

# South Dakota

## Spearfish, South Dakota Lawrence County 2015

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### Local Contact

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Spearfish represents one of the most broad-based economies in Western South Dakota. With roots in education, health care, tourism, retail, mining and timber, the economy has grown and diversified substantially over the past 25 years. Abundant natural resources, a well-educated workforce, access to major transportation routes and its ideal location has helped fuel the economic growth of Spearfish.

The Greater Spearfish Area has historically experienced steady growth. The growth rate for the area has remained at 2.1% annually.

The following information provided contains a comprehensive list of demographic information. The Greater Spearfish Area is defined as a 5-mile radius circling the City of Spearfish.

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# Population

<u>Year</u>	<u>SPEARFISH*</u>	<u>PRIMARY RETAIL TRADE AREA</u>	<u>LABOR MARKET</u>
1990	6,966	N/A	N/A
2000	12,482	49,924	149,779
2010(census)	14,304	54,216	167,672
<b>2015 (est.)</b>	<b>15,105</b>	<b>54,631</b>	<b>177,332</b>

<u>Age Distribution</u>	<u>SPEARFISH</u>	<u>PRIMARY RETAIL TRADE AREA</u>	<u>LABOR MARKET</u>
17 & Under	21%	22%	23%
18 – 34	28%	21%	23%
35 – 54	23%	24%	25%
55 – 74	20%	24%	22%
75 – Older	8%	9%	7%
<b>Median Age</b>	<b>36.54</b>	<b>41.20</b>	<b>38.12</b>

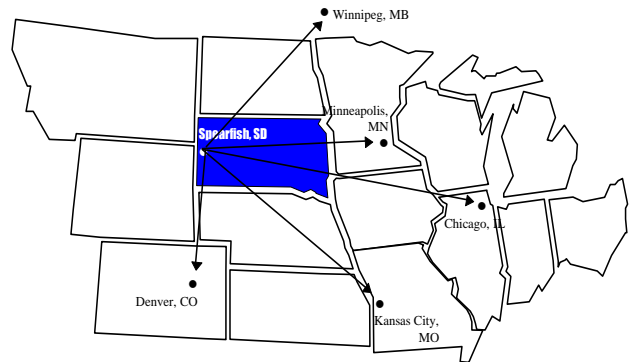
\* Greater Spearfish (5-mile area)

# Households

2015 Households (est.)	6,677 (5-mile area)
2010 Households (census)	6,188 (5-mile area)
Growth Rate 2010 - 2015	2.5%

# Location

<u>CITY</u>	<u>MILES</u>	<u>DAYS BY FREIGHT</u>
Minneapolis	657	1
Chicago	941	2
Denver	402	1
Kansas City	760	2
Winnipeg, MB	740	2



# Spearfish MiSA Employment by Industry 2014

<u>Industry</u>	<u># of Workers</u>	<u>Avg. Pay</u>
Mining/Natural Resources	266	\$63,795
Construction	606	\$36,811
Manufacturing	499	\$39,088
Retail Trade	1,377	\$27,161
Transportation & Utilities	230	\$35,099
Wholesale Trade	44	\$40,182
Information	130	\$31,386
Financial Activities	409	\$41,096
Professional & Business Services	662	\$38,290
Health Care	1,498	\$40,971
Leisure & Hospitality Services	3,495	\$19,661
Government/Education	1,704	\$38,327
Other Services	256	\$27,496
<b>Total</b>	<b>11,294</b>	<b>\$31,830</b>

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## Wages for select occupations 2014

<u>Job Title</u>	<u>Hourly Wage Rates</u> <u>Average/Mid-Point</u>
Accountant & Auditors	\$26.53
Book Keepers	\$13.88
Cashiers	\$9.35
Construction	\$15.78
Customer Service Reps.	\$13.45
Food Preparation	\$9.20
Machinists	\$18.24
Retail Salesperson	\$13.45
Office Clerk	\$10.30
Retail Salesperson.	\$11.68
Production	\$14.39
Welders & Cutters	\$16.82
<b>Total Occupations</b>	<b>\$13.64</b>

## Major Employers (2014)

	Name	Product/Service	Employees	Union
1.	Spearfish Regional Health	Health Care	462	No
2.	Black Hills State University	Higher Education	415	No
3.	Wal-Mart	Retail	370	No
4.	Spearfish School District	Education	259	Yes
5.	Spearfish Forest Products	Mfr. Wood Products	200	No
6.	Northern Hills Training	Disabled Adult Care	156	No
7.	Ainsworth-Benning Construction	Construction	125	No
8.	City of Spearfish	Local Government	125	No
9.	David Dorsett Senior Living Ctr.	Health Care/Nursing Home	108	No
10.	TMone/ERC	Business Outsources	100	No

## New Companies/Expansions

	Year	Company	Product/Service	Employment	Union
1.	2014	Hibbett Sports (New)	Retail	10	No
2.	2014	Northern Hills Training Center (Exp.)	Disabled Care	156	No
3.	2014	Black Hills Community Bank (New)	Financial Services	15	No
4.	2014	Spearfish Gymnastics Academy (Exp.)	Training Services	10	No
5.	2013	Precision Blending Inc. (Exp.)	Manufacturer	15	No
6.	2013	SRAM/Quarq Technologies (Exp.)	Manufacturer	35	No
7.	2013	Spearfish Regional Hospital (Exp.)	Healthcare	462	No
8.	2012	TMone (New)	Call Center	225	No
9.	2012	AutoZone (New)	Retail	10	No
10.	2010	Edgewood Vista Assisted Living (Exp.)	Healthcare	80	No

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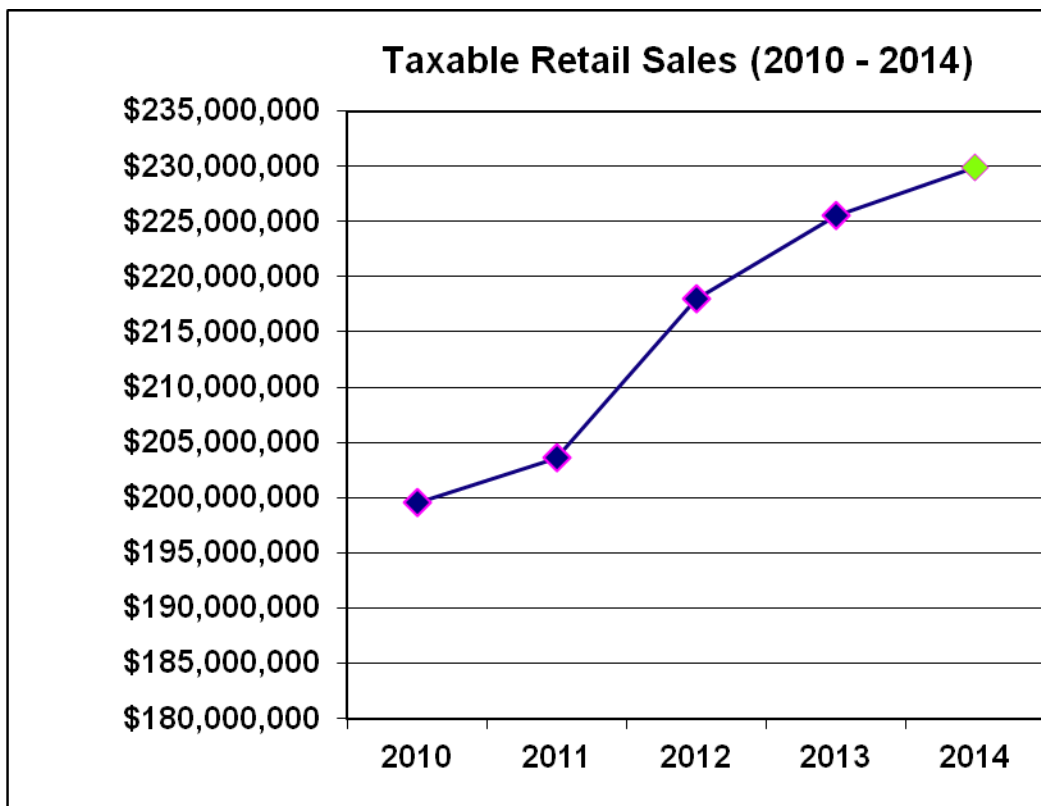
## Retail Trade

Spearfish, the retail hub of the Northern Black Hills traditionally draws customers from within a 4 county area. According to a retail trade analysis completed by the Retail Coach in 2013, the primary retail trade area for Spearfish has a population of 54,631. The secondary trade area has a population of 113,645. Major population centers within these four counties are located within **15 minutes** of Spearfish and include the communities of Belle Fourche, Sturgis, Lead, Deadwood, Whitewood and Sundance, WY.

### Primary Retail Trade Area



Since 2010, taxable retail sales in Spearfish have increased by 15%. This growth has been fueled by increased market demand and numerous retail additions within the community.

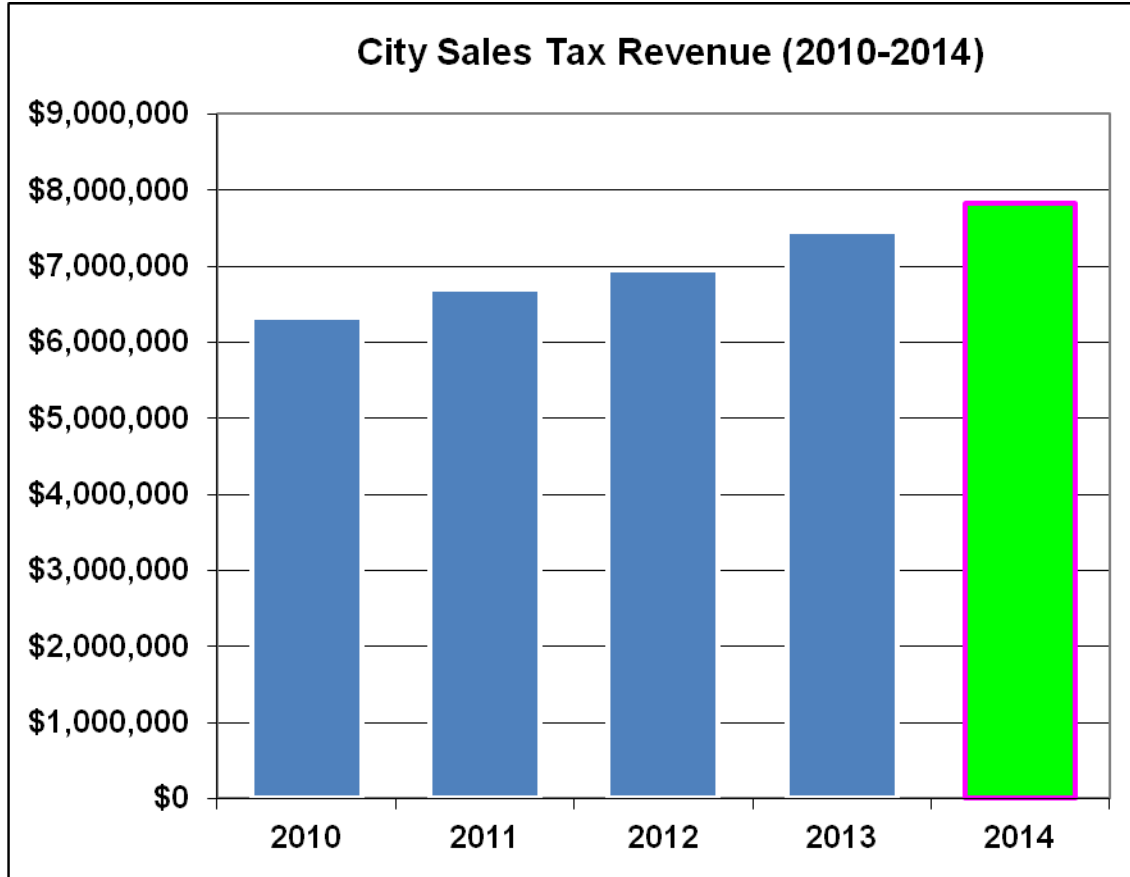


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## Sales Tax Revenue

Since 2010, Spearfish has experienced a 16% growth in municipal sales tax revenue.



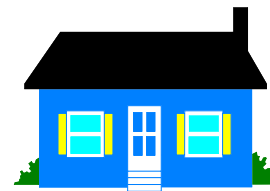
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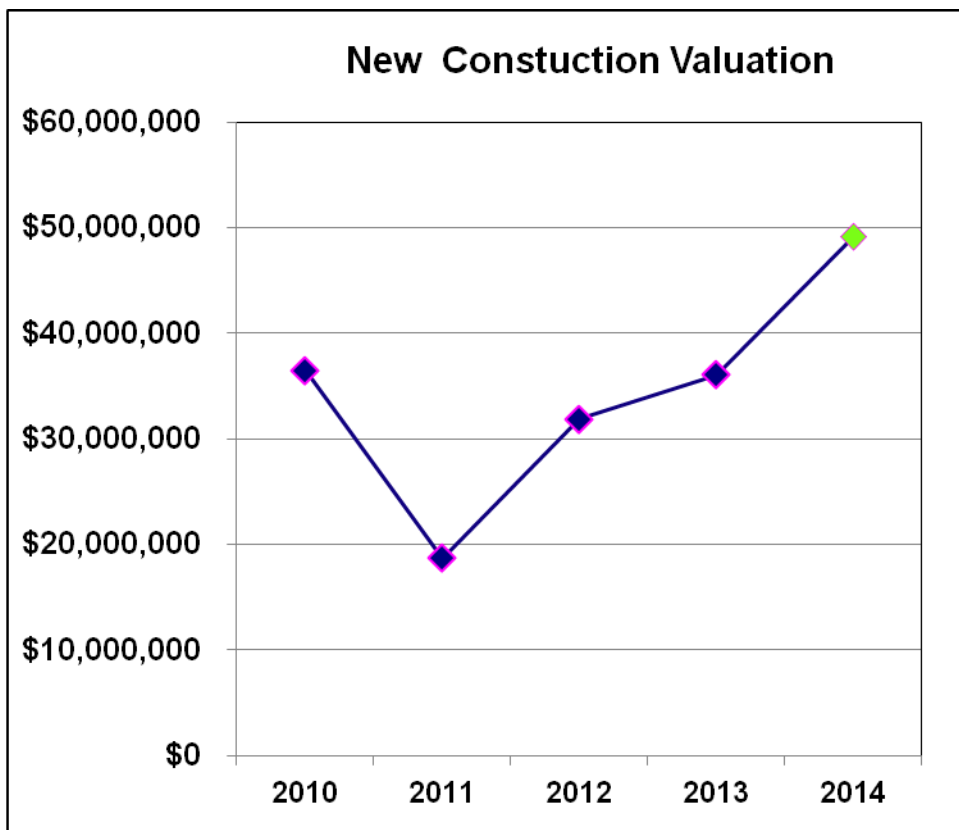
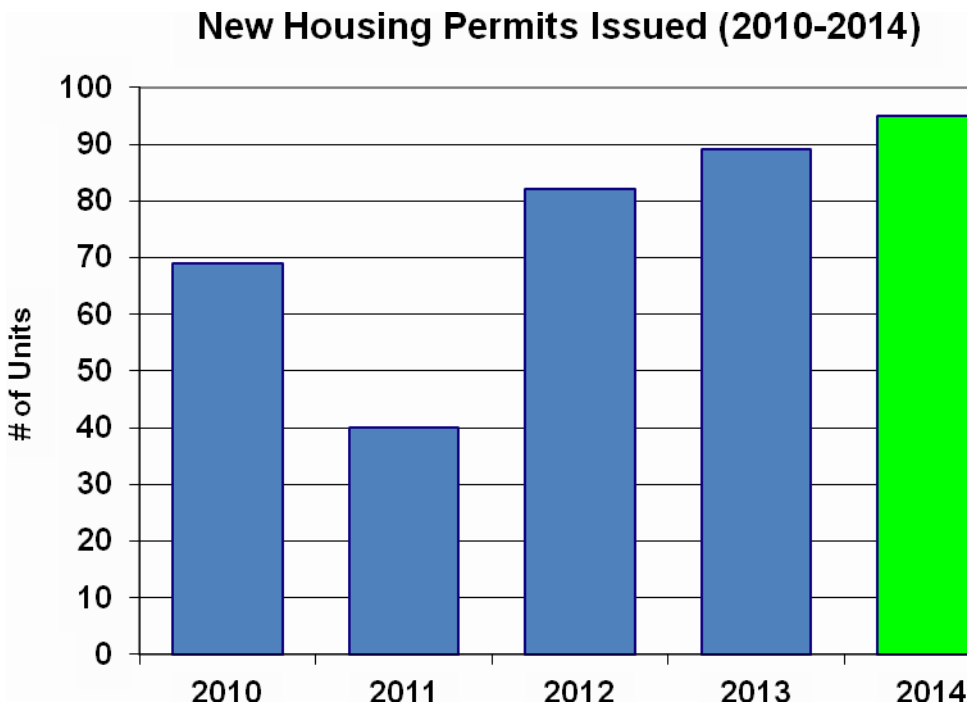
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## Housing

**Average Monthly Rent For Two Bedrooms:** \$475 Apartment

**Median Home Value (purchase price):** \$174,594





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## Property Taxes (payable 2015)

Residential	Commercial
9.03 School District	13.88 School District
4.56 Lawrence County	4.56 Lawrence County
<u>2.97</u> City of Spearfish	<u>2.97</u> City of Spearfish
<b>\$16.56 per \$1,000 valuation</b>	<b>\$21.42 per \$1,000 valuation</b>

**FACT: Spearfish has the 2<sup>nd</sup> lowest tax levy when compared to all Class A cities in SD.**  
**Effective Tax Rate: 2.5%**

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## Education

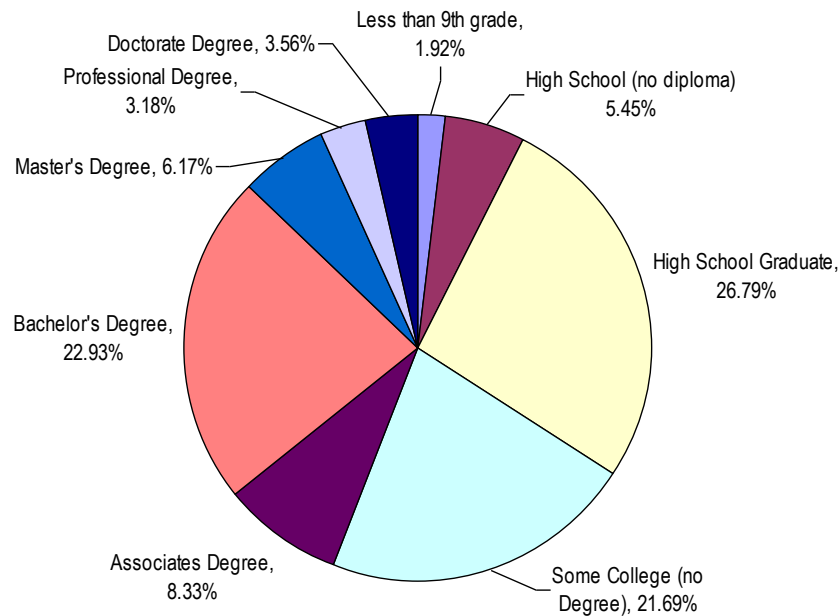
**School District:** Spearfish School District

<u>Type</u>	<u># of Schools</u>	<u>Pupil: Teacher Ratio</u>	<u>Enrollment</u>
Elementary	3	21:1	1,051
Mid/Jr. High	1	27:1	483
Sr. High	1	25:1	609
Total	4		2,143
Parochial Schools	2		



Avg. ACT Test Score: 23.2 (National Avg. = 20.9)

### Education Attainment Pop. Age 25+



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## Local University

**Name:** Black Hills State University  
**Location:** Spearfish, SD  
**Enrollment:** 4,407

Spearfish is home to Black Hills State University, a four-year state sponsored institution providing high quality academic and professional programs. Black Hills State University provides programs to over 4,000 students in business, education, science, mathematics, industrial technology, travel industry mgmt., social sciences and wellness. Completing these programs BHSU offers 2 associate degree programs, 23 pre-professional programs and 3 mater's degrees.



Degrees offered include Associates of Science, Bachelor of Arts, Bachelor of Science, Bachelor of Science in Education and Masters in Education and Tourism.

BHSU is willing and eager to work with both new and existing businesses in the area. Many students pursuing advance studies at BHSU don't fit the typical "college student" profile: over 35% of students attending Black Hills State University are twenty-three and older and work either full or part-time jobs.

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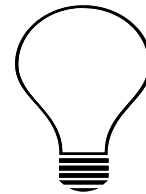
## Utilities

### Electricity

**Supplier:**

Butte Electric Cooperative  
PO Box 137, Newell SD 57760  
605-456-2494

Black Hills Power  
145 E. Hudson, Spearfish SD 57783  
605-642-2663



### Telecommunications

**In-State Service Supplier:**

US West Communications  
800-244-1111

SDN Communications  
888-202-1034

Vast Communications  
605-722-2000 (local office)

Midcontinent Communications  
605-642-9600 (local office)



### Natural Gas

**Supplier:**

Montana Dakota Utilities  
605-642-3029 (local office)



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### **Water**

**Supplier:** City of Spearfish  
**Source:** Wells - 100%  
**System Capacity:** 8.7 mgd  
**Average Daily Usage:** 1.79 mgd

### **Wastewater**

**Local Supplier:** City of Spearfish  
**Type of Treatment:** Mechanical Tertiary  
**System Capacity:** 1.65 mgd  
**Present Usage:** 0.95 mgd

### **Solid Waste**

**City:** City of Belle Fourche - 90%, recycled, 10% - Spearfish City Rubble Site  
**Classification:** B-11  
**Life Expectancy:** 16-20 Years  
**Expansion Plans:** Yes - Belle Fourche will purchase additional land



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## **Transportation**

**Major Highways:** Interstate 90 and US 14, 85, 385

**Motor Carriers:** 22

**Distance to Nearest Rail Service:** 11 miles



#### **Air Service:**

**Distance to nearest general aviation airport:** .5 miles

**Airport Name:** Lawrence County Airport

**Runway Length:** 5,498

**Private Hanger Space:** Yes

**Maintenance:** Yes

**Distance to nearest commercial airport:** 50 miles

**Commercial Airport Name:** Rapid City Regional Airport (United, American Airlines, Delta, Allegiant)

**Runway Length:** 8,701

#### **Daily Nonstop Flights:**

Denver	Chicago	
Minneapolis	Dallas	Atlanta
Las Vegas	Salt Lake City	Phoenix

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## **Commercial/Industrial Services**

**Machine Shops:** 2

**Newspaper:** 2 daily, 1 weekly

**Tool & Die Services:** 1

**Motels/Hotels:** 17

**Distance to Nearest Electrical Motor Repair Shop:** 15 miles

**Cable TV:** 200 channels

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## Municipal Services

**Type of Local Government:** Mayor & Council

**City Zoning Ordinance:** Yes

**Police Force:** 20

**County Zoning Ordinance:** Yes

**Fire Dept. Personnel:** 61 Volunteers

**Percentage of Paved Streets:** 100%

**Fire Insurance Rating:** Class 4

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## Health Facilities

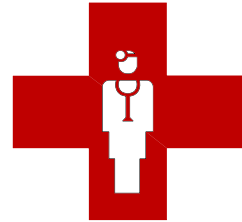
**Hospitals:** 1

**Clinics:** 3

**Medical Doctors:** 33

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## Media Outlets

**Print:**

Black Hill Pioneer	642-2761 (daily)
Rapid City Journal	642-8822 (daily)

**Radio:**

Duhamel Broadcasting	642-5747
Haugo Broadcasting	343-0888
Gold Rush Broadcasting	578-1826
Rushmore Radio	343-6161
Creative Broadcasting	722-2511

**Television:**

KEVN Fox	394-7777
KNBN NBC	355-0024
KOTA ABC	342-2000
KELOland CBS	341-1500

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## Climate

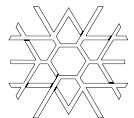
**Average high temperature (January):** 36°

**Average high temperature (July):** 85°

**Average annual precipitation:** 20.27 inches

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## Culture & Recreation

Rated by National Geographic's Adventure Magazine as one of the "Top 50 Best Places" to Live and Play and only one of 8 cities selected as a "**Hot Spot**" in America, Spearfish is an outdoor sports enthusiast's dream. Residents and tourists alike enjoy world-class blue ribbon trout fishing, pristine golf courses and hundreds of miles of Mt. biking, snowmobiling, x-country skiing and hiking trails.

- 17 City Parks**
- 2 Public Recreation Centers**
- 1 Skateboard/Bike Park**
- 2 Golf Courses (1 private/1 public)**
- 4 Running Tracks (2 indoor)**
- 1 Six-Plex Movie Theater**
- 5 Live Performance Theaters**
- 1 Biking/Walking Path (6 miles)**
- 2 Disc Golf Courses**



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## Demographics/Social Economics Greater Spearfish Area (5-mile radius)

<b>2014 Est. Population</b>	15,105
<b>2014 Est. Median Age</b>	35.6
<b>2014 Est. Average Age Population</b>	39.5
<b>2014 Population By Race</b>	
White	92%
American Indian	2%
African American	1%
Asian	1%
Other	4%
<b>2014 Est. Workers Travel Time to Work</b>	
Less Than 15 Minutes	62%
15 – 29 Minutes	23%
30 – 44 Minutes	6%
45 or more Minutes	10%
Avg. Travel Time to Work	19.18 minutes
<b>2014 Occupied Units</b>	
Owner Occupied	58%
Renter Occupied	42%
<b>2014 Avg. Household Size</b>	2.15
<b>2014 Households By Income</b>	
Income less than \$15,000	1,050 = 16%
\$15,000 – \$24,999	900 = 14%
\$25,000 – 34,999	681 = 11%

\$35,000 - \$49,999	808 = 13%
\$50,000 - \$74,999	1,058 = 17%
\$75,000 - \$99,000	801 = 13%
\$100,000 - over	1,107 = 16%

<b>2014 Est. Average Household Income</b>	\$63,275
<b>2014 Est. Median Household Income</b>	\$45,602
<b>2014 Est. Median House Value</b>	\$180,880

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