

FORWARD SIOUX FALLS TIMELINE

FORWARD SIOUX FALLS INVESTOR BRIEFING



MAYOR PAUL TEN HAKEN,

CITY OF SIOUX FALLS

DAVE ROZENBOOM,

FIRST PREMIER BANK, FORWARD SIOUX FALLS CHAIR



FORWARD
SIOUX  FALLS
2021

MOMENTUM

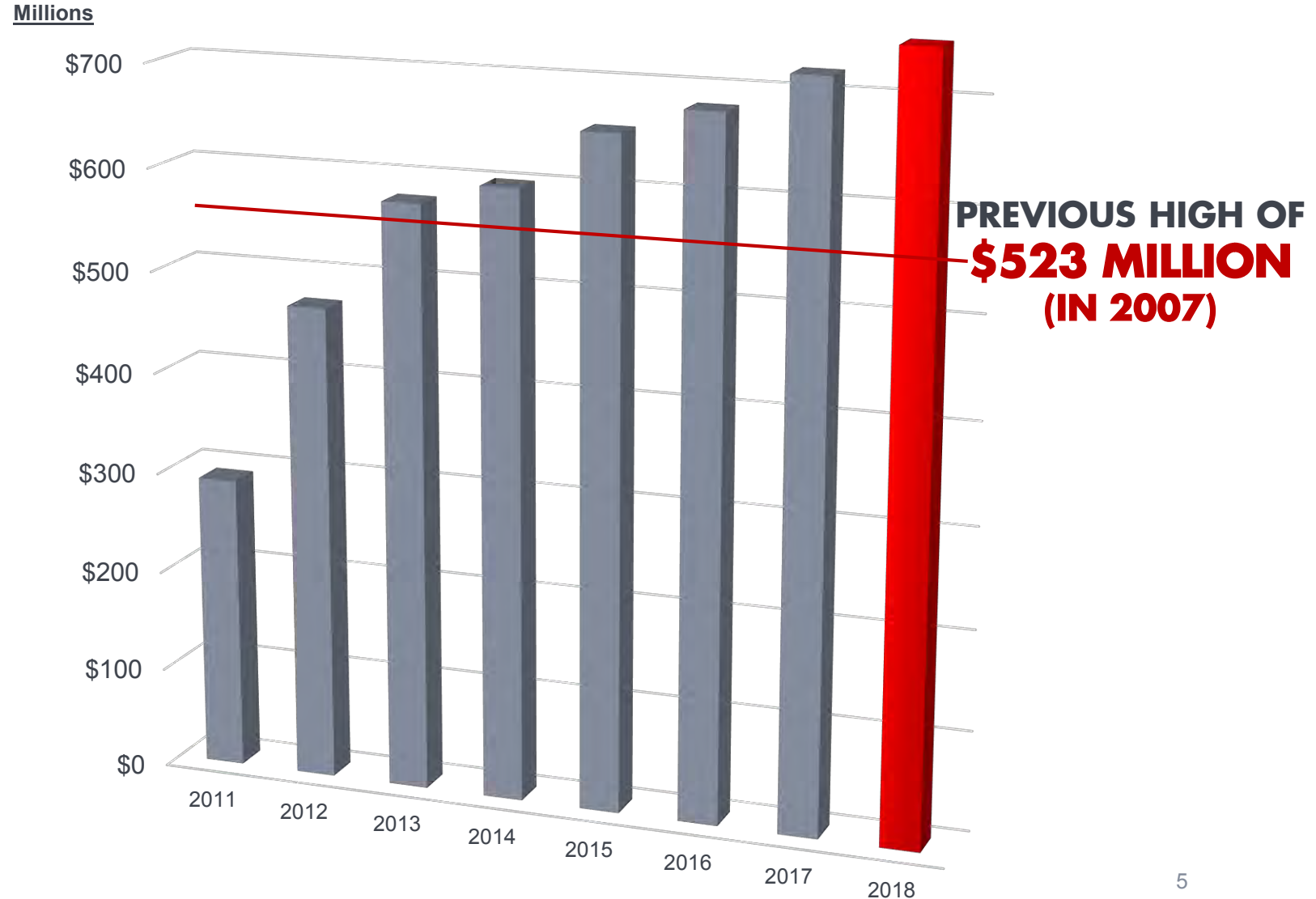
2019 INVESTOR BRIEFING

TOTAL CONSTRUCTION VALUES

FORWARD SIOUX FALLS INVESTOR BRIEFING

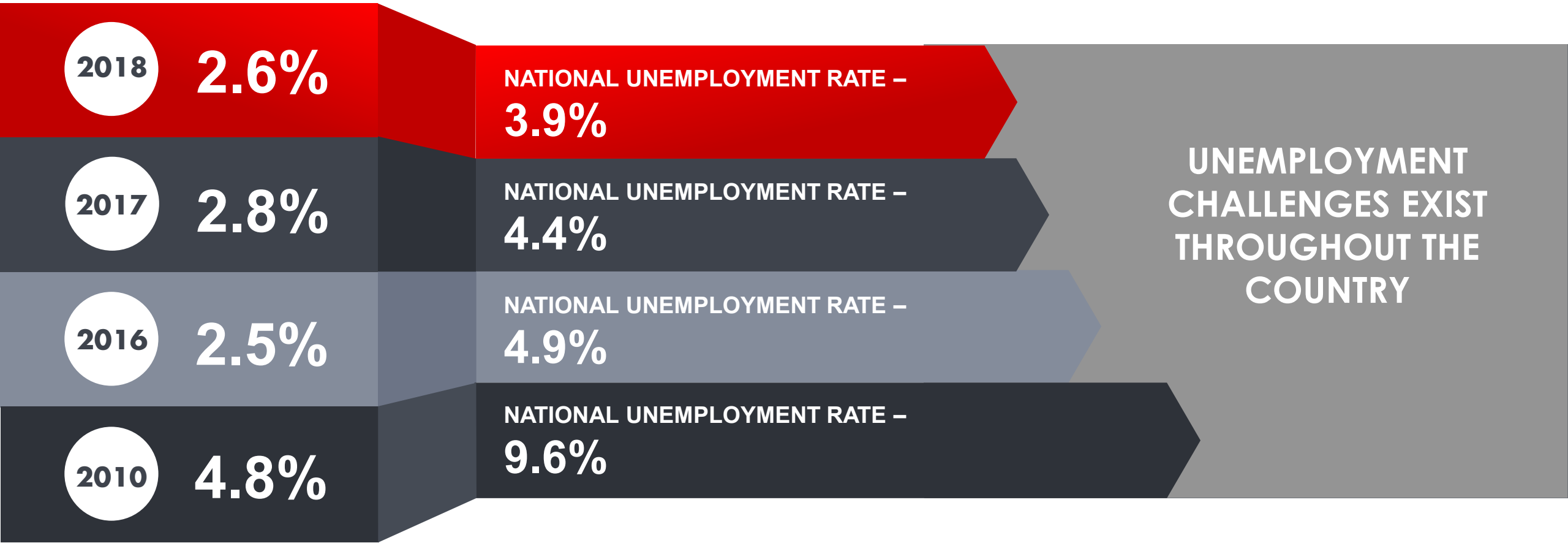
**2018 BROUGHT
AN ALL TIME HIGH AT
\$786.6 MILLION**

**6 CONSECUTIVE YEARS
OF RECORD
CONSTRUCTION
VALUES**



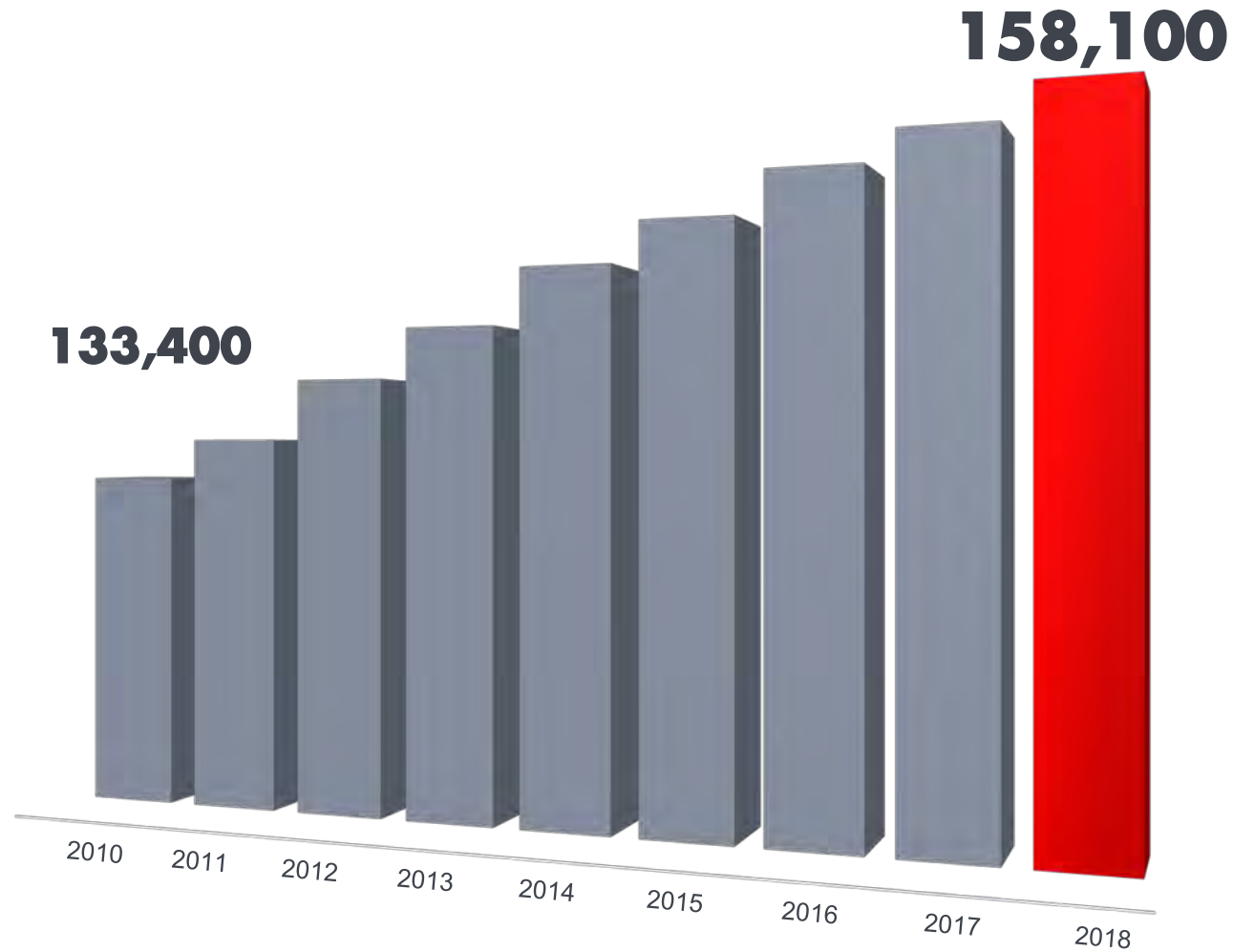
SIOUX FALLS MSA UNEMPLOYMENT RATE

FORWARD SIOUX FALLS INVESTOR BRIEFING



SIoux FALLS MSA JOB GROWTH (NON-FARM EMPLOYMENT)

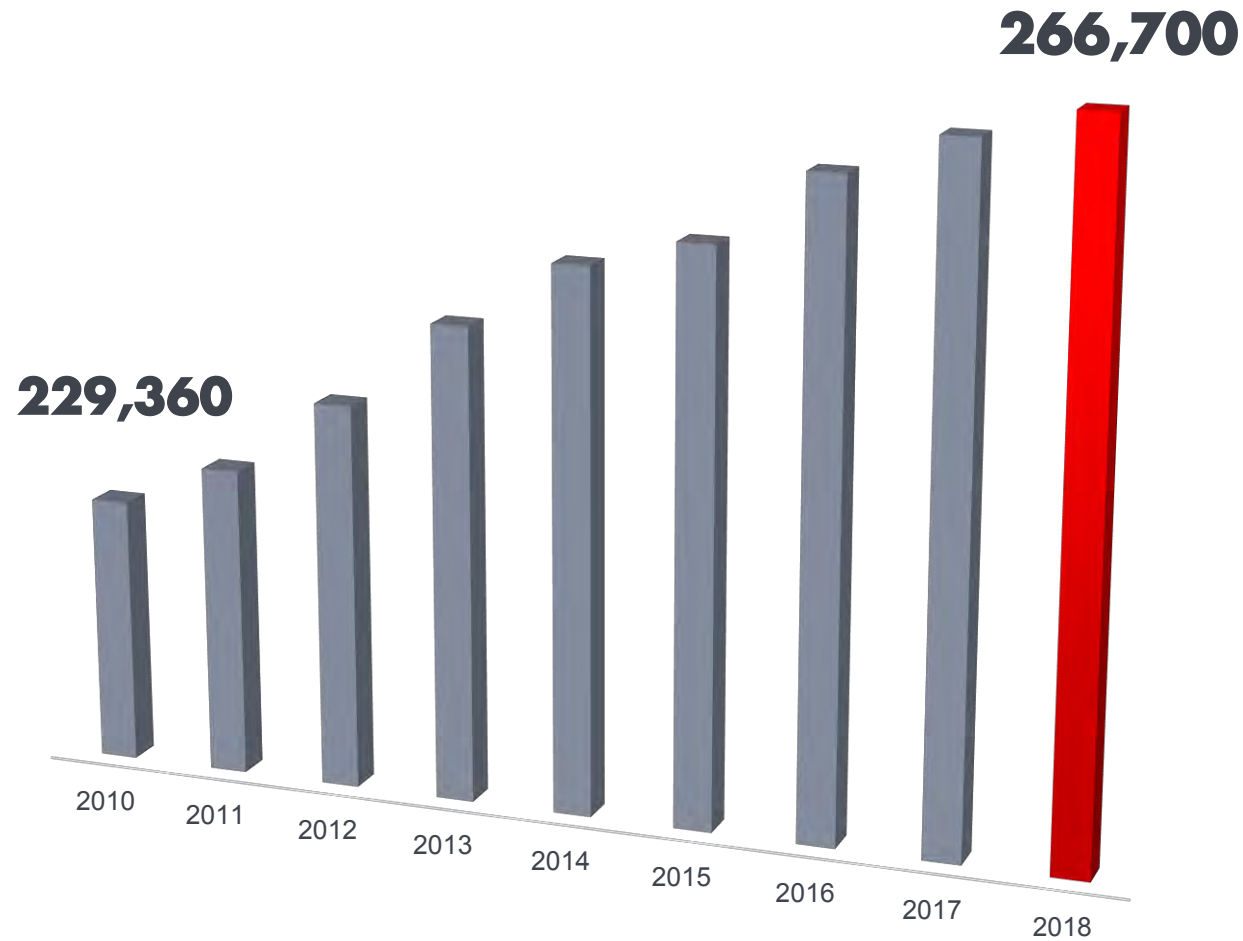
FORWARD SIOUX FALLS INVESTOR BRIEFING



**OVER 24,000 JOBS
ADDED IN THE
PAST EIGHT YEARS
(AN INCREASE OF 18.5%)**

SIoux FALLS MSA POPULATION

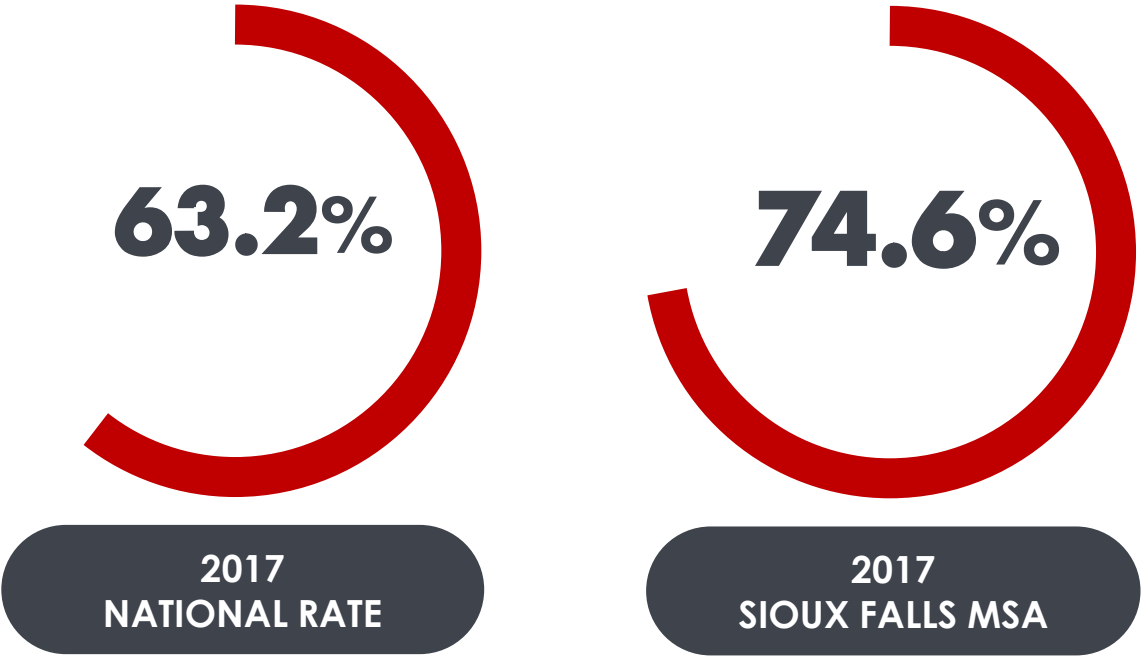
FORWARD SIOUX FALLS INVESTOR BRIEFING



37,340
NEW RESIDENTS IN THE
PAST EIGHT YEARS
(AN INCREASE OF 16.3%)

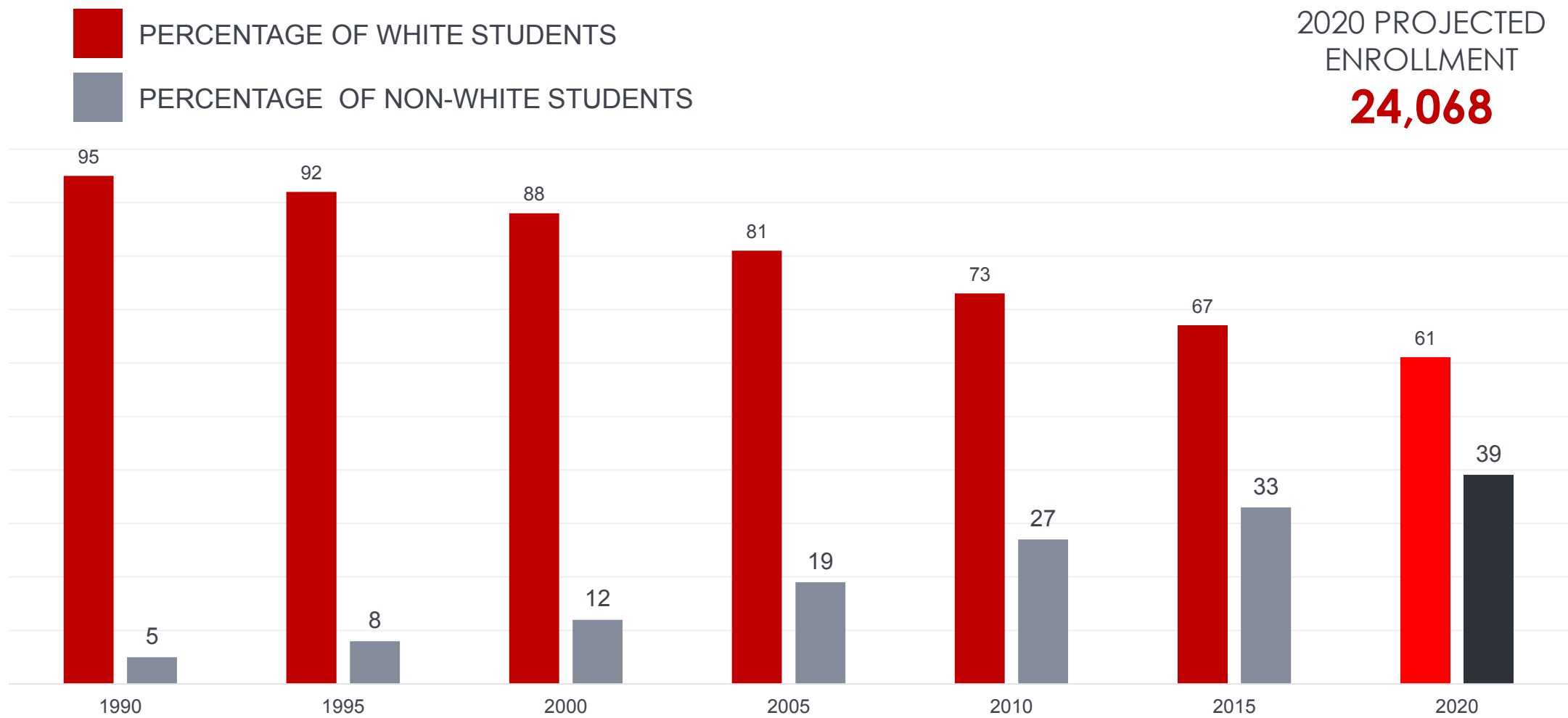
SIOUX FALLS MSA LABOR PARTICIPATION RATE

FORWARD SIOUX FALLS INVESTOR BRIEFING



SF PUBLIC SCHOOL DISTRICT ENROLLMENT HISTORY BY ETHNICITY

FORWARD SIOUX FALLS INVESTOR BRIEFING



SIoux FALLS ACCOLADES

FORWARD SIOUX FALLS INVESTOR BRIEFING



FORWARD
SIOUX ► FALLS
2021

BOB MUNDT,

SIOUX FALLS DEVELOPMENT FOUNDATION



Foundation
Park

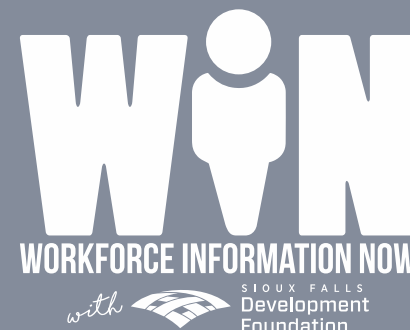
**SIoux
FALLS.C
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ECONOMIC DEVELOPMENT

FORWARD SIOUX FALLS INVESTOR BRIEFING



SIOUX FALLS
Development
Foundation



SFDF MISSION STATEMENT

FORWARD SIOUX FALLS INVESTOR BRIEFING

PORTFOLIO



To collaboratively create quality economic growth and workforce development in the Sioux Falls MSA to improve our quality of life.

SIOUX FALLS DEVELOPMENT FOUNDATION
MISSION STATEMENT



SFDF VISION STATEMENT

FORWARD SIOUX FALLS INVESTOR BRIEFING

The Sioux Falls Development Foundation will lead the region in the growth and development of quality initiatives that:

Grow the tax base



Create and retain quality jobs



Stimulate innovative workforce development initiatives



Result in a national standard of excellence



SFDF GOVERNANCE

FORWARD SIOUX FALLS INVESTOR BRIEFING



22
MEMBER
BOARD OF
DIRECTORS



5
MEMBER
EXECUTIVE
BOARD



11
STAFF



4
COMMITTEES

- Real Estate Development
- Finance
- Talent & Workforce
- Marketing

SFDF OFFICERS - 2019

FORWARD SIOUX FALLS INVESTOR BRIEFING



**CHAIRMAN
JAY RASMUSSEN**



**VICE CHAIRMAN
TODD ERNST**



**SECRETARY
KURT LOUDENBACK**



**TREASURER
PAT COSTELLO**



**PAST CHAIRMAN
BOB THIMJON**

SFDF FUNDING

FORWARD SIOUX FALLS INVESTOR BRIEFING



City of Sioux Falls



MEMBERSHIP

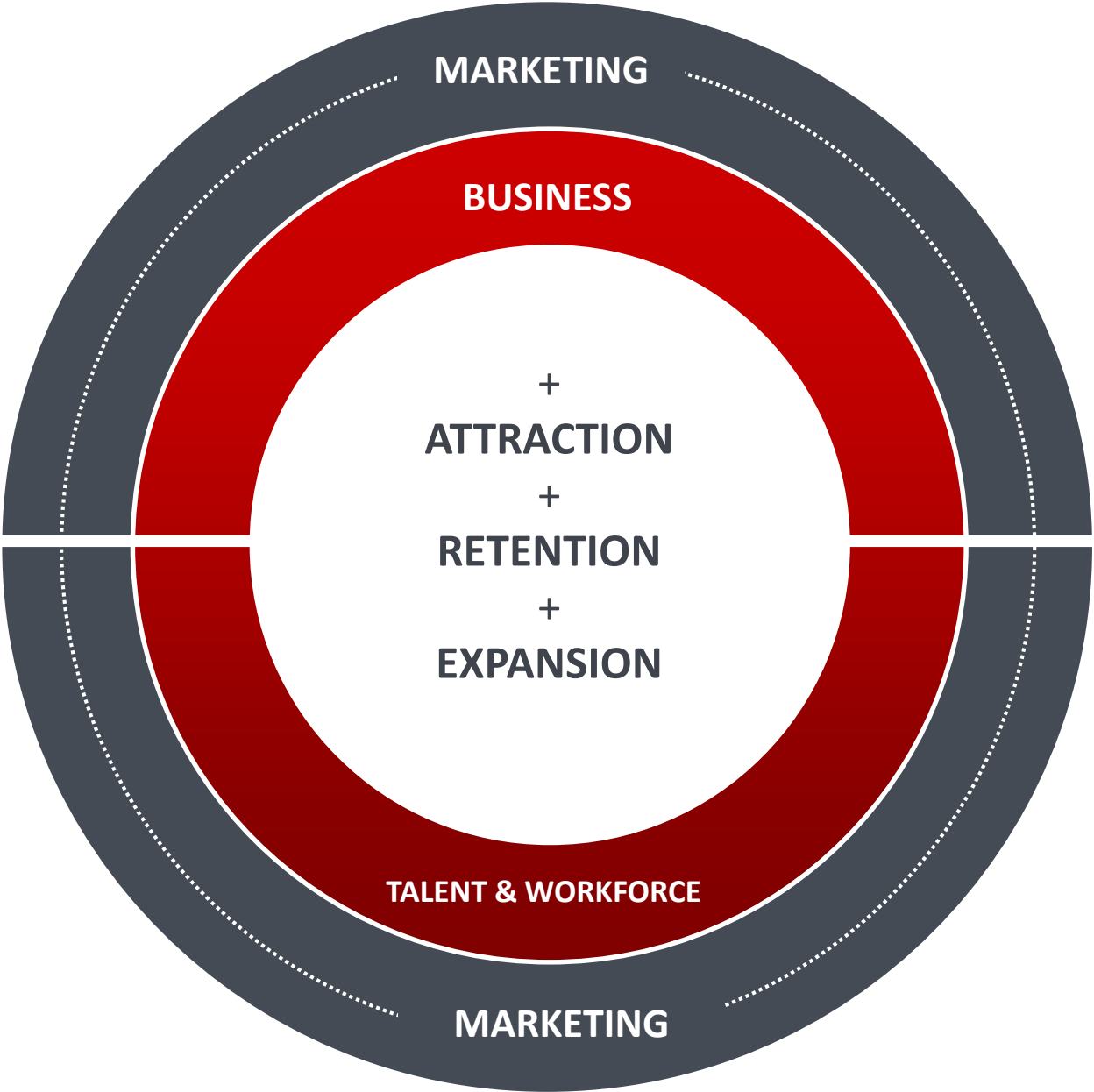


LAND SALES



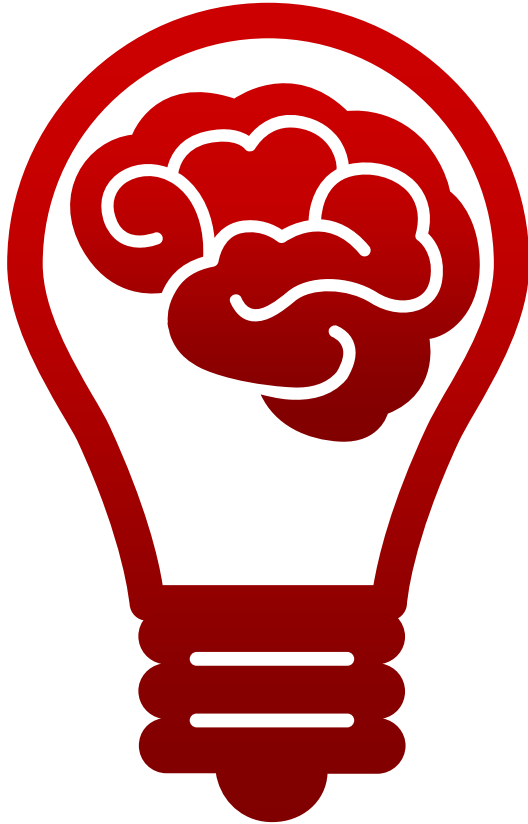
SFDF STRATEGIC CIRCLE

FORWARD SIOUX FALLS INVESTOR BRIEFING



SFDF STRATEGIC PRIORITIES

FORWARD SIOUX FALLS INVESTOR BRIEFING



GROWING PROPERTY TAX BASE & QUALITY JOBS

Through land sales, business attraction, retention and expansion

TALENT ATTRACTION & WORKFORCE DEVELOPMENT

Through creation of education and labor pipelines internally and externally and through workforce training, K-16 education and utilization of special populations

BRAND & IMAGE DEVELOPMENT

Creating a superior regional brand that attracts and retains businesses and talent

GOVERNANCE & OPERATIONAL EXCELLENCE

Refine governance and operational procedures to realize efficiencies and create best practices

GROWING PROPERTY TAX BASE & QUALITY JOBS

FORWARD SIOUX FALLS INVESTOR BRIEFING



FOUNDATION PROPERTY

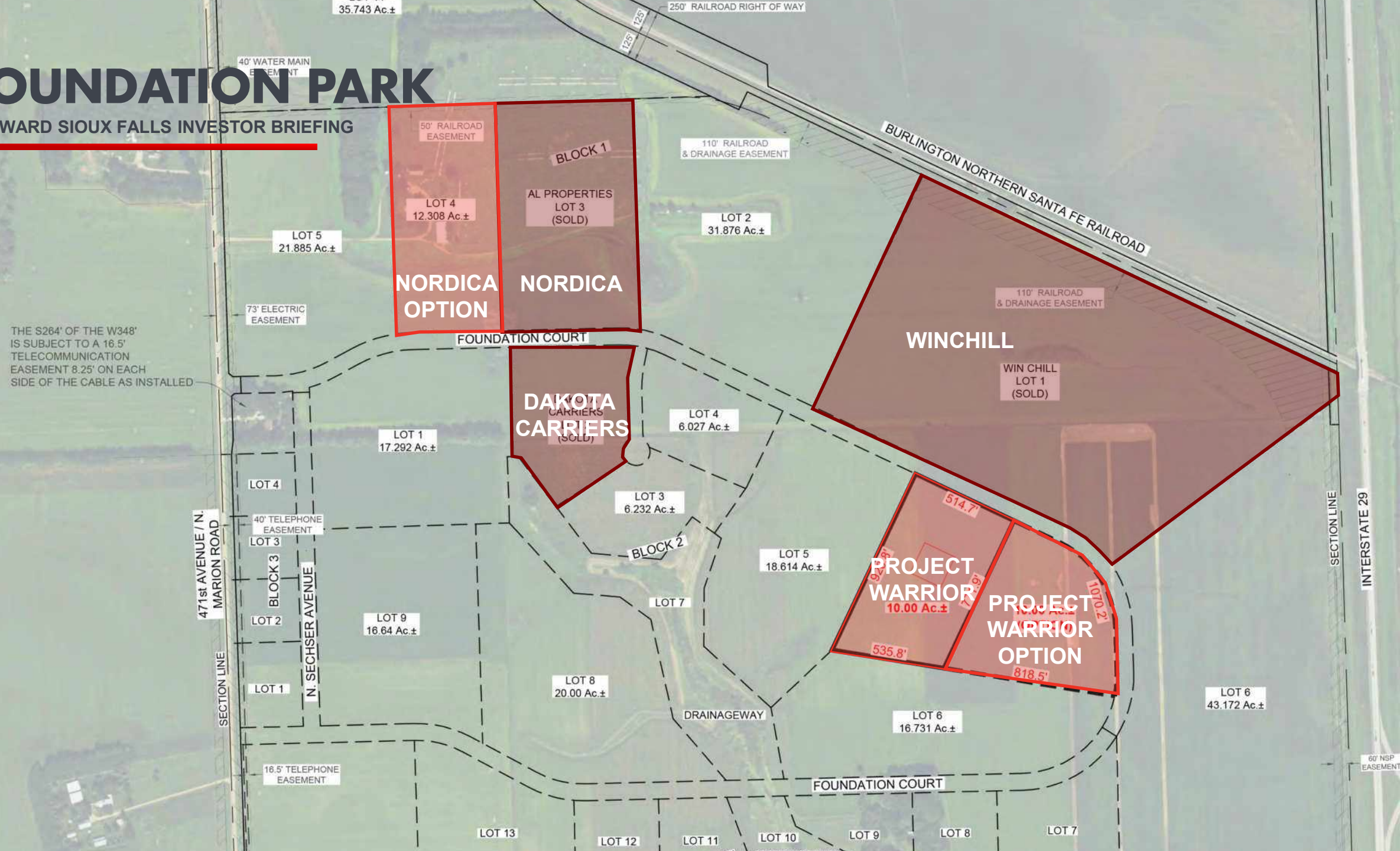
- Foundation Park
- Park VIII – Sioux Empire Development Park
- Park VII

AVAILABLE BUILDINGS

DEVELOPER PROPERTY

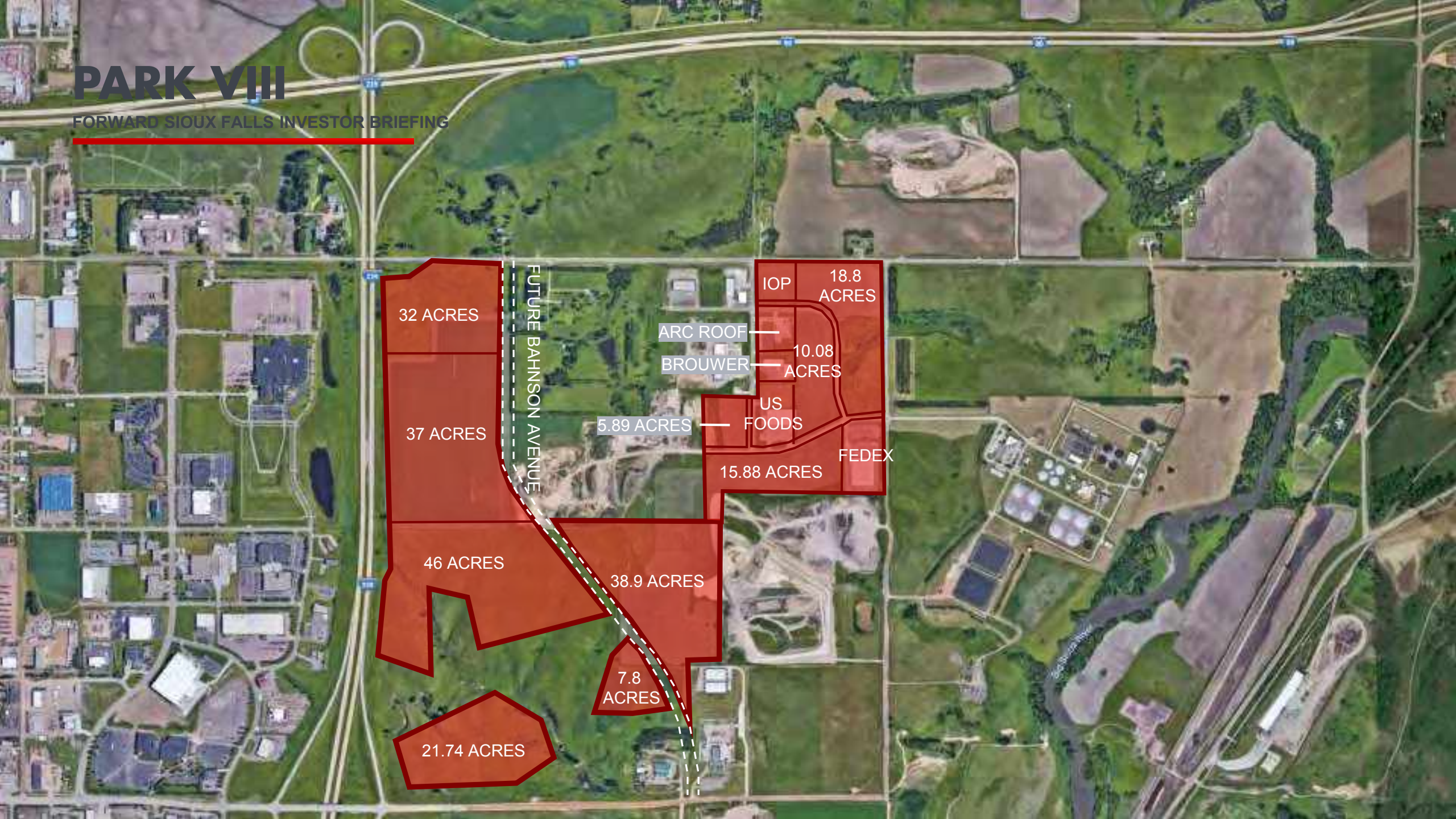
- Local properties listed by local developers

FORWARD SIOUX FALLS INVESTOR BRIEFING



PARK VIII

FORWARD SIOUX FALLS INVESTOR BRIEFING



CAMPUS CROSSING

FORWARD SIOUX FALLS INVESTOR BRIEFING



31.9 ACRES

2.7 ACRES

4.5 ACRES

WALMART

REGIONAL DETENTION

1.0 ACRES
PROJECT
BLUEBIRD

1.5 ACRES

REGIONAL DETENTION & BMP

NORTHSTAR
GRILL & PUB

1.6 ACRES
PROJECT
SUNSHINE

University Center

GROWING PROPERTY TAX BASE & QUALITY JOBS

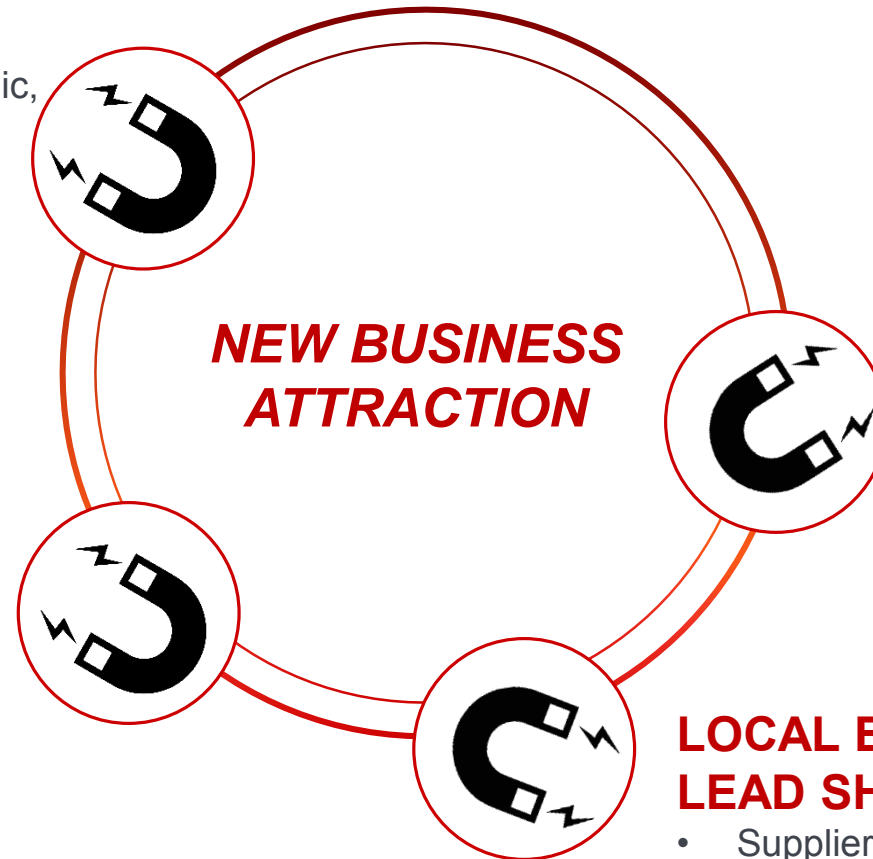
FORWARD SIOUX FALLS INVESTOR BRIEFING

NATIONAL SITE SELECTORS

- Face to face, phone, electronic, FAM hostings

NATIONAL BROKERS

- Face to face, phone, electronic, FAM hostings



VICE PRESIDENT OF
ECONOMIC DEVELOPMENT
DEAN DZIEDZIC



LOCAL BROKERS – LEAD SHARE

- Marketing partnerships
- National affiliations

LOCAL BUSINESS PARTNERSHIP – LEAD SHARE

- Suppliers, affiliate companies, vendors

MARKETING EFFORTS

FORWARD SIOUX FALLS INVESTOR BRIEFING

Trade Shows

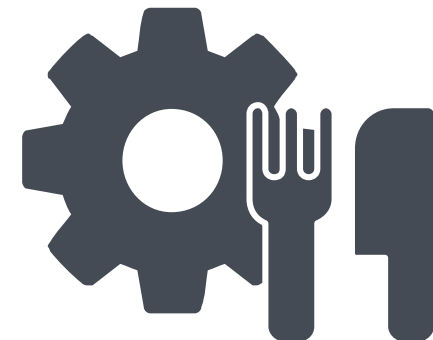
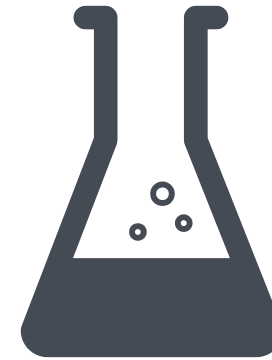
- Area Development Consultants Forum
- Bio World Congress
- Logistics Development Forum
- MidAmerica Site Selector Forum

Drones & Visualization of Parks with Video

Local Brokers Partnership Program

Site Consultant Familiarization (FAM) Tours

Quarterly Headquarter Visits



PROSPECT ACTIVITY

FORWARD SIOUX FALLS INVESTOR BRIEFING

13

ACTIVE PROSPECTS
(LAST 60 DAYS)

82

ACRES
INVOLVED

432

NEW
JOBS

200+

EXISTING
JOBS

\$52,000

AVERAGE
WAGE

\$144.2M

CAPITAL
INVESTMENT

26

NEUTRAL PROJECTS
(ON HOLD)

GROWING PROPERTY TAX BASE & QUALITY JOBS

FORWARD SIOUX FALLS INVESTOR BRIEFING

BUSINESS RETENTION & EXPANSION

- Existing industry calls
- Headquarter visits
- Local new business lead share

DIRECTOR OF BUSINESS
RETENTION & EXPANSION
MIKE GRAY



PURPOSE

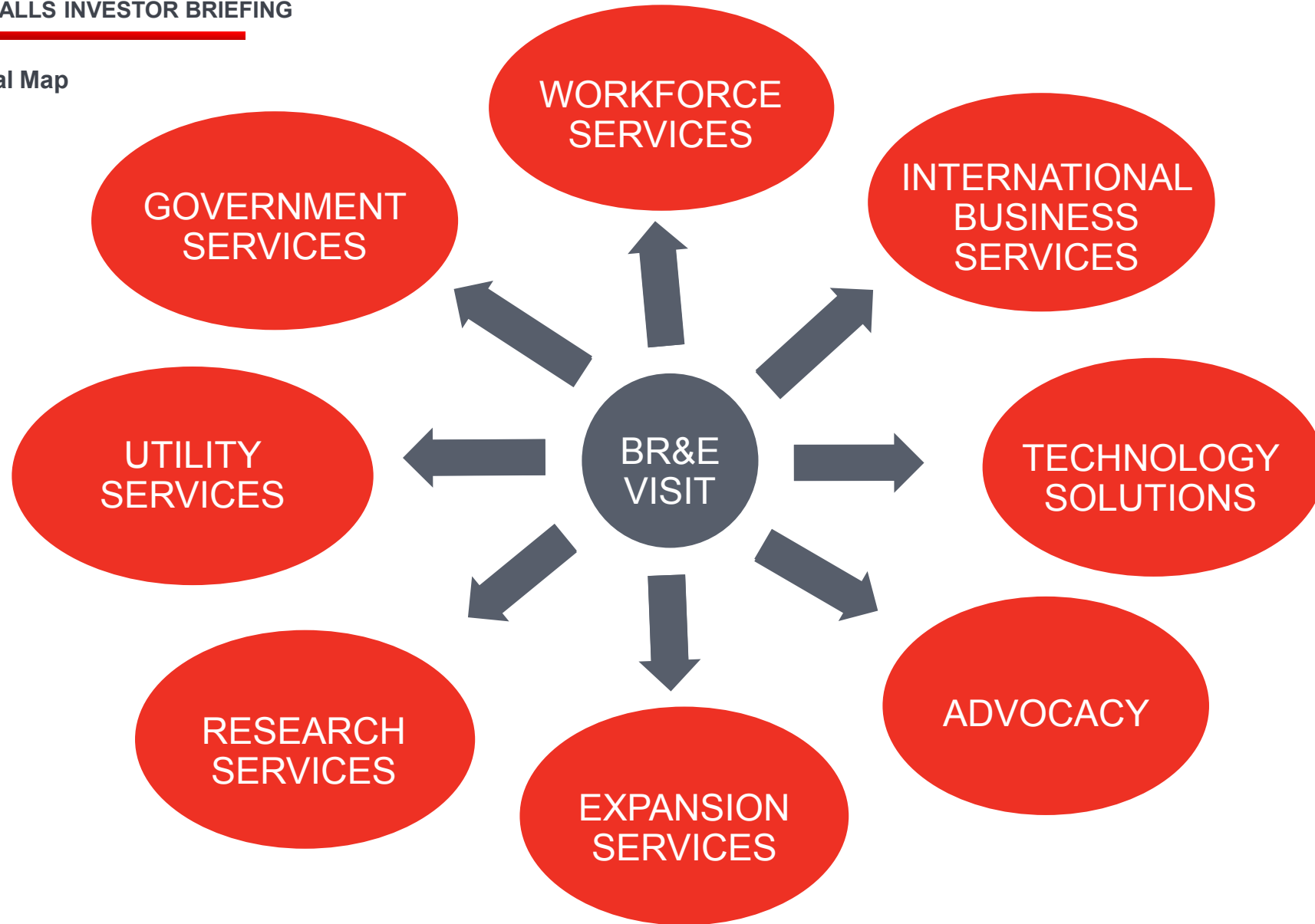
- Identify anti-growth issues for solutions
- Identify trend data for proactive solutions
- Identify at-risk firms
- Identify potential expansion projects
- Provide resources and connections for assistance



BR&E TAKEAWAY FOR CUSTOMERS

FORWARD SIOUX FALLS INVESTOR BRIEFING

Assistance/Referral Map
(Work-in-progress)



TO DATE BR&E ACTIVITY

FORWARD SIOUX FALLS INVESTOR BRIEFING

118

TOTAL CALLS
MADE

30

MEETINGS
HELD

13

ASSISTANCE/
REFERRALS

4

PROSPECTS
IDENTIFIED

3

RED
FLAGS

54

CONTACTS NEXT
30 DAYS

12

MEETINGS
SCHEDULED

DEVELOPMENT CONNECTIONS

FORWARD SIOUX FALLS INVESTOR BRIEFING

BUSINESS FAM-TOUR SERIES PROGRAM

Audience:

- Civic officials
 - Local elects – mayor and city council
 - State representatives – legislative and governor's office
 - Federal delegation – representatives for Senate and House
- Existing Sioux Falls businesses
 - Primary employers
 - Targeted industries

Value:

SFDF brings together civic officials to hear and learn directly from the business

Objective:

Connect existing businesses in Sioux Falls with civic leaders to enhance collaboration and develop relationships



GROWING PROPERTY TAX BASE & QUALITY JOBS

FORWARD SIOUX FALLS INVESTOR BRIEFING

INTERNATIONAL TRADE/IMPORT/EXPORT

BUSINESS CALL PROGRAM

- Import/export assistance
- Resource connections
- Educational seminars
- Customs assistance
- Database of international businesses
- Relocation of potential of foreign companies

SOUTH DAKOTA
INTERNATIONAL
MARKETING DIRECTOR
ROCK NELSON



COORDINATED & CONSISTANT MARKETING

FORWARD SIOUX FALLS INVESTOR BRIEFING

DEVELOP & LAUNCH

- The Sioux Falls Strategy with the SF Chamber, City of Sioux Falls, and other partners

SFDF SUB-BRAND

- Publications
- Web site
- Social media
- Marketing materials for business recruitment & talent recruitment

DIRECTOR OF MARKETING
MEGAN JANSICK



Partnership with the Chamber

Links to all partners

Rebuild as primary landing page for external and internal audiences

People and quality of life focused

Business profiles on siouxfallsdevelopment.com

Workforce link to WIN and business profiles



STRATEGIC WORKFORCE ACTION AGENDA

FORWARD SIOUX FALLS INVESTOR BRIEFING

TALENT ATTRACTION & RETENTION

- External marketing
- Incentives
- Housing

VICE PRESIDENT OF TALENT &
WORKFORCE DEVELOPMENT
DENISE GUZZETTA

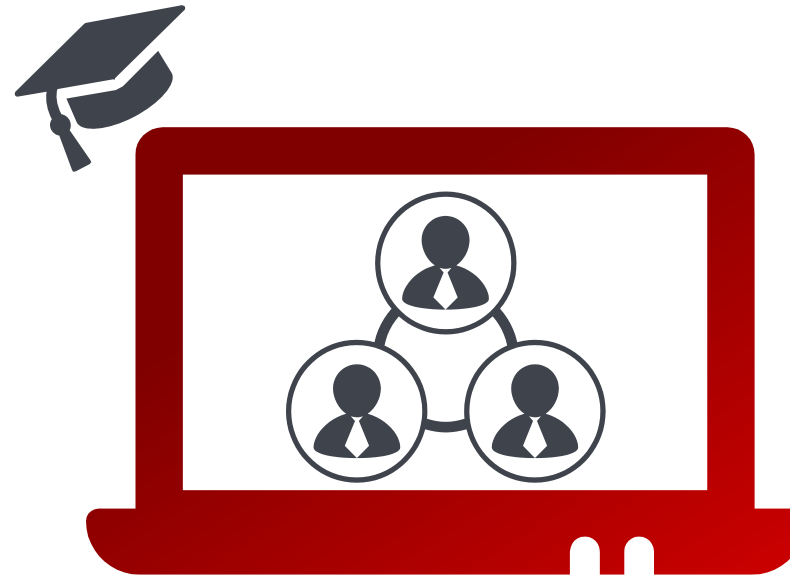


TALENT DEVELOPMENT

- Internal marketing
- Cradle-to-career - THRIVE
- Targeted populations
- Continuous learning

SHARED FOCUS AREAS

- Career based training and experience
- Talent portal
- State policy
- Branch campus



DENISE GUZZETTA,

SIOUX FALLS DEVELOPMENT FOUNDATION



DENISE GUZZETTA,

SIOUX FALLS DEVELOPMENT FOUNDATION

- ❑ **Grow** the labor force by 15,000 by 2021
- ❑ **Educate** and **Equip** our current and future workforces with skill sets to meet the demands of our business community
- ❑ **Collaborate** and **Communicate** fully for the adoption of all goals in the Forward Sioux Falls Strategic Workforce Action' Agenda

S.M.A.R.T. WORKFORCE ROADMAP 2019-2021

SIOUX FALLS DEVELOPMENT FOUNDATION

	External Programs – Short Term Goals			Internal Programs - Long Term Goals
	<ol style="list-style-type: none"> 1. Increase talent pool to alleviate cost/wage pressure on existing businesses. 2. Increase talent pool to attract new businesses (industries) to Sioux Falls MSA. 			<ol style="list-style-type: none"> 1. Increase graduation rates, talent pools and to prepare students for changing economy (Skilled/Technical Labor) 2. Increase retention of Early Career professionals.
Programs	Talent Tours	Talent Draft Days	Talent Rebounds (Alumni Groups)	Future Talent Drafts – Programs
How?				<ul style="list-style-type: none"> ✓ Programming ✓ Alumni – Job Shadowing
Customer Segments	Early Career Ages 17-24	Highly Skilled Trades Ages 17-24	Mid Career Professionals Ages 25 – 45 Ties to Sioux Falls MSA	K-12 Students * Emphasis on middle school (6-7-8 graders)
Who?				
Job Categories	General Business (Finance/Accounting)	Construction Trades (All) Precision/Mechanical (All)	All disciplines within 29 Higher Educational Institutes	All students
Who?	General Technical & Scientific (All)	Healthcare (All)		
Populations	<ol style="list-style-type: none"> 1. Phase 1 (2019) - Engagement of 29 Colleges 2. Phase 2 (2020) - Engagement of 157 Colleges 3. Phase 3 (2021) - Engagement of 227 Colleges 			<ol style="list-style-type: none"> 1. Middle School (6, 7 and 8 grades) (2019) 2. Career Launch (9-12 grades) (2019)
– 500 Mile Radius				
- High Tax States	<ol style="list-style-type: none"> 4. High Tax States - Alignment with Economic Development Phase 1 (Fall 2019) 			
Program Launches	<ul style="list-style-type: none"> ✓ Phase 1 - 2019 ✓ Phase 2 - 2020 ✓ Phase 3 – 2021 			Phase 1 (2019) <ul style="list-style-type: none"> ✓ Your Future Day (May 2019) * Pilot ✓ JA Inspired (October 2019 Launch)
When?				Phase 2 (2020) <ul style="list-style-type: none"> ✓ Job Shadowing (2020 Launch)
Performance	2,173 Students for 2019	300 Students Annually	Alumni Groups within 100	4,500 Students
Measurables?	Over 25,000 Students by 2021		Mile Radius	

VALUED PARTNERSHIPS

Sioux Falls Area Chamber of Commerce

Convention Visitors Bureau

K-12 Program - Thrive

Workforce Readiness and support for First Generation Americans and Former Inmates – Lutheran Social Services

Workforce Readiness for First Generation Americans – Multi-Cultural Center

Small Business Assistance - Manufacturing Technology Solutions

HIGHER EDUCATIONAL INSTITUTIONS

2,173 Students from 29 Schools for 2019
By 2021 – over 25,000 Students

Apprenticeships
Internships
Job Shadowing

SIOUX FALLS DEVELOPMENT FOUNDATION

External Marketing – 3 Programs for Early Career

Internal Marketing – 4 Programs for K-12 grades

Talent Incentive Programs
Childcare, Housing, Student Loan Assistance, Relocation Assistance

Career Training Corporate Programs – 4
Quarterly Lunch & Learns

Creation of WIN Platform

Redesign of Siouxfalls.com

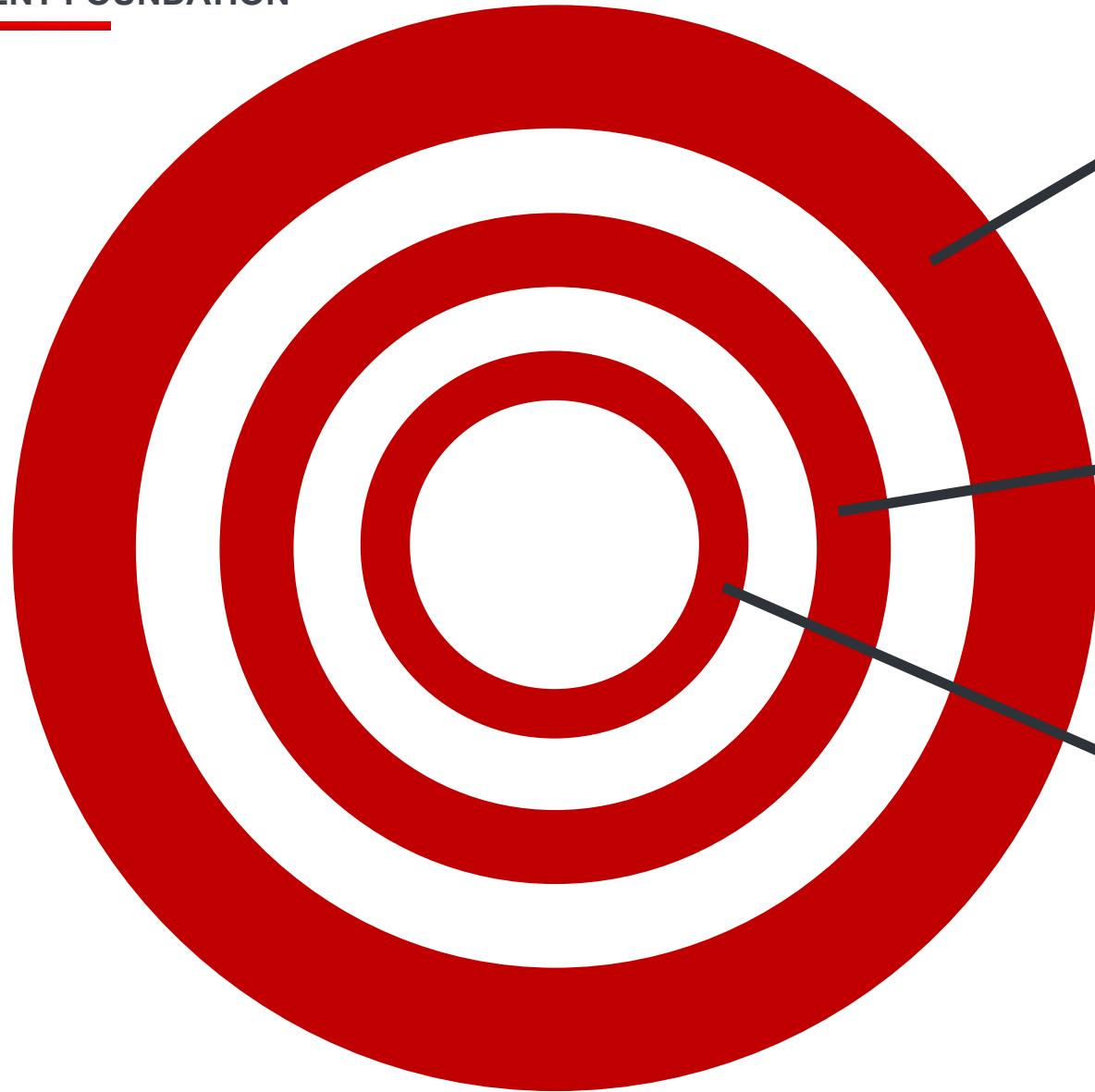
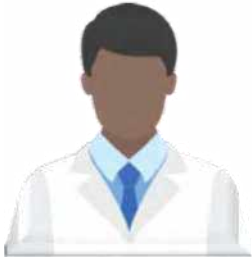


Sioux Falls' Talent & Workforce Resource

Business Community

WINNING THE TALENT ATTRACTION WAR

SIOUX FALLS DEVELOPMENT FOUNDATION



500 MILES
15,233 STUDENTS

250 MILES
8,045 STUDENTS

100 MILES
2,173 STUDENTS

DEVELOPING TALENT TODAY AND TOMORROW

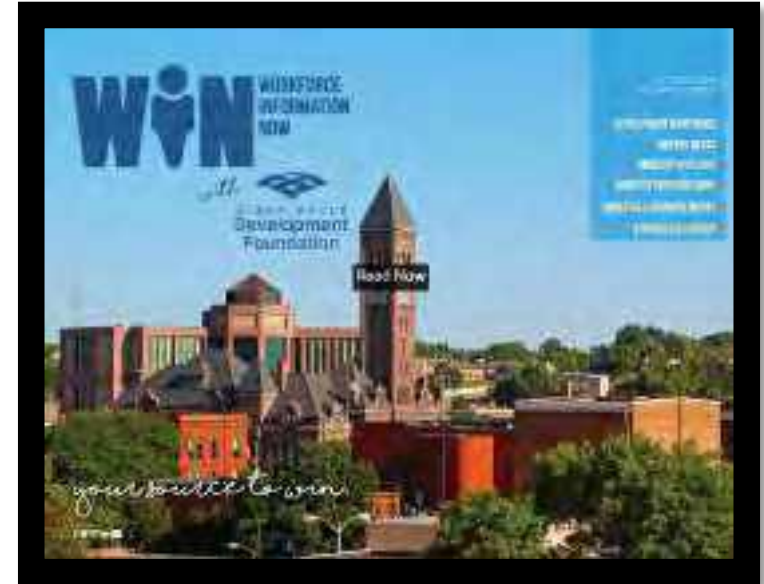
SIOUX FALLS DEVELOPMENT FOUNDATION



LAUNCH A WINing EVOLUTION

INTEGRATED DIGITAL MARKETING PLATFORM

1. Triple our engagement success rating for talent attraction, resulting in **top 5 best cities** for early career professionals within the upper Midwest.
2. Enable development of our labor force in the most cost-effective way – **eLearning courses starting Summer 2019.**
3. **Align talent and economic development** to attract new businesses to our community.
4. Increase the internal **collaboration and communication** within the Sioux Falls market, leading to full adoption of all strategic initiatives.



KEY INITIATIVES FOR 2019

ALIGNMENT + INCLUSION TO MAXIMIZE WORKFORCE EFFORTS

External Programming

1,000 People



Talent Tours

May/September/October/November/December

Talent Draft Day

1 Event - Late September/October

Talent Rebounds

5 Events – Starting June – December

Internal Programming

500 + People / 17 Organizations



Live.Learn.Inspire Programming

3 - New Programs Launching May/August-December

Re-Engineer Workforce Readiness

1- New Pilot Launching – By December 2019

Business Partnerships

9 + Organizations



Workforce Information Now

3 – Professional Development Tracks
14 – New Editions March – December 2019
1,900 + Readers

Corporate Lunch & Learns

4 Events - February/June/October/December

Recruitment Council

3 Events - February/May/November

JASON BALL,

SIOUX FALLS AREA CHAMBER OF COMMERCE/CEO

RICH NASER,
USD DISCOVERY DISTRICT PRESIDENT

OTHER FORWARD SIOUX FALLS INITIATIVES

FORWARD SIOUX FALLS INVESTOR BRIEFING

**MEDIA VISITS
& FAM TOURS**



**INVESTOR
RELATIONS/
COMMUNICATIONS**



ADVOCACY

**QUALITY OF
PLACE
ENHANCEMENT**

**SITE SELECTOR
VISITS**



**BUSINESS
RETENTION
AND
EXPANSION**



FORWARD
SIOUX  FALLS
2021

MOMENTUM

**THANK YOU
FOR YOUR INVESTMENT!**