



SPEARFISH ECONOMIC DEVELOPMENT CORPORATION

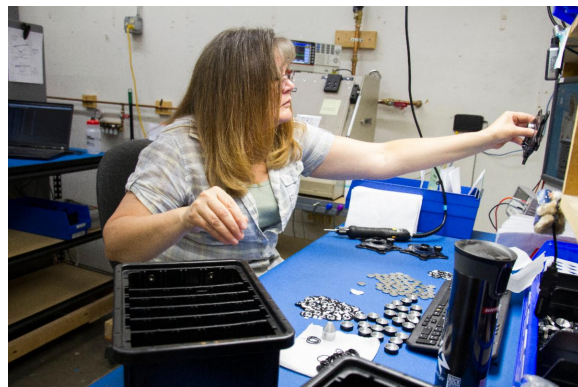
BUSINESS NEWSLETTER

Volume 6, Issue 3 | March 2021

Workforce Development More Important Than Ever

A [recent study](#) on business expansions and relocations found that a region's access to talent was the single most important factor in a business's decision to move there. This finding further solidifies the importance of developing our workforce in the Black Hills region.

The world has been changing, especially since 2020. No longer can a company simply relocate and expect workers to follow. Businesses looking to relocate or expand will only do so if they are confident they will be able to acquire the workers they want and need.



Workforce Development is one of SEDC's primary strategies within our Strategic Plan, which we regularly consult. SEDC is committed to ensuring our

employers have access to a sustainable pipeline of trained talent.

Of primary importance is the retention of talent within the community. While population decline is not currently an issue in Spearfish, SEDC continues to take steps to help ensure our workforce is able to both work and live in Spearfish. For example, SEDC has played a leading role in addressing workforce housing needs including the new Sky Ridge workforce housing development underway near Exit 17.

SEDC partners with many economic development organizations at the state and regional levels, as well as the City of Spearfish, Black Hills State University and various community organizations at the local level to cultivate our workforce. Most importantly, we communicate with our local businesses by conducting site visits, roundtables, and surveys such as last year's Spearfish Business Retention and Expansion (BRE) Survey. These activities help us to better understand the workforce needs of the Spearfish business community.

To attract new workers and employers to the area, SEDC emphasizes the high quality of life, competitive cost of living, favorable tax climate and abundance of outdoor recreation opportunities available in Spearfish. A great example of these efforts is our [Why Not Spearfish?](#) video, which can be viewed on the SEDC website. We have also promoted our growing community in several local, regional and national publications.

Building our workforce requires long-term partnerships, strategies and investments. SEDC has and will continue to take a leading role in cultivating a strong workforce in Spearfish so that our business community - and our community as a whole - can continue to grow and thrive.

BHSU Library Renovations Begin

Includes Enhancements to the Student Success Center



The E.Y. Berry Library and Learning Center on the campus of Black Hills State University, which was built in 1973, is undergoing a major remodeling and

infrastructure update. The renovated library is expected to be ready by the start of the Fall 2022 semester. Bids for the project came in lower than expected at \$6.7 million. A local company, *Ainsworth-Benning Construction, A Journey Group Company*, was awarded the construction project.

After nearly 50 years, the campus library was in need of functional upgrades to keep up with the demands of today's educational needs according to BHSU President Laurie Nichols. "This renovation will change the library, placing a greater focus on one-stop help for students and co-location of student services to greatly enhance student success," Nichols said. She noted that the design is aesthetically pleasing using natural lighting and provides exceptional views of the surrounding Black Hills.

Plans call for the Student Success Center and other student services, including tutoring, to be located at one central location on the first floor. The renovated library will include space for advising, tutoring, the Career Center, the Math and Writing Assistance Centers, discrete study spaces, IT Help Desk as well as Einstein Bros. Bagels café with a new outdoor patio. A large mural, created by BHSU student Hope Christofferson, will also be added. The student's impressive artwork, which depicts many of the landmarks in Spearfish and the region, will be printed on large tile panels.

A large addition to the second floor will provide more space for students to study. Other services on the second floor will include the testing center, computer service offices, an instruction room, and disability services. There will also be space for students to meet for group projects with a great view of both Spearfish and Lookout Mountains. A new open staircase and a west entrance to the library will also be added.

On the lower level, an expanded area for collections/archives will be created making it possible for more of the University's archives and collections to be readily accessible and shared. A maker's space, video production studio, and compact book storage will also be added on the lower level.

As a part of the renovation, major infrastructure upgrades - including upgraded HVAC, electrical, lighting, restrooms, fire sprinkler systems, data and technology, accessibility, and electronic doors - are planned.

For detailed floorplans, renderings, project timelines, developer information, and donation opportunities, visit the project website through the link below.

[BHSU Library Renovation Website](#)

SPEARFISH ECONOMIC DEVELOPMENT CORPORATION

BUSINESS SPOTLIGHT

Ainsworth-Benning Construction

Written by Cayley Schmitt | March 1, 2021

Ainsworth-Benning Construction, a division of the Journey Group, is headquartered in Spearfish and led by Tate Johnson. Tate grew up in Spearfish and graduated with a degree in mechanical engineering from the South Dakota School of Mines and Technology. Tate was the Director of Operations for Offshore Cranes in Houston, Texas, prior to returning home to work for Ainsworth-Benning Construction this past May.



Ainsworth-Benning Construction started in Spearfish in 1955 providing residential contracting. It has since expanded into commercial construction and has grown to serve a 200-mile radius around Spearfish. Today, the company partners with clients to provide construction services for residential development, commercial, industrial, and educational buildings – as well as for heavy highway and land development – on-time, under-budget, and of high-quality. Tate and the Ainsworth-Benning Construction team was recently awarded the E.Y. Berry Library project at Black Hills State University which is in the process of being heavily renovated and expanded.



The Ainsworth-Benning Team Onsite the BHSU Library Project

Aside from working on various community-enhancing construction projects, Ainsworth-Benning Construction gives back to the community by sponsoring several non-profit initiatives each year. For example, the company began participating in the City of Spearfish Adopt-a-Park program this year by adopting Jorgensen Park.

The biggest challenge Tate has discovered as division leader has been finding skilled labor. The company currently employs 45 workers and is actively hiring more office and field positions. “Our field staff work in the most beautiful environment – the Black Hills. We start the day out with team huddle and stretching, toolbox talks, highlighting tasks for the day and safety requirements,” explained Tate. “We complete our work for the day and finish by planning and communicating the needs for the next day.” What Tate enjoys most about his position is creating a positive impact on the community, both through the construction projects he and his team complete and through the careers he and his company provide. *Positively Impacting Lives by Building Community* is the company’s mission which Tate aims to achieve, both externally and internally.

To learn more about working with Ainsworth-Benning Construction and to view some of their past projects, visit their website through the link below.



[Ainsworth-Benning Construction 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](#)

Thank You 2021 SEDC Members!

Thank you to our new and renewing members for helping us reach and exceed our 2021 Membership Investment goal! If you have not yet already, we encourage you to renew your SEDC Membership for 2021 so that you may continue to receive SEDC Membership benefits.

Annual Memberships
begin as low as \$125.

Membership Levels:

Bronze - \$125 - \$249

Silver - \$250 - \$499

Gold - \$500 - \$999

Platinum - \$1,000 - \$1,999

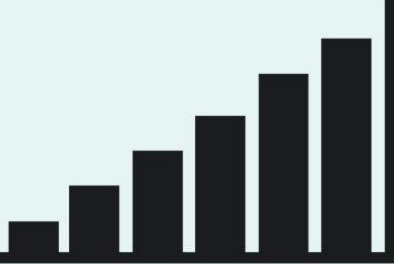
Diamond - \$2,000+

**Invest and Receive your
2021 Investor Sticker Today!**

[Membership Brochure](#)



BY THE NUMBERS



SD Dept. of Labor Reports:

Labor Force 2020 2019

CITY OF SPEARFISH

Total Labor Force	6,299	6,214
Total Employed	6,088	6,002
Total Unemployed	211	212
% Unemployed	3.3%	3.4%

LAWRENCE COUNTY

Total Labor Force	13,466	13,217
Total Employed	13,014	12,762
Total Unemployed	452	455
% Unemployed	3.4%	3.4%

NORTHERN HILLS

(BUTTE, LAWRENCE, MEADE, & PENNINGTON COUNTIES)

Total Labor Force	86,676	89,187
Total Employed	83,752	85,961
Total Unemployed	2,924	3,226
% Unemployed	3.4%	3.7%

LABOR FORCE DATA IS BASED ON THE MOST RECENT
SD DEPARTMENT OF LABOR & REGULATION
REPORT FROM DECEMBER OF 2020

Spearfish City Reports:

BUILDING PERMITS 2021 2020 YTD 2021 YTD 2020

New Residential	11	5	15	9
New Commercial	0	1	0	2
Total Permits	34	16	67	35
Total Dollars	\$4,657,980	\$1,967,510	\$7,049,113	\$5,324,462

SALES TAX 2021 2020 YTD 2021 YTD 2020

2nd Penny Sales Tax	\$320,482	\$304,204	\$794,111	\$712,747
Hospitality Tax	\$45,882	\$50,940	\$102,608	\$106,391

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

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](#)



SPEARFISH ECONOMIC DEVELOPMENT CORPORATION

**THE MORE
YOU KNOW**

Creating Effective Job Postings

Written by Kory Menken, SEDC Executive Director

Creating an effective job posting is an important part of the talent recruitment process. If you want to attract the right employees, you need to view job posts as a marketing tool rather than a simple help wanted ad. Here are some tips to help make your job postings stand out.

1.) **Make your job posting visually appealing** and easy to read by utilizing bullet points, boldface, italics, paragraph breaks and your company logo.

2.) **Use a job title that will be commonly understood** by your targeted job seekers. Obscure job titles may confuse candidates and make your job description less searchable online.

3.) **Try to answer the following questions:**

- *What is the position all about?*
- *What are the intriguing aspects to the position?*
- *What will the candidate primarily be responsible for?*
- *Will the candidate work with a great team or use some new tools?*

4.) **List the top duties followed by a brief description** of each. Detailed job duties and requirements can be discussed during the subsequent interview process.

5.) **Highlight why individuals should want to work for you.** Aside from a salary and benefits, emphasize what skills they will gain, what opportunities exist for growth within the company, and the availability of creative benefits like flexible work hours or gym membership reimbursement. Additionally, people want to feel appreciated and that they are making a difference. An effective job posting should demonstrate not only how the position will impact the company, but how it will complement the organization's long-term goals and vision.

6.) **Include clear contact information** when posting your job description to a job board other than your own company website. Without your company name, URL and contact information, prospective candidates may view your job ad as a scam.

In today's highly competitive job market, it is crucial for companies to stand out. A well-written job posting is worth the effort.

Local Development News

BH Pioneer:

[School facilities plan moves forward with CTE center, delays West Ele. renovation](#)

[Uncle Louie's plans to open Spearfish Location](#)

[Work to resume on Jackson Blvd.
Monday](#)

[Sky Ridge Sports Complex gets
design approval](#)

KOTA:
[BHSU offers student support for
professional development](#)

[SD, WY congressional delegations
express concern over timber sale
reduction](#)

Newscenter1:
[Sky Ridge development
in Spearfish will provide affordable
housing for the community](#)



KELO:
[A brewing success](#)

605 Magazine:
[Spearfish Sweets](#)

Get Involved in the Community!

Sip & Paint

Hosted by The Hook Young Professionals
March 9, 2021 from 5:00 to 7:00 PM
The Matthews Opera House
[Learn More Here](#)



28 Below Fat Tire Bike Race

Hosted by 28 Below
March 13, 2021 from 7:00 to 10:00 AM
Spearfish Canyon Lodge
[Learn More Here](#)



WIN - Women's History Month

Hosted by SD CEO; Guest Speaker from BHSU
March 16, 2021 from 11:45 AM to 1:00 PM
Virtual
[Learn More Here](#)



Hospice Ball Silent Auction

Hosted by Monument Health
March 27, 2021
Virtual
[Learn More Here](#)



Women's Business Conference
Hosted by SD CEO & NSU
March 25, 2021 from 8:00 to 11:00 AM
Virtual
[Learn More Here](#)



B.I.G. Career & Internship Fair
Hosted by SDACCC
March 25, 2021 from 10:00 AM to 2:00 PM
Virtual
[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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Let's Be Friends!

