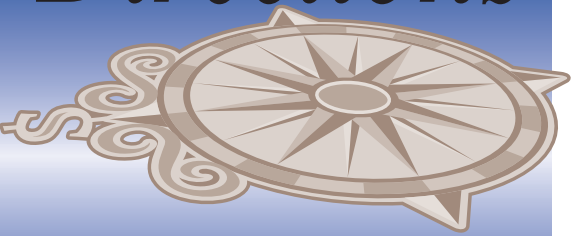


Directions



Market Street researchers facilitate focus groups, interviews

Alex Pearlstein and Ellen Anderson from Market Street Services were in Sioux Falls September 14-16, conducting thirty personal interviews and facilitating six focus groups. The two economic development research professionals sampled opinions from Sioux Falls leaders, opinions which will help develop recommendations from the Georgia company on action plans for the future.

"These listening sessions were held to collect vital information about Sioux Falls from people who have a stake in our community's future," said Slater Barr, Development Foundation



Market Street researchers Alex Pearlstein and Ellen Anderson

president. "Combined with the interactive web site, www.FutureSiouxFalls.com, the input from our local residents will help Market Street arrange our priorities and suggest new ideas."

While at Market Street, Senior Project Manager Pearlstein has managed economic, community, workforce and organizational development projects in twelve states. He led strategic planning processes in Coachella Valley, California; Mandan, North Dakota; Murray County, Georgia and the Missouri communities of Springfield and St. Louis. He managed similar processes for Palm Beach County, Florida; Tulsa, Oklahoma; Greater Austin, Texas; Albany-Dougherty

County, Rome-Floyd County and Gwinnett County, Georgia, and Memphis-Shelby County, Tennessee. Pearlstein's other recent past projects at Market

Continued on page 2...



Focus groups representing widely diverse sectors of the business community as well as quality of life organizations participated in community input sessions for Future Sioux Falls.

THANKS
FOR YOUR INPUT!

Sioux Falls
Development Foundation



Volume 33, Number 5
September-October, 2009

Annual meeting scheduled for November 19

The Sioux Falls Development Foundation will hold its **Annual Meeting** at the Holiday Inn City Centre **Thursday, November 19**, from 4:30 to 6:30 p.m., with a brief business meeting beginning at 5:15 p.m. The event will include the distribution of this year's annual report of developments throughout our area.

The meeting—free and open to the public—provides an opportunity for business leaders and community residents to be updated on the business growth activities of the Development Foundation during 2009 in a relaxed, informal setting. An important part of the agenda is the presentation of the **Spirit of Sioux Falls Award**, given annually to a person who has demonstrated excellence in leadership and commitment to the economic development of our area.

The gala event features complimentary hors d'oeuvres and a cash bar, plus a chance to network with others who care as much about Sioux Falls and its future as you do. Invitations to the meeting will be mailed out soon, but mark your calendar TODAY for **November 19!**

Quin Wind opens office in Technology Business Center

A new local company is riding the excitement of the alternative energy boom from its base at the South Dakota Technology Business Center. Quin Wind, a plant general contractor for wind energy projects, is the brainchild of CEO Rob Thompson.

Tim Schut is the company's chief operating officer and has been making the rounds of national wind project developers to explain Quin Wind's advantages. The company recently announced its first project, a twenty megawatt, \$40 million project for Idaho Wind Energy, LLC. Located near Hagerman, ID, about 75 miles south of Boise, the project

should be completed by the end of May, 2010, with Quin Wind overseeing the construction.

Schut said that before a developer can issue a request for proposals from general contractors, a year of study and preparation must be completed. First comes the acquisition of community support for the project, followed by scientific wind studies to determine the actual wind available at the site. Finally, developers must ensure adequate transmission lines to bring the new wind energy to the electric grid. Only then can companies like Quin Wind present their proposals and assemble the subcontractors, timelines and construction expertise to get the wind farm built.

"We've talked to about thirty different wind project developers," Schut said. "Our goal is to have two to three projects in development at all times, from the original idea phase to construction start-up."

Quin Wind works with a wide range of companies that produce the components of wind energy



Quin Wind Chief Operating Officer Tim Schut

production, from turbines to towers to electronic monitoring equipment that keeps the wind farm on-line after construction.

"We expect that the next few years will see a continual growth in the number and size of wind energy projects," Schut said. "We expect to see significant growth and add employees. The Technology Business Center is the perfect one-stop shop for start-up businesses like ours. There are so many resources available right here to help us grow."



Market Street researchers facilitate focus groups, interviews

Continued from page 1...

Street include managing an operational mission review for the Hampton Roads Economic Development Alliance in Virginia, community visioning processes in Dothan, Alabama and Hopkinsville, Kentucky, and economic development strategy creation processes for Greater Waco and the City of Arlington in Texas.

Anderson has extensive experience in rural development, data analysis, and research. As Market Street Research Manager, she directs research systems and trains employees on the latest methodology. Anderson has lived and worked in both urban and rural environments. As part of the Market Street team, Anderson performs economic and demographic research for clients, including Austin and Arlington, Texas; Greenville, South Carolina; Gwinnett County, Georgia; Montgomery, Alabama; Johnson City and Nashville, Tennessee. She contributed work to a SWOT Analysis for the North Carolina Research Campus in Kannapolis, and was the lead researcher updating statewide community and economic development priorities for the State of West Virginia.

Another important part of the information gathering process is an on-line survey at www.FutureSiouxFalls.com. Local residents are encouraged to participate in helping to shape a strategy for the future of Sioux Falls.

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High tech engineer returns to Sioux Falls

One of Sioux Falls' essential workforce development strategies is to remind trained young professionals who have moved away to pursue their careers that opportunity awaits them back home.

One recent success of that campaign is the return of software engineer Steve Fox and his family. Fox, a 1993 graduate of Roosevelt High School, worked for IBM in Rochester, Minnesota for 11 years, working in websphere development

and smart business projects. When he and his wife Carol made a decision to leave Rochester, he believed his only options for continuing his career would be in the Twin Cities or other midwestern metropolitan areas. But in searching for opportunities on the internet, he discovered the perfect job at DataSync—in Sioux Falls, South Dakota.

"We had been thinking about coming back for at least two years," Fox said, "but I didn't expect to find something here—and then exactly



The Fox family chose to return to Sioux Falls.

what I was looking for popped up." The Foxes and their son Rilyn moved to Sioux Falls in June and bought a home. The couple said it was easy to find a house and the summer activities through the Sioux Falls Parks and Recreation department gave their son a chance to keep busy and make new friends.

Fox said that he is excited about his position with DataSync. The startup company, based in the South Dakota Technology Business Center, has a great work environment, encouraging employees to share their ideas and opinions. The feeling of ownership and the collegial atmosphere promoted by CEO Mike Vetter is quite a change from the corporate world of IBM, according to Fox.

"It's been great, coming back to Sioux Falls," Fox said. "We're glad we made the move."

South Dakota fifth in nation for income growth

While the economic downturn reduced family incomes throughout most of the nation, South Dakota saw median household incomes increase from 2007 to 2008, according to recent US Census Bureau statistics.

During the one-year period, family income in South Dakota went up by 2.08%—the fifth largest national gain in that category. The state's per capita income has been growing steadily during the past decade, according to officials at the USD School of Business. The national median household income fell 1.2% from 2007 to 2008.

"We've seen a number of positive signs during the past year, despite the national economic decline," said Dan Hindbjorgen, vice president of the Sioux Falls Development Foundation. "Our land sales for this calendar year promise to be over \$1 million, commercial construction has continued to be strong and our population growth has held steady. Companies and families can see that Sioux Falls offers opportunity—and the components for a prosperous future."

Board Profile

Carl Rapp, Vice President of Data Center and Facilities Operation, ADP



Carl Rapp

Sioux Falls Development Foundation board member Carl Rapp began his career with ADP in January of 2006 as Vice President of Data Center and Facilities Operation of Data Center 1 and Data Center 2. Rapp came to ADP with 37 years of data processing experience, including 16 years as Senior Vice President of the Citibank Bankcards Data Centers Operation in South Dakota and Nevada and 12 years as Vice President of Administration and Data Center Operation for Midland National Life Insurance.

Throughout his career Rapp has relocated, refurbished and consolidated multiple Data Centers. He has been a member of the Uptime Institute for the past 12 years. Rapp is active with the YMCA Tri-State Committee and South Dakota Special Olympics.



GOED director to keynote MCEDA and LCEDA annual meeting

Our region's economic development partnership with the State of South Dakota and the Governor's Office of Economic Development will be spotlighted at this year's Minnehaha and Lincoln County Economic Development Association combined annual meeting Thursday, November 5, 2009 in the Starlite Room at the Holiday Inn City Centre in downtown Sioux Falls. Kim Olson, Deputy Secretary of the Department of Tourism and State Development (DTSD) and Director of the Governor's Office of Economic Development, will be the keynote speaker for the event. Also on the agenda is a report on development achievements of the past year in both counties, with a combined annual report for 2009 to be distributed at the meeting.

Prior to joining DTSD in September 2007, Olson served as a Senior Policy Analyst for Governor Mike Rounds. Olson also studied government and public policy while working on Capitol Hill in Washington,



Kim Olson

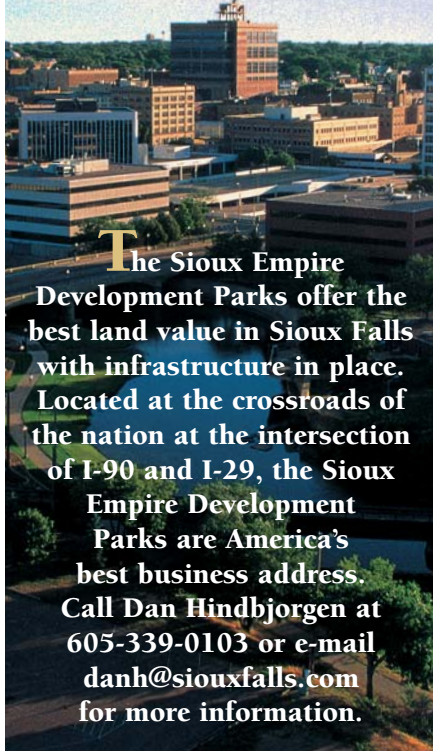
D.C. Olson's background in business includes experience as a Real Estate Analyst for Aon Service Corporation in Chicago, Illinois where she gained valuable training in structuring and financing real estate leases and purchases as well as in project management.

"The Minnehaha and Lincoln County economic development groups have been a model for regional cooperation and community development success," Olson said. "The organizations have been a great partner with GOED on several business locations, and I am excited to be part of this year's annual meeting."

The annual event will also feature a report from Jeff Eckhoff, executive director of both MCEDA and LCEDA. A social hour will begin at 6:00 p.m., with the program slated to commence at 7:00 p.m. The meeting is free and open to the public. Community and county officials are encouraged to attend, along with interested business people from both counties.



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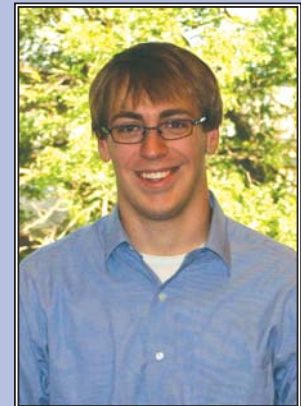
McFarland wins Spirit of Sioux Falls Scholarship

Michael McFarland, a finance and business communications major at Arizona State University, is one of four area students to receive the **2009 Spirit of Sioux Falls Scholarship** to continue their post-secondary business education. The \$2,500 scholarships are awarded annually by the Sioux Falls Development Foundation to students who are Sioux Falls residents or who have completed at least one year of post-secondary work in a South Dakota institution.

McFarland, a native of Sioux Falls, is a recipient of a National Merit Scholarship, a member of the ASU speech team that placed eighth in the nation and a student at Barrett, the honors college. He is currently carrying a 3.5 grade point average.

"I intend on getting a Masters in Health Administration and being involved in hospital administration," McFarland said. "I've always been interested in mathematics, and to be able to apply those skills to an industry that the economy and general well-being of the community and nation depend on seems to be both a fulfilling and important direction to head in."

The Sioux Falls Development Foundation is proud to be the sponsor of the Spirit of Sioux Falls Scholarships and congratulates Michael on his achievement.



Michael McFarland

President's Report



By Slater Barr

Looking to the future with intelligent planning

“First, if it is not apparent to you yet, it will be soon: there is no magic bullet for this economic crisis, no magic bailout package, no magic stimulus... We are going to have to learn to live with a lot more uncertainty for a lot longer than our generation has ever experienced.”

—Thomas Friedman

“Let our advance worrying become advance thinking and planning.”

—Winston Churchill

Federal Reserve chairman Ben Bernanke recently announced that the recession is “very likely over.” Whew... we can all breathe a sigh of relief, right? Everything will soon be back to normal, won't it?

The answer is far from simple. Many economists believe that, even though economic activity will slowly increase, there are profound social and economic changes underway that will irrevocably alter the composition of America's businesses and industries. Globalization, environmental sensitivities, the aging of the workforce, increased federal regulations, massive debt ... all will combine to create a future economy different from today's.

So we have to change, as well. We cannot afford to assume that Sioux Falls' current enviable stature as a vibrant, growing, thriving economy will go unchallenged.

Future Sioux Falls plans to meet those challenges. The Sioux Falls Development Foundation, along with the Sioux Falls Area Chamber of Commerce and Forward Sioux Falls, launched *Future Sioux Falls*, a planning process that is broad and inclusive, recognizing that our economic realities are also impacted by our social realities. For example, we can't talk about recruiting high-paying jobs without talking about our worker's skills. We can't talk about our worker's skills without talking about higher education. We can't talk about higher education without talking about K-12 school performance. And we can't talk about K-12 school performance without talking about the income levels and educational attainment of the students' parents. See what I mean? It is all related and a solid planning process will look at Sioux Falls from many different angles and perspectives.

Not only must the planning process be holistic, but the participants in the process must mirror the complex nature of our community. Other partners helping fund *Future Sioux Falls* include the City of Sioux Falls, the Sioux Falls Area Community Foundation, Minnehaha County, the Sioux Empire United Way, and Lincoln County. The planning process will be directed by a Steering Committee, selected to represent a variety of community stakeholder groups. Interviews, focus groups, and online surveys will be merged with rigorous analysis of demographic, economic, and social trends. We will compare our performance with that of other communities with similar attributes. Through a six-month process, we will work with hundreds of volunteers to develop a strategy for our future—and an implementation plan to make sure that we get there.

You can track our progress at www.FutureSiouxFalls.com.



Sioux Falls
Development
Foundation

Chairman's Report



By Mark Shlanta

We're proud of what we do

The upcoming Sioux Falls Development Foundation annual meeting on November 19th gives us the opportunity to reflect on the purpose and the successes of our organization. When the Development Foundation was created, the business leaders who organized the group envisioned the need for planning for the future, building industrial parks, marketing our community and encouraging the expansion of existing businesses. We are still providing those same services to our area.

Looking ahead to the challenges of the future and maintaining an inventory of available land are parts of our mission that we take very seriously. In addition, our consistent, efficient, targeted marketing efforts have proven themselves over the past decade. And we are excited about the fact that for every new job created by a company moving into our area, four jobs are created by existing firms that are growing and expanding in our favorable business climate.

With our partnership in Forward Sioux Falls, we have expanded our work into other areas that relate to the growth of our region. We share an understanding of the necessity of workforce development, the vital importance of affordable housing and the critical component of education on all levels to prepare our citizens for the jobs of the future.

We believe that Sioux Falls is the best place in the United States to do business—and to raise a family. We have found that business owners moving to Sioux Falls come to agree with us. That's why we're proud of what we do—by strengthening the economy of our area, we continue to make Sioux Falls the kind of place where people want to live and have their choice of career opportunities. It's a unique community, this place we call home!

Please join us on Thursday, November 19th for our annual meeting. We'll have more good things to say about our economy and our community. See you then!



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