



SPEARFISH ECONOMIC DEVELOPMENT CORPORATION

# BUSINESS NEWSLETTER



Volume 7, Issue 7 | July 2022

## First Home in Sky Ridge is Move-In Ready

The first home of the Sky Ridge Workforce Housing Development is complete



Photos courtesy of Dream Design International, Inc.

The first house constructed at Sky Ridge, the workforce housing development located south of Colorado Boulevard and west of U.S. Highway 85 in the Exit 17 area, is now move-in ready.

“The City of Spearfish is pleased to be a part of this partnership to bring workforce housing options to the community,” Mayor John Senden said. “Each milestone at Sky Ridge is something to be celebrated, and I can’t wait to see

the first families move into these newly-completed homes.”

Construction of the first houses at Sky Ridge began in December 2021. The affordable workforce housing development, built in phases over five years, uses income brackets from the 2022 income guidelines from the U.S. Department of Housing and Urban Development (HUD) to give priority to buyers at or below 115 percent and 125 percent of the area median income for Lawrence County, depending on the category of the home, sold up to the maximum price point established the South Dakota Housing Development Authority’s First-Time Homebuyer Program, which is currently \$300,000. More than 40 percent of the homes will be sold at \$197,000, though they are appraised at approximately \$300,000.

The square-footage of the home designs vary from 800-1,700 square feet, and Dream Design International, Inc., is responsible for constructing the homes, using high-quality and energy-efficient materials to increase the livability and longevity of the homes. Sky Ridge houses include up-scale appliances, sprinkler systems, and fiber-optic wiring.

“Sky Ridge is a model that can be used elsewhere,” said Hani Shafai, president of Dream Design International, Inc. “Spearfish is a shining example of how communities throughout South Dakota can take action so nurses, teachers, police officers, and others can afford to live in the communities where they want to work.”

The first six homes are expected to be completed in the next month, with up to 40 expected to be completed this year.

“SEDC (Spearfish Economic Development Corporation) applauds the City of Spearfish for taking the initiative to address a significant obstacle being faced by many of our residents and local businesses, and for helping to ensure that more individuals have an opportunity to both live and work in our amazing town,” Kory Menken, executive director of SEDC, said. “It is rewarding to know that the first of many Spearfish families will soon be moving into a home of their very own at Sky Ridge.”

The property for Sky Ridge was purchased in 2019, with construction beginning in 2020. In addition to the housing, the development includes a sports complex that will feature six regulation soccer fields and four regulation softball fields.

A 2016 housing study in Spearfish showcased the need for more affordable housing options in Spearfish and indicated the City would have to take an active role in developing workforce housing. The Mayor and City Council, in collaboration with the private industry, worked to establish a plan that allowed a public-private partnership to improve the supply of affordable housing in Spearfish.

The City is responsible for building the streets and utilities at Sky Ridge, with those costs to be recovered through tax-increment financing (TIF). A TIF district is a public financing system that uses future increases in property tax to reimburse the costs of public improvements built within a designated TIF district boundary. As real estate value increases within that boundary area, higher tax revenues result. That “tax increment” is then used to refund the costs of public improvements created to support the project and is paid back to the source. In addition to the increment, Dream Design pays the city \$23,000

per lot to help with the recovery of the infrastructure costs.

Construction at Sky Ridge will be visible over the next few years. The development's design includes 178 lots.

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## SEDC Board Tours New BHSU Facilities



**BHSU Library expansion project to improve student access to tools for success.**

On June 15, Black Hills State University and Ainsworth-Benning Construction provided the SEDC Board of Directors a tour of the E.Y Berry Library renovation project following the monthly Board meeting which was held in the new Meier Hall Finance Lab. The library is nearly 50 years old and was in need of some systems updates. The project is adding a large addition to the second floor to provide more space for students. Beyond that, they are adding a new open staircase, a west entrance to the library, and an outdoor café seating area.

The library will house a student success center which will provide tutoring, advising, and an IT help desk all designed to help students succeed. As the construction is under way BHSU is taking the opportunity to update the infrastructure including lighting, fire sprinklers, and accessibility accommodations among other things. Construction began in 2021 and is slated to be completed by the Fall 2022 semester for students to enjoy. While the library has always been a hub for students to study and research these new additions will help students make the most of their education while providing them more resources for their studies.

# Scholarship Recipients



Palmer



Even

## **SEDC awards two Scholarships for the Women in Leadership series.**

Tiffany Even of Legacy Financial Partners and Kaitlin Palmer of Black Hills State University in Spearfish have been selected as the Spearfish Economic Development Corporation (SEDC) 2022 Women in Leadership Scholarship recipients. The annual scholarship will provide Even and Palmer with the opportunity to attend the South Dakota Center for Enterprise Opportunity (SD CEO) 2022 Women in Leadership series to be held July 26-28 at The Barn at Aspen Acres near Spearfish.

The Women in Leadership series is in its ninth year, thus far graduating over 150 local business leaders with specialized training in communication, decision making, project management and other vital aspects to successful leadership in both professional and personal contexts. “Formal leadership training has evaded my past, and I feel a strong desire to pursue tools and skills to become a better leader in my various roles. It is then my hope to make a greater difference in my areas of influence within our company and community,” says Even. While Palmer said, “I would like to learn how to champion others and become a better mentor to other young professionals so that I can pass on the amazing guidance I have benefited from.” Both scholarship recipients have displayed a strong desire to give back to the Spearfish community.

“Supporting and investing in the professional development and personal growth of our local business leaders is very important to our organization,” noted SEDC Executive Director Kory Menken. “SEDC is pleased to partner with SD CEO in helping to build strong leaders for our community and region.”

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## Monument Health

Written by SEDC Intern Morgan Roberts

Thomas Worsley is the President of Monument Health Spearfish Hospital and the Hills Markets. Worsley has worked in hospitals and the healthcare system for over 20 years. “There is no better community I could imagine serving and working closely with than Spearfish,” Worsley said. “Citizens and leaders know how to work together, supporting one another and getting things accomplished not just for profit but for the betterment and future of the community.”

The Spearfish Hospital was built in 1963 under the name Lookout Memorial Hospital. Spearfish Market has nine locations, all of which emphasize providing compassionate and high-quality care. They provide an extensive list of services including emergency medicine, general surgery, and critical care among several other medical specialties. Spearfish Hospital has an impressive Orthopedic & Sports Medicine Program with three dedicated Orthopedic Surgeons who have built the Program over the years into one of the best in the region. Worsley also shared



that many are unaware, “Monument Health Spearfish Hospital delivers nearly 500 babies a year and our three OB/GYN physicians and three Advanced Providers make up the only employed women's health group within the system.” Additionally, they provide jobs for 500 employees in the Spearfish area.

Spearfish Hospital works to make a difference every day by doing the right thing. Every time. “In a hospital you never know exactly what is going to come through the door, so it makes every day different and pretty exciting. When people come to us, they are often times sick, uncomfortable or in pain. We are humbled by that trust and work as efficiently and compassionately to alleviate that discomfort,” Worsley said. Spearfish Hospital has received the honor of

being named a Bariatric Center of Excellence by the American College of Surgeons. They are the only hospital in the region to hold this distinction thanks to the incredible work of the team led by Dr Andrew VanOsdol.

Currently Monument Health is expanding with two major projects in Spearfish. As they do this, they hope to continue their incredibly rewarding work. They are optimistic about the future and look forward to providing the highest level of care possible for citizens of Spearfish and the surrounding area. “We are incredibly grateful to SEDC and the City of Spearfish for their leadership and incredible partnership for sustainable growth in our community,” Worsley added. As health care continues to change Spearfish Hospital continues to work overtime to ensure they are doing everything they can to provide safe care with the latest technology and advancements.



### *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](#)

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## BHSU Intern Helps Out at the D.C. Booth Fish Hatchery

**BHSU-SEDC Workforce Internship Program provides valuable hands-on experience for BHSU student at the D.C. Booth Fish Hatchery**

Kaylee Cormier, a student at Black Hills State University, participated in the

BHSU-SEDC Workforce Internship Program during the 2022 Spring Semester. Cormier was given the opportunity to gain experience while putting her classroom learning into practical application at the D.C. Booth National Fish Hatchery & Archives. She worked with the staff of both the Booth Society and the Fish Hatchery as well as many other community members and entities who support the two organizations.

Cormier was given hands on experience through a variety of duties including attending staff and board meetings, creating volunteer rosters and packets, preparing packets for South Dakota Legislative Day, creating and preparing an outdoor scavenger hunt, preparing free fish food cards to be distributed to local businesses and to be handed out this summer, and writing a grant proposal provided by Zonta.

Karen Holzer, executive director of the Booth Society, comments, "Kaylee was a great asset to our non-profit organization. She put a lot of effort into the tasks that were assigned to her. We are pleased to have had her on our team." To the right is a photograph of Cormier working with the free fish food cards at the D.C. Booth Fish Hatchery. She compiled data, organized, and prepared cards for the 2022 season.



"Before interning with Booth Society, I never would've thought that I would've gained this much experience from a single place. From my classes at BHSU, I gained knowledge that helped me with my work during my internship. Through one of my classes, I learned about grant proposals and how to write one, which helped when I had to write a grant for a proposed project. Although, being able to do it in the real world of work is a different experience. It's great to have opportunities like this provided by SEDC, and the companies that support it, that allow one to gain so much experience that will aid one in their future career," Cormier told SEDC.



**SPEARFISH ECONOMIC DEVELOPMENT CORPORATION**

**THE MORE  
YOU KNOW** 

Be a Staffing Pro

Peak season is stressful for business owners and employees alike, but a solid staffing plan can go a long way. We asked some of our past FedEx Small Business Grant winners about how they approach staffing for their rush times and what they've learned from previous years.

Ask yourself:

### **1. Is my regular staff prepared?**

Before the rush of peak season hits, check in with your regular employees to make sure they feel prepared. Explain how important this time of year is for the business and the value that each individual brings to the group to set up your team with an “all-hands-on-deck” mindset going into rush season.

Find out about vacation schedules early. “Differing schedules are the number-one challenge we face during rush season,” explains Dana Donofree, owner of AnaOno, a lingerie and loungewear company that caters to those affected by breast cancer. “We try to be flexible when possible, but if your team knows the importance of the rush season in advance, they can also plan their family time around those expectations.”

Make sure your team is fully trained and ready to be leaders, especially if you're hiring additional help. Regular staff members are your core crew — they can help identify gaps and flag problems early, as well as support newer staff. Finally, take the time to amp them up! The rigor of rush season can wear out your employees, so try motivating your team with positive energy and incentives, like a group outing when the busy time is over.

### **2. Will I need to hire additional team members?**

Planning ahead and taking a pragmatic approach will ensure you have the right people at the right time. Donna Durham, owner of Weighting Comforts, a seller of weighted comforters that help customers sleep better and reduce anxiety, shares her method: “To determine the amount of staffing we'll need during rush season, we set our financial goal for the year and figure out how many blankets we need to sell to meet that goal. Then we check our data from past years to see how many team members are needed to get that many blankets out the door.”

Hiring additional team members can also help relieve the burden on permanent staff, whom you rely on for their expertise and dedication. “Staff enough to avoid burnout,” suggests Ibrahima Diallo, co-founder of beverage company Ginjan Bros. “You'll end up losing more money in productivity by having burned out employees than you would by staffing adequately.”

Running a big promotion? Andrea Sreshta, owner of LuminAID, a seller of solar-powered energy products, urges you to consider the staffing impact. “If we run a certain marketing campaign or promotion, our main consideration is whether we have the right resources, inventory, and people in place to deliver on time. If we can't do any one of these things, we may consider a different promotion — for example, we may lower our discount if we think we can't manage the volume of orders.”

Small business owners have different approaches to hiring temporary team members, so you have to do what works best for your unique business. The



majority of our past grant winners say they use word of mouth and local community organizations to find trusted help.

### **3. How will I divvy up the work among the new team?**

As a manager, you may need to decide who will take the lead on which tasks or aspects of the work. “We throw our temporary staff in the mix right away for tasks that require less training and oversight. Over time, they learn a wider variety of tasks and can handle more complicated work,” explains Paul Pallas, operating manager at SWISCO, a seller of replacement hardware.

“For example, customer service has always been reserved for permanent staff because our training is extensive and the expectations are high; however, in the future we may start using newer staff in the customer service department for simple phone inquiries.”

Weaving in new staff members also requires thoughtful scheduling to create a well-oiled machine with your team. Aqila Augusta, owner of Edge Entity, maker of an all-natural hair-follicle stimulant, provides her approach: “Our temporary staff is hired on an ‘as needed’ basis, so the permanent staff will have more hours. Prior to rush season, we establish that the workload will increase, and we ask our permanent staff to share availability further in advance.”

### **4. How do I ensure my new staff members are trained and ready to meet the higher demands?**

Setting clear expectations is key to a happy, productive team, especially when you’re dealing with a mix of existing and new employees. “Create procedures for training and onboarding. Put your processes in writing. The more structure you have, the easier it is for things to fall into place,” suggests Donna.

If you anticipate that any of the expectations on your employees will change during the strain of your busy time, be sure to disclose that to your team in advance. Whether it’s the need for overtime or the implementation of a new process, being upfront with your staff early on will allow them to adapt and make appropriate arrangements.

When you have your structures and procedures firmly in place, you can feel more confident leaning on permanent staff to help train the newer team members. “Each year, my permanent staff will be the leads in certain areas of the work,” explains Heidi Hale, owner of HeidiJHale Designs and Details, a producer of custom jewelry. “With their added experience, they will be responsible for overseeing temporary help.”

### **5. How will I boost morale and keep everyone energized and on target?**

Here’s some great advice from our past grant winners:

“I handwrite thank you cards to all employees on Thanksgiving. Ensure regularly that everyone knows they are valued.” — Liz Powers, founder of ArtLifting, a business that empowers artists living with homelessness or disabilities

“Food! We love to keep our team members fueled up! Days are already busy, and if we have to go into the night, it is best to stay fed. When we can all eat, take a breather, and go back at it again, we can feel the support and dedication for one another.” — Dana Donofree, owner of AnaOno

“Make sure the employees see the owners working shoulder to shoulder. Hustle hard, keep the load even, and take everyone out to dinner.” — Nik Hawks, co-founder of Paleo Treats, maker of paleo desserts and chocolates

Brian Munoz, founder of Penny Luck Shoes, a men’s leather shoe company, leaves us with some wise advice: “Everyone has a plan until the unexpected presents itself. If you’re a startup going into rush season, plan ahead and simply be determined to overcome whatever comes your way.”

[Read More Here](#)

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## Build Dakota Scholarship Foundation

**The Build Dakota Scholarship helps South Dakota natives pay for college while building the South Dakota workforce**

A unique South Dakota program is offering a workforce initiative to help grow much-needed industries in South Dakota. The Build Dakota Scholarship program partners with businesses allowing them to create a stream of talent, filling the skills gap that they may be experiencing.



The Build Dakota Scholarship is designed to keep the best and brightest of South Dakota in the state. The full-ride scholarship is for technical college students and is available in a variety of fields and can be obtained at the state's four technical colleges.

[Learn More Here](#)

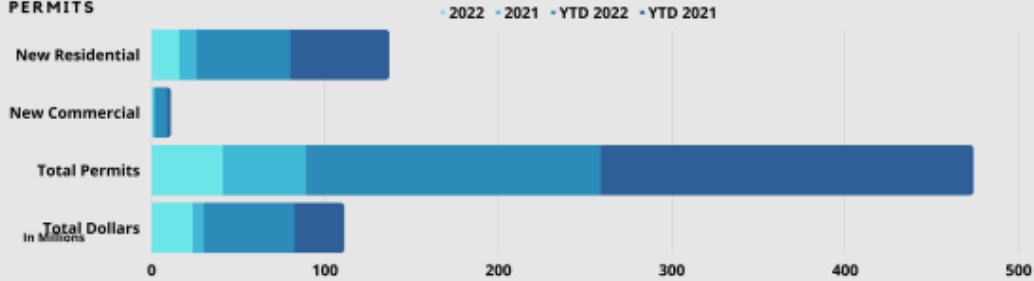
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# BY THE NUMBERS

BUILDING PERMITS AND  
SALES TAX ARE BASED ON  
THE MOST RECENT CITY OF  
SPEARFISH REPORTS FROM  
JUNE OF 2022

## SPEARFISH CITY REPORTS:

### BUILDING PERMITS

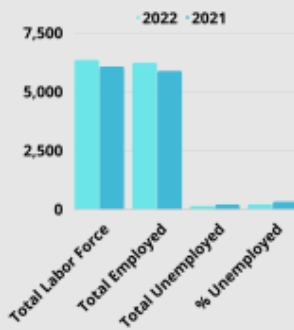


### SALES TAX

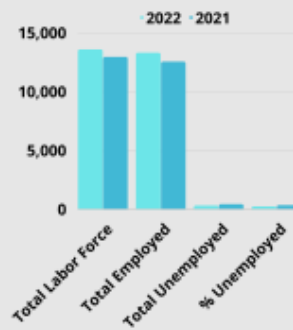


## SOUTH DAKOTA DPT. OF LABOR REPORTS:

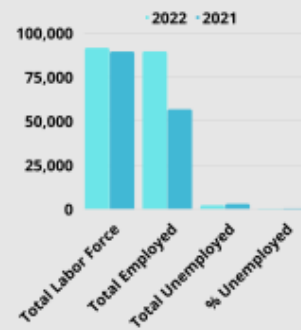
### CITY OF SPEARFISH



### LAWRENCE COUNTY



### NORTHERN HILLS (BUTTE, LAWRENCE, MEADE, & PENNINGTON COUNTIES)



LABOR FORCE DATA IS BASED ON  
THE MOST RECENT SD  
DEPARTMENT OF LABOR &  
REGULATION REPORTS FROM JUNE  
OF 2022

## Sharing Spearfish Success Stories

NewsCenter1 features Spearfish businesses  
and organizations on their YouTube channel

KNBN-NewsCenter1 has been regularly featuring businesses and organizations throughout the Black Hills on their YouTube channel. Over the past year, a handful of Spearfish's most iconic and popular businesses and organizations have been interviewed by the news channel, such as these in their most recent videos available below!



*Spearfish Brewing Co.*



*Green Bean Coffeehouse*



*Killian's Food & Drink*



*Matthews Opera House*



## Legislative News Updates

### **Ocean Shipping Reform Act**

Senator Thune and Representative Johnson praise bipartisan legislation as it heads to the president's desk for executive approval.

[Read More](#)

### **South Dakota Tax Policy**

A poll from the South Dakota Retailers Association finds most South Dakotans are supportive of the states current tax rates.

[Read More](#)

### **UpSkill Certifications**

The Department of Labor & Regulation and Board of Technical Education are working to expand occupational skills training opportunities.

[Read More](#)

### **South Dakota Taxes and Prison System**

State legislators are taking advantage of the summer to study and reevaluate state prison systems, property taxes and juvenile justice

[Read More](#)

### **Meat Packing Special Investigator Act**

Senator Rounds shows his support of the bipartisan Meat Packing Special Investigator Act as its passed by the Senate Agricultural Committee.



## Local Development News

[Solar lights installed on Spearfish rec path, thanks to partnership with Lions Club](#)

[Spearfish approves Phase 2 of Sky Ridge construction](#)

[Black Hills National Forest Seeks Comments on Forest Plan Revision Draft Assessments](#)

[Workforce housing makes ground in Spearfish](#)

[Spearfish Building Official Receives 2021 Brent Snyder Award](#)

[Spearfish aims to fix the aging housing crisis](#)

[Study reveals \\$636M affordability gap for childcare in South Dakota](#)

[New Spearfish housing development finishes building first home, more to follow](#)

[Sky Ridge homes await first families](#)



## Get Involved In The Community!

### **Festival in the Park**

Friday July 15 - Sunday July 17 | 11:00 AM -  
Spearfish City Park



### **Canyon Acoustic Night**

Hosted by Spread the Tunes  
Every Wednesday Evening | 6:00 - 8:30 PM  
Spearfish City Park

[Learn More Here](#)



### Wednesday Night Music Series

Hosted by Spearfish Creek Wine Bar  
Every Wednesday Night | 8:00 - 10:30 PM  
Spearfish Creek Wine Bar

[Learn More Here](#)



### Downtown Friday Nights

Hosted by DFN  
Every Friday Night | 5:30 to 9:00 PM  
Main Street Spearfish

[Learn More Here](#)



### Summer Splash

Hosted by Meyer Dana Orthodontics  
Thursday July 21 | 7:30 PM - 9:30 PM  
Spearfish Rec & Aquatics Center

[Learn More Here](#)



### Vendor Sale and Indoor Rummage Sale

Hosted by VFW Spearfish  
Saturday July 23 | 8:00 AM - 3:00 PM  
Spearfish VFW

[Learn More Here](#)



### Spearfish Creek Boat Races

Hosted by Grace Balloch Memorial Library  
Wednesday July 27 | 5:30 PM  
Spearfish City Park

[Learn More Here](#)



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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](#)

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Become an SEDC Member Today!

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Let's Be Friends!



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