Sioux Falls ranks in

# TOP TEN

# Most Productive Cities



According to Decision Analyst, an independent research firm which conducted a survey of 313 metropolitan statistical areas for Sprint Business, Sioux Falls ranks **eighth in the United States** for productivity. The study used eight criteria for rating the productivity of a community: employment rates, growth rates, real per capita income, education and training, workers output, business sector diversity, income growth and transportation diversity.

"The factors used to rank the most productive cities make a good yardstick for a number of important analyses," said Dan Scott, Development Foundation president. "Not only do these statistics reveal the productivity of Sioux Falls, they also emphasize the strength of our economic landscape. We continue to be recognized as a great place to grow a company, or relocate a company for solid growth."

Other cities in the Top Ten with Sioux Falls were Dallas; San Francisco; San Jose; Houston; Atlanta; Provo-Orem, Utah; Boise City, Idaho; Nashville, and Salt Lake City-Ogden. Scott said the

inclusion of Sioux Falls among the metro areas on the list makes another positive statement about this community's economy.

"We're placed with some very aggressive, very well-known cities," Scott said. "These localities are the hubs of their areas. When Sioux Falls is ranked alongside San Francisco, Atlanta, Dallas and Nashville—that makes business decision makers sit up and take notice."



## DIRECTIONS

is published six times yearly by the



### Sioux Falls Development Foundation

P.O. Box 907, Sioux Falls, SD 57101  
Phone 605-339-0103, Fax 605-339-0055  
Dan Scott, President Karen Ruhland, Editor

### SFDF Board of Directors

Steve Kirby, Chairman	Dale Ruzicka
Linda Barker, Vice Chair	Darwin Sletten
Rob Oliver, Treasurer	Dick Viehweg
Dan Murphy, Secretary	Ralph Wagoner
Tom Everist, Past Chair	Jim Wilcox
Karen Dunham	
Curt Hage	Ex-Officio:
Kelby Krabbenhoft	Russ Greenfield
Steve Pate	Mayor Gary Hanson
Gene Rowenhorst	Bob Kolbe

Working for regional economic development in partnership with:



Lincoln County  
Economic Development Association



Minnehaha County  
Economic Development  
Association

## Board Member Profile

### Steve Pate, President, Western Surety Company

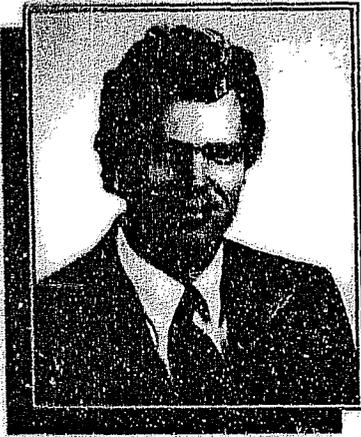


New to the Sioux Falls Development Foundation Board of Directors this year is Stephen T. Pate, president of Western Surety Company. Pate joined Western Surety Company in 1994, coming to the Sioux Falls surety and fidelity underwriting firm from Continental Insurance Company. A 29 year veteran of the surety industry, Pate spent fourteen years with The Travelers Insurance Companies.

A graduate of Whittier College in Whittier, California, with a degree in political science, Pate is a member of the board of directors of Kilian Community College in Sioux Falls and is active in the Sioux Empire United Way and in coaching youth sports. Pate and his wife, Shelley have two children, a daughter graduating this year from Roosevelt High School and a son in the eighth grade at Edison Middle School.

"Steve Pate is a great addition to our board," said Dan Scott, Development Foundation president. "His background and expertise are a good fit with the other skills brought to the table by board members. I look forward to working with Steve."





*Sioux Falls Development Foundation*

## Chairman's Report

**W**elcome to our new members! We are all very excited about the success of our recent *Strategy for Success* membership drive. Thank you to the volunteers who carried the story of this vital organization into corporate offices throughout the community. We are proud of you—and proud of those who realized the value of Development Foundation membership. It was a superior team effort, led by membership chair Linda Barker and marketing director Dan Hindbjorgen.

Speaking of team efforts, the Corson Development Park project, with its unique combination of partners, is the best recent example of a coordinated economic development project. The community of Brandon—one of the fastest growing municipalities in South Dakota—joined with MCEDA and the Development Foundation to ensure the availability of a prime piece of economic development real estate. Area companies have joined as limited partners in what will be a major economic boon to our area. We are literally in this together, and our shared successes will lead to continued prosperity.

Your board of directors is preparing for another strategic planning session. These meetings, sharing as they do our vision of the future and our ideas for continuing the successes of Sioux Falls and the surrounding area, are important for many reasons. Every board member should be a sounding board for others in the community—and I encourage you to study the list of board members in this issue and share your concerns and good ideas with one or more of them. The more we bring to the table, the more we will accomplish!

Downtown Sioux Falls got another shot in the arm recently with the commencement of work on the Rock Island Building. A key link in the Phillips to the Falls movement, the Rock Island project is another which will restore one of our great old buildings to its former glory. We welcome these projects, and salute those who are working to keep downtown Sioux Falls strong.

*Steve Kirby*  
Steve Kirby, Chairman

## Members Night at the Birdcage scheduled

Last year's first ever Sioux Falls Development Foundation members' mixer at the Sioux Falls Baseball Stadium was a great event. Perfect weather and an exciting game against the Fargo-Moorhead Redhawks combined to create a memorable evening. The response to the 1998 Members Night at the Birdcage has encouraged the Development Foundation to schedule a second annual baseball night.

All Development Foundation members should mark their calendars for Tuesday, June 8. The Sioux Falls Comets will take on 1-29 rivals, the Sioux City Explorers in a game that starts at 7:05 p.m. You will be receiving an RSVP invitation in the near future. The invitation includes game seating in the Baseball and Barbecue area at the stadium, and a barbecue dinner. Seating will be limited to 200, so be sure to RSVP promptly when you receive your invitation.



## Applications are now being accepted for Spirit of Sioux Falls Scholarships

The Spirit of Sioux Falls Scholarships were created by the Sioux Falls Development Foundation in 1993 to honor the memory Roger Hainje, Angus Anson and David Birkeland, Sioux Falls business and economic development leaders who died in the plane crash which also took the life of Governor George Mickelson and four others.

The scholarships are presented annually to Sioux Falls area students in their second year of higher education. The students must be taking a business-oriented course of study from an accredited South Dakota post-secondary institution to be eligible for the scholarship award.

Administered by the Sioux Falls Area Foundation, the Spirit of Sioux Falls Scholarship is competitively judged by a panel of business and educational leaders. Applications are available through the Sioux Falls Area Foundation and financial aid offices at area post-secondary educational institutions. The deadline for application is July 1, 1999.



## Rock Island Building indoor "groundbreaking" held

The Development Foundation hosted a groundbreaking ceremony March 12 for the historic Rock Island Building in downtown Sioux Falls. The 34,800 square foot building includes a basement and a two level 15,510 square foot parking garage in a \$2.5 million renovation and restoration project. The three story storefront warehouse will have its first and second floors transformed into office and commercial space, while the third floor will consist of eight luxury/loft apartments with fireplaces.

The Rock Island Building is listed on the National Register of Historic Places and features many architecturally significant details, including stamped tin ceilings, rough-out timber columns and jasper quartzite rubble exterior walls. The vintage storefront, located on the projected Phillips to the Falls route, is one of the oldest buildings in downtown Sioux Falls. Ted Thoms, Dale Jans and Gary Baumgartner are senior partners in the project, which should be completed this summer.



## Radio campaign encourages young adults

The Workforce Development Council has approved a series of radio commercials currently being broadcast throughout the tri-state area to encourage young people to relocate to Sioux Falls. The spots feature young voices explaining the reasons for living in this community, emphasizing career opportunities, recreational activities and friendly people to meet.

"These radio spots give us the chance to reach a new audience," said Mary Medema, Workforce Development director. "We believe that a testimonial approach, using voices that young people can relate to, will convince others of the possibilities of living and working in Sioux Falls."

The spots will be tested on two radio stations with significant reach geographically, Medema said. The music formats of the two preliminary stations are pitched to young adults ages 21-35.

**N**early 60 volunteers, all graduates of Leadership Sioux Falls, hit the streets to carry the Development Foundation story to business leaders throughout the community. The Strategy for Success campaign was designed to dramatize the importance of Development Foundation membership to the future of Sioux Falls—and to individual companies. This is the first time ever that volunteers who have no affiliation with the Development Foundation were recruited to contact prospective businesses for membership in the economic development group.

"This campaign was very exciting because of the involvement of the Leadership Sioux Falls volunteers,"

# STRATEGY for Success Membership Campaign

said Linda Barker, Development Foundation membership chair. "They enthusiastically embraced the vital role this organization plays in the continued success of Sioux Falls—and they eagerly—and successfully—shared that story with other business leaders."

The campaign brought 54 new members to the Development Foundation. As members, these companies will now receive critical business information through the *Sioux Falls Business Directory*,

*Community Profile, Buildings & Sites* and retail sales information, in addition to the *Directions* newsletter.

We congratulate our new members, listed below, along with these volunteers who made the campaign a success.

## Thanks to our Membership Volunteers!

Carol Spader  
Nathan Dally, Augustana College Development Office  
Kimberly Enebo, Avera McKennan Hospital  
Tom Moser, Avera McKennan Hospital  
Lynne Brown, Avera McKennan Hospital  
Jim Denevan, Axtell Park Middle School  
Ron Nelson, Bender Commercial Real Estate Services  
Michael Bender, Bender Commercial Real Estate Services  
Doug Brockhouse, Bender Commercial Real Estate Services  
Mike Thuringer, Bierschbach Equipment and Supply  
Kurt Schiller, Business Aviation  
Anna Livermont, Canfield Business Interiors  
Joe Niechwiadowicz, CCC Information Services, Inc.  
Colleen Stratton, CCL Label  
Scott Anderson, Davenport, Evans Law Firm  
Judy Haushalter, Department of Veterans Affairs  
Sue Lage, Electronic Systems, Inc.  
Gary Pries, Family Practice Physicians  
Julie Nelson, Founders Trust National Bank  
Paul Boerboom, Group II Architects PA  
Shelly Gardner, Hegg Companies, Inc.  
Dean Buckneberg, Henry Scholten & Co.  
Todd Lambert, Home Federal Savings Bank  
Mark Sivertson, Home Federal Savings Bank  
Peter Miller, Intensiva Hospital of Sioux Falls  
Gary Gaspar, Interstate Office Products  
Chris Schiltz, Koch Hazard Baltzer Ltd.  
Jeff Stahl, LodgeNet Entertainment Corporation  
Samuel Andrawis, Lutheran Social Services of SD  
John Gustafson, Marquette Bank of South Dakota  
Mark Powell, Midco Communications  
Shelley Stingley, Minn-IA-Kota Girl Scouts  
Mike Milstead, Minnehaha County Sheriff's Department  
Jim Wilcox, Northern States Power Company  
Paula Brown, Norwest Bank South Dakota NA  
Bill O'Connor, Norwest Bank South Dakota NA  
Fam Hanneman, Norwest Bank South Dakota NA  
Leonard Dankey, Norwest Bank South Dakota NA  
Richard Ambrosius, Phoenix Associates  
Kathryn Murray, Piper Jaffray Inc.  
John Paulson, Sioux Valley Hospitals & Health System  
Jeff Nichols, Sioux Vocational Services  
Mike Jamison, Spitznagel, Inc.  
Bruce Anderson, Sunshine Foods  
Mike Wagner, Tessier's, Inc.  
Jim Dunham, The Dunham Company  
Don Dunham III, The Dunham Company  
Dave Rozenboom, US Bank  
Carl Wynja, US Bank  
Tim Krommitzga, US Bank  
Becky Hainje, US Bank  
Jim Wiedertich, Woods Fuller Shultz & Smith, PC

Welcome New Members!

Active Data Systems, Inc.  
Advertising Arts, Inc.  
Availability Employment Services  
Bankfirst  
Bartell Company Worldwide  
Beckman Construction  
Bowden Productions  
Cabletron Systems  
CCC Information Services, Inc.  
Central Plains Clinic, Ltd.  
Cigna/Tel-Drug, Inc.  
Coca-Cola Bottling Co. of Sioux Falls  
Commercial Interior Decor, Inc.  
Consolidated Waste Systems, Inc.  
Dacotah Bank  
Dakota Foods  
Days Inn Airport  
Days Inn Empire  
Deerfield Branch, First Midwest Bank  
Delpro Corporation  
Ditch Witch of South Dakota, NA  
Engineering Technical Services, Inc.  
ERA Associates  
Flynn Outdoor Advertising  
Grainger, Inc.  
Harr & Lemme Real Estate  
Henkin Schultz, Inc.  
Inter-Lakes Community Action, Inc.  
J & L Harley Davidson  
J. D.'s House of Trophies  
Johnson Controls  
Key Real Estate  
Mailway Printers  
Miller Sellers Heroux Architects/MSH Contractors  
Northwestern Mutual Life  
Northwestern Public Service Company  
Novak Sanitary Service  
Parsons Equipment Company  
Pfeiffer, Woltman Kutz Company PC  
Phoenix Associates  
Plainsco, Inc.  
Sioux Empire Federal Credit Union  
Sioux Falls Bell Federal Credit Union  
Soukup Construction  
South Dakota Career Planning & Placement Assoc.  
South Dakota Health Research Foundation  
Stencil Construction, Inc.  
Sunkota Construction, Inc.  
Super Wash-Marion Road & Sycamore Ave.  
The Winkels Group, Inc.  
Thurman Comes Foley & Co. LLP  
Trane Company  
Ulteig Engineers, Inc.  
Visser Architects  
Williamson Management Group  
Wilsey Company/The Pella Window Store



*Sioux Falls  
Development  
Foundation*

## **President's Report**

*By Dan Scott*

### **Busy summer for park improvements**

**N**o, we're not talking about new flowerbeds at Tuthill Park, but the kind of improvements to our Development Parks that not only keep them functioning, but actually open up new land for growth. This summer will see extensive road-building and infrastructure work in the Sioux Empire Development Parks, home to nearly 90 businesses and 10,000 employees.

Since that many people—the equivalent of the

population of a good-sized South Dakota city—drive on the development park streets every day, we need to keep those routes safe and smooth. Add to that traffic the shipments of raw materials and contract carrier loads throughout the day and night and you have a network of very important—and very well-used—roads.

In addition to maintenance, though, we will be adding new streets to Parks III, IV and V this summer. These new roads will provide access to new sites, improve access to other park properties and generally improve the flow of traffic in the industrial park area. All together, over \$1 million will be spent this summer on Sioux Empire Development Parks roads.

We're excited about this work, for a number of reasons. First of all, it is a critical part of our mission to **always** have prime, affordable development sites available. By utilizing land in our existing development parks to its full potential, we reduce the amount of new land we need to acquire. Second, by committing resources to our development parks, we signal to those companies located there that these industrial parks will remain the high quality, Top Ten, world class properties they have always been. We want to preserve property values as well as pride—and we're spending a million dollars to do just that this summer!

ADDRESS SERVICE REQUESTED.

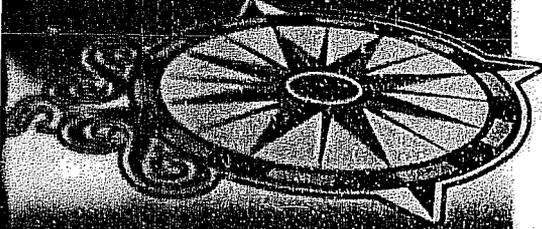
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*Sioux Falls Development Foundation*



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# Directions



A publication of the  
**Sioux Falls  
Development Foundation**

Volume 11 Number 3  
Third Quarter 1999

## Specialized Card Services second building goes up



**T**he footings were poured for the second building on the Specialized Card Services campus in Sioux Empire Development Park IV before the first building was completed. Now, with construction underway on that second facility, the rapidly-growing company is planning Building 3, according to CEO Chuck Ostrowski.

"We may break ground on Building 3 within 30 days," he said. "The new facility will occupy the northeast corner of our campus and give us the space we need in our expansion mode."

Ostrowski said the company is continuing the same growth trajectory that necessitated the construction in Development Park IV in the first place. The company has offices on West 41st Street and on Delaware Street in Sioux Falls, and plans to retain that office space, despite the rapid construction on the Specialized Card Services campus.

"We have accepted the volume of expansion and growth our company has experienced," Ostrowski said. "We could fully occupy Building 1 and Building 2 by the first quarter of 2000."

Building 2 is twice as large as the first facility Specialized Card Services constructed on the campus, at 100,000 square feet. Ostrowski estimates that, despite the equipment-intensive use of space in Building 2, nearly 700 people will eventually work there. Construction should be completed by December of this year.

Ostrowski credits successful marketing techniques and the uniqueness of the company's niche in the credit card industry for the growth of Specialized Card Services. "We're able to capitalize on a credit card market niche that is a constantly expanding market," Ostrowski said. "With extremely effective marketing,

*The productivity of the staff that we're able to acquire is unsurpassed in the world. Coupled with the attractiveness of Sioux Falls as a place to live, there's no question that this is the place we want to be.*

—Chuck Ostrowski

we've been able to continue to grow."

And that growth—which could have occurred anywhere in the US—has been aided by Specialized Card Services' Sioux Falls location.

"The productivity of the staff that we're able to acquire is unsurpassed in the world," Ostrowski said. "Coupled with the attractiveness of Sioux Falls as a place to live, there's no question that this is the place we want to be."

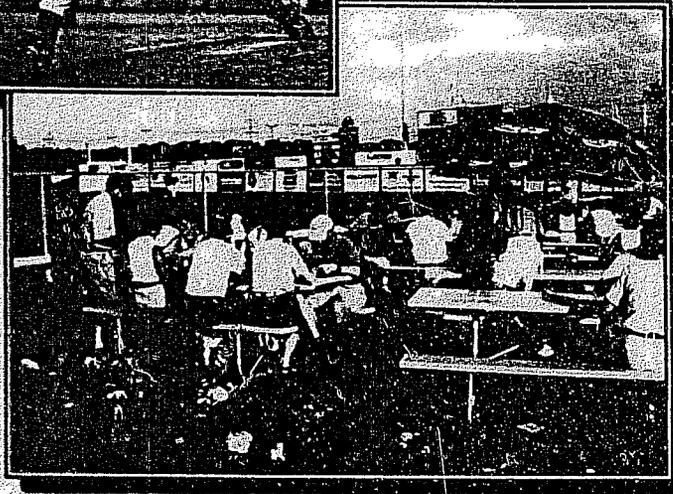
# Members Night at the Birdcage

The second annual members' night at the Sioux Falls Baseball Stadium was held Tuesday, June 8. The Sioux Falls Canaries were narrowly defeated by the Sioux City Explorers in a hard-fought contest. About 200 members of the Sioux Falls Development Foundation turned out to watch the game from the Baseball and Barbecue area at the stadium, and enjoyed a barbecue dinner and a great summer evening of baseball and fun.

*Below left, members enjoy their free barbecue dinners; below right, Canaries mascot Cagey poses with President Dan Scott, left, and Chairman Steve Kirby.*



Gene Smith Photos for the Canaries



## Board Member Profile

### *Jim Wilcox, Manager of Government & Regulatory Services, Northern States Power*

Although he has spent 23 successful years with Northern States Power, Jim Wilcox is still proud of his first work experience: piling bales and cleaning out hog houses on his father's farm near Wakonda, SD. An electrical engineering graduate of South Dakota State University, Wilcox received his MBA from the University of St. Thomas in 1986 and has used these areas of knowledge in his career with NSP.

Currently he manages NSP issues before the SD Public Utilities Commission and is a registered lobbyist at the South Dakota Legislature, but Wilcox began his tour of duty with the energy company as an electrical engineer, before becoming senior engineer with the NSP System Operations Department in Minneapolis. He was Supervisor of Energy Accounting in Minneapolis before taking on the job of Manager of Government & Regulatory Services nine years ago.

Wilcox and his wife, Doniese, have three daughters, Brianna, 20, a student at SDSU, Alyssa, 18, at the University of Minnesota, and Jamie, 10, who attends the Mark Twain Challenge Center in Sioux Falls. In his spare time, Jim develops electrical science learning kits for youth and delivers them, plays golf and reads non-fiction. Not that Wilcox has much spare time.

He is active in a wide variety of professional associations and serves the community as a member of Rotary and Sales & Marketing Executives. He was board chairman of the Minnehaha County Economic Development Association, is on the Junior Achievement board, was a Turning Point Fund Drive team leader, serves on the Advisory Board of the Kirby Science Discovery Center and works with a number of quality of life enhancement organizations throughout the community and state. We welcome Jim Wilcox to the board of directors of the Sioux Falls Development Foundation.



## Chairman's Report



Steve Kirby

Thanks to the board members who took time out of their busy schedules to attend this year's Development Foundation Strategic Planning Session which was a great success. We have been incredibly active during the past few years, with land sales at record levels and hostings keeping the staff running full tilt. We need to periodically analyze where we've been and project where we need to go. Strategic Planning Sessions give us a chance to do that.

The results of our discussions will be communicated in the near future as a *statement of strategic objectives*. We are currently finalizing those objectives and will be reporting them to you, our members. I think you'll find that the principles which have guided this organization for the past forty-five years—and have had such a positive impact on the growth and prosperity of our community—are being carried successfully into the future.

Congratulations to Specialized Card Services for their continued growth in Park IV. We have spotlighted this company throughout 1999 as one which illustrates so well why Sioux Falls is a benchmark for economic development excellence in this decade. Specialized Card Services could have located elsewhere in the country—perhaps anywhere in the world. But they chose Sioux Falls for two main reasons: people and quality of life. It's a story we hear from many growing businesses in the Sioux Falls area.

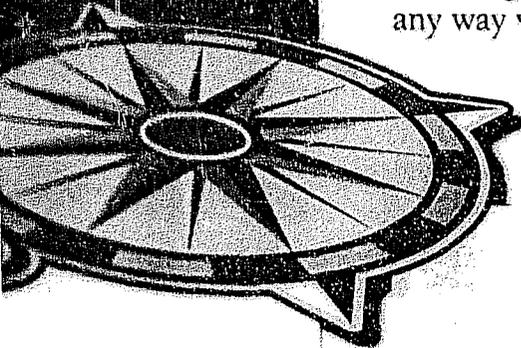
It was good to see so many of you at the second annual Members Night at the Birdcage. The participation of businesspeople makes the Development Foundation work—and we love the chance to get together and congratulate this dynamic organization and celebrate Sioux Falls in any way we can!

Steve Kirby

## Special Thanks

The Citigroup Foundation of New York City has presented a grant to the Chamber Foundation from their 1999 Citigroup Community Summer Intern Program (CSIP) to support the salary of the Development Foundation's summer intern Angela Knauss. Special thanks to Citibank (South Dakota) N.A. for initiating the application for this grant on behalf of these local organizations. The goal of the program is to expose young people to community development work and bring additional resources to the field.

The Development Foundation appreciates the recognition by the Citigroup Foundation of the vital role the organization plays in the growth and development of our community.



# Scott chairs Port Advisory Committee

**D**an Scott, president of the Sioux Falls Development Foundation, is chairman of a new committee to direct the marketing of the Sioux Falls Port of Entry. A \$36,000 grant from Forward Sioux Falls and a \$36,000 commitment from the Sioux Falls Regional Airport Authority will support hiring a Marketing Manager to help convince local and regional business leaders to increase usage of the Port. The port allows air passengers, merchandise and raw materials to clear customs in Sioux Falls, instead of at one of the US borders or ports.

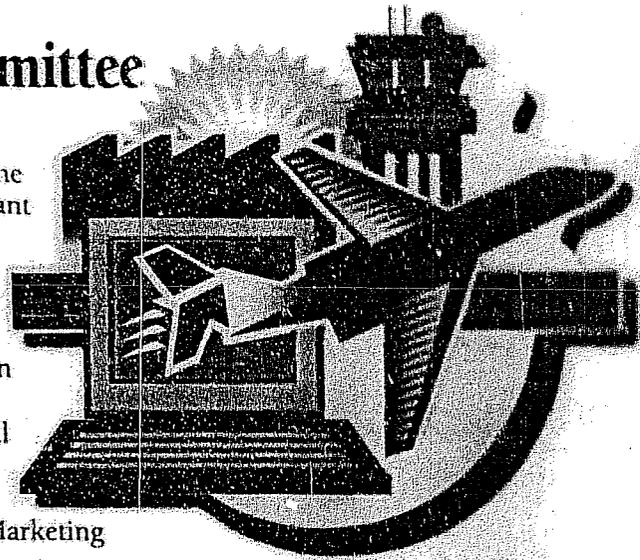
Mike Marnach, executive director of the Sioux Falls Regional Airport Authority; Evan Nolte, president of the Sioux Falls Area Chamber of Commerce, serve with Scott on the **Port Advisory Committee**. The group will supervise the activities of the Port Marketing Manager.

"This campaign will run for one year," Scott said. "At the end of that time, the success of the marketing program will be evaluated by the committee and continued support will be given if the goals—which have already been established—are met."

The responsibilities of the new marketing manager will include meeting with shippers who could profit from the use of the local Port of Entry. Also critical to the process is the coordination with Port Director Mike Horan of US Customs and local representatives of the customs brokerage firms.

Scott said the Port of Entry can benefit Sioux Falls and South Dakota businesses through:

- Local control of materials. Increased accountability and familiarity with local officials and procedures means fewer hassles in clearing customs.
- Cost savings over larger border ports. Having materials clear customs closer to home holds down costs.
- Quicker clearing than in busier ports. Your shipment gets more attention and more expeditious service in a port with less traffic.



## Washington Post reporter visits Sioux Falls

**K**irstin Downey, corporate and business reporter for the *Washington Post*, was in Sioux Falls recently to do a story on the impact of low unemployment on companies in a fast-growing community. The fact that Downey and the *Post* chose Sioux Falls underscores the national attention our community and its fast-growing economy has earned nationwide in recent years.

Development Foundation Director of Marketing Dan Hindbjorgen accompanied Downey during her visit and lined up interviews for her with local business and government leaders. She lunched with Mayor Hanson and Planning Director Steve Metli and talked with executives of Specialized Card Services, LodgeNet, Bell Paper Box, Wheeler Tank, Norwest Bank, CCC Information Services, Malloy Electric & Bearing Supply, Citibank (South Dakota), and Gateway Computers. In addition, Downey toured the Washington Pavilion of Arts and Science.

A copy of Downey's article featuring Sioux Falls appeared in the Sunday, June 6, *Argus Leader*.



## Augie student interns at Development Foundation

**A**ngela Knauss, a business communications major at Augustana College, will be a summer intern at the Sioux Falls Development Foundation. Knauss will work on research and marketing projects for the organization, bringing some real-life business skills to her education.

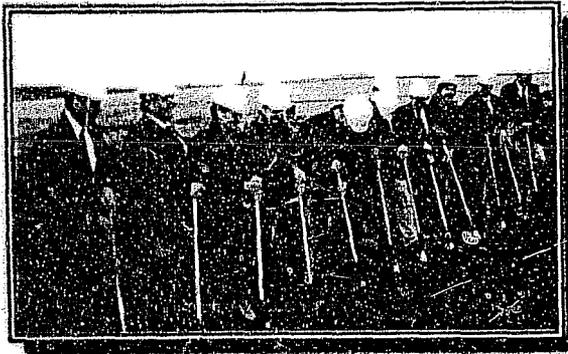
Knauss has excellent computer experience and has acquired other skills in her extra-collegiate occupations, as a retail clerk at Breadsmith, as an assistant to the director of marketing and sales for the American Mailshop and as a cashier/Florist at Hy-Vee in Sioux Falls.

In her spare time, Knauss has been a tutor for Native American students, a volunteer at the Banquet, a member of a hot air balloon ground crew, a library assistant and a daycare center supervisor.

The entire staff of the Development Foundation welcomes Angela and looks forward to working with her.

## Nelson Laboratories builds in Park IV

Nelson Labs, founded in 1929, will construct a 23,500 square foot facility in Sioux Empire Development Park IV, with expansion capabilities in two directions. The project will consist of a 7,500 square foot office area and 16,000 square feet of warehouse, at a cost of \$1.5 million. A wholesaler of animal health products to veterinarians, Nelson Laboratories was owned by the Nelson family until 1983, when Joe Robbie, then owner of the Miami Dolphins, bought the company. Since Mr. Robbie's death in 1990, the company has been operated by the Joseph-Robbie heirs. 1999 marks 70 years of service for the company. Congratulations to Nelson Labs on a beautiful new facility!



**BREAKING  
GROUND**

## CCHS to add new wing

A groundbreaking ceremony was sponsored by the Development Foundation on May 28 for the new wing of Children's Care Hospital & School, a Sioux Falls institution since 1952. Created primarily to serve children after a local polio epidemic, CCHS today provides health care and education to over 1,500 persons each year in South Dakota and surrounding states. The \$4 million project will include a 10,000 square foot rehabilitation wing and

upgrade the facilities for Inpatient Pediatric Rehab and the Medically Complex Program. This will enable Sioux Falls to offer services not currently available for brain injury or other trauma and pediatric post-surgical care. Completion for the addition is expected to be May, 2000.



## Hockey sticks break ground for Stampede

Mayor Gary Hanson, wearing a new number 99 Stampede hockey jersey, joined a distinguished group at the groundbreaking for the Sioux Falls Stampede professional hockey team. The US Hockey League team will play in the Sioux Falls Arena, the floor of which is being rebuilt to accommodate the new pro sport here. The retrofit project will cost about \$1 million, adding storage space and ice making equipment as well as making the floor multipurpose, as the Skyforce will be sharing the Arena with the Stampede during their seasons. The Stampede takes the ice this September, playing hockey teams from nearby cities such as Des Moines, Fargo, Lincoln, Omaha and Sioux City.



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### Sioux Falls Development Foundation

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## President's Report



By Dan Scott

# Ho-hum—another victory for Sioux Falls

**W**e've become accustomed to winning, and we've won again. Our newest videotape—previewed by many of you at last year's Development Foundation annual meeting—has been awarded the national best of class citation for economic development organizations. It's another in a long list of Top Ten rankings, first place designations and good news generally.

The problem with all this is that we've become **blase** as a community about winning. We don't celebrate these victories. No matter how big the award, no matter how major the announcement, it's greeted with a yawn. News of new company locations and major job increases—which would be the talk of the town anywhere else in South Dakota and most of our surrounding states—goes unnoticed in Sioux Falls. Local residents have come to expect such news—and the media in particular don't seem to care.

In other markets, the success of our economic development efforts and the consistency of growth would be front page news. Every television station in the community would run a series of stories. But in Sioux Falls, it's just more of the same—more information about just how well things are going—more good news Ho-hum.

We must remind ourselves—and remind those around us—that something pretty unusual is happening in Sioux Falls. We are achieving exemplary results and if our own community is not paying attention, other locations certainly are. Sioux Falls is a benchmark, a target and a success story worth copying. We make Top Ten lists because decision makers in other parts of the country know just how successful Sioux Falls is. We need to **wake up** and **celebrate**. If our local media won't do the job, we'll have to do it ourselves. Let's appreciate our achievements, be proud of them—and **spread the word**.



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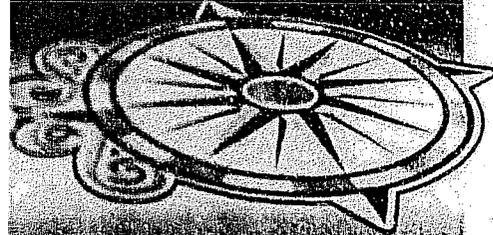
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# Directions



As a result of many recently completed quality of life improvements.



Sioux Falls  
Development Foundation

## Quality of life improvements are vital for economic development success

The Sioux Falls economy, great tax climate and excellent workforce get a lot of attention. National magazines rank our community in the Top Ten and businesses continue to expand and relocate here in Sioux Falls.

But community growth isn't just the addition of thousands of new jobs. And the strength of our economy isn't the only reason executives choose Sioux Falls when making that final commitment to move their business—and their families—to this community. When it's time to sign on the bottom line, community improvements like the Washington Pavilion of Arts and Science make a difference.

The construction of the Convention Center, the unique development of the Outdoor Campus and the dramatic changes which make Falls Park a tourist destination once again have become part of the Sioux Falls experience. The opening of the Pavilion, with its aesthetically pleasing and acoustically perfect Great Hall, the galleries of the Visual Art Center, the high-tech Cinedome theater and the fascinating Science Discovery Center have made Sioux Falls a cultural draw for the entire region.

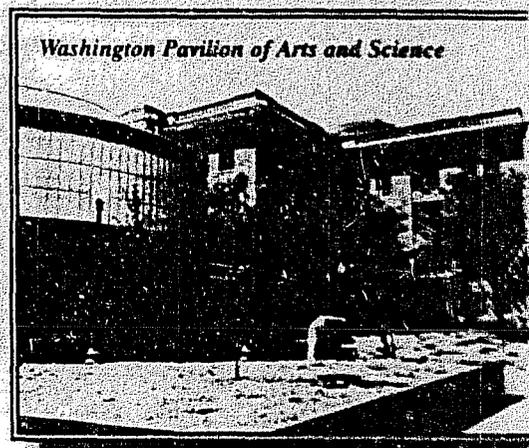
Almost as important as these community landmarks is the spirit that created them. Sioux Falls has declared itself as a place that will provide for its citizens in a variety of ways.

"Good roads and economic opportunity are a vital part of the picture," said Dan Scott, president of the Development Foundation, "but business leaders look at the community's cultural and recreational advantages more than ever before. Sioux Falls has made tremendous strides to be as much a leader in those considerations as in our economic strengths."

The vitality of a community is expressed through its willingness to grow culturally, Scott said. And Sioux Falls has clearly committed itself to providing excellence in family activities.

"The growth of events like the recent Jazz Festival illustrates that people in and around Sioux Falls appreciate and support arts and entertainment activities," Scott said. "The variety and number of these offerings will continue to increase—and so will the crowds coming to Sioux Falls to participate in them."

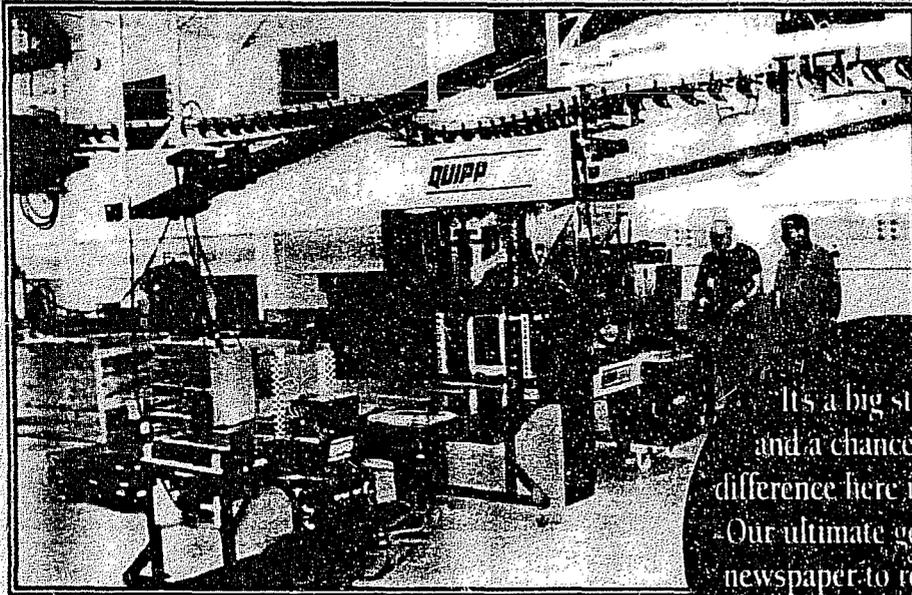
Quality of life activities are a big part of the workforce development picture, too, according to Mary Medema, workforce development director. The largest reason given by South Dakota natives for returning to their home state is quality of life. At the same time, those professionals are reluctant to give up the cultural advantages they have become accustomed to in larger metropolitan areas.



Washington Pavilion of Arts and Science

"They want the friendliness of the South Dakota life," Medema said, "but they also want concerts, museums and things to do with their kids. Sioux Falls has worked hard to provide that cross-section of culture, midwestern values and economic opportunity, all in one great place."

# Argus Leader expansion assures increased customer service



Automated bundling and sorting equipment guides the newspapers on their way.

Six years before ground was broken for the distribution center addition to the Argus Leader's downtown facility, Tom Boe was working on the project. The daily newspaper's Production Director started the planning and research that long ago and the project has been part of his daily routine for almost three years.

"It's a big step for us," said Boe, who has been with the Argus for 29 years, "and a chance to make a difference here in Sioux Falls. Our ultimate goal is to get a newspaper to readers earlier in the day—for most people, by 5:30 a.m.—and to make the process more efficient."

The new distribution center—over three times larger than the old facility in the Argus Leader's 10th and Minnesota location—uses state-of-the-art computerized equipment combined with unique design elements to achieve the goal. The two-story, 40,400 square foot expansion features a 24-station inserting machine, expanded printing units and computer-tracked conveyor systems to get more papers smoothly from the press to the delivery truck. Creative design was essential because of the facility's location.

"If you were building a distribution center out in a green field somewhere, you'd never build it with two levels," Boe said. "With our decision to remain downtown, we had to use the existing space—but we used every inch we could."

The assembly and bundling of the completed papers is accomplished in the upper floor of the new distribution center. The bundles are shuttled by computerized conveyor to the correct distribution door, and then slip down a spiraled conveyor to the correct dock area

It's a big step for us, and a chance to make a difference here in Sioux Falls. Our ultimate goal is to get a newspaper to readers earlier in the day and to make the process more efficient.

—Tom Boe

for the delivery route.

"Every night at midnight, the presses start to run," Boe explained. "The delivery vehicles will line up on Dakota Avenue and the drivers will keep their eyes on a big LED sign on the south side of the new center. The sign will cue each driver—Truck #70—Dock #3—and

the driver will pull into the driveway, back into correct dock, load up and drive through to Minnesota Avenue on their way to the route.

Because of the tight squeeze between buildings and the slope of the driveway—the Argus Leader has installed a complex plumbing system with special hoses under the concrete driveways and sidewalks around the distribution center. Hot water will melt the snow and keep the traffic ways clear and safe throughout our winters.

The \$12 million project also includes a recycling area. Boe said the paper recycles newsprint, cardboard, film, office paper and press plates. With the material demands of a daily newspaper, the recycling center takes up a large footprint itself, but is part of the Argus Leader's commitment to the environment. In addition to the loading docks, the lower level of the new center contains storage space for 750 metric tons of newsprint. Almost 20 of the huge rolls are used to produce the daily paper, so maintaining a week's supply takes up a lot of room.

The distribution center will be in full use by August 1, Boe said, although some construction details will not be completed until January of 2000. By then, the paper will be ready to face the new century—and bring you tomorrow's headlines faster.



Tom Boe stands next to the giant rolls of newsprint stored on the first floor of the addition.

## Chairman's Report



By Steve Kirby

**A**t the groundbreaking ceremony for CCL Label recently, it was remarked that this project is taking place in a unique corner of the community, surrounded by neighbors who share the company's excitement. That excitement, in every sector of Sioux Falls, is really one of the best things about the growth and continued prosperity we have seen during the past decade. It's not just the development parks where construction is happening—it's everywhere. It's not just major corporations who are building new facilities—it's everyone. The Sioux Falls economy is affecting all of us.

The economy of this community is not the only thing to be proud of, however. Quality of life improvements are also making a name for Sioux Falls. The Washington Pavilion is drawing enthusiastic crowds to discover science, swim in the world's oceans and experience the sights and sounds of the magnificent Great Hall. Tourists—and local residents—are flocking to Falls Park more than ever—and the park just keeps getting better. This is an exciting time for Sioux Falls!

Once again the numbers are pointing at another record year for capital investment and construction throughout the community—and the area. Our partnership with Lincoln and Minnehaha County economic development associations is bearing fruit in a number of ways. The communities surrounding Sioux Falls are the fastest growing towns in the state, as more and more people discover the advantages of our area as a place to live and work. And it is a **fact** that growth in Tea, or Worthing, or Brandon translates to growth and continued prosperity in Sioux Falls. We're in this together!

Steve Kirby

### Kiplinger Letter cites Sioux Falls

**T**he Kiplinger Washington Letter of May 21 reports that "metro areas are seeing the strongest gains in years." The weekly newsletter says that diversification is helping a number of midwestern communities rack up significant economic growth. Named along with Sioux Falls as communities where "there is no let-up to growth in sight" are Dallas, Kansas City, Des Moines, Omaha and the Twin Cities. The Kiplinger Letter has kept an eye on Sioux Falls and its economic consistency throughout the past decade and frequently notes that Sioux Falls is a regional leader.



# CCL breaks ground for largest plant

**A** groundbreaking ceremony was sponsored by the Development Foundation on July 13 for a new 60,000 square foot warehouse and manufacturing facility for CCL Label. The \$4 million plant—which will make the Sioux Falls plant the largest of 14 CCL label facilities—will enable the company to branch into pharmaceutical labels, which are difficult to make. CCL Label currently prints custom labels for several national companies, including Proctor & Gamble, Unilever and John Morrell & Co. CCL employs 430 people in Sioux Falls and expects to add 60 to 80 additional workers when the new construction is completed in January, 2000.

"CCL is owned by a Canadian corporation, CCL Industries, which owns plants all over North America," said Steve Kirby, Development Foundation chairman. "They could have chosen to place this expansion in any location—but they chose Sioux Falls. Obviously, they felt Sioux Falls was the best place in which to expand their business."



*SD is named  
most friendly  
state for small  
businesses—  
again!*

The Small Business Survival Committee, a conservative small-business lobbying group in Washington, D.C., has named South Dakota as the state most friendly to small businesses for the third time in four years. South Dakota's low unemployment and favorable tax climate—with no personal or corporate income tax—and low unemployment rate were important considerations in the ranking. Rounding out the top five most friendly states for small business were Wyoming, Nevada, New Hampshire and Texas.

## Board Member Profile

### *Karen Dunham, Real Estate Broker, Dunham Realty*

Karen Dunham has a unique view of the changes in Sioux Falls wrought by economic development during the past decade. As managing broker of Dunham Realty and a realtor specializing in residential real estate sales and listings, she sees the growth of the community from a family's point of view. And she likes what she sees.

"I still enjoy what I consider the small town atmosphere," Dunham said, "even though I know that we have grown much beyond that. The qualities that make Sioux Falls a great place to live arise out of the continued progressive and methodical plan that has been developed over the years by our Sioux Falls leadership."

Dunham has spent 22 years in real estate and likes the "people" part of her job best.

"The most rewarding part of my job is working with families," she said, "assisting them in buying or selling what will probably be their largest investment—their home."

Being part of the Development Foundation board has been exciting, she said. She credits the Development Foundation with exercising leadership and foresight in supporting the positive and progressive growth of the community.

In her spare time, Karen enjoys bowling, golf, spending time at the family's home at Lake Madison and traveling. She and Don Dunham have three sons, Christopher, Jim and Don Dunham III.



# 1999 Community Profile available now

Each year the Sioux Falls Development Foundation publishes the *Sioux Falls Community Profile*, a very popular compilation of facts, numbers, statistics and data about Sioux Falls. Indispensable to companies contemplating a new location here, the *Community Profile* is also helpful to local firms for marketing or expansion purposes. One complimentary copy of this helpful book is available to Development Foundation members. Pick up your copy at the Development Foundation office at 8th & Phillips. Non-members may purchase a copy of the *Community Profile* for \$5 each.



## 1999 Sioux Falls Development Foundation New Members

Cliff Avenue Greenhouse & Garden Center  
Construction Products and Consultants, Inc.

Dain Rauscher

Dakota Millwork Company

Eagle Construction

Hagen Chiropractic Clinic

Hander Inc. Plumbing & Heating

IdeaSign, Inc.

Landscape Garden Centers

Lawrence & Schiller, Inc.

Lee Brown Company, Inc.

M.J. Dalsin Co. of SD, Inc.

McGladrey & Pullen

Miller Funeral Home

Nelson Laboratories, Ltd.

Nyberg's Ace Hardware

Shipley's Launderers & Dry Cleaners

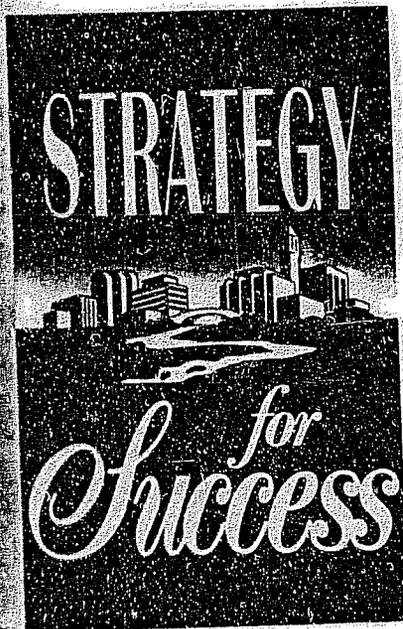
Sunshine Food Markets/NFCG

Thoms Company Real Estate

Woods Equipment Company-Du-Al Facilities



We welcome our new members



## Your membership counts!

We need your membership to keep things moving and to continue the level of momentum and prosperity Sioux Falls has experienced during the past decade. To become a member, call 339-0103. It's that easy to take the step that will keep prosperity growing for Sioux Falls!

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## President's Report



By Dan Scott

# Fairgrounds doesn't measure up to Sioux Falls standards

**W**e've been hearing a lot lately about the Washington Pavilion and what a solid asset it is to our community. We've come to expect a certain level of excellence, reflected in the Convention Center, the Outdoor Campus and the improvements at Falls Park, to name a few examples. Each of these locations says something about Sioux Falls—and gives a positive memory to visitors here. But the Sioux Empire Fairgrounds does **not** create a similar favorable impression.

The fairgrounds has suffered from years with virtually no investment in building and grounds improvement. Many of the facilities have fallen into disrepair—and another fair season is almost upon us. Thousands of Sioux Falls and area residents will be reminded again of the inadequate fairgrounds facilities, and may come away with a negative view of our community.

It doesn't matter what didn't get done, or how the fairgrounds reached its current state. This is not the time for blame—it's **the time for action**. The Sioux Empire Fairgrounds has too much potential—and our need of a clean, modern, functional fairgrounds is too great—to let things continue as they are.

Regardless of past discussions, **now** is the time to make the necessary changes. **Now** is the time to find the funding to bring the fairgrounds up to Sioux Falls standards. We have done so much in this community—we can remake the fairgrounds into a place to which we can invite visitors with confidence. It's time to stop ignoring the Sioux Empire fairgrounds and **do something about it**.



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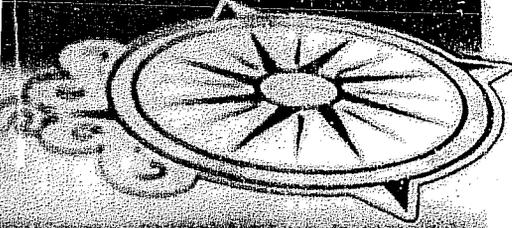
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# Directions



and forever for the success of downtown Sioux Falls.

## Downtown development illustrates city's economic diversity

Entrepreneurs and developers are sketching a dramatic scene in picturesque downtown Sioux Falls—a scene of revitalization, historical renovation and economic diversity.

The picture keeps developing more color and depth as the historic downtown area—once the retail hub of the city—becomes a complex blend of financial headquarters, unique shops, diverse restaurants and world-class cultural opportunities. But according to Steve Metli, head of the city planning department, it has taken serious effort by public and private sector leaders to make it happen.

"The essential element in the success of downtown Sioux Falls is commitment," Metli said. "First is the commitment of individuals who are willing to stake their futures on retail ventures, from Johnson Shoes, one of the original downtown stores, to the newly opened Trés Raffine dress shop. The commitment of the community itself, expressed in the support for the Washington Pavilion and the Convention Center, has had a beneficial impact on downtown as well."

City officials have been critical partners in the revitalization of the city's center, Metli said.

"Mayor Hanson has been committed from the beginning to making every area of Sioux Falls better," Metli said. "And his support of a strong downtown is part of that. He's a Sioux Falls native, and the downtown area has always been an important part of our economy—and who we are as a community."

Another important chapter in the downtown story was the creation of Main Street Sioux Falls, a program to promote and enhance the city's core. Carol Pagones has been head of Main Street since its inception.

"Carol's efforts have helped restore the luster to downtown as a fun place to be," Metli said.

"We have over a dozen festivals going on now. Recently we had Yo-Yo Ma at the Pavilion, Cory & the Fireflies at the Shrine.

Mosque and a German fest all on the same night, each enthusiastically attended. And downtown hosted them all."

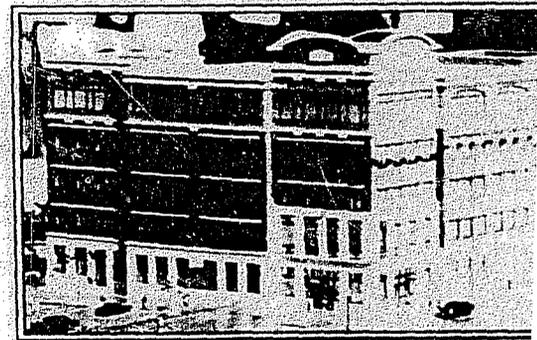
For her part, Pagones points at city government and business people as the key to downtown's growth.

"City government made a commitment to NOT let downtown deteriorate," Pagones said. "Credit also must go to the risk-takers, private investors like Jeff Danz, Don Dunham, Jeff Hazard and Mike Bender who believed in downtown. Consider this—in 1980, downtown construction totaled \$2.8 million. In 1997, it was up to \$19.4 million."

Pagones said downtown is important because of the symbiotic relationship of Sioux Falls economy.

"Economically, a community is only as strong as its weakest link," she said. "The whole community benefits from a strong downtown—and I believe that the wonderful, historic, nostalgic, remember-when feeling that permeates downtown Sioux Falls cannot be created anywhere else."

And that, combined with economic strength, is a recipe for success for downtown Sioux Falls.



A model of the River Centre currently under construction in downtown Sioux Falls.



A publication of the  
**Sioux Falls  
Development Foundation**

Volume 2, Number 5  
September-October, 1999



**T**he Sioux Empire Housing Partnership, whose goal is to create more affordable housing in the Sioux Falls area, is really living up to its name with the development of a new neighborhood in northeast Sioux Falls.

SEHP is coordinating the moving of more than 20 houses from a two-block area south of Avera McKennan Hospital to new neighborhood near Lacey Park. The houses have been donated by Avera McKennan and area lenders are making it possible to buy 14.6 acres of farmland for the new neighborhood. The project is being supported by the Development Foundation, with the resources of Forward Sioux Falls to help make it all happen.

Jim Schmidt, executive director of SEHP, said the new neighborhood will offer houses that can be sold for about \$60,000 apiece to families which earn from \$22,000 to \$27,000 annually. The houses will be placed on new basements, will be freshly painted and will have new carpeting. Many of the homes will be equipped with new furnaces in their Lacey Park location.

Logistics for getting the houses from the Avera

McKenna-neighborhood to a holding area owned by the Development Foundation along Arndson Street will require some planning, according to Dan Scott, Development Foundation president.

"When this many people are involved in something so beneficial for the community, you can literally move mountains," Scott said. "The bottom line is that this is going to have a substantial impact on the availability of affordable housing. It's that big a project."

Most of the houses which are being moved are two-bedroom homes that were built 40 or 50 years ago, according to Schmidt. Because of a variety of obstacles, including street construction, a low bridge and utility wires, the houses will be taken along a meandering route that winds through the Sioux Falls Stockyards and the John Morrill & Co.

parking lot to reach their destination.

Digging basements and preparing the infrastructure for the neighborhood is the first order of business, Schmidt said. The first of the homes could be ready for occupancy in about a year.

## Temporary neighborhood parked on Development Foundation land



### Board Member Profile

#### *Tom Everist, President and CEO, L.G. Everist, Inc.*

Development Foundation Past Chairman Tom Everist will retire from the board of directors this December. A long-time member of the Development Foundation and one of the founding fathers of Forward Sioux Falls, Everist has served on the SFDF board since January, 1992.

"It is no coincidence that Tom Everist has served as chairman and past chairman during a period of strong emphasis on pro-active, forward-looking programs," said Dan Scott, Development Foundation president. "Tom has made a significant commitment to this community and to the success of our economic development efforts."

A graduate of Stanford University with a baccalaureate degree in Mechanical Engineering and a master's degree in Construction Management, Everist was a field engineer with Scott Company of California, working on the Diablo Canyon Nuclear Power Plant before coming to work at L.G. Everist in 1972. He currently serves on boards of directors for MED Resources Group, Inc. and Raven Industries. In the community service arena, Everist is currently chairman of the Sioux Valley Hospitals and Health Systems board, past chairman of the South Dakota Chamber of Commerce and chairs the group's Legislative Committee and is a member of the Sioux Falls Area Foundation board.

Tom and his wife Barb, currently a state senator from District 14, have three children, Steve, Mike and Lacey. In his spare time, Tom enjoys golf and sailing.



Sioux Falls  
Development  
Foundation

## Chairman's Report



By Steve Kirby

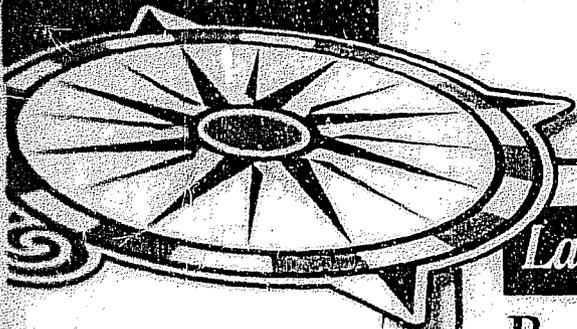
Sioux Falls never stands still. We are moving forward and growing in all directions. While that is happening, we are not ignoring or forgetting the historic heart of this community—our downtown area. Recent years have seen the careful development and restoration of the business and cultural center of Sioux Falls. New buildings erected in the past five years mirror the architecture of our city's early years.

This trend is continued with the construction of the River Centre. This new structure will be a proud addition to downtown—a downtown slowly growing toward the revitalized Falls Park and becoming a destination for shoppers and culture-seekers. The *Argus Leader* recently completed a large addition and expansion. Congratulations to those concerned with keeping our downtown area strong.

In this issue of *Directions* is the first of a series of profiles on our Spirit of Sioux Falls Scholarship winners. These men and women are the business and civic leaders of tomorrow and we honor their ambition, scholastic excellence and determination to make a difference. You'll be glad to meet them in upcoming issues.

Our annual meeting has been scheduled for November 18. I hope each of you will mark your calendar for an event which has become a great celebration of our community's continuing prosperity. I hope to see everyone at the Holiday Inn City Centre on Thursday, November 18.

*Steve Kirby*



### *Latest Top Ten ranking cites quality of life*

**B**usiness Development Outlook has released the rankings in its annual "Q-32 City Awards" honoring the 32 best metropolitan areas for quality of life. Sioux Falls scored in the Top Ten in **overall quality of life** and **safest places to live**, and was ranked #1 for **favorable drive times**. The annual rankings take into consideration criteria ranging from health care to education to air and water quality to name the 32 best places in the US to live and work.

"We have become accustomed to having our economy ranked in the Top Ten," said Steve Kirby. "It's gratifying to have this excellent national recognition of our outstanding quality of life. Those of us who live here know that the combination of economic strength and great living conditions should put Sioux Falls at the top of everyone's list of America's best communities."



## Nuts and bolts, paper and fireworks: Nelson works to bring goods through Sioux Falls

**T**he South Dakota Port of Entry is getting a lot of attention right now, as companies along the I-29 corridor learn more about the advantages of clearing their materials through the Port of Entry in Sioux Falls. Rock Nelson is seeing to that.

J.T. "Rock" Nelson, a fourth-generation Sioux Falls native and businessman, leaped into his job as Marketing Director for the U.S. Customs Port of Entry with characteristic enthusiasm and resolve. Nelson was chosen for the position by the Sioux Falls Regional Airport Authority and the Port of Entry Advisory Committee, chaired by Dan Scott.

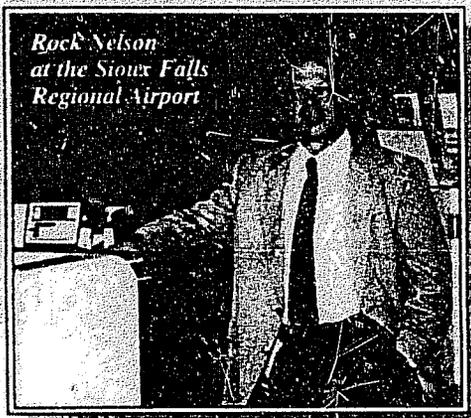
"Rock has a dynamic personality and understands the Sioux Falls business community," Scott said. "We believe he can really make a difference in the use of the Port of Entry."

In his new job, Nelson is meeting with executives of firms throughout the region, determining their import volume and helping them understand the advantages of clearing their raw materials and goods through the Sioux Falls Port. According to Nelson, a very large number of local firms do import from other countries.

"In our region, we have lumber and paper coming in huge quantities from Canada," Nelson said. "In addition, we have nuts and bolts and nails from Malaysia, granite from India, truck components from Austria, tiles from Italy, fireworks and toys from China, and so much more. We need to encourage our local companies to save time and money by clearing these shipments through the U.S. Customs Port in Sioux Falls instead of at the borders."

Companies have the option of clearing customs enroute in many cases, Nelson said, which can reduce the time in transit and be a huge help in inventory control. In previous years, local companies have had to find solutions to their import clearings in other Ports of Entry. Nelson said the Sioux Falls Port can be a big boost.

"It's my job to bring business back to the Port of South Dakota," Nelson said, "and to make things run more smoothly for importers."



## GROUND BREAKING



### Lady Wellness facility under construction

**A** fitness club for women only will open in November in Sioux Falls, part of a group of clubs being developed by Fargo businessman Gary Tharaldson. The club will house fitness and personal training services, along with SPA 2000, Natural Health and Weight Management, which will include spa services, massage therapy and body wraps. Employing between 25 and 35 individuals, the 9,000 square foot center will be located at 1100 West 57th Street. Lady Wellness currently has clubs in Waukegan Park and Rochester, Minnesota. A Fargo club will open at approximately the same time as the Sioux Falls facility.



### River Centre project designed to compliment city's historic buildings

**G**round was broken for the multi-tenant 81,000 square foot, six story River Centre August 10. Development Foundation chairman Steve Kirby was master of ceremonies for the event, held at 200 East 10th Street overlooking the Big Sioux River downtown. The \$7.1 million project will be ready for occupancy in the fall 2000, with Eide Bailly occupying the fourth floor and F&M Bank on the first floor. The development plan included 32 parking spaces in an underground parking garage and 103 surface spaces leased from the city for the use of the building occupants. Residential condominium spaces are planned for the top floor of the building, according to developer Don Durham. It

# Augie senior wins Spirit of Sioux Falls Scholarship

**R**yan Stern, a graduate of Harrisburg High School and a senior business administration major at Augustana College, is one of four Sioux Falls students to receive the 1999 **Spirit of Sioux Falls Scholarship** to continue their post-secondary business education. The scholarships were created by the Sioux Falls Development Foundation in 1993 to honor the memory of Roger Hainje, Angus Anson and David Birkeland, Sioux Falls business and economic development leaders who died in the plane crash which also took the life of Governor George Mickelson.

Stern's college coursework has an emphasis on sports management and marketing, but he says the broad-based business program at Augustana has helped him prepare for a variety of business options

upon graduation. During the summer just past, Stern was a marketing intern with the Idaho Falls Braves, a rookie league team affiliated with the San Diego Padres. During his tenure with the minor league team, Stern worked with promotions, but also took tickets and lent a hand at grounds keeping as the need arose.

"I learned a lot about the things that make a small business work," he said. "From working with groups to installing seats, it's all part of getting the job done."

Stern worked as a laboratory assistant at the VA hospital for USD Physicians during previous summers. He began his college career as a biology major, but switched to business after the first semester of his freshman year.

"The scope of a business degree is so broad," he said. "I can do so

many things and go in so many different directions with a business education."

The Sioux Falls Development Foundation is proud to be a sponsor of the Spirit of Sioux Falls scholarships and congratulates Ryan on his achievement.



## ANNUAL MEETING

STARTED FOR NOVEMBER 18

**T**he annual meeting of the Sioux Falls Development Foundation will be held in the International Room of the Holiday Inn City Centre in downtown Sioux Falls on Thursday, November 18, 1999, from 4:30 p.m. to 6:30 p.m., with a brief business meeting beginning at 5:15 p.m. *2000 And Beyond* is the theme of this year's convocation.

In addition to this opportunity for business leaders to be informed on the 1999 activities of the Development Foundation in a relaxed, informal setting, the meeting will also feature the presentation of the **Spirit of Sioux Falls Award**, given annually to a person who has demonstrated leadership and commitment to the economic development and growth of our community. The award is presented in memory of Roger Hainje, Angus Anson and David Birkeland, leaders in the efforts of the Development Foundation. The first Spirit of Sioux Falls Award was presented to Al Schock in 1994 and Charles Kearns was last year's winner.

You will be receiving an invitation to the meeting, but mark your calendar TODAY for November 18!



### Directions

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### Sioux Falls Development Foundation

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Dan Scott, President Karen Ruhland, Editor

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Working for regional economic development in partnership with:



Lincoln County Economic Development Association



Minnehaha County Economic Development Association

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## President's Report



By Dan Scott

## Nobody has to tell me Sioux Falls is the best place to live

Not long ago, I planned the first two-week vacation of my working life. It happened to coincide with my mother's decision to have a knee replaced. As a result, I spent seven days of my vacation at the hospital, observing our community's world class health care system at very close proximity. I was impressed—and I also got a rare opportunity.

I had a chance to reflect on this community as if from an outsider's viewpoint. You get time to think when you're waiting in a hospital, and when your daily routine is disrupted, you drive unfamiliar traffic patterns and see different things about your own city.

What I discovered won't shock you—it's what we've been saying at the Development Foundation for decades. But I had my understanding of this place shaken up and reinvigorated. The plain fact is that **Sioux Falls offers EVERYTHING you would want in a city.**

Leave your daily traffic patterns and drive around this community with your eyes open and you'll see wonderful things. You'll see children eagerly lining up to go into safe, modern schools at every educational level. Shady parks and our incredible bike trails are used throughout the day by people of all ages. You'll hear about concerts, art shows and sporting events happening every evening. Look around and you'll observe the effects of dedicated leadership in the civic and business spheres committed to making things better. And on top of this, you'll see people working, driving one of the strongest economies in the United States today.

I don't need to read stories about Sioux Falls in national magazines or the *Washington Post* to know that this is a great place to live—I've seen it with my own eyes.



MEMBER SERVICE REQUESTED

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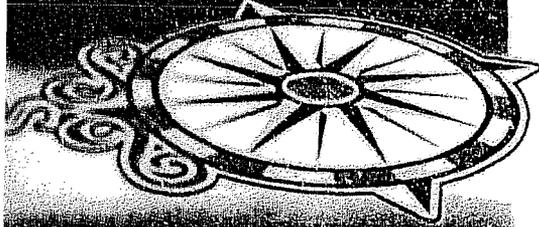
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# Directions



## Olson receives Spirit of Sioux Falls Award



**G**ary Olson, former Regional President and CEO of Norwest Bank South Dakota, N.A. in Sioux Falls, has been selected as the 1999 *Spirit of Sioux Falls Award* recipient.

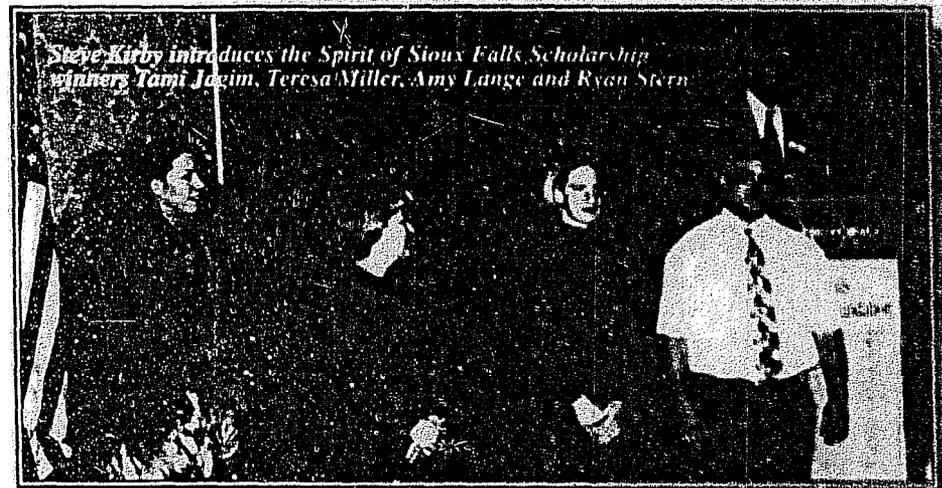
This award is given each year to an outstanding business leader at the Sioux Falls Development Foundation annual meeting. Created in memory of Angus Anson, David Birkeland and Roger Hainje, leaders of the Sioux Falls Development Foundation who tragically lost their lives in the plane crash which also took the life of Governor George Mickelson, the award honors exemplary service in the economic development of Sioux Falls.

A graduate of Huron High School, Olson began his banking career in Huron in agricultural banking with Norwest in 1963. By 1980, he was vice president of branch administration in Sioux Falls and in 1986 was president of Norwest Bank South Dakota. Olson was made regional president and CEO in 1988. He retired from the bank earlier this year.

"Gary Olson has served Sioux Falls energetically throughout the past two decades," said Steve Kirby, Development Foundation chairman. "As one of the founding fathers of Forward Sioux Falls, his leadership has been instrumental in making that program—and the continuing prosperity of this community—a reality."

In addition to his service as a chairman and key fundraiser for Forward Sioux Falls, Olson is a director of Sioux Council Boy Scouts, Sioux Valley Health Systems, University of Sioux Falls, South Dakota Rural Enterprise, and Northwestern Public Service. He has served on the boards of numerous banking and civic improvement organizations, including the South Dakota Symphony, the SDSU Foundation, Sioux Empire United Way, the Minneapolis Grain Exchange, and the South Dakota Industry and Commerce Association. He was Business Citizen of the Year in 1994, and has served as president or chairman of most of the groups he has been affiliated with. An Eagle Scout and strong supporter of scouting, Olson received the Distinguished Eagle Scout Award from the Boy Scouts of America this year at the Chamber of Commerce annual meeting—only the second ever given in South Dakota.

"Gary Olson has always provided strong leadership and has stepped to the plate to get things done," said Dan Scott, Development Foundation president. "His involvement in economic development has had a strong positive impact on Sioux Falls."



Steve Kirby introduces the Spirit of Sioux Falls Scholarship winners Tami Jacim, Teresa Miller, Amy Lange and Ryan Stern.

A publication of the  
**Sioux Falls Development Foundation**  
 Volume 23 Number 6  
 November-December 1999

**E**xpansion Management magazine has released its annual Ratings 1999 issue, with Sioux Falls topping the rankings in a number of categories, including a Gold Medal rating for **Education Quotient** and five stars for **Quality of Life**. The **Quality of Life Quotient** was based on the overall crime index, affordability of housing, the education quotient, employment opportunity, adult training and re-education opportunities and, most important of all, "**comfortable living**," a combination of median family income, per capita income and per capita disposable income, along with cost of living adjustments, state and local tax burdens, family poverty levels and unemployment rates. **In the Comfortable Living category, Sioux Falls ranked #1 in the nation**, out of the 329 metropolitan statistical areas studied.

Wired magazine has ranked South Dakota first nationally for the number of computers to kids in the state's educational systems. A high priority for Governor

## Sioux Falls recognized by national publications in major categories



Janklow, computer access is widely seen as being critical for preparing our students for technology careers. According to Wired, South Dakota has **one computer for every 1.8 students**. The national average is 7 students per computer. In other high-tech news, South Dakota ties for 12th among the states for the percentage of the workforce employed by high technology firms.

Sioux Falls is the least expensive spot in America to drive a car, according to Runzheimer International, a Wisconsin-based management consulting firm specializing in travel and living costs. The survey compared the

costs of driving a Ford Taurus 15,000 miles per year, factoring operating costs, insurance, depreciation, license and registration fees, fuel, oil, tires and maintenance. In Sioux Falls, the cost is \$5,843. In Los Angeles, the most expensive city in the U.S., costs are \$8,907 per year.



## STI student wins Spirit of Sioux Falls Scholarship

Tami Jagim, a native of Pierre and a computer programming student at Southeast Technical Institute (STI), is one of four Sioux Falls students to receive the *1999 Spirit of Sioux Falls Scholarship* to continue their post-secondary business education. The scholarships were created by the Sioux Falls Development Foundation in 1993 to honor the memory of Roger Hainje, Angus Anson and David Birkeland, Sioux Falls business and economic development leaders who died in the plane crash which also took the life of Governor George Mickelson.

Jagim's post-secondary coursework was chosen as an alternative to graphic design, which was her first choice. Because the graphic design courses were filled up, she tried computer programming and discovered a genuine passion for the subject once she got started. Jagim credits the STI faculty for guiding her to her current career path—and the scholarship for making her education possible.

"It's scary to go back to school after ten years," Jagim said. "I knew I needed to get some technical re-training, but I wouldn't have been able to go to school full-time without the *Spirit of Sioux Falls Scholarship*."

Currently, Jagim has a part-time job with the Sioux Empire Housing Partnership. She will complete her course work for an associate's degree in programming in May, 2000. Her current class schedule calls for four to five hours of classes each day, Monday through Friday, and lots of homework on the Internet, utilizing a laptop computer loaned from the STI computer department.

"There's a lot of reading as well as the hands-on computer experience," she said. "But I'm really enjoying the experience. I know I'll need to continue my education as time passes, and now I know I can do that—and be successful in a new field."

The Sioux Falls Development Foundation is proud to be a sponsor of the Spirit of Sioux Falls Scholarships and congratulates Tami on her achievement.



Scholarship Winner Profile



## Chairman's Report



By Steve Kirby

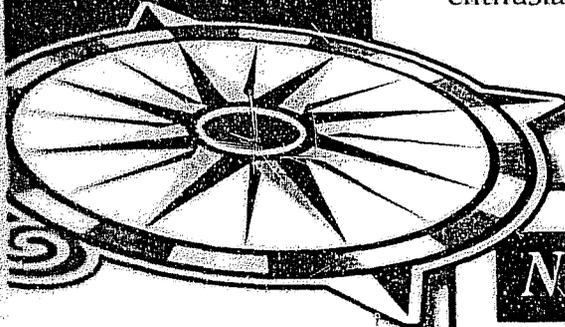
This is my final report to you as chairman of the board of the Sioux Falls Development Foundation. It has been a pleasure working with the staff led by Dan Scott. The mission of your SFDF has changed dramatically over the the recent past from basically "selling dirt" to include important quality of life and workforce development issues. It is the best economic development team in the country!

Our organization is fortunate to have the leadership skills of our volunteer board. My thanks to each of you for your support and participation. I also welcome newly elected members: **Dana Dykhouse**, First Premier Bank; **Doug Johnson**, Egger Steel; **Jean Reed** from Avera McKennan Hospital, and **Jeff Scherschligt**, Howalt McDowell. I know they will find their time with the Development Foundation as rewarding as I have.

My congratulations to Gary Olson, this year's recipient of the *Spirit of Sioux Falls Award*. Gary's service to our community makes him richly deserving of this accolade. As chairman of Forward Sioux Falls, Gary has been a great partner of the Sioux Falls Development Foundation.

It has been my privilege to serve as chairman of the Development Foundation during an extremely exciting period in our history. The phenomenal growth of our industrial parks, the development of new partnerships throughout Lincoln and Minnehaha County and the continuing prosperity of Sioux Falls has made this an unforgettable two years for me. My thanks to all of you for your cooperation and enthusiasm.

A handwritten signature in cursive script that reads "Steve Kirby".



### Norwest buys former Hutchinson plant

According to Norwest and Wells Fargo officials, the recent acquisition of the former Hutchinson Technology manufacturing facility on North Fourth in Sioux Empire Development Park III could mean 300 to 500 new jobs in Sioux Falls during the next five years.

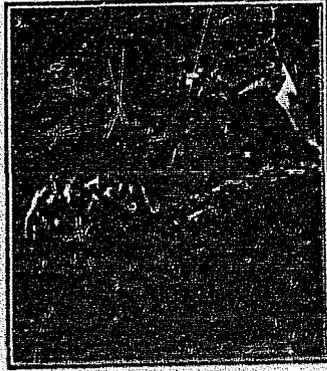
The bank, which currently employs about 1,000 people in Sioux Falls, has been growing its office operations during the past few years. The Hutchinson building is Norwest's fourth financial office facility in the community.

"This is an extremely positive indication that Wells Fargo and Norwest have agreed that Sioux Falls is a logical location for concentrating the operations side of the business," said Dan Scott, Development Foundation president.



## MCEDA holds annual meeting

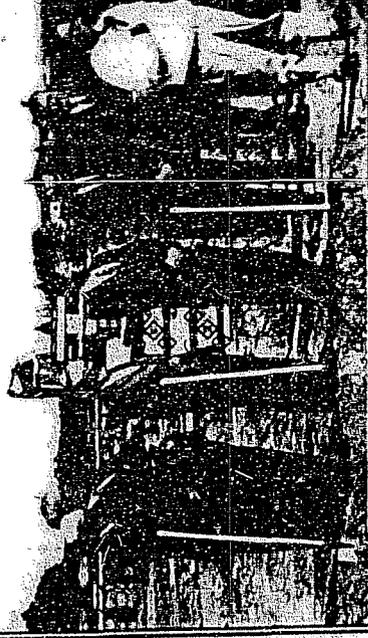
The annual meeting of the Minnehaha County Economic Development Association (MCEDA) was held Tuesday, November 16 at the Taopi Hall in Colton. The meeting began with a social hour at 6:00 p.m. followed by the business portion of the meeting at 6:30. The featured speaker for the event was Ron Wheeler, Commissioner of the Governor's Office of Economic Development and Secretary of the SD Department of Transportation.



Ron Wheeler

The meeting included remarks by Jeff Eckhoff, executive director of the Minnehaha County Economic Development Association, on the activity this year in MCEDA communities. The MCEDA investors' report was presented by Dennis Olson, Brandon, secretary-treasurer of the organization.

"The past year was one which stressed the unique partnership between Sioux Falls and the communities in Minnehaha County," said Mary Wieman, chairman of the MCEDA board. "We are all working for the same goal, from the Governor's Office of Economic Development to the Sioux Falls Development Foundation to each of the ten member communities of our organization."



## Groundbreaking held for Southeast Technical Institute Technology Center and Regents University Center

The Development Foundation hosted a groundbreaking for a unique new educational facility on the campus of Southeast Technical Institute on October 11. The combined STI Technology Center and Regents University Center will provide classroom space for technology students of STI and for adult learners currently being served by the Center for Public Higher Education (CPHE). The South Dakota Board of Regents established CPHE in 1992 and authorized three universities, USD, SDSU and Dakota State University, to offer a wide variety of undergraduate and graduate courses through the center. Today, about 1,000 students are working in 27 certificate, associate, bachelor's and master's degree programs at the center. When the \$9 million, 101,000 square foot combined center is completed in December 2000, it will directly address the community's workforce development challenges.



## Lacey Park celebrates the success of partnership

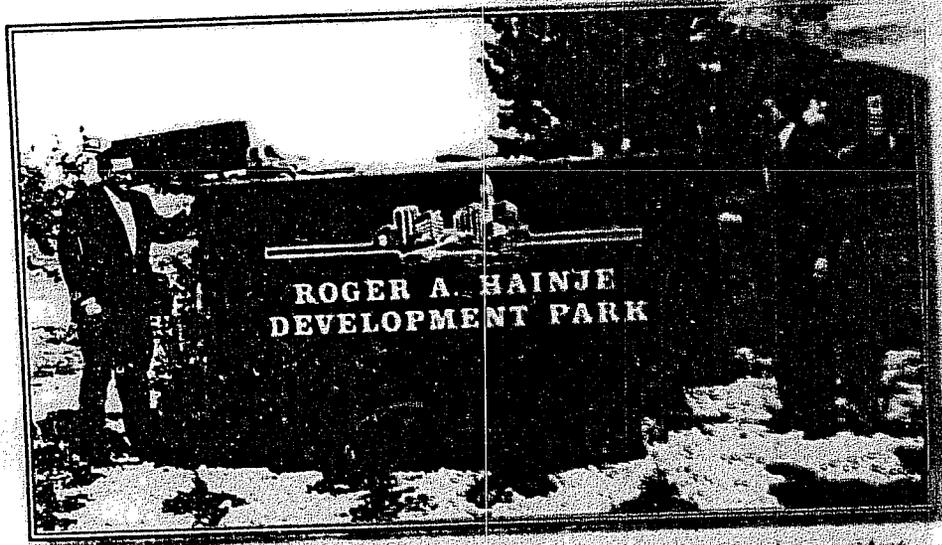
On October 22, the Sioux Falls Development Foundation sponsored a groundbreaking ceremony for the Lacey Park Housing Addition. This unique neighborhood is being created because of the donation of 20 houses by Avera McKennan Hospital. The Sioux Empire Housing Partnership is coordinating the transformation of the donated homes into a new affordable housing neighborhood, with the completion of the homes expected by spring of 2000. The ceremony was a celebration of the partnership between city departments and private companies who have come together to make the project successful. Look for more news about the Lacey Park Housing Addition in upcoming issues of *Directions*.



# Monuments dedicated in industrial parks

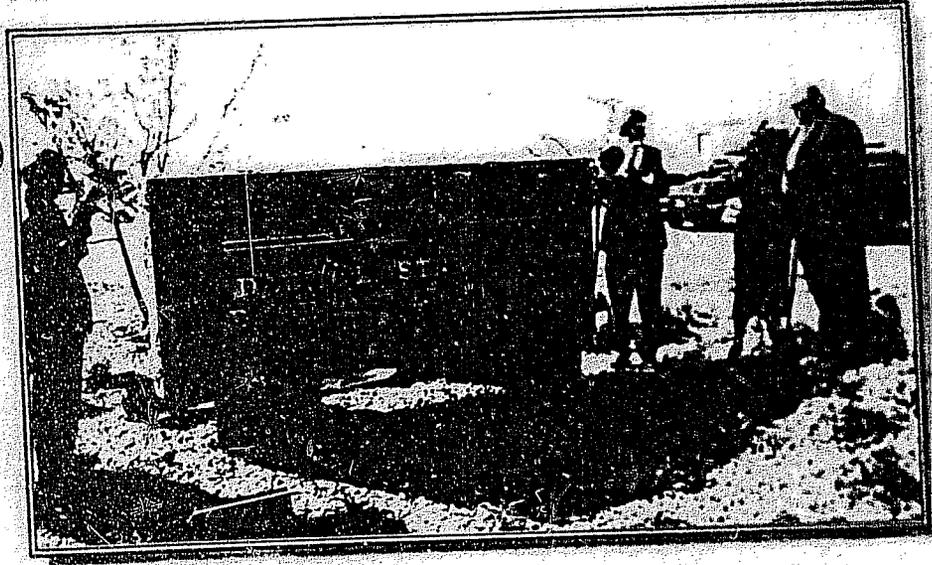
The Sioux Falls Development Foundation dedicated permanent monuments naming industrial parks for Roger A. Hainje, late president of the Development Foundation and Forward Sioux Falls, who died in the plane crash which also took the life of Governor George Mickelson in 1993, and David L. Stenseth, former president of the Development Foundation and one of the creators of the Sioux Empire Development Parks.

The Hainje monument is located on the corner of Potsdam Road and Hainje Drive, near the intersection of I-229 and Benson Road. The Stenseth monument is on the corner of Benson Road and North Fourth Avenue.



Dan Scott, Development Foundation president, left, and Evan Noller, Chamber president, formally unveil the Roger Hainje monument.

Below, Rob Oliver, Development Foundation treasurer, left, with Chamber president Evan Noller, Shirley Stenseth and Dave Stenseth at the dedication of the Stenseth monument.



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### Sioux Falls Development Foundation

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Working for regional economic development in partnership with:



Lincoln County Economic Development Association



Mitchell County Economic Development Association

# Season's Greetings

The Board of Directors and staff of the Sioux Falls Development Foundation extend their very best wishes for a joyous holiday season.

Sioux Falls  
Development  
Foundation

## President's Report



By Dan Scott

## Take another look at us

Each year, board members and staff of the Development Foundation meet to discuss our strategic plan and long-range mission. This year was no different except that we realized that this organization is continually evolving. While some people in the business community see the Development Foundation as land sellers and developers of industrial parks, others ask us, "How many jobs have you created lately?"

It's true—we buy, develop and sell land. And it's true that we work to bring in new jobs for our community. But as Chairman Steve Kirby has pointed out, we have many other functions not as well known. You are meeting the business leaders of tomorrow, the winners of the *Spirit of Sioux Falls* scholarships, in these pages. We are working with the Sioux Empire Housing Partnership to create a new neighborhood of affordable housing. We also are partners with the educational community to help solve the challenges of workforce development. And our organization is a vital element in the current effort to analyze the technology needs and goals of Sioux Falls well into the next century.

When people think about the Sioux Falls Development Foundation, there is a temptation to ask, "What have you done for ME lately?" Our answer is simple—and complicated. We have helped to improve your quality of life. We have brought you new customers. We are providing the infrastructure of the 21st century.

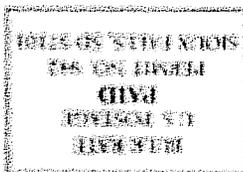
To get a sense of the Development Foundation, you need to look at the big picture. We cover a wide area. We're involved in more than you think. Take another look at your Development Foundation. There's a lot to see.



ADDRESS SERVICE REQUESTED

Sioux Falls, SD 57101  
P.O. Box 907

Sioux Falls Development Foundation



**1999**

**FORWARD SIOUX FALLS**

**PROGRAMS**

# **Forward Sioux Falls**

*Into The Next Century*

August 3, 1999

Jim Wilcox  
Northern States Power  
PO Box 988  
Sioux Falls, SD 57101

Dear Jim:

The Sioux Falls Development Foundation is very pleased that Northern State Power has elected to continue its support of economic development activities in Sioux Falls. Your five-year pledge of \$125,000 to the **Forward Sioux Falls-Into the Next Century** program is greatly appreciated. It will enable both the Development Foundation and the Sioux Falls Area Chamber of Commerce to pursue continued growth and prosperity. Please consider this letter as our request for the third year's investment of \$25,000.00.

Once again, thank you for your generous support.

Sincerely,



Dan F. Scott  
President

# PROGRAM OVERVIEW AND UPDATE



## FORWARD SIOUX FALLS BUDGET INFORMATION

	FY9/30/97	FY9/30/98	FY9/30/98	PROPOSED FY9/30/2000	TOTAL
Workforce Development	\$42,384	\$128,463	\$162,918	\$215,683	\$549,448
Existing Business	\$136,079	\$117,536	\$130,323	\$130,575	\$514,512
New Business	\$210,417	\$205,557	\$201,687	\$188,216	\$805,897
Business Climate	\$68,182	\$124,529	\$132,050	\$109,998	\$434,748
Quality of Life	\$251,214	\$184,912	\$102,580	\$179,981	\$718,687
Technology	\$352	\$14,252	\$104,230	\$209,507	\$328,342
<b>TOTAL</b>	<b>\$708,628</b>	<b>\$775,269</b>	<b>\$833,788</b>	<b>\$1,033,950</b>	<b>\$3,351,342</b>

**1999**

**FORWARD SIOUX FALLS**

**INVESTOR REPORT**

# Forward Sioux Falls

*Into The Next Century*

## INVESTOR REPORT

VOLUME 3, NUMBER 1

MARCH 1999

### Forward Sioux Falls names new executive committee



Gary Olson



Steve Crim



Charisse Oland



Steve Kirby

**T**he Joint Venture Management Committee of *Forward Sioux Falls—Into The Next Century* has elected officers for 1999. Returning as Chairman is **Gary Olson** with **Steve Crim**, John Morrell & Co., as the newly elected Vice Chairman of the group. Serving as Secretary is **Charisse Oland**, Children's Care Hospital & School, and the organization's Treasurer for 1999 is **Steve Kirby**, Bluestem Capital Company.

"This group of officers represents the wide spectrum of the Sioux Falls business community," said Dan Scott, Sioux Falls Development Foundation president. "Each is a proven leader who brings experience and sound judgment to the leadership of Forward Sioux Falls. I look forward to working with all of them."

The four will serve as the executive committee of the Joint Venture Management Committee, which is composed of the board members of the Sioux Falls Area Chamber of Commerce and the Sioux Falls Development Foundation, the partner organizations who created the Forward Sioux Falls program.

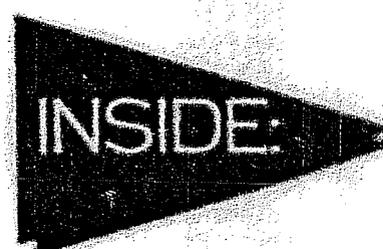
The goals of *Forward Sioux Falls—Into The Next Century* include creating 10,000 new jobs through business development, training at least 1,000 new workers, improving technological resources available to businesses and enhancing the quality of life through such means as providing more affordable housing.



*Workforce Development: Council sponsors regional media advertising.*

*Housing Partnership kicks off rehab project, other successful initiatives.*

*Education, workers comp and highways major elements of 1999 legislative platform.*



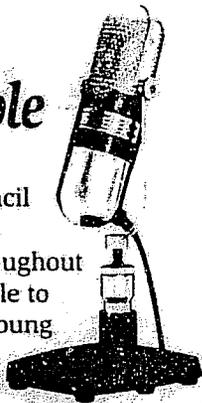
# Workforce Development Update

## Radio campaign encourages young people

The Workforce Development Council has approved a series of radio commercials to be broadcast throughout the tri-state area to encourage young people to relocate to Sioux Falls. The spots feature young voices explaining the reasons for living in this community, emphasizing career opportunities, available housing, recreational activities and friendly people to meet.

"These radio spots give us the chance to reach a new audience," said Mary Medema, Workforce Development Director. "We believe that a testimonial approach, using voices that young people can relate to, will convince others of the possibilities of living and working in Sioux Falls."

The spots will be tested on two radio stations with significant reach geographically, Medema said. The music formats of the two preliminary stations are pitched to young adults ages 21 through 35.



A full-color ad in the 1999 *Official Sioux Falls Visitor's Guide* will tell the Workforce Development story to a very diverse audience in the next year. The publication will be placed in hotels and motels and distributed to convention goers over the next twelve months. The bold graphics and clear message encourages people of all ages to "Make your move to Sioux Falls."

"This ad underscores much of what we are doing in other media," said Fred Slunecka, chairman of the Workforce Development Council. "Our message needs to be consistent and continual: Sioux Falls is the place for unlimited career opportunity. It's a vital message—and one that should attract attention throughout the region."

## AD TOUTS UNLIMITED CAREER OPPORTUNITIES



I am glad to report that *Forward Sioux Falls—Into The Next Century* enters this last year of the old century moving confidently toward the realization of our program goals. The budget has been approved for the new year, and key components of our marketing strategy, our workforce development program and our affordable housing initiative are underway.

Our executive committee is dedicated and eager to undertake the challenges of this new year. I welcome Steve Crim and Charisse Oland to the executive committee and look forward to working with them throughout 1999.

As you have read in the pages of *Investor Report*, one of the most successful elements of our *Forward Sioux Falls—Into The Next Century* has been the placement of favorable stories about Sioux Falls in national magazines—especially those trade publications read by executives of industries we are trying to attract. That strategy has resulted in a record number of contacts by companies interested in exploring the possibilities of locating here. We plan to keep this high profile in the year ahead, moving aggressively into the Canadian business market as well.

This year will also see an aggressive series of activities on the workforce development front, as we initiate a program aimed at South Dakota graduates who have relocated to other states. Many of these individuals are ready to return to the short commutes and vastly superior quality of life found here in South Dakota—and Sioux Falls offers employment opportunities for a wide range of professionals. We'll be talking to those people throughout 1999.

We know that every year we can't set records for capital investment, construction activity and job growth. But the two past years have been record setters, holding great promise for continued strength in our area's economic prosperity. I can assure you that *Forward Sioux Falls—Into The Next Century* will continue to do its part to keep the ball rolling!

## CHAIRMAN'S REPORT



By Gary Olson

## Preserving South Dakota's business climate central to legislative effort

**P**rotecting business from unnecessary government regulation and intrusion is a key element of *Forward Sioux Falls—Into The Next Century*. Advocating economic development and encouraging development of viable business coalitions are also program priorities. Each year, investor dollars fund a full-time lobbying effort during South Dakota's legislative session to ensure business interests are consulted and acknowledged when important bills are decided.

Legislative goals are carried out through the Public Affairs Department of the Chamber of Commerce and through retention of former Speaker of the House and veteran lobbyist Jim Hood of Spearfish. This program commitment by *Forward Sioux Falls—Into The Next Century* gives our area business community the most comprehensive

lobbying and reporting program in the state.

During the 1999 legislative session our voice was heard on bills that would establish a personal and corporate income tax, intrude on private company personnel matters, and impede job recruitment efforts. We made positive contributions to legislation improving education and keeping costs reasonable for taxpayers. Our input has been steadily put forth on the key issues at right.

Our goal is to be a partner with government in moving our area and state economy forward. Our local record on improving education, making necessary infrastructure investments, and creating a climate for job and wealth creation is well established. With continued lobbying and vigilance in governmental affairs, we can extend our good fortune well past the year 2000.

## Applications being accepted for Spirit of Sioux Falls Scholarships

**T**he *Spirit of Sioux Falls Scholarships* were created by the Sioux Falls Development Foundation in 1993 to honor the memory Roger Hainje, Angus Anson and David Birkeland, Sioux Falls business and economic development leaders who died in the plane crash which also took the life of Governor George Mickelson and four others.

The scholarships are presented annually to Sioux Falls-area students in their second year of higher education. The students must be taking a business-oriented

course of study from an accredited South Dakota post-secondary institution to be eligible for the scholarship award.

Administered by the Sioux Falls Area Foundation, the *Spirit of Sioux Falls Scholarship* is competitively judged by a panel of business and educational leaders. Applications are available through the Sioux Falls Area Foundation and financial aids offices at area post-secondary educational institutions. The deadline for applying is July 1, 1999.



## 1999 Key Issues

### State & Local Highways

Since passage of the latest federal highway legislation our lobbying effort has concentrated on ensuring South Dakota takes full advantage of the rare opportunity for significant road improvements. Providing revenue for federal matching funds and securing dollars for local government needs will go down as one of the most significant issues decided by the legislature in 1999.

### Workers Compensation

Controlling costs in this very important program has long been part of our business advocacy. In 1999, support for legislation introduced by the Governor should contribute to continued premium rate improvements and enhanced return to work programs for injured employees.

### Education

Quality education output is of keen interest to all employers. Effective schools prepare the workforce of tomorrow and help create the quality of life expected by our citizens. Throughout the legislative session, we are involved in monitoring changes in funding formulas for K-12 and post-secondary education. This year, spending and program objectives within the area of Special Education have been a priority. Business involvement in education issues is also cost driven. Nearly half of all dollars spent by all government entities in South Dakota goes to education.

# HOUSING PARTNERSHIP UPDATE:



Affordable housing is a must for the future of Sioux Falls—a critical need which has been targeted by *Forward Sioux Falls—Into The Next Century* and is being addressed by the Sioux Empire Housing Partnership (SEHP). Under the leadership of executive director Jim Schmidt, SEHP has undertaken a number of initiatives which show great promise for the Sioux Falls area. The group has been instrumental in the development of the Green Hills housing project on the northern edge of Sioux Falls, and expects to see 50 new homes built there within the next year.

Working in cooperation with the South Dakota Housing and Development Authority, SEHP has created an **Employer Mortgage Assistance Program**. This program will assist the first time homebuyer with the down payment on a Sioux Falls area home and help employers develop an excellent workforce retention program. For details, contact Jim Schmidt at SEHP, 339-0942.

The housing group has also completed its first rehab project, at **632 North Nesmith**. Rehabilitating older homes into affordable, safe housing is a high priority, and SEHP is working with residents of neighborhoods throughout Sioux Falls to establish rehab programs. A recent meeting with residents of the Whittier neighborhood was hosted by Schmidt, who discussed resident concerns about street lighting, alleys and housing stock. Neighborhood residents were extremely supportive of the project and committed their involvement.

According to Schmidt, SEHP is also working to promote affordable housing in the rural areas surrounding Sioux Falls. A meeting was held in Lincoln County, sponsored by SEHP and the Lincoln County Economic Development Association, bringing officials from SD Housing, HUD and Rural Development together with representatives from Lennox, Canton, Worthing, Harrisburg and Tea. A similar meeting is planned for rural Minnehaha County communities.

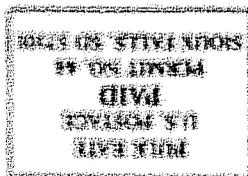
"Important partnerships are being forged," Schmidt said, "and it's just amazing how many individuals and groups are eager to work with us to create a pool of affordable housing for this area. It's an exciting time and we believe we're making good progress toward our goals!"



ADDRESS SERVICE REQUESTED.

P.O. Box 907  
Sioux Falls, SD 57101

*Into The Next Century*  
**Forward**  
**Sioux Falls**



# INVESTOR REPORT

VOLUME 3, NUMBER 2

JUNE 1998

Technology is driving the future of business and *Forward Sioux Falls—Into The Next Century* is planning for its impact with the new Technology Committee. The 20-member committee consists of representatives from area high-tech businesses, educational institutions and city government, and is headed by David Link of Sioux Valley Hospitals & Health System.

"We're working to position Sioux Falls as the geographic and economic center of a high-technology corridor," Link said. "We intend to accomplish this by fully utilizing and marketing our existing technology resources and identifying and exceeding the needs of current and future technology-based businesses."

The Technology Committee has outlined the program's goals and objectives and is preparing to conduct an inventory of the area's technology resources. The Technology Resources Inventory and Needs Assessment will enable the committee to determine which technology needs are currently being met and which needs have yet to be addressed.

"The time and effort the committee members have dedicated to developing this program speaks well for our community," Link said. "Many of our city's current successes can be traced back to people like these and the efforts of Forward Sioux Falls."

In addition, Rich Naser, formerly Communications Manager for the Sioux Falls Area Chamber of Commerce, has been named as the new Technology and Communications Director for *Forward Sioux Falls—Into The Next Century*.

In his new role, Naser will implement the technology program outlined by the committee. That

## New committee tackles TECHNOLOGY AGENDA



Rich Naser, new Technology and Communications Director

includes overseeing the Technology Resources Inventory and Needs Assessment, implementing the Technology Education Availability Inventory, and redesigning the internet presence for the Chamber, CVB and Development Foundation.

"Rich brings experience, training and professionalism to this post," Link said. "His background and interest in technology make him a natural to interface with the committee and move our technology program forward."

Naser is a Novell certified internet professional and a partner in a local web site design company. His previous position with the Chamber included responsibility for the production of *Chamber News* and computer networking with the Chamber departments.

"I'm pleased to have the opportunity to be part of a program to help position Sioux Falls to take advantage of what the future holds for the technology industry," Naser said. "I look forward to working with our chairman David Link and all of the Technology Committee members. One of the strengths of Forward Sioux Falls is it provides

a forum for long-term thinking and planning for the Sioux Falls area. This is vital for the growth of the technology sector of our economy."



Postcard targets South Dakota goals

SEHP annual meeting set for July 28

Falls Park Tower opens

INSIDE

# Port of Entry campaign enters new phase

**F**orward Sioux Falls—Into The Next Century has joined the effort to market the advantages of the Sioux Falls Port of Entry. A \$36,000 grant from Forward Sioux Falls and a matching commitment from the Sioux Falls Regional Airport Authority will support hiring a Marketing Manager to help convince local and regional business leaders to increase usage of the Port, which allows air passengers, merchandise and raw materials to clear customs in Sioux Falls, instead of at one of the US borders or ports.

Mike Marnach, executive director of the Sioux Falls Regional Airport Authority; Ross Nohr, president of the Sioux Falls Area Chamber of Commerce, and Development Foundation president Dan Scott have been named to the Port Advisory Committee. This group, chaired by Scott, will supervise the activities of the Port Marketing Manager.

This campaign will run for one year, Scott said. At the end of that period, if the marketing program will be continued by the Chamber and Foundation, he will be given a contract to continue the program for one year.



Dan Scott, Chair, Port Advisory Committee

Scott met with shipper and broker firms from the use of the local Port of Entry. Also critical to the process is the relationship with Port Director Mike Olson of US Customs and local representatives of the customs brokerage firms.

Scott said the Port of Entry can benefit local and regional businesses through:

- Local control of materials, increased accountability and familiarity with local officials and procedures means fewer hassles for clearing customs.
- Cost savings over larger border ports by having materials clear customs closer to home holds down costs.
- Quicker clearing than in busier ports. More important gets more attention and more expeditious service in a port with less traffic.

"This unique partnership between the Airport Authority, the Chamber and the Development Foundation owes its existence to the negotiating skills of Forward Sioux Falls chairman Gary Olson," Scott said. "His understanding of the importance of the Port of Entry to regional and international trade encouraged us to help make it a success in Sioux Falls."

# Pavilion opening boosts quality of life

**T**he grand opening of the Washington Pavilion of Arts and Science in Sioux Falls in June creates a brand-new destination spot for South Dakotans and visitors throughout the area. There is literally something for everyone—the Pavilion houses the Visual Arts Center, the Husby Performing Arts Center, the Kirby Science Discovery Center and the Wells Fargo CineDome theater.

The spirit that created *Forward Sioux Falls—Into The Next Century* is also responsible for the renovation of historic Washington High School into a state-of-the-art cultural center for our region. The Pavilion will add to the community's reputation and further enhance our quality of life.

"People often focus on clean air, greenways and parks and lots of restaurants when they talk about a city's quality of life," said Dan Scott, president of the Sioux Falls Development Foundation, "but it's elements like the Washington Pavilion which differentiate communities with appeal. The addition of the Pavilion really gives us a solid advantage when recruiting companies and professionals for the workforce."

For information call 605-367-7397 or toll-free 1-877-WASH PAV or visit the website at [www.washingtonpavilion.org](http://www.washingtonpavilion.org). To receive a copy of *Columns*, the newsletter of the Washington Pavilion, write to Washington Pavilion of Arts and Science, PO Box 984, Sioux Falls, SD 57101-0984.



# FALLS PARK TOWER AND VISITOR'S CENTER OPENS

**T**he City's namesake is in the public eye with the opening of the new viewing tower at Falls Park. An important element in the renovation of the riverside park, the viewing tower provides a bird's eye view not only of the Falls themselves, but of the community and the landscape around it.

"We've created a legacy with the construction of this tower," said Mayor Gary Hanson. "Not only do we declare the historical and cultural importance of the Falls of the Big Sioux River, but we leave our children and every following generation a dramatic vision of our community and our belief in our park's future."

The tower rises 50 feet in the air, with a visitor's center at the base, staffed from 9 a.m. to 9 p.m. daily. The tower provides a great view from the top and serves as a landmark for visitors looking for Falls Park itself.



# Workforce Development Update

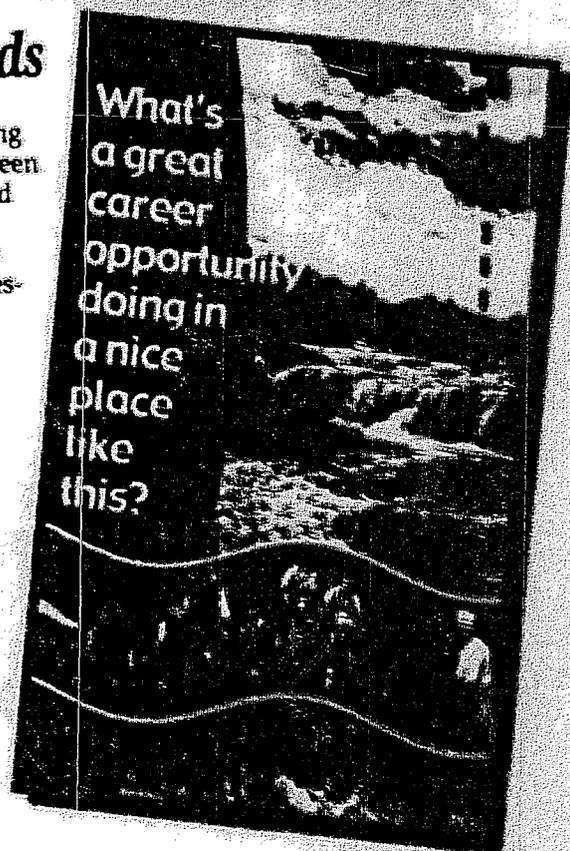
## Recruiting Coop targets South Dakota grads

The nineteen companies of the Sioux Falls Recruiting Cooperative are trying to lure targeted native South Dakotans who graduated from college between 1985 and 1993 back to the state. The employer group has initially targeted graduates of SDSU, USD, Dakota State University and the School of Mines who now live in other states. The oversized color postcard touts career opportunities in engineering, information technology and sales and marketing to young professionals who may be ready to move back to their home state to raise or be near families or to upgrade their quality of life.

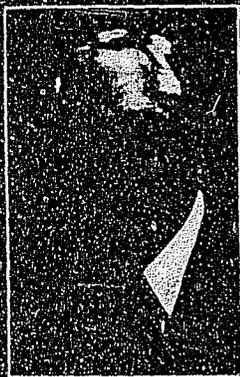
"Every week I talk to people who are interested in returning to Sioux Falls and South Dakota—every week," said Mary Medema, Workforce Development Director. "But they experience problems in identifying the right position. They are not generally going to return to South Dakota for an entry-level post—their experience makes them valuable resources for any member company."

The Sioux Falls Recruiting Cooperative, which includes a wide range of Sioux Falls companies in the financial, computer, health care and engineering industries, refers potential employees to their website at [www.sfrc.com](http://www.sfrc.com). The group is hosted monthly by the Forward Sioux Falls Workforce Development office, which also provides promotional materials and information on the quality of life and economic advantages of living and working in Sioux Falls.

Two thousand postcards are being mailed to make native South Dakotans in other states aware of the opportunities here in Sioux Falls. The success of the postcard program's initial mailing will determine its duration and scope for the future. If you have questions about the postcard program, contact Mary Medema at the Workforce Development Office at 339-0103.



## CHAIRMAN'S REPORT



By Gary Olson

Once again, we're excited to report that construction activity in the Sioux Falls area is pointing to yet another record year. The prosperity which our community has enjoyed for the past several years should cheer us and make us feel proud of efforts like Forward Sioux Falls which have fueled the fire of success. However, we should never take our good news for granted. If we achieve another record year, we should take that as a sign that our hard work and dedication to this community must continue.

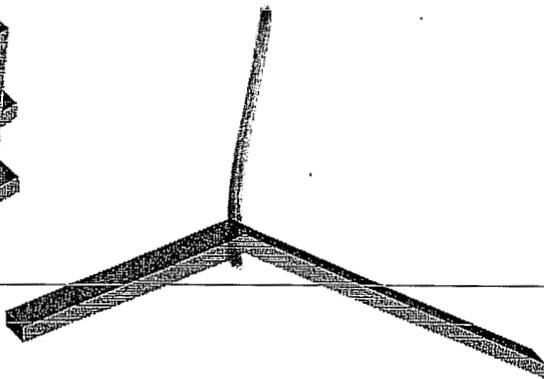
You may have recently received a brochure in the mail called *Snapshots of Success*. That little pamphlet, produced by the Sioux Falls Development Foundation to help get the word out, details just some of the Top Ten honors Sioux Falls has recently received. All over the US, editors are telling a positive story about our community. If you haven't seen *Snapshots of Success*, call the Development Foundation office at 339-0103 and request one. They'll mail it out to you free of charge.

We're so proud of our Housing Partnership. Drive out to the northern edge of Sioux Falls and check out the Green Hills housing development. That's just one of the success stories in our affordable housing campaign. Rehab in older neighborhoods are happening, and the partnership keeps growing to meet this challenge to our community. We've made great strides—and there's more to come, believe me!

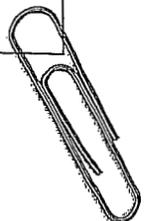
Another part of Forward Sioux Falls that's following an energetic action plan is Workforce Development. With a mailing campaign to South Dakota graduates underway, a regional radio effort being planned to appeal to young workers and close cooperation between companies and the education sector in the recruiting sphere, Workforce Development is charging forward to meet their goals. It's a dynamic and exciting time in Sioux Falls, and we're proud to be part of it all.

Continuation

#



# of pages



# Rehabs and new construction show effectiveness of housing program

When affordable housing was identified as one of the first priorities of *Forward Sioux Falls—Into The Next Century*, it was agreed by all that partnership would be the key to success in this area. And under the leadership of Jim Schmidt, the Sioux Empire Housing Partnership is showing how successful it can be.

Leading the way are rehab projects completed under the auspices of SEHP. The Chamber held a ribboncutting recently at the Nesmith rehab project, which is now occupied by a proud homeowner and her family. Work is underway now on the Franklin Property rehab. And City Planning Director Steve Metel and Schmidt are scouting the Whatier Neighborhood Revitalization Area for the next project. It's a great program that is paying off and offering hope for people throughout the community.

Another measure of success for SEHP comes from the recent Home Builders Association statistics showing that 85 new homes have been constructed within the Sioux Falls city limits with prices under \$100,000. This represents 14% of the 605 new homes constructed this year. SEHP wants to get both the number of affordable homes being built and the percentage higher during the next year.

The Home Buyer Assistance Program has grown steadily over the past months, SEHP reports. This Community Development program makes it possible for low-income households to attain home ownership. Families which qualify can appreciate a maximum of \$14,900 as gap financing to make affordable the acquisition of a single family home. Realtors and lenders are helping to make the program successful by providing information

# HOUSING PARTNERSHIP UPDATE:



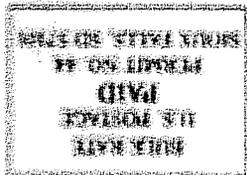
to potential applicants.

The annual meeting for SEHP has been tentatively set for July 29, with Joseph Garcia, new regional director for Housing and Urban Development, as the featured speaker. Watch the *Chamber News* and local media for more details, or call SEHP at 339-0942 for information.

ADDRESS SERVICE REQUESTED.

Sioux Falls, SD 57101  
P.O. Box 907

*Forward*  
**Sioux Falls**  
*Into The Next Century*



# INVESTOR REPORT

VOLUME 3 NUMBER 3

SEPTEMBER, 1994

The South Dakota Port of Entry is getting a lot of attention right now, as companies along the I-29 corridor learn more about the advantages of clearing their materials through the Port of Entry in Sioux Falls. Rock Nelson is seeing to that.

J.T. "Rock" Nelson, a fourth-generation Sioux Falls native and businessman, leaped into his job as Marketing Director for the U.S. Customs Port of Entry with characteristic enthusiasm and resolve. Nelson was chosen for the position by the Sioux Falls Regional Airport Authority and the Port of Entry Advisory Committee, chaired by Dan Scott.

"Rock has a dynamic personality and understands the Sioux Falls business community," Scott said. "We believe he can really make a difference in the use of the Port of Entry."

Nelson's great-grandfather helped to build the walls of the South Dakota State Penitentiary in Sioux Falls and his family is locally known through Nelson's Concessions, for years the suppliers of concessions at the Arena, the Coliseum and local events. Rock Nelson created Northern Plains Recycling and grew the business to an annual gross of \$2.5 million before selling the company to an east coast recycling firm.

"I'm proud of the fact that Northern Plains Recycling, during my time with the company, kept 998 railcars of material out of the Sioux Falls landfill," Nelson said.

In his new Port of Entry job, Nelson is meeting with executives of firms throughout the region, determining their import volume and helping them understand the advantages of clearing their raw materials and goods through the Sioux Falls Port. According to Nelson, a very large number of local firms do import from other countries.

## Port of Entry marketing director helping companies find solutions



J.T. "Rock" Nelson

"In our region, we have lumber and paper coming in huge quantities from Canada," Nelson said. "In addition, we have nuts and bolts and nails from Malaysia, granite from India, truck components from Austria, tiles from Italy, fireworks and toys from China, and so much more. We need to encourage our local companies to save time and money by clearing these shipments through the U.S. Customs Port in Sioux Falls instead of at the borders."

Companies have the option of clearing customs enroute in many cases, Nelson said, which can reduce the time in transit and be a huge help in inventory control. In previous years, local companies have had to find solutions to their

import clearings in other Ports of Entry, Nelson said, and the Sioux Falls Port can be a big boost.

"It's my job to bring business back to the Port of South Dakota," Nelson said, "and to make things run more smoothly for importers."



## INSIDE:

Winchell's business  
hit the trail to create  
a new job-finding board  
Ruthie works on projects  
to give young people  
the chance to be young  
and successful

## KIPLINGER LETTER CITES SIOUX FALLS

A recent issue of the *Kiplinger Washington Letter* reports that "metro areas are seeing strongest gains in years." The weekly newsletter says that diversification is helping a number of midwestern communities rack up significant economic growth. Named along with Sioux Falls as communities where "there is no let-up to growth in sight" are Dallas, Kansas City, Des Moines, Omaha and the Twin Cities. The *Kiplinger Letter* has kept an eye on Sioux Falls and its economic consistency throughout the past decade and frequently notes that Sioux Falls is a regional leader.



## Most Friendly state for small business is SD—again!

The Small Business Survival Committee, a conservative small-business lobbying group in Washington, DC, has named South Dakota as the state most friendly to small businesses for the third time in four years. South Dakota's low unemployment and favorable tax climate—with no personal or corporate income tax—and low unemployment rate were important considerations in the ranking. Rounding out the top five most friendly states for small business were Wyoming, Nevada, New Hampshire and Texas.



## SIOUX FALLS PROFILE TO APPEAR IN BUSINESS MAGAZINE

*Smart Business*, a new publication serving the I-29 business corridor from Winnipeg through Sioux City, will run a profile of Sioux Falls in its October issue, due out in late September. The profile, compiled with the assistance of the Sioux Falls Development Foundation, focuses on the success of Forward Sioux Falls and the dynamic partnership which has created economic strength in the community throughout the past decade. To receive a copy of

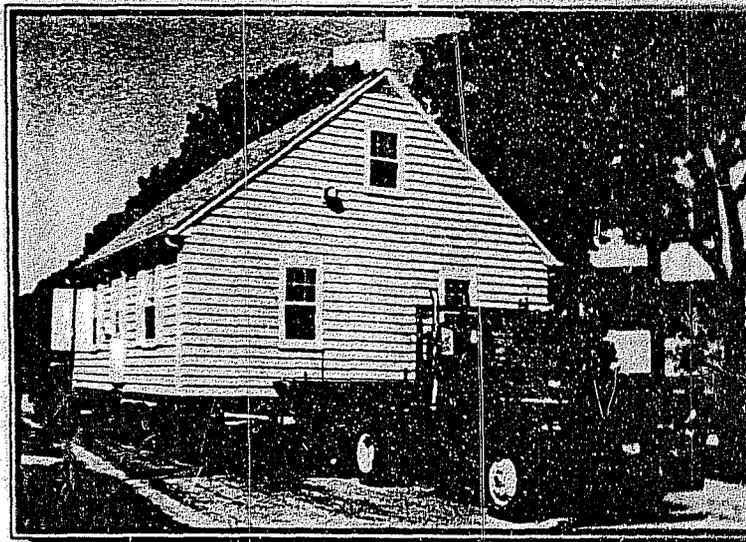
the magazine, contact Smart Business at 701-276-7510 or e-mail editor Rick Ellison at [rkel@smartbusiness.com](mailto:rkel@smartbusiness.com).



## Partnership helps to create new neighborhood

The Sioux Empire Housing Partnership, whose goal is to create more affordable housing in the Sioux Falls area, is really living up to its name with the development a new neighborhood in northeast Sioux Falls.

SEHP is coordinating the moving of more than 20 houses from a two-block area south of Avera McKennan Hospital to a new neighborhood near Lacey Park. The houses have been donated by Avera McKennan, area lenders are making it possible to buy 14.6 acres of farmland and the project is being supported by the Sioux Falls Development Foundation, with the resources of Forward Sioux Falls to help make it all happen.



Jim Schmidt, executive director of SEHP, said that the new neighborhood will offer houses that can be sold for about \$60,000 each to families which earn from \$22,000 to \$27,000 annually. The houses will be placed on new basements, will be freshly painted and will have new carpeting. Many of the homes will be equipped with new furnaces in their Lacey Park location.

Logistics for getting the houses from the Avera McKennan neighborhood to a holding area along Amidon Street owned by the Development Foundation will require some planning, according to Dan Scott, Development Foundation president.

"When this many people are involved in something so beneficial for the community, you can literally move mountains," Scott said. "The bottom line is that this is going to have a substantial impact on the availability of affordable housing. It's that big of a project."

Most of the houses which are being moved are two-bedroom homes that were built 40 or 50 years ago, according to Schmidt. Because of a variety of obstacles, including street construction, a low bridge and utility wires, the houses will be taken along a meandering route that winds through the Sioux Falls Stockyards and the John Morrell & Co. parking lot to reach their destination.

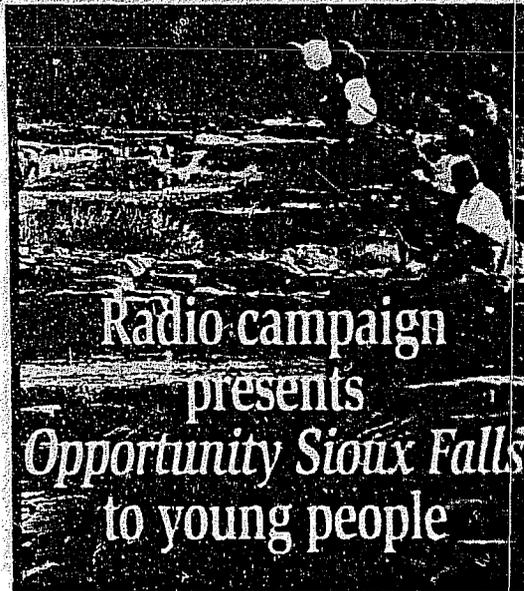
Digging basements and preparing the infrastructure for the neighborhood is the first order of business, Schmidt said. The first of the homes could be ready for occupancy in about a year.

# Workforce Development Update

The Workforce Development Council has approved a series of radio commercials being broadcast throughout the tri-state area to encourage young people to relocate to Sioux Falls. The spots feature young voices explaining the reasons for living in this community, emphasizing career opportunities, recreational activities and friendly people to meet. Drama students recommended by Augustana College supplied the talent for the spots.

"These radio spots really speak to young people, and give us a chance to reach a completely new audience," said Mary Medema, Workforce Development director. "We believe that the testimonial approach will convince other young people of the opportunities available to them by living and working in Sioux Falls."

The sixty-second commercials are running on radio stations in the Sioux Falls area with significant reach



geographically, Medema said, as well as being broadcast from young adult stations based in Mankato, Minnesota and Spencer, IA. The music formats of the stations are pitched to young adults ages 21-35. Listeners are invited to surf to a new website, created specifically for the campaign, at [www.opportunitysf.com](http://www.opportunitysf.com).

"Opportunity Sioux Falls is an ongoing campaign directed at those who may be just starting their careers," Medema said. "We know that Sioux Falls is a destination for many young people seeking educational opportunities, occupational training and good jobs—we want to increase those numbers and

encourage more regional young adults to locate here."

The broadcast of the spots was begun at the end of August, when so many young people make decisions about career and education plans, Medema said.

## It's been a pleasure working with you

This is my last column as chairman of *Forward Sioux Falls—Into The Next Century*. The Forward Sioux Falls program has been a part of my life since first going on the board, now over a decade ago. It's been an incredible experience. Along the way we've achieved our early goals, been instrumental in the continued prosperity of our community and set high benchmarks for other communities around the country. In our state, Watertown looked at the success of Forward Sioux Falls and used our program as a model for their campaign. Imitation is the sincerest form of flattery. We are proud of their success.

The secret of the success of Forward Sioux Falls has always been people. Volunteers created the program in its earliest days. Contributors made the program possible, and kept the excitement alive throughout the past decade. Board and committee members have defined the goals, met the objectives and directed the course of the program. All of these volunteers served with enthusiasm and dedication, and I congratulate and thank you for your service.

Another key to our success has been great staff people—starting with the work of the late Roger Hainje. The staff of the Chamber of Commerce and the Development Foundation has been exceptional in their diligence, their attention to detail and their belief in the program. Evan Nolte and Dan Scott know their business—and Sioux Falls is the better for it today.

I look forward to watching this great idea of ours continue to improve this community. Forward Sioux Falls is a vital part of who we are here in Sioux Falls and it will continue to grow as long as there are individuals who believe in the future, and want to make Sioux Falls an even greater place for our children and grandchildren. Thanks for letting me be part of it.



## CHAIRMAN'S REPORT



By Gary Olson

# VIEWPOINT

## WHO COULD HAVE GUESSED?

Those of us who have worked with Forward Sioux Falls for the past several years—and many of you who have invested in the program—tend to think of Forward Sioux Falls as a continuous thread of community support, marketing success and economic development priority. Too often, we think of today's Forward Sioux Falls as an extension of the original program, conceived ten years ago.

But a closer look reveals the changing scope of Forward Sioux Falls. Who would have thought, ten years ago, that Forward Sioux Falls would be concerned with quality of life issues? The goals of the initiative in those first years were simple—more jobs, more capital investment, more business growth.

Who would have thought just five years ago that Forward Sioux Falls would be involved with affordable housing? Who could have guessed that Forward Sioux Falls would have a stated goal concerned with workforce development—



By Dan Scott, President,  
Sioux Falls  
Development  
Foundation

or the promotion of technology? And yet these are very real, and critically important, goals of *Forward Sioux Falls—Into The Next Century*.

The fact is that Forward Sioux Falls has always been a dynamic and responsive program, created to take on formidable challenges—the real challenges facing this community—and meet them head-on. Whether it is economic development, additional jobs, high tech opportunities, an enhanced workforce, or the quality of life issues that make this community special, Forward Sioux Falls has examined the challenges and formulated goals to meet those challenges.

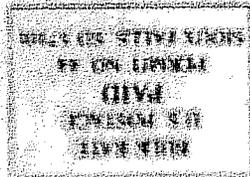
The strength of Forward Sioux Falls—and the reason for the ongoing success of Forward Sioux Falls—is in this flexibility and willingness to tackle the tough jobs and to face any harsh realities. That is the only way to achieve the real goal of Forward Sioux Falls—making the future brighter for this community.



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*Into The Next Century*  
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# Forward Sioux Falls

*Into The Next Century*

## INVESTOR REPORT

VOLUME 3 NUMBER 4

DECEMBER 1999

### New leadership takes Forward Sioux Falls into 2000



Fred Slunecka



Linda Barker



Charisse Oland



Steve Kirby

The Joint Venture Management Committee of *Forward Sioux Falls—Into The Next Century* has chosen a new executive committee for the next year. **Fred Slunecka** is the new chairman of the organization, with **Linda Barker** as vice chairperson, **Charisse Oland**, secretary, and **Steve Kirby**, treasurer.

"These individuals have proven their leadership skills through their work with the Chamber and the Development Foundation," said Dan Scott, president of the Sioux Falls Development Foundation. "In addition, they have been dynamic and effective members of Forward Sioux Falls councils and task forces. We anticipate carrying Forward Sioux Falls to the next level with this executive committee."

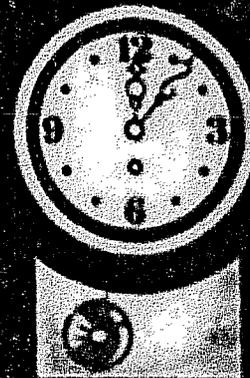
Investor communication and input will be a high priority for the new year, according to chairman Slunecka. Forward Sioux Falls will be exploring methods of establishing "listening posts" to hear investor comments on current and upcoming challenges to this community.

"The success of Forward Sioux Falls throughout the past decade has been dependent on tapping into the knowledge and expertise of our investors," Slunecka said. "Our current priorities, from workforce development to technology assessment, are based on our conversations with people throughout the business community. We intend to continue those conversations."



## Happy Holidays

May you and your family  
enjoy a festive holiday  
season and a  
memorable  
2000!



# Workforce Development Update

## Home for the Holidays message promotes job links

**O**n the day before Thanksgiving, 33,500 readers of weekly papers in Iowa, Minnesota and South Dakota communities surrounding Sioux Falls received a special insert. The insert pointed out that "There's no place like HOME for the holidays," and gave the website addresses for the Sioux Falls Recruiting Cooperative and Opportunity Sioux Falls.

The purpose of the insert was to encourage mothers and fathers, brothers and sisters, grandparents and friends of professionals living and working far away to spread the word about the jobs available in Sioux Falls. By checking out the opportunities available in Sioux Falls, perhaps those far-flung relatives could be living closer to home next year when the holidays roll around.

"We chose well-read weekly papers within 100 miles of Sioux Falls," said Mary Medema, Workforce Development Director. "The communities targeted for the pre-Thanksgiving insertion were Adrian, Lake Benton and Slayton in Minnesota; Le Mars, Orange City, Sheldon and Sibley, Iowa; and Clear Lake, Elk Point, Flandreau, Freeman, Howard and Salem here in South Dakota. We gave our toll-free number along with the websites, so we'll be able to track requests for information."

The pre-holiday insert is part of the Opportunity Sioux Falls campaign, which has so far used radio spots to inform people in the tri-state area about career opportunities available in Sioux Falls.



## OPPORTUNITY SIOUX FALLS WEBSITE GETS LOTS OF HITS

**T**he *Opportunity Sioux Falls* website, created to be a link to job opportunities as well as general information about Sioux Falls to interested people throughout the nation, has been getting a lot of traffic. Fueled by *Opportunity Sioux Falls* radio spots run in the tri-state area and favorable press notice, *Opportunity Sioux Falls* gets about a thousand "hits" per month.

"We're pretty excited about this trend," said Mary Medema, Workforce Development Director. "Our responses have been very encouraging and we've distributed a considerable number of packets to people planning to relocate to Sioux Falls."

The *Opportunity Sioux Falls* campaign will be expanding through 2000, Medema said, with college seniors and military personnel planning to retire or opt out of military service being targeted.

"The campaign will continue to target those people who are willing and able to relocate to a quality community like Sioux Falls," Medema said.

