



# **Resource Team Report Lake Preston, South Dakota**

*December 4-6, 2006*

*A Governors 2010 Initiative*

## *Acknowledgements*



The Community Resource Team Assessment Program is coordinated by the South Dakota Rural Development Council to help fulfill Goal #4 of the Governors 2010 Initiative to “*Brand and Develop South Dakota’s Quality of Life as the Best in America by 2010*” by stabilizing rural populations through community development.



This program is made possible through the collaborative efforts of over 150 volunteers representing 50 plus organizations throughout South Dakota.



The program is also made possible through financial contributions made by the State of South Dakota (Governors Office of Economic Development), USDA Rural Development, and the South Dakota Community Foundation.

At the local level, this process would not be possible without the many hours of volunteer service from your local planning taskforce and local financial sponsors.



Special recognition to South Dakota’s Elected Officials including Governor Mike Rounds, Senator Tim Johnson, Senator John Thune, and Representative Stephanie Herseth for their continuing support for the South Dakota Rural Development Council. Also, special thanks to the Council’s Board of Directors for initiating this program in South Dakota



South Dakota  
Community Foundation

Thank you to everyone who contributed to making this Assessment a success!

# TABLE OF CONTENTS

## Lake Preston Resource Team Assessment

December 4-6, 2006

	<u>Page</u>
Executive Summary.....	2
Introductions by Resource Team Members.....	4
Process for the Development of the Team Study and Report.....	5
Resource Team Members.....	6
Interview Agenda.....	7
2010 Initiative .....	8
Lake Preston Themes.....	10
Recommendations.....	12
Economic Development.....	12
Promoting & Marketing.....	29
Community Development.....	38
Youth & Seniors.....	55
Infrastructure.....	65
What Was Said in the Interviews.....	76
APPENDIX A – Key Points to Effective Strategic Planning and Implementation	94

*Any recommendations contained herein are not mandatory. The South Dakota Rural Development Council has not endorsed any recommendations and opinions contained herein. Neither the South Dakota Rural Development Council, nor any of its employees, contract labor, committee chairs, and/or members makes any warranty, express or implied, including warranties of merchantability and fitness for a particular purpose, or assumes any legal liability for the accuracy, completeness, or usefulness of this report or any information, recommendations, or opinions contained herein.*

## Executive Summary

The three days the team spent in Lake Preston were fantastic! During that time we had the opportunity to visit with many of Lake Preston's citizens and it's very apparent that you have a true appreciation for your community and its many assets. It's also very clear that the community is very enthusiastic about the future.

Lake Preston has a great foundation to grow from; your many assets make that possible. Combine that with the community's enthusiasm for the future and the possibilities are endless. When I refer to your assets, to name a few: Lake Preston's emergency services, especially the fireman who seem ever ready to help out, the Lake Preston Economic Development Corporation, who have worked to create a foundation to stimulate opportunities, the school / teachers / alumni, outdoor recreation, and most importantly community support (continuously repeated during our listening sessions).

As I look at your community, there is so much opportunity ahead of you. As former Mayor of New York, Thomas E. Dewey said, "We need not be afraid of the future, for the future will be in our own hands. We shall need courage, energy and determination, but above all, we shall need faith—faith in ourselves, in our communities ..." I think Lake Preston already has that faith in yourselves and in your community which means the future is truly in your hands.

It is now up to you as a community to prioritize your ideas based on the report's recommendations, build your comprehensive vision for the future of Lake Preston, and then organize yourselves to take these ideas and move from talk to action. The report includes many suggestions on how you can move forward. Mobilize your local organizations and residents to help achieve the goals and objectives that you set for yourselves. Recognize that you have many of the resources locally to achieve your objectives, and when necessary, look to outside resources and technical assistance to help you meet these goals. But primary responsibility for moving forward with your objectives resides at the local level. There is nothing that your community cannot accomplish if you focus your efforts on a select set of shared objectives.

The first step is broad participation by the community in the Assessment's Follow-Up Meeting – to be scheduled shortly after distribution of this report. It is vital that as many people participate in this final session / town hall meeting as possible so that the results reflect your priorities for the future of your community. Once this has been done, you can begin to develop strategies for how you want to accomplish your objectives over the next 2, 5, 10 or 20 years.

On behalf of the Resource Team, I want to personally thank your community for the warm welcome that we received while we were in your community. A special thank you to all those who helped to plan this assessment at the local level. You did an exceptional job.

Sincerely,

Mike Lauritsen  
Resource Team Leader

## **Introductions by Resource Team Members**

**Vickie Moes (USDA Rural Development):** I would like to thank all the citizens of the Lake Preston community who made the assessment a very enjoyable experience. You have a very hospitable town with a lot of good cooks and you should be very proud of your community. Several comments were made about how well the community pulls together in times of need. Lake Preston appears to have strong leadership that will work hard to have positive changes in the future. Since Lake Preston is in one of the seven counties I work with, I will be able to see the changes you experience. I feel that you will be able to work together to help Lake Preston become a new rising star. Thanks again for everything.

**Arla Hamann Poindexter (Central South Dakota Enhance):** I would like to thank everyone in Lake Preston for your hospitality and willingness to participate in the assessment process. Working with small communities throughout Central SD, I understand your challenges of community growth. Your enthusiasm is remarkable, your leadership is dedicated, and your potential for success is great. I am eager to see the results of the assessment process progress in the upcoming years.

**Cheri Rath (SD Value-Added Agriculture Development Center):** I enjoyed our stay in your community. You have friendly people, excellent eating establishments, unique stores, active youth-seniors-middleage individuals. Lake Preston has many advantages – located on a main highway, centrally situated among five of the state’s larger communities and proximity to outdoor activities. I’ve worked with many rural communities – all facing very similar challenges. Lake Preston is proud of how the community pulls together in crisis situations. Your community can be strengthened through a long term commitment of residents pulling together to act on opportunities brought forth by this community assessment. Thank you for your hospitality and allowing us the opportunity to get to know Lake Preston.

**Natasha Bothun (South Dakota Office of Tourism):** Thank you very much for inviting me into your community. I had a wonderful time visiting with your citizens and touring your town. You have a wonderful foundation to build from, as your community takes these recommendations from the community assessment and implements some of the suggestions. I wish you all nothing but the best as you move forward. If there is anything that you would like the Office of Tourism's help with, please give me a call. Thank you again for such an enjoyable stay.

# **Process for the Development of This Report**

The South Dakota Rural Development Council (SDRDC) has provided a Resource Team to assist the city of Lake Preston, South Dakota in evaluating the community's assets and liabilities and in developing suggestions for improving the environmental, social and economic future of Lake Preston.

The East Central Development Cooperation, in cooperation with the City of Lake Preston, coordinated the Community Assessment locally. JoLynn Longville and Joan Kazmerzak served as the community planning leaders and, with the help of many local volunteers serving on the planning taskforce, developed the agenda, coordinated logistics, and publicized the assessment within the local community.

The Resource Team toured the town and surrounding area and interviewed over 150+ individuals during the three-day period from December 4-6. The team interviewed representatives from the following segments of the Lake Preston community: City and County Government, Banking, Insurance, Finance, Young Families, Newcomers, Child Care Providers, Young Adults, Business, Retail, Industry, Utilities, Ag, Farming, Ag Industries, Seniors, Students, Teachers, School Staff and Admin, Emergency Services & Law Enforcement, Health Care Providers and more. Each participant was asked to respond to three questions designed to begin communication and discussion and to serve as a basis for developing an action plan. The three questions were:

- **What do you think are the major problems and challenges in Lake Preston?**
- **What do you think are the major strengths and assets of Lake Preston?**
- **What projects would you like to see completed in two, five, ten, and twenty years in Lake Preston?**

Upon completion of the interviews, the team met to compare notes and share comments following three days of intense study. The team then agreed that each team member would carefully analyze the things said, synthesize what they heard with their knowledge of programs and resources, prepare their notes and suggestions, and then forward these items to be combined into SDRDC's final report to Lake Preston.

An oral report was presented to the residents of Lake Preston on December 6th, 2006. Following the oral report, this formal written report was prepared and presented to the community of Lake Preston. A community follow-up and prioritization meeting will be held in Lake Preston after this report is distributed and made available to the community at large.

**Resource Team Members**  
*Lake Preston, South Dakota*  
*December 4-6, 2006*

**Resource Team Members**

**Mike Lauritsen, Team Leader**

Planner  
South Eastern Council of Governments  
1000 N West Ave., Suite 210  
Sioux Falls, SD 57104  
605-367-5390  
605-367-5394 (Fax)  
mike@secog.org

**Vickie Moes**

Rural Development Specialist  
810 Jenson Avenue SE, Suite 2  
Watertown, SD 57201-5256  
605-886-8202  
605-882-3268 (Fax)  
vickie.moes@sd.usda.gov

**Arla Hamann Poindexter**

Central South Dakota Enhance  
P.O. Box 220  
1205 N. Harrison Ave., Suite 202  
Pierre, SD 57501  
605-520-0505  
605-773-2784 (Fax)  
arla@csded.org

**Cheri Rath**

Executive Director  
SD Value-Added Agriculture  
Development Center  
303 Illinois Avenue SW  
Huron, SD 57350  
605-352-9177  
605-352-9179 (Fax)  
cherirath@yahoo.com

**Natasha Bothun**

South Dakota Office of Tourism  
711 E Wells Ave  
Pierre, SD 57501  
605-773-3301  
605-773-3256  
natasha.bothun@state.sd.us

**Co-Community Contact:**

**JoLynn Longville**

Mayor  
City of Lake Preston  
111 3<sup>rd</sup> St. NE  
Lake Preston, SD 57249  
605-847-4140  
lakepreston@mchsi.com

**Co-Community Contact:**

**Joan Kazmerzak**

Economic Development Coordinator  
City of Lake Preston  
111 3<sup>rd</sup> St. NE  
Lake Preston, SD 57249  
605- 847-5142  
lpecondev@hotmail.com

**Lake Preston Community Assessment Agenda  
December 4th – 6th**

**Monday, 12/4/06**

<b>TIME</b>	<b>TITLE</b>	<b>SECTOR</b>	<b>LOCATION</b>
4:00 pm – 5:30 pm	Resource Team Meets (working Dinner)		Comm. Room
6:00 pm – 7:00 pm	Listening Session 1	Health Care Providers	Comm. Room
7:00 pm – 8:00 pm	Listening Session 2	Business / Retail / Industry / Utilities	Comm. Room
8:00 pm – 9:00 pm	Listening Session 3	Emergency Services & Law Enforcement	Comm. Room

**Tuesday, 12/5/06**

<b>TIME</b>	<b>TITLE</b>	<b>SECTOR</b>	<b>LOCATION</b>
7:15 am – 8:15 am	Listening Session 4	Teachers / Staff / Admin	School
8:30 am – 9:30 am	Listening Session 5	(Closed) Students Only	School
9:30 am – 10:30 am	<i>Break</i>		
10:30 am – 12:00 pm	Listening Session 6 <i>Lunch</i>	Seniors	J & M Cafe
12:00 am – 1:00 pm	Listening Session 7	Open / General	J & M Cafe
1:00 pm – 2:00 pm	Listening Session 8	Ag / Farming / Ag Industries	J & M Cafe
2:00 pm – 4:00 pm	Tour		
5:00 pm – 6:00 pm	Dinner		
6:00 pm - 7:00 pm	Listening Session 9	Business / Retail / Industry / Utilities	City Hall

**Wednesday, 12/06/06**

<b>TIME</b>	<b>TITLE</b>	<b>SECTOR</b>	<b>LOCATION</b>
8:00 am – 9:00 am	Listening Session 10	Young Families / Newcomers / Child Care Providers / Young Adults	Comm. Room
9:00 am – 10:00 am	Break		
10:00 am – 11:00 am	Listening Session 11	Banking / Insurance / Finance	Comm. Room
11:00 am – 12:00 pm	Lunch		Comm. Room
12:00 pm – 1:00 pm	Listening Session 12	City / County / Government	City Hall
1:00 pm – 5:00 pm	Team Preparation		Comm. Room
6:00 pm – 6:30 pm	Community Dinner		Fire Hall
6:30 pm – 7:30 pm	Town Hall Meeting		Fire Hall



*The Governors 2010 Initiative is the comprehensive strategic plan for economic development in the State of South Dakota over the next five years. The Community Resource Team Assessment Program is one piece of this initiative, with the mission of helping rural communities advance their community planning. The Community Assessment Program helps to develop a local community/economic development plan that is unique to the community, while at the same time, fitting in with the state's overall 2010 Initiative*

**The following Goals and Objectives were identified in the Governors Statewide 2010 Initiative**

**Goal 1: Double Visitor Spending from \$600 Million to \$1.2 Billion by 2010**

- 1A. Change the way we market South Dakota
- 1B. Focus new energy and investment on expanding the fall shoulder season for visitors in order to increase the percentage of tourism revenues for this season to 42 percent
- 1C. Expand investment in tourism's peak season through greater use of partnership and cooperative efforts
- 1D. Develop a statewide "One-Click, on-call" reservation system by 2005
- 1E. Capitalize on the existing outdoor opportunities in our state

**Goal 2: Increase GSP (Gross State Product) by \$10 billion by 2010**

- 2A. Promote the creation and development of new businesses that will contribute \$6 billion to the GSP
- 2B. Promote the growth / expansion of existing businesses that will contribute \$4 billion to GSP
- 2C. Promote agricultural and natural resource development in South Dakota

**Goal 3: Become a Recognized Leader in Research and Technology Development by 2010**

- 3A. Secure Homestake Mine for use as an underground science laboratory
- 3B. Improve ranking to at least 30<sup>th</sup> nationally for NSF funding
- 3C. Development research and technology infrastructure at our universities with the private sector  
Emphasis on research that can be commercialized and will benefit South Dakota)

**Goal 4: Brand and Development South Dakota's Quality of Life as the Best in America by 2010**

- 4A. Enhance South Dakota's image to young people in an effort to retain and import young adults
- 4B. Enhance History and Arts as a tool for economic development and cultural tourism
- 4C. Stabilize rural populations through community development
- 4D. Stimulate affordable homeownership, rental housing, and day care facilities in South Dakota communities which evidence a need.
- 4E. Improve cooperative efforts with the Native American Tribes

**Goal 5: Uphold Our Commitment to the 2010 Initiative as a Work in Progress**

- 5A. Assign implementation to Department of Tourism and State Development
- 5B. Create ongoing update and accountability structure for 2010 Initiative

***Following distribution of this Community Resource Team Assessment Report, the South Dakota Rural Development Council will convene a follow up priority-setting meeting in the community to help focus on select set of goals and objectives based on the data collected during the assessment and the recommendations included in this report.***

# What We Heard From What Was Said

After listening to citizens of Lake Preston, the Resource Team reviewed what was said and condensed the comments down to major themes that will be addressed in the team member reports. (These are in no particular order or priority)

Major Theme / Sub Themes	Page Number
<b>THEME: ECONOMIC DEVELOPMENT</b>	
Shop Locally	12
Industrial Development / Attraction <ul style="list-style-type: none"> <li>• Economic Development Coordinator</li> <li>• Incentives</li> <li>• Regionalism</li> </ul>	18
Business Retention and Expansion	21
Ag Development	23
Entrepreneurship	26
<b>THEME: PROMOTING / MARKETING</b>	
General Promotion <ul style="list-style-type: none"> <li>• Hwy 14 signage/events</li> <li>• Website-list of events</li> <li>• Location</li> </ul>	29
Welcoming / Attracting Newcomers	32
Tourism / Regionalism <ul style="list-style-type: none"> <li>• Capitalizing on Opportunity</li> </ul>	33
<b>THEME: COMMUNITY DEVELOPMENT</b>	
Main St. Beatification and Revitalization	38
Property Maintenance / Community Clean-up	41
Changing Attitudes <ul style="list-style-type: none"> <li>• Cooperative Communication</li> </ul>	44
Volunteering	45
Park and Rec. Improvement	47
Unique Entertainment / Activities (Regionalism)	48
Housing <ul style="list-style-type: none"> <li>• Affordable</li> <li>• Rental (Duplex and Multiplex)</li> <li>• Spec Housing</li> <li>• Comprehensive listing</li> </ul>	49
<b>Continued on Next Page</b>	

<b>THEME: YOUTH &amp; SENIORS</b>	
Youth Attraction and Retention	55
Youth Engagement <ul style="list-style-type: none"> <li>• Volunteering</li> <li>• Internships</li> </ul>	57
Senior / Youth Center and Activities	59
Senior Engagement <ul style="list-style-type: none"> <li>• Volunteering</li> </ul>	62
Senior Transportation	63
<b>THEME: INFRASTRUCTURE</b>	
Sidewalks	65
Curb and Gutter	66
Streets	68
Signage	69
Water and Sewer	71

# ECONOMIC DEVELOPMENT

*Shop Locally*

## ECONOMIC DEVELOPMENT

**SUB THEME: Shop Locally**

**Challenge:** Supporting your local business establishments is extremely important. We all recognize the importance of spending as much of our money locally as possible. For rural communities, shopping local is a must. Keeping local businesses alive and thriving, and recognizing the value of shopping locally.

**Recommendation:** This issue is best addressed by starting a comprehensive “Shop Local” campaign in Lake Preston, and using marketing and education to promote “shopping local” behavior. To make this program successful the local business owners will have to work together with the Lake Preston Chamber of Commerce to develop a plan to implement the Shop Local campaign.

### How to promote Shopping Locally:

- Lake Preston Superior Customer Service Program
  1. Promote customer service training for local businesses. If Lake Preston could develop a “Lake Preston Superior Customer Service Program” it would be a great opportunity for employees in the area to learn how to treat customers, how to and the importance of cross selling and referring customers, and the importance of knowing your community (including hours of operation for attractions, special activities taking place in the area, what businesses offer and where visitors can find special items, etc.) Lake Preston could also contact the SBA to help facilitate customer service training sessions as the SBA supports a wide range of small business planning, marketing and counseling services and educational seminars through its partnership with Small Business Development Centers and EQUIP.
  2. Promote Cross Selling  
Work with local businesses to refer customers that are looking for something they do not carry, but might be available at another business within the community.
  
- Events
  1. Plan community events like ice cream socials, band concerts, Harvest Festival –contact Spearfish Chamber of Commerce, car shows, poker runs, Crazy Daze, Downtown After Dark, Golden Easter Egg promotion and Easter Egg Hunt – contact Vermillion Chamber of Commerce, chilly cook-off, Christmas tree decorating contest, mini triathlons and road races

# ECONOMIC DEVELOPMENT

## *Shop Locally*

5k's or 10k's - etc. to bring people downtown into the area (not just from Lake Preston, but surrounding communities as well) for entertainment and shopping. Also develop a comprehensive list of community events and publicize it.

### 2. Christmas Campaigns

If you don't do so already, conduct a local shopping campaign around Christmas lead by the chamber and/or local bank. You might consider doing 0% Christmas loans and each business owner that is a chamber member can participate. Local citizens can take up to a \$1,000 loan out at the bank for 0% interest and a \$25 processing fee. Citizens could get a book of checks that would be good at local businesses, and repayment could be figured over an 8 month period. To help cover the cost of maintaining the program, the interest rate could automatically increase if a payment is late or missed.

- Customer Appreciation

1. Have "Thank you for doing business in Lake Preston" signs placed in the doors of every business in town
2. Be sure to tell customers "Thank you we appreciate your business and please come again."

- Business Appreciation

1. Do an annual appreciation dinner for local businesses to thank them for their support of the community.

- Shop Local by Example

1. Work with local businesses and organizations to promote purchasing from other local businesses whenever possible.

- Suggestion Boxes

1. Place suggestion boxes in businesses throughout the community to ascertain resident's suggestions for improvements to current products and services, suggestions for alternative selections or business hours, etc.
2. Find out what items are purchased most often out of town. If possible, have the feasible items stocked in a local business. Asking the right questions and finding out why people do not shop locally is the key to finding a solution.

- Sidewalk Menu Boards

1. Create a series of outdoor/sidewalk "menu boards" for business to use to promote their goods and services.
2. Develop a shop local graphic for your community and post it in various marketing and promotional materials.

# ECONOMIC DEVELOPMENT

## *Shop Locally*

- Write a Feature Story in the Local Newspaper
  1. Educate your community on the things that it has to offer. Often people do not shop locally because they do not know what is available. Write a feature story once a week or once a month for the local newspaper on a business, so everyone becomes more familiar with what the business has to offer. Do this for all businesses; sometimes the small one-person businesses have a lot to offer but are overlooked. This includes home-based businesses.
  
- Spread the Word
  1. Tell your associates, family, and friends to shop locally and why.
  2. Whenever there is a community fundraiser or benefit and local stores donate to the cause, be sure everyone knows it. Local businesses are constantly asked for goods or “in kind” donations. It’s important to let everyone know the grocery store donated the pancake batter and sausage for the pancake benefit. I think small communities are guilty of asking for donations, and not giving credit where credit is due. Sometimes it’s as if we expect our local businesses to “ante up,” and most are happy to help. But those businesses should get the positive advertising along with their donation. Do the megastores in larger cities donate to all of the small town causes? Absolutely not!
  3. The local paper, Chamber newsletter and website are vital for promotion of local shopping.
  
- Business Map
  1. Create a Lake Preston Business Map. This should be fairly easy, just expand on the current map of Lake Preston. List each business along with a corresponding number, place the business number in the location of that business on the map. Businesses can be grouped and listed in categories of goods and services (i.e. restaurants, auto service establishments, insurance companies, etc.)

Now that we have established how to start or improve a shop local campaign we need to look at how to promote and market the campaign and how to educate the community as to why it’s so important to shop locally. Promoting and marketing will basically be educating the community on the impact of shopping locally. As a side note I want to mention the importance of attracting new customers outside of your community. Use similar promotional material to draw customers to Lake Preston from the area.

Here are some ways to help educate the community on the importance of “Shopping Local”:

- How many times does your dollar turn over?
  1. Howard (Minor County) is an excellent example of what a community can do to educate the residents in the community about the importance of shopping local. The youth, through the local school, got involved in conducting a shopping local study that looked at the impact on sales tax revenues if

# ECONOMIC DEVELOPMENT

## *Shop Locally*

residents spend money locally and how many times money can turn over in a community when it is spent locally. I would ask for a copy of this study and the survey instrument used so that you could do a similar study in Lake Preston.

2. More money is kept in the community because locally-owned businesses purchase from other local businesses, service providers and farms.
- Protect Local Character and Prosperity
    1. By choosing to support locally-owned businesses, you help maintain our diversity and distinctive flavor. Your one-of-a-kind businesses are an integral part of your distinctive character: The unique character of Lake Preston is what brought you there and will keep you there. Your tourism businesses also benefit. When people go on vacation they generally seek out destinations that offer them the sense of being someplace, not just anyplace
  - Community Well-Being
    1. Locally-owned businesses build strong neighborhoods by sustaining communities, linking neighbors, and by contributing more to local schools and causes.
  - How much does it cost to shop out-of-town?
    1. Create signs that show the number of miles it is from Lake Preston to the bigger communities and how much it costs to drive there (both gas and wear/tear on the vehicle) and then ask the question “How much money did you save the last time you bought groceries out-of-town. This was an excellent reminder to residents in the community of the importance of shopping at local businesses.
  - Keeping Dollars in the Local Economy
    1. Your dollars spent in locally-owned businesses have three times the impact on your community as dollars spent elsewhere. When shopping locally, you simultaneously create jobs, fund more city services through sales taxes, invest in neighborhood improvement and promote community development.
  - Job and Wages
    1. Locally owned businesses create more jobs locally and, in some cases, provide better wages and benefits.
  - Competition
    1. A marketplace of many small businesses is the best way to ensure innovation and low prices over the long-term.
  - Product Diversity
    1. A multitude of small businesses, each selecting products based, not on a national sales plan, but on their own interests and the needs of their local customers, guarantees a much broader range of product choices.

# ECONOMIC DEVELOPMENT

*Shop Locally*

- Local Decision Making
  1. Local ownership means that important decisions are made locally by people who live in the community and who will feel the impacts of those decisions.

The more the community hears these points the more they will realize the importance of shopping locally. It's up to the citizens of Lake Preston to decide where to shop, but when they are armed with the knowledge of the impact of where they spend their dollars they will be more likely to support local proprietors. I would suggest using the local paper, Chamber newsletter and website for promoting the benefits and importance of shopping locally.

## **Resources:**

Small Business Administration  
2329 North Career Avenue, Ste. 105  
Sioux Falls, SD 57101  
Phone: 605-330-4231  
Fax: 605-330-4215  
[www.sba.gov](http://www.sba.gov)  
Online Training Tools available at [www.sba.gov/traini](http://www.sba.gov/traini)

EQUIP  
University of Sioux Falls  
1101 W 22nd St  
Sioux Falls, SD 57105  
605.331.6697  
[www.sdbusinesssuccess.org](http://www.sdbusinesssuccess.org)

Spearfish Area Chamber of Commerce  
Convention & Visitors Bureau  
PO Box 550 / 106 W. Kansas  
Spearfish, SD 57783  
1-605-642-2626 / 1-800-626-8013  
Vermillion Chamber of Commerce &  
Development Company  
906 East Cherry Street  
Vermillion, SD 57069  
1-800-809-2071 or [vacc@vermillionchamber.com](mailto:vacc@vermillionchamber.com)

Miner County Initiative  
Randy Parry  
PO Box 307  
Howard, SD 57349  
605-772-5153  
[parryr@splitrocktel.net](mailto:parryr@splitrocktel.net)

# ECONOMIC DEVELOPMENT

*Shop Locally*

## **Resources: Continued**

Small Business Development Center  
Watertown SBDC  
124 First Avenue N.W.  
P O. Box 1207  
Watertown, SD 57201  
Phone: (605) 882-5115  
FAX: (605) 882-5049

Governor's Office of Economic Development (GOED)  
Contact: Steve Watson  
2329 N. Career Ave.  
Sioux Falls, SD 57107  
PH 605.367.4518  
FX: 605.367.4519  
Email: [steve.watson@state.sd.us](mailto:steve.watson@state.sd.us)

Karen Burket  
Platte Development Corporation  
PO Box 283  
Platte, SD 57369  
[mkb@midstatesd.net](mailto:mkb@midstatesd.net)

Miner County Community Renewal  
(Youth Shopping Local Study)  
Randy Parry  
605-772-5153  
[parryr@alliancecom.net](mailto:parryr@alliancecom.net)

Watertown has an Uptown Watertown organization that has developed a plan to help business owners improve the outward appearance and signage on their stores. Kay Solberg, a local business owner and excellent promoter of the community, may be able to provide some information as to how they promote shopping in Watertown.

Kay Solberg  
Classroom Connection  
Watertown, SD  
605-886-3040

South Dakota Office of Tourism  
711 Wells Ave.  
Pierre, SD 57501  
605-773-3301

# ECONOMIC DEVELOPMENT

*Industrial Development and Attraction*

## **Resources: Continued**

Rural Learning Center  
Jim Beddow, Director  
PO Box 702 – 123 S Main St  
Howard, SD 57349  
605-772-5139  
www.rurallearningcenter.org

### **SUB THEME: Industrial Development and Attraction**

- **Economic Development Coordinator**
- **Incentives**
- **Regionalism**

**Challenge:** Bringing in and developing new industries in Lake Preston’s Industrial Park.

**Recommendation:** Lake Preston is ahead of the game when it comes to industrial development and attraction. Lake Preston has an Economic Development Corporation along with a fulltime Economic Development Coordinator, an industrial park with the infrastructure that industries need, and a list of funding options that are available to help bring in new businesses. These are the critical components to bring in and develop new industries. Many communities struggle to develop any of these components as it is difficult to find the time, leadership, and funding to make these components a reality. Lake Preston deserves a pat on the back for being at the stage it is at.

Lake Preston has the assets and foundation for developing and attracting industries, so you may consider moving on to how best to develop and attract industries. To secure a prospect, Lake Preston will have to develop a recruitment campaign. Attraction / recruitment of a business can be a very difficult goal to achieve. Before I discuss outside recruitment and attraction strategies, I want to stress the importance of searching locally for prospects to develop and grow businesses. If a business has been developed locally, the owner will be more community minded and less likely to move that business or make changes that could be detrimental to the community of Lake Preston. The Lake Preston Development Corporation and the City Council recognize the value of “Economic Gardening” – growing what you have. Local businesses benefit from assistance and resources gained through confidential consultation with Lake Preston Development Corporation.

When considering what kind of business or industry to attract / recruit I would suggest looking at what business would complement a current industry, for example what type of industry would complement or provide services to Lake Preston’s high-tech tool and die manufacturer. This will help to focus your efforts when seeking out new prospects. You may also consider surveying your current industries to get their input on what type of business or industry they feel would be of assistance to them – what are their needs, who are their suppliers. After you’ve determined what companies or industry would likely be the best fit for the area, develop a strategy of

# ECONOMIC DEVELOPMENT

## *Industrial Development and Attraction*

approaching those types of companies. Begin with existing business contact lists. Include existing company personnel with initial calls to build on an established relationship. Another possible option would be to develop a brochure that highlights the benefits of the area, the industrial park, etc., but provide the appropriate information for the specific type of industry/company you're working to attract. Customize your information/presentation.

Also, don't forget to look at what other industries in neighboring communities as you work to think regionally. More and more communities are working together to build a stronger economic development strategy by leveraging their combined resources. Throughout South Dakota, there are numerous examples of communities that have come together to build a broad-based regionalized development strategy. In some cases, these communities have come together to hire or share an existing economic development coordinator.

The most successful recruiting efforts in economic development are typically the result of some type of connection to the area. You have several alumni that have left Lake Preston and now work in a variety of fields. This is one of your best resources in terms of fundraising and business prospects. If you have not done so yet, assemble the list of alumni from the Lake Preston High School. Survey these individuals to determine where they work, what they do, if they are interested in starting a business, if their current employer is considering an expansion, and do they have an interest in investing in their "home" community of Lake Preston.

### When marketing to these prospects capitalize on your assets:

- Existing Development Park with infrastructure and space available immediately
- Development Park located on US Hwy 14 just 35 miles from Interstate 29
- Train access to the DM&E Railroad
- Low interest loans
- Otter Tail Power facility
- Northwestern Energy's natural gas line
- Labor force with that coveted Midwestern work ethic
- Nestled between Lake Thompson, Lake Henry, Lake Whitewood and Lake Preston
- Exceptional school system
- Small town life with central location to five of South Dakota's major cities

The Lake Preston Development Corporation has developed a website with marketing or promotional materials for recruitment which has a list of state and local incentives that can be used to entice a prospect. I would suggest continuing to improve on this website and also developing print material, by utilizing the local talent of high school students. It's essential to ensure all details are kept current. I would also suggest having a specialist review your web site and give you suggestions on ways that you can change your website to be more attractive to economic and business development. This is a free service that has been offered in conjunction with previous annual GOED conferences held each April in Pierre.

# ECONOMIC DEVELOPMENT

## *Industrial Development and Attraction*

Below are some web sites developed around an economic development theme that can serve as a good reference:

- Sioux Falls Development Foundation - <http://www.siouxfallsdevelopment.com/>
- Dakota Dunes - [www.dakotadevelopment.com](http://www.dakotadevelopment.com)
- Brookings Economic Development - <http://swiftel.net/brkecon/>
- Aberdeen Economic Development - <http://www.adcsd.com/>
- De Smet Economic Development - <http://www.desmetdevelopment.com/>
- Freeman - <http://www.freemansd.com/freeman/edev.txt>
- Madison's Lakes Area Improvement Corporation - <http://www.madisonworks.com/home.aspx>
- Chamberlain's Lake Francis Case Development corporation - <http://www.chamberlainsd.org>

It's important to remember industrial development is an investment in the future of the community of Lake Preston, and it can be a long slow process. Almost every community in South Dakota, and for that matter the country, is attempting to recruit and attract new business. Thus, it is a very competitive market. Recruitment and attraction can be a slow process with little activity throughout the year, but it's crucial to be ready when that opportunity arises. The impact of recruiting a business has on the local economy in a community the size of Lake Preston is tremendous. The more attractive Lake Preston can look to a prospect the better. Attraction and recruitment of industries is just one among many business and economic development strategies that communities should pursue.

### **Resources:**

#### Dakota Roots

<http://www.dakotaroots.com/default.aspx>

Matches participants with career openings available from the state's leading businesses and allows participants to decide which ones to pursue.

#### South Dakota Department of Transportation

700 E. Broadway Ave., Becker-Hansen Building

Pierre, SD 57501

605-773-3265

<http://www.sddot.com>

#### USDA Rural Development

1820 N. Kimball

Mitchell, SD 57301

<http://www.rurdev.usda.gov>

Loans and grants for community facilities, revolving loans, infrastructure, and economic development, and technical assistance.

# ECONOMIC DEVELOPMENT

*Business Retention and Expansion*

## **Resources: Continued**

Governors Office of Economic Development  
South Dakota Department of Tourism and Development  
711 E. Wells Ave.  
Pierre, SD 57501  
605-773-5032  
<http://www.sdgreatprofits.com>

Regional representative, loan funds (including value-added), technical assistance for economic development planning and implementation

Southeast Enterprise Facilitation Project  
PO Box 106 / 501 S. Broadway  
Marion, SD 57043  
605-648-2909  
<http://www.sefp.com>  
Business technical assistance program, free and confidential to clients.

South Dakota Rural Enterprise, Inc.  
PO Box 802  
Sioux Falls, SD  
605-978-2804  
[www.sdrei.org](http://www.sdrei.org)  
Revolving loan fund technical assistance for management and start-up

East River Electric Power Cooperative  
PO 277 / 121 S.E. 1st. Street  
Madison, SD 57042  
605- 256-8058  
Business loan fund and technical assistance

<b>SUB THEME:     Business Retention and Expansion</b>
--

**Challenge:** In a community the size of Lake Preston, the loss of one business can be felt throughout the economy.

**Recommendation:** In many towns the size of Lake Preston, the challenge is often to not have business resources shrink. Only when the current businesses remain viable is it possible to start growing and expanding.

# ECONOMIC DEVELOPMENT

## *Business Retention and Expansion*

Many resources exist for business retention. With the help of the existing resources (Economic Development Corporation, Chamber of Commerce), networking among current business is possible. These groups could arrange for outside speakers or workshop presenters to help address specific community needs. Needs could be determined from an anonymous mailed survey or in a brainstorming session at regular meetings.

Several communities have found that informal meetings yield economic development. Yankton and Vermillion have a Referrals Over Breakfast meetings to talk about their businesses, services they provide and the future of their industry. Highmore sponsors a monthly lunch with city, county, and business leaders. Ideas about economic development and community wide challenges are discussed.

Other communities have found success with a local business spotlight in a local newspaper or on the community's webpage. The local business is the subject of an interview. The interview consists of questions like, "When did you start?" "What was the hardest part of starting a business here?" "What advice do you have to start-up businesses?" "What do you like best about doing business here?" "What business would you like to see start here?" Although many people will be familiar with the businesses in Lake Preston, interviews can spur new ideas to help new entrepreneurs.

Outside resources are available to expand businesses. The Small Business Development Center and the Enterprise Institute can help develop business plans for new start up businesses. These resources can help an entrepreneur develop a business plan, help secure start-up funding, and make the transition into business easier.

### **Resources:**

Yankton Chamber of Commerce  
218 W. Fourth Street  
PO Box 588  
Yankton, SD 57078  
605-665-3636  
visitorinfo@yanktonsd.com  
Bob Cappel, Executive Director

Vermillion Chamber of Commerce & Development Company  
906 East Cherry Street  
Vermillion, SD 57069  
1-800-809-2071  
vacc@vermillionchamber.com

City of Highmore  
Vikki Day, Mayor  
125 2<sup>nd</sup> St SW  
PO Box 299  
Highmore, SD 57345  
605-852-2716

# ECONOMIC DEVELOPMENT

*Ag. Development*

## **Resources: continued**

Enterprise Institute  
815 Medary Avenue, Suite 201  
Brookings, SD 57006  
605-697-5015  
info@sdei.org  
<http://www.sdenterprise.org>

Small Business Development Center  
Belinda Englehart, Regional Director  
Watertown SBDC  
124 First Ave. NW  
PO Box 1207  
Watertown, SD 57201  
605-882-5115  
bengelha@usd.edu

<b>SUB THEME:     Ag. Development</b>
---------------------------------------

**Challenge:** Developing industry in the area through agriculture.

**Recommendation:** The community expressed a desire to expand industry to enhance economics and job opportunities. The local coop is viewed as an important contributor to jobs and services. In addition, there was a “buzz” about the potential to attract an ethanol plant.

Identify ancillary business that could be developed. If an ethanol plant comes to fruition, assess what services, inputs are required and work toward attracting them. When making an assessment, consider regional influence. What is your proximity to other ag processing? What services and inputs could benefit the companies – truck stop, welding/repair, etc.

Incorporate diversification into your ag development plan. Assess other agricultural strengths to recruit additional value added ag prospects to the area. Focus on a couple of ag sectors to offer diversified job opportunities and enhanced ag opportunities. Dried distiller grains are a co-product of ethanol productions and can be included in cattle feed rations. The community is home to several cattle feeders.

Consider creating a small scale branded beef product. The local grocery store is known for their meat counter and the local café is known for good food. Why not have both entities utilize local

# ECONOMIC DEVELOPMENT

*Ag. Development*

beef? To expand on that idea, consider creating a branded beef product. The South Dakota Certified Beef program may also provide opportunities.

Don't overlook ag producers. They are essential components to agribusiness and main street – local coop, fuel, supplies, groceries...and corn if an ethanol plant becomes reality. Assess what services and supplies would be beneficial to them and work to attract them to the area. Identify resources to retain and attract youth to production ag. A large number of students work in ag-related jobs. Explore ways to expand those jobs to create post-college opportunities. Hold a Career Day at school. Invite resources and surrounding agribusinesses to entice interest. Make sure ag producers feel welcome “in town” and find ways to express appreciation for their contributions to the sustainability of the community. Hold an annual “Ag Appreciation” banquet for area producers.

Form an ag task force through the economic development corporation to assist with exploration of ag development activities that “fit” the local community. Numerous technical and financial support resources are available. Engage them to obtain knowledge of applicable assistance and strategies. Include regional banks as they will be instrumental in production and processing ventures.

Address infrastructure to ensure the community can adequately support economic growth. Landing a new agribusiness industry generally mandates a need for water, wastewater, natural gas, electricity, good roads and possibly rail. Grant and loan funds are available through a variety of sources to assist with building infrastructure for value-added agriculture endeavors including the agri-business road grants (SD Department of Agriculture), Community Development Block Grants (Governors Office of Economic Development – if the community is income eligible), and water/wastewater grants and loans (SD Department of Environment and Natural Resources and USDA Rural Development).

Agribusiness development may also create a need to bring in experienced employees. If the community is interested in being home to newcomers, adequate housing is a necessity. Is executive housing available? Is land available and prepared for new housing?

Value added ag development is complex and intense due to the inputs necessary to operate them. Capitalize on existing ag production and seek new ideas. Pursue niche markets where you can differentiate your product from others on the market. Identify and assist entrepreneurial projects occurring in the area. Work closely with resources to ensure all components are addressed in a timely and accurate manner. Not all ventures will be proven feasible. Don't give up--stay involved and keep the community supportive of the efforts.

## **Resources**

Cheri Rath, Executive Director  
Value-Added Agriculture Development Center  
210 East Capitol Avenue  
Pierre, SD 57501  
605-224-9402  
[www.sdvalueadded.coop](http://www.sdvalueadded.coop)

# ECONOMIC DEVELOPMENT

*Ag. Development*

## **Resources: Continued**

Kelly Rasmussen  
Governor's Office of Economic Development  
711 E. Wells Ave  
Pierre, SD 57501  
605-773-5032  
<http://www.sdreadytowork.com/business/financing/index.asp>  
[www.SDCERTIFIEDBEEF.com](http://www.SDCERTIFIEDBEEF.com)

USDA Rural Development - State Office  
Attn: Rural Business Cooperative Service  
200 4th Street S.W. Federal Building Room 210  
Huron, SD 57350-2477  
605-352-1142  
[www.rurdev.usda.gov/sd/](http://www.rurdev.usda.gov/sd/)

USDA Rural Development – Regional Office  
524 Enterprise Street, South Suite 100  
Aberdeen, SD 57401  
605-226-3360

SD Enterprise Institute  
Marcia Hendrickson  
815 Medary Avenue, Suite 201  
Brookings, SD 57006  
605-697-5015  
[www.sdenterpriseintitute.org](http://www.sdenterpriseintitute.org)

South Dakota Department of Agriculture  
Division of Agricultural Development  
523 E. Capitol Ave.  
Pierre, SD 57501-3182  
605-773-3375  
[http://www.state.sd.us/doa/ag\\_dev/](http://www.state.sd.us/doa/ag_dev/)

First District Association of Local Governments  
124 1st Avenue NW  
Watertown, South Dakota 57201  
605-882-5115  
<http://www.1stdistrict.org/>

# ECONOMIC DEVELOPMENT

## *Entrepreneurship*

### **Resources: Continued**

REED Fund  
Linda Salmonson  
East River Electric Power Cooperative  
121 S.E. 1<sup>st</sup> Street  
Madison, SD 57042  
605-256-8058  
<http://www.eastriver.coop/>

South Dakota Cooperative Extension Service  
Kingsbury County  
SDSU Office of Research  
605-688-4181

<b>SUB THEME:    Entrepreneurship</b> <ul style="list-style-type: none"><li>• <b>Technical Support</b></li></ul>
--

**Challenge:** Developing and supporting new businesses in Lake Preston

**Recommendation:** In many of the listening sessions we heard from small business owners that they would like more technical support to improve business. One way to assist entrepreneurs would be connecting them with technical assistance programs offered throughout the state on a regular basis, often at no charge. Organizations like the Small Business Development Centers, Enterprise Institute, Women's Business Center, Office of Tourism, Governor's Office of Economic Development, SD Department of Revenue, and others, offer courses and workshops at various locations or via the DDN Network. SDSU also offers an Entrepreneurship Certificate. This program, with DDN courses that are offered on a two-year rotation schedule, is designed to give individuals the skills to start their own business and pursue product and development ideas. Updates on many of these

Some suggestions for promoting new business development include:

- Having a local contact or organization designated to assist new business development and expansion
- Developing a directory of technical and financial resources available for starting a business in Lake Preston
- Starting a business development and support roundtable
- Compiling a local services directory

# ECONOMIC DEVELOPMENT

## *Entrepreneurship*

- Hosting a business development workshop locally (using technical assistance providers) or sponsoring scholarships to send potential participants to workshops held across the state.
- Hosting a Business Plan Competition
- Starting a Revolving Loan Fund

I would also suggest focusing on areas to improve the system of support needed to nurture budding businesses. But first, “How do we draw out the entrepreneurs?” It’s important to realize that you have entrepreneurs or persons with ideas to create a business within your community.

One way to draw out these individuals would be to have a business plan competition. The competition consists of local entrepreneurs writing a business plan to establish a new business in Lake Preston. The Lake Preston Development Corporation would set the criteria guidelines for the competition and judge the business plans. The winner would be awarded with a monetary prize, an example would be a % of startup cost in the business plan up to a maximum with regulations on what the money could be spent on such as land, building, equipment, etc. After the competition, the Lake Preston Development Corporation would work with the entrepreneur to develop the business. This type of competition could be done on a yearly basis. If this program is successfully incorporated into Lake Preston, it could potentially help one business start each year. This program could also be a way to retain youth in the community by encouraging Lake Preston’s college students to submit business plans. This program is done at the state level with the Governor’s Office and on a smaller level with the E-Team, a student organization at USD. Both promote similar competitions and I would suggest contacting both for assistance along with the Small Business Development Center and SBA to help facilitate the competition (contact information listed below).

### **Resources:**

E-Team contact  
Bob Tosterud  
USD Business School  
Bob.Tosterud@usd.edu  
Patterson Hall 110  
Vermillion, SD 57069  
Phone: (605) 677-5565

Aberdeen SBDC  
416 Production Street North  
Aberdeen, SD 57401  
Phone: (605) 626-2565  
Fax: (605) 626-2667  
Kelly Weaver, Regional Director  
e-mail: kweaver@midco.net  
Carla Benson, Business Consultant  
e-mail: carlas@midco.net

# ECONOMIC DEVELOPMENT

## *Entrepreneurship*

### **Resources: Continued**

SBA - South Dakota District Office  
2329 N. Career Ave., Suite 105  
Sioux Falls, SD 57107  
(605) 330-4243  
FAX: (605) 330-4215  
TTY/TDD: (605) 331-3527

Governor's Office of Economic Development  
Governor's Office of Economic Development (GOED)  
Contact: Steve Watson  
2329 N. Career Ave.  
Sioux Falls, SD 57107  
Phone: 605-367-4518  
Fax: 605-367-4519  
Email: [steve.watson@state.sd.us](mailto:steve.watson@state.sd.us)

Enterprise Institute  
Vonnie Barnett  
815 Medary Avenue, Suite 201  
Brookings, SD 57006  
605-697-5015  
[vonnieb@sdei.org](mailto:vonnieb@sdei.org)  
[www.sdei.org](http://www.sdei.org)

Center for Women Business Institute  
Contact: Bernie Schram  
University of Sioux Falls  
1101 W. 22nd Street  
Sioux Falls, SD 57105  
605-331-6697  
[www.sdbusinesssuccess.org](http://www.sdbusinesssuccess.org)

SDSU Entrepreneurship Certificate Program  
Barb Heller, Program Coordinator  
Box 2201, ADM 101  
Brookings, SD 57007  
605-688-6522  
[barb.heller@sdstate.edu](mailto:barb.heller@sdstate.edu)  
<http://entr.sdstate.edu>

# PROMOTING AND MARKETING

*General Promotion*

## Promoting and Marketing

**SUB THEME:**     **General Promotion**

- **Signage on Highway 14 / Events**
- **Website**
- **Location**

**Challenge:** How to promote Lake Preston’s Location, Signage on Highway 14 including annual events and the Website.

**Recommendation:** Lake Preston is a wonderful community that has a lot to offer tourist, citizens, and guests alike. It’s critical that you promote all Lake Preston has to offer and help bring more people into Lake Preston. Promoting your town can be done without a lot of time or money spent.

Being located right off of Highway 14 is a huge asset for your community. According to the South Dakota DOT Traffic Monitoring System, on the east side of Lake Preston, 1,715 cars go through per day and 1,925 cars pass by the west side of the town. Each car is a potential customer for your businesses or a few more guests in your community events. That’s almost 2000 cars a day that could be advertised to. They drive through, oblivious to what great events and attractions they are missing. Outdoor signage / advertising is one of the fastest growing marketing tactics used today. With just a few eye catching signs, these potential patrons could know all of the things Lake Preston has to offer. Signage opportunities on Highway 14 must not be limited to the city limits though. Go out about 40 miles on both sides of the town and post Lake Preston signs, include annual event and the dates of those events.

Another sign option would be to have a sign right off of Main Street that encourages drivers to come into town. The town and the main street businesses could have a cooperative venture to buy a sign to put up on Highway 14 welcoming everyone to Lake Preston and then have “plaque” like signs below with all the different businesses that one would find if they went down Main Street. By cooperating as a town, everyone saves time and money. Don’t forget to ensure signs are readable and kept updated and attractive.

A sign could also be used to promote the great community events such as Lake Preston Days and the Christmas Tree Lighting. Inform people of the major event and direct them to a webpage listing all community events and activities. This site could include annual town events, school functions, church and civic organization functions and all functions open to the public.

# PROMOTING AND MARKETING

## *General Promotion*

Effective website development for communities is a must. The site should be visually appealing and easy to navigate. Lake Preston's current website is very informative and gives the user an opportunity to check out a number of possibilities in your community.

As you look to enhance your promotional efforts, use your web site as a key resource and promotional tool. Web site design is becoming increasingly complex, but with new technology and software, there are great tools and graphics that can be added that will enhance the overall look and feel of the site. Consider utilizing alumni or college students coming home for the summer. Some of them may have majored in computer science or web design and be able to offer their services at a discounted rate compared to professional web site designers. Once you have the site looking similar to other collateral materials, make an effort to keep it as up to date as possible. High school students or local business personnel could be a valuable resource for this project. One idea would be putting a high school computer class in charge of the project. They gain valuable computer experience, learn volunteerism, and you improve your website. You may also consider adding a Community Calendar to your website, in which the community can add events that are approved by the site host. The Vermillion Chamber of Commerce has Community Calendar that has been very successful. Contact information listed below.

Organization of the website will be critical. I would suggest developing buttons to fit a specific segment of visitors viewing your site. This would include, but is not limited to, buttons for people who currently live in Lake Preston, buttons for people interested in moving there, and buttons for travelers interested in visiting your community including sportsmen. Give the buttons easy to understand names such as, "What's going on in Lake Preston", "Economic Development Opportunities" or "I want to come and visit". Place the already existing buttons accordingly throughout the site. An example of this would be on [www.travelsd.com](http://www.travelsd.com), the Office of Tourism's official site. Upon visiting [travelsd.com](http://travelsd.com) you will see that they have used a tier-type method to direct people to the proper information they are looking for.

A webpage is a great place to showcase all your community and surrounding areas have to offer a traveler. You should work with surrounding communities to help promote each other. If you would put, for example, Arlington and DeSmet on your webpage and they do the same for you on theirs, then you have just started promoting your area as a tourism "destination". By working with other area towns, visitors will have access to everyone's information at one time. This will entice them to visit other destinations, increasing the time spent as well as the money spent in the communities.

As the seasons change, so do the activities that visitors are able to enjoy in your area. Organizing this information on your website can be very helpful to residents and potential visitors alike. If visitors are undecided about when they would like to visit, this information may help them decide. For example, hunting in the fall is huge in your area. There should be more of a focus to promote it on the website. When hunters see that you have great pheasant hunting in Lake Preston, they will suddenly decide they want to visit.

Add pictures of your beautiful region to coincide with the corresponding season. There also needs to be a community calendar with every activity and function listed on it. This may be one of the most difficult things to update but with the help of the students/interns, you should be able

# PROMOTING AND MARKETING

## *General Promotion*

to manage. This could also increase your youth participation at such events. The site should also include a directory of all tourism related businesses with contact information for each. The ease of finding contact information is a major concern of many travelers these days, and you would benefit from working on that.

When updating the site, try to include a number of key words that will make the Lake Preston site pop up on searches. For example, if a pheasant hunter in Las Vegas wants to hunt pheasants in SD and he does a general search for “pheasant hunting in SD,” try to include similar words on your site to increase your chance of showing up on a search. Many people are indifferent where they hunt in SD. Be sure that your community makes the initial search.

Before these signs are all produced and the website redesigned, take a look at your town’s motto and logo. Develop a logo/motto that will portray the image of Lake Preston as you want the visitor to see it. A great way to get ideas for logos/mottos would be to ask the current residents of Lake Preston along with alumni of the town. One idea is to develop a contest for members of the community to see who can come up with the best logo/motto. After gathering ideas from the community, have the whole community vote on it. This will more than likely provide a logo and a motto that the whole town can be proud of. A catchy logo and motto will make your community’s promotional materials more recognizable. Every promotional piece that comes from Lake Preston should have a similar look and feel.

Besides the signs on the highway, make sure that all materials direct people to your website. The website can give the most up-to-date information and should be updated often.

### **Resources:**

Kenneth Marks  
South Dakota Department of Transportation  
Transportation Inventory Management  
Becker-Hansen Building  
700 E Broadway Ave.  
Pierre, SD 57501

South Dakota Office of Tourism  
711 E. Wells Ave.  
Pierre, SD 57501  
(800) 952-3625  
sdinfo@state.sd.us  
www.SDVisit.com – Industry Web site  
www.TravelSD.com – Consumer Web site

Rosie Smith  
Glacial Lakes & Prairies  
Box 244  
Watertown, SD 57201  
(605) 886-7305

# PROMOTING AND MARKETING

*Welcoming and Attracting Newcomers*

## **Resources: continued**

Vermillion Chamber of Commerce & Development Company  
906 East Cherry Street  
Vermillion, SD 57069  
1-800-809-2071  
vacc@vermillionchamber.com

<b>SUB THEME: Welcoming and Attracting Newcomers</b>
--

**Challenge:** How can the community improve on welcoming and attracting newcomers to Lake Preston?

**Recommendation:** Lake Preston is known for its quality education and the caliber of students. The graduates of Lake Preston go on to further their education and become employed in high positions. Although these graduates leave the area, they come back regularly for school alumni events.

Some communities have found success at bringing these graduates home to set up their businesses or their offices. When graduates come back for reunions, communities ask them to bring along their resume. An instant database of diverse potential employees exists for potential employers and new businesses.

Dakota Roots is a new initiative by the Governor that builds on this idea. Employees can post their resumes on the state websites to be considered by four large employers. Entrepreneurs can also post their business summary on the website to locate communities in South Dakota that might be a good fit.

Lake Preston's location is a huge positive influence to professional development. Because of the location to Brookings, Watertown, Madison, and Huron, professional people may be looking to make a community like Lake Preston their home. If the opportunity for "tele-commuting" exists for these people, professionals can work, live, shop, and become involved in Lake Preston while still utilizing their education and working in a professional setting.

Once you get new citizens to move into town, you need to make sure that they feel welcome and a part of the community. One of the best things about rural communities is how close-knit the residents are. This, however, can be a significant hurdle for newcomers who may feel left out or find it hard to become part of the broader community. At times, it takes proactive attention by the community to go out and actively engage newcomers in community affairs. This is

# PROMOTING AND MARKETING

*Tourism / Regionalism*

increasingly important given the declining population we are experiencing in many rural communities.

One way to address this issue is by having an organization designated locally to welcome newcomers to the community (i.e. the Community Club, or similar organization). When a newcomer moves into or near the community, ask for a couple of volunteers from this organization who would be willing to contact this new resident, invite them to coffee or to community club, and perhaps drop off a small gift basket with information about the community and your various businesses.

Another way to welcome newcomers is to make sure that they become “full” and actively received members in various organizations. When a new family moves to town you could have a questionnaire for them to fill out, asking if they have interest in different organizations. If they show interest, someone from that group could visit with the new person, get to know them, invite and introduce them to that organization. And in order for youth and newcomers to feel ownership in the community, they need to be actively engaged in various organizations and activities that occur in the community.

## **Resources:**

Dakota Roots  
<http://www.dakotaroots.com>

<b>SUB THEME:</b> <b>Tourism / Regionalism</b> <ul style="list-style-type: none"><li>• <b>Capitalizing on Opportunity</b></li></ul>
---

**Challenge:** Capitalizing on Opportunity – Hunting and Fishing, Location & Agri-tourism

**Recommendation:** There are many opportunities for you to capitalize on to bring more people into your community throughout the year. Your location is a huge opportunity. You are right off of Highway 14 where 1,715 cars on the east side and 1,925 cars on the west side pass by daily.

Besides being right off of Highway 14, you are right in the middle of some tourism ‘hot spots’ that you can use to promote your area as a tourism destination. Laura Ingalls Wilder in De Smet is a very popular site, and the South Dakota Art Museum and the Agricultural Heritage Museum in Brookings are only 30 minutes away. Travelers that are passing by Lake Preston to go to these other destinations need to be aware of what you have to offer. Put up signs along the way just to remind them of your presence. Everyone knows where Wall Drug is, how about Lake Preston? More information on this topic is available under the recommendation “General Promotion –Signage”

# PROMOTING AND MARKETING

## *Tourism / Regionalism*

Also consider marketing your area more as a “tourism destination”, in cooperation with other communities can really help make your dollar go further and, in the long run, increase the number of people coming through the area. People are not going to get off the interstate for one specific site, but if you give them a number of activities that they can do, they will make a trip out of it.

One way to make your promotional dollar go farther is by working with neighboring communities to purchase joint advertising space in various publication. By forming an alliance with your neighboring communities, you can leverage your marketing dollars through cooperative promotions. For Hill City, and the surrounding communities of Hot Springs and Custer, they do this through a cooperative marketing effort called Southern Exposure. By pooling their marketing dollars, they are able to triple their marketing outreach for the same amount of money that they would normally spend just marketing Hill City.

You should also look into working with surrounding communities to build a broad based agri-cultural tourism experience/package. Agriculture and tourism are chief industries in South Dakota. However, unpredictable agriculture markets have more and more farmers and ranchers looking for ways to diversify their operations. The need for supplementary income has many producers considering endeavors like trail rides, working ranch vacations, guide services, and bed and breakfast accommodations. Many rural residents have taken the plunge into the visitor industry and have been very successful.

Many visitors look at our rural state with its breathtaking landscape and consider it the ideal destination for a relaxing retreat. Therefore, ranch and farm experiences along with cultural experiences are increasing in popularity each year. These experiences can range from day trips to multi-day stays complete with rustic lodging in bunk houses and teepees or covered wagon excursions to something more pampered and personal like a bed and breakfast.

A full blown experience on a farm or ranch must include some of the daily activities as well as some of the more seasonal activities so scheduling must be varied to accommodate potential guests. Possible activities should be divided by intensity and insurability. As for high intensity ideas you may consider allowing guests the joy of feeding animals, working livestock, milking, fixing fence, cleaning pens, equipment maintenance, harvesting, planting, baling, or just driving tractors or trucks. While these may be too intense for some guests there are always the more “rural domestic” activities such as gardening, gathering eggs, picking wild fruit, making jelly, canning, and possibly butchering.

For many folks, the agricultural experience is one that is “foreign” to them yet they may have had a grandfather or other relative that was involved in agriculture. Many of these families want to give their children a taste of what this experience was like. You can work with interested local farmers and ranchers to develop agri-experience packages. Be sure to market these on the web, as online vacation planning is a must. The South Dakota Office of Tourism has several ways to get involved in co-op marketing and online vacation packages.

Also consider the opportunity for your guests to buy souvenirs. Any agri-cultural tourism business can offer something for the guest to purchase and take home with them to remember

# PROMOTING AND MARKETING

## *Tourism / Regionalism*

their stay. Items such as jelly, fruit, fresh milk and eggs, local art, etc. can provide your guests with a reminder of the experiences they had at your business.

The Office of Tourism, SD Arts Council, and many other organizations are hosting agri-cultural tourism conferences. This is a sign of the increasing importance of this segment of the tourism experience. Take advantage of these opportunities as they become available and consider hosting an agri-cultural tourism workshop locally. If there is interest in starting up an agri-business, contact Natasha Bothun at the SD Office of Tourism.

The rich farmland has grown many great crops, but it's the wildlife that make it an outdoorsman's paradise. The hunting and fishing is some of the best in the state. You are surrounded by five fantastic fishing lakes and some of the best pheasant habitat around.

Hunters come to South Dakota by the plane loads every fall simply to hunt. If you want them to come to your area, you have to get the word out. Advertise in airports, bait shops, restaurants and websites.

Unlike pheasant hunting, fishing is a year-round activity for your area. Be sure to mention your location, being so close to the lakes and other recreational opportunities, in all of your marketing materials. Promote the fact that you not only have great fishing, but many other outdoor activities that any family can enjoy.

Be sure to use your local assets such as guides and outfitters to determine how you can work together to increase all around efficiency in advertising to sportsman, as they have seen what works and what doesn't. Once you have all the key players identified, you need to begin marketing/advertising your area as a prime outdoorsman's destination. This will require a minor investment in marketing dollars solely used for advertising to the outdoors. To be more cost effective consider doing this on a regional level. As it has been stated before, your marketing dollars go much further when you combine funds. When travelers come into the area, especially your area, they will visit other destinations in addition to yours. Cooperative marketing would increase the probability that visitors to your region will spend money in each community. Set up a plan with the surrounding towns to market to incoming visitors. Once the plans are all in place, compare them to surrounding area marketing efforts. For the past two years, more money has been spent in Brown County during pheasant season than any other county. What are they doing that you are not? What are towns similar in size doing to increase the amount of visitors to their region each year?

Include a whole section on hunting and fishing on your website. You can receive facts and maps from Game, Fish and Parks to enhance the site and further state the fact that you are an outdoor paradise. A directory with all tourism related businesses should be somewhere on this site as well to show off all the options that are available when staying in Lake Preston.

The South Dakota Office of Tourism and your regional tourism association, Glacial Lakes and Prairies, also have cooperative marketing opportunities that you should consider participating in. The Glacial Lakes and Prairies Region does attend travel shows in the spring. By becoming a

# PROMOTING AND MARKETING

*Tourism / Regionalism*

member of this association, you are breaking into new markets that you alone would not be able to venture into.

In addition to cooperative marketing, hosting outdoor writers is a great way to spread the word about your community, attractions and fantastic outdoor opportunities. They will provide the town with great coverage to a diverse demographic. Contact the South Dakota Office of Tourism if you are interested in hosting writers.

Some of the best times to bring writers into your town would be during your annual events. Lake Preston Days was mentioned as an asset in several of our listen sessions. Granted, annual events take a great deal of work and planning to make them successful, but they also can become a good way to make a name for a community. An annual event can bring people together locally and attract visitors to the town. However, such events can only work if enough people are involved so that no small group of people gets burned out always doing everything for the event. The whole community needs to pitch in to make things work. Not only do the business leaders need to be involved, but also all of the local civic organization, social groups, churches, school and youth groups. And remember, young people often have lots of energy and can help a lot in planning and working at events.

This event especially should be used as an economic development tool. Invite your alumni back every year for Lake Preston Days, make your all-school reunion an addition to the events of the celebration. If they all come back for the reunion and have a wonderful time, why not give them that experience annually? Hopefully, the alumni coming back to the community represent a variety of professions as well. If at all possible, I would suggest starting a database of these alumni, including information such as what company or organization they work for and their position within that company. Follow up with these alumni to let them know about the opportunities that are available in Lake Preston. Begin nurturing your relationship with these individuals. Perhaps one of the alumni has an idea for starting a business? Ask them about this (through letters and follow up) and see if there are ways that you can facilitate them starting that business in Lake Preston. Or perhaps they work for a company that is looking to expand. Perhaps they might think about expanding in Lake Preston. They already know what a great community Lake Preston is, so this is an easy "sell".

Every August, thousands of motorcycles drive through Lake Preston on their way to Sturgis and every other year bicyclists ride through on their trek across America. These are two times where it would not take much money, just a little leg work, to set up some stands on the road or signs directing the riders to stop for a break. Have a lemonade stand or sandwiches available for them to purchase. Have Lake Preston informational materials available and just be a friendly face to help them on their way. They may not stop for very long at that particular moment, but they will most likely remember the town and as they continue their annual or bi-annual rides, they will eventually mark Lake Preston as one of their stops along the way.

When continuing to increase your efforts in this area, remember to continue doing what you do well. The supper you have during pheasant season sounds like a great fundraiser; do not let the annual growth deter you from putting it on. If you have to, find a new venue. I heard someone talk about a new fire hall being needed. Why not build the fire hall to double as a venue for such

# PROMOTING AND MARKETING

*Tourism / Regionalism*

events? You could then continue to have that successful event and have a place for other events to start up.

## **Resources:**

South Dakota Office of Tourism

Natasha Bothun, Industry Relations Representative (Agri-Cultural Tourism)

Melissa Bump, Visitor and Industry Relations Manager (Co-op programs)

Nicole Gall, Industry Relations Representative (great events)

Buddy Seiner, Media and PR Representative (Outdoors)

711 E. Wells Ave.

Pierre, SD 57501

(800) 952-3625

sdinfo@state.sd.us

SDVisit.com – Industry Web site

TravelSD.com – Consumer Web site

Rosie Smith

Glacial Lakes & Prairies

Box 244

Watertown, SD 57201

(605) 886-7305

Kenneth Marks

South Dakota Department of Transportation

Transportation Inventory Management

Becker-Hansen Building

700 E Broadway Ave.

Pierre, SD 57501

# COMMUNITY DEVELOPMENT

*Main Street Beautification and Revitalization*

## Community Development

**SUB THEME: Main Street Beautification and Revitalization**

**Challenge:** Beautification efforts cover a number of bases including sprucing up Main Street frontages, planting flowers on Main Street or in the parks, to trimming trees and removing dilapidated housing and/or unused buildings or businesses, and enforcing city ordinances. Create an overall vision/theme for the main street businesses to utilize in attracting more businesses and customers to an inclusive main street experience

**Recommendation:** Lake Preston's Main Street has many things going for it as the street and some of the sidewalks have been updated recently and are in good shape. We were informed that very few of the street level store fronts are currently vacant, and that most are occupied by retail shops, café, and etc.

One of the first steps to developing a Main Street revitalization effort is to form a Main St. Action Committee consisting of Main Street business owners, the Chamber of Commerce, and representatives from your many industries. This group will then strategize on what it would like to accomplish and set priorities and timelines to achieve those goals and make changes. This committee should also discuss what businesses or services are needed or would complement their business and how to recruit that business. Consider surveying the businesses of Lake Preston to see what their needs and issues are

### Common Goals of Main St. Action Committees

- Attracting and recruiting new businesses
- Signage improvements
- Developing a Main Street theme
- Planting flowers
- Painting
- Cleaning of empty lots and seeding to grass or landscaping
- Lighting improvements
- Event planning
- Providing tax incentives for improvements
- Offering cost-share for clean-ups
- Developing shopping campaigns
- Improving window front displays
- Benches for people to sit on

# COMMUNITY DEVELOPMENT

## *Main Street Beautification and Revitalization*

The Main Street Action Committee should also organize volunteers to help with the improvement efforts, youth or service organizations would be a good place to start. The committee should also begin planning community events like ice cream socials, band concerts, harvest festival, etc. downtown during the summer to bring people into the area (not just from Clear Lake, but surrounding communities as well) for entertainment and shopping.

Currently, Planning and Development District III is providing information on main street revitalization, and would be a good first contact to begin improvements. They also have the capability to provide you with a visual picture of how improvements would look if implemented on your Main Street. Following is a list of resources that may be able to assist with Main Street beautification efforts:

### Resources related to the rehabilitation of historic structures include:

- National Trust of Historic Preservation, National Main Street Program helps communities with commercial district revitalization. The National Main Street Center's technical services group offers comprehensive revitalization program development assistance to downtowns of smaller cities and rural communities. Technical assistance includes areas such as organizing your program, economic development, preservation planning, marketing your commercial district, and small town programs.
- The State Historical Society's Rehabilitation Tax credit program promotes the rehabilitation of historic buildings (built before 1936) by providing federal tax incentives based on the rehabilitation costs. Any work on the interior or exterior of the building qualifies for the tax credit. The South Dakota Legislature has also provided for certain property tax benefits for the rehabilitation of historic structures in SDCL-19A-20. If a historic building qualifies for the tax benefit, an eight-year moratorium is placed on the property tax assessment of certified improvements. Property tax assessments may not be increased due to certified rehabilitation of the building.
- Preserve South Dakota provides technical assistance services, in addition to various financial assistance programs such as the Historic Preservation Revolving Loan Fund and the Façade Easement Program.
- Also contact Chamber of Commerces and Main St. Action Committees around South Dakota to see what has worked for them.

The State of Iowa's Main Street Program has historically been recognized as one of the top Main Street Programs in the nation. Several of the main street communities in Iowa have received national recognition and awards for work done in their downtown areas. Thom Guzman, the previous Director of the Main Street Iowa Program and current Team Leader of the Iowa Downtown Resource Center, would be a great contact to make. Thom has several contacts with the National Trust for Historic Preservation and has also done some work in Brookings, SD. I have provided Thom's contact information below.

Although these efforts will take time and resources, they will ultimately help to attract new businesses and new customers to the downtown area, by giving the impression that existing business owners care about their property and are customer oriented.

# COMMUNITY DEVELOPMENT

*Main Street Beautification and Revitalization*

## **Resources:**

Doris Roden  
Downtown Brookings, Inc.  
308 Fourth Street  
Brookings, SD 57006-1918  
Phone: 605-692-1554  
jdroden@brookings.net

Main Street Center – National Trust for Historic Preservation  
1785 Massachusetts Ave, NW  
Washington, DC 20036  
Phone: 202-588-6219  
<http://www.mainstreet.org/>

South Dakota State Historical Society  
900 Governors Drive  
Pierre, SD 57501-2217  
Phone: 605-773-3458  
Fax: 605-773-6041  
sdshswebmaster@state.sd.us  
[www.sdhistory.org](http://www.sdhistory.org)

Preserve South Dakota  
PO Box 113  
105 S. Pierre St.  
Pierre, SD 57501  
Phone: 605-945-0409  
info@preservesd.org  
[www.preservesd.org](http://www.preservesd.org)

Governor's Office of Economic Development (GOED)  
Contact: Steve Watson  
2329 N. Career Ave.  
Sioux Falls, SD 57107  
Phone: 605-367-4518  
Fax: 605-367-4519  
Email: [steve.watson@state.sd.us](mailto:steve.watson@state.sd.us)

Main Street Sioux Falls, Inc.  
122 S Phillips Avenue, Suite 110  
Sioux Falls, South Dakota 57104  
Phone: 605-338-4009

# COMMUNITY DEVELOPMENT

*Property Maintenance / Community Clean-up*

## **Resources: Continued**

Planning and Development District III  
1808 Summit Street, PO Box 687  
Yankton, SD 57078  
Ph: 605-665-4408 or 800-952-3562  
Email: districtiii@districtiii.org

Spearfish Downtown Business Association  
Sherin Neva – The Book Trader  
605-622-6952  
Cory Brost – Common Grounds  
642-9066

Vermillion Downtown Action Committee  
Lori Whitman  
DooWop Shake Shop  
605-624-7077

Doug Loescher, Director  
National Main Street Center of the  
National Trust for Historic Preservation  
1785 Massachusetts Ave, NW  
Washington SD 20036  
Phone: 202-588-6219  
Email: doug\_loescher@nthp.org  
<http://www.mainstreet.org>

Thom Guzman, Team Leader  
Iowa Downtown Resource Center  
200 East Grand Avenue  
Des Moines, IA 50309  
Phone: 515-242-4733  
Email: [thom.guzman@iowalifechanging.com](mailto:thom.guzman@iowalifechanging.com)  
[www.iowalifechanging.com/community/community/downtown.html](http://www.iowalifechanging.com/community/community/downtown.html)

<b>SUB THEME:     Property Maintenance / Community Clean-up</b>
---

**Challenges:** There are often challenges in communities to keep properties not only looking good, but also well maintained. Maintenance of properties, both public and private, makes an impression on tourist, businesses, and families considering a move and deciding whether they think Lake Preston might be a good place to live and work.

# COMMUNITY DEVELOPMENT

## *Property Maintenance / Community Clean-up*

**Recommendations:** The City can set the example for the rest of the community by ensuring it is maintaining the buildings and properties it owns. The City will want to keep weeds down, lawns mowed, trash picked up, junk hauled away, and buildings painted and maintained for all the city-owned properties.

The City also will want to make sure it has the necessary laws and regulations in place to require private owners to maintain their properties to a minimum level of safety and neatness. Review the current municipal code to ensure that what exists can be enforced to accomplish what the City can legally expect from private property owners. First District Association of Local Governments can help the City with this work. The State Municipal League's website has information on sample municipal codes, and the League can provide technical assistance for reviewing and updating municipal ordinances.

Once laws are in place (or if they already exist), the City will need to take enforcement actions, where needed, to bring private properties into compliance. Compliance may take some time, so other residents will need to be patient as the legal process moves forward. During enforcement, the City should have resources available if a property owner needs, and is eligible for, outside help in property maintenance.

Consider implementing a program to assist private property owners in tearing down old buildings and homes that have little or no use, are eyesores, or present public safety hazards. In Murdo, the city tears down a building for free at the request of the landowner. The city uses its own municipal employees and equipment for this purpose. This is part of an ongoing effort to beautify the community. In Clark, a similar program is conducted in conjunction with the county. Again, the city and county will tear down old buildings and homes using city personnel and equipment. The primary cost to the homeowner is having gravel brought in to fill in the area where the old foundation was located. The local hardware store even donates grass seed to help replant the area after the clean up has occurred.

Sometimes, absentee landownership of some of these sites is a problem. In this case, the city or economic development corporation has to be proactive about tracking down some of these landowners and asking if they are interested in having their building or home torn down for them.

Another option would be to have a fundraiser for firemen to purchase property for training. Distressed property could be purchased inexpensively and serve as a training tool for the firemen to practice putting out house fires. This serves two purposes as it allows the fire department to train and also to purchase and dispose of distressed property. This could also work for the fire department to improve the property and then sell the property, again working as a fundraiser for the fire department or they could donate the property to the Lake Preston Development Corporation to be resold.

Another option to gain access to distressed property would be to have the property assessed at a value and then have the property owner donate the property to the development corporation; the property owner could then receive a tax benefit for that donation. The Lake Preston

# COMMUNITY DEVELOPMENT

## *Property Maintenance / Community Clean-up*

Development Corporation could then make improvements to the lot to be resold. I would suggest consulting a tax professional for more information on this.

As far as beautification, one idea may be to have your local clubs in cooperation with the Lake Preston Chamber of Commerce choose one house to help “spruce up” by painting each year and also have your local high school group do the same so you accomplish two houses each year. Sometimes the person may just need some extra help. Have a clean up Lake Preston Day where you can set anything you need to on the corner and the city picks it up and disposes of it for you. Have a Spruce Up Business Day where businesses can take a day to do any outside work needed and help each other out.

The City and community groups could create a clean-up week to focus the whole community on this overall goal. Perhaps the city could use municipal equipment to help pick up and haul away large loads of branches or large appliances for residents. Groups could work with local trash collectors to pick up items that require special sorting such as chemicals, paints, and electronic equipment. Youth and church groups would help with weekend projects to do minor repairs, paint, rake, or clean-up jobs.

There are not a lot of resources specific to community beautification. Much of the work is that of your local volunteers. There are, however, several resources available for rehabbing homes including:

USDA Rural Development’s Home Ownership Loans – may be used to buy, build, improve, repair, or rehabilitate rural homes.

USDA Rural Development’s Section 504 Rural Home Repair Loans/Grants - assists very low income homeowners with repair of their homes, and specifically to remove health and safety hazards.

SDHDA’s Community Home Improvement Program – provides low interest loans to eligible borrowers to improve, repair, or add onto a single family home.

As part of a community beautification effort, your local organizations might also take advantage of the Paint SD program through SDHDA. This program provides paint supplies and materials to community volunteers who help members of community spruce up their homes.

Finally, one other approach that communities have used is setting up a single day during each week of the summer where individuals can show up, if they are available, to work on a community beautification project. You could use this approach to solicit volunteer participation if you implement a focused community beautification strategy.

# COMMUNITY DEVELOPMENT

*Changing Attitudes*

## **Resources:**

USDA Rural Development  
810 Jensen Ave SE, Ste 2  
Watertown, SD 57201  
Phone: 605/886-8202, Ext 4  
Website: [www.rurdev.usda.gov/sd](http://www.rurdev.usda.gov/sd)

City of Murdo  
PO Box 432  
Murdo, SD 57559-0432  
605-669-2272

City of Clark  
120 N. Commercial Street  
Clark, SD 57225  
605-532-3512  
[www.vbs.va.gov/rostpaul.htm](http://www.vbs.va.gov/rostpaul.htm)

South Dakota Housing Development Authority  
PO Box 1237  
221 S. Central Ave.  
Pierre, SD 57501-1237  
605-773-3181  
605-773-5157  
[www.sdhda.org](http://www.sdhda.org)

First District Association of Local Governments  
PO Box 1207  
124 1st Ave NW  
Watertown, SD 57201  
605-882-5115

<b>SUB THEME:    Changing Attitudes</b>
---

**Challenge:** To become a community with more cooperative communication

**Recommendation:** Communication can make or break a town. If good communication is present within a community, the community can prosper. However, if there is not good communication, the community will suffer.

# COMMUNITY DEVELOPMENT

## *Volunteering*

Dedication, time, patience, and willingness by all parties will be needed to change the communication processes in Lake Preston. However, many communities have found that this can be accomplished.

It's important for each community to identify a platform for open communication of its residents. Allowing individuals to feel comfortable in communicating their gripes can help squelch gossip and tension among various opinions. City Council might consider locating community suggestion boxes at businesses such as café, gas stations, grocery and drug stores, library, etc.

Highmore holds a monthly lunch. Discussions about economic development and local government issues are discussed informally. If formal actions are required, the items are put on the city, county, or economic development corporation's agendas. The lunch is well attended by city, county, and business leaders. Highmore and Hyde County also hold a joint meeting every other month. Issues that overlap are discussed with both boards present. Action can be taken immediately and resolved in a timely matter.

Eureka staged a mock funeral to bury old hurts and old issues. Grievances were written on note cards, the note cards were burned and buried. These methods have changed attitude in some communities.

### **Resources:**

Eureka Economic Development Corporation  
PO Box 134  
1701 J Ave  
Eureka, SD 57437  
605-284-2130

City of Highmore  
Vikki Day, Mayor  
125 2<sup>nd</sup> St SW  
PO Box 299  
Highmore, SD 57345  
605-852-2716

<b>SUB THEME:    Volunteering</b>
-----------------------------------

**Challenge:** To get more people more involved in the community

**Recommendation:** While Lake Preston has many people who are very active volunteers in the community (such as the fire department and EMTs), it was quite evident from the listening sessions that more people are needed to volunteer.

# COMMUNITY DEVELOPMENT

## *Volunteering*

Everyone in the community is a potential volunteer and everyone in the community benefits because of volunteers. Anyone in any community would agree that a fire department was necessary and beneficial to the community; and at the same time, even the youth that worked on the skateboard park provide a benefit to the community. Volunteers show more community ownership, are less likely to develop alienation toward the community, and are healthier socially, physically, and spiritually.

But how does a community get more people to volunteer? The easiest and most effective way to get people to volunteer is to find their interests and match that to a specific project. For example, the churches may be looking for a project to improve the community while promoting their ministry. Maybe a service or social organization wants to do a project to promote their mission.

Although it's easier to ask groups/clubs to volunteer, these people are probably already volunteering. There are other direct and indirect ways of asking people to volunteer. A direct method might be just to ask someone who is capable of being more involved. A simple, "This project needs to be done, and you're great with that, could you help?" might just unlock the door to a great volunteer. Indirect approaches might be to put up a flyer or an ad in the newspaper with a telephone number asking for people to come and help.

Several major corporations have allowed employees to volunteer on a very limited basis during work time. Maybe some of the larger businesses in Lake Preston could modify this approach. Employees who give their time to the community feel more connected to the community and more satisfied with their work. Employers who agree to volunteerism often find worker productivity improved, better community relations, and tax advantages.

Many organizations nationwide have struggled to get volunteers from the agreement stage to the dedicated volunteer stage. The transition to becoming a very active volunteer takes time and constant encouragement. It's easier to start volunteering for one hour a week or on a single project than it is to get someone to volunteer to be a member of the fire department. But with time, that person who has volunteered one hour or one day will most likely be willing to volunteer for two hours a week.

It may be easier to recruit volunteers if they can plan weeks ahead of time. For example, if it's obvious that a community building needs repairs done in the summer, volunteers can be recruited in the winter/early spring.

Volunteer recognition is a crucial part of building and maintaining volunteers. After all, who doesn't like to be recognized for their work? There are several ways of recognizing volunteers. Very personal, but somewhat informal, ways would be to send a thank you card or an announcement in the local paper. Some more formal ways of saying thank you would be to hold an annual potluck recognition event. Awards for these events could include: Senior Volunteer, Youth Volunteer, Community Volunteer, and Business Volunteer.

# COMMUNITY DEVELOPMENT

*Park and Rec. Improvements*

## **Resources:**

The Points of Light Foundation  
1400 Eye Street, NW  
Suite 800  
Washington, DC 20005  
202-729-8000  
[www.pointsoflight.org](http://www.pointsoflight.org)

United Way of Brookings  
PO Box 750  
Brookings, SD 57006  
605-693-4785

South Dakota Cooperative Extension  
SDSU  
Brookings, SD 57007  
1-800-952-3541  
[www3.sdstate.edu/CooperativeExtension.cfm](http://www3.sdstate.edu/CooperativeExtension.cfm)

<b>SUB THEME:    Park and Rec. Improvements</b>
---

**Sub Theme:** Park and Rec. Improvement

**Challenge:** Wear and tear on park and recreational equipment

**Recommendation:** You have some great recreational areas and most are in good condition. Your park is a wonderful peaceful area and has been kept up nicely. You already have improvements being done to your bath house and a plan is in the works for expanding your camping area. You now need to begin considering ways to further improve these facilities. In order to do this you must ask yourself, who will be using these facilities? I recommend holding a town meeting at the school to ask all members of the community what they would like to see done in their park and recreational areas.

Once you have a plan, begin gathering sources for funding for these projects. The Land and Water Conservation Fund Grant and the Recreational Trails Programs both have funds available to communities with these types of projects in mind.

The Land and Water Conservation Fund (LWCF) Program provides grants to acquire and /or develop outdoor recreation areas and general public facilities. This can include playground equipment, park land, and other recreational facilities.

# COMMUNITY DEVELOPMENT

*Unique Entertainment / Activities (Regionalism)*

The Recreational Trails Program provides funding to cities and other entities to develop and maintain recreational trails for non-motorized and motorized recreational trail users.

First District Association of Local Governments can help complete the application for these programs. Contact information listed below.

## **Resources:**

South Dakota Department of Game, Fish and Parks  
Land and Water Conservation Fund Grant & Recreational Trails Program  
Joe Foss Building  
523 E Capitol Ave.  
Pierre, SD 57501  
605-773-3391

First District Association of Local Governments  
PO Box 1207 / 124 1st Avenue NW  
Watertown, South Dakota 57201  
Phone: (605) 882-5115  
1-800-981-9092 (in-state only)  
Fax: (605) 882-5049

<b>SUB THEME:     Unique Entertainment / Activities / Regionalism</b>
---

**Challenge:** Creating more activities in Lake Preston to improve local entertainment.

**Recommendation:** While in the sessions, many citizens expressed the need for entertainment in the community. A bowling alley and movie theater were two ideas that were brought up time and time again. With those suggestions also came some questions of whether or not the town alone could support a theater or bowling alley since neighboring communities already have such activities. An idea came up to look at some form of entertainment that the surrounding communities do not have and the put funds towards it.

The thought behind this would be that not only would the town be patrons, but also the surrounding communities. There would be no need to compete because there would be no competition. I suggest holding a town meeting with citizens of all ages and ask them to brainstorm what would be a good fit for your community. Once you have a narrowed down list, then go to the community and see if anyone is interested in bringing this business to the community. If there is no one interested in putting forth the investment, then go out of town in search of such a businessperson. This would be a great time to look at your database of Lake Preston alumni and see if this business venture would be what they were looking for to bring

# COMMUNITY DEVELOPMENT

## *Housing*

them back into the community. This project would be a perfect fit for utilizing the revolving loan fund.

### **Resources:**

South Dakota Office of Tourism  
711 E. Wells Ave.  
Pierre, SD 57501  
(800) 952-3625  
sdinfo@state.sd.us  
SDVisit.com – Industry Web site  
TravelSD.com – Consumer Web site

Governor's Office of Economic Development  
711 East Wells Avenue  
Pierre, SD 57501-3369  
Phone: 605-773-3301  
Toll Free: 800-872-6190  
email: goedinfo@state.sd.us

### **SUB THEME: Housing**

- Affordable
- Rental (Duplex and Multiplex) for families
- Spec Housing
- Comprehensive listing of what is available

**Challenge:** We heard several comments that you would like to see your existing businesses continue to thrive, you would like to pull in even more industry and create more jobs, and the community would like to have the younger generations move back to Lake Preston to work and raise their families. These items require the community to have quality homes and neighborhoods to attract young families, thus a need for quality, affordable, and updated single family homes. Although there may be some housing available, many young families are looking for the same quality of housing (or better) than what they grew up with. Young families are usually looking for three bedroom homes or larger. Some homes that are available to young newcomers may not be affordable to maintain or not large enough to meet the family's needs.

The older homes often exhibit much vintage character, but also have several items that need to be updated such as windows, insulation, plumbing, and wiring. It would be nice to eliminate some of these poorer quality homes and perhaps rebuild with new single family homes on the existing lots. Some homes may be conducive to restoration and rehabilitation.

# COMMUNITY DEVELOPMENT

## *Housing*

**Recommendation:** The availability of safe and affordable housing is necessary for long-term economic stability. Economic and labor growth is prohibited when there is insufficient local housing for workers and their families. When an industry looks at your community for a possible relocation or start up, one of the first questions asked is, “Do you have housing available for my employees?” Additionally, there needs to be sufficient demand for housing over time in order to maintain property values and create incentives for workers and families to invest in a home within a rural community.

It may be helpful for your community leaders to form a “housing team” that investigates housing options and the means to accomplish your goals that is separate from your city government or development corporation. It could be comprised of three or four individuals that can do the legwork and then report back to the city leaders. There are a number of successful developments and plans that other communities have constructed, in which you may find something that will work well in Lake Preston.

Your housing team would need to begin a “fact-finding” mission. Has Lake Preston done any sort of housing survey? This would help you develop a comprehensive list of what Lake Preston has available when someone inquires for personal or business purposes. Locate all existing information and compile relevant data regarding the specifics of your community.

Holding a Housing Fair may help everyone become familiar with what is available and/or needed such as:

1. A list of available rental properties and contacts
2. A list of available or potential lots for new construction
3. A list of properties where the neighborhood might benefit from demolition.
4. Create a list of individuals that might wish to “step-up” to a better home, either to an existing home or to new construction
5. Create a list of individuals that may be interested in “downsizing.” Some may be interested in moving to a retirement property where they could
  - a)rent - Lake Preston has several apartments and an assisted living center for the elderly.
  - b)have ownership - such as a condominium or duplex etc.

Once this information is available you will be able to prioritize and move forward more quickly. The First District Association of Local Governments may be able to assist in the organization of the Housing Fair and the housing-needs assessment.

Lot Development may need to be considered for housing sites with infrastructure, i.e. water, sewer, street, curb, gutter, electric, phone, natural gas, and etc. so both existing residents and people considering a move to Lake Preston have a place to build a home if they choose to do so. Although there are some building lots available, it would be beneficial to have choices for both location and price. Both the South Dakota Housing Development Authority (SDHDA) and USDA Rural Development administer site development programs that provide financing (loans) for the costs of developing land for affordable homes. SDHDA’s HOME program is also another source of flexible financing for a site developments project if you are targeting to strictly starter homes at the lower end of the scale (\$70,000 to \$90,000). However, these programs have

# COMMUNITY DEVELOPMENT

## *Housing*

guidelines as to either the cost of the lot or the cost of the home and may restrict the income of potential homebuyers – which can limit the types of homes built or the pool of potential homebuyers. Be sure to be familiar with the details of each of the programs if you decide to tap into them. Another increased strategy being utilized by communities is the use of TIF or (Tax Increment Financing). This strategy has often been associated with business or industrial areas, but its use for housing developments is on the rise. This can provide a source of funding to help finance housing site development and infrastructural expenses.

Consider plotting out several potential lots, but maybe only doing the site development and infrastructural improvements to a limited number of lots. As those get sold, you can then complete additional lots in phases. This will help reduce some of the risk associated with this type of project and reduce the potential costs to the city, county, or other entity that is helping to oversee and finance the project. Some successful development projects include HAPI (Homes Are Possible, Inc.) and Prairieland Housing Development.

The South Dakota Housing Development Authority (SDHDA) was created by the South Dakota Legislature in 1973 with a mission to provide decent, safe, and affordable housing to low and moderate income South Dakotans. SDHDA is a self supporting, non-profit entity which uses no state tax dollars. The website will point you to the numerous programs they offer. Some of these programs include: First Time Homebuyer Program, Mortgage Assistant Program – MAP, Employer Mortgage Assistance Program-EMAP, Loan Assistance Program – LAP, Community Home Improvement Program – CHIP, and The Governor’s House.

Each November, South Dakota Housing sponsors a housing conference in Pierre (maybe someone from your community has attended in the past). This conference enables you to make valuable contacts of individuals and resources, as well as identify several programs to assist in funding. You can get more information for this event from the South Dakota Housing Development Authority (SDHDA). I would recommend that you contact the SDHDA as soon as you get organized. This office can help you identify programs that may help in Lake Preston.

The Governor’s Home offers new housing at affordable pricing in a variety of home styles, in addition to the original ranch style home. These new styles of home when placed on a full basement with an attached two-car garage become very difficult to distinguish between “stick-built” homes. The HAPI development in Aberdeen has added several affordable, attractive home styles in a new development, using the varying Governor’s Home plans, stick-built homes and some “pre-built” models. Mixed together it makes for a very attractive area. The houses retailed for about \$95,000-\$110,000 and have affordable monthly payments for homebuyers. This is especially true if the buyer can utilize any of the programs available that are mentioned under resources for the actual financing of the home. The Prairieland Housing Development has used Governor’s Homes to create some duplex projects in Alexandria, Emery, White Lake, and Plankinton.

USDA has various programs that can assist with the housing needs in the Lake Preston area. One is the Section 502 program where the loans can be used to buy, build, and repair, and/or rehabilitate most homes. These types of loans are for low and very-low income families determined by income categories according to family size. They can be for 100% and possibly

# COMMUNITY DEVELOPMENT

## *Housing*

more than the appraised value for a period up to 33 years. There also is the 504 housing loan program for very-low income families to repair their existing home at 1% for a maximum term of 20 years and not to exceed \$20,000. If the applicant is 62 or over there is a grant program available to help remove health and safety issues if the applicant can not afford a loan.

USDA Rural Development also has a guarantee loan program that loans funds to qualified applicants in the moderate income category. These types of loans are made by the local bank and are in the form of the Government guaranteeing the bank's loan. A number of these types of loans are sold to SD Housing at a very favorable interest rate to the homeowner.

HOAP – Home Ownership Assistance Program has been recently started. There is an income qualification for the program. The maximum income to qualify for this is \$28,664 for a three or more person household in Kingsbury County. The maximum grant amount is \$4,000. The grant funds can be used for down payment, closing costs, and home improvements. The grants are a 60 month forgivable mortgage. Prior to the distribution of the funds, the applicant must attend an approved home ownership education class.

Opportunities for Independent Living (OIL) is a program that is available for persons with disabilities for modifications in the home to make it accessible for the owner such as modifying the bathroom, putting in a chair lift, constructing ramps, and etc. There are limits on what a person can be eligible for.

USDA Rural Development has its Multi-Family Housing Program where the project is usually a non-profit or limited profit owner. These projects were designated for a certain type of housing, such as elderly or family. As the economy changes over the years and there is either no need or a greater need for a specific type of housing, these designations can be changed. The Lake Preston community has utilized this program for several years and recently seen a few changes as the need of units geared towards families has increased. A few of the elderly units were converted to family units upon some remodeling.

### **Resources:**

South Dakota Housing Development Authority  
PO Box 1237  
221 South Central Avenue  
Pierre, SD 57501  
Phone: 605-773-3181  
Fax: 605-773-5157  
[www.sdhda.org](http://www.sdhda.org)

Programs under SDHDA:  
The Governor's House Program  
Paul Kotsboth, Director  
Phone 605-773-2466 or 888-540-4241  
[paul@sdhda.org](mailto:paul@sdhda.org)

# COMMUNITY DEVELOPMENT

## *Housing*

### **Resources: Continued**

Home Ownership Programs  
Brent Adney, Director  
Phone 605-773-5157  
brent@sdhda.org

USDA Rural Development  
Darlene Bresson  
810 Jenson Ave SE, Suite 2  
Watertown, SD 57201  
Phone 605-886-8202 ext. 4  
Fax 605-882-3268  
darlene.bresson@sd.usda.gov

Opportunities for Independent Living (OIL)  
Linda Gauger  
316 East Kemp  
Watertown, SD 57201  
Phone 605-882-5249

Home Ownership Assistance Program  
316 Kemp Ave. East  
Watertown, SD 57201  
Phone 605-882-5336  
Cell 605-216-6659  
Fax 605-882-5229  
hoap@iw.net

First District Association of Local Governments  
PO Box 1207  
Watertown, SD 57201  
Phone: 605-882-5115  
Fax: 605-882-5049  
www.1stdistrict.org

HAPI(Homes Are Possible, Inc.)  
Executive Director  
PO Box 1972  
Aberdeen, SD 57402-1972  
Phone: 605-225-4272  
Fax: 605-226-3217  
hapi@nvc.net  
www.homesarepossible.org

# COMMUNITY DEVELOPMENT

## *Housing*

### **Resources: Continued**

Prairieland Housing Development  
Planning and Development Dist. III  
PO Box 687  
Governors House Rep.  
1808 Summit Street  
Yankton, SD 57078  
Phone 605-665-4408 or 800-952-3562  
Fax: 605-665-0303  
districtiii@districtiii.org  
www.districtiii.org

Lori Moen, NESDCAP  
414 Third Avenue East  
Sisseton, SD 57262  
Phone 605-698-7654  
www.nesdcap-nesdec.org  
Email: nesdcap@nesdcap-nesdec.org

Dennis Pelkoffer, NESDCAP  
916 South 12<sup>th</sup> Street  
PO Box 1972  
Aberdeen, SD 57401  
Phone 605-226-0326  
Email: nesdcap@nvc.net

# YOUTH & SENIORS

*Youth Attraction and Retention*

## Youth & Seniors

**SUB THEME: Youth Attraction and Retention**

**Challenge:** Implementing strategy to retain youth and attract new youth to the community.

**Recommendation:** Like many across the state, Lake Preston is seeking ways to grow the number of young in the community. During the Listening Sessions, Lake Preston youth expressed an overwhelming desire to raise a family there. They liked the appeal of a small town but felt it was downsizing too much to sustain quality of life standards for young families. Lake Preston is fortunate in that respect.

One way to maintain interest in youth is to keep them engaged in activity and decisions. This gives them ownership in the short and long term direction of the community. It appears this is already being done to some level. We understood the community agreed to a skateboard park on the terms the youth met certain criteria. Maybe there are ways this tactic could be implemented with things that include various other age groups too.

A majority of the high school students are working at various jobs throughout the area. This is a positive activity for business and youth. Determine ways it can be expanded. Can businesses consider an expansion if a student were to return to work at a high school job after college graduation? Are business owners ready to retire willing to find ways to transfer the entity to a young individual?

The community of Platte addresses the retention of youth through a shadowing/scholarship program. The program is administered by the Platte Development Corporation. Students shadow at a local business during high school. After high school graduation, if the student and business both agree, a contract is entered into for tuition reimbursement to college. The PDC and business are responsible for 1/3 of the student's tuition. The student is required to return to the business for four years after graduation, otherwise they must repay the employer. The concept is based on the Dakota Corp scholarship the state offers, only this is geared more toward the vo-tech schools. Platte funded their program with a grant from the City of Platte and the South Dakota Community Foundation.

Alumni already have a connection to the community. What can be done to bring them, their family and possibly business to Lake Preston? Compile a contact list using various resources – existing residents that have maintained contact; school reunions; existing business relations with past residence. Develop correspondence via email, newsletter, mailings etc to keep them informed of happenings and new opportunities in the community. Compile information about

# YOUTH & SENIORS

## *Youth Attraction and Retention*

their skills, experiences and desires to help Lake Preston develop means to recruit individuals/families.

It's essential the community offer desired opportunities and infrastructure. Young families look for adequate and affordable housing, access to available shopping and services, recreational opportunities, active churches, parks/playgrounds, active churches, good schools. The Business Beyond the Farm model was developed to market rural lifestyle benefits to young people. This resource section of the included website provides rural business opportunities, job openings, housing opportunities and activities.

A recent study by the North Central Rural Development Center at Iowa State University came up with six areas in which communities were successfully in addressing youth attraction and retention.

These include investments in:

1. Financial capital: Having opportunities for jobs and economic support.
2. Political capital: Having the youth voices heard and involved in community affairs.
3. Social Capital: Integrating youth into community organizations (i.e. chamber, economic development, etc)
4. Education and Health Capital: Having a strong education source and access to quality healthcare.
5. Cultural Capital: Maintaining roots to your heritage and cultural affairs.
6. Natural Capital: Having amenities for recreation.

Lake Preston could start by marketing the existing benefits. The youth believe they have a quality school. Work with the school or churches to determine the "vision" youth have for the community. Begin to gain their buy-in (ownership) to the community by including them in discussions to rank the ideas; and in all aspects of planning and implementation to achieve the goals. Maybe the senior class works to recruit a new company to the community. For another angle, the Hitachi Foundation offers grants to enhance work and life skills to assist by linking a community-based youth entrepreneurship initiative with school-based school-to-career programs in Nebraska and South Dakota. The intent is to slow the population drain afflicting rural communities due to a lack of economic opportunity for young adults. The goal is to engage youth in small business creation. Teachers, students and community members are provided entrepreneurial curricula development training. Technical assistance is available to youth/student-based groups, and seed funding is available for business start-ups. The project includes writing business plans are written and applying to local banks for start-up capital.

A strategic plan focusing on desired opportunities for both job and family could foster community growth. The ability for Lake Preston to retain and recruit youth will be improved if it is indeed a progressive community that cares for residents and offers a higher quality of life.

# YOUTH & SENIORS

*Youth Engagement*

## **Resources:**

South Dakota Community Foundation  
PO Box 296  
207 E. Capitol Ave.  
Pierre, SD 57501  
605-224-1025 or 800-888-1842  
[www.sdcommunityfoundation.org](http://www.sdcommunityfoundation.org)

Business Beyond the Farm  
<http://www.businessbeyondthefarm.com/about.asp>

North Central Regional Center for Rural Development  
<http://www.ncrcrd.iastate.edu/#>

The Hitachi Foundation  
1509 22nd Street, NW  
Washington, DC 20037-1073  
202-457-0588

South Dakota Council on Economic Education  
University of South Dakota School of Business  
414 E. Clark St.  
Vermillion, SD 57069  
<http://www.usd.edu/business/econed/homepage.cfm>

<b>SUB THEME: Youth Engagement</b>
------------------------------------

**Challenge:** To get more youth engaged in the community

**Recommendation:** *“It takes a whole village to raise a child.”* That African proverb speaks volumes about the importance of the village to the children, but it also implies that the child can grow up to be a beneficial and crucial part of the village. Imagine the possibilities if every child in Lake Preston came back to Lake Preston to become a community pillar.

If Lake Preston wants to grow and thrive, the easiest way for that to happen is to cultivate the youth presently in Lake Preston. Youth are looking for something to connect to —communities, friends, habits, and skills.

How does Lake Preston want youth to be more involved in the community? During the listening sessions, we heard two major community need themes: work opportunities and volunteerism.

# YOUTH & SENIORS

## *Youth Engagement*

Opportunities for youth will depend on the age of the youth involved. Projects for middle school age children will be very different from a college student returning for the summer. However, all ages of youth have talents and skills that can be developed.

Lake Preston, like many, has a reputation of training very high quality young people to leave the area and use their skills elsewhere. Instead of training young people to leave, train them through internships, job shadowing, and apprenticeships. The young people will learn highly technical skills without employers paying high wages. Young people will also see what their hometown has to offer them upon finishing their education.

Volunteerism, much like another section in this report, is seen as a need. Youth in the community can offer their time, talent, and resources as well. The skateboard park is a prime example. However, many opportunities exist within the community to engage youth.

Recruiting youth volunteers where the youth are a captive audience is one of the easiest recruitment ideas. Several school sponsored programs may be looking for a project to complete. Or, if the school allows, put up flyers in common areas asking for volunteers to complete community projects.

Involving youth will probably be on a project by project basis. Because of school and other activity involvement, it can be very difficult for young people to carve out a fixed time for involvement. However, scheduling on a project basis will allow youth to be involved in community projects and result in a higher sense of community ownership.

As with any volunteer, recognition is important and fosters pride. Thanking someone for participation on a project can be as simple as providing refreshments or saying thank you. More public and formal methods can include a thank you in the paper, formal notes, announce at school events, hang “posters” in school/businesses.

### **Resources:**

The Points of Light Foundation  
1400 Eye Street, NW  
Suite 800  
Washington, DC 20005  
202-729-8000  
[www.pointsoflight.org](http://www.pointsoflight.org)

Junior Achievement of South Dakota, Inc.  
1000 N. West Avenue, Suite 11  
Sioux Falls, SD 57104  
605-336-7318  
[www.jasd.org](http://www.jasd.org)

# YOUTH & SENIORS

*Senior / Youth Center and Activities*

## Resources: Continued

South Dakota Cooperative Extension  
SDSU  
Brookings, SD 57007  
1-800-952-3541  
[www3.sdstate.edu/CooperativeExtension/Index.cfm](http://www3.sdstate.edu/CooperativeExtension/Index.cfm)

Annie E. Casey Foundation  
701 St Paul Street  
Baltimore, MD 21202  
410-547-6600  
[www.aecf.org](http://www.aecf.org)

<b>SUB THEME:     Senior &amp; Youth - Center and Activities</b>
--

**Challenge:** Providing productive activities for seniors and youth.

**Recommendation:** Engage those that will utilize the activity from beginning to end. Encourage collaboration to take advantage of varied perspective and to foster learning and success.

Lake Preston has been successful in establishing a youth center that is used. One of the challenges is full time usage of the building. An idea brought forth during the Listening Sessions was to transform the Youth Center into a Senior-Youth Center. This could be accomplished by designating times for each group to use the facility – seniors during the day, youth after school/evening. “Shared time” when seniors and youth are present could foster exchange of knowledge and skills.

The community may want to conduct an assessment of seniors-youth to identify desired activities for the Youth Center and general by entertainment inventorying activity available in a reasonable proximity to Lake Preston. How can those events/opportunities be taken advantage of? What activity is not available? What do they want most? Include both seniors-youth in community decisions to assess, plan and implement the idea.

*Engaging Youth: A How to Guide for Creating Opportunities for Young People to Participate, Lead and Succeed* from the Sierra Health Foundation offers five key supports and opportunities that allow youth to develop into self sufficient, caring, and contributing adults:

1. Caring adult relationships
2. Emotional and physical safety
3. Opportunities to participate
4. A connection with the community
5. Opportunities to develop meaningful skills

# YOUTH & SENIORS

## *Senior / Youth Center and Activities*

Lake Preston already offers their youth the first two items and has a great start on the remaining items. Effective youth engagement has the potential to meet the other three needs. In reality, these same items are likely to contribute to maintaining involvement of seniors also. Providing opportunities and a sense of need could go a long way. Accomplishing this by having the two age groups collaborate adds another valuable opportunity. Senior-youth partnerships can engage youth in the community. Partnering youth with seniors interested in working on the same projects builds leadership, provides a mentor relationship, and provides necessary volunteers for the community. Resource manuals are included in references.

If seniors-youth are truly engaged/appreciated, they tend to be progressive participants. Including them in various manners could allow seniors to offer/share their knowledge and youth to learn/carryout activities. Three items can help determine the level of senior-youth participation in an activity: input in decision making; meaningful roles and responsibilities; and leadership development and skill building.

A combination of these will effectively engage seniors-youth and give them ownership of projects.

- Invite them to serve on the board of directors or advisory boards as voting members. (Allow help with coordinating summer recreation programs, community beautification, etc.)
- Create all-senior/all-youth combination advisory boards to provide advice without any formal authority. (Students were anxious for greater involvement in activities – other than school related ones. Seniors were anxious to maintain a quality community. Maybe allow them to form an “Arts and Culture” board that would organize classes, speakers, and other cultural activities for the community.)
- Include them on task forces, policy boards, or short-term committees set up for a specific purpose. (Follow-up to the community assessment could allow seniors-youth to take part in specific areas they’re interested in. A great effort would be shared utilization of the Youth Center.)
- Engage them in volunteer efforts. (Possibly provide minimal staffing hours to local businesses.)

Seniors could organize a Retired and Senior Volunteer Program (RSVP) to implement specific activity targeted to the senior population in the community. Youth could be incorporated as necessary to facilitate projects – labor for a Garden Club.

Lake Preston will need to continually address this area as change will help prevent the “nothing to do” syndrome. Valuing senior-youth ideas and incorporating them in assessments, planning and implementation is an activity in itself. And participation will foster the buy-in necessary to create and utilize activities.

# YOUTH & SENIORS

*Senior / Youth Center and Activities*

## Resources:

Dianne Nagy, Service-Learning Coordinator  
South Dakota State University, Box 550  
823 Medary Avenue  
Brookings, SD 57007  
605-688-6004

<http://www3.sdstate.edu/Administration/OfficeforDiversityEnhancement/Index.cfm>

*Taking the Reins Together: Youth-Adult Partnerships*

Provided by the Innovation Center for Community and Youth Development

[http://www.theinnovationcenter.org/r\\_toolkits.asp](http://www.theinnovationcenter.org/r_toolkits.asp)

*Reflect and Improve: A Tool Kit for Engaging Youth and Adults as Partners in Program Evaluation*

Provided by the Innovation Center for Community and Youth Development

[http://www.theinnovationcenter.org/r\\_toolkits.asp](http://www.theinnovationcenter.org/r_toolkits.asp)

*Youth Voice: A Guide for Engaging Youth in Leadership and Decision Making in Service-Learning Programs*

Provided by Learn and Serve America, the Corporation for National and Community Service, the Points of Light Foundation, and Youth Serve America

<http://www.servicelearning.org/filemanager/download/7/YVGuide.pdf>

Youth Serve America

<http://www.ysa.org/>

Building a global culture of engaged youth who are committed to a lifetime of service, learning, leadership, and achievement.

Learn and Serve America

<http://www.learnandserve.org/>

Supports and encourages service-learning throughout the United States through direct and indirect support to K-12 schools, community groups and higher education institutions.

Retired and Senior Volunteer Program - RSVP

[www.seniorcorps.org/joining/rsvp/](http://www.seniorcorps.org/joining/rsvp/)

RSVP programs operating in SD

[www.seniorcorps.org/joining/rsvp/state.asp?usestateabbr=sd](http://www.seniorcorps.org/joining/rsvp/state.asp?usestateabbr=sd)

USDA Rural Information Library

Senior Resources Online Directory

[www.nal.usda.gov/ric/ruralres/seniors.htm](http://www.nal.usda.gov/ric/ruralres/seniors.htm)

# YOUTH & SENIORS

## *Senior Engagement*

<b>SUB THEME:    Senior Engagement</b>
--

**Challenge:** The City of Lake Preston has many active seniors. These seniors would like to have a voice in the community and be more involved in what's happening. They are also interested in more activities. Senior citizens are making up an increasing portion of our rural populations. Given the size of this sector, it is important to have this group fully engaged in the broader community especially in the absence of a senior center.

**Recommendation:** The seniors in your community are one of your greatest assets. They have a wealth of experience that you can capitalize on for your community organizations. Seniors are often willing to volunteer if they are aware of the opportunity.

One suggestion would be to having a "Senior Corner" in the local newspaper where news and activities of particular interest are geared specifically to seniors. This section may have larger type, and most importantly it would appear on the same page in the same spot every week.

If possible, this Senior Corner could be enlarged or made into a weekly flyer and posted in the diner, the post office, the grocery store, the clinic, and any other location or business that seniors patronize regularly.

Prior to publishing this notice, it might be a good idea to survey more seniors to really find out what type of activities and information seniors are looking for and where they would be sure to look for it. Seniors are often willing to volunteer if they are aware of the opportunity.

Example of how senior volunteers may provide community services:

- Assist teacher for a few hours a week, tutoring children
- Assist as a playground attendant
- Participating in neighborhood watch programs
- Planting community gardens
- Street crossing guard before and after school
- Providing counsel to new business owners
- Donate time to help build low income houses
- Modeling parenting skills to teen parents
- Helping community organizations operate more efficiently
- Organize and plan community events, events seniors would have an interest in, like: ice cream socials, band concerts, harvest festival, car shows, Veterans Day celebration, 4<sup>th</sup> of July celebration, fundraisers, community clean-up, ect.
- Printing a senior news letter

# YOUTH & SENIORS

## *Senior Transportation*

You might also look at starting a Retired and Senior Volunteer Program (RSVP). RSVP offers maximum flexibility and choice to its volunteers as it matches the personal interests and skills of older Americans with opportunities to serve their communities. RSVP volunteers choose how and where they want to serve—from a few hours to more than 40 hours a week. RSVP volunteers provide hundreds of community services.

Below I've listed the contact information for the North Central South Dakota Retired & Senior Volunteer Program out of Aberdeen. This group would be a good first contact for more information on the Retired & Senior Volunteer Program. Also read the recommendation on "Senior & Youth - Center and Activities."

### **Resources:**

North Central South Dakota Retired & Senior Volunteer Program (RSVP)

Director: Dawn Rabenberg

Coordinator: Robin Jensen

Address: 1500 North Main Street #318, Aberdeen, SD 57401

Phone: (605) 229-8318 or toll free 877-835-8650

Fax: (605) 229-8322

Email address: Dawn.Rabenberg@presentation.edu or Robin.Jensen@presentation.edu

Retired and Senior Volunteer Program - RSVP

Program information: [www.seniorcorps.org/joining/rsvp/](http://www.seniorcorps.org/joining/rsvp/)

List of RSVP programs operating in SD

[www.seniorcorps.org/joining/rsvp/state.asp?usestateabbr=sd](http://www.seniorcorps.org/joining/rsvp/state.asp?usestateabbr=sd)

USDA Rural Information Library

Senior Resources Online Directory

[www.nal.usda.gov/ric/ruralres/seniors.htm](http://www.nal.usda.gov/ric/ruralres/seniors.htm)

<b>SUB THEME:     Senior Transportation</b>
---

**Challenge:** The need for public transportation was identified by several individuals. Concerns were noted on the availability of transportation for the senior citizens in the community.

**Recommendation:** The organizations that provide health care services may be able to recommend methods or models that can be explored for senior transportation concern. I would suggest that the Senior Center, City and/or County contact and meet with both the South Dakota Department of Social Services and the South Dakota Department of Transportation (Public Rural Transit Division) to discuss possible alternatives for starting some kind of public transit service for seniors in Lake Preston. The Department of Transportation administers Section 5310 and

# YOUTH & SENIORS

## *Senior Transportation*

Section 5311 programs which provide financial and technical assistance to rural transit providers in conjunction with local governmental entities. General information on these programs is available online at <http://www.sddot.com/fpa/transit/>.

Cities in South Dakota that are served by public transit services can be found by going online and downloading a map from <http://www.sddot.com/fpa/transit/Docs/Transit.pdf>. The map shows that there is an area lacking service for communities centered around Lake Preston. This is a potential opportunity to see if other counties and communities near Lake Preston (such as De Smet, Arlington, and Hetland) would be willing to work together to help operate a regional transit service. Another alternative is to see whether other transit providers might be able to provide regular weekly or monthly service to Lake Preston such as Peoples Transit in Huron (353-0100) or Inter Lakes Community Action (256-6518).

You could also contact Dakota Transit Association, a coalition of public agencies and private organizations that promote and support public and special passenger transportation programs within the states of North and South Dakota. For more information contact Peggy Morris at (605) 472-1552.

I also suggest reading a report issued by the U.S. General Account Office (GAO) which you can find online at <http://www.gao.gov/new.items/d04971.pfd>. This report identifies 15 federal programs that provide some funding for transportation services for seniors. Most federal programs provide funding to the states, which then redistribute the funds to local transit agencies. Some programs do provide funds directly to local providers, bypassing the state. An example of this is the US Department of Health and Human Service's Rural Health Care Services Outreach Program, which has provided for transit passes and the purchase of vehicles such as vans.

### **Resources:**

South Dakota Department of Social Services  
Adult Services & Aging  
700 Governors Drive  
Pierre, SD 57501  
Phone: 605-773-3656  
<http://www.state.sd.us/social/ASA/index.htm>

South Dakota Department of Transportation  
Office of Public Transit  
Bruce Lindholm, Program Manager  
Becker-Hansen Building  
700 East Broadway Avenue  
Pierre, SD 57501  
Phone: 605-773-7045 or 800-872-6190  
[Bruce.Linhom@state.sd.us](mailto:Bruce.Linhom@state.sd.us)

# INFRASTRUCTURE

*Sidewalks*

## INFRASTRUCTURE

<b>SUB THEME:</b> Sidewalks
-----------------------------

**Challenge:** Our team heard that sidewalks in Lake Preston would help improve the appearance of the visible infrastructure. Lack of sidewalks were particularly noted and described by many citizens as a safety issue.

**Recommendation:** In a majority of the listening sessions, a few respondents commented on the need for sidewalks as a potential project for the future. Sidewalks are normally the responsibility of the property owner. The city can require, by ordinance, that property owners install and maintain sidewalks. First, a sidewalk master plan could be developed that reviews the status of existing sidewalks and where new sidewalks should be placed. First District Associations of Local Governments can assist local units of governments in preparation of such plans. Ordinances will also need to be developed regarding sidewalk installation and maintenance for property owners to follow. Further, the city will need to enforce such an ordinance once sidewalks are installed. Sidewalks have a very positive impact on an entire community, beyond just their ordinary purpose. They can improve the “look” of a community and give visitors, residents, and prospective businesses a sense that this community takes pride in infrastructural improvements.

Most city sidewalk projects are financed by the city utilizing general tax dollars or a loan based on sales tax revenue. Sidewalks can also be done by assessing the property owners via a “special assessment” for the cost of the project. In many instances property owners can complete their own sidewalk projects in accordance with a city standard. Depending on where the sidewalks are and if a street project is being completed, sometimes sidewalks have been installed or replaced as part of a South Dakota Department of Transportation (SDDOT) funded project under the Community Access Program. These types of SDDOT financed projects usually involve main streets, streets to schools, elevators, and/or industrial park projects.

USDA Rural Development Community Facility Loan/Grant Programs are available to assist with the construction of sidewalks. Depending on the term, it will need to be backed by an assured source of revenue such as sales tax and/or general obligation bonds (general tax dollars). General obligation bonds require an election. The HUD Community Development Block Grant (CDBG) funds administered by the Governor’s Office of Economic Development (GOED) can be used for sidewalk construction in areas that primarily benefit low and moderate income individuals. This is usually part of a broader project that might include upgrading water and

# INFRASTRUCTURE

## *Curb and Gutter*

waste infrastructure, streets, etc. First District Association of Local Governments can assist in applying for these funds from the state.

### **Resources:**

USDA – Rural Development  
Vickie Moes or Darlene Bresson  
810 Jenson Ave SE Suite 2  
Watertown, SD 57201  
Phone: 605-886-8202 ext. 4  
Fax: 605-882-3268  
vickie.moes@sd.usda.gov  
darlene.bresson@sd.usda.gov

HUD CDBG funds  
Governors Office of Economic Development – GOED  
711 East Wells Ave  
Pierre, SD 57501  
Phone: 605-773-5032 or 800-872-6190  
Fax: 605-773-3256  
[www.state.sd.us/goed](http://www.state.sd.us/goed)

SD Department of Transportation  
700 East Broadway Ave.  
Pierre, SD 57501-2586  
Phone: 605-773-3265  
[www.sddot.com](http://www.sddot.com)

First District Association of Local Governments  
PO Box 1207  
Watertown, SD 57201-6207  
Phone: 605-882-5115  
Fax: 605-882-5049  
[greg@1stdistrict.org](mailto:greg@1stdistrict.org)  
[ted@1stdistrict.org](mailto:ted@1stdistrict.org)

<b>SUB THEME: Curb and Gutter</b>
-----------------------------------

**Challenge:** How to extend the paved streets and curb and gutter to the portions of Lake Preston that do not have it currently.

# INFRASTRUCTURE

## *Curb and Gutter*

**Recommendation:** In a majority of the listening sessions, a few respondents commented on the curb and gutter as a potential project for the future. Curb and gutter can have a very positive impact on an entire community, beyond just its ordinary purpose as a drainage/storm water control mechanism. Curb and gutter can improve the “look” of a community and give visitors, residents, and prospective businesses a sense that this is a community that is successful, forward-thinking, and investing in its own infrastructural improvements.

There are some options available for doing this type of work, but it is somewhat difficult to find any grant funds for this type of project. Curb and gutter improvements are generally recommended to be dealt with through local assessments on landowners.

A list of infrastructure improvements should be developed and regularly reviewed. The list should be prioritized and implemented in the most cost-effective method available. Making those projects known to the residents of Lake Preston should also be a priority. Also before starting any curb and gutter projects, the City of Lake Preston should address any infrastructure under the streets if upgrades are needed to avoid any extra costs of working the same area more than once.

The City of Lake Preston could look at using its special assessment powers to do the work, and pass the costs along to the landowners. The interim financing portion of this can be a problem, as the city would have to pay for it up front, and collect the revenue over the period prescribed by state law.

USDA Rural Development has a Community Facility loan program that can also be used for this type of purpose. The loan terms are for up to 40 years and currently the interest rate is in the range of 4.375-4.5%. The city could also do a bond issue for a project of this kind.

In some specific cases, curb and gutter is included in major road reconstruction projects and covered partially through a couple of transportation grant programs:

1. Community Access Grant Program – Generally used for Main Street reconstruction projects, or roads leading to elevators, schools or hospitals.
2. Industrial Park Road Grants – Used to provide assistance when communities have a new or expanding industry and they need to provide street access.
3. Agri-business Access Grants – Used for construction of roads that serve as primary access to an agricultural production or service business.

All of these programs are administered through the SD Department of Transportation. You can receive additional information by contacting DOT or your local planning district.

# INFRASTRUCTURE

## *Streets*

### **Resources:**

USDA – Rural Development  
Vickie Moes or Darlene Bresson  
810 Jenson Ave SE Suite 2  
Watertown, SD 57201  
Phone: 605-886-8202 ext. 4  
Fax: 605-882-3268  
vickie.moes@sd.usda.gov  
darlene.bresson@sd.usda.gov

HUD CDBG funds  
Governors Office of Economic Development – GOED  
711 East Wells Ave  
Pierre, SD 57501  
Phone: 605-773-5032 or 800-872-6190  
Fax: 605-773-3256  
www.state.sd.us/goed

SD Department of Transportation  
700 East Broadway Ave.  
Pierre, SD 57501-2586  
Phone: 605-773-3265  
www.sddot.com

First District Association of Local Governments  
PO Box 1207  
Watertown, SD 57201-6207  
Phone: 605-882-5115  
Fax: 605-882-5049  
greg@1stdistrict.org  
ted@1stdistrict.org

<b>SUB THEME:     Painting Street Lines</b>
---

**Challenge:** There are no lines painted on the streets

**Recommendation:** As I understand it, a few years ago your town spent the money to renovate your main street. Although it all looks very nice, there were never lines re-painted on the reconstructed road. For locals, this is not an issue because everyone knows how the lines were painted and they park accordingly. But for visitors, it is very confusing. You are trying to

# INFRASTRUCTURE

## *Signage*

promote your town as a “welcoming” city to visitors. The small act of painting new lines on the roads will make the town more inviting and modern looking..

Painting lines on the road should be considered when planning the budget for the next fiscal year. Your future guests will thank you!

### **Resources:**

South Dakota Office of Tourism  
711 East Wells Ave.  
Pierre, SD 57501  
(605) 773-3301

First District Association of Local Governments  
PO Box 1207  
Watertown, SD 57201-6207  
Phone: 605-882-5115  
Fax: 605-882-5049  
greg@1stdistrict.org  
ted@1stdistrict.org

<b>SUB THEME:    Signage</b>
------------------------------

**Challenge:** Signage directing residents and visitors to local attractions and amenities as well as businesses in Lake Preston.

### **Recommendation:**

*NOTE: The issue of signage is also discussed in great detail under the recommendation regarding “General Promotion”.*

Attractive signage is a significant component of the overall appearance and perception of Lake Preston. Placards are an important means of encouraging traffic to stop and visit your community by letting them know what you have to offer.

Signs are and can be what gives travelers a first impression of the community. Keeping signage maintained and attractive may seem like a trivial expense but the investment can play into decisions to “stop here” or go on to “the next town”. Visitors are more likely to respond when eye-catching/readable signs indicate the community can meet their needs/desires. “I want the

# INFRASTRUCTURE

## *Signage*

blue plate special from a local café.” “I need gas and a pop.” “I’m from the region and this might be a place we could camp in the future.” “Oh, maybe we could hunt here next year.”

Lake Preston sits on Highway 14 which means thousands of cars pass through the community. Visitors are an excellent way to enhance local economic development. It may be beneficial to form a Task Force to look at signage as a way to promote Lake Preston.

- What does the community/area have that will entice short and long stops? Business travelers? Vacationers? Sportsmen? Campers? Retirees? Shoppers? Hungry travelers? Gas getters? Antique shoppers? Nearby Locals?
- What are your strengths? Identity? Unique qualities? Annual events?
- Where can signs be located?
- Who’s interested in sharing sign space? If you get someone to stop for one reason, how can you add to that experience?
- How can youth/youth groups and seniors assist with development, placement and upkeep of signs?
- Could signs be placed 50 miles away to become a “destination” stop?
- The task Force can do an annual review of signs for accuracy and appearance. Possibly report to the city council for action to fix, replace or remove those deemed in need of repair or placement.

Signage can help market and advertise the community. Utilizing local talent/resources and sharing sign space can help make it affordable. There is also information covering signage under the recommendation “General Promotion.”

## **Resources**

First District of Local Governments

124 1<sup>st</sup> Ave NW

Watertown, SD 57201-6207

605-882-5115

[www.1stdistrict.org](http://www.1stdistrict.org)

Tourist Oriented Directional Signs

Chapter70:04:07.<http://legis.state.sd.us/rules/rules/7004.htm#70:04:07>

South Dakota Department of Transportation- *Signage along roadways regulations*

Becker-Hansen Building

700 E. Broadway Ave.

Pierre, SD 57501

605-773-3265

<http://www.sddot.com/Operations/property/signprog.htm>

South Dakota Community Foundation

207 E. Capitol Ave.

Pierre, SD 57501

605-224-1025

[www.sdcommunityfoundation.org](http://www.sdcommunityfoundation.org)

# INFRASTRUCTURE

*Water and Sewer*

## **Resources: continued**

South Dakota Department of Tourism  
711 E. Wells Ave.  
Pierre, SD 57501-3369  
605-773-3301

Kay Solberg  
*School assisted community with signage*  
Classroom Connection  
323 1<sup>st</sup> Ave NE  
Watertown, SD 57201  
605-886-3040

<b>SUB THEME:    Water and Sewer</b>
--------------------------------------

**Challenge:** The ability to meet water and sewer needs as the community grows.

**Recommendation:** As the community works to maintain and grow its residential and industrial sectors, it's important to ensure the infrastructure can support the goals.

The first step could be conducting a comprehensive assessment of your existing water and wastewater infrastructure to determine potential and existing capacity. This will help define the need for repair/replacement of the existing system. Then the potential needs of an industry – such as the ethanol plant – can be incorporated into the scenario to determine the cost of this type of project. Such assessment will assist in designing a capital improvement program capable of being financed over time.

Since Lake Preston is serviced by the Kingbrook Rural Water System, increased needs would need to be dovetailed into their overall upgrade plan. The type of wastewater treatment system (mechanical, chemical, DAF) and remaining capacity will need to be assessed for its ability to handle any increase in residential or industrial use. It's important to characterize these details as the community is responsible for maintaining compliance with state permits and regulations.

The First District Association of Local Governments has experience with this type of project and can assist with the process. In addition, they are familiar with administration and applications of applicable funding programs.

# INFRASTRUCTURE

*Water and Sewer*

## **Resources:**

### First District Association of Local Governments

PO Box 1207  
124 1<sup>st</sup> Ave NW  
Watertown, SD 57201  
605-882-5115

### Department of Environment and Natural Resources

Division of Financial and Technical Assistance  
523 East Capitol Avenue  
Pierre, SD 57501-3182  
605-773-4216  
<http://www.state.sd.us/denr>

The Department of Environment and Natural Resources (DENR) has several funding sources to aid communities in planning for and implementing projects to improve its infrastructure systems.

A Small Community Planning Grant is used to complete a comprehensive assessment of your existing water and wastewater infrastructure. This program promotes a proactive approach to water and wastewater infrastructure management. It provides small communities with funds to hire an engineering consultant to develop a project specific engineering report, or to hire a recognized technical assistance provider, or financial planning professional competent in providing a utility rate analysis.

- Available to cities/towns with a population of 2,000 or fewer.
- Communities are reimbursed 80% of the engineering study cost upon completion of the engineering report.
- The maximum reimbursement is \$6,000 for a water or wastewater engineering study.
- Wastewater related studies may receive reimbursement up to \$8,000 if activities related to infiltration and inflow (I/I) analysis are conducted.
- Communities conducting a utility rate analysis and review study may receive reimbursement of 80% of costs up to \$1,600. The study must be an analysis using the Show-me Ratemaker™ process.
- Grants are made on a first come, first serve basis.

Other project financing available through DENR includes:

**Consolidated Water Facilities Construction Program:** This program was established to provide grants and loans for water, wastewater and storm sewer projects.

- Projects must be listed on the State Water Plan before sending in an application.
- Water and Sewer Rates must meet the minimum requirements before an applicant is eligible to apply.

**Drinking Water State Revolving Fund Loan:** This program was established to provide low interest loans for drinking water projects. The funds available are dependent upon appropriations from the U.S. Congress and repayments from funds previously loaned.

# INFRASTRUCTURE

*Water and Sewer*

## **Resources: Continued**

- Projects must be listed on the State Water Plan before sending in an application.
- The rates and terms are established each year by the board and available on the DENR website. Currently the rates are 3.25% with a 20 year term or 2.5% with a 10 year term. There are also “disadvantaged” rates for communities with median household incomes lower than the states median household income. This enables a community to access lower interest rates and/or longer terms.
- This loan cannot be used for funding growth projects.

Clean Water State Revolving Fund Loan: This program was established to provide low interest loans to governmental entities for clean water and non-point source pollution control projects. The amount of funds available is dependent upon the amount of appropriation from the U.S. Congress and the amount of repayments from funds previously loaned.

- Projects must be listed on the State Water Plan before sending in an application.
- The rates and terms are established each year by the board and available on the DENR website. Currently the rates are 3.25% with a 20 year term or 2.5% with a 10 year term.
- This loan can be used for funding growth projects.

### Midwest Assistance Program (MAP)

SD Field Office

PO Box 1093

Hill City, SD 57745-1093

605-574-4795

sdmap@aol.com

Program provides technical assistance to small communities, most of which is free of charge.

#### Technical Assistance - Development:

- Assist in obtaining or expanding water or wastewater facilities.
- Includes needs assessments, income surveys, dealing with engineers, financial packaging, application preparation, construction supervision, and many other kinds of “front-end” work necessary to put facilities into place.

#### Technical Assistance – Support:

- Assist to manage, operate, and maintain existing facilities.
- Includes operator training, improving financial management systems, setting rates, or other items to help systems work more effectively.

#### Community Revolving Loan Fund:

- Loans to finance pre-development activities, interim financing, construction loans, gap financing, and equipment.
- Available to communities with a population of 3,000 or less.

# INFRASTRUCTURE

*Water and Sewer*

## **Resources: Continued**

Community Development Block Grant Program  
SD Department of Tourism and State Development  
711 East Wells Avenue  
Pierre, SD 57501  
605-773-5032  
<http://www.sdreadytowork.com/>

Federal funds given to the state and administered by the Department of Tourism and State Development through the Governors Office of Economic Development.

- Eligible projects - water, sewer, fire hall, community center, storm sewer and health care clinic.
- At least 51% of those serviced by the project must be low/moderate income households.
- Applicants are encouraged to utilize the planning district for application and administration of grants.

USDA Rural Development – State Office  
200 4th Street SW  
Federal Building, Room 210  
Huron, South Dakota 57350  
605-352-1100

USDA Rural Development – Regional Office  
810 Jenson Avenue, SE, Suite 2  
Watertown, SD 57201-5256  
Phone - 605-886-8202 ext. 4  
Fax – 605-882-3268  
[darlene.bresson@sd.usda.gov](mailto:darlene.bresson@sd.usda.gov)  
[vickie.moes@sd.usda.gov](mailto:vickie.moes@sd.usda.gov)

RD Water and Wastewater Program: Grants and loans are available to assist with economic development:

- Construct, repair or expand water/wastewater systems and storm sewer systems, acquire water rights, pay necessary fees for legal and engineering services and other development related costs.
- Storm sewer projects are not eligible for water and wastewater funding but can be funded with Community Facilities program funds.
- Interest rates are a fixed rate that is dependent on the US Treasury rate, the service area of borrower, and they change quarterly. Current rates are 4.125% to 4.5% for a maximum term of 40 years.
- Loan and grant rate is determined by the median household income of those served.

# INFRASTRUCTURE

*Water and Sewer*

## **Resources: Continued**

- Water and sewer rates have to be at a normal rate and health hazard shown for eligibility.
- Infrastructure for new housing development can be financed by site development loan programs.

### Rural Electric Loan Funds (REED)

East River Electric  
PO Box 227  
Madison, SD 57042  
605-256-4536

Provide low interest loans for projects which are beneficial to the area as a whole.

- Includes medical clinics, street projects, fire halls/ambulance shelters, fire truck/ambulances, fire equipment, and water and sewer projects.
- Project area does not have to purchase the electricity from the local rural electric co-op.

### Kingsbury County Electric

511 Hwy 14  
De Smet, SD 57231  
605-854-3522

### South Dakota Association of Rural Water Systems

Cedar Plaza, Suite 5  
5009 West 12<sup>th</sup> Street  
Sioux Falls, SD 57106-0379

### Kingbrook Rural Water System Inc.

PO Box 299  
Arlington SD 57212  
Phone: (605) 983-5074

# LISTENING SESSION RESPONSES

## *Issues & Challenges*

### **Responses to the Question: What are the major issues and challenges facing the community of Lake Preston?**

- Need senior transportation around town
- Maintain businesses and gain more businesses
- Keeping young people here
- Pay isn't as good as bigger towns
- Housing—affordable, less expensive for families for new families, rentals limited for families
- Would like a Subway/Dairy Queen
- Women (ages 25-70 without higher education) needing work that isn't physically demanding, but with benefits and living wage
- Cleaning up the town
- Employment and housing
- Lack of involvement in follow-through of projects
- School surviving with numbers/competition with surrounding towns
- Clinic needs new siding, windows, heating/cooling
- Houses that are used as storage units
- Drug store becoming unsupported by community
- Resistance to assessment participation
- Reflective of SD, very much like any small town in the state
- Elderly community, much of our population is “leaving us permanently”
- Town getting smaller, no draw to get or keep people here
- Used to have “one of everything”, haven't replaced the farm community with one family per quarter
- Getting smaller
- Keep school going
- Keeping health care facility going
- Housing
- Attitude problem, need to support local businesses
- Lack of workforce, 3 or 4 businesses couldn't find adequate employee base
- Housing issues, elderly take the housing for younger people
- Lack of local lending agency
- Lack of social activities (other than high school activities)
- Businesses on main street getting less and less which snowballs the effects
- No appropriate empty business places for new business attraction
- Pay scale for service businesses
- People don't want to work “Kids don't want to work when they're 15”
- Nursing home is a big employer, but its not an incentive to stay and work here
- Besides the bar, there's nothing to do here
- Quality, reasonable housing
- People don't bring issues to the right people, but they get spread around
- Youth retention, kids that go to college don't have an opportunity after they graduate

# LISTENING SESSION RESPONSES

## *Issues & Challenges*

- Same businesses for a long time, no new businesses
- Jobs, businesses that create jobs throughout the neighborhood
- Dilapidated buildings and lots need to be taken care of
- Housing and jobs
- Older people don't want to see change....they live here because there is no change
- Not enough young people
- Need to bring families in, need to build businesses for them, families support school
- Ditto
- Keeping youth here
- "Bigger and better" gets rid of rural America
- Need to pull the community together, not go our separate ways
- Aesthetics in the community, need to priorities in our community
- People with money not willing to invest, people who want to see change don't have the funding
- Keeping the school going
- Population, number of people need to grow
- Is the community a welcoming community??
- Low wages, 2 adults in household working with kids in day care
- Community almost too close knit at the beginning, gets better with time
- A lot of young kids, but they need something to make them stay here
- Keep the kids here...they are the future
- Need to keep the youth. What is the reason we stayed?
- Options for day care
- Main street is dying. Need a main street to keep the town alive
- Teachers getting paid the least in the state.
- Money for youth programs
- Business owners don't give to the community financially
- We need something unique
- Affordable housing
- Quality of life ( smell ) cattle
- Housing – good quality – hard to find
- School enrollment
- Available jobs
- Jobs – quality – people have to commute
- Jobs – good pay above minimum wage
- Jobs that pay a little bit higher wage
- Business hours needs to be open longer for working people – availability for patrons
- Maintenance of infrastructure
- Limited number of people who volunteer (same people always helping)
- Not enough stuff for young people to do
- Jobs with decent wage
- Aging population – healthcare etc..
- School enrollment – getting young families here
- Aging population – very fast growing right now – they need places too

# LISTENING SESSION RESPONSES

## *Issues & Challenges*

- Declining professional people here – there are not many in town anymore
- Keep school going – enrollment going down
- Occupations in town – professionals
- Not much to do
- Not many job opportunities
- Not enough people coming to live here
- Economic development
- School is getting smaller
- Might get one new thing but 3 things will disappear
- Job opportunities
- No movie theater
- No big businesses
- No businesses are growing
- Too small of businesses
- The town does not have anything very interesting
- The town is getting too small
- It seems that the town is not noticed
- No tourism
- No big businesses – needs to grow but not too big
- Older population
- Boring community
- Not a very recognized community
- Lot more elderly people than we have younger people
- Not anything exciting here
- Very boring
- Slim job opportunities and resources – have to travel at least 40 miles to get jobs and essentials
- Need more jobs
- Need something to draw people to the town
- Need to have jobs to bring kids back after college
- Housing – need more
- Get people to come back after college – have to move away to do what they want to do
- Get rid of the abandoned houses
- Job issues – not enough jobs
- Teen center is not open enough
- Park needs more – volleyball
- Need a better school system – running it
- Need more around the town to do
- The lake needs more water
- The town is pretty dirty right now – it needs to be cleaned up
- No money
- Skate park that is falling apart
- School CEO
- Drinking- (for the kids doing it we assume)

# LISTENING SESSION RESPONSES

## *Issues & Challenges*

- Group meetings to discuss issues as they come up
- Seniors need more input
- Need to see trimmed trees
- Clean up the city, get rid of the old cars
- Keep the school
- Better transportation for the elderly
- Better transportation out of town
- Community transportation
- Money to run the city without raising taxes
- Availability of financial reimbursement for volunteers that help with transportation
- Kids speeding, drinking
- Keep businesses we already have, support the businesses
- Make the town more presentable (trees)
- Volunteers can't afford the gas and time to do transportation
- Too many sports in the school, too much travel to play
- People turning around in the middle of the street, not paying attention to the "no U turn" signs
- Job opportunities
- Ditto
- Lost drug store
- DM&E comes through town very fast – need gates
- Need to get businesses into town, need car dealership, movie theater, golf course, need more recreation
- Need affordable housing, and also upper level housing for new comers
- Ditto need to demolish old houses and build new ones
- Need motel improvements
- Need change attitudes from negative to positive (small town attitude)
- Ditto, need to be more town oriented, we need to service our community
- Need to change attitudes (negativity), the older folks need to commit to community improvements
- We've lost part of the pharmacy
- Need to shop locally – people always go to Wal-Mart
- Aging community - need more youth retention –
- Keeping the economic developer position
- Not a lot of community input –
- Don't have anything to bring families into the community
- Small numbers
- Not a lot of businesses – tough to attract young families
- Economic development
- Employment
- Keeping the school in the community
- Financial issues – not enough money to keep everything going as well as try to improve and bring in new businesses
- Not enough jobs

# LISTENING SESSION RESPONSES

## *Issues & Challenges*

- People are not getting what they need in Lake Preston – going outside of town for shopping etc.
- Hard to get good leadership – people don't want to make waves
- Not a welcoming community. – not friendly to the new people in town and also tourists. (business places)
- Present city council is very one sided (lots of egos)
- Working together – trying to work as a community not just for yourself
- Working together
- There are not enough people to volunteer
- Lack of young, fertile females - need young families
- No young people – young farmers
- Need industry that provides jobs
- Maybe getting loaded up on ethanol plants in SD
- Tired and becoming complacent
- Lack of people around the community
- Need housing
- Lost the hospital
- Lost the drug store
- Lack of community support and volunteers need more follow through
- Ditto, not enough volunteers and support – housing and jobs
- Ditto, housing
- More youth engagement
- Disconnect between elderly and community
- Elderly don't want change
- Not enough young people and not anything attracting youth
- Need to shop locally and support our businesses
- Getting people to stay
- Affordable housing
- Money, people, jobs
- Existing businesses need to stay viable
- Social activities in the evening besides church and school
- Housing and jobs
- Becoming a bedroom community, people forced to go to Brookings/Huron to work, little involvement in the community
- Need more involved
- Involvement, needs to be exciting
- Have the classic cars do a route with their show
- STP “Same Ten People”—need to have more than 10 people
- Discouraging the STP after they've volunteered
- Curb and gutter/money to do it
- Clean up the town
- Community involvement—assessment has not been as well attended as hoped
- Need to be more attractive as people drive through
- Clean up the town/Curb and gutter

# **LISTENING SESSION RESPONSES**

## *Issues & Challenges*

- Not capitalizing on the water resources (Kingsbury County has more water acres than any other SD County)
- Get people to retire here and “drive antique cars”
- People want things done, but will not take ownership—want someone else to do it

# LISTENING SESSION RESPONSES

## *Strengths and Assets*

### **Responses to the Question: What are the major strengths and assets of Lake Preston?**

- Small community—my children are safe
- Fantastic school system
- When we need something, we can pull together and do it. Good volunteers
- Register of 30 EMTs
- School is very positive
- Existing businesses are a plus—famous meat department at our grocery store, pseudo-pharmacy services, beauty shops, supper club, health club, elevator, cafes
- When someone has a medical problem, we can pull together (fundraisers)
- PA—very good clinic
- Park, campsite improvement, good recreation for the kids
- Good streets, highway through town
- Industrial site
- Development Corporation
- New assisted living center, nursing home is very stable, elderly housing is very adequate
- 3 active churches
- fire department that does everything
- Annual fishing tournament
- Grant funding through fire department, trained to do water rescue
- Teen Center
- Two softball fields
- Skateboard park
- Very community oriented, very giving community, people willing to help
- Pool house getting new windows
- Adding on to the ambulance/EMT building
- Swimming pool supported by the city
- Community works together well
- Safety—people from both coasts are looking to the area for safety issues
- School system, kids from here have the potential to be very successful
- School
- People wave, we're very friendly
- People help people when needed
- Community atmosphere
- Know each other
- People who are here, are going to stay here, this will be their home for their lives and are well connected
- Alumni very supportive, they come back annually for reunions
- Alumni say they'd come back if they could
- Basic needs (communication, high speed internet)
- Hunting/Fishing and tourism that goes with it
- Good health care system (full time provider)

# LISTENING SESSION RESPONSES

## *Strengths and Assets*

- Development board is strong and visionary
- Great place to live, “Best kept secret...we don’t want to keep it a secret any more”
- Safety
- Can go any direction to get to a larger town
- Cost of living is reasonable compared to, like, Brookings
- Large community is NOT influencing the cost of living
- You can live here, and work somewhere else
- Little transient labor, people come here to stay here
- Infrastructure for development
- Emergency equipment
- Community is very close. Very good sense of community
- School is very good. Kids do good here and grow up to be successful
- Co-op
- Tight knit community. Can get help anytime
- Safe community. People don’t worry about safety.
- School teachers selflessly dedicated.
- Location. Highway 14, Interstate, Railroad, state parks, water, hunting, it’s a draw for people to move here.
- Always trust that someone can help. You can leave your vehicle unlocked.
- Major highway, interstate, lakes, parks, perfect location.
- Welcome to the community when we moved...pies, cookies, asparagus
- Low turnover of teachers.
- Clinic
- Emergency services some of the best in the county.
- People donate money to get new/better equipment.
- People willing to help community members
- Youth
- Community supports the school
- School, teachers, co-op
- Rich in values
- The whole package
- We’re just like every other community
- Ag community (co-op, farmers, land, non-city people support the city)
- City has set aside places for businesses to build
- Sliding fee scale at clinic because it’s a community health center
- Co-op is crucial to the community. Many co-op employees are volunteer emergency responders
- City council is very progressive. Trying to spend money the right way and get us to grow.
- Park
- Hunting
- Comparably, cheap housing
- Ag production
- Have a lot of people who are willing to work hard – for a good wage
- Good school system

# LISTENING SESSION RESPONSES

## *Strengths and Assets*

- Friendly people who are trying to make the community a great place to live
- Safe place to live
- Youth to older generation love the town
- School
- Proximity to hunting, fishing and other outdoor activities
- School
- Very safe community
- Local, great grocery store
- A great close nit community – especially in times of need
- School
- People
- Still have their own ambulance and fire department
- They have the stores where they can take care of themselves
- Small community
- People – genuinely care about the others in the community
- Community involvement
- Churches and community groups are good – provide activities for the kids
- 4 churches
- New businesses – fitness center – napa store – assisted living
- Community rummage sale and fall craft show
- Ethanol plant coming?
- Clinic in town
- Local newspaper
- Supportive community
- A lot of grain
- They have a high dive at the pool
- Everyone knows everyone
- They do have a pool
- A lot of support from the community
- A lot of farming
- Very good food at the café
- Good competition with 2 gas stations
- Do have a good grocery store
- Pharmacy
- Supportive community – they all care
- The community cares about the community
- People are welcoming to the guests that come in to the town
- Skate park and pool
- Good hunting land
- People are focused on the school activities
- Small businesses are really good
- Lack of crime – very safe
- People
- Quiet place to just go for a walk

# LISTENING SESSION RESPONSES

## *Strengths and Assets*

- Fitness facility
- Town cop was pretty fair
- Small town vibe is very cool
- School
- Everyone is nice
- Have a lot of lakes
- Agra focused and do good in their business
- The elevator
- Not a lot of police patrol
- 21<sup>st</sup> century
- Good marching band – support of the school from the community
- Good café
- Variety of stores –
- People still shop in town
- Fitness center
- Support of the community
- People buy locally
- Hunting
- Safe community and everyone knows everyone
- Good sports
- Good school with good teachers
- Pool
- Good sports and extra curricular activities
- Teachers are very supportive and help a lot
- Smaller school so more one on one time with teachers
- The citizens have a good sense of pride for the community
- Skate park, assisted living center, napa – new things
- Farm community
- Gas station has E-85
- One big family
- Very good academics
- School has a lot of opportunities for students to further their education – ffa
- Everyone is involved with other activities outside of school
- Ethanol plant coming
- Fire department, post office, etc.
- Gained recognition with sports going to state
- Hunting and fishing is very good and brings people to town staying in the hotel and going to the bait shop and bar
- Classes are small and the teachers get to know the students
- The community tries to do stuff for the younger people – skate park and youth center
- Volunteers that provide transportation, good neighbors
- Friendly people
- Stores do a good job
- Churches

# LISTENING SESSION RESPONSES

## *Strengths and Assets*

- New assisted living
- Addition to the cemetery
- Supportive community
- 60+ dining
- Ambulance, fire truck, timely response
- Health care, clinic, PA, prescriptions delivered to our door
- Ambulance
- Grocery store
- Barber shop, hairdressers
- Mechanics, NAPA store, good services
- Interest in the community
- Volunteers (ambulance, community)
- School, preparing kids for success
- School, academics, are excellent
- 4 churches (with 3 pastors); all very active
- Nursing home, assisted living
- Friendly and Helpful
- Friendly with strong rural support good project support
- Friendly people, good facility for older folks, teen center, good grocery store, good meat market,
- Good sewer drainage system, good fire department, good assisted living
- We have contracts and a good lumbar yard
- Good Main Street
- Good school, coop, good farming community,
- Have very strong individuals taking new leadership roles
- New businesses on highway
- Good location for outdoor sports
- Ditto, and also the school district is good – technology) we have some new growth
- Progressing on recruiting new businesses and residential lots
- Housing – have a lot of apartments – always houses for sale
- Healthcare –good clinic, good nursing home and assisted living – apartments
- Very good school
- Fire department and ambulance
- Businesses they have are good
- Excellent school system
- Great coop
- Great grocery store – café, supper club, library
- A lot of great people in town that care about the town and about the other people in the town
- Have a very good school- don't want to loose it
- Park and swimming pool
- New fitness center
- Workable coop, nursing home, gas stations
- People have a lot of great ideas and hobbies, they need to just make businesses on them
- Location – surrounded by a wealth of ag, lakes, hunting and fishing

# LISTENING SESSION RESPONSES

## *Strengths and Assets*

- People – both strength and weakness
- Crime rate – there is none – Lake Preston is safe. Good to know your neighbors
- Great place to raise a family
- Cost of living is cheaper than a lot of places
- I don't know any better – that is why I like it here
- Great school – 1 of the best in the state – state assessment
- Some of the best hunting and fishing around
- Lakes and hunting
- A lot of great people
- If they come to my business, they are home - hotel
- Four seasons of the Midwest
- The simple way of life – serenity, peace and quiet, cost of living
- Peace of mind you get from living here
- Have a lot of good people – youth are spectacular
- Great school system
- It is just plain HOME
- Neighbors watching out for neighbors
- Good police department
- More freedom on how they run their business here than they would have in bigger communities --- not as many ordinances to go through – they work with the businesses to help them –home businesses

# LISTENING SESSION RESPONSES

## *Projects*

### **What Projects would you like to see accomplished in Lake Preston in the next two, five, ten, and twenty years?**

- More small businesses to come in
- Maybe a big business to come in
- Businesses (work small and get bigger)
- Housing Developments
- Curb and gutter
- Something to keep younger kids (after high school) around, move back in
- Duplexes or other affordable housing options
- Incentives to get old, dilapidated houses torn down
- High dive removed from swimming pool, put a slide in
- Neat looking main street, spruce up the historical aspects
- Having entertainment options (movie theater, bowling alley), especially for the kids
- Renovate the clinic
- Park needs attention
- Skateboard park
- Expand Teen Center for new, attractive things like a Play Station 3
- Theater, bowling alley, 9 hole golf course
- Law enforcement
- Rental housing
- Activities for the kids
- Better main street, more businesses
- More families
- Magic number without the next set of problems with added population
- Attractive drive through on highway 14
- Attracting the right type of people for the community
- Boat repair shop
- Drive through on the highway
- Flags on main street
- Industries with high paying jobs
- “Economic gardening” to get businesses to grow by 1 or 2 employees
- On-line businesses
- Sign on Highway 14 and Main to advertise downtown businesses
- Continue economic development funding
- Getting rid of dilapidated buildings
- More recreation opportunities for our youth
- Scheduling for youth center so all kids go
- Put money into our main street and school
- Not losing main street, businesses, school
- School kept here
- More small businesses
- Banking
- New ladder truck for the county

# LISTENING SESSION RESPONSES

## *Projects*

- More businesses—big or small doesn't matter
- People
- Clinic turn back into a hospital
- Drive-in movie theater
- Clean up properties
- Keep youth here, bring back youth
- Keep main street alive, keep school here
- Small businesses. More large business for employment
- Something for youth volunteer projects
- More youth
- Community pride
- Support the business we have and then branch out to new businesses
- Businesses. Get the kids back.
- More factory-type businesses that employ about 100 employees
- Incentives for cleaning up properties.
- Make it attractive to drive through.
- Large employer, like a big factory
- Expand existing housing developments
- Housing
- Streets, sewer, infrastructure
- Investors and developers
- Jobs
- Curb and gutter throughout the community
- Sidewalks
- Curb and gutter for the rest of the town
- Jobs
- Money, people and jobs
- Jobs and businesses
- We have a strong community. We need to build on it
- Curb and gutter
- Initial jump to get the ball running
- Getting a start
- Highway clean
- Visible housing developments
- Local banking that's more involved in our community
- Businesses in the industrial park
- Development along Highway 14
- More kids in school
- More businesses growth all around
- Improvements in infrastructure – water
- Getting more jobs into the town – it would help everything else
- Tourism in the town
- See population stabilize – bring in young families
- More job opportunities – 20 good paying jobs would help

# LISTENING SESSION RESPONSES

## *Projects*

- Businesses to get more jobs
- Businesses with good wages
- Economic growth
- Need to keep our school here
- Ethanol plant would be great to bring in skilled people and hopefully bring in more businesses
- Jobs and keep the school
- Need better paying jobs
- Need affordable housing before the jobs come so there is a place for them to live
- Economic growth
- Housing
- Housing and jobs for people
- Need to focus on becoming more marketable for businesses to want to come into the town. – not just look at the town but sell as what the county has
- See more businesses
- Need to sell tourism opportunities (hunting etc.)
- Housing
- Hunting
- Cabellas
- Housing – needs to get houses available for people to live in – not enough available at this point
- Make hotel bigger and better
- Ethanol plant
- Help the community grow but not too much – keep it a small
- Movie theater
- Fast food
- Something to grab peoples attention when they are driving through
- New business
- Walmart
- Something to keep the school by themselves – no consolidation
- Movie theater
- Movie theater
- Arcade and movie theater
- Rebuild the movie theater that is already uptown
- Get more kids in the school
- Job opportunities for young and old
- Jobs to bring younger families back in to the town
- Jobs – to keep it alive
- Need a place for the older kids to go and do – teen center is fun for the junior high
- City pool and park needs some major work
- Motel needs to be bigger and remodeled
- Drive in movie theater and bowling alley
- Better healthcare – hospital
- Get the pool better – bring people in from other towns

# LISTENING SESSION RESPONSES

## *Projects*

- Get a better and bigger hotel – people are leaving to stay in a different town
- Something cool for kids to do
- Attractions
- Food places
- Better school lunches – many disagree
- Bowling alley
- Movie theater
- Capitalize on the tourism – get people to stop off (during the rally)
- Skate park fixed
- Movie theater – fix up bait shop
- Get an indoor pool – have a swim team
- Have a complex with movie theater, bowling alley and hotel
- Dealership for cars – kids could work there with automotive
- Dairy queen, pizza ranch
- Need to clean up the things that are already here – pool, teen center
- Get something new that other communities do not have
- Expand the coop – get bigger with agra businesses –
- School has to stay – do everything we can to keep the school
- Need something to do during the summer
- YMCA – indoor pool, racquetball
- Get the tennis court fixed up and fix up the skate park
- Spend money on something other than a movie theater
- Keep the pool open longer
- They need to play off of how close they are to the lakes
- Have to keep the school open – no consolidation
- Update the camping facilities – brings in a lot of money into the town
- Motorplex area for 4 wheelers
- Better place for snow boarders and sledding
- Survey the tourists so see what the town needs
- Concert place – for bands to play at – small bands around the area
- Get baseball started for the younger kids
- Stop light
- Keep what we already have
- Dry goods store (yarn, needles, notions)
- Clothing store
- Park, swimming pool, keep young families in town
- Sidewalks (if I win the lottery, I'd get sidewalks. But I have to buy a ticket first.)
- “I need 12 inches of sewing tape, and I have to go to Brookings to get it”
- Jim is a good cook at the café, we'd like to keep him for 20 years
- Community Action bus to get people to other towns
- More young people interested in their hometown
- Really beautiful city
- Keep what we have and make it better
- Grow the agriculture/elevator

# LISTENING SESSION RESPONSES

## *Projects*

- Ethanol plant
- Parking spots repainted on main street
- Coordination between age groups
- Become more conscious of trying to shop at home
- Keep storefronts attractive
- I'd like to see a drugstore
- Attract a medical doctor
- Use teen center during the day with teens using it at night
- Need new curb and gutter
- Need gates for the train crossing
- FFA and other youth programs could help with community projects – cutting trees down, raking leaves for elderly
- Demolish houses and build new ones
- Need youth retention – in that we need to create jobs
- Need to take advantage of the outdoor activities and tourism
- Need to tap into the youth for technology and retention
- Need to address the school and education thing
- Housing and Jobs
- Ditto, 1<sup>st</sup> grade only has 8 students
- Ethanol plant
- Theater or activities for people on weekends and evenings more of a family type community vs. retirement community
- Need to get more people to move to town the more people that come to town its like a domino affect to the good things that will happen
- Ditto, the services that will come from new people coming to town
- We need the first domino to fall
- Need to bring something new into town
- Need to be more future oriented when looking at project short term it may be difficult but long term we need to be will to look to the future
- We need to keep the economic developer to keep economic development moving forward, we are luck for our size to have an economic developer
- New businesses – factory businesses
- Clean up of the town – trees
- Like to keep what we have –
- Act on what people have crafts doing already
- Rental housing available
- Should continue with cleaning up the main street. Fronts of all the stores
- Hope that the town can start to pull together with community projects
- Need to keep our churches around – get some full time pastors
- Youth retention – get them to come back to Lake Preston
- Get opportunities to bring the youth back
- Would like to keep the economic development position
- Designating a sales tax to keep the position funded for longevity with this position
- It is a very valuable position – economic coordinator

# LISTENING SESSION RESPONSES

## *Projects*

- We need to allow our economic coordinator do what she wants to a little bit – stop micro managing.
- More jobs
- We need to network our resources in our town and throughout the state
- Have a more in depth directory of certain business
- Proximately to a lot of communities
- Use talents to build businesses on them – take chances on going into business
- Keep our school
- Keep what we have – just grow more

# APPENDIX A

## Key Points to Effective Strategic Planning

### And Moving Forward After a Community Assessment.

- 1) **Broad based decision making:** Include as many people as part of the process as possible. You have already involved much of the community as part of the Assessment listening sessions. Continue to keep them engaged as you implement your goals and objectives.
- 2) **Broad Goals:** The objectives in your plan should cover a broad range of perspectives and topic areas, as identified in the Assessment. This helps your community to understand that community, business and economic development are not mutually exclusive – but instead they are highly dependent on each other.
- 3) **Action-Oriented:** To reach your goals, you must have a series of actionable steps to accomplish. You will begin to flesh these out during your town-hall follow up meeting at the completion of this assessment. These will need to be further defined by your “Implementation Mechanism” detailed below. The assessment report will be a resource for developing these action steps.
- 4) **Roles:** A good plan assigns and distributes roles among various organizations, entities, and individuals in the community so that everyone understands what they should accomplish and be held to these standards. Recruit a list of interested volunteers to help execute each portion of the plan. You might establish sub committees for each objective where there is not a single organization that is willing or able to take the lead on a particular objective.
- 5) **Deadlines:** Deadlines are necessary to make sure that progress continues to be made on each of the goals and objectives.
- 6) **Resources:** You must determine how you will pay for various projects and to whom you can look to for technical assistance. Some projects will have loan and grant programs associated with them that you might be able to tap into. Others will not and will rely exclusively on local fundraising or through local governmental participation through the regular budgeting process. Again, the assessment report and the resources listed therein will be a reference point for you.
- 7) **Implementation Mechanism:** This is where many communities get hung up. You must have a mechanism to implement and this mechanism must be broad based and involve all relevant organizations and entities in the community. You need to assemble a Visioning Taskforce that consists of one to two appointed representatives from each community entity (city, county, development corporation, chamber, school, youth, senior, churches, social services, healthcare, major employers, agriculture, etc). The purpose of this group is to flesh out the Vision coming out of the assessment, evaluate and refine the objectives and action steps, come to consensus on who or what organization is going to take the lead in moving each objective forward, refine the deadlines assigned to various action steps, etc. This group should meet regularly until the Vision is completely refined and released to the public. From then on, it is probably sufficient to meet quarterly to bring everyone up-to-speed with what has been accomplished and what is yet to come.

- 8) **A Community Champion:** There must be a person that is willing to coordinate implementation of your Vision in your community. This person helps keep people on task, keeps communication open, and coordinates various meetings.
- 9) **Communication with the Public:** This is another area where many communities fall down. If the community doesn't hear anything, they simply assume that nothing has been accomplished. It is imperative that you continue to provide updates to the community on what has been accomplished on a regular basis. The newspaper is crucial to these efforts. Celebrate what you have done. Organize a yearly or semi-annual banquet where organizations in the community provide updates to the public on what they have accomplished to make your Vision a reality over the last year.
- 10) **Adopt A Can-Do Attitude and Embrace Success as Well as Failure:** This is the most difficult component to gauge, but successful communities always have a positive outlook and attitude. It is a self-fulfilling prophecy. If you think you can't do something, then you won't. But if you think you can, you will find a way to get it done. You also need to understand that failure is part of the process. Learn from it, but don't let it drag you down. It is okay to fall down as long as you fall forward. Just because something didn't work before doesn't mean that it won't work at another time under different circumstances. Welcome peoples' input and work at all times to engage as much of the public as you can in all of your efforts.
- 11) **Begin implementation of your plan.** Plan your work and work your plan.
- 12) **Track your progress over time.** Share this with the community. This will keep people interested and build momentum over time as you start to see the successes of your efforts.
- 13) **Evaluation:** This is often the most overlooked part of the process, but it must be taken into account. When you meet annually to review what has been accomplished – don't forget to also evaluate the success or lack of success regarding various projects. Let these evaluations help guide any changes that you make to your community's vision over time.
- 14) **Remember to celebrate the accomplishments, even small ones, to keep the motivation continuous.**