

# BROOKINGS ECONOMIC DEVELOPMENT CORPORATION

## Community Development

Building a place that people want to call home and maintaining and enhancing our quality of life.



- Community surveys and visioning charrettes
- Collaboration with key partners and leaders, including monthly Leader Roundtable
- Vision Brookings - privately funded economic initiative
- Marketing, awareness and strategic planning
- Promoting amenities, housing and high wage opportunity development

## Business Development

Cultivating new opportunities and growing existing relationships by using the area's unique assets.



- Business retention and expansion
- Targeted business recruitment
- Retail business recruitment
- Financial assistance programs
- Available sites database
- Brookings Technology Commercialization Center
- Demographic database and market highlights

## Entrepreneur Support

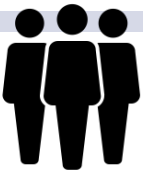
Connecting entrepreneurs and startups to all the resources needed to move their ideas forward.



- Consulting and business plan assistance
- Mentorship and connections
- Events and networking opportunities
- Funding opportunities - grant and loan programs
- Local ecosystem of service providers
- Building the Entrepreneurial Community - encourage, support and nurture entrepreneurs of all ages.
- StartupBrookings.com - the startup one-stop-shop

## Workforce Development

Creating awareness of career opportunities and implementing retention and recruitment strategies.



- Talent attraction marketing campaigns
- Beyond Connections – networking for new residents
- Student Forward – partnership with SDSU and employers to retain at risk students
- LiveInBrookings.com – one-stop-shop for jobs and community information
- Resources for employers
- Brookings Area Workforce Alliance

## CONTACT US

BEDC's mission is to build an economy that supports the community's vision of a quality place to live, work and play.

Services are provided at no charge.  
Contact us today for a confidential consultation.



[www.BrookingsEDC.com](http://www.BrookingsEDC.com)  
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# 2017 HIGHLIGHTS

## Entrepreneur Support

Entrepreneurs  
Assisted  
**106**  
Support for E's

- **Idea Competition**
- **Open Spaces Tour**
- **3 Pop-up Markets**  
- 38 entrepreneurs, 550 attendees
- **Kid-Preneur Market**  
- 38 businesses, 40 kids, 450 attendees

- Developed & launched **Youth Entrepreneur Program** - grades 4/5, 8 participants
- Coordinated **Building the Entrepreneur Community** program
- **SDSU Meetings & Presentations** - deans, clubs, entrepreneurship studies classes
- **Brookings Area Makerspace** - average of 40 members
- 2nd Annual **Maker Festival** - 25 participants

## Workforce Development

Employers  
Assisted  
**96**  
Industry Needs

- **Job Fairs & Student Fairs**
- **SDSU Student Survey**  
- 299 responses
- **LiveinBrookings.com**  
- 36,341 visits (year to date)  
Top states - SD, NE, MN, IA, IL
- **Beyond Connections**  
- 7 events, 131 attendees

- Developed & held **Brookings Area Workforce Conference** - 80 attendees
- Marketing the community through **Digital Ads**  
(Facebook, Google) - 1.6 million impressions
- Partnership with **Lake Area Technical Institute**

## Community Development

- Managed **Vision Brookings** campaign - \$2.59M
- **Capital for the Day**
- Influencing state **Public Policy**
- **Affordable Housing** Task Force
- Future **Leadership Strategy**

### Media Coverage & Accolades

#1 **Best Place to Live in S.D.**

*Niche, 2017*

#8 **Top College Towns in America**

*Schools.com, 2017*

#25 **Best Cities For Entrepreneurs**

*Livability/Entrepreneur, 2017*

#2 **Best School Districts in S.D.**

*Niche, 2017*

**Beautiful Small Towns in each State**

*USA Today, 2017*

**11 TV News Stories** (plus newspaper coverage)

## Business Development

Businesses  
Assisted  
**81**  
Retain/Expand

Business  
Prospects  
**60**  
Recruitment

- National **Retail Convention** - 8 prospect visits
- **Downtown Retail Grant Program**  
- 4 grants awarded
- **Industry Recruitment & Workforce Study**
- Developed **Small Business Loan Fund** program  
- 2 loans approved

ONLINE

**BrookingsEDC.com** Corporate Site  
**BuildingBrookings.com** Business Development  
**LiveinBrookings.com** Workforce Recruitment/Retention  
**StartupBrookings.com** Entrepreneurship  
**MakingBrookings.com** Makerspace  
**VisionBrookings.com** Economic Development Initiative

**FACEBOOK** BrookingsEconomicDevelopment,  
JobsinBrookings, BrookingsBeyondConnections  
**TWITTER** @BrookingsEDC  
**INSTAGRAM** LiveinBrookings  
**YOUTUBE & LINKEDIN**