



**SPEARFISH ECONOMIC DEVELOPMENT CORPORATION**

**BUSINESS  
NEWSLETTER** 

Volume 7, Issue 3 | March 2022

## Spearfish, Black Hills State Represented in Pierre



**Alex Portal | Black Hills Pioneer | February 16, 2022**

For the first time in almost a decade, a group from Spearfish descended on the state Capitol in Pierre to advocate for Black Hills State University with the legislature and put Spearfish at the forefront of state lawmakers' minds.

The Spearfish Chamber of Commerce, Visit Spearfish, and Spearfish Economic Development Corporation, along with community donors had been

planning a group trip for the 2021 legislative session, however, due to COVID-19 concerns, that plan fizzled out. But with renewed vigor, caused by a call to action from Sen. Ryan Maher during a community meeting regarding university funding, last September, the trip was back on for the 2022 session.

“That’s a lot about what it’s about, all of the different legislative matters that effect the success of Spearfish – workforce, the university, education, tourism,” said Mistie Caldwell, executive director of Visit Spearfish. “So we want to make sure that we, number on, show them appreciation for what they have done and continue to do for us, and then visit about some things that perhaps are of a more urgent matter.”

The trip consisted of presentations from representatives from the South Dakota Board of Regents, Department of Education, Governor’s Office of Economic Development, and Department of Tourism, as well as lunch with local legislators, listening session on the House and Senate floors, and a photo op with Gov. Kristi Noem on the Capitol Rotunda stairs.

[Read More Here](#)

---

## BHSU-SEDC Internship Program Off to a Strong Start in 2022

Jin Woo Kim | BHSU Career Development Director

The first cohort of students in the BHSU-SEDC Workforce Internship Program are at work within the Spearfish business community this winter. Ten students pursuing degrees in areas such as business, education, and communications are working part-time this semester for a handful of local business including Children First, Dakota Electric, and All About Potential Chiropractic PC.



The internship program is a partnership between Black Hills State University (BHSU) and Spearfish Economic Development Corporation (SEDC) to address both the high workforce needs of the Spearfish business community and low retention rates of BHSU graduates in the Spearfish area. Students earn academic credit for their internship experience as well as a competitive wage for their work. BHSU hopes to provide both students and employers with long-term sustainable employment within the Spearfish community, one student and business at a time.

BHSU’s new Career Development Director, Jin Woo Kim, has been tasked with implementing the internship program, working with students and businesses to create an experience that is rewarding for both sides.





Originally from Sheridan, Wyoming, Kim studied at South Dakota School of Mines and Technology and Kansas State University and worked for the University of Tampa as their Career Readiness Coach before coming to BHSU to head this new initiative. Kim encourages employers to reach out not only to get involved, but to support students at BHSU to stay in Spearfish and call the area their forever workplace and home.

Finance assistance is available through SEDC for qualified internship positions. Businesses interested in hiring a BHSU student as an intern are encouraged to begin by applying through SEDC.

[BHSU Internships Website](#)

---

## Deadline for Summer Internships Approaching

### 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 hire a summer intern! Internship applications are due prior to **March 31, 2022** to receive consideration for funding assistance.

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

[Employer Information](#)

[Employer Application](#)

## Partridge Financial

Written by Cayley Schmitt | March 4, 2022

Kristen Gullickson, a 2002 Black Hills State University graduate, recently returned to Spearfish after spending time exploring the world and settling into a career in finance while living in Denver, CO.

After graduation, Kristen led foreigners on weeks-long tours of the American National Parks where she discovered a love of customer service and indulged her passion for outdoor activities. Later, during the recession of 2008, Kristen happened to be in Denver working for an investment firm that experienced impressive growth after the recession. In her position, Kristen “interacted with hundreds of advisors and really fell in love with how financial tools can help people pursue what is in their hearts and calm their fears.”



While in Denver, she earned her Certified Financial Planning Certificate and received numerous offers and opportunities to join financial practices around the country. However, when one of the advisors she worked closely with, Jim Barron, informed her of an opportunity to meet and work with Jeff Partridge of Partridge Financial out of Spearfish, Kristen and her husband, Dan, decided it was time to return home to the Northern Hills.

“Spearfish is a beautiful community with hard-working and interesting people,” she says. “It is wonderful to work with a community that has so many thriving small businesses.”

Partridge Financial was founded in 2008 by Jeff Partridge and in 2019 became the legacy plan for Jim Barron, who has been a financial advisor in Spearfish



since the late 1990's. With Kristen joining this past December, the firm now has four employees based out of Spearfish and Partridge Financials' flagship office in Rapid City.

The team at Partridge Financial provides comprehensive financial planning which includes financial management and investment strategies as well as insurance, estate, tax, and retirement planning. Kristen explained that financial plans are tailored to each client's specific needs and aligned with their life goals. Partridge Financial is focused on holistic financial planning and pulls from the knowledge on the team and available tools to them as independent financial advisors. From fee-based investments to life, disability, long-term care insurance and retirement products; they are a comprehensive financial planning team. "Having a partner helping you with your financial picture can bring a lot of peace of mind," she assures.

"Financial planning is fun," Kristen says. "No two days are the same, which makes this a great career for those who like to experience new things and learn every day." She encourages anyone interested in learning more about a career in finance, especially women, to reach out and learn more. "Finance is a fantastic career for working moms," she recommends. "I have two boys and have loved the confidence, flexibility and knowledge my career [in finance] has given me and I'd love to share that with anyone interested in it."

To learn more about Partridge Financial, stop by their office at 146 W Hudson Street or contact Kristen at [kristen@partridgefinancial.com](mailto:kristen@partridgefinancial.com) or 605-722-1030.



*Securities offered through LPL Financial LLC. Member FINRA/SIPC.*

[Partridge Financial 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](#)

---

# THANK YOU SEDC MEMBERS!

Your Support Helped Us to Hit our 2022 Membership Investment Goal!

Thank you to our 2022 SEDC Investors for helping us to not only reach our 2022 Membership Investment goal, but to surpass it!

SEDC Membership Investment has grown **10%** over last year's total and more than **60%** in the past six years.

We appreciate your continued support of SEDC's mission to strategically and sustainably expand business development and job creation throughout the Spearfish community.

If you have not already renewed your membership for 2022, we encourage you to do so soon so that you may continue to receive SEDC newsletters, updates and special invites!



[Membership Directory](#)

---

## The Importance of Secondary Career & Technical Education



## Rendering of Future Spearfish School District CTE Center

Did you know that South Dakota had over 24,000 secondary Career and Technical Education (CTE) students enrolled in 2019-2020? Furthermore, South Dakota's secondary CTE Technical Skill Attainment ranked 2nd overall in the US in 2018 (97.4%). In 2019-2020, 86% of South Dakota secondary CTE participants went on to postsecondary education.

It is apparent how vital a trained workforce is to South Dakota's economy. When businesses partner with local school districts, it helps students to experience work-based learning, understand the career path they are choosing, accelerate faster into the workforce, and see valuable career choices in their local community.

Career and Technical Education, or CTE, is an academic term that combines both education and technical skills along with knowledge and hands-on participation, giving students an alternative learning experience. In South Dakota, there are approximately 30,000 CTE students in grades 7-12. CTE equips students with the top five skills that employers want, including: flexibility/adaptable; lifelong learner/motivated to grow; job-specific skills (hard skills); soft skills; and passion about an industry.

A new report from the Regional Educational Laboratory (REL) Central shows students who were career and technical education (CTE) concentrators were more likely than non-CTE concentrators to graduate from high school on time, enroll in postsecondary education and attain a postsecondary award or degree within two years. The study results cover 112,764 Nebraska and South Dakota students whose expected high school graduation year was between 2012/13 and 2016/17. Postsecondary outcomes were assessed two and five years after students' expected high school graduation year.





SPEARFISH ECONOMIC DEVELOPMENT CORPORATION

**THE MORE  
YOU KNOW** 

# What Exactly Is Workforce Development?

Maggie Wooll | BetterUp | September 14, 2021

Workforce development is a people-first approach to upskilling workers for long-term success. The aim of workforce development is to foster prosperity for individuals, communities, and businesses. There are a number of benefits of workforce development, for both you and your employees.

## **Job Satisfaction**

Workforce development encourages employees to feel like assets to the business and bottom line, encouraging feelings of job security and satisfaction.

## **Lower Turnover**

Employees who feel neglected or taken for granted will probably look elsewhere. Although navigating the job market is always a tough task, skilled workers will do so to find a job that suits — and appreciates — them.

## **Better Morale**

By positively developing your workforce, you provide more value to your employees than a paycheck. You create room for creative, innovative thinking and provide the confidence needed to try new things and test new theories. Only then can your company grow and stand out among competitors.

## **Increased Productivity**

Workforce development helps your team work smarter without working harder — and eventually burning out.

## **A Skilled Workforce**

Workforce development programs keep training and education at the forefront of your organization. By investing in training (and retraining), your company benefits from a highly skilled team, and your employees can feel confident in



their job performance and career trajectory.

### **In-Demand Workplace**

Workers, particularly Millennials, prioritize development opportunities when looking for a job. A 2016 Gallup survey found that “87% of millennials rate professional or career growth and development opportunities as important to them in a job—far more than the 69% of non-millennials who say the same.”

By offering workforce development programs at your business, you attract talented and motivated people who want to grow within your company—and help grow it in return.

---

# SEDC Loan Programs



## **Capitol Loan Program & Entrepreneurial Loan Program**

SEDC and its partners offer multiple financing incentives and opportunities for businesses looking to relocate to or expand within the Spearfish community. Two such programs managed by SEDC are the Capital Loan Program and the Entrepreneurial Loan Program.

Money from either program may be used for acquiring land and buildings, machinery and equipment, construction, working capital, and contingencies. The loan amount cannot be used to refinance existing debt. The maximum loan amount for either program is \$40,000 with interest rates between 3% and 5%.

### **SEDC Capital Loan Program**

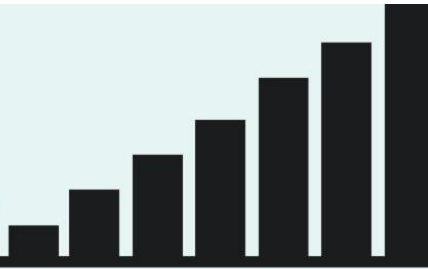
The SEDC Capital Loan Program was designed to provide low interest, flexible gap financing for projects which lead to the creation and/or retention of employment opportunities.

### **SEDC Entrepreneurial Loan Program**

The SEDC Entrepreneurial Loan Program was designed to provide low interest, flexible gap financing for projects that may not meet the job creation and/or retention requirements of the Capitol Loan Program but provide other benefits to the Spearfish community.

Do you have a project that may be a fit for either of these programs? If so, contact SEDC to learn more and get started!

# 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%

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

## Spearfish City Reports:

BUILDING PERMITS	2022	2021	YTD 2022	YTD 2021
New Residential	7	11	10	15
New Commercial	0	0	0	0
Total Permits	25	34	38	67
Total Dollars	\$5,224,174	\$4,657,980	\$7,042,424	\$7,049,113

SALES TAX	2022	2021	YTD 2022	YTD 2021
2nd Cent Sales Tax	\$332,352	\$320,483	\$863,420	\$794,111
Hospitality Tax	\$53,279	\$45,882	\$117,485	\$102,608

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

# 2022 South Dakota Legislative Session

## 2022 SEDC Bills of Interest



**BLACK HILLS STATE UNIVERSITY**



### Black Hills State University Bills:

#### [HB 1245](#)

Equalize the general fund appropriations to the Board of Regents (BOR)

#### [SB 131](#)

Establish a formula for distributing general funds to BOR Universities

#### [SB 43](#)

Authorize the BOR to contract for the design, renovation and construction of an addition for the health sciences center at BHSU-Rapid City

#### [HB 1024](#)

Revise and repeal certain provisions regarding self-support tuition rates at off-campus

### Economic Development Bills:

#### [SB 53](#)

Make an appropriation to increase workforce housing

#### [SB 55](#)

Appropriate funds for the expansion of broadband infrastructure

#### [SB 114](#)

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

#### [HB 1197](#)

Include certain costs as



locations governed by the BOR

project costs for tax  
increment financing districts

### [SB 132](#)

Make an appropriation for multi-media lab  
equipment at BHSU

### [SB 133](#)

Make an appropriation to the BOR to upgrade  
an education lab and purchase resources at  
BHSU

### [SB 162](#)

Revise the discretionary  
formula for reduced taxation  
of new structures and  
residential property



## Business Legislative Updates

### [Spearfish Day at the Capitol](#)

Spearfish and Black Hills State University represent themselves at state  
Capitol

### [Workforce Discussion](#)

Governor's Office of Economic Development Representatives discuss  
workforce measures with Spearfish group

### [Education Discussion](#)

Education a major focus at Spearfish Day at the Capitol

### [BHNF Timber Sales](#)

South Dakota and Wyoming Delegations urge USDA to prioritize the health  
and timber sales of the Black Hills National Forest

### [H-2B Visas](#)

Senator Mike Rounds leads bipartisan group to call for more H-2B visas to  
support seasonal small businesses

### [District 31 Cracker Barrel](#)

District 31 Legislators discuss education, housing and other key topics for  
Lawrence County at recent cracker barrel

### [BHNF Protection and Job Preservation Act](#)

South Dakota Senator John Thune introduces act to require the U.S. Forest  
Service to expedite issuing environmental decisions to increase timber  
production in the Black Hills



## Local Development News

**Black Hills Pioneer:**  
[Heartfelt Quilt Shop offers something for everyone](#)

[Carquest hits the road](#)

[Spearfish welcomes new City Administrator](#)

[Spearfish approves \\$17.2M max price for CTE center](#)

[Rushmore Bikes opens new, expanded location](#)

[Spearfish Middle School earns ESGR Pro Patria Award](#)



## Get Involved in the Community!

**2022 Black Hills Regional Job Fair**  
Hosted by SDACC  
Wednesday, March 9 | 11:00 AM - 5:00 PM  
The Monument  
[Learn More Here](#)



**103rd Annual Chamber Banquet & Awards**  
Hosted by Spearfish Area Chamber of Commerce  
Thursday, March 10 | 5:00 - 8:00 PM  
Spearfish Holiday Inn Convention Center  
[Learn More Here](#)



**15th Anniversary Party**  
Hosted by Crow Peak Brewing Co.  
Friday, March 11 | Noon to Close



Crow Peak Brewing Co.  
[Learn More Here](#)



**4th Anniversary Party**  
Hosted by Spearfish Brewing Co.  
Saturday, March 12 | 11:00 AM to Close  
Spearfish Brewing Co.  
[Learn More Here](#)



**28 Below Fatbike Race**  
Hosted by 28 Below  
Saturday, March 12 | All Day  
Spearfish Canyon Lodge  
[Learn More Here](#)



**Souper Starz Dinner**  
Hosted by Souper Starz  
Monday, March 14 | 6:00 PM  
The Barn at Aspen Acres  
[Learn More Here](#)



**Beer Dinner with Sawyer Brewing Co.**  
Hosted by Miller Creek Pub  
Tuesday, March 15 | 5:00 PM  
Miller Creek Pub  
[Learn More Here](#)



**Black Hills Fine Art Gala**  
Hosted by Black Hills Art Gala  
Friday, March 18 | 5:30 PM  
The Matthews Opera House  
[Learn More Here](#)



**A Midsummer's Night's Dream**  
Hosted by The Matthews Opera House  
Thursday, March 31 | 7:30 PM  
The Matthews Opera House  
[Learn More Here](#)



**Rhett Walker - BHCA Benefit Concert**  
Hosted by Black Hills Christian Academy  
Friday, April 1 | 6:00 PM  
Countryside Church  
[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](mailto:office@spearfishdevelopment.com) | [www.SpearfishDevelopment.com](http://www.SpearfishDevelopment.com)

Let's Be Friends!

