

# Forward

SIoux FALLS

PROGRESS REPORT, Fourth Quarter, 2009

## Growth businesses identified in Future Sioux Falls report

The 26-member Future Sioux Falls steering committee met with Market Street Services of Atlanta, GA, on December 3rd to review the final two reports that will form the basis for the strategic planning process. Highlights from a Target Business Analysis and a Marketing Review were summarized for the committee. These reports complete the research phase of the six-month process, which was initiated in September.

Targeted industries identified by Market Street include medical science and services, corporate and data services, renewable energy technology, and warehouse and distribution businesses. The reports quantify the strengths and weaknesses of Sioux Falls, and identify these target businesses as ones Sioux Falls should most actively pursue.

Market Street also reviewed the Sioux Falls Development Foundation's current marketing program, suggesting improvements to the web site, more extensive



Market Street CEO Mac Holladay, Future Sioux Falls Steering Committee Chair Dana Dykhouse and Development Foundation President Slater Barr at the kickoff event.

multimedia marketing and continuation of the current business recruitment message to an even wider geographic area.

The next phase in the process is the development of a strategic plan for economic development based on community input, the research and the targets identified in both the marketing and business development analyses.

"We'll work with Market Street and with the Steering Committee to come up with a plan of action," said Slater Barr, president of the Sioux Falls Development Foundation. "Charting a course for the future has been the ultimate goal of this program since the beginning. We're ready to begin that final step, now that we have data to work with."

The Future Sioux Falls Steering Committee is chaired by Dana Dykhouse. Local partners include Forward Sioux Falls, the Sioux Falls Development

Foundation, the Sioux Falls Area Chamber of Commerce, the City of Sioux Falls, county government in Lincoln and Minnehaha Counties, the Sioux Falls Area Community Foundation and Sioux Empire United Way. Comparative analysis of Sioux Falls with other Midwestern communities as well as public input from more than 700 individuals from the Sioux Falls MSA resulted in the initial report, referred to as the Competitive Assessment.

For a copy of the reports and detail on methodology and research parameters, go to [www.futuresiouxfalls.com](http://www.futuresiouxfalls.com). Printed copies of the Market Street reports are also available to Forward Sioux Falls investors upon request. Contact Carolyn Winchell at 373-2008 for more information or to receive a copy of the reports.



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## Bio-tech company opens lab in Technology Business Center

**O**megaQuant Analytics, a company providing tests based on the research of Dr. Bill Harris, has occupied a laboratory in the South Dakota Technology Business Center. Harris is the founder of OmegaQuant, a subsidiary of Omega Biostat, LLC, of which he is the President and CEO. In 2004, Harris and his colleague Dr. Clemens von Schacky, a cardiology researcher in Munich, Germany, proposed that the Omega-3 Index be considered a new risk factor for cardiovascular disease. Von Schacky operates OmegaMetrix, GmbH, a laboratory that offers the same HS-Omega-3 Index test in the EU that OmegaQuant Analytics offers in North America.

Harris is an internationally recognized expert on how omega-3 fatty acids can benefit patients with heart disease. He has been the recipient of five NIH grants for studies on the effects of omega-3 fatty acids (EPA and DHA) on human health. He wrote over 80 publications and was co-author of the American Heart Association's scientific statement, "Fish Consumption, Fish Oil, Omega-3 Fatty Acids and Cardiovascular Disease" published in 2002 in the journal *Circulation*. Dr. Harris currently serves as the Director of the Cardiovascular Health Research Center at Sanford

Research/USD in Sioux Falls, and is a Research Professor of Medicine at the Sanford School of Medicine at the University of South Dakota.

The American Heart Association recommends that patients with coronary heart disease should ingest about 1,000 mg/day of EPA + DHA, and that those without coronary heart disease should eat two servings of (preferably oily) fish per week. Such an intake would provide roughly 400 to 500 mg/day of EPA + DHA, and is a reasonable target intake.

Harris and his staff hope that the HS-Omega-3 Index will become the standardized test worldwide for checking the levels of omega-3 fatty acids. Currently, the Cooper Clinic in Dallas is the



Office Manager Brenda Poppens, founder and CEO Bill Harris, Account Manager Kathy Harris, Chief Operating Officer Andrew Christianson and Lead Technician Laura Sanborn.

first Health and Wellness Center to test the HS-Omega-3 Index for all clients, but other health facilities are requesting the test from the lab in Sioux Falls, including research samples being tested for Monsanto and for pharmaceutical company Glaxo-Smith-Klein.

"The Technology Business Center is a turn-key solution for companies like ours," Harris said. "This facility, with all its amenities, made the opening of our testing lab possible."

## Workforce Development Report

### Media campaign targets young adults

By Mary Medema, Workforce Development Director

**W**hen establishing the priorities for Forward Sioux Falls V, investors chose to pay special attention to the thousands of young adults in our region who, each year, are making decisions about where to live, where to work, where to learn and how to spend their free time. The investors wanted to make sure that those young adults are aware that they do not have to move away from the area in order to achieve their goals—that Sioux Falls is an ideal choice when considering where to live, work, learn and play.

To create this awareness, an ambitious multi-media, regional campaign, *Stay Close-Go Far* was launched in 2006 and continues today. By leveraging cash funding with thousands of in-kind media dollars pledged by ten media partners, we continue to invite listeners and viewers to experience the benefits of Sioux Falls.

Under the direction of the Workforce Development office and a special advisory team of investor representatives, Lawrence & Schiller staff members implement the media plans. As a result of our efforts thousands of



young adults consistently hear our message of opportunity and are invited to visit the website at [www.stayclose-gofar.com](http://www.stayclose-gofar.com). More than 2,200 have signed up to receive regular E-news updates of upcoming events and opportunities. In addition, the campaign currently includes a growing list of 'friends' on Facebook. The original song, created for

StayClose-GoFar, is widely recognized and very popular with young and older adults alike. It has become an instant reminder of Sioux Falls and all we have to offer. Take time to listen to the lyrics, see the Sioux Falls images and enjoy the music—it will literally only take **one minute** of your time. Simply go to [www.stayclose-gofar.com](http://www.stayclose-gofar.com) and click on the "watch our video" icon.

This community will continue to look to the future to find ways to grow by creating opportunities that improve the lives of its people. Thanks to the current investors of Forward Sioux Falls V, we are making sure that young adults are aware of the many opportunities to STAY CLOSE and GO FAR in Sioux Falls.

## Wilcox wins Spirit of Sioux Falls Award

**J**im Wilcox, Manager of Regulatory and Government Affairs for Xcel Energy and past chairman of the Sioux Falls Development Foundation, was this year's recipient of the Spirit of Sioux Falls Award at the Sioux Falls Development Foundation's annual meeting November 19.

This award, presented at the Sioux Falls Development Foundation annual meeting, was created in memory of Angus Anson, David Birkeland and Roger Hainje, leaders of the Sioux Falls Development Foundation who tragically lost their lives in the plane crash which also took the life of Governor George Mickelson in 1993.

Wilcox was chair of the Sioux Falls Development Foundation in 2004-05 and an active member of the Forward Sioux Falls Joint Venture Management Committee for a number of years. His understanding of the value of energy infrastructure to the growth of companies and communities has been invaluable to the Development Foundation in hosting prospective new businesses and in planning for the growth of the Sioux Falls area.

The executive committee of the Sioux Falls Development Foundation board of directors selected Wilcox to receive the 2009 award because of his tireless service to the organization and to the economic growth of Sioux Falls and the state.



Jim Wilcox

## Report ranks Sioux Falls best for HQ operation

**T**he Boyd Co. has calculated the cost of operating a 70,000 square foot headquarters, with 325 employees, in 50 locations around the U.S. The study amortized land and construction costs over 25 years. **The study revealed that the lowest-cost location was Sioux Falls at \$21.1 million a year.**

Boyd also polled chief executive officers, chief financial officers and chief operating officers of Fortune 1000 companies to find what factors, aside from costs, they consider important in deciding where to put a corporate HQ. The poll found that a business-friendly legal system topped the list, followed by a low or non-existent corporate income tax and low or non-existent personal income tax. Ranked fourth was "business-friendly labor laws," the study found.

## International Marketing Report

### Senators host export summit in Sioux Falls

**S**enators John Thune (R-SD) and Amy Klobuchar (D-MN) hosted an Export Summit in Sioux Falls November 23. The conference was held to discuss the growth of exports arriving at Ports of Entry in the upper Midwest and the opportunities for future utilization of export services for companies in our area.

Rock Nelson, the International Marketing Director for the Sioux Falls Development Foundation, Chamber of Commerce and Regional Airport Authority, gave an informative briefing on imports and exports in the Tri-State area. Nelson has identified businesses within South Dakota, southwest Minnesota, northwest Iowa and northeast Nebraska (including Sioux City) numbering 560+ that import and 590+ that export.

Until the recent worldwide recession, Nelson's office was recording about 10,000 containers coming into the port and about 17,000 containers going out. Nelson gave several interesting examples of the state's import/export activity. Three South Dakota manufacturing firms, Daktronics in Brookings, Kolberg-Pioneer in Yankton and Rosenbauer America/Central States Fire Apparatus in Lyons export approximately

\$125 million combined worth of product annually. A building in Saudi Arabia that covers over five square miles and has a ski-slope inside has all of its air ventilation fan systems provided by Twin City Fan in Brookings. The nation's third largest dog grooming accessories and shampoo manufacturer, Senproco, is located in Sioux Falls and exports to 30+ countries.

Senator Klobuchar serves on the Senate's Agriculture, Environment and Public Works, Commerce, Science and Transportation, Judiciary and the Joint Economic Committees. Senator Thune serves on the Senate's Agriculture, Nutrition & Forestry, Armed Services, Commerce, Science and Transportation and Small Business Committees. Both serve on the Sub-Committee: Competitiveness, Innovation and Export Promotion.

A panel convened for the Summit to discuss regional trade consisted of Cinnamon King, U.S. Commercial Service; Jon Haverly, SBA South Dakota; Sam Roy, advisor to the founder of Easy Energy Systems in Welcome, Minnesota; Bill Palmer, Rosenbauer America, South Dakota, and Pete Finger, V.P. International Sales, Sioux Corporation.



International Marketing Director Rock Nelson

## Chairman's Report

### Getting a return on your Forward Sioux Falls investment

Your investment in Forward Sioux Falls helps to fund a campaign of economic success for our entire area.

That investment, and the investment of business leaders like you over the past twenty years, has ensured the positive changes in our economy, the diversity of our industries and significant improvements in our quality of life.

Some of the programs Forward Sioux Falls funds are vital to the success of your business, such as the Stay Close, Go Far campaign that encourages talented young people to build their careers in our area. Others, such as the Boyd Studies that measure the advantages specific industries will discover with a Sioux Falls location, give us the opportunity to tell our story to business leaders around the nation.

Our innovative and successful marketing campaign in the Twin Cities area has encouraged companies to

By *Kelby Krabbenhoft*,  
*Chairman,*  
*Forward Sioux Falls*



consider a short move that could mean increased profits and faster growth. This campaign has been so effective that the State of South Dakota has joined in our efforts, leveraging our marketing budget for even greater reach for the Sioux Falls story.

These are just a few examples of the ways in which your investment has made a difference in the prosperity of the Sioux Falls area. Because of your participation, dozens of companies and thousands of new residents have made Sioux Falls and its surrounding communities their home. That's good news for all of us, and a solid return on your investment.

As we come to the end of another year, all of us on the Joint Venture Management Committee of Forward Sioux Falls, along with the staff members who make our work possible, wish you, your family and colleagues a memorable holiday season. Our best wishes for a safe, happy and prosperous 2010!



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