



SPEARFISH ECONOMIC DEVELOPMENT CORPORATION

**BUSINESS
NEWSLETTER** 

Volume 7, Issue 1 | January 2022

You're Invited!
2022 SEDC Annual Meeting

**42nd SEDC
ANNUAL MEETING**

January 20, 2022 | 5:30 PM | Holiday Inn Convention Center

Spearfish Economic Development Corporation's 42nd Annual Meeting will be held on January 20, 2022 at 5:30 PM in the Spearfish Holiday Inn Convention Center.

This in-person, open-to-the-public event will include the premier of the *2021 Progress Video*, the presentation of our *2022 Spirit of Enterprise Award* and *2022 Award of Excellence*, and a slate of special guest speakers for a brand new part of the program - an *Economic and Community Development Panel!*

Economic and Community Development Panelists:

Brandy Purcell Hartman,

*Mt. Rushmore Area Association of Realtors,
Association Executive*

Thomas Worsley,
*Monument Health,
Spearfish Hospital and Hills Market President*

Hannah Sage,
*Governor's Office of Economic Development,
Partner Relations*

Dr. Laurie S. Nichols,
*Black Hills State University,
President*

Kirk Easton,
*Spearfish School District,
Superintendent*

Dana Boke,
*City of Spearfish,
Mayor*

Join us at the SEDC Social immediately following
for delicious hors d'oeuvres and refreshments
as well as great conversation!

Free | Open-to-the-Public | In-Person

Thank you to our 2022 Annual Meeting Sponsors!



AINSWORTH-BENNING
CONSTRUCTION
A Journey Group Company



Investing in What Counts



SEDC Hosts U.S. Congressman Dusty Johnson



Alex Portal | Black Hills Pioneer | December 22, 2021

Spearfish Economic Development Corporation hosted Congressman Dusty Johnson at Black Hills State University on Tuesday, December 21 for a discussion with business representatives and city officials to focus on the work being done in Spearfish to address the workforce issues facing the country as a whole.

Johnson heard presentations from Pam Carriveau, interim provost and president of academic affairs at BHSU; and Kirk Easton, superintendent of Spearfish School District, about the steps being taken to meet the workforce needs in education. Through student success programs at BHSU, such as the joint internship program with Spearfish Economic Development Corporation; as well as the career and technical education center planned by the school district, educators in the Black Hills shared with Johnson that there is a real focus on helping students find a workforce direction.

Spearfish mayor Dana Boke also updated Johnson, and everybody in the room, about the work being done at Sky Ridge to keep affordable housing

options in Spearfish for that workforce.

“Right now our median house (price) is over \$400,000, and what we are looking at is the first (price) level house (at Sky Ridge) is just under \$200,000. The second is just under \$250,000, and the third level of house at this development maxes out at the first-time home buyers (price cap) which is around \$300,000.”

Johnson said he was impressed by the measures being taken by Spearfish to address the gaps in workforce housing and training.

“I grew up in poverty; there were seven of us in my family and, but for work, education, and training, I could not have gotten out of that situation,” he said. “Some people win the lottery but realistically there is no – underline, ‘NO’ – way out of poverty without some form of work, training, and education.”

Johnson praised the leadership of Spearfish for taking the steps it has to address the ongoing and countrywide workforce problem.

“I want to thank you for what you’re doing because, frankly, I think a lot of what we’re doing is working in tandem as we encourage people who can work to work. They’re gonna need houses, they’re gonna need education, they’re gonna need opportunities, so thank you for doing what you’re doing,” he said.

[Read the Full Article](#)

[View KOTA TV Video](#)

Record-Breaking Year for Spearfish Building Permits



City of Spearfish | January 5, 2022

It isn't an exaggeration to describe 2021 as a record-breaking year for Spearfish in terms of total building project valuation, which came in over \$98

million.

“This is the highest valuation total in Building Services history,” Tom Paisley, Spearfish building official, said, describing the previous record, set in 2020, was \$54,968,747. “This is almost double the 2020 tally of 109 new residential units,” Building Official Paisley said.

Several new commercial building permits were issued in 2021, included the new Cobblestone building on Main Street, commercial storage units on Colorado Boulevard and Highway 85, the new Carquest Building on Main Street, a new asphalt plant on 1st Avenue, and the Pioneer Bank and Trust building on Jackson Boulevard. New commercial units in existing buildings included Cowgirl Pizza, an indoor climate-controlled storage building on 12th Street and Industrial Drive, Ruby’s Roost Bakery, Ink Imprints, Black Hills Blade and Axe, Black Hills Moto, Millennia Motors, Work Rigs Unlimited, and Eye Love Spearfish. Commercial alterations were also a large part of the permits this year, with 48 commercial alteration permits issued.

Building Official Paisley said 2022 is already looking to be another busy year for the Building Services department, with several new developments underway with more buildable lots, specifically the extended development for the Countryside Subdivision, the Reserve on Higgins Creek, Elkhorn Ridge Golf Estates, Miller Ranch, and Sky Ridge subdivision. In 2021, 650 contractor licenses were issued.

2021 By the Numbers Recap:

Total building project valuation: <i>\$98,005,008</i>	Total building permits: <i>520</i>
Total new residential units: <i>215</i>	New single-family dwellings: <i>130</i>
Total new commercial permits: <i>11</i>	Commercial additions: <i>3</i>
Commercial alterations: <i>48</i>	Contractor licenses issued: <i>650</i>

BHSU/Spearfish Day at the Capitol



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.

The schedule for the day includes listening sessions with the Board of Regents, the Departments of Education and Tourism, and the Governor's Office of Economic Development, as well as balcony seating during the House and Senate sessions.

The day will culminate in a Legislative Reception at the RedRossa Italian Grille, offering an opportunity to meet and strike up a conversation with legislators from across the state of South Dakota. Complimentary food and beverages will be served.

Transportation to and from Pierre for the all-day event will be provided for a limited number of seats. Register below.

**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

Shadow Sky Creative Co.

Written by Cayley Schmitt | January 5, 2022

Bailey Sadowsky is the owner and creative lead of Shadow Sky Creative Co., a remote marketing and graphic design business based out of Spearfish. Shadow Sky Creative Co. was officially started in 2019, but Bailey has been free-lancing since 2015. She specializes in creating custom logos, posters, magazine publications, illustrative portraits, and landscape photography as well as helping her clients with creative consulting and branding strategies.

You may recognize Bailey from her former role as Marketing & Communications Coordinator of the Spearfish Area Chamber of Commerce or from her work with Black Hills State University, her alma mater. Armed with many local connections and significant experience, Bailey set out to operate Shadow Sky Creative Co. full-time in March of 2021 with Ollie, her Chief Moral Officer and beloved pup, by her side.



“I love graphic design and being creative,” Bailey expressed. “I started Shadow Sky Creative Co. to give me an outlet to create.” She enjoys how every day and every project for each client is different. Bailey has helped several companies rebrand and reinvent their marketing strategies and multiple new small businesses develop and administer their own brand identities. A few examples of company logos she has created are The Hitching Post in Belle Fourche, Katie Peterson of CMG Mortgage, and Natural Stone in Spearfish. But what she may be most known for are her unique pet portraits!

Launching into being an entrepreneur full-time has been challenging but rewarding for Bailey. “Be fearless,” she advises to others considering venturing out on their own business endeavor. “Ask for what you want and trust in the services you provide.”

Bailey gives credit for her success to the growing Spearfish community. “They are so supportive and open to new creative ideas,” she said of the people here.

Shadow Sky Creative Co.’s slogan is “capturing memories inspired by the people and places that matter.” To Bailey, the people and places of Spearfish are her inspiration and motivation for Shadow Sky Creative Co.



To see more of Bailey’s works, from business logos to pet portraits to landscape photography, check out her Facebook page or website, www.ShadowSkyCreativeCo.com.

SHADOW SKY
creative co.

Shadow Sky Creative Co. 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.

Renew Your SEDC Membership for 2022

Invest and Receive your 2022 Investor Sticker Today!

The 2022 SEDC Membership
Investment Campaign is
happening right now!

Annual memberships begin
as low as \$125/year.

Membership Levels:

Bronze - \$125 - \$249

Silver - \$250 - \$499

Gold - \$500 - \$999

Platinum - \$1,000 - \$1,999

Diamond - \$2,000+



2022 SEDC Investor Form



SPEARFISH ECONOMIC DEVELOPMENT CORPORATION

**THE MORE
YOU KNOW** 

Writing Job Descriptions: An 8-Question List

Managers should never assume that their employees know what's expected of them. The best way to establish work expectations—and measure job effectiveness during performance reviews—is to put those performance standards in writing.

A well-written job description can become the cornerstone of communication with employees. But inaccurate or incomplete job descriptions can create costly legal risks. Here are eight questions managers should ask themselves when drafting a job description:

1) Does a job description exist for every position you manage?

If applicants complain they were rejected because of their race or gender, you can show a court they were rejected because they didn't meet all the written qualifications.

2) Is the title accurate?

Titles may seem unimportant, but they carry a lot of weight in the workplace and in court. Titles should always match the level of authority and responsibility.

3) Does it cite the correct skills, experience and education needed?

List only skills that are necessary to perform the job. Include any education level or credentials needed. Make sure these are essential to job performance.

4) Does it cite essential and non-essential job duties?

The most important part of a job description is an item-by-item list of responsibilities and duties. For legal reasons, identify which are the "essential" job functions and which are nonessential, less-frequent duties. To identify essential functions, look at the frequency of each function and the significance if that function isn't performed.

5) Does it explain results expected?

Duties are just half of the equation. What do other employees, departments, and customers count on this person to do? Include expectations relating to deadlines, customer service, and company success. Linking duties to company goals helps employees see how the position fits into the "big picture."

6) Does the job description identify the supervisor?

Many job descriptions include the title of the employee's direct supervisor, the department name, and other identifying details. Make sure it refers to a supervisor's *title*, not name.

7) Is it realistic?

The job description must match the reality of the job, not the lofty standards management would like it to entail.

8) Is the writing clear and specific?

Instead of saying the position "requires heavy lifting," say it requires the ability to lift 25 pounds repeatedly overhead 10 times per hour. Write with action verbs in the present tense, such as supervise, inspect, produce, organize, motivate, and analyze. Avoid gender-based terms, such as "salesman."

BHSU-SEDC Workforce Internship Program

Accepting Applications for Summer 2022 Interns



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

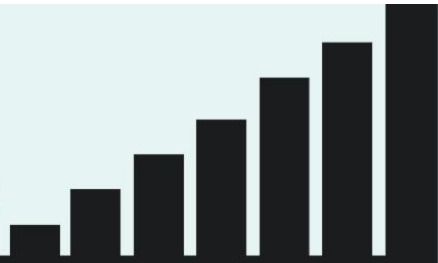
Now is the time to begin finding interns as students are making their summer plans and seeking valuable work experiences!

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

BY THE NUMBERS



Spearfish City Reports:

BUILDING PERMITS	2021	2020	YTD 2021	YTD 2020
New Residential	19	10	130	101
New Commercial	1	0	11	13
Total Permits	37	36	520	567
Total Dollars	\$16,617,324	\$3,920,661	\$98,005,008	\$54,813,717

SALES TAX	2021	2020	YTD 2021	YTD 2020
2nd Cent Sales Tax	\$405,675	\$333,989	\$5,212,121	\$4,543,044
Hospitality Tax	\$57,002	\$44,470	\$856,018	\$719,986

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

SD Dept. of Labor Reports:

Labor Force 2021 2020

CITY OF SPEARFISH

Total Labor Force	6,497	6,335
Total Employed	6,372	6,105
Total Unemployed	125	230
% Unemployed	1.9%	3.6%

LAWRENCE COUNTY

Total Labor Force	13,899	13,551
Total Employed	13,597	13,051
Total Unemployed	302	500
% Unemployed	2.2%	3.7%

NORTHERN HILLS

(BUTTE, LAWRENCE, MEADE, & PENNINGTON COUNTIES)

Total Labor Force	89,394	87,059
Total Employed	87,379	83,883
Total Unemployed	2,015	3,176
% Unemployed	2.3%	3.6%

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

2022 SEDC Legislative Priorities

SPEARFISH ECONOMIC DEVELOPMENT CORPORATION

2022 Legislative Priorities



SEDC releases inaugural Legislative Priorities
ahead of the 2022 South Dakota Legislative Session

BUSINESS CLIMATE

SEDC opposes any effort to implement a state income tax. The absence of a state income tax provides South Dakota a competitive advantage in business attraction, expansion, and retention. Further, we believe government intrusion should not unnecessarily inhibit or restrict business.

CAREER & TECHNICAL EDUCATION (CTE)

SEDC supports Career and Technical Education in our high schools to help meet the growing demand for a skilled workforce and to expose students to a wider range of potential career opportunities in STEM and other fields. We also encourage private-sector participation in the education and job training process.

ECONOMIC DEVELOPMENT

SEDC supports the ongoing implementation and funding of key incentive programs through the Governor's Office of Economic Development including the REDI Fund and the Reinvestment Payment Program and encourages flexibility in utilizing these funds to meet the demands of the ever-changing global business environment.

FOREST MANAGEMENT

SEDC Supports the reevaluation of the U.S. Forest Service's general technical report which recommends significant cutbacks to the amount of timber harvested in the Black Hills. This recommendation would seriously impact the local timber industry, which is vital to both the health of the Black Hills National Forest and the regional economy.

HIGHER EDUCATION

SEDC supports efforts by our universities and technical colleges to align their programs with the needs of the workforce and business community and recognizes an educated populace is critical to future economic development success. We also support efforts to address the inequities that exist within the current funding formula for South Dakota's six public universities.

TAX INCREMENT FINANCING (TIF)

SEDC supports the appropriate use of TIFs for projects when needed to build

infrastructure, encourage workforce housing expansion, promote economic development, and/or make public improvements. Further, we support local decision-making in the administration of TIFs.

TRANSPORTATION & INFRASTRUCTURE

SEDC supports maintaining and improving transportation systems and other infrastructure (water, sewer, telecommunications) that are critical to economic progress. Providing sufficient funding should be a top priority.

WORKFORCE DEVELOPMENT

SEDC supports initiatives that provide our current and future workforce with the training and skill sets required to meet the needs of the South Dakota business community. We also support the continuation of collaborative efforts to actively recruit additional skilled workforce to the area.

WORKFORCE HOUSING

SEDC supports public/private partnerships to facilitate the development of affordably priced workforce housing for middle-income workers, which is vital to both our business retention and recruitment efforts. We also support efforts to address other workforce barriers including available daycare and public transportation.

[2022 Legislative Priorities PDF](#)



Business Legislative Updates

Cattle Contract Library

South Dakota Cattle Groups Support U.S. Congressman Dusty Johnson's "Cattle Contract Library."

[Read Here](#)

Ellsworth AFB

National Defense Authorization Act (NDAA) includes major construction projects for Ellsworth AFB and \$2.87 billion for continued B-21 development.

[Read Here](#)

SD BFM Annual Financial Report

South Dakota Bureau of Finance and Management (BFM) releases Annual Comprehensive Financial Report for fiscal year 2021.

[Read Here](#)

New Spearfish City Administrator

City of Spearfish hires new City Administrator.

[Read Here](#)



Local Development News

Black Hills Pioneer:

[Déjà VU SD awarded first cannabis dispensary certification in Spearfish](#)

[Spearfish School Board approves contracts for construction and planning](#)

[Dusty's day in Spearfish](#)

Black Hills FOX:

[Piles of dirt, in the brisk winter weather, all for an important cause](#)

KELO:

[Would a tuition change bring more pre-nursing students to the BHSU-Rapid City campus](#)

KEVN:

[Spearfish meets with Congressman Johnson to discuss workforce problems](#)

KOTA:

[Spearfish Workforce Development Roundtable with Dusty Johnson](#)

NewsCenter1:

[Congressman Dusty Johnson talks workforce development, more in Spearfish](#)

US News:

[Public-Private Partners Build Affordable Spearfish Housing](#)

Rapid City Journal:

[Spearfish Foundation for Public Education celebrates 20 years](#)

[Home construction begins at Sky Ridge](#)



Get Involved in the Community!

Caring Community for Spearfish MTB Club

Hosted by Sawyer Brewing Co.

Tuesday, January 11 | 2:00 to 9:00 PM

Sawyer Brewing Co.

[Learn More Here](#)



JAS Quintet featuring Jami Lynn

Hosted by The Matthews Opera House

Friday, January 14 | 7:30 PM

The Matthews Opera House

[Learn More Here](#)



Chinook Days Winter Carnival

Hosted by Chinook Days

Saturday, January 15 | 10:00 AM to 2:00 PM

Big Hill Trailhead

[Learn More Here](#)



Chinook Day Plunge

Hosted by Chinook Days

Monday, January 17 | 3:00 to 5:00 PM

Holiday Inn Convention Center

[Learn More Here](#)



Trivia Night

Hosted by Spearfish Brewing

Tuesday, January 18 | 6:00 PM

Spearfish Brewing

[Learn More Here](#)



Chinook Days Snow Sculptures

Hosted by Chinook Days

Friday, January 21 | 1:00 to 4:00 PM

The Matthews Opera House

[Learn More Here](#)



The Big Freeze: Chinook Days Winter Sports Bash

Hosted by The Barn at Aspen Acres

Friday, January 21 | 5:00 to 10:00 PM

The Barn at Aspen Acres



[Learn More Here](#)

Chinook Days Beer Festival & Bonfire
Hosted by Chinook Days
Saturday, January 22 | 2:00 to 5:00 PM
Lookout Amphitheater
[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!



