



SPEARFISH ECONOMIC DEVELOPMENT CORPORATION

**BUSINESS
NEWSLETTER** 

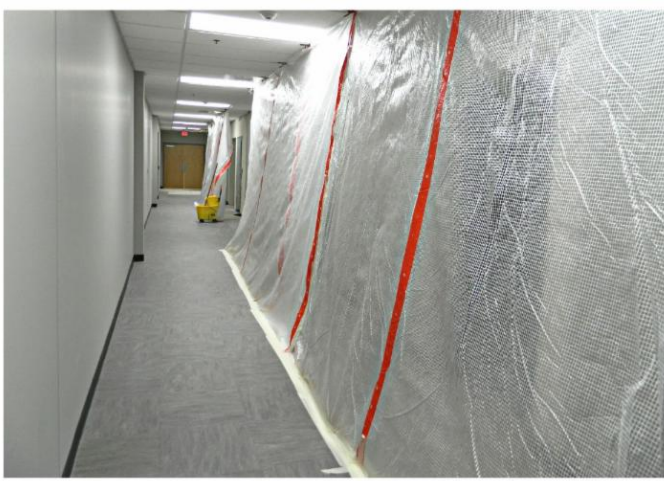
Volume 7, Issue 12 | December 2022

South Dakota "One Stop Shop" Continues to Take Shape within the Atlas Building



Department of Public Safety Cabinet Secretary Craig Price and others cut the ribbon for the Spearfish driver licensing exam station.

The Department of Public Safety (driver licensing exam station) and Department of Human Services have officially relocated their offices to the Atlas Building in Spearfish! Construction continues on the west side of the building to house the Department of Labor, the Department of Social Services, and the Department of Health. Stay tuned to the SEDC Newsletter for more updates.



SEDC Annual Meeting 2023

Mark your calendars for SEDC's Annual Meeting, January 19th 2023.

More information to come!

SPEARFISH ECONOMIC DEVELOPMENT CORPORATION

BUSINESS SPOTLIGHT

Eye Love Spearfish Optical Boutique

Dr. Antwan Randolph, OD

Est.: November 2021

Employees: 3

2549 Yukon Place

Spearfish, SD 57783

www.eyelovespearfish.com



What is your background/How did you get involved in this business?

I knew from a fairly young age that I wanted to pursue a career in Optometry. While working my externship under the vision coach of the NY Yankees and the NY Knicks, I discovered my passion for a facet of my profession: Sports Vision and Vision Therapy.

What inspired the start of your business?

When we relocated back to my wife's hometown

What are some of the most popular products or services that you sell or provide?

Our eyewear selection! We definitely have a passion and desire for well made, unique eyewear. A majority of the frame lines we carry are exclusive to Eye Love in our area. We truly try offer something for everyone. Our newest line, Ethnicity is specifically designed to celebrate what makes individuals unique. You have to come see them!

area in 2020, our family needed stability and security during the somewhat unknown time our country was experiencing. There was not much hiring happening at the time. We prayed on what our path forward looked like. We decided to trust, replant our roots and take the step towards a business we had dreamed of for many years. It has been strongly placed on our hearts to try our best and use the gifts given by God to benefit the lives of others. We also have five children to provide for so that was a driving force!

What is one of the biggest challenges your business has faced?

Growing a patient base in our small town community.

What is one thing people may not know about your business?

We are equipped and able to offer the newest innovations in optometric technology. One instrument in particular, The Neurolens measurement device. The most accurate way of measuring eye misalignments that could be the cause of migraines, neck and back stiffness or eye strain.

What makes your business unique?

We have a strong passion and particular interest in vision development. Specifically vision therapy, which is like physical therapy for the eyes and the brain. After a thorough vision evaluation an individualized plan is created for the patient. Therapies begin with activities and exercises that are easily accomplished and gradually change in complexity until a particular visual skill is automatic or natural to the patient.

What do you enjoy most about doing business in Spearfish?

The community. It's a warm and welcoming community. It's home.

How does your business give back to the Spearfish Community?

We are members of the Chamber and SEDC, we have partnered with back to school giveaways for BHSU, donated time and resources to Young Life and we are present. We desire to be involved and to find the areas where we can serve.

What opportunities do you see for your business's future?

The ability and space to combine Vision Therapy with Music and Art Therapy. Teaching the body (the eyes) to use both sides of the brain at the same time can be fun! Why not combine the "Arts" and take it to a whole other level?

If you could go back in time, knowing what you know now, is there anything you would do differently in regards to your business?

No, we honestly just feel blessed to have the opportunity to make this investment in our community.

Do you have any advice you would give to others wanting to work in or run a business like yours?

Trust in the Lord with all of your heart and lean not on your own understanding; In all your ways acknowledge Him, and He shall direct your paths Proverbs 3:5-6

What is one of your business's biggest successes?

Hitting the one year mark!

What is the nicest thing a customer has ever said to you about your business?

"This appointment was very much like talking with an old friend." That was my first time meeting the gentleman who said this and those words really touched me. This is the desire for our interactions with our patients.

Does your business have a slogan or motto?

Eye Love Manifesto: We believe in human kindness, knowing that if we all relate to one another in love and understanding, God smiles.

Is there anything else about you or your business that you would like to share?

My wife, children and I are blessed to be back in her hometown community. We cannot thank you all enough for your welcome and support. It feels good to be home!

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



Gov. Noem and Gov. Gordon Tell Forest Service to Revise Assessments for Black Hills National Forest

PIERRE, S.D. – Governor Kristi Noem and Wyoming Governor Mark Gordon have urged the Supervisor of the Black Hills National Forest to produce another set of draft assessments for the Forest’s Plan Revision process. You can find their letter to Supervisor Tomac [here](#).

“We request that the Forest Service produce another set of draft assessments with a public comment period, that those assessments include citations for factual statements, and that they contain discussion of why one authority was relied upon over another,” wrote Governor Noem. “We look forward to meaningful participation in the Black Hills National Forest’s Forest Plan Revision process.”

In recent years, timber mills in the Black Hills have struggled to keep the doors of their business. Under logging constraints, one mill has already closed in South Dakota.

“We are concerned about the apparent desire of the Forest Service to drastically reduce the timber program in the Black Hills National Forest,” continued Governor Noem.

The Governors pointed to flawed statements “not backed by scientific material” in the Black Hills National Forest Plan revision assessments. These flaws included errors in both the data analysis and assumptions in the Black Hills Timber Sustainability General Technical Report.

“If the inaccuracies are not addressed, it will be difficult for our states to have confidence in the outcome of the Forest Plan Revision,” wrote the Governors.



SPEARFISH ECONOMIC DEVELOPMENT CORPORATION

THE MORE YOU KNOW

Strategic Planning

www.sba.thehartford.com | Updated October 21, 2022

What is Strategic Planning?

What is a strategic plan? Strategic planning in management is the process of documenting and establishing the direction of your small business--by assessing both where you are and where you're going. So, what is the purpose of a strategic plan? And what does an effective strategic plan consist of? A company's strategic plan consists of it's:

- Mission
- Vision
- Values
- Long-term goals
- Action plans

A well-written strategic business plan can play a pivotal role in your small business's growth and success because it tells you and your employees how best to respond to opportunities and challenges.



In recent years, many small business owners have been focusing on long-term planning. In fact, in 2020, there were three business areas that small businesses focused on strategy for, including:

- 46% in sales
- 41% in advertising
- 36% in customer service



46%
in sales



41%
in advertising



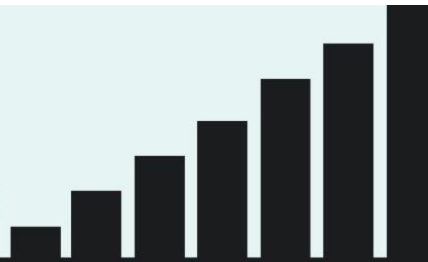
36%
in customer service

If you haven't been focusing on a long-term business planning process, it's not too late to think differently. Your future success depends on effective organizational strategic planning. It's also important to remember that a strategic planning process model involves your entire business. The discussions that result can lead to meaningful changes in your business. The purpose of strategic planning is to also analyze your business and set realistic goals and objectives. This leads to the creation of a formal document that lays out the company's views and strategic goals for the future.

For strategic plan examples, checklists
and helpful videos from this article:

[Click Here](#)

BY THE NUMBERS



Spearfish City Reports:

BUILDING PERMITS	2022	2021	YTD 2022	YTD 2021
New Residential	4	11	113	111
New Commercial	1	3	16	10
Total Permits	27	45	384	483
Total Dollars	\$4,806,714	\$14,374,399	\$94,266,654	\$81,387,683

SALES TAX	2022	2021	YTD 2022	YTD 2021
2nd Cent Sales Tax	\$461,055	\$406,543	\$5,357,569	\$4,806,446
Hospitality Tax	\$66,575	\$59,135	\$821,767	\$799,016

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

SD Dept. of Labor Reports:

Labor Force 2022 2021

CITY OF SPEARFISH

Total Labor Force	6,681	6,507
Total Employed	6,525	6,350
Total Unemployed	156	157
% Unemployed	2.3%	2.4%

LAWRENCE COUNTY

Total Labor Force	14,272	14,117
Total Employed	13,954	13,797
Total Unemployed	318	330
% Unemployed	2.2%	2.3%

NORTHERN HILLS

(BUTTE, LAWRENCE, MEADE, & PENNINGTON COUNTIES)

Total Labor Force	93,895	91,830
Total Employed	91,850	89,277
Total Unemployed	2,045	2,553
% Unemployed	2.2%	2.8%

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



Legislative News Updates

Thune, Lujan, Klobuchar, Fischer Introduce Bipartisan Legislation to Increase Access to Rural Broadband

"Expanding access to broadband services and connectivity in rural areas across South Dakota has long been a priority for me," said Thune. "Access to these broadband services is typically determined by where live, which often leaves rural communities in the dust."

[Read More](#)

Building the Strongest Economy in America

Governor Kristi Noem: South Dakota is setting our next generation up for success because of the growth that we have achieved, together. Because of the new businesses that have moved into the state, there are more good paying jobs for our kids when they graduate.

[Read More](#)

Flanagan, Sleep, Jennings Capture Lawrence County Commission Seats

Lawrence county voters chose incumbents Brandon Flanagan, R-Spearfish, Richard Sleep, R-Spearfish and newcomer Eric Jennings, R-Spearfish to fill three vacant seats in the Lawrence County Commission race in Tuesday's general election.

[Read More](#)

South Dakota Department of Tourism Wins International Marketing Awards

The South Dakota Department of Tourism will be honored at the annual Adrian Awards ceremony for travel marketing excellence by the Hospitality Sales and Marketing Association International (HSMAI).

[Read More](#)

Johnson, Lummis, Stanton Introduce Bipartisan, Bicameral Highway Permitting Reform Legislation

The legislation would direct the Federal Highway Administration (FHWA) to select a minimum of ten federal highway projects to demonstrate the use of interactive, digital, cloud-based platforms in carrying out the environmental analysis and community engagement processes required in FHWA projects.

[Read More](#)



Local Development News

[Sage and Cedar Brings Herbal Health Options to the Black Hills](#)

[First DUNE Science Components Arrive at SURE](#)

[U.S. News & World Report Ranks BHSU Among Best Colleges](#)

[Timber Industry Wins Appeal to Forest Service for GTR Review](#)

[Driver Licensing Exam Station Moves to Industrial Dr.](#)

[Friendly Fashion Freckled Fox](#)

[BHSU Preparing Students for Beyond the Classroom with Career Development Center](#)



Get Involved In The Community!

Winter Wonderland

Spearfish Optimist Club
December 16, 17 & 23 | 5 PM - 8 PM
10619 Roughlock Falls Rd, Lead
[Learn More Here](#)

Christmas on the High Plains

Hosted by High Plains Western Heritage Center
Sunday, Dec. 18 | 2 PM
High Plains Western Heritage Center
[Learn More Here](#)

Sasquatch Store Grand Opening

Spearfish Sasquatch
Wednesday, Dec. 14 | 3 PM - 6 PM
1940 North Ave, Unit 1
[Learn More Here](#)

Ugly Sweater Christmas Eve Party

Saturday, Dec. 24 | 12 PM
Spearfish Brewing Co.
[Learn More Here](#)

Spearfish Canyon Express

Spearfish Canyon Lodge
Sunday, Dec. 18 | 12 PM - 4 PM
10619 Roughlock Falls Rd, Lead
[Learn More Here](#)

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!

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