



SPEARFISH ECONOMIC DEVELOPMENT CORPORATION

BUSINESS NEWSLETTER



Volume 6, Issue 9 | September 2021

SEDC Promotes Spearfish at Outdoor Retailer Tradeshow



Outdoor Recreation is an economic powerhouse in the U.S. with a \$787 billion impact from businesses supporting 5.2 million jobs.

SEDC was at the epicenter of the outdoor recreation industry yet again this past month at the Outdoor Retailer Tradeshow in Denver, Colorado. The Outdoor Retailer Tradeshow is North America's largest tradeshow in the outdoor industry, drawing thousands of attendees from across the globe each year. This year's show included more than 140 new exhibitors. SEDC worked to promote the many benefits of living, working and playing in Spearfish with aims to attract not only outdoor recreation businesses to the Spearfish area, but workers with interest in our outdoor recreation lifestyle as well.

[Outdoor Retailer Website](#)

DirtBags BikeGear Award Video



2021 SEDC Emerging Business Achievement Award Video

DirtBags BikeGear was awarded the 2021 SEDC Emerging Business Achievement Award earlier this year to recognize their outstanding entrepreneurial spirit, business success, and positive impact on the Spearfish community. Take a peek at the newly-released award video to see why DirtBags BikeGear owners Emily and Heath Brown chose Spearfish to live and grow their business!

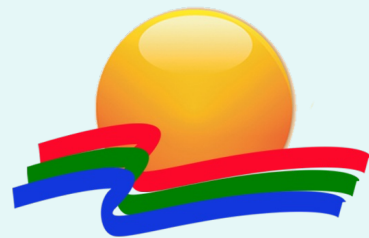
[DirtBags BikeGear Website](#)

Western Sky Media

Written by Cayley Schmitt | September 13, 2021

Bryan Lessly is the creator behind Western Sky Media, a full-service video production company based out of Spearfish. Prior to founding Western Sky Media, Bryan spent twenty years in broadcast journalism and television production as a sports reporter, broadcast anchor, talk show host and program producer in Texas and Eastern Iowa. During that time, he gained experience and a growing interest in videography which led him to starting his own company here in the Northern Black Hills in January of 2006. Western Sky Media's mission is "to provide clients with digital media products that help tell their stories and move people favorably to act in their best interest."

The company provides expertise in videos, live event video production, commercials, full-length television programs, websites and podcasts. Western Sky Media has worked with organizations as large as ESPN, HGTV, and the Travel Channel and as small as ours here in Spearfish! In fact, Bryan's team has produced every SEDC video, most recently our 2021 Emerging Business Achievement Award video for DirtBags BikeGear!



western sky media

"We [at Western Sky Media] have been so blessed to provide service to a wide range of clients – from technical writing for hospitals and mining engineering companies to writing scripts for situation comedies," Bryan said. The company also writes for the Belle Fourche Beacon newspaper each week and contributes regularly to EuroNews, European television news network, on stories related to the Black Hills. It seems, however, that he is most proud of his team's video series productions such as the videos they have created for South Dakota Kids Belong, which has helped more than 35 children find foster and adoptive families since 2018. "It has been a supreme blessing and gift to work for this wonderful organization," Bryan expressed.



Bryan with High Plains Western Heritage Center Director Karla Scovell during one of their monthly video newsletters



Bryan with country music singer Toby Keith

When asked what makes Western Sky Media unique, Bryan pointed to their script-writing service. Arguably, though, what makes the company really stand out is its service and dedication to the Spearfish community. Bryan and his team support several local community organizations and offer services for a few non-profits pro-bono or for in-kind donations, he explained modestly. “It’s such a wonderful and supportive community,” he said of Spearfish. “People are willing to work together and help each other out.”

Some advice Bryan gave to others interested in the media production industry is to “be consistent and endure if you have to.” He remembers first starting out and being advised to focus on the things that are around you, which he has taken to heart here in Spearfish. “Some months are good, some are not so good, and you soon learn to have faith and to keep moving forward, even when competition or circumstances get in the way.” To those running a business in

any industry, Bryan encourages you to “know your strengths and hire to your weaknesses.”

“I can’t emphasize enough how much I have enjoyed working with the amazing young men and women from the Spearfish community,” Bryan said in closing. “There is so much creative talent growing in this area and it has been a privilege to allow some of that to be expressed in the work we do [at Western Sky Media].”

To connect with Bryan and his team about how they can help you share your organization’s story, visit their website at WesternSkyMedia.com.

[Western Sky Media 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](#)

SEDC Hosts Inaugural BHSU EndZone Club





SEDC sponsors new gameday experience with BHSU

SEDC hosted the inaugural EndZone Club at the first Black Hills State University football game of the 2021 season against Dickinson State on September 2.

The new EndZone Club provided field-level views of the game, easy access to food and drink vendors, and the opportunity to socialize underneath the EndZone Club tent. One-hundred and fifty complimentary tickets were shared with SEDC members and other economic development partners to witness and enjoy the new BHSU football experience.

The event was not only a great way to say “Thank You” to the SEDC membership, but also an expression of community support for our colleagues at BHSU.

[BHSU Athletics Website](#)

BHSU-SEDC Workforce Internship Program



BLACK HILLS
STATE UNIVERSITY



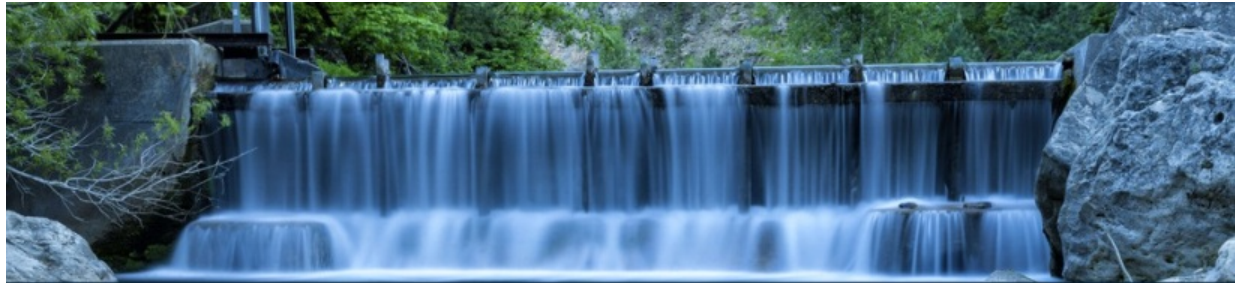
Could your business use an intern?

Black Hills State University (BHSU) and Spearfish Economic Development Corporation (SEDC) are partnering on a new Workforce Development Internship Program scheduled to begin in the Spring of 2022. The program will provide part-time, paid work experience to BHSU students in positions related to their course of study as well as provide local businesses with affordable help and a potential funnel of future employees.

The goals of the partnership are to better prepare students for the workplace, to assist local businesses with their workforce needs, to retain graduates in the Spearfish area, and to improve collaboration amongst the Spearfish business community and the university.

Want to get involved? Learn more about the program through the link below and contact SEDC to get started!

[Learn More Here](#)



SPEARFISH ECONOMIC DEVELOPMENT CORPORATION

**THE MORE
YOU KNOW** 

10 Easy HR Tips for Small Businesses Owners

Written By Aaftab Khan Operations | January 26, 2021

1. Hire the Best Employee

During the hiring process, many small businesses hire talent in a hurry and live to regret the decision. You can't fire them just because you're not happy, as they can sue you or file a claim of discrimination at the Department of Labor. So, before you consider hiring employees, take time to evaluate what's important to you in a candidate and ensure they can fulfill the job description.

2. Have an Employee Handbook

The employee handbook serves two important purposes: to protect your business in any disagreement and to let your employees know what you're expecting from them.

3. Give Feedback and Reward your Employees

Small businesses should set employees' performance targets and offer rewards when they meet them. Your business grows because you have great employees and happy employees help reduce turnover.

4. Understand and Follow HR Laws and Regulations

Every small business should understand the importance of employment laws. They protect the employees' rights, and also protect them from harassment, discrimination and any other wrongdoings in the workplace. Without this law, employees are exposed to other various issues like safety, and inequality with regards to wage and hours worked.

5. Keep All HR-Related Files Confidential and Organized

All HR related files should be confidential and organized at all times. Employers should have files that include employees' resumes, job application forms, certificates, performance evaluation documents and salary records. Employers should also keep all medical histories, I-9 forms and leave requests.

6. Pay Salaries On Time

Pay your employees on a consistent basis at the same time each month. Opt for a paperless payroll system which works efficiently in gathering information. Be aware that independent contractors are also subject to payroll taxes.

7. Hire a Good Lawyer

Mistakes happen and employment issues may arise in which you need a good lawyer to help you. Having a reliable lawyer for your small business can help protect against lawsuits or any employee issue that is not within your control.

8. Evaluate your Employees

The reason for evaluating your employees is to measure job performance and to help employers determine whether an employee's skill set is matched to the job description. You can understand their strengths and weaknesses, provide training and development and recognize and reward good performance.

9. Get Employees Onboard Immediately

Make the onboarding process faster and prep them about the company culture before the first day of work. Get any essentials like business cards and related forms ready so they can hit the ground running. It's vital to brief your new employees on their first day to let them know what tasks to complete.

10. Ditch the Paper

Opt for a paperless system that will help minimize errors and promote accuracy and efficiency. Any HR related activities such as time and attendance tracking, managing schedules and onboarding processes can become paperless using the latest HR software. This saves space, can be backed up automatically and is environmentally friendly.

SEDC Lunch & Learn



Wednesday, September 22 | Noon to 1:00 PM | The Joy Center

SEDC will be hosting our latest Lunch & Learn at The Joy Center on September 22, 2021 from 12:00 to 1:00 PM. Jonathan Englund and Blake Dunfee from the South Dakota Department of Labor and Regulation's (SDDLRL) Spearfish Office will be providing information on state and local labor market statistics and trends as well as the department's various workforce training programs and hiring services.

From job fairs and their statewide online jobs database to free office space for interviews and financial assistance for supplies, SDDLRL can offer a variety of services to help your business with its employee recruitment and retention needs.

Come enjoy a delicious lunch provided by Tropical Smoothie Cafe of Spearfish and learn how SDDLRL can help your business. This event is free to all employees of SEDC member organizations. RSVP is required for a lunch ticket.

[Register Here](#)

605 Black Hills Classic

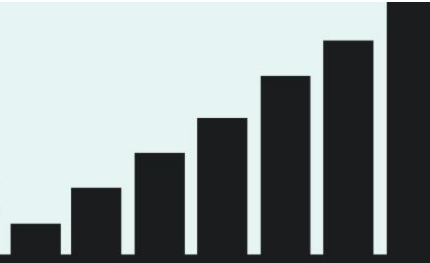


Spearfish hosts statewide craft beer festival

605 Magazine's annual 605 Black Hills Classic Beer and Music Festival returned to Spearfish's Lions Park last Saturday. The event featured beer tastings from over 20 South Dakota breweries including Spearfish's Crow Peak, Sawyer and Spearfish brewing companies, live music, food trucks and games. Visitors came to Spearfish from across South Dakota and surrounding states for the event. SEDC is a proud sponsor of the 605 Black Hills Classic Beer and Music Festival in partnership with various other Spearfish

[See More Here](#)

BY THE NUMBERS



Spearfish City Reports:

| BUILDING PERMITS | 2021 | 2020 | YTD 2021 | YTD 2020 |
|------------------|--------------|-------------|--------------|--------------|
| New Residential | 11 | 8 | 85 | 67 |
| New Commercial | 1 | 1 | 4 | 10 |
| Total Permits | 51 | 66 | 351 | 431 |
| Total Dollars | \$15,657,067 | \$5,114,514 | \$58,081,660 | \$36,198,211 |

| SALES TAX | 2021 | 2020 | YTD 2021 | YTD 2020 |
|---------------------|-----------|-----------|-------------|-------------|
| 2nd Penny Sales Tax | \$447,956 | \$422,516 | \$3,382,922 | \$2,882,839 |
| Hospitality Tax | \$98,893 | \$81,708 | \$536,387 | \$438,046 |

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

SD Dept. of Labor Reports:

Labor Force 2021 2020

CITY OF SPEARFISH

| | | |
|-------------------|-------|-------|
| Total Labor Force | 6,690 | 6,570 |
| Total Employed | 6,517 | 6,113 |
| Total Unemployed | 173 | 457 |
| % Unemployed | 2.6% | 7.0% |

LAWRENCE COUNTY

| | | |
|-------------------|--------|--------|
| Total Labor Force | 14,261 | 14,135 |
| Total Employed | 13,906 | 13,067 |
| Total Unemployed | 355 | 1,068 |
| % Unemployed | 2.5% | 7.6% |

NORTHERN HILLS

(BUTTE, LAWRENCE, MEADE, & PENNINGTON COUNTIES)

| | | |
|-------------------|--------|--------|
| Total Labor Force | 94,460 | 91,723 |
| Total Employed | 92,037 | 85,395 |
| Total Unemployed | 2,423 | 6,328 |
| % Unemployed | 2.6% | 7.0% |

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

SEDC Represents Spearfish



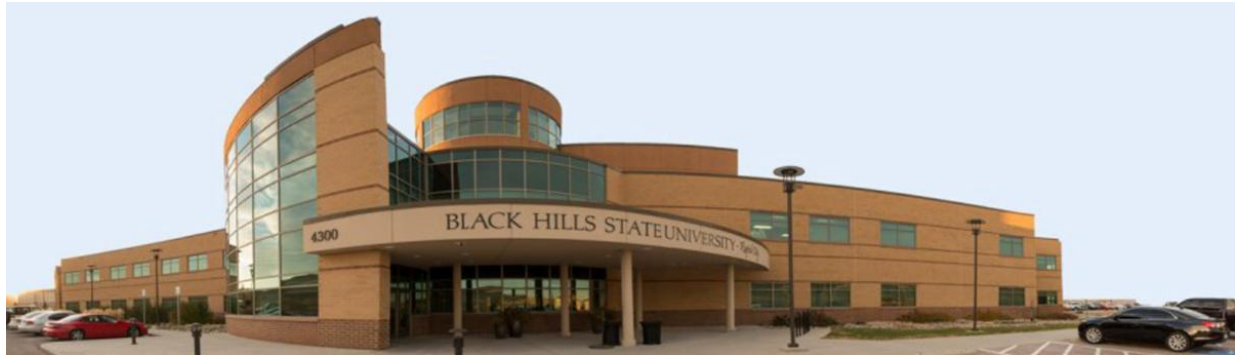
SEDC continues to represent Spearfish on regional and statewide boards

SEDC Executive Director Kory Menken was recently selected to serve on the Board of Directors of the newly formed Economic Development Professionals Association of South Dakota (EDPASD). EDPASD is a member-based organization serving communities statewide, with a mission to champion the growth and diversification of South Dakota's economy through professional development, networking, and advocacy.

Earlier this month, Menken was also elected Chairman of the Rushmore Region Economic Development Alliance. Rushmore Region is an economic development initiative of Black Hills Community Economic Development and

was created to stimulate and increase business investment in the Black Hills. The organization is comprised of a variety of communities and organizations from Butte, Custer, Fall River, Lawrence, Meade, and Pennington counties.

One of the action items of the 2020-2023 SEDC Strategic Plan is to continue to increase SEDC's presence in the economic development community and identify synergies with organizations that have similar missions. "In addition to being actively involved in numerous Spearfish organizations, the SEDC Board and staff are engaged at regional, state, and national levels as well," said Menken. "Collaboration and partnerships are key to the continued success of both SEDC and Spearfish."



Business Legislative Updates

Ocean Shipping Reform Act of 2021

U.S. Representatives Dusty Johnson (R-S.D.) and John Garamendi (D-CA) have introduced the Ocean Shipping Reform Act of 2021. This bipartisan legislation is the first major update of federal regulations for the global ocean shipping industry since 1998. The legislation would support American exports by establishing reciprocal trade opportunities to help reduce the United States' longstanding trade imbalance with China and other countries. [Learn More Here](#)

American Beef Labeling Act

U.S. Senators Mike Rounds (R-S.D.), John Thune (R-S.D.), Jon Tester (D-Mont.) and Cory Booker (D-N.J.), recently announced the American Beef Labeling Act, legislation that would reinstate mandatory country of origin labeling (MCOOL) for beef. [Learn More Here](#)

SB 55 Taskforce Outreach Sessions

The South Dakota Board of Regents will hold outreach sessions on the six public university campuses in September and October to follow up on the work of a higher education task force that met over the past year. These meetings will update campus communities and local legislators about the Senate Bill 55 Task Force process and recommendations, in advance of a final report to be issued by November 15. Representatives of the Board of Regents, its staff, and public university presidents will be on hand to visit with area residents. The public is invited to attend. [Learn More Here](#)



Local Development News

Black Hills Pioneer:

[Long awaited Christ statue comes to Spearfish](#)

[Numbers define historic Sasquatch season](#)

[Spearfish school getting into details of CTE center](#)

[Black Hills Super 6 Mountain Bike Race](#)

[Dakota Five-O returns to Spearfish area](#)

[‘The Hive’ sculpture lands in Spearfish roundabout](#)

City of Spearfish:

[Jackson Boulevard project on track for completion this year](#)

KOTA:

[Black Hills State University selected to offer classes at Ellsworth Air Force Base](#)

Newscenter1:

[Black Hills State University unveils new Yellow Jacket Nutrition Center](#)

Rapid City Journal:

[Part-time job fair clocks in at BHSU](#)



Get Involved in the Community!

Women in Networking Luncheon

Hosted by SD CEO

Tuesday, Sept. 14 | Noon - 1:00 PM

The Joy Center | Spearfish, SD

[Learn More Here](#)



2021 Community Fish Fry

Hosted by The Spearfish Area Chamber of Commerce

Thursday, Sept. 16 | 5:30 PM

Spearfish City Park

[Learn More Here](#)



Autumn Fest 2021

Hosted by Downtown Spearfish

Saturday, Sept. 18 | 9:00 AM - 4:00 PM

Main Street | Spearfish, SD

[Learn More Here](#)



Theater on the Run

Hosted by The Matthews Opera House

Saturday & Sunday, Sept. 18 & 19 | 2:00 & 6:00 PM

The Matthews Opera House | Spearfish, SD

[Learn More Here](#)



Celebrating 125 Years Party

Hosted by D.C. Booth Fish Hatchery

Sunday, Sept. 19 | 1:00 - 4:00 PM

D.C. Booth Fish Hatchery | Spearfish, SD

[Learn More Here](#)



Lunch & Learn with SD DLR

Hosted by SEDC

Wednesday, Sept. 22 | Noon - 1:00 PM

The Joy Center | Spearfish, SD

[Learn More Here](#)



What's the Buzz with Dana Dykhouse

Hosted by Black Hills State University

Thursday, Sept. 23 | 4:30 PM

The Joy Center

[Learn More Here](#)



Spearfish Homecoming Parade

Hosted by Spearfish Booster Club

Friday, Sept. 24 | 1:30 PM

Spearfish, SD

[Learn More Here](#)



BHSU Homecoming Parade

Hosted by Black Hills State University

Saturday, Sept. 25 | 10:00 AM

Spearfish, SD

[Learn More Here](#)



Spearfish Corn Maze Festival

Hosted by Spearfish Valley Produce

Saturday, Sept. 25 | 1:00 - 6:00 PM

Chicken Creek Road | Spearfish, SD

[Learn More Here](#)



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

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!](#)

Spearfish Economic Development Corporation | 605-642-3832
office@spearfishdevelopment.com | www.SpearfishDevelopment.com

Let's Be Friends!

