



SPEARFISH ECONOMIC DEVELOPMENT CORPORATION

**BUSINESS  
NEWSLETTER** 

Volume 6, Issue 12 | December 2021

# *Mark Your Calendars!*

## 2022 SEDC Annual Meeting

# 42<sup>nd</sup> SEDC ANNUAL MEETING



January 20, 2022 | 5:30 PM | Holiday Inn Convention Center

We invite you to the 42nd SEDC Annual Meeting on Thursday, January 20 beginning at 5:30 PM in the Spearfish Holiday Inn Convention Center.

This in-person, open-to-the-public event will include a variety of special guest speakers, the presentation of our annual *Award of Excellence* and *Spirit of Enterprise* awards, and the premier of our much-anticipated 2021 Spearfish Economic Progress video.

Expect some changes to this year's program and stay tuned for more exciting details!

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# Sky Ridge Development Groundbreaking Ceremony



**Dirt has officially been turned on the first housing lots in the Sky Ridge Workforce Housing Development at Exit 17**

Construction for the first home at Sky Ridge, a workforce housing development and adjacent sports complex near Exit 17, began during a groundbreaking ceremony celebrating this milestone to create affordable housing for Spearfish.



SEDC Executive Director  
Kory Menken speaks

“The need for more affordable housing has long been a topic of concern for communities across the nation, and I am proud that Spearfish has worked to make this priority a reality,” Mayor Dana Boke said. “To see construction begin on what will become a home for a local family is exciting, and I am thankful to everyone who has worked hard to bring this project to fruition.”

Sky Ridge, located south of Colorado Boulevard and west of U.S. Highway 85 in the Exit 17 area, includes 150 lots for workforce housing, developed in phases over five years. The current contract requires 40 percent, or 60 homes, to be sold at or below \$197,000; 40 percent to be sold at or below \$247,000; and the remaining 20 percent (30 homes) sold up to the maximum price point established the South Dakota Housing Development Authority’s First-Time Homebuyer



Dream Design International, Inc  
President Hani Shafai speaks

Program, which is currently \$300,000. The square-footage of the home designs varies from 800-1,700 square feet, and Dream Design International, Inc., is responsible for constructing the homes.

“We are excited to start construction on these great homes,” Hani Shafai, president of Dream Design International, Inc., said. “We have worked hard to provide high quality, efficient homes at an affordable price, and we look forward to beginning construction and strengthening our relationship with the community of Spearfish.”

The first three residential housing building permits have been issued, with another 27 homes expected to be under construction over the next year. Construction at Sky Ridge will be visible over the next five years, with the approximately 40-acre sports complex expected to be open for play in Spring 2023. The development’s design includes 180 lots (150 of which are dedicated to workforce housing).



Spearfish Mayor Dana Boke speaks

“One of the top concerns we hear from our Spearfish employers is the increasing difficulty to find reasonably priced housing for middle-income workers. The Sky Ridge development is a huge step in the right direction to helping provide home ownership opportunities to our skilled laborers, police officers, teachers, health care workers, retail professionals, and many others wanting to both work and live in Spearfish,” said Kory Menken, Spearfish Economic Development Corporation (SEDC) executive director. “SEDC applauds the City of Spearfish and Dream Design International for bringing this project to reality, and we are proud we were able to be a part of it.”



# Spearfish/BHSU Day at the Capitol



Tuesday, February 15, 2022 | Pierre, South Dakota

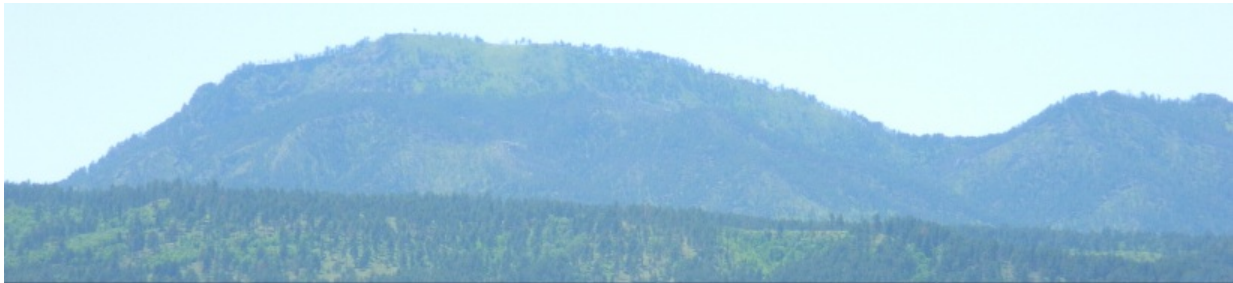
***Save the Date!*** Join SEDC, Black Hills State University, the City of Spearfish, Spearfish Area Chamber of Commerce, and Visit Spearfish for a day at the State Capitol in Pierre on Tuesday, February 15.



Black Hills State University President Laurie Nichols, Spearfish Mayor Dana Boke, other representatives from the City of Spearfish and the University, as well as community members and BHSU alumni will be coming together to represent the entire Spearfish community before our state legislators and government officials. Community successes will be promoted and critical issues will be discussed.

The schedule for the day includes listening sessions with the Board of Regents, the Departments of Education and Tourism, and the Governor's Office of Economic Development, as well as balcony seating during the House and Senate sessions. The day will culminate in a Legislative Reception at the RedRossa Italian Grille, offering an opportunity to meet and strike up a conversation with legislators from across the state of South Dakota. Complimentary food and beverages will be served. Transportation to and from Pierre will

Support your community and local university at the state level by showing up in Pierre for the Spearfish/BHSU Day at the Capitol on February 15! Registration for the event will open in January.



**SPEARFISH ECONOMIC DEVELOPMENT CORPORATION**

## **BUSINESS SPOTLIGHT**

### **Builders First Source**

Written by Cayley Schmitt | December 1, 2021

Ryan Palmer is the Operations Manager at Builders First Source in Spearfish, which supplies our Northern Black Hills area with quality building materials and services. The company has three Black Hills locations in Spearfish, Rapid City and Hot Springs, South Dakota.

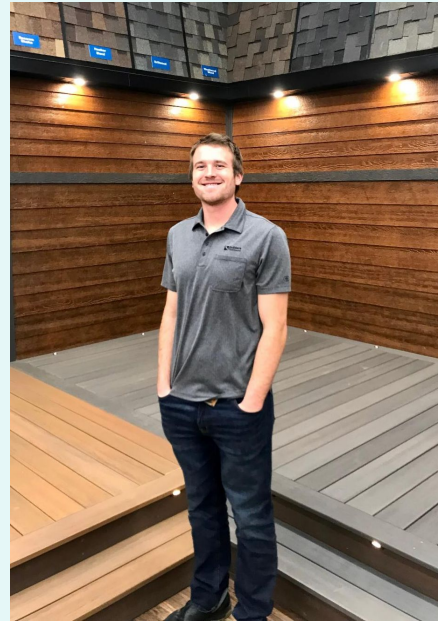
After graduating from Black Hills State University in 2018 with a Bachelor of Science degree in Business Administration, Ryan began his career at the Rapid City Builder's First Source location in sales and was quickly promoted to his current role in Spearfish during the summer of 2020. Starting at the onset of the pandemic, Ryan and his team in Spearfish have had to continually overcome the challenges of supply chain disruptions and material shortages. He says the key to managing well in tough situations such as these is to put people first.



“You have to treat your employees, customers, partners and community well in order for all the pieces that make up a great business to come together,” he said.

The Spearfish team consists of 20 employees. “What sets us apart is our professional staff and our focus on customer service,” Ryan emphasized. “Everything we do is in the interest of providing our customers with quality

products at an affordable price while maintaining a high level of service.” He expressed how proud he is of how well his team has worked with customers over the last couple years to face the challenges of the pandemic and the housing boom in our area. “I am always delighted when a customer goes out of their way to tell me about a positive experience they had with one of our team members. Whether it’s a delivery driver going above and beyond to accommodate a customer at a jobsite or a salesman providing exceptional service to a customer at our facility, it always makes my day to hear we are living up to our core values and taking care of our customers.”



Builders First Source provides not only sourcing and delivering of all the building materials needed for new construction and remodel projects, but also design, drafting, estimating, and marketing services for projects big and small. “I don’t think people realize the level of expertise and access to materials we have,” Ryan shared, explaining that they are not just “a typical hardware store.” Just take a glance at their website and you’ll be impressed with how much the company offers.



*“Our mission is to be the best supplier of building materials and services by having a people-first culture, exceptional customer service, and innovative solutions that create superior value for stakeholders.” -Ryan Palmer*

[Spearfish Builders First Source Website](#)

## *Do you want to be featured in the Business Spotlight?*

Simply fill out the short form below! Your business must be an SEDC member to be selected. If chosen as the Business Spotlight of the Month, you will be asked to answer a questionnaire and provide a photo to be used in an upcoming newsletter and on our Facebook page.

[Business Spotlight Interest Form](#)

# NewsCenter1 Showcases Spearfish Businesses

Local businesses featured in new online video series

NewsCenter1 has been adventuring around the Black Hills region interviewing local businesses and sharing their stories on YouTube. If you have not seen them already, take a look! Spearfish truly is fortunate to have many fantastic family-run small businesses such as these.



Clara Grable,  
*Miller Creek Pub*



Vicki Furnish & Kelly Klein,  
*Creekside Bean & Vine*



Lee Eddy,  
*Sawyer Brewing Co.*



Jeff Drumm,  
*Crow Peak Brewing Co.*



Darren & Nancy Manzari,  
*Nonna's Kitchen*

Lacy Hotchkiss,  
*Winnie's*



Rebecca Leone Williams,  
*Leones' Creamery*

Maxwell Nickles,  
*Black Hills Blade & Ax*

[NewsCenter1 YouTube Channel](#)



SPEARFISH ECONOMIC DEVELOPMENT CORPORATION

**THE MORE  
YOU KNOW** 

The 5 Building Blocks of



# Successful Advocacy

Jennifer Gmerek | NonProfit Pro | June 30, 2015

Advocacy can be an essential piece of a nonprofit organization's ability to meet its mission. It's about embracing and promoting a particular point of view. And while it may seem like some of the most successful nonprofits excel at championing a single issue or cause, in reality, the long-term work of building change is made up of a series of smaller gains done behind the scenes over a long period of time. You've probably heard the saying—change doesn't happen overnight. It involves a cycle of advocacy, policy efforts and building support from the inside out.

Here are five elements you'll need to shape a successful advocacy strategy:

**1. Commit to the Long Term.** Timeframes of 5, 10 or even 20 years are common among groups engaged in advocacy at the federal, state and local levels. To be successful, you must identify a specific long-term outcome and then work backwards to develop your nonprofit's strategy.

**2. Prioritize Growth.** Advocates who are successful over time know the difference between general campaign activities and momentum-building activities. General campaigning is about maintaining your base, while momentum-building focuses on the growth and energy behind your movement. Remember that you must grow your base in order to maintain your relevance.

**3. Understand Your Public Officials.** Build key alliances with potential allies—community members, leaders and organizations that complement your work and ideally have strong ties to your targeted public officials.

**4. Instill Values of Strong Leadership.** Individuals responsible for steering successful advocacy organizations are great at building high-valued, long-term relationships. Regardless of their title, they inspire action within the organization, motivating staff to perform at their very best. It is important for all parties involved to believe and trust that they are working to achieve the agreed upon goals.

**5. Embrace Technology.** The tools you're using to mobilize action should not be an afterthought. Incorporate them early on in your phases for planning and organizing. The result—long lasting, high-quality supporter relationships that translate into increased engagement for your organization's cause.

There is no magic potion for successful advocacy. These five tips will get you started on the right path; however, it's the time and consistency with which they are applied that will drive success with your advocacy campaign.

[Learn More Here](#)

# BHSU-SEDC Workforce Internship Program

New community internship program off to a strong start

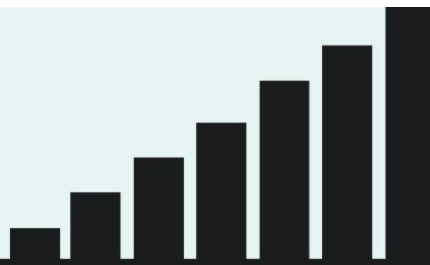


The new workforce development internship partnership between SEDC and BHSU is off to a great start with over thirty positions within the Spearfish business community already identified for students. While the deadline for Spring 2022 semester internships has passed, Spearfish businesses are still encouraged to submit applications for positions during the upcoming Summer and Fall semesters.

Employer Information

Employer Application

## BY THE NUMBERS



### Spearfish City Reports:

BUILDING PERMITS	2021	2020	YTD 2021	YTD 2020
New Residential	11	13	111	91
New Commercial	3	0	10	13
Total Permits	45	53	483	531
Total Dollars	\$14,374,399	\$5,901,314	\$81,387,683	\$51,048,086

SALES TAX	2021	2020	YTD 2021	YTD 2020
2nd Cent Sales Tax	\$406,543	\$399,989	\$4,806,446	\$4,209,054
Hospitality Tax	\$59,135	\$55,558	\$799,016	\$675,516

BUILDING PERMITS AND SALES TAX ARE BASED ON THE MOST RECENT CITY OF SPEARFISH REPORTS FROM NOVEMBER OF 2021

### SD Dept. of Labor Reports:

Labor Force	2021	2020
CITY OF SPEARFISH		
Total Labor Force	6,600	6,416
Total Employed	6,457	6,153
Total Unemployed	139	220
% Unemployed	2.1%	3.4%

LAWRENCE COUNTY		
Total Labor Force	14,117	13,754
Total Employed	13,787	13,246
Total Unemployed	330	508
% Unemployed	2.3%	3.7%

NORTHERN HILLS (BUTTE, LAWRENCE, MEADE, & PENNINGTON COUNTIES)		
Total Labor Force	90,660	87,761
Total Employed	88,422	84,559
Total Unemployed	2,065	3,702
% Unemployed	2.5%	3.6%

LABOR FORCE DATA IS BASED ON THE MOST RECENT SD DEPARTMENT OF LABOR & REGULATION REPORT FROM OCTOBER OF 2021

## Thank You SEDC Investors!

Thank you for your continued confidence in your local economic development organization.

Thank you to all the businesses who have already invested in SEDC for 2022! The response this year has been outstanding and we greatly appreciate the support we have so generously been given. If you and your business have not yet renewed your SEDC membership for this upcoming year, please fill out a 2022 SEDC Investor form or contact the SEDC office by phone at 605-642-3832.



2022 SEDC Investor Form



## Business Legislative Updates

### Black Hills National Forest

South Dakota Governor Kristi Noem and Wyoming Governor Mark Gordon visit Spearfish Forest Products to discuss forestry in the Black Hills.

[Read More](#)

Black Hills Forest Resource Association files formal challenge to report recommending significant cut backs to the amount of timber harvested in the Black Hills.

[Read More](#)

### Universal Broadband

U.S. Senator John Thune promotes universal access to broadband and other telecommunications services.

[Read More](#)

### COVID-19 Aid

South Dakota officials outline plan for federal COVID aid.

[Read More](#)

### BOR Financial Aid Study

South Dakota Board of Regents survey shows students need help obtaining financial aid for college.

[Read More](#)

## Tipped Employees

U.S. Dept. of Labor issues final rule that impacts use of the tip credit.

[Read More](#)

## Gov. Noem's Budget Address

South Dakota Governor Kristi Noem presents 2021 budget address.

[Read More](#)



# Local Development News

## Black Hills Pioneer:

[Dept. of Education gives Spearfish School District high marks on report card](#)

[Spearfish Foundation for Public Education celebrates 20 years of supporting innovation](#)

[Souper Starz raises nearly \\$24K for Spearfish projects](#)

[Boylan takes top honors in National Apprentice Contest](#)

[New asphalt plant coming to Spearfish](#)

**Other:**  
[Western Dakota: 'Weld to Win' High School Competition Winners Announced](#)

[Spearfish approves \\$8 million more for Sky Ridge](#)

[Spearfish uses private-public model to launch affordable housing project](#)

[Himalayan Indian Cuisine aims to increase business at new location](#)

[Work Rigs Unlimited relocates to Spearfish](#)

[South Dakota Public Higher Education Drives \\$2.1 Billion of State's Economy; Sustains More Than 12,000 Jobs](#)

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# Get Involved in the Community!

## Crypto Fireside Chat

Hosted by SD CEO  
Tuesday, December 14 | 6:00 - 8:00 PM  
BHSU Meier Hall  
[Learn More Here](#)



## December Gone Fishin' Mixer

Hosted by Spearfish Area Chamber of Commerce  
Thursday, December 16 | 4:30 - 6:30 PM  
The Joy Center  
[Learn More Here](#)



## Jazzy Holiday with Sophia Beatty

Hosted by The Matthews Opera House  
Friday, December 17 | 7:30 PM  
The Matthews Opera House  
[Learn More Here](#)



## Winter Wonderland

Hosted by Spearfish Optimist Club  
Saturday, December 18 | 5:00 - 8:00 PM  
Spearfish City Campground  
[Learn More Here](#)



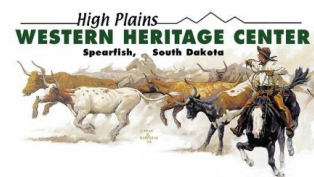
## Spearfish Canyon Express

Hosted by Visit Spearfish  
Sunday, December 19 | 1:00 - 3:00 PM  
Spearfish Canyon  
[Learn More Here](#)



## Christmas on the High Plains

Hosted by High Plains Western Heritage Center  
Sunday, December 19 | 2:00 PM  
High Plains Western Heritage Center  
[Learn More Here](#)



## Holiday Trivia

Hosted by Spearfish Brewing Co.  
Tuesday, December 21 | 6:00 PM  
Spearfish Brewing Company

[Learn More Here](#)



### Pre-Legislative Updates for Small Businesses

Hosted by SD CEO

Friday, January 7 | 9:30 -10:30 AM

Online Webinar

[Learn More Here](#)



### Souper Starz Dinner

Hosted by Souper Starz

Monday, January 10 | 6:00 - 7:00 PM

The Barn at Aspen Acres

[Learn More Here](#)



Please share your upcoming events with [Cayley Schmitt](#), SEDC Marketing Coordinator, to be included in the upcoming SEDC monthly newsletters.

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## Share the News!

Did you know that our monthly electronic SEDC Business Newsletter is

**ENVIRONMENTALLY FRIENDLY, COST-EFFECTIVE,  
AND EASY TO SHARE?**

Keep your employees informed on local business happenings  
by sharing this email with them!

Past SEDC Business Newsletters can also always be found  
on the SEDC Website under the News tab.

[SEDC Newsletter Archives](#)



Become an SEDC Member Today!

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Let's Be Friends!

