



SPEARFISH ECONOMIC DEVELOPMENT CORPORATION

**BUSINESS  
NEWSLETTER** 

Volume 6, Issue 5 | May 2021

# Spearfish Proclaims 2021 Economic Development Week

Mayor Dana Boke proclaimed May 9-15 as National Economic Development Week in Spearfish. The proclamation describes that “economic developers promote economic well-being and quality of life for their communities by creating, retaining, and expanding jobs that facilitate growth, enhance wealth, and provide a stable tax base” and “stimulate and incubate entrepreneurship in order to help establish the next generation of new businesses, which is the hallmark of the American economy.”



According to the International Economic Development Council, economic development programs aim to bring in new businesses and promote the community as a location for economic activity; help existing local businesses succeed and grow; work with partners to prepare residents for available careers; connect businesses to skilled workers and “build a pipeline” of future workers in the community; help entrepreneurs and new firms start up and access the resources they need to succeed; and more.

Kory Menken, Executive Director of Spearfish Economic Development Corporation (SEDC), explained that developing new business prospects, helping local businesses succeed, and creating quality jobs requires a great deal of teamwork. On behalf of SEDC, Menken recognized and thanked all of the organization’s partners.

“Thanks to the support of our member investors – including the City of Spearfish – SEDC continues to evolve and increase our range of services,” Menken said. “From workforce development and talent attraction to business recruitment and retention, SEDC is committed to providing the highest quality

of service to our members, economic development clients, and the entire Spearfish community.”

[View the Proclamation](#)



## SEDC Lunch & Learns Return

Spearfish Economic Development Corporation & Black Hills State University recognize that talent attraction is one of the biggest challenges facing our local employers. That's why we would like to invite you to a FREE lunch on May 13 to hear firsthand how the BHSU Student Success Center & Career Development Center can assist with your employment needs.

**WHAT:** BHSU Student Success Center & Career Development Center

**WHEN:** May 13, 2021 | 11:30 AM to 12:30 PM

**WHERE:** The Joy Center | 1351 St. Joe Street, Spearfish SD

**WHY:** To provide workforce insights & opportunities to our SEDC members



Lunch is to be provided by Tropical Smoothie Cafe of Spearfish.

**REGISTRATION CLOSSES AT 4:00 PM TODAY!**

[Register Here](#)

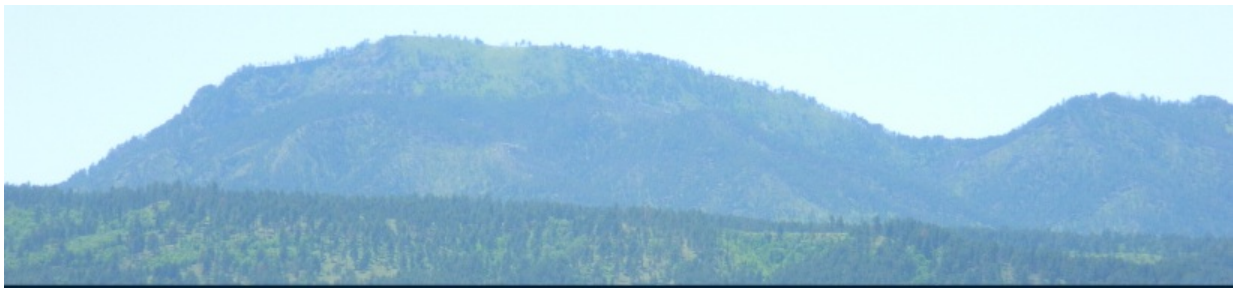


## SEDC Awarded Black Hills Energy Economic Development Grant

Spearfish Economic Development Corporation (SEDC) recently received a \$3,000 grant through Black Hills Energy’s Economic Development Grant program to support ongoing marketing efforts targeted toward recruiting additional outdoor product companies to the Spearfish area. The marketing initiatives are dually geared toward workforce attraction.

Spearfish’s outdoor attractions and active lifestyle appeal have been recognized by numerous organizations and publications and have already helped to attract a handful of outdoor-centric companies to the community. SEDC is working hard to encourage more companies of this nature to relocate or expand to the area as they create the type of clean industry and good-paying jobs the community desires.

“This grant will significantly enhance our ongoing marketing strategies,” said Kory Menken, SEDC Executive Director. “Thanks in part to past grant support from Black Hills Energy, SEDC has made significant inroads with the outdoor recreation community and looks forward to capitalizing on the increased interest in South Dakota resulting from the circumstances of 2020.”



SPEARFISH ECONOMIC DEVELOPMENT CORPORATION

**BUSINESS  
SPOTLIGHT** 

## Help-U-Rent & VIP Properties

Written by Cayley Schmitt | May 7, 2021

Jenni Sneesby is the owner of Help-U-Rent, a property management company heavily invested in the Spearfish community, as well as a licensed real estate broker for VIP Properties in the Black Hills region. Jenni began her career as a property manager at Help-U-Rent in 2012. In 2013 at the age of 24, she purchased the company and worked to grow it into what it is today. As her business grew, Jenni recognized that many of her clients needed help buying and selling real estate in addition to managing it, so in 2018 Jenni became a licensed Broker Associate and started Jenni Sneesby Real Estate through VIP Properties. Jenni now has two offices – one in Spearfish and one in Rapid City – but sells and manages properties all across the Black Hills. She greatly enjoys working out of and living in Spearfish because it is “such a tight-knit and supportive community.”



Aside from helping provide great places to live for hundreds of Spearfish residents through both Help-U-Rent and VIP Properties, Jenni is also involved in the success and well-being of the community in her personal time. She is currently on the Board of Directors for the Spearfish Economic Development Corporation, providing the organization with valuable insight on the local rental and housing markets, and has also served on the Spearfish Area Chamber of Commerce Board of Directors, including as Board President in 2019.

In 2018, before being selected as the Chamber of Commerce Board President and for the SEDC Board of Directors and shortly before becoming a licensed real estate broker associate, Jenni was SEDC’s inaugural Women in Leadership Scholarship recipient. “I was honored to be the very first recipient of the Women in Leadership Scholarship from Spearfish Economic Development Corporation. This is an outstanding program that Michelle Kane and SD CEO (South Dakota Center for Enterprise Opportunity) provides to us women in business,” Jenni shared. “It helped me grow as a business owner, entrepreneur and most importantly to be a better leader.” Jenni’s growth and success over the last few years since attending the leadership series program can attest to this. “Whether you are a business owner or an employee, the Women in Leadership program is extremely beneficial to grow your leadership skills – not only to lead others, but to give yourself the extra push and confidence you need to take that next step towards accomplishing your dreams. Do yourself a favor and get involved with this program!”

When Jenni isn’t managing or selling local properties, serving on local business advisory boards, or furthering her education and expertise in her career field, she is enjoying spending time with her friends, family and most of all, her two adorable children, Navin (4) and Jaxon (2). You can often find the

three of them on walks or bike rides to all of the great parks Spearfish has to offer, which are never complete without a stop at the kids' favorite local spot, Leone's Creamery.

If you have property you need help managing or listing, reach out to Jenni through Help-U-Rent at [jenni@helpurent.us](mailto:jenni@helpurent.us) or through her real estate company at [jenni@jennisneesby.com](mailto:jenni@jennisneesby.com).

Jenni Sneesby Real Estate

Help-U-Rent 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



## 2021 SEDC Women in Leadership Scholarship Applications Open

We are seeking a 2021 Scholarship Recipient for the Women in Leadership Series presented by SD CEO Women's Business Center. Candidates must be an officer or employee of an organization with SEDC Membership in good standing, have a desire to develop, foster and enhance leadership skills in and around the Spearfish area, and be willing and able to commit to the following:

- Attend all sessions for the Women in Leadership course, to be held at The Barn at Aspen Acres just outside of Spearfish

1. Wednesday, July 28 | 12:00 PM - 4:00 PM

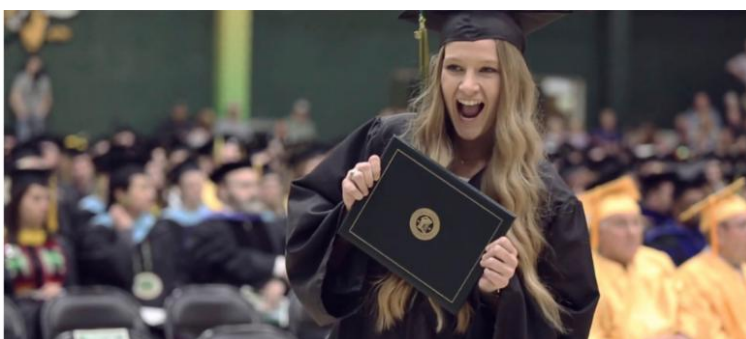
2. Thursday, July 29 | 9:00 AM - 4:00 PM
3. Friday, July 30 | 9:00 AM - 4:00 PM

- Agree to marketing collaborations with SEDC & SD CEO to help promote future scholarship opportunities for the Women in Leadership course

Applications for the 2021 Women in Leadership Scholarship are due on Friday, June 25, 2021 by 11:59 PM and may be submitted by mail to Spearfish Economic Development Corporation at 106 W Kansas Street, Spearfish, SD 57783 or by email to Cayley Schmitt at [office@spearfishdevelopment.com](mailto:office@spearfishdevelopment.com).

[Learn More Here](#)

[Download Application](#)



## BHSU Graduates Class of 2021

Black Hills State University hosted three separate commencement ceremonies Saturday, May 8, at the Donald E. Young Sports and Fitness Center to honor nearly 400 Spring 2021 graduates.

BHSU President Laurie S. Nichols said, “Congratulations to all graduates. Commencement is an important milestone, and we are committed to honoring our graduates with a number of modifications to the usual ceremony.” Due to the COVID-19 pandemic, rather than one ceremony, a separate commencement ceremony was held for the three colleges within the University.

The first ceremony honored graduates in the College of Business and Natural Sciences. Don Looney, retired business professor, who connected with students in his classes by sharing his extensive experience, was the honorary speaker.

The second ceremony honored graduates in the College of Liberal Arts. Dr. Tim Steckline, professor, was named the Distinguished Faculty member at BHSU this year and was the honorary speaker. Since joining BHSU, he has taught 14 different classes in four disciplines: speech communication, mass communication, theatre, and philosophy.

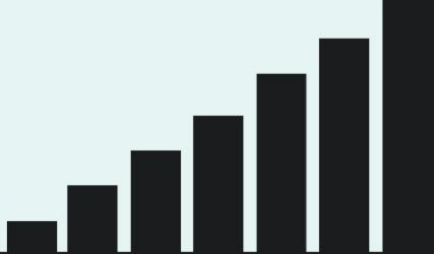
The final ceremony of the day honored graduates of the College of Education and Behavioral Sciences. Elaine Doll-Dunn, retired educator, author,

motivational speaker and marathon runner, was the honorary speaker. Doll-Dunn completed a Doctor of Philosophy in Psychology, researching the self-efficacy of women who begin marathoning after the age of 40.

You can give a virtual shout out to a 2021 BHSU graduate through webpage in the link below!

Give a Shout Out to a 2021 Graduate!

## BY THE NUMBERS



### Spearfish City Reports:

BUILDING PERMITS	2021	2020	YTD 2021	YTD 2020
New Residential	11	8	46	32
New Commercial	0	2	1	5
Total Permits	45	37	167	106
Total Dollars	\$6,546,660	\$6,403,202	\$22,577,309	\$17,774,732

SALES TAX	2021	2020	YTD 2021	YTD 2020
2nd Penny Sales Tax	\$441,812	\$344,617	\$1,560,979	\$1,369,123
Hospitality Tax	\$73,749	\$49,810	\$217,984	\$202,474

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

### SD Dept. of Labor Reports:

Labor Force	2021	2020
<b>CITY OF SPEARFISH</b>		
Total Labor Force	6,324	6,270
Total Employed	6,140	6,095
Total Unemployed	184	175
% Unemployed	2.9%	2.8%
<b>LAWRENCE COUNTY</b>		
Total Labor Force	13,508	13,426
Total Employed	13,102	13,029
Total Unemployed	406	397
% Unemployed	3.0%	3.0%
<b>NORTHERN HILLS (BUTTE, LAWRENCE, MEADE, &amp; PENNINGTON COUNTIES)</b>		
Total Labor Force	89,324	89,227
Total Employed	86,361	86,160
Total Unemployed	2,963	3,067
% Unemployed	3.3%	3.4%

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

## 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](#)



**SPEARFISH ECONOMIC DEVELOPMENT CORPORATION**

# **THE MORE YOU KNOW**

## **Are You an Employer of Choice?**

**The Balance Careers | September 17, 2020**

Are you an Employer of Choice? An Employer of Choice is an employer that offers a fantastic work culture and workplace environment that attracts and retains superior employees. The features of the environment available at an employer of choice favor the well-being, safety, and happiness of employees and customers. Your reputation will precede you and employees will seek you out as a desirable place to work. That's the first goal of any effective recruitment strategy. Be the employer that superior employees choose.

An Employer of Choice strives to pay employees compensation that may include a salary and benefits that are equal to or above market rates. Most Employers of Choice offer employees a comprehensive employee benefits package, as they can afford to add benefits for employees, including health insurance, paid time off, paid holidays, and paid vacation. Employers can consider themselves an Employer of Choice without these compensation offerings, but they must substitute with an important mission or vision in their place. An example might be a non-profit agency with a mission to cure cancer in children.

Here are additional factors that make an employer an Employer of Choice:

- Job Security
- Empowerment & Authority
- Respect
- Opportunity for Growth
- Access to Information
- Commitment
- Involvement
- Positive Relationships with Coworkers
- Work-Life Balance
- Fairness
- Recognition

These are not all of the characteristics of an Employer of Choice, but if you've implemented a significant number of these factors in your company, you are well on your way to becoming an employer that attracts and retains superior employees.





## Local Development News

### BH Pioneer:

[Spearfish students win at state SkillsUSA comp](#)

[Uncle Louie's Diner expands to Spearfish](#)

[The Atomic Pizza Café caters to college crowd](#)

[Spearfish Bike Skills Park, Trails to open](#)

[Dessert shop provides sweetness for the stomach, soul](#)

### Newscenter1:

[New upgrades and improvements coming to the Spearfish Rec Center](#)

[Spearfish requesting proposals for naming rights for the Sky Ridge sportsplex](#)

### KELO:

[As COVID slows flow of foreign workers, BHSU experiments with a faster-track tourism degree](#)

[Black Hills State prepares for in-person graduation](#)

### Rapid City Journal:

[Gov. Noem Names Partridge to Board of Regents](#)

[Task force seeking ways to reduce university spending convenes Thursday in Spearfish](#)



## Get Involved in the Community!

**Craft Beer Week: Trivia Night**

Hosted by Sawyer Brewing Co.

Tuesday, May 11, 2021 | 6:30 PM

Sawyer Brewing Co.  
[Learn More Here](#)



**125 Year Celebration with D.C. Booth Fish Hatchery**  
Hosted by the D.C. Booth National Fish Hatchery  
Wednesday, May 12, 2021  
Virtual



[Learn More Here](#)

### SEDC Lunch & Learn

Hosted by SEDC & BHSU's Career Center  
Thursday, May 13, 2021 | 11:30 AM - 12:30 PM  
The Joy Center



[Learn More Here](#)

### Jazz Night with The Potters

Hosted by Matthews Opera House & Arts Center  
Friday & Saturday, May 14 & 15, 2021 | 7:00 - 9:00 PM  
The Matthews Opera House



[Learn More Here](#)

### Change of Pace 5K

Hosted by Spearfish Hot Yoga & Cycle  
Saturday, May 15, 2021 | 9:00 AM  
Spearfish Hot Yoga & Cycle Studio



[Learn More Here](#)

### Marketing Tips for Re-Engaging Your Customers

Hosted by SD Center for Enterprise Opportunity  
Wednesday, May 19, 2021 | 11:00 AM - 12:00 PM  
Virtual



[Learn More Here](#)

### VIBE Content Creation Course

Hosted by The Barn at Aspen Acres & CBWYN  
Sunday, May 23, 2021 | 4:00 - 6:00 PM  
The Barn & Aspen Acres



[Learn More Here](#)

### Wine & Tapas Pairing Event

Hosted by Antunez Cuisine  
Sunday, May 23 | 3:00 PM  
Antunez Restaurant



[Learn More Here](#)

### Beautify Spearfish Trash Pickup Day

Beautify Spearfish & The Hook Young Professionals  
Wednesday, May 25, 2021 | 5:45 - 7:30 PM  
Lookout Mountain Park



[Learn More Here](#)

Please share your upcoming events with [Cayley Schmitt](#), SEDC Marketing Coordinator, to be included in the upcoming SEDC monthly newsletters.

---



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!

