

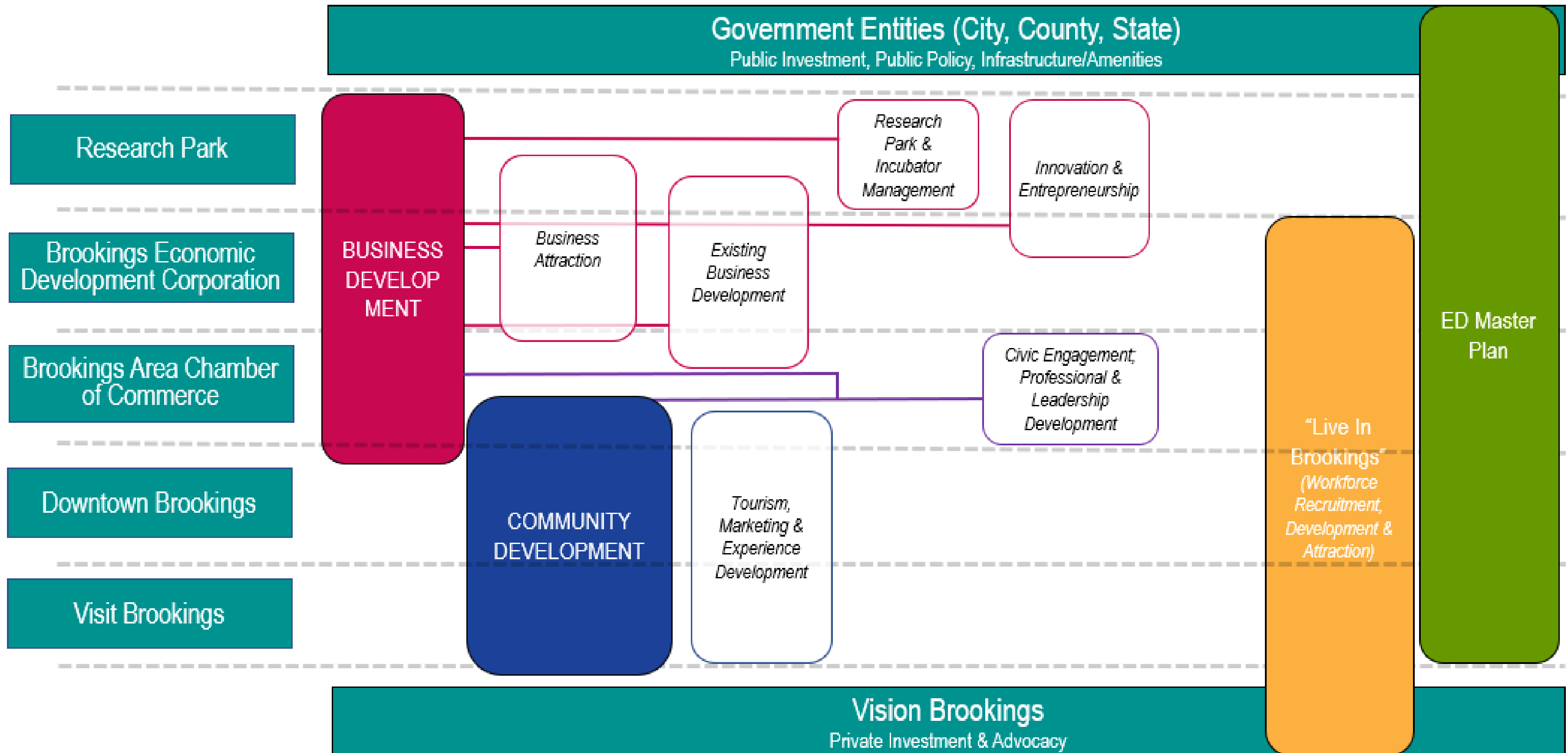
BROOKINGS ECONOMIC ECOSYSTEM

Partner Update

**CITY COUNCIL STUDY SESSION
OCTOBER 17, 2023**



Brookings Economic Ecosystem



BROOKINGS ECONOMIC ECOSYSTEM

Partner Update



Strategy 1.1: Build a business retention and expansion initiative for both emerging and legacy employers.

- Hosted AG Innovation Cluster Work Group
- Business Retention and Expansion Visits start next year
- Business Leader Roundtable (CEO Networking) event held in August

Strategy 1.2: Develop a cluster-focused business attraction and site-selection initiative.

- Goals are set for 2024-2026

Strategy 2.5: Host an annual CO.STARTER (or like program) cohort.

- Co-Starter – 1 Cohort Completed another planned for Fall 2023

Strategy 3.3: Develop and fund a “Proof of Concept” fund (\$500K) to support early stage ideas.

- Co-Lead with Research Park
 - Working with Enterprise Institute to manage fund

Strategy 4.3: Expand childcare support within the city.

- Need study complete last year
- Feasibility study of remodeling a current facility completed

Strategy 6.3: Develop a robust communication plan to share success and wins with policymakers, stakeholders, and the community.

- Park Press started 2nd Quarter
- 2024 Economic Summit and Annual Report - 2nd Quarter

Questions?

BROOKINGS ECONOMIC ECOSYSTEM

Partner Update



Strategy 2.1: Provide Brookings' small businesses with technical training, networking opportunities, and mentorship.

- Promoting trainings from multiple sources, including Research Park, BEDC, StartUp Sioux falls, Small Business Administration, and South Dakota Retailers Association
- Provide and participate in networking events (at least 3-4/month, on average)

Strategy 3.5: Celebrate and promote Brookings' entrepreneurial success stories.

- Research Park Partnership

Strategy 4.1: Grow the offerings and impact of young professionals' engagement.

- Leadership Brookings
 - Largest class since program inception in 1991
 - Typical satisfaction rating of 91% or higher
- Connect Brookings Young Professional Sub-Committee
 - Peer Community Research
 - 2024 Young Professionals Summit

Strategy 4.6: Launch “Connect Brookings,” connecting SDSU students to internships, mentors and volunteer opportunities.

- Connect Brookings sub-committee to engage SDSU students
 - Spring 2024 Work Ready Bootcamp
 - Mini-mentorship at Annual Celebration
 - DTSD SDSU Night
 - Spring Campus Community Festival
 - [so much] More to come!



Strategy 4.9: Develop and implement a New Resident Welcome initiative

- Website: liveinbrookings.org created, automation for quarterly newsletter
- Monthly postcard sent out to all new “change of address”
- DT@SD New Resident Welcome Night
- Participation with Freedom Works Here

Questions?



BROOKINGS ECONOMIC ECOSYSTEM

Partner Update



Research Park Board of Directors

- Brookings City
- Brookings County
- BEDC
- BEDC
- SD State University
- SDSU Foundation
- Community Representative
- SD Board of Regents
- State Representative

Mayor, Ope Niemeyer
Ryan Krogman
RP Chairman, Jay Bender
Kevin Tetzlaff
Barry Dunn
Al Kurtenbach
Larry Tidemann
Jeff Partridge
Tony Venhuizen

Board name change 08.01.2023



Research Park City Master Plan

Goal 3 Prairie Innovation

- Create an Innovation Hub
- Brookings Innovation Center assets
- SDSU technology transfer
- Proof of concept => Angel funding => Venture Capital funding => Commercial funding => Capital Expenditures
- Promote success



Research Park City Master Plan

Goal 3 Prairie Innovation Tasks

- Assess current resources for business growth
- Determine additional resource needs for growth
- Utilize data to develop new programming
- Promote use of Launch Founder
- Mentors
- Founders Garage
- Funding Programs



Research Park City Master Plan

Goal 3 Prairie Innovation Tasks

- Small Business Development Center
 - Continue to grow financial, business research, planning, strategic partner, coaching components
- Innovate So Dak
 - Create business retention and expansion opportunities for startups, young businesses, mature businesses
- Enterprise Institute
 - This partnership will assist in proof-of-concept and angel fund programs



Research Park

City Master Plan Outcomes

- Capital expenditures
 - \$360M
- Consumer and Business spending/outputs
 - \$225M
- Total/Household income
 - \$63M
- Job creation
 - 640 direct -> 1,152 direct, indirect, and induced



Questions?



BROOKINGS ECONOMIC ECOSYSTEM

Partner Update



Goal Areas

Goal 5: Anything but Ordinary

- Study needs in accommodations
- Develop small conference strategy
- Curate destination experiences

Goal 6: Intentional, Authentic Storytelling

- Grow branding efforts
- Advance community champion initiative

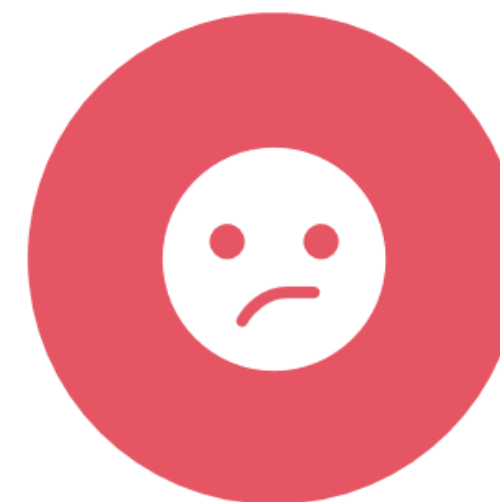
Study Additional Needs/Gaps (strategy 5.4)



OCCUPANCY RATES



SOLD OUT NIGHTS



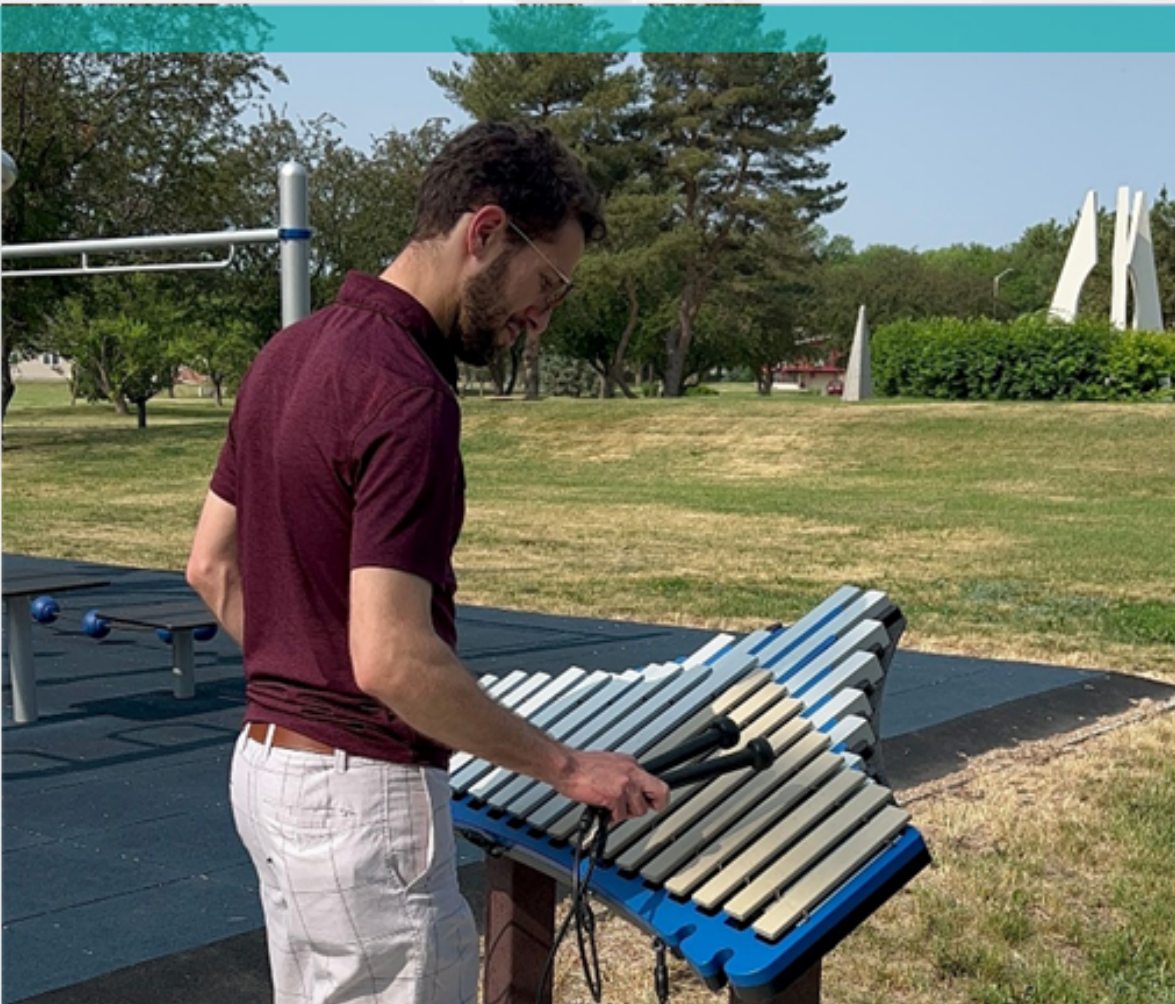
LOST BUSINESS



Small Conference Strategy (Strategy 5.5)

- “Bring it to Brookings” campaign
- Update Visit Brookings grant program
- Partner campaign with Dacotah Bank Center

Curate and Promote Destination Experiences (strategy 5.6)



**New
itineraries**



**Updated
blogs**



**Expanded
asset inventory**

Grow Branding Efforts (strategy 6.2)

- **2nd year of Community co-op program**
- **Continually revising Visitor guide**
- **Annual evaluation of marketing strategies**
- **Ongoing efforts to build image library**



Advance Community Champion Initiative (strategy 6.4)



Online Reputation

- Claim business on Google and Trip Advisor
- SD Great Face and Great Place programs
- CTA recertification

CTA Program

- Destination Pride
- Community Engagement
- Hospitality Workforce



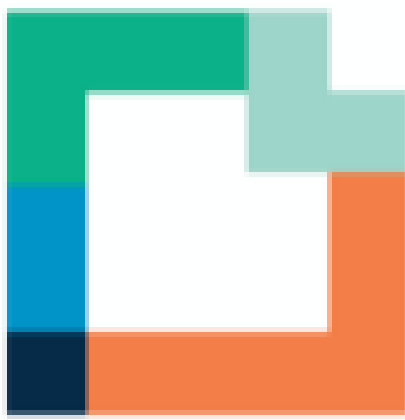
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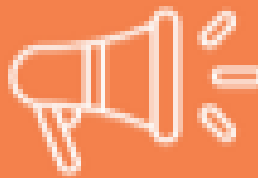


DOWNTOWN
BROOKINGS



Our Work

We are the heart of Brookings.



Promotion

"Sense of Community"

Telling the story of our neighborhood through marketing and events. Brings livelihood and spark.



Economic Vitality & Connections

"Sense of Vitality"

Connecting and creating opportunities for new and existing businesses. Builds local wealth and a healthy economic base.



Design

"Sense of Place"

Defining an identity and vibe through art, preservation, and placemaking. Creates a space where people want to be.



Organization

"Sense of Responsibility"

Building a strong foundation through fundraising, volunteers, and policies. Ensures longevity and transparency.

Goals for 2023

Overarching intention:
Status quo, identity, & legitimacy

Continue

Open Spaces Tour, Crazy Days, Trick-or-Treat, Holiday Window Decorating Contest, Small Business Saturday, Festival of Lights, & Urban Canvas murals

Grow

Fall Festival
(rebranded as Fall for
Downtown)

Add

Brookings Farmers
Market

Revise & Refine

Contact list, website, social media, promotional map,
marketing and brand, clean-up program, & group meetings

Not Met Yet

Meeting with every business and building owner, creating a building and asset inventory,
grants for special project and public art



2023 Success Measurements

Downtown Brookings will promote and strengthen Downtown by cultivating entrepreneurial opportunities, developing unique programming and events, and place-making.

- 01** Provide opportunities for consumers to buy local.
- 02** Be an active participant and promoter of partnership programs.
- 03** Host large community events that build a sense of belonging.
- 04** Hold community-led workshops to address neighborhood issues.
- 05** Tell the story of Downtown by increasing online engagement.
- 06** Increase placemaking through public art and creative installations.



Strategy 2.4

Establish a plan to create and offer adaptable commercial facilities and public spaces in Brookings Downtown.



Downtown Master Plan to outline opportunities is an ongoing project with the partnership of the City of Brookings.

2024 Goals

Overarching intention:
Begin to implement findings from the master plan
and show value to the community.

01



Consider year-round
pop-up opportunities
and locations

02

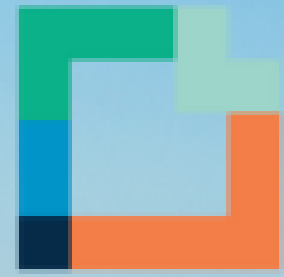


Grow efforts of
place-making and
place-keeping

03



Engage all users of
Downtown, including
businesses, building
owners, and residents



QUESTIONS?





DOWNTOWN
BROOKINGS

brookings

ECONOMIC DEVELOPMENT PARTNERS



DOWNTOWN
BROOKINGS