



## 2024 Economic Development Grant Application

Please complete the Black Hills Energy Economic Development Grant application with detailed information. Include materials that may support your request including, but not limited to: marketing or business plan, list of board members and stakeholders, job creation forecasts and economic impact of project, etc. Submit grant application and materials to: Black Hills Energy, Lynn Kendall, Community Affairs Manager, P.O. Box 1400, Rapid City, SD 57709 or email information (PDF) to: [Lynn.Kendall@blackhillsenergy.com](mailto:Lynn.Kendall@blackhillsenergy.com).

Date of application: January 16, 2024 Submitted by: Elizabeth Freer

1. Organization Name: SD Center for Enterprise Opportunity (CEO) West Women's Business Center
2. Address: 1200 University Street Unit #9511
3. Address2: Spearfish, SD 57799-9511
4. Phone: 605-642-6311 Fax: \_\_\_\_\_
5. Website: <https://www.bhsu.edu/sdceo/> Other: \_\_\_\_\_
6. Contact Person: Elizabeth Freer
7. Title: Director
8. Phone: 605-642-6311 Mobile: \_\_\_\_\_
9. Email address: Elizabeth.Freer@bhsu.edu
10. Please check the type of Grant you are requesting:
  - a. ☐ Sponsorship or event
  - b. ☐ Cooperative marketing – Local, regional, national or global
  - c. ☐ Professional development scholarship for ED professional or staff
  - d. ☒ Organizational development, training or planning
  - e. ☐ Capital project, development or new business incentive
  - f. ☐ Other: \_\_\_\_\_
11. How much money are you requesting? \$ 5,000
12. Is your organization a Black Hills Energy customer? ☒ Yes ☐ No
13. Is the project/event within Black Hills Energy service territory? ☒ Yes ☐ No

14. What city and county does your organization represent?

City: Spearfish and greater Black Hills County: Offices are located in Lawrence

15. How will the requested funds be used? If an event, please list the date and any tickets and recognition that Black Hills Energy will receive.

The requested funds will be used as an annual investment in the work of the Women's Business Center (West) which empowers women and drives economic development. We serve as a key partner in economic and workforce development by providing free, confidential 1:1 business coaching services as well as networking and training events across the region. While we advertise ourselves as the Women's Business Center, services and resources are also available to men.

The annual investment at the \$5,000 level provides the following benefits:

- Listed as an Annual Investor in programs and website
- Sponsorship benefits of The Pivot which includes one (1) reserved table with eight (8) tickets and one (1) vendor booth, and additional benefits
- One (1) ticket is available for all ticketed events (excluding The Pivot, Women's Business Conference Aberdeen, and Women in Leadership)
- Social media recognition
- Logo or name recognition on (40) email newsletters
- One (1) 30-second podcast ad on four (4) 'The West' podcast episodes
- Logo or name recognition on [www.bhsu.edu/SDCEO](http://www.bhsu.edu/SDCEO) sponsor and event pages
- Logo or name recognition for in-person and webinar events
- Banner placement at in-person events (provided by sponsor; optional)

Note that investor benefits for this request are through September 30, 2024, and the 2025 Annual Investor Program will run from October 1, 2024 – September 30, 2025. A letter of commitment can be signed in Sept 2024, and the next year's sponsorship can be paid in January 2025 to align our grant year with your funding year.

16. Do you plan to receive funding support from other sources?   x   Yes    No  
*If yes, please submit sources and funding amount:*

We receive a grant from the U.S. Small Business Administration in the amount of \$150,000 and are required to match (1:1) these federal funds with non-federal sources. We receive annual investor sponsorships from other area businesses and regularly apply for grant funds to support our work. Our organization raises a total of \$150,000 - \$200,000 annually, of which about \$60,000 is met through in-kind contributions. Funds are also provided by businesses sponsoring individual events. More information on our investors and sponsors can be provided by request.

17. Please describe the economic development impact this project is expected to have in your community. (ie: business outreach, capital building, number of jobs)

In our previous grant year (Oct 2022 – Sept 2023), we supported 8 new business starts, held 34 in-person events, offered 72 online/on-demand training opportunities, served 644 unique clients, and provided free and confidential 1:1 business coaching to 144 unique individuals and many clients received follow-up services and/or were referred to a resource partner such as the Small Business Development Centers. The businesses we supported reported nine (9) capital infusions totaling almost \$418,000.

The majority of our clients, over 400, identify as being in the pre-venture or start-up phase of their business, indicating that we impact economic development at the earliest point in the business development process. We engage the entrepreneur-curious community with individualized business coaching and accountability, access to resources, networking events and overall support to help move these individuals into the successful launch of their business ideas.

The Women's Business Center was established at Black Hills State University in 2009, and at the time, only 22.4% of businesses in South Dakota were women-owned, which was the lowest percentage for any state in the United States. After 15 years of successful programming, today, nearly 43% of businesses in South Dakota are women-owned, which is now on par with the national average. The Women's Business Center is a key economic development partner supporting women entrepreneurs.

18. Please describe or include detailed materials about the project or event: (ie: marketing materials, advertising, sponsorship levels)

Please see the attached 2024 Annual Investor Program information sheet and reference the "Gold" level of investment.

19. IRS information:

- a. Tax ID Number: 46-6000364
- b. Business name assigned to Tax ID Number: Black Hills State University
- c. Is your group a designated 501(c)3? Yes x No  
BHSU is not a 501c3, but funds can also be assigned to the BHSU Foundation which is a 501c3, and that information is available on request, if necessary.  
*If yes, please submit copy of 501©3 information.*
- d. Please submit Form W-9

20. Does your organization receive city, county, state or federal funding? Yes x No  
If Yes: City County State x Federal

21. Please confirm that the dollars budgeted for 2023 Economic Development will not cover lobbying expenses.

Funds provided will not be used for lobbying expenses.

22. Has your organization received funding, grant or sponsorship dollars from Black Hills within the past two years?  
x Yes No *If yes, when was the last time you received funding?*  
Funds were received from Black Hills Energy in 2023 to support two specific conferences: 2023 The Pivot and 2023 Women's Business Summit. No funding was received from BHE between 2020 and 2022 due to pandemic-related program interruptions.

**INTERNAL USE ONLY:**

Amount Requested: \_\_\_\_\_ Amount Approved: \_\_\_\_\_

Authorized By: \_\_\_\_\_ Date: \_\_\_\_\_

# 2024 INVESTOR PROGRAM

January - September 2024



We empower women and propelling economic development across South Dakota and serve as a key partner in economic and workforce development by providing comprehensive training and business assistance for aspiring entrepreneurs and forward thinking intrapreneurs.

## DIAMOND - \$25,000

*(Requires a three year commitment of \$25,000 per year)*

- Diamond level sponsor of the following:
  - The Pivot - Celebrating Women In Business including recognition, VIP placement for one (1) table/eight (8) tickets & one (1) vendor booth, and additional event benefits
  - The Women's Business Conference - Aberdeen (WBCA) including recognition, one (1) table/eight (8) tickets & one (1) vendor booth, and additional event benefits
- Four (4) tickets available for every ticketed event (*The Pivot, WBCA, & WIL excluded*)
- Social media recognition on Facebook, Instagram, LinkedIn, and X/Twitter for ticketed events
- Four (4) individual posts on Facebook and Instagram
- Recognized on (40) email newsletters with four (4) submitted content sections (*1 per quarter*)
- One (1) 30-second podcast ad on each 'The West' episodes  
*Submitted content to be discussed with SD CEO staff for social media, eblasts, and podcast*
- Logo and name recognition on [www.BHSU.edu/SDCEO](http://www.BHSU.edu/SDCEO) home, sponsor, and event pages
- Logo or name recognition for in-person and webinar events
- Banner placement at in-person events
- SD CEO West Advisory Board ex-officio position (*Optional, appointment 3-year term*)
- Event sponsored swag (*Optional*)

## PLATINUM - \$12,500

- Diamond level sponsor of either:
  - The Pivot - Celebrating Women In Business including recognition, VIP placement for one (1) table/eight (8) tickets & one (1) vendor booth, and additional event benefits
  - The Women's Business Conference - Aberdeen (WBCA) including recognition, one (1) table/eight (8) tickets & one (1) vendor booth, and additional event benefits
- Two (2) tickets available for every ticketed event (*The Pivot & WIL excluded*)
- Social media recognition on Facebook, Instagram, LinkedIn, and X/Twitter for ticketed events
- Four (4) individual posts on Facebook and Instagram
- Recognized on (40) email newsletters with two (2) submitted content sections (*bi-annually*)
- One (1) 30-second podcast ad on eight (8) 'The West' episodes  
*Submitted content to be discussed with SD CEO staff for social media, eblasts, and podcast*
- Logo and name recognition on [www.BHSU.edu/SDCEO](http://www.BHSU.edu/SDCEO) sponsor and event pages
- Logo or name recognition for in-person and webinar events
- Banner placement at in-person events

*Preregistration is required for all events including tables and vendor booths for The Pivot & WBCA. 2024-25 Annual Investor Program will start October of 2024; program details released summer of 2024. Women In Leadership (WIL) Program is excluded from Annual Investor Program benefits.*

# 2024 INVESTOR PROGRAM

## January - September 2024



### GOLD - \$5,000

- Sponsorship of either:
  - Platinum level: The Pivot - Celebrating Women In Business including recognition, VIP placement for one (1) table/eight (8) tickets & one (1) vendor booth, and additional event benefits
  - Gold level: The Women's Business Conference - Aberdeen (WBCA) including recognition, one (1) table/eight (8) tickets & one (1) vendor booth, and additional event benefits
- One (1) ticket available for every ticketed event (*The Pivot, WBCA & WIL excluded*)
- Social Media recognition on Facebook, Instagram, LinkedIn, and X/Twitter
- Logo or name recognition on (40) email newsletters
- One (1) 30-second podcast ad on four (4) 'The West' episodes  
*Submitted content to be discussed with SD CEO staff for social media, ebcasts, and podcast*
- Logo or name recognition on [www.BHSU.edu/SDCEO](http://www.BHSU.edu/SDCEO) sponsor and event pages
- Logo or name recognition for in-person and webinar events
- Banner placement at in-person events

### SILVER - \$2,500

- Sponsorship of either:
  - Gold level: The Pivot - Celebrating Women In Business including recognition, VIP placement for two (2) tickets & one (1) vendor booth, and additional event benefits
  - Silver level: The Women's Business Conference - Aberdeen (WBCA) including recognition, one (1) & one (1) vendor booth, and additional event
- Two (2) tickets available for every ticketed event (*The Pivot, WBCA & WIL excluded*)
- Social Media recognition on Facebook, Instagram, LinkedIn, and X/Twitter
- Logo or name recognition on (40) email newsletters
- Logo or name recognition on [www.BHSU.edu/SDCEO](http://www.BHSU.edu/SDCEO) sponsor page
- Logo or name recognition for in-person and webinar events

### BRONZE - \$1000

- One (1) ticket for every ticketed event incl. The Pivot & WBCA (*WIL excluded*)
- Recognition on website event pages
- Logo or name recognition for in-person events

### STEEL - \$500

- One (1) ticket either for either The Pivot or WBCA (*WIL excluded*)
- Three (3) Women In Networking (WIN) tickets
- Recognition on [www.BHSU.edu/SDCEO](http://www.BHSU.edu/SDCEO) sponsor page
- Logo or name recognition for in-person events

### WHAT WE DO

Free, confidential, 1:1

**BUSINESS  
ADVISING**

*Tactical*  
**TRAININGS  
& PROGRAMS**

*Experiential*  
**NETWORKING  
OPPORTUNITIES**

SD CEO **WEST** WOMEN'S  
BUSINESS CENTER

[www.BHSU.edu/SDCEO](http://www.BHSU.edu/SDCEO)  
[Elizabeth.Freer@BHSU.edu](mailto:Elizabeth.Freer@BHSU.edu)  
605.642.6311

### 2023 IMPACT

Sept. 2022 - Sept. 2023

8

NEW BUSINESS  
STARTS

1400

EVENT  
ATTENDEES

40

EVENTS &  
PRESENTATIONS

20+

SD COMMUNITIES  
SERVED

# 2024 PROGRAM LIST

## January - September 2024

### January

**Jan. 9** - Women In Networking (Spearfish)  
 The Joy Center ▪ 11:30 a.m. - 12:45 p.m.  
*Networking ▪ Ticketed*

### February

**Feb. 6** - Women In Networking (Rapid City)  
 The Rushmore Hotel ▪ 11:30 a.m. - 12:45 p.m.  
*Networking ▪ Ticketed*

**Feb. 15** - Entrepreneur Essentials (Rapid City)  
 Online ▪ 8:30 a.m. - 4:45 p.m.  
*U.S. SBA Resource ▪ Business Management ▪ Ticketed*

**Feb. 27** - Government Contracting, APEX Accelerator  
 Online ▪ 11:30 a.m. - 12:45 p.m.  
*U.S. SBA Resource ▪ Business Management ▪ Free*

### March

**March 12** - Women In History (Spearfish)  
 The Joy Center ▪ 11:30 a.m. - 12:45 p.m.  
*Networking ▪ Ticketed*

**March 28** - The Women's Business Summit (Aberdeen)  
 Online ▪ 8:30 a.m. - 4:45 p.m.  
*Networking ▪ Professional Development ▪ Ticketed*

*TBA - Coffee Connection or After Hours*

### April

**April 9** - Women In History (Rapid City)  
 The Rushmore ▪ 11:30 a.m. - 12:45 p.m.  
*Networking ▪ Ticketed*

*TBA - In-Person Workshop  
 Coffee Connection or After Hours*

### May

**May 2** - The Pivot (Spearfish)  
 The Holiday Inn ▪ 8:30 a.m. - 12:30 p.m.  
*Networking ▪ Professional Development ▪ Ticketed*

### June

**June 11** - Women In Networking (Rapid City)  
 The Rushmore Hotel ▪ 11:30 a.m. - 12:45 p.m.  
*Networking ▪ Ticketed*

**June 13 - 14** - Women In Leadership Pt. 1 (Black Hills)  
 Spearfish ▪ 8:30 a.m. - 4:45 p.m. daily  
*Networking ▪ Professional Development ▪ Ticketed*

*TBA - Workshop*

### July

**July 11 (tentative)** - Luncheon (Chamberlain)  
 Arrowwood Resort ▪ 8:30 a.m. - 1:00 p.m.  
*Networking ▪ Professional Development ▪ Ticketed*

**July 16** - Women In Networking (Rapid City)  
 The Rushmore Hotel ▪ 11:30 a.m. - 12:45 p.m.  
*Networking ▪ Ticketed*

**July 18 - 19** - Women In Leadership Pt. 2 (Black Hills)  
 Rapid City ▪ 8:30 a.m. - 4:45 p.m. daily  
*Networking ▪ Professional Development ▪ Ticketed*

### August

**August 27** - Women In Networking (Rapid City)  
 The Rushmore Hotel ▪ 8:30 a.m. - 1:00 p.m.  
*Networking ▪ Ticketed*

*TBA - Workshop  
 Coffee Connection or After Hours*

### September

**Sept. 3** - Women In Networking (Spearfish)  
 The Joy Center ▪ 11:30 a.m. - 12:45 p.m.  
*Networking ▪ Ticketed*

*Events are subject to change. Please visit [www.BHSU.edu/SDCEO/events](http://www.BHSU.edu/SDCEO/events) for updated information.*

**SD CEO WEST WOMEN'S BUSINESS CENTER**

[www.BHSU.edu/SDCEO/events](http://www.BHSU.edu/SDCEO/events)



SD CEO West Women's Business Center  
Attn: Ashley Wingert  
1200 University St. Unit 9511  
Spearfish, SD 57799

Dept 8624

# INVOICE

Invoice #	Date
000012	01/30/2024

Due: 02/13/2024

## BILL TO:

Lynn Kendall  
Black Hills Energy  
18 E Main St.  
Rapid City, SD 57701

Description	Qty	Amount	Total
Annual Sponsorship - Gold	1	\$5,000.00	\$5,000.00
Thank you for your generous sponsorship and support of SD CEO West!		<b>TOTAL:</b>	<b>\$5,000.00</b>

If you have any questions about this invoice, please contact Ashley Wingert  
605-642-6948 | Ashley.Wingert@BHSU.edu