



SPEARFISH ECONOMIC DEVELOPMENT CORPORATION

BUSINESS NEWSLETTER

Volume 5, Issue 10 | October 2020

Spearfish Breaks Ground on Sky Ridge Workforce Housing Development

SPEARFISH, SD - Sky Ridge, a workforce housing development, is officially under construction. The City of Spearfish hosted a groundbreaking ceremony last Wednesday with various local officials, dignitaries, and community stakeholders in attendance. Sky Ridge is located south of Colorado Boulevard and west of U.S. Highway 85 in the Exit 17 area off of Interstate 90.

"We are excited to be here today to begin construction on this project and bring the dream of home ownership one step closer for 150 families," Mayor Dana Boke said, explaining that developing more affordable housing has long been a priority for the city.



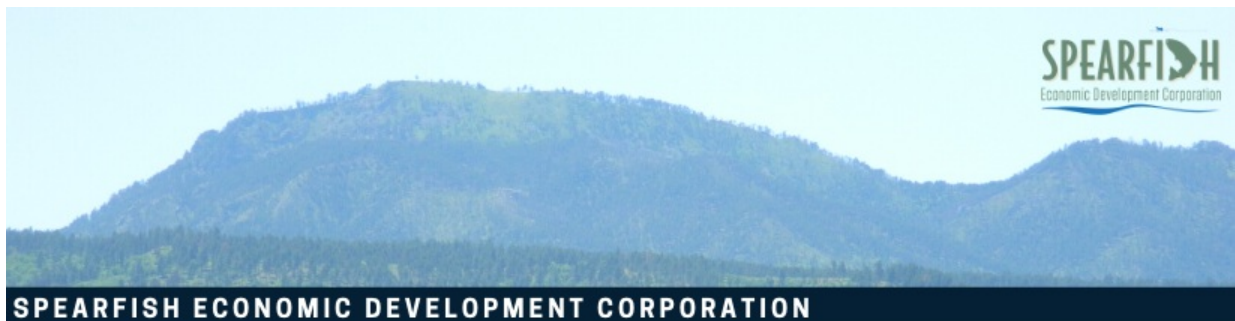
"Sky Ridge will be an incredible addition to Spearfish in so many ways," Kory Menken, Executive Director of Spearfish Economic Development Corporation, said. "Workforce housing is a major need almost everywhere, and I applaud the City of Spearfish and its partners for being proactive, leading the conversation, and making Sky Ridge a reality."

Several SEDC Board members and staff attended the ground breaking event. "SEDC is proud to have been a partner on this exciting project," noted Menken. "The number one issue we hear from the Spearfish business community is the difficulty in attracting and retaining young professionals and entry-level employees. A major contributor to that issue is the lack of attainable housing. Having a solid workforce is imperative to the growth of our existing Spearfish businesses as well as the recruitment of new industry."



For more details about the Sky Ridge development, see the full press release on the City of Spearfish website by clicking on the link below.

[Sky Ridge Ground Breaking Press Release](#)



BUSINESS SPOTLIGHT

Moxie Marketing

Written by Cayley Schmitt | October 1, 2020

Kelsey Ruzicka is the owner of *Moxie Marketing of the Midwest, LLC*. Kelsey has always been creative and her experiences growing up shaped her into

the entrepreneur she is today.

Kelsey studied communication arts and business marketing at Black Hills State University and worked in a corporate media setting for over ten years, but she always had a passion for entrepreneurship. One of her first jobs was working for a local, woman-owned gift shop in her hometown of Kimball, Nebraska. It was there that she was "bitten by the entrepreneurial bug." Later, in college, she found a mentor whom, years later, would sell Kelsey her business. It had been a long-time dream of hers to own and operate her own business, and in 2018 that dream came true when Kelsey took over what was once Chicken Creek Communications.



Kelsey chose to name her business *Moxie Marketing* because she loves the word 'moxie'. Moxie means the ability to face difficulty with spirit and courage. It is synonymous to perseverance, tenacity, skill, and know-how - and that is what *Moxie Marketing* aims to uniquely apply to each project for every client.

Kelsey realizes that many business owners wear many hats and often end up putting projects on the shelf. She can help them get those projects going and help their business thrive - "all with a dose of moxie!"

Moxie Marketing offers a full range of design services to create a unified brand for each business including web design, print design, and brand consulting. Kelsey builds beautiful websites, offers coaching, creates graphic designs, and forms marketing strategies for her clients. No matter what services a business may offer, Kelsey will provide them with "a comprehensive look at their branding" and will be a "friendly, skillful, and passionate partner in their business goals."

Not only does *Moxie Marketing* serve the Northern Hills region, but Kelsey also has customers across the country. She works from home, but can often be found working at our local coffee shops or meeting with clients around town from resource centers such as in the SEDC office building.

Kelsey loves what she does, so it doesn't feel like work. She claims that she often becomes her clients' biggest cheerleader and falls in love with their products and services herself! She cares deeply about her fellow business owners, not just for their success but also for the success of the community.

"I am so grateful to be living my dream and serving my customers in the beautiful Black Hills," says Kelsey. "There is an entrepreneurial energy to Spearfish - lots of business owners and thriving businesses. The community is supportive of each other and that is easily felt here."

To learn more about *Moxie Marketing of the Midwest, LLC* or to contact Kelsey, visit her website or Facebook page through the links below.

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 take a photo of yourself and staff to be used in a following month's newsletter.

[Business Spotlight Interest Form](#)

Turn-Key Space Now Available in the Atlas Building!

The Atlas Building, located adjacent to Interstate 90 near Exit 14, has space available for rent:

- 4,000 s/f of high ceiling light industrial space with overhead door
- 1,000 s/f of fully finished office space
- 4,000 s/f of partially finished office space

Built in 2015, the Atlas Building has electric, natural gas, water, and telecommunications hookups in place as well as three-phase power and plenty of free parking space.

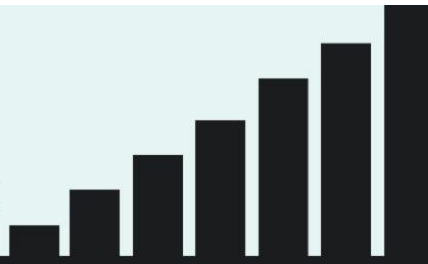




Reach out to Kory Menken to learn more about the space and SEDC's competitive lease rates.

Kory Menken
 Executive Director
 Spearfish Economic Development Corporation
 Director@SpearfishDevelopment.com
 (605) 642-3832

BY THE NUMBERS



Spearfish City Reports:

BUILDING PERMITS	2020	2019	YTD 2020	YTD 2019
New Residential	6	6	73	45
New Commercial	1	0	11	8
Total Permits	84	34	421	272
Total Dollars	\$5,114,612	\$2,722,785	\$41,194,686	\$29,273,181

SALES TAX	2020	2019	YTD 2020	YTD 2019
2nd Penny Sales Tax	\$433,656	\$679,227	\$3,316,495	\$3,145,652
Hospitality Tax	\$86,677	\$86,310	\$524,723	\$525,178

BUILDING PERMITS AND SALES TAX ARE BASED ON THE MOST RECENT CITY OF SPEARFISH REPORT FROM SEPTEMBER OF 2020

SD Dept. of Labor Reports:

Labor Force	2020	2019
CITY OF SPEARFISH		
Total Labor Force	2,295	6,356
Total Employed	6,009	6,176
Total Unemployed	286	180
% Unemployed	4.5%	2.8%

LAWRENCE COUNTY		
Total Labor Force	13,530	13,531
Total Employed	12,846	13,131
Total Unemployed	684	400
% Unemployed	5.1%	3.0%

NORTHERN HILLS (BUTTE, LAWRENCE, MEADE, & PENNINGTON COUNTIES)		
Total Labor Force	88,756	93,178
Total Employed	84,151	90,410
Total Unemployed	4,605	2,768
% Unemployed	5.2%	3.0%

LABOR FORCE DATA IS BASED ON THE MOST RECENT SD DEPARTMENT OF LABOR & REGULATION REPORT FROM AUGUST OF 2020

Local Economic Development News

BH Pioneer:

[Spearfish awards bids for major improvements](#)

[Spearfish breaks new ground on Sky Ridge housing development](#)



Rapid City Journal:

[Spearfish looks for input on parks master plan](#)

[Kids Point Daycare and Preschool opens Monday in Spearfish](#)

[Spearfish breaks ground on housing development](#)



Newscenter1:

[A new outdoor attraction in the City of Spearfish](#)

KOTA:

[New grants coming to airports across the Black Hills](#)

[Spearfish breaks ground on new workforce housing development](#)

KEVN:

[Spearfish woman inducted into Hall of Honor](#)

KELO:

[Black Hills State University seeks board's approval for E.Y. Berry Library renovation](#)

Get Involved in the Community!

Women in Networking Virtual Lunch

Hosted by SD CEO

Tuesday, October 13th, 2020 from 12:00 to 1:00 PM

Via Zoom Conference

[Learn More Here](#)

SD CEO
Center for Enterprise Opportunity
Women's Business Center

Pizza & Pilsner Social

Hosted by The Hook Young Professionals

Tuesday, October 13th, 2020 from 5:00 to 7:00 PM

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



Hall of Honor Induction Ceremony
Hosted by the SD Dept. of Transportation
In Honor of Prairie Transit Owner Barb Cline
Tuesday, October 13th, 2020 at 5:30 PM
Holiday Inn Convention Center

2020 District 31 Candidate Forum
Hosted by the Spearfish Chamber
Thursday, October 15th from 6:00 to 7:00 PM
High Plains Western Heritage Center
[Learn More Here](#)



How to Navigate Employment Law in a COVID-19 World
Hosted by Lynn, Jackson, Shultz & Lebrun
Wednesday, October 21st from 12:00 to 1:15 PM
Holiday Inn Convention Center
[Learn More Here](#)



Celebrating Women's Work, 100 Years of Suffrage
Hosted by BHSU, SD CEO & AAUW Rapid City
Friday, October 23rd, 2020 from 1:00 to 5:30 PM
Black Hills State University Campus
[Learn More Here](#)



*Please share your upcoming events with fellow SEDC members and friends.
Send your events to [Cayley Schmitt](#), SEDC Marketing Coordinator, to be
included in upcoming SEDC monthly newsletters.*



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Let's Be Friends!

