



SPEARFISH ECONOMIC DEVELOPMENT CORPORATION

BUSINESS NEWSLETTER

Volume 5, Issue 8 | August 2020

SEDC Awards Rainbow Trois to Local Businesses

Spearfish Economic Development Corporation (SEDC) recently sent a Business Retention and Expansion (BRE) survey to its entire membership with the incentive of being entered into a drawing for a case of *Rainbow Trois*, the new collaboration IPA created by Crow Peak Brewing, Sawyer Brewing, and Spearfish Brewing. Proceeds from the sale of *Rainbow Trois* go toward supporting the D.C. Booth Historic National Fish Hatchery and Archives.

One of the main missions of SEDC is to help local businesses thrive. Through the BRE survey, SEDC was able to gain a better understanding of individual businesses along with their perception of the Spearfish economic climate.



After completing the survey, Jeremy Hoven of Black Hills Community Bank and Kelsie Darling of Quik Signs were chosen as the lucky prize winners. The cases of beer were hand-delivered by SEDC staff earlier this week.

On behalf of SEDC, thank you to all who participated in the survey.



Place Matters

The Role of Placemaking in Economic Development

The most widely understood definition of placemaking is the practice of creating or enhancing a community's assets to improve its overall attractiveness and livability. This includes large-scale projects such as the creation of public spaces and transportation infrastructure, but also smaller-scale efforts such as pop-up retail and downtown beautification.

As the knowledge-based and skilled labor economy continues to grow, the talented workers who fuel it will continue to seek towns and cities that offer housing choices, recreational and cultural opportunities, and an enhanced quality of life. As businesses increasingly rely on knowledge workers, they find themselves with different workforce challenges than they previously faced. According to a survey of 150 founders of the nation's fastest-growing companies, access to talent was the most frequently cited factor in determining where to locate their companies.

Because talented workers are mobile and in high demand, they often decide to live and work in communities with a high quality of place. Subsequently, communities that incorporate placemaking initiatives into their community development strategies often manage to attract high-quality talent, increase employment opportunities for current residents, and expand their tax base.

As the public's expectations of place has changed, so too has its expectations of community and economic development. According to an American Planning Association poll of millennials and baby boomers, sixty-eight percent believe the best way to make economic improvements over the next five years is through local investments that make cities, suburbs, small towns, and rural areas desirable places to live.

In order for us to retain and attract multi-generational talent, it is vital that we continue to make Spearfish a vibrant and desirable place to live. The Jackson Boulevard reconstruction project, the proposed sports fields complex at Exit 17, facility improvements on the BHSU campus, and significant private sector investments throughout the entire community are all great examples of Spearfish's placemaking efforts.

Creating quality places requires partnerships, creative thinking, and a willingness to look honestly at both the assets and shortcomings of a community. By working together, we can continue to make Spearfish the community of choice for economic opportunity.

SEDC Sponsors Cowboy Supper Shows at High Plains Western Heritage Center



As a show of support for our local visitor industry, SEDC is proud to sponsor the remaining Cowboy Supper Shows at the High Plains Western Heritage Center.

This is the Northern Hills' only chuckwagon supper and cowboy music show. The supper will be served by Cheyenne Crossing and the music and comedy show, a 45-minute event held in the Bruce Miller Theater, will be led by Orion and Stacey Potter.

Shows will be held on Tuesday nights at 5:00 p.m. from August 18th through September 15th. You can learn more and buy tickets on the event website.

[Event Website](#)

Spearfish to Host 2nd Annual 605 Black Hills Classic Beer & Music Festival

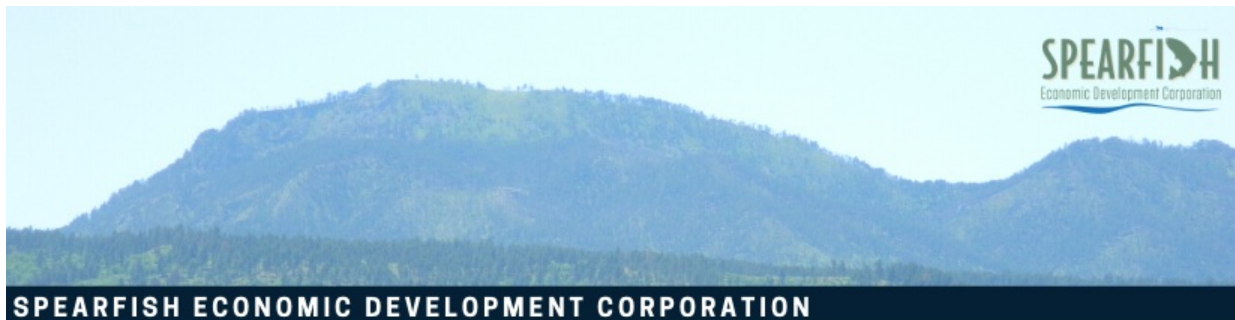


SEDC will help sponsor the 2nd Annual 605 Black Hills Classic to be held at Lions Park in Spearfish from 12:00 - 4:00 p.m. on September 12.

The event, which is hosted by 605 Magazine, will feature unlimited beer tastings from 20+ South Dakota breweries, music from Camp Comfort and Chelsea Dee & Company, SD trivia, food trucks and vendors.

Tickets are available on the event website for \$30 or will be \$35 at the door.

[Event Website](#)



BUSINESS SPOTLIGHT

Tropical Smoothie Cafe

Written by Cayley Schmitt

Tropical Smoothie Café owner, Kelli Ewert, recently decided to “take a chance” and start a business. Kelli, who has lived in Spearfish for the last 14 years and has worked as a Registered Nurse at the VA, wanted to “start



and invest in something that the community would embrace.” On December 6, 2019, Tropical Smoothie Café officially opened in Spearfish on Platinum Drive just off Exit 14.

Kelli’s mission at Tropical Smoothie Café is to “inspire healthier eating options for the community to enjoy.” Her restaurant, which has drive-thru and curbside delivery services, offers healthier options than most fast food establishments. With over 20 different smoothies and over 25 other food choices, there is something on the menu for everyone to enjoy.

Kelli strives to make Tropical Smoothie Café a “family-centered place” not only for her customers, but also for her employees. Two of her employees are her children - one of five sets of siblings that work there! Kelli chooses to employ the youth of the Spearfish community, mentoring them on how to maintain a healthy work-life balance and providing them with a safe and fun work atmosphere.

Caring for her employees has contributed to what she considers her business’s biggest success so far: its high employee retention rate. The business employs 45 workers with between 14 and 20 working each day, and she has over 300 applications on file from others wanting to work there! Kelli believes that the success of her business “is measured by those who have a stake in the business,” and by that she means her employees.

Without the support that the Spearfish community has given her and her business, Kelli knows that starting out, especially with the issues that coronavirus has created, would be much more difficult. Because of the support she has been given, she has generously given her support back to the community in many ways. In the 8 months of being open, Tropical Smoothie Café has sponsored 8 different youth organizations in Spearfish including the Gymnastics Academy and youth baseball. During the COVID-19 crisis, she has donated and delivered over 300 smoothies to healthcare workers and first responders, as well as gift cards to various local non-profit organizations working to provide relief. “Community is everything,” Kelli says, “and we do everything we can to support ours!”

Kelli has been learning a lot about opening and running a business, which she admits can be scary. But “if you put your heart and mind to it, the rewards definitely outweigh the challenges.” Her advice is to realize that “you are in charge of your own future,” so “take a chance [because] life is short.”

We encourage you to stop by Tropical Smoothie Café, try a new fresh fruit smoothie, and thank Kelli and her employees for the great work they do. We are so glad to have this business here in Spearfish!

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 take a photo of yourself and staff to be used in the following month's newsletter.

[Business Spotlight Interest Form](#)

Local Journalism Sustainability Act

The Local Journalism Sustainability Act is bipartisan legislation that will provide direct financial incentives to support local journalism. It contains a series of three tax-credits aimed at providing a pathway to viability for local journalism in the years to come, while also assisting the advertising efforts of small-to-medium sized businesses.



The credits are as follows:

Credit for Local Newspaper Subscriptions. A five-year non-refundable credit of up to \$250 annually to incentivize individual subscriptions to local newspapers, defined as print and online publications which primarily produce content related to news and current events and which have a majority of their readership within the publication's state of operation or within 200 miles. The credit can cover 80% of subscription costs in the first year and 50% of subscription costs in the subsequent four years.

Payroll Credit for Compensation of Journalists. A five-year refundable credit for local newspapers (utilizing the same definition as above) to employ and adequately compensate journalists. The credit can be up to \$25,000 in the first year and \$15,000 in the subsequent four years.

Credit for Advertising in Local Newspapers and Local Media. A five-year non-refundable tax credit that would incentivize small-to-medium-sized businesses to advertise with local newspapers (utilizing the same definition as above), as well as local radio and television stations. The credit can cover up to \$5,000 of advertising costs in the first year and \$2,500 in the subsequent four years.

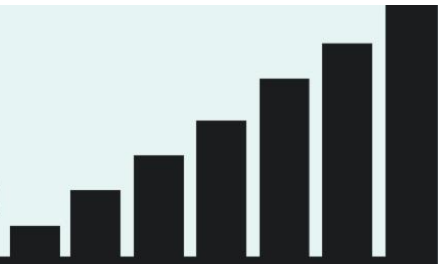
These credits will encourage Americans to subscribe to local publications, help those publications retain and compensate journalists, and provide businesses and publications alike with much-needed advertising dollars. Taken together, implementing these credits will help sustain local journalism throughout the

United States.

Local newspapers are essential to ensuring the public remains informed, as well as an important component of many small business marketing campaigns. We would encourage you to contact our elected officials to voice support for this important piece of legislation.

[Click Here for the Full Text of the Bill](#)

BY THE NUMBERS



Spearfish City Reports:

BUILDING PERMITS	2020	2019	YTD 2020	YTD 2019
New Residential	6	9	59	35
New Commercial	2	2	9	7
Total Permits	79	37	275	210
Total Dollars	\$4,978,182	\$6,276,002	\$31,083,697	\$23,335,486

SALES TAX	2020	2019	YTD 2020	YTD 2019
2nd Penny Sales Tax	\$666,646	\$436,616	\$2,460,323	\$2,200,364
Hospitality Tax	\$95,186	\$68,637	\$356,338	\$332,079

BUILDING PERMITS AND SALES TAX ARE BASED ON THE MOST RECENT CITY OF SPEARFISH REPORT FROM JULY OF 2020

SD Dept. of Labor Reports:

Labor Force 2020 2019

CITY OF SPEARFISH

Total Labor Force	6,578	6,404
Total Employed	6,019	6,229
Total Unemployed	59	175
% Unemployed	8.5%	2.7%

LAWRENCE COUNTY

Total Labor Force	14,162	13,642
Total Employed	12,866	13,245
Total Unemployed	1,296	397
% Unemployed	9.2%	2.9%

NORTHERN HILLS

(BUTTE, LAWRENCE, MEADE, & PENNINGTON COUNTIES)

Total Labor Force	92,330	93,202
Total Employed	84,660	90,468
Total Unemployed	7,670	2,734
% Unemployed	8.3%	2.9%

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

Local Economic Development News

BH Pioneer:

[Spearfish to receive \\$2.6 million in CARES funds](#)

[Spearfish updates public on Jackson Blvd. Phase 2 construction](#)

[New daycare options coming to Spearfish Rec Center](#)

[Black Hills Physical Therapy celebrates silver anniversary](#)



Newscenter1:

KOTA:

[Spearfish hatchery researching how to eliminate unwanted fish in Idaho](#)

Get Involved in the Community!

Women in Networking Virtual Breakfast

Hosted by SD CEO

Tuesday, August 11th from 8:30 - 9:00 a.m.

Virtually via Zoom

[Register Here](#)



Community Fish Fry

Hosted by the Spearfish Chamber of Commerce

Thursday, August 20th from 5:30 to 6:30 p.m.

Spearfish City Park

[Register Here](#)



Downtown Friday Nights

Hosted by the Downtown Business Association

Every Friday from 6:00 to 9:00 p.m.

Main Street in Spearfish

[Learn More Here](#)



Black Hills Super Six

Benefits Northern Hills Casa

Saturday, August 22nd at 8:00 and 10:00 a.m.

Big Hill Trails

[Learn More Here](#)



DaCOVID Five-O Virtual Race

Hosted In Place of the Dakota Five-O

To-Be-Determined Course

[Learn More Here](#)



Spearfish Chamber Mixer

Hosted by Spearfish Area Chamber of Commerce

Thursday, August 27th from 4:00 to 6:00

Creekside Bean and Vine

[Learn More Here](#)



Spearfish Art, Wine & Food Truck Festival

Hosted by Downtown Spearfish

Saturday, September 5th from 12:00 to 4:00 p.m.

Main Street in Spearfish

[Learn More Here](#)



605 Black Hills Classic Beer & Music Festival

Hosted by 605 Magazine

Saturday, September 12th from 12:00 - 4:00 p.m.
Lions Park in Spearfish
[Learn More Here](#)

605
BLACK HILLS
Classic



High Plains
WESTERN HERITAGE CENTER
Spearfish, South Dakota



High Plains Country Jamboree
Hosted by High Plains Western Heritage Center
Tuesdays at 5:00 p.m. Until Sept. 15th
High Plains Western Heritage Center
[Learn More Here](#)

*Please share your upcoming events with fellow SEDC members and friends.
Send your events to [Cayley Schmitt](#), SEDC Marketing Coordinator, to be
included in upcoming SEDC monthly newsletters.*



growing business by nature

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Let's Be Friends!

