

Forward

SIoux FALLS

PROGRESS REPORT, Fourth Quarter, 2010

Dip in economy drives career education enrollment at STI

One of the positive elements of the recent recession has been the interest in career education and new career development. Unemployed and under-employed people in the Sioux Falls area have a wide range of options in building their job capabilities and for exploring new career opportunities.

One of the most visible and successful career-preparatory higher education options is Southeast Technical Institute.



Surgical Tech is one of the many health care fields of study available at STI.

In January of 2010, STI announced its second largest semester on record with 2,469 students, following the previous record-breaking fall semester, during which 2,489 students were enrolled. These numbers represent an 18% increase from spring semester in 2009, and a 7.7% increase from the previous spring semester high in 2005. Enrollment for Fall 2010 was strong as well with a student population of 2,455.

“Last year we enrolled 348 new program students in our spring semester,” said STI President Jeff Holcomb, “but in 2010 we were excited to welcome 458 new program students—an increase of 32%.”

An affordable and practical option for many adults seeking new career options, Southeast Tech offers an education that allows students to ‘retool’ their career focus in two years or less. In addition, all programs offered at Southeast Tech directly impact

local industry and allow graduates to pursue positions available in the region.

Created by market demand, more than forty of today’s most sought-after Associate in Applied Science degrees and diplomas are offered at STI. In addition, non-degree training in fields ranging from truck driving to welding to computer applications is available through the Business & Industry Training division.



Landscape Design students acquire hands on instruction during their course of study.



STI students participated in a surveying project at Yellowstone National Park.

Best wishes for a successful New Year

The Joint Venture Management Committee, the Sioux Falls Area Chamber and the Sioux Falls Development Foundation wish you, your family and colleagues a healthy, happy and prosperous 2011.

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Software development company locates in SDTBC

AppShark has announced the opening of the AppShark Americas office in the South Dakota Technology Business Center in Sioux Falls. The office will support customers in North and South Dakota, Minnesota and Iowa markets, and will do CRM product development as a Salesforce.com partner.

Jack Pereira has joined the company as Managing Director Americas. Previously, Pereira had leadership roles at UPS, Inacom, Cap Gemini and Ernst & Young. He has a Bachelor's Degree in Business Administration from the University of Lisbon, Portugal; graduated from the School of Chartered Accountancy in Vancouver, BC, and is an active member of the Canadian Institute of Chartered Accountants.

"The Technology Center was among the top three reasons we picked South Dakota for our business operations. It is an awesome facility at a reasonable cost; the team in charge of making the Center work is very capable and eager to help, and the synergy with other companies

that use the Center really helps our business development," Pereira said.

AppShark delivers innovative software solutions and products to help customers in application development and management, mobile solutions, cloud computing, GPS tracking and unified broadcasting.



Partners approve new FSF campaign

The boards of directors of the Sioux Falls Area Chamber of Commerce and the Sioux Falls Development Foundation have approved a report from National Community Development Services (NCDS) on the feasibility for a new Forward Sioux Falls fundraising campaign.

NCDS surveyed a wide range of business and civic leaders in the Sioux Falls area to analyze the community's perceptions of Forward Sioux Falls. The interviewers found a high level of awareness about the effectiveness of Forward Sioux Falls in making a significant impact on the economy of our region during the past two decades, as well as a recognition of the need to continue the economic development program.

The campaign goals and priorities will be reviewed by the Joint Venture Management Committee which guides the efforts of Forward Sioux Falls. An event is being planned to announce the timeline and goals of the next Forward Sioux Falls campaign.

Workforce Development Report

An even better educated workforce

One interesting trend that may take place when new job growth slows, as it has in the past two years, is the trend of increasing numbers of students, often non-traditional, who look at upgrading their skills or are preparing to enter entirely new career fields. The resulting benefit to a community is significant. As the economy rebounds and hiring accelerates, businesses will appreciate an even better educated workforce than they previously enjoyed.

Sioux Falls is in the midst of this trend. As we enter 2011, we look forward to increased activity in employment. Those students who have been preparing in record numbers will be ready to contribute to the area's business success.

Nearly one-half of the 10,000+ post-secondary students taking classes in Sioux Falls are often referred to as *non-traditional*. They are only non-traditional in the sense that they have some kind of time gap between completing various degrees or

*By Mary Medema,
Workforce Development
Director*



achieving diplomas. Some are non-traditional because they are pursuing their degree part-time, are not living on or even near campus, or are not participating in campus activities that often define the full-time campus students.

Sioux Falls itself is not such a "traditional" college town. Our city has enjoyed many years as a center of population growth and career opportunity for the region, and as such has also had the privilege of educating many more of our own residents than most traditional college towns can boast. Local higher education providers work hard to meet the needs of the

business community as well as the needs of this growing base of non-traditional students.

These students—your friends and neighbors—with all kinds of life experiences are busy balancing work, family obligations and a class schedule to make their way to a better future. Now *that* is the kind of tradition that we can all appreciate.

What our investors are saying

One of the best things about my job is visiting our investors and hearing from them about the difference the Forward Sioux Falls program has made in our community. As the decision makers in Sioux Falls, Forward Sioux Falls investors are part of every business, service group and community organization. These decision makers have seen firsthand the changes our area has experienced in the past 23 years—and their participation in those changes is the fuel that drives this program forward.

Many investors have formally given their input during the Feasibility Study for the next campaign, Forward Sioux Falls 2011-2016. They have shared their vision of the future, the challenges our area faces and the support it will take to meet those challenges. There are many exciting new initiatives coming in the Forward Sioux Falls 2011-2016 program. We are at a pivot point and are rapidly transitioning into the new program with many of the ideas born out of the strategic planning process.

Some of the activities we can look forward to will encourage job growth, an interest shared by all investors. Other activities will support education to train the workforce, to keep our best and brightest students here, and to provide a proactive fulfillment of the employment needs of the targeted industries we are trying to attract. Additional initiatives provide resources to support innovation and entrepreneurship to assure success in

By Carolyn Winchell,
Forward Sioux Falls
Director of Investor Relations



creating jobs. Likewise, it is important to support research being done regionally, taking it from the lab, through patent, to the market place all in Sioux Falls, with the result being new, high paying jobs.

Increasingly our need to integrate the national and international perspective in our decisions is a sign of our global economy. Our voice in the future formation of policy and regulation will be affected by our ability to work within this larger framework. Our need to lobby on issues at a regional and national level is imperative.

Listening to our business community and assisting them in times of business expansions is another important focus of the next FSF program. Approximately 80% of our growth is internal coming from companies already located in our midst.

Investors believe in the power of Forward Sioux Falls. You, our investors, believe in this program and its ability to transform the future—just as it has transformed our area during the past two decades. You've told us you are ready to make further investment.

That is great news for Forward Sioux Falls, but even better news for our children and grandchildren. Your continued enthusiasm for Forward Sioux Falls guarantees that our community—and those communities that grow with us in Lincoln, Minnehaha, Turner and McCook Counties—will be great places to live for decades to come.



Governor's Houses provide affordable housing option

Ground was broken in November for two Governor's Houses located on lots at Hayward Meadows. The ranch-style homes are over 1,000 square feet, are set on basements and feature a two-car garage. The planned completion date for this \$130,000 housing project is January of 2011.

In 1996, the Governor's House program was created as a way to provide reasonably sized, affordable homes to income-qualified individuals and families. The Governor's Houses feature 2" x 6" exterior wall construction with R-19 insulation, vinyl lap siding, vinyl windows with insulated glass and oak kitchen and bath cabinets. More than 1,900 Governor's Houses have been sold to families in South Dakota. The Sioux Empire Housing Partnership Governor's House project is financed by South Dakota Housing Development Authority. Financing includes a lease/purchase option on the homes at the end of three years. SEHP is the owner of the development and will administer the lease/purchase.

Sioux Empire Housing Partnership was formed in 1997 by the Sioux Falls Area Chamber of Commerce and the Sioux Falls Development Foundation to meet the affordable housing needs of the workforce community. Since that time, over 100 homes have been built or rehabbed by the Partnership. The Governor's Housing Project is another option for affordable housing for Sioux Falls low-to-moderate income families.



Chairman's Report

Your enthusiasm keeps Sioux Falls strong

It's no secret to Forward Sioux Falls investors—many of whom participated in the recent feasibility study conducted by National Community Development Services—that we're getting ready to kickoff a new Forward Sioux Falls campaign. The most exciting element in our preparations has been the enthusiasm we have heard from you, our investors. Your commitment is driving us forward, and keeping Sioux Falls strong.

The voices of our investors came through loud and clear during the feasibility phase, expressing your concerns, your priorities and your goals for the future. Listening to our investors has been a hallmark of Forward Sioux Falls since its inception nearly a quarter of a century ago. Since that time, your input has been vital to success of the program—and the success of our economy.

*By Mark Shlanta,
Chairman,
Forward Sioux Falls*



It's a whole new world out there, with new realities and new challenges for our area's business climate and economic future. Meeting those challenges will be the job of Forward Sioux Falls during the next five years. Along with challenge comes opportunity, the opportunity to convince new and expanding companies that the Sioux Falls area really is the Best Business Address in America. Thanks to Forward Sioux Falls, national publications keep pointing out that fact to the country's business decision makers. We need to make sure we can accommodate them when those corporate leaders check out Sioux Falls for themselves.

Inquiries have been up during 2010, with solid prospects for the new year. We're planning for a great 2011 and we look forward to hearing from you as we kick off the next phase of our plan for the future!



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