



SPEARFISH ECONOMIC DEVELOPMENT CORPORATION

**BUSINESS
NEWSLETTER** 

Volume 7, Issue 2 | February 2022

2021 Progress Video



SEDC releases annual economic development progress video

2021 was a year of partnership and progress not only for SEDC, but for the entire community of Spearfish. Take a look at this year's progress video for a summary of the positive growth and progressive change Spearfish experienced in the past year.

[Watch on YouTube](#)

A Note from the Executive Director

SEDC Executive Director Kory Menken | February 1, 2022

SEDC Members:

Thanks to your ongoing support and partnership, 2021 was a busy and exciting year for both Spearfish and Spearfish Economic Development Corporation (SEDC). In addition to our ongoing business retention and recruitment efforts, SEDC played a key role in helping to address a variety of critical community issues including workforce development, the continued diversification of our economic base, workforce housing, and advocating for the important role Black Hills State University plays throughout the entire Black Hills area.



In 2021 we were able to resume our in-person Lunch and Learns, released our inaugural Legislative Priorities, and expanded efforts to keep the SEDC membership informed on important business issues and potential finance opportunities. We sincerely hope the information, advocacy, and guidance provided by SEDC has been of value to you and your respective businesses.

SEDC also partnered with Black Hills State University to launch a successful new internship program in 2021. The program provides part-time, paid work experience to BHSU students in positions related to their course of study while also providing our local businesses with affordable help and a potential pipeline of future employees.

Last year was also a great year for the Spearfish Business Park and the Atlas Building with the announcement of Pacific Stainless Products and the arrival of Crow Peak Cabinetry to the Spearfish community. We anticipate more announcements in the coming months.

None of this would be possible without the financial investment and active involvement of the SEDC membership. Thanks to your generous support, SEDC membership investment has increased by 55% over the past five years allowing us to continue to evolve as an organization and expand both our services and mission.

We look forward to continuing to work as a team in promoting sustainable and strategic growth for the Spearfish community in 2022 and beyond.

Kory Menken,
SEDC Executive Director

SEDC Hosts 42nd Annual Meeting



2021 SEDC President Kevin Rhoades thanks outgoing SEDC Board members Darcy Harbott, Whitney Driscoll & Barb Cline

The Board of Directors and staff of Spearfish Economic Development Corporation (SEDC) hosted the 42nd Annual Meeting in-person on Thursday, January 20 at the Spearfish Holiday Inn Convention Center. The event began by recognizing outgoing SEDC Board members, incoming Board members, and the 2022 Board officers.

Outgoing Board Members:

Will McElroy
Whitney Driscoll
Darcy Harbott
Barb Cline

Incoming Board Members:

Tate Johnson
Jess Weaver
John Buxton
John Reiners

2022 Board Officers:

Joe Conklin, President
Kevin Rhoades, Past-President
Priscilla Romkema, President-Elect
Jenni Sneesby, Vice President
Ryan Wordeman, Secretary/Treasurer

The 2021 Spearfish Progress Video was publicly unveiled at the event followed by the inaugural Economic and Community Development Panel, which was moderated by SEDC Executive Director Kory Menken. Panelists representatives from the Mount Rushmore Area Association of Realtors,

Monument Health, the Governor's Office of Economic Development, Black Hills State University, Spearfish School District and the City of Spearfish.

The 2022 Award of Excellence and the 2022 Spirit of Enterprise Award were presented to Ketel Thorstenson, LLP and Autochoice respectively. An SEDC Social was held for all to attend following the conclusion of the public meeting.

**2022 Award of Excellence,
Ketel Thorstenson, LLP**

[Watch the Award Video](#)



**2022 Spirit of Enterprise Award,
Auto Choice**

[Watch the Award Video](#)



This year's SEDC Annual Meeting was sponsored by Ainsworth-Benning Construction, Black Hills Community Bank, Black Hills Energy, Butte Electric Cooperative, Montana-Dakota Utilities, Monument Health and Vast Broadband. Special thanks to the Spearfish Holiday Inn, Western Sky Media and Shadowsky Creative Co. for helping to produce a successful event.

[Black Hills Pioneer Article](#)

[2022 SEDC Board of Directors](#)

BHSU/Spearfish Day at the Capitol



Tuesday, February 15, 2022 | Pierre, State Capitol of South Dakota

Join SEDC, Black Hills State University, the City of Spearfish, Spearfish Area Chamber of Commerce, and Visit Spearfish for a day at the State Capitol in Pierre on Tuesday, February 15.

Black Hills State University President Laurie Nichols, Spearfish Mayor Dana Boke, representatives from the City of Spearfish and the University, as well as community members and BHSU alumni will be coming together to represent the Spearfish community before our state legislators and government officials. Community successes will be promoted and critical issues will be discussed.

Free transportation for the day will be provided for those who register. Lunch with the legislators is \$20 per person; the reception at Red Rossa Restaurant is complimentary.

Schedule of Events:

5:45 AM Meet at Spearfish Chamber for roll call

6:00 AM Bus Departs

10:30 AM Arrive at Capitol Lake Visitor Center

10:45 AM SD Board of Regents Executive Director Dr. Brian Maher

11:30 AM Lunch with District 31 Legislators

1:00 PM House and Senate Galleries

2:00 PM Photo Op on Steps of the Capitol Building

2:15 PM Return to Capitol Lake Visitor Center

2:30 PM SD Department of Education Secretary Tiffany Sanderson

3:15 PM SD Governor's Office of Economic Development (GOED) Deputy

Commissioner Chris Schilken and Partner Relations Director Joe Fiala

4:00 PM SD Department of Tourism Secretary Jim Hagen

4:45 PM Bus to Red Rossa Restaurant

5:30 PM Reception at Red Rossa Restaurant

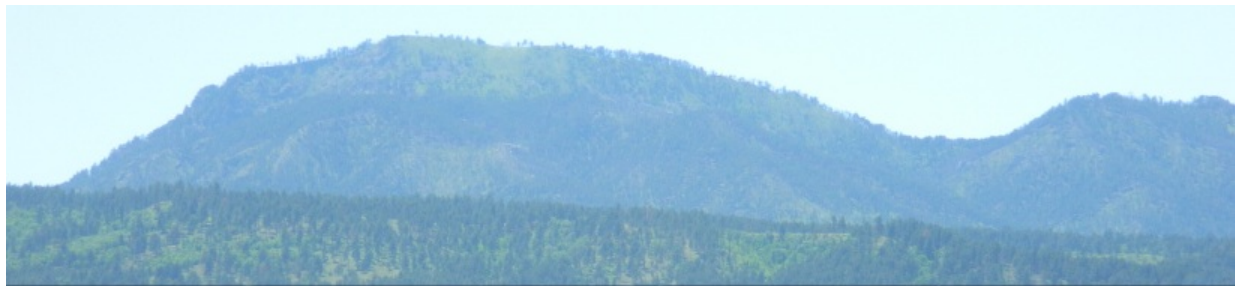
7:30 PM Begin Loading Bus

8:00 PM Bus departs for Spearfish

10:30 PM Estimated Arrival in Spearfish

Support your community and local university
at the state level by showing up in Pierre!

[Reserve a Spot Here](#)



SPEARFISH ECONOMIC DEVELOPMENT CORPORATION

**BUSINESS
SPOTLIGHT** 

Rose Group Int'l

Written by Cayley Schmitt | February 1, 2022

Dr. Rachel MK Headley is the co-founder and CEO of Rose Group Int'l, an international business consulting firm based out of Spearfish. The company's mission is to "revolutionize the way business gets done" by serving clients all over the world. Construction is currently underway on their future headquarters on Main Street in downtown Spearfish!

Rachel's career originated in aerospace, specifically earth-looking satellites. For

over 17 years, she worked as a scientist and operational science officer to provide mapping and data for the United States Geological Survey (USGS) and the National Aeronautics and Space Administration (NASA). Her experience as a systems scientist taught her how to “evaluate, diagnose and guide organizations,” which then translated into a career in consulting.



“I got involved in management consulting after seeing how difficult it was for people to move through change – both as individuals and as an organization,” she shared. “Change stresses people out, and organizations are generally bad at managing it.”

Rachel had been independently consulting companies for half a decade when she decided to team up with Meg McNeese, a “west-river native” with ample consulting experience of her own, to form Rose Group Int’l in 2017. Today, the consulting firm employs 5 people here in Spearfish and 15 other professionals across the United States and Canada.



“When we work with clients,” Rachel said, “we change their lives for the better.”

When asked for examples, she shared a couple stories including one experience in 2020 when Rose Group Int'l helped a small organization based out of the United Kingdom outperform their US counterpart. "It's not that we don't want US divisions to be successful, but they generally have larger staff and better resources. So, to help a smaller regional team shine during the height of COVID was a particularly fun success for us," she explained.

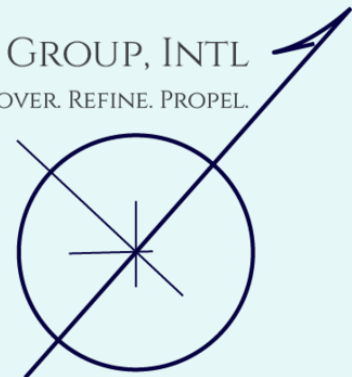
"The hardest part about consulting is to establish credibility," Rachel said. "You have to find your niche market." Rose Group Int'l focuses on organizations going through transitions and change. They take the time to really learn about and understand the organizations' processes and people, allowing them to effectively "drive the company forward."

When asked why Rose Group Int'l is headquartered in Spearfish, Rachel explained that living here is part of her work/life balance strategy. "After spending a week in New York City or Boston or San Diego, I can come back to Spearfish and enjoy the space, the clean air, the woods, and the arts and foodie vibe." Simply put, Spearfish, South Dakota is a good place to work and a great place to live. It might even be the best place in the world!



To learn more about the work Rose Group Int'l does – from their iX Leadership Program and Helix Culture Types to their international Business Mastermind Program (to be held this year in an Irish castle!) – visit their website at www.rosegroupintl.com.

THE ROSE GROUP, INTL
DISCOVER. REFINE. PROPEL.



Rose Group Int'l 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](#)

Apply Now for Summer Interns!

BHSU-SEDC Workforce Internship Program



Could your business use some extra help this summer? Have you considered hiring a student at Black Hills State University?

Now is the time to begin finding interns as students are making their summer plans and seeking valuable work experiences!

For help finding students who are the right fit for your business and for possible financial assistance, look into the BHSU-SEDC Workforce Development Internship Program and contact SEDC to get started!

[Employer Information](#)

[Employer Application](#)



SPEARFISH ECONOMIC DEVELOPMENT CORPORATION

**THE MORE
YOU KNOW** 

Why & How to Create a Great Employee Referral Program

Saige Driver | Business News Daily | December 21, 2021

Social media, employee referrals and word-of-mouth are the most popular source for job seekers. About 60 percent of people have referred a friend or contact to a company they've worked for and 35 percent of all hires got their job from a referral. Here's why referrals make excellent choices for filling open positions.

They're prescreened.

Employers tend to find that referred candidates are of a higher caliber versus candidates that apply through a job board or career website, plus they are better suited for the position. That's because the employees who recommend them have been through the hiring process and know exactly what the company wants – and they're willing to stake their reputation on someone they believe is a match.

They'll work hard.

People tend to recommend people similar to themselves, so if you have a top performer making a recommendation, odds are he or she will recommend other top performers.

They're untapped talent.

With referrals, the company obtains access to talent that may not be actively looking but are willing to look at your company because of the encouragement of someone they know and respect.

They won't leave as quickly.

Candidates hired through an employee referral consistently stay at jobs longer than those hired through career sites or job boards.

They boost the workplace environment.

The dynamic in your workplace vastly improves when your staff members get along with each other. By bringing in a referred candidate, you're ensuring that this person already has a built-in work buddy, which will likely help the potential employee get acquainted with and fit into the existing social groups and culture faster.

Learn more about how to set up a great Employee Referral Program in the full article through the link below.

[Read the Full Article](#)

2021: A Record-Breaking Year



From sales and hospitality taxes to building permits, the City of Spearfish saw record-breaking growth in 2021

Sales Tax (2nd Penny)

A record-setting \$5.2 million was collected in second penny sales tax revenues in 2021 for the City of Spearfish, an increase of 15% over last year's record figure.

Hospitality Tax (3rd Penny)

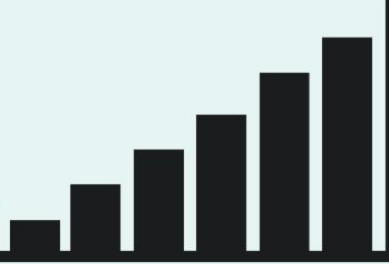
Hospitality tax revenues hit an unprecedented level in 2021, also increasing 15% over last year's record total and generating more than \$856,000. Hospitality tax revenues are generated by hotels and dining establishments and are used for tourism and hospitality expenditures.

Building Permits

Building permit valuations totaled \$98 million in 2021, an increase of more than \$43 million over 2020. In fact, that amount was larger than last year's record and 2019 combined. This number represents the estimated cost of each project that requires a building permit, which the City of Spearfish has recently characterized as a good balance of both commercial and residential projects.

In 2021, a total of 215 new residential unit building permits were pulled, which is nearly double last year's total. This includes 130 single family dwellings and three apartment buildings that house 76 units.

BY THE NUMBERS



SD Dept. of Labor Reports:

Labor Force 2021 2020

CITY OF SPEARFISH

Total Labor Force	6,464	6,299
Total Employed	6,332	6,088
Total Unemployed	132	211
% Unemployed	2.0%	3.3%

LAWRENCE COUNTY

Total Labor Force	13,822	13,466
Total Employed	13,551	13,014
Total Unemployed	311	452
% Unemployed	2.3%	3.4%

NORTHERN HILLS

(BUTTE, LAWRENCE, MEADE, & PENNINGTON COUNTIES)

Total Labor Force	89,023	86,676
Total Employed	86,931	83,752
Total Unemployed	2,092	2,924
% Unemployed	2.3%	3.4%

Spearfish City Reports:

BUILDING PERMITS 2022 2021 YTD 2022 YTD 2021

New Residential	3	4	3	4
New Commercial	0	0	0	0
Total Permits	13	35	13	35
Total Dollars	\$1,818,250	\$2,821,133	\$1,818,250	\$2,821,133

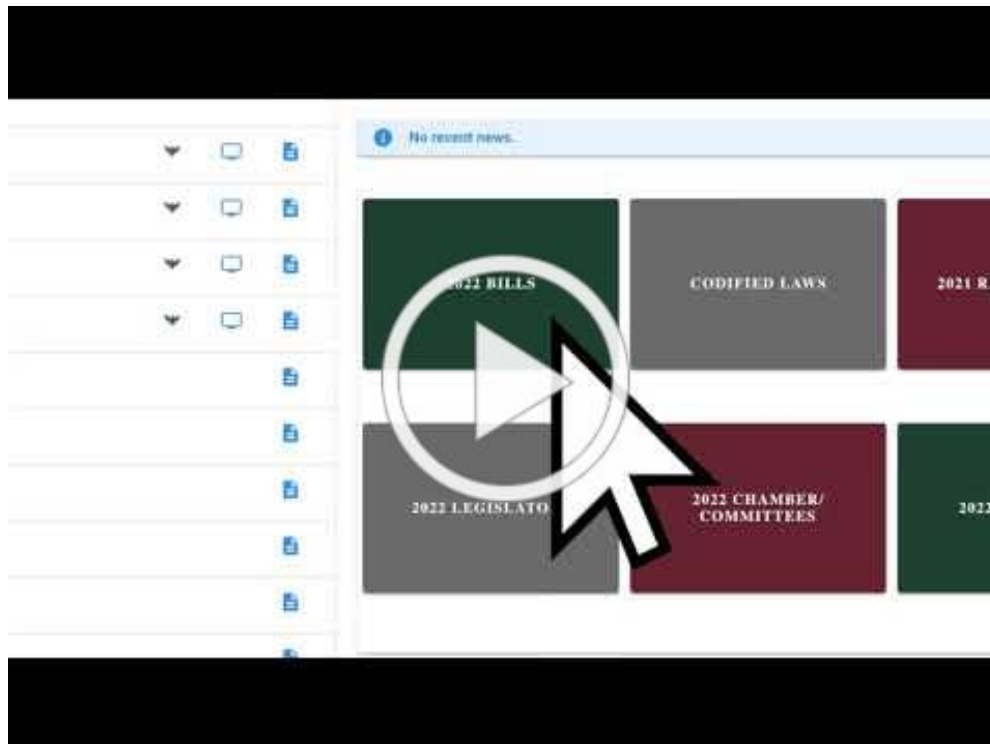
SALES TAX 2022 2021 YTD 2022 YTD 2021

2nd Cent Sales Tax	\$531,068	\$473,628	\$531,068	\$473,628
Hospitality Tax	\$64,206	\$56,726	\$64,206	\$56,726

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

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

2022 South Dakota Legislative Session



How to Track 2022 Legislative Bills

The 2022 Legislative Session is in full swing! Below are a few of the bills SEDC is tracking. If you are unsure where to find these bills or others and how to follow them, watch the video above from our colleagues at the Governor's Office of Economic Development.

[SB 53](#)

Proposes that the Local Infrastructure Improvement Program (LIIP) be expanded to include workforce housing infrastructure.

[SB 55](#)

Appropriates funds for the expansion of broadband infrastructure.

[SB 43](#)

Authorizes the design, renovation, and construction of an addition for a health sciences center at Black Hills State University – Rapid City.

[SB 114](#)

Provides a refund for the contractor's excise tax for certain residential housing projects.

[HB 1024](#)

Revises tuition rates at off-campus locations governed by the Board of Regents.



Business Legislative Updates

SD University Centers

South Dakota university centers might see tuition cut. [Read More](#)

Exit 17 Lift Station

Spearfish City Council votes to maximize capacity for sewer lift station at Exit 17. [Read More](#)

OSHA Vaccine Update

OSHA Pulls Vaccine Mandate, But Will Propose as a Rule. [Read More](#)

SD Tourism Strategic Plan

South Dakota Department of Tourism releases new strategic plan for 2022-2025. [Read More](#)

USFS Forest Plan

Lawrence County working to gain cooperating agency status on forest plan revision. [Read More](#)

District 31 Cracker Barrel



Local Development News

Black Hills Pioneer:

[Upstairs clinics remain open at Black Hills Urgent Care building](#)

[Spearfish Day at the Capitol set for Feb. 15](#)

[Spearfish sees economic boom in 2021](#)

[Spearfish Public House opens in Flanagan's Pub space](#)

[Sewer upgrades throughout Spearfish](#)

Rapid City Journal:

[Spearfish Sasquatch announce 2022 schedule in new league](#)

[Spearfish woman shines at annual Western Art Show](#)

KEVN:

[Spearfish breaks a new record in building valuation for 2021](#)

KELO:

[Spearfish sees record-breaking permit valuation for 2021](#)

NewsCenter1:

[South Dakota Humanities Council awards \\$582K in relief funding](#)



Get Involved in the Community!

WIN Coffee & Conversation

Hosted by SD CEO West

Tuesday, February 8 | 8:30 AM

Creekside Bean & Vine

[Learn More Here](#)



Small & Tall Ball

Hosted by Spearfish Rec & Aquatics
Saturday, February 12 | 5:00 - 8:00 PM
Spearfish Park Pavillion

[Learn More Here](#)



Spearfish & BHSU Day at the Capitol

Hosted by BHSU, City of Spearfish, SEDC, Visit & Chamber
Tuesday, February 15 | All Day
Pierre, State Capitol

[Learn More Here](#)



Northern Hills Hospice Ball

Hosted by Monument Health Foundation
Saturday, February 26 | 5:00 - 10:00 PM
Spearfish Holiday Inn Convention Center

[Learn More Here](#)



Black Hills Film Festival

Hosted by The Matthews Opera House
Tuesday, February 22 | 7:00 PM
The Matthews Opera House

[Learn More Here](#)



BHSU Giving Day

Hosted by BHSU Foundation
Friday, February 25 | All Day
Online

[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!

