



## PROGRESS REPORT, Third Quarter, 2010

### Quality of life improvements illustrate community commitment

One of the top goals of the Forward Sioux Falls program—and any successful economic development effort—is enhancing the quality of life in our area. The public-private partnership that characterizes Forward Sioux Falls has been very effective in providing affordable housing, maximizing recreational opportunities and addressing the challenges of growth. Other organizations have also grown as the community grows, and are investing in the future of Sioux Falls through projects that make our area the best for families.

A significant investment in family and child services is being made by Volunteers of America, Dakotas, with their new 12,000 square foot residential facility to house the New Start adolescent, adults and childcare center in support of the VOA regional program. Construction costs are estimated at \$2.2 million, with a planned completion date of April, 2011. Volunteers of America, Dakotas provides programs with an emphasis on counseling, teaching, prevention, recovery, homelessness, and caring for our children, youth and families.

Lifetime learning is a vital element in a community's quality of life developments. South Dakota Public Universities & Research Center, or University Center in Sioux Falls, has begun construction of a new classroom building at the facility's campus near I-90 at Career Avenue and 60th Street. The new classroom building will have 48,500 square feet of finished space, with 3,200 square feet of shell space for future use. Planned completion date for the \$10.5 million project is August,



Community officials break ground for the new VOA facility.



Governor Rounds speaks at the University Center groundbreaking.

2011. University Center provides the greater Sioux Falls community with access to public higher education programs from the University of South Dakota, South Dakota State University, Dakota State University, Northern State University and Black Hills State University.

The growth of Sioux Falls area has always emphasized the creation of green spaces. With the newly-begun Phase I of the Mary Jo Wegner Arboretum & East Sioux Falls Historic Site, the community gains a new outdoor recreation area. The arboretum sits on a historic 115-acre historic plot with stone quarries, a rail line, building foundations and old town roads. The total cost of the project is \$3.5 million, and the planned completion date for

Phase I is June, 2011. The project includes wetlands, gardens and native plants, and facilities for recreational activities including an extension of the Sioux Falls bike trails.

Quality living at all stages of life is an essential element of the Sioux Falls lifestyle. The Good Samaritan Society continues to contribute to that housing need with the \$4.2 million, 34,000 square foot, one-story Prairie Creek Assisted Living facility. The center includes 32 one-bedroom and two-bedroom apartments and will offer four levels of care for residents.

These projects illustrate the partnership for progress that keeps Sioux Falls growing. For area residents at all stages of life, Sioux Falls has opportunities and a lifestyle that matches our economic advantages.



Mayor Mike Huether explains Sioux Falls' investment in the expansion of the bike trails.

## Glogowski meets with local business leaders

**C**raig Glogowski, Senior Vice President for National Community Development Services, is in Sioux Falls conducting interviews with local Forward Sioux Falls investors as part of the NCDS feasibility study for the next phase of the economic development program.

Glogowski is based in Colorado and has extensive experience with the community development fundraising organization.

“We utilize a strategic approach to the process,” Glogowski said, “which is

one reason for our success in raising funds for programs like Forward Sioux Falls. The success of Forward Sioux Falls during the two decades—a result of consistent communication and investor participation—has ingrained Forward Sioux Falls in the culture of this community.”

Glogowski hopes to conduct around 100 interviews while in Sioux Falls, dependent upon the scheduling availability of a wide variety of Forward Sioux Falls investors. Those interviews, held with executives from different industries, began in late August and should conclude by the end of September. NCDS plans to tabulate the data in early October and issue its report by mid-October.

“**There is a can-do attitude that pervades this community,**” Glogowski said. “During this economic downturn, many communities chose to look inward and think only in terms of ways to cut their way out of the recession. More successful communities, including Sioux Falls, look outward and plan for tomorrow.




*Craig Glogowski, NCDS Senior Vice President*

Those communities take advantage of current opportunities to position themselves for the future.”

Forward Sioux Falls has been a prime example—often to other communities across the nation—of the qualities necessary for a successful economic development program, according to Glogowski.

“This community as a whole is confident that whatever the new normal will be, we’ll take advantage of it and be better off in the future,” he said.



**PROGRESS REPORT**  
is published quarterly.  
Volume 9, Issue 3

200 North Phillips Avenue, Suite 101,  
PO Box 907, Sioux Falls, SD 57101-0907  
Phone 605-339-0103, Fax 605-339-0055  
E-mail [info@siouxfalls.com](mailto:info@siouxfalls.com)

## Workforce Development Report

### Young adults are growing their future in Sioux Falls

**T**hree years ago, we introduced you to Brian and Betsy Atwood. The couple met while attending college at SDSU. After graduating and pursuing job opportunities in Minnesota, the couple decided to move to Sioux Falls, Brian’s hometown, and plan their future. Within a month, they had bought a house and both found jobs—Betsy as a counselor with the Carroll Institute and Brian as a remodeler with Kriens Construction. In 2007, they told us that Sioux Falls felt like home and they were happy about their decision.

Today, the family has grown with the addition of son Jack. Brian has started his own business, Atwood Construction, which specializes in remodeling projects—a line of work that the current economy has made very successful. Betsy has become Director of Prevention at the Carroll Institute, taking her to area schools to talk with students about drug and alcohol addiction. The couple has done considerable remodeling to the house they bought when they moved to

Sioux Falls, because they love their neighborhood and living here.

“It’s fun to see Sioux Falls grow,” Betsy said. “We enjoy shopping in the new boutiques and kids shops and we check out the new restaurants, too.”

According to Brian, people are spending money on remodeling in all parts of town. His projects range from remodeling jobs on 100-year-old houses to homes built last year. He hires employees on a seasonal basis and has a steady flow of projects throughout the year.

“This really is ‘the rest of the story’ when we talk about attracting young adults to Sioux Falls,” said Mary Medema, Director of Workforce

Development, who has kept track of the couple over the past three years. “When young adults, whether married or single, come to Sioux Falls, they find a lifestyle and opportunities that keep them here. The Atwoods are a perfect illustration of why we continue to market Sioux Falls to their demographic.”



*Brian, Betsy and Jack Atwood*

## Chairman's Report

### Formula for success combines economy with liveability

**F**orward Sioux Falls has always been an economic development program dedicated to growing our area by leveraging our business advantages. Providing excellent economic opportunity for everyone in our region has the positive benefit of increasing our quality of life. It's not a difficult concept—if families are making more money, they have more money to spend on the things they enjoy, which fuels homebuilding, retail trade, recreational activities and all the other amenities that make Sioux Falls a great place to live.

In addition, when more families with enhanced economic prosperity live in our metropolitan area, local, county and state governments receive more tax revenue, making it possible to provide infrastructure improvements to roads, water and sewer projects and parks. Those attractions make our area even more of a draw to companies and families and the cycle continues.

By Mark Shlanta,  
Chairman,  
Forward Sioux Falls



It seems so simple—provide opportunity and they will come. But unless we keep communicating our advantages and keep promoting Sioux Falls as a great place to live and work, expanding companies and growing families won't get the message. That's where Forward Sioux Falls comes in.

Our confidence in the future comes from our successes in the past. We listen to you, the investor, determine your priorities, develop an action plan and gather the funding to carry out that action plan. We share the message with those people who need to hear it and continue to grow the Sioux Falls area. It starts with you, the investor—your ideas, your concerns, your priorities for the future. These are the driving forces for Forward Sioux Falls, and the reason we should all

continue to have confidence in the future of our region.

Thanks for your investment in Forward Sioux Falls—and your belief in the future!



## Tech firm serving dental practices opens in SDTBC

**O**ne of the newest technology clients at the South Dakota Technology Business Center is Dental Technology Group. DTG provides computer sales, support and services exclusively to the dental community covering the upper Midwest. Regional manager Bryan Krois is headquartered in the new SDTBC office.

Company president Mark Eibensteiner has been working in the computer industry exclusively with dental practices for nine years.

"We know that a solution for one office does not mean the same solution will work for another," Eibensteiner said, "so we tailor each

project to have the correct fit. We don't want the technology to take over the practice, or interfere with the work being done."

DTG, based in Brooklyn Park, MN, offers dental practice services including software solutions, imaging

solutions, digital radiography and paperless and chartless technology. DTG is independent from dental supply companies, allowing DTG to provide customized options to solve the unique technology needs of individual dental practices.



Bryan Krois, Regional Manager, with DTG President Mark Eibensteiner.

## Publications continue to tout Sioux Falls

**F**orbes magazine's look at the best small American cities for business and careers lists those places that offer low business costs and strong employment prospects. **Leading the way for a seventh straight year is Sioux Falls.** Credit business costs that are 26% below the national average, low crime rates and an economy that is expected to expand 4.1% annually. *Forbes* reports that Sioux Falls is the only city that scores in the top 25 in at least 8 of the 12 categories considered in the ranking. The Sioux Falls metro area was the fastest growing metro in the Midwest over the past 10 years with 30% growth.

An article on an AOL *Online* jobs site has coined a new term, "brain belt," for what the writer describes as "Heartland states, particularly the Dakotas, Iowa, Nebraska and Kansas." The online posting said the brain belt "includes...cities like Sioux Falls, Des Moines and Boise, which consistently rank high in quality of living and low in unemployment."

South Dakota ranked #1 in the Small Business & Entrepreneurship Council's *Business Tax Index 2010*. The Index ranks the states from best to worst in terms of the costs of their tax systems on entrepreneurship and small business based on 16 different tax measures.

## *It's really not about money*

**I**f money's all you want, money is all you'll get. I saw that line many years ago as I sped past a rural roadside church sign announcing Sunday's sermon. I pulled over and wrote it down, then raced on to the airport. As a fundraising professional, that line still resonates powerfully with me, especially in relation to my 25 years of helping capitalize the Forward Sioux Falls program.

NCDS is very proud to be implementing a feasibility analysis right now on the proposed **Forward Sioux Falls 2011-2016** plan. This bold new initiative is addressing many of the priorities emerging from a recently completed long-range plan called **Future Sioux Falls**. It's a new strategy for new economic times—new tactics, new measurables and new outcomes.

While many of those we've interviewed acknowledge the boldness of the anticipated funding requirement, no one has doubted the need for a bold and aggressive Forward Sioux Falls. Instead, they are focusing on the **community needs**, the **strategies**, the **goals** and the

By Howard Benson, CEO,  
National Community  
Development Services



**economic impacts**, not just on the money. From my “outsider’s” perspective, here’s what underpins these positive attitudes:

- Forward Sioux Falls is synonymous with aggressive, sustained effort.
- Accountability, clear priorities, and measurable results are core principles.
- A sense of urgency exists, with the “timer” set for five years.
- Sioux Falls’ “first team” has consistently huddled here to chart fresh strategies and commit to their accomplishment.
- The joint venture between the Chamber and the Development Foundation has assured cooperation, coordination and efficiency.

Raising money has never been the central focus of Forward Sioux Falls. It's never been allowed to become just another income stream, or to be viewed merely as civic overhead. The energetic leaders, savvy investors and skilled staff of Forward Sioux Falls clearly understand the sermon title above, even though they never heard the sermon.



ADDRESS SERVICE REQUESTED.

PO Box 907,  
Sioux Falls, SD 57101-0907

