



# **Resource Team Report Parkston, South Dakota**

*April 18-20, 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.**



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**South Dakota  
Community Foundation**

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

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# Executive Summary

I've always liked Parkston.

I grew up in Avon and currently live in Platte, so I have been in, out, and through your community for the past 30 some years. One thing that has always stricken me about Parkston is the huge amount of pride citizens have in their community. This pride is shown in a number of ways.

Be it the sea of blue and orange that shows up to support the Trojans, the exceptional health care system, or the neat, clean appearance, the citizens of Parkston have a pride and perseverance that cannot be denied. Time, place and reason don't really matter when it comes to Parkston...the fact of the matter is, it's a top-notch community.

During the assessment process the resource team spent three days observing your community and, in an essence, seeing what makes Parkston tick. There were many assets that were obvious like the outstanding health care center, churches, numerous eating establishments, grocery store, manufacturing businesses and impressive airport. The appearance of the community is certainly one of the best in the state.

As time passed, we were also privileged to meet dedicated volunteers, progressive thinking community leaders and citizens that are passionate about a place they choose to call home. Communities like yours don't "just happen." They are built through time by dedicated individuals with a vision.

One of the comments that stayed with me after the assessment was, "We need to find an identity...doesn't matter what it is, we just need to be the best at it." The comment coincided with my thoughts of where Parkston is at. I really feel your community is at a crossroads. And since Parkston is "A great place to grow," now is the time to find that identity and vision.

Enter the assessment report. The recommendations in this report cover a broad range of issues, from a development coordinator to a walking path. Many of the projects are large and will take years to complete. However, there are many recommendations that are smaller and can be achieved rather easily...some you may already have a start on! Others may not work for Parkston, but this report provides a place to begin and a contact person to get projects off the ground. The core of the responsibilities for developing the ideas and making sure things move forward resides at the local level.

Setting priorities for Parkston will be the first step. Participation in the upcoming priority-setting meeting is vital. The efforts must reflect your entire community and that requires participation from everyone. 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.

The South Dakota Rural Development Council is a great resource and Shawn Pritchett, the executive director, is willing to help in any way they can. Please feel free to call upon any of the resource team members for additional advice as you move forward with your efforts. We're here to help!

On behalf of the Resource Team, I want to personally thank you for sharing your community with us during our stay. Special thanks to Charyl Fields and the Leadership Plenty group for putting together the logistics. On a personal note...I've eaten a lot of kuchen in my life, but none better than what we had in Parkston! Maybe you should consider being "Kuchen Capital of the World!" (Just kidding!)

Excellence is a habit, and Parkston has certainly figured that out. I look forward to seeing and hearing about your successes in the near and distant future.

Sincerely,

Karen Burket  
Resource Team Leader

## Introductions by Resource Team Members

**Gary Archambault (Small Business Innovation Research Center):** I serve as the Director of the Small Business Innovation Research Center in South Dakota. The Center assists technology-based businesses and start-up companies. I would like to thank the people of Parkston for their hospitality during the Community Assessment. I was impressed by Parkston, its people, and its desire to design a strategy to ensure the communities future vitality.

**John Deppe (Lower James RC&D):** You were a great community to listen to and visit during the community assessment. You are a gracious host, have a beautiful community, and you taught me much about Parkston and economic development.

Parkston has many, many, assets such as their people, existing businesses, and location - which all add up to a wonderful potential for the future. I wish you the very best in your community efforts to come, and thank you for your welcome and hospitality while I was in Parkston. Thanks!

**Stephanie Judson (South Dakota Community Foundation):** I have worked with rural communities facing economic development issues for almost a decade. I have had the pleasure to work with members of the Parkston community in the establishment of the Parkston Area Foundation. For the past 2 ½ years, your community has worked diligently to build a fund that will provide for the ongoing support of programs and projects in your community. I look forward to working with those that are committed to seeing this fund reach \$1 million—and after spending three days in your community, I know it will be sooner rather than later.

I am sincere when I say that Parkston is a great community that has a lot to offer current residents as well as those looking to relocate to small town America. I was overwhelmed by the pride and spirit of the community and the willingness to work together. Parkston has a lot going for it, and the fact the community still thinks there is room for improvement will only prove to be yet another benefit for your town.

Thank you so much for the generosity and kindness extended to us during our stay. Everyone was so gracious and friendly to all of us “outsiders,” and that made us feel right at home. I look forward to seeing what is all happening in Parkston in the months and years ahead.

**Tim Murray (Rural Development Manager):** I truly enjoyed my time in Parkston, thank you very much for your hospitality. Since I live in Mitchell, I have over the years had several opportunities to visit your wonderful community and I have always been extremely impressed with your clean community. I enjoyed our breakfast at the senior citizens center and all of our listening sessions. The energy and tenacity to succeed were evident within every session. Congratulations on being such a great community with the vision to see bigger and better things and thanks again for all your hospitality.

**Rachael Sherard (Avera Foundation):** I would like to thank Charyl Fields, the LeadershipPlenty cohort, and many volunteers for organizing the many details that made this community assessment so enjoyable. I would also like to thank all of the individuals who participated in the listening sessions and community pot luck, your participation is a testimony of the community's true desire to progressively transition Parkston into the future. Thank you for your hospitality; the accommodations at the Golden Wing were wonderful down to the detail of Dimock cheese and soda in the refrigerator and the coffee in ready to be brewed! The meals provided by the various organizations were also very much appreciated; I must admit the kuchen was my favorite! Thank you for allowing me the opportunity to experience Parkston.

**Marcia White (Universtiy of Nebraska):** I participated in the Parkston Community Assessment to help me prepare for coordinating a community assessment program in Nebraska. I couldn't have asked for a better set of teachers: the community members were so hospitable, open and obviously interested in building a bright future for Parkston; the team members were knowledgeable, flexible and tolerated all my questions. Thanks for everyone for the hospitality and enthusiasm.

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

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

The Parkston Leadership Plenty Organization, in cooperation with the City of Parkston, coordinated the Community Assessment locally with financial support provided through a grant from the South Dakota Community Foundation. Charyl Fields served as the community planning leader 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 215 individuals during the three-day period from April 18-20. The team interviewed representatives from the following segments of the Parkston community: Healthcare, Law Enforcement, Emergency Services, Families & Childcare Providers, Food Service and Lodging establishments, Educators and School Administration, Youth, City Council, County Commissioners, School Board, Churches, Non Profits, Chamber, Agri-Business and Farmers, Economic Development Groups, Seniors, 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 Parkston?**
- **What do you think are the major strengths and assets of Parkston?**
- **What projects would you like to see completed in two, five, ten, and twenty years in Parkston?**

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 Parkston.

An oral report was presented to the residents of Parkston on April 20, 2006. Following the oral report, a formal written report was prepared and presented to the community of Parkston. A community follow-up and prioritization meeting will be held in Parkston after this report is distributed and made available to the community at large.

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*Parkston, South Dakota*  
*April 18-20, 2006*

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# Parkston Community Assessment Agenda

## *April 18-20, 2006*

### Tuesday, 4-18-06

<b>TIME</b>	<b>TITLE</b>
4:30 pm - 6:00 pm	Resource Team Meets
6:00 pm – 7:00 pm	Listening Session: Civic, Non-profit Groups & Churches
7:00 pm – 8:00 pm	Listening Session: Law Enforcement, Fire Dept., EMS
8:00 pm – 9:00 pm	Listening Session: City Council, County Commissioners, Zoning

### Wednesday, 4-19-06

<b>TIME</b>	<b>TITLE</b>
7:00 am – 8:00 am	Listening Session: Teachers, Administration
8:15 am – 9:30 am	Community Tour
9:45 am – 10:45 am	Listening Session: Youth / Students
10:45 am – 11:30 am	Hospital Tour
12:00 am – 1:00 pm	Listening Session: Health Care Providers
1:00 pm – 2:00 pm	Listening Session: Minorities and Agriculture
2:00 pm – 3:00 pm	Listening Session: Parents and School Board
4:00 pm – 5:00 pm	Listening Session: Health Care Providers
5:15 pm – 6:15 pm	Listening Session: Commercial Club, Economic Dev., Retail, Tourism
7:00 pm – 8:00 pm	Listening Session: Families and Child Care Providers

### Thursday, 4-20-06

<b>TIME</b>	<b>TITLE</b>
7:30 am – 8:30 am	Listening Session: Senior Citizens
9:00 am – 10:00 am	Listening Session: General Open Session
11:00 am – 12:00 pm	Listening Session: Senior Citizens
12:00 pm – 1:00 pm	Listening Session: Financial Planning and Banking
1:00 pm – 2:00 pm	Listening Session: General Open Session
2:00 pm – 6:00 pm	Resource Team Preparation
6:00 pm – 7:00 pm	Community Potluck
7:00 pm – 8:00 pm	Town Hall Meeting



*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 Parkston, 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)

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# INFRASTRUCTURE

**SUB THEME: EMT Recruitment**

**Challenge:** There is a critical need to recruit new EMS volunteers for the ambulance service.

**Recommendation:** When I do community assessments, there is always a session where I know I'll find some of the most dedicated and compassionate members of the community. Time and time again that session involves the EMS and fire department personnel. They are impressive groups. They donate their time and talents to helping others, while sacrificing time away from family and work.

One of the things I was surprised by during our visit to Parkston was the small number of people on the ambulance service. I don't think I have heard of a volunteer service that functions on this few of members. This is a need that absolutely, without a doubt has to be addressed. I want to encourage the whole community to get behind this effort. If this need isn't addressed soon and with a passion, Parkston will risk losing its current EMTs to burnout.

Being in EMS, I understand what a commitment the job is, but it is probably the favorite thing I do. I would not trade the friends I've made and the people I've helped for anything. As Parkston looks at recruitment of EMTs, think outside the box. An ad in the paper isn't going to cut it, there needs to be more of a personal approach.

How do we recruit members for EMS so volunteering for service is not a burden? First and foremost I want it to be said that I think we shoot ourselves in the foot when it comes to recruiting volunteers. We tell everyone how much time it takes. We complain about the testing to become an EMT. We whine about the recertification requirements. We talk about getting calls in the middle of the night and so on and so forth. If you think about it, why would anyone sign up for service? Would any "normal" person want a part of that? Save the complaining for Pierre and focus on the positive things in Parkston.

When talking with people, promote the good things about the job, not the bad things. If someone says, "How can you be an EMT? Doesn't it take a lot of time?" Answer, "Yes, it does, but I love it because..."

We need to focus more on promoting the friends we make and the feeling we get from helping others. There is no other group of people I would want in charge of my family if they needed EMS than the people on my ambulance service. Other services out there may have fancier equipment or paramedics, but I'm convinced no one will go above and beyond like small town EMTs.

## INFRASTRUCTURE

### *EMT Recruitment*

When recruiting, it's important to acknowledge the test is tough and the hours stink, but that shouldn't be our focus. Tell a recruit you will help them through the training and that once they are through it, you'll help them with calls until they are comfortable. I'm afraid we look at new volunteers as being "fresh meat" and we are so anxious to lift the burden, that we overwhelm them.

In Platte, we've taken a couple of hints from our fire department. They never have problems recruiting people. Take the liquid refreshment factor out, and the reason they have a full force is because they do things that promote camaraderie. For example, they always order pizza or grill out before or after a meeting. This gives people time to visit with each other and talk about different call they may have been on. It also gives people a chance to eat as they probably just got home from work and then needed to run to the meeting. We've stated doing this at some of our meetings and attendance has increased at those meetings.

When we recruited this last time in Platte, we really did an all out publicity blitz in the newspaper and had EMTs seek out others they thought would be good candidates. We did funny things like "The Top Ten Reasons to be an EMT." With that we put funny things like "you get to see what everyone really looks like at 4AM," "you get a warm, fuzzy feeling in you heart when you help someone," and "you don't have to worry about the pay putting you in a different tax bracket" (because there isn't any!)

We also had EMTs write letters to the editor about what they like about being an EMT. I'll admit it, I had to write most of them (trying to get guys to write a letter to the editor is like pushing a rope) and most everyone just signed off on it, but it worked. People seemed to respond to that.

During the training we enlisted the help of community volunteers to feed the class. Everyone seemed to appreciate that as it made it easier for them to get to class on time and it was one less thing to worry about. We also had a veteran EMT assigned to each class night so they could help with questions, training, etc....It is nice for new recruits to hear that the National standards they are tested on are by no means the way things are done on rural, volunteer services. Let's face it, the training is overwhelming and it is great to have someone say, "You just need to get through this training, and then things are more realistic on the ambulance service." (Does the term "load and go" ring a bell?)

When recruiting, it is vital to educate the community as to how much money is saved on taxes by having a volunteer service. We compared what surrounding towns with paid services are paying in taxes compared to Platte. We also made a plea to business owners to make it possible for EMTs to leave work during the day to go on a call. Platte had been struggling with filling day shifts because employers weren't allowing employees to leave work or they had to clock out if they did. We really worked the fact that those businesses would be paying so much more in taxes if it weren't a volunteer service. I firmly believe people should not have to lose money if they volunteer to be an EMT. Make businesses aware of the alternatives.

## INFRASTRUCTURE

### *Streets*

I want to recommend that you explore the possibility of paying your volunteers something. Even if it is something small, the current volunteers appreciate it. I know a number of our EMTs use the payment to do something with their family or save it to buy something for the household. Granted, it's not much, but it is a gesture that is appreciated and used to compensate for time away from families.

I wish I had a number of resources to give you, but the answers to the recruitment problem really lie in your own community. You have to find a way for people to step up to the plate. I'm listing the State Department of Public Safety as a contact to see what other communities have done. Give me a call and we can brainstorm some ideas.

#### **Resources:**

Office of Emergency Medical Services  
South Dakota Department of Public Safety  
118 W. Capitol  
Pierre, SD 57501  
Bob.graff@state.sd.us  
www.state.sd.us/dps/EMS

Karen Burket  
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605-337-2895

<b>SUB THEME: Streets</b>
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**Challenge:** Some of the participants raised the issue of improving the streets in town.

**Recommendation:** Street improvements can be financed in a number of ways: a) the USDA-Rural Development Community Facility loan program, b) a city special assessment process, c) using general city tax dollars, d) with city general obligation bonds, e) using sales tax revenue bonds, f) in some instances Rural Electric loan funds and/or SD Department of Transportation Grant funds (Industrial Park, Agra-Business, and Community Access), and g) HUD CDBG funds from the State. The City may use several sources to complete street projects, depending on the location of the project and the source of funds available. Each program may have some different requirements about how and where the money may be used. For example, USDA Rural Development Community Facility Loan/Grant Programs are available to assist with the construction of streets, but will need to be backed by a revenue source (sales tax) and/or general obligation bonds (general tax dollars). General obligation bonds will require an election.

## INFRASTRUCTURE

### *Streets*

#### SDDOT Industrial Park Road Grants

- No Application Deadline
- Eligible applicants are units of government
- Preliminary engineering report with cross sectional drawings and cost estimates is required for application
- There is 20% local cash match required for construction costs if the project is located within an industrial park or 40% for a road leading to or running adjacent to an industrial park.
- The unit of government pays for all engineering fees.
- The unit of government also agrees to operate and maintain the road for its useful life.
- Utilities are not eligible matching costs, and are the entire responsibility of the unit of government.
- Minimum capital investment of at least five times the required state participation costs
- Five new jobs will be created by the industry.
- Commitment by a business to begin construction on their facility within six months of date of grant approval; or evidence that the new construction has taken place within the last year.
- Land in industrial park must be zoned Industrial.
- Land in the industrial park must be owned by the government, industry, or an industrial development corporation.

Agri-Business Access Grants - Requirements are similar to the industrial road grant program, except there is a 40% local match required on all construction costs and the road must serve as the primary access to an agricultural production or service business. There is no deadline.

#### Community Access Grant Program

- Available to units of governments with populations less than 5,000 in population.
- Purpose is to enhance existing roads to downtown areas or for roads leading to schools, hospitals, grain terminals, or other significant traffic generating features of a community.
- Grant may not exceed \$400,000 and a local match of 40% of the construction costs is required. All engineering fees costs and administrative fees are to be paid by the applicants.
- Engineering Report with cross sectional and cost estimates is highly recommended.
- Resolution to apply that commits funds and operations and maintenance as well as securing needed easements for project.
- Applications usually are accepted once a year around August 1.

We would suggest before street improvements are started that all water, sewer, and storm sewer improvements have been undertaken to ensure that the street does not have to be destroyed in order to complete other infrastructure improvements.

## INFRASTRUCTURE

### *Streets*

#### **Resources:**

USDA – Rural Development  
Timothy W. Murray  
1820 North Kimball, Suite C  
Mitchell, SD 57301  
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East River Electric Cooperative  
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South Dakota Department of Transportation  
Community Access Grants  
700 Broadway Ave. E.  
Pierre, SD 57501-2586  
Phone: 605-773-6253  
Fax: 605-773-3921  
<http://www.sddot.com/fpa/lga/econdevgrants.asp>

Planning & Development District III  
1808 Summit Street  
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Yankton, SD 57078  
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districtiii@districtiii.org

## INFRASTRUCTURE

### *Curb and Gutter*

<b>SUB THEME:</b> <b>Curb and Gutter</b>
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**Challenge:** Many of the streets in town do have curbs and gutters. The town of Parkston has had a plan to do approximately 8 blocks a year; many communities would love to be able to do this. We heard many residents who would like to see them installed throughout the city.

**Recommendation:** Curb and gutter is often considered drainage/storm water control. Curb and gutter can be undertaken during a street reconstruction/improvement project. The simplest way to finance this is for the city to let the contracts and follow the special assessment process. Curb and gutters can be included in financing on SDDOT funded projects under the Community Access Program. Parkston would work with the Planning District to access these funds. The HUD CDBG funds administered by the Governor's Office of Economic Development can be used for curb and gutter installation in areas that primarily benefit low and moderate income persons. The Planning District will assist in applying for these funds from the state.

Grant funds for curb and gutter are generally very limited and usually coincide with a broader water and waste/water improvement project. Like Parkston, most communities approach this by doing a few blocks each year.

**Resources:**

Planning & Development District III  
1808 Summit Street  
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Phone: 605-665-4408  
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<http://www.sddot.com/fpa/lga/econdevgrants.asp>

INFRASTRUCTURE  
*Main Street Building Accessibility*

<b>SUB THEME:     Main Street Building Accessibility</b>
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**Challenge:** Maintaining a vibrant and sustainable Main Street is a goal in many rural communities. Many of the individuals we spoke to wished more of the businesses on Main Street were handicap accessible.

**Recommendation:** I am attaching USDA Rural Development’s accessibility guidelines. Your community may wish to form a committee to work on accessibility issues and funding the projects. I am also attaching some possible sources for funding.

**ACCESSIBILITY GUIDELINES FOR MAINSTREET BUILDINGS:**

SECTION 504 OF THE REHABILITATION ACT (RA) APPLIES TO DIRECT LOANS / GRANTS. DESIGN STANDARDS ARE THE UNIFORM FEDERAL ACCESSIBILITY STANDARDS (UFAS). ). <http://www.access-board.gov/ufas/ufas-html/ufas.htm>

AMERICANS WITH DISABILITIES ACT (ADA) APPLIES TO AREAS OF PUBLIC ACCOMMODATION WHETHER DIRECT OR GUARANTEED. PUBLIC BODIES, INCLUDING STATE & LOCAL GOVERNMENTS ARE COVERED BY TITLE II & PRIVATE ENTITIES BY TITLE III. DESIGN STANDARDS ARE THE ADA ACCESSIBILITY GUIDELINES (ADA-AG). <http://www.access-board.gov/adaag/html/adaag.htm>

THE FOLLOWING CHECKLIST MAY BE USED AS A GUIDE, HOWEVER DESIGNERS MUST CONSULT THE UFAS & ADA/AG FOR DETAILED PROJECT SPECIFIC REQUIREMENTS:

BASIC ELEMENTS OF SITE ACCESSIBILITY  
AN ACCESSIBLE ROUTE MUST CONNECT BUILDING ENTRANCES TO PUBLIC STREETS & WALKS, PARKING, & PUBLIC / COMMON USE SITE AMENITIES.

PARKING: UFAS 4.6  
STANDARD H.C. PARKING WIDTH: 8’ SPACE + 5’ ACCESS AISLE  
VAN ACCESSIBLE PARKING WIDTH: 8’ SPACE + 8’ ACCESS AISLE (ADA/AG REQUIRES VAN ACCESSIBLE PARKING AT PLACES OF PUBLIC ACCOMMODATION)  
ACCESS AISLES: DIAGONAL STRIPPING OR OTHER LOCALLY APPROVED MARKINGS  
MAX SLOPE IN ANY DIRECTION: 1:50 (2%)  
BUILT-UP CURB RAMPS: MAY NOT PROJECT INTO ACCESS AISLES  
SIGNAGE: POST / WALL MOUNTED SIGNS NOT OBSCURED BY PARKED VEHICLES

CURB RAMPS: UFAS 4.7  
MAX SLOPE: 1:12 (8%) LIPS MAY NOT EXCEED ¼” VERTICAL OR ½” BEVELED AT 1:2  
MAX FLARED SIDE SLOPE: 1:12 (8%) EXCEPT 1:10 (10%) WHERE NOT PART OF CROSSWALK  
MAX CROSS SLOPE: 1:50 (2%)  
MAX SLOPE OF ADJOINING WALKS: 1:20 (5%)  
BUILT-UP CURB RAMPS: MAY NOT PROJECT INTO TRAFFIC LANES OR ACCESS AISLES  
MIN WIDTH: 36”

## INFRASTRUCTURE

### *Main Street Building Accessibility*

#### SIDEWALKS: UFAS 4.3

MAX SLOPE: 1:20 (5%) LEVEL CHANGES MAY NOT EXCEED ¼" VERTICAL OR ½" BEVELED AT 1:2

WALKS STEEPER THAN 1:20 MUST BE DESIGNED AS RAMPS

MAX CROSS SLOPE: 1:50 (2%)

MIN WIDTH: 36" WHEN LESS THAN 60", PROVIDE 60" BY 60" PASSING SPACES AT 200' INTERVALS

#### RAMPS: UFAS 4.8

MAX SLOPE: 1:12 (8%)

MAX CROSS SLOPE: 1:50 (2%)

MIN WIDTH: 36"

MAX RISE PER RUN W/O INTERVENING LEVEL LANDINGS: 30"

LEVEL LANDING LENGTH AT TOP & BOTTOM: 60"

EDGE PROTECTION: DROP OFF EDGES SHALL HAVE MIN 2" CURBS, WALLS, OR MIN 12" PROJECTING SIDES TO PREVENT SLIPPING OFF THE EDGE.

HANDRAILS ON BOTH SIDES: REQUIRED WHEN RISE EXCEEDS 6" OR RUN EXCEEDS 72"

HANDRAIL SIZE: 1 ¼" TO 1 ½" DIA. WITH 1 ½" CLEARANCE AT WALLS. EXTEND

HANDRAILS AT LEAST 12" BEYOND THE TOP & BOTTOM OF RAMPS WITH ROUNDED OR RETURNED ENDS.

HANDRAIL HEIGHT: 30" TO 34"

#### PROTRUDING OBJECTS: UFAS 4.4

MAY NOT REDUCE THE MIN 36" CLEAR WIDTH. OBJECTS BETWEEN 27" & 80" HIGH MAY NOT PROTRUDE MORE THAN 4" IF WALL MOUNTED OR 12" IF FREE STANDING OR POST MOUNTED.

#### BASIC ELEMENTS OF INTERIOR ACCESSIBILITY

AN ACCESSIBLE ROUTE MUST CONNECT PUBLIC & COMMON USE AREAS & EMPLOYEE AREAS THAT COULD EMPLOY HANDICAPPED PERSONS. (ACCESSIBILITY IS NOT REQ. TO LIFT STATIONS, PITS, CRAWL SPACES, MECH. ROOMS, PIPING / EQUIP CATWALKS, ELEC. & TEL CLOSETS, & GENERAL UTILITY ROOMS, OR AREAS WHERE MOBILITY IS REQ. IN THE JOB DESCRIPTION.)

#### ACCESSIBLE ENTRANCE DOORS: UFAS 4.13

MIN CLEAR WIDTH: 32" MEASURE BWT. DOOR FACE & STOP WHEN OPEN 90 DEGREES MANEUVERING CLEARANCE: PROVIDE 60" LONG LEVEL LANDINGS WITH 18" LATCH SIDE CLEARANCE, UNLESS OTHER DIMENSIONS ARE REQUIRED BY UFAS FIG. 25.

MIN SPACE BETWEEN DOORS IN SERIES: 48" + WIDTH OF ANY DOOR SWING INTO THE SPACE

MAX THRESHOLD HEIGHT: ½" EXCEPT ¾" FOR EXTERIOR SLIDING DOORS

DOOR HARDWARE: LEVER

#### INTERIOR ACCESSIBLE ROUTE: UFAS 4.3

MIN CLEAR WIDTH: 36" SEE UFAS FIG 7 FOR WIDTHS AT OBSTRUCTIONS

CHANGES IN LEVEL: MAY NOT EXCEED ¼" VERTICAL OR ½" BEVELED AT 1:2

PROTRUDING OBJECTS: MAY NOT REDUCE THE MIN 36" CLEAR WIDTH. OBJECTS BETWEEN 27" & 80" HIGH MAY NOT PROTRUDE MORE THAN 4" IF WALL MOUNTED OR 12" IF FREE STANDING.

PUBLIC & COMMON USE ROOM DOORS: (UFAS 4.13) 32" CLEAR OPENING, LEVER HARDWARE, & MANEUVERABILITY CLEARANCE PER UFAS FIG. 25. DOORS SHALL NOT SWING INTO THE FLOOR SPACE REQ. FOR ANY FIXTURE.

MANUFACTURING / WORK AREAS: FOR A H.C. PERSON TO DETERMINE IF THEY CAN DO THE WORK (WITH REASONABLE ACCOMMODATION) THEY MUST BE ABLE TO APPROACH, ENTER & EXIT.

## INFRASTRUCTURE

### *Main Street Building Accessibility*

DRINKING FOUNTAINS, WATER CLOSETS, TOILET STALLS, URINALS, LAVATORIES & MIRRORS & SHOWER STALLS: SEE UFAS 4.15, 4.16, 4.17, 4.18, 4.19 & 4.21

(NOTE: THESE SECTIONS SPECIFY CLEAR FLOOR SPACE, MOUNTING HEIGHTS, GRAB BARS, ETC. SEE UFAS 4.22 & 4.23 FOR ROOM DOOR & TURNING RADIUS REQMTS.)

TOILET ROOMS & BATHROOMS: SEE UFAS 4.22 & 4.23

(NOTE: IN ROOMS WITH ONLY ONE WATER CLOSET, ONE LAV & ONE SHOWER, A 30" x 60" CLEAR FLOOR SPACE MAY BE USED IN LIEU OF A 60" UNOBSTRUCTED TURNING RADIUS.)

SINKS IN BREAK ROOMS OR COMMON USE KITCHENS: UFAS 4.24

MAX 34" HIGH WITH MAX 6 ½" DEEP BOWL & MIN 27" HIGH x 30" WIDE x 19" DEEP KNEE SPACE WITH LEVER HARDWARE & INSULATED PLUMBING. CLEAR FLOOR SPACE FOR KITCHEN APPLIANCES & FIXTURES SHALL BE AT LEAST 30" x 48".

STORAGE: SEE UFAS 4.25

HANDRAILS, GRAB BARS & TUB & SHOWER SEATS: SEE UFAS 4.26

CONTROLS & OPERATING MECHANISMS: UFAS 4.27

MIN CLEAR FLOOR SPACE: FORWARD OR SIDE APPROACH OF 30" x 48"

CONTROL HEIGHT: FRONT APPROACH: 15" TO 48", EXCEPT 44" FOR REACHES OVER OBSTRUCTIONS. SIDE APPROACH: 15" TO 54", EXCEPT 46" OVER OBSTRUCTIONS.

ALARMS, TACTILE WARNINGS, SIGNAGE & TELEPHONES: SEE UFAS 4.28, 4.29, 4.30 & 4.31

NOTE: ADA/AG 4.30 REQUIRES BRAILLE CHARACTERS ON SIGNS DESIGNATING PERMANENT ROOMS & SPACES – MOUNTED AT 60" ON THE LATCH SIDE OF THE DOOR.

ELEVATORS & PLATFORM LIFTS: SEE UFAS 4.10 & 4.11

ELEVATORS ARE REQ. IN MULTI-LEVEL FACILITIES SERVING THE PUBLIC FOR DIRECT LOANS / GRANTS & FOR PUBLIC BODIES, UNLESS NON GRADE LEVEL FLOORS ARE ONLY MECHANICAL SPACES. THE ADA/AG DOES NOT REQUIRE ELEVATORS FOR GUARANTEED LOANS TO PRIVATE ENTITIES FOR FACILITIES LESS THAN 3 STORIES OR 3,000 SF PER FLOOR.

ACCESSIBILITY FOR EXISTING FACILITIES

SELF EVALUATION & TRANSITION PLANS MUST BE PREPARED IN COLLABORATION WITH KNOWLEDGEABLE INDIVIDUALS / ORGANIZATIONS. OWNERS MUST MAINTAIN A RECORD OF; (1) PERSONS CONSULTED; (2) PROBLEMS IDENTIFIED; & (3) MODIFICATIONS / REMEDIAL STEPS TAKEN. NON STRUCTURAL BARRIERS MUST BE IMMEDIATELY REMOVED, & A TRANSITION PLAN DEVELOPED, SETTING FORTH TIME FRAMES FOR REMOVAL OF STRUCTURAL BARRIERS.

PRIORITY MUST BE GIVEN TO MAKING ACCESSIBLE AREAS WHERE PUBLIC ACCESS IS REQUIRED, SUCH AS FOR THE PAYMENT OF BILLS OR INQUIRIES REGARDING SERVICES OR EMPLOYMENT. BARRIERS TO AREAS WHICH MAY RESULT IN EMPLOYMENT OF HANDICAPPED INDIVIDUALS & OTHER COMMON USE AREAS, SUCH AS MEETING / COMMUNITY ROOMS & PUBLIC TOILETS, MUST ALSO BE ADDRESSED. FOR A H.C. PERSON TO DETERMINE IF THEY CAN DO THE WORK (WITH REASONABLE ACCOMMODATION) THEY MUST BE ABLE TO APPROACH, ENTER & EXIT MANUFACTURING / WORK AREAS. ACCESSIBILITY IS NOT REQUIRED TO LIFT STATIONS, PITS, CRAWL SPACES, MECH. ROOMS, PIPING / EQUIP, CATWALKS, ELEC. & TEL. CLOSETS, & GENERAL UTILITY ROOMS, OR AREAS WHERE MOBILITY IS REQ. IN THE JOB DESCRIPTION.

## INFRASTRUCTURE

### *Main Street Building Accessibility*

BARRIER REMOVAL MAY INCLUDE, BUT IS NOT LIMITED TO: DESIGNATING ACCESSIBLE PARKING; INSTALLING RAMPS & CURB CUTS; REPOSITIONING FURNITURE, VENDING MACHINES, TELEPHONES & TOWEL DISPENSERS; INSTALLING FLASHING ALARM LIGHTS; WIDENING DOORS OR INSTALLING OFFSET HINGES TO WIDEN DOORWAYS; INSTALLING ACCESSIBLE DOOR HARDWARE; INSTALLING GRAB BARS, RAISED TOILET SEATS OR FULL LENGTH MIRRORS; REARRANGING TOILET PARTITIONS TO INCREASE MANEUVERING SPACE; INSULATING PIPES UNDER SINKS; & REMOVING HIGH PILE, LOW DENSITY CARPETING.

### **Resources:**

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

South Dakota State Historical Society  
900 Governors Drive  
Pierre, SD 57501  
605-773-3458

*Assistance with preservation of structures and low interest loans*  
Preserve South Dakota  
P.O. Box 113  
105 S. Pierre Street  
Pierre, SD 57501  
605-945-0409  
[www.preservesd.org](http://www.preservesd.org)

National Trust for Historic Preservation  
1785 Massachusetts Ave. N. W.  
Washington, D.C. 20036  
1-202-588-6000  
1-202-588-6038 fax  
[www.nationaltrust.org](http://www.nationaltrust.org)

Governors Office of Economic Development – GOED  
711 E. Wells Ave.  
Pierre, SD 57501  
605-773-3301  
[goedinfo@state.sd.us](mailto:goedinfo@state.sd.us)  
[www.sdgreatprofits.com](http://www.sdgreatprofits.com)

## INFRASTRUCTURE

### *Affordable Housing*

<b>SUB THEME:     Affordable Housing</b>
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**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 you would like the younger generations to move back to Parkston to work and raise their families. These requirements also require quality homes and neighborhoods to attract this sector to the community. The current homes are very well maintained, but there is a need for affordable, updated single family homes to attract young families. Although there may be some housing available, many young families are looking for the same quality of housing (or better) than they grew up with. The homes should have a minimum of three bedrooms and be more up-scale than some of the existing homes. Older homes, while often exhibiting much vintage character, often have “old house issues,” such as poor or settled insulation, old plumbing, old wiring, and drafty windows. It would be nice to eliminate some of these poorer quality homes and perhaps rebuild new single family homes on these existing lots. While it may be practical to raze older homes, some offer aesthetic and historic appeal. Parkston has already started the process of cleaning up unsightly properties. The challenge is to replace the homes with something Parkston can be proud of.

**Recommendation:** Housing may be one of the most important aspects of economic development. When an industry looks at your community for a possible relocation or start up, one of the first questions asked “Is there any housing for my employees available?” Don’t let it break a deal for your community. Having quality affordable housing is one aspect of a broad-based economic development strategy.

#### Affordable Housing - Development

Affordable Housing can be broken down into two specific areas: Affordable housing development (home builder perspective) and affordable home ownership (home buyer perspective). Each of these areas will be discussed separately. I will also discuss site development.

In terms of Affordable Housing Development, the first thing to look at is the Governors House program through the South Dakota Housing Development Authority. Governors homes are standardized homes built by prisoners in South Dakota. They are sold to individual home buyers or development groups at a cost around \$33,000 for a 960 sq. ft. home. These can be placed on top of a full basement, or turned into split levels in order to increase the size of the home. Income qualifications for potential homebuyers apply. In some communities, these have been used to provide affordable housing for all age groups. In other communities, they have placed these homes side by side, attached garages, and created one-level homes for elderly individuals in the community (including rentals).

## INFRASTRUCTURE

### *Affordable Housing*

Individuals that you may wish to contact if you wish to design a similar project are: The Prairieland Housing Development has used governor's homes to create some housing projects in Alexandria, Emery, White Lake, and Plankinton. Contact them at the address below for more information.

This is a great place to start and a real learning experience. In addition the USDA Rural Development has affordable housing programs of which there is a site development program along with a 504 rehab loan and grant program.

For full information on each of these programs, contact the various assistance providers (see contact information below) or for a short overview of the programs, you can go to [www.sdcommunitynetwork.com](http://www.sdcommunitynetwork.com) and click on Financial Resources, Housing Development section. Most of these various programs specifically address affordable single-family and multi-family housing rather than mid or upper level housing.

To address your housing concerns, you might put together a joint taskforce or committee to assess local housing concerns involving multiple partners in the community (development corporation, city, housing organizations, etc). Invite key resource people (program sponsors) to come and present at one or more of these joint taskforce meetings to provide overviews of their programs. This is an opportunity for you to engage these organizations one-on-one about ways that you might tap into their programs to address local housing issues. Have a brief 1 to 2 hour group session with a panel of experts. Involve the SDHDA, Rural Development, banks, utilities, Third Planning District, HOAP, private developers, city, county, major employers, Dev. Corp, Housing Authority, etc.

### Affordable Housing – Home Ownership Financing

As stated above, there are two pieces to providing affordable housing. There is the development piece, and then there is a piece that deals with helping individuals finance home ownership. There are a myriad of programs available to assist potential homeowners in financing a home purchase. As a community, you can help this process along by making sure that this information is available to potential homebuyers from several sources (i.e. from the bank, city, realtors, etc). Having a short and concise publication about these various financing alternatives readily available to potential homeowners will help to eliminate some of the gaps to this information and, hopefully, assist potential homeowners in Parkston. I will list a few of these programs below. Again, for more detailed information on each of these financing sources, you can go to [www.sdcommunitynetwork.com](http://www.sdcommunitynetwork.com) and click on Financial Resources, Homeowner programs section. Or contact the various sources directly.

Education on home ownership is also important. Contact HOAP (882-5336) for home ownership education assistance if you do not currently offer this service locally. Consider hosting a home ownership (and Home Rehabilitation) forum for the community. Set up booths/tables (school gym) after the group session for all the resource people that want one. Have them bring their experts and handouts so that they can visit one-on-one with community residents. USDA Rural Development has helped to coordinate these events for

## INFRASTRUCTURE

### *Affordable Housing*

communities. Third Planning District might be able to help provide some assistance in this regard as well.

#### Housing Site Development

The next thing is to develop housing sites with infrastructure in place, i.e. water, sewer, street, curb, gutter, electric, phone, natural gas, etc. Both the South Dakota Housing Development Authority 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 development project. However, all these programs have guidelines as to the cost of the home and 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 strategy increasingly 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 development 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 couple lots. As those get sold, you can then look to do additional site development on other lots. This will help reduce some of the risk associated with type of project and reduce the potential costs to the city, county, or other entity that is helping to oversee and finance this project.

Some of the programs you may wish to highlight include:

1. USDA – Rural Development has the Section 504 Rural Home Repair Loan & Grant Program that is available to assist eligible very low income homeowners make repairs to their homes. Repairs can be made to improve or modernize the home, to make it safe, sanitary, or to remove health and safety hazards. Rates and terms are 1% with up to 20 years to repay the loan. Grants are available only for repairs that remove health or safety hazards. Applicants for the grants must be at least age 62.
2. USDA – Rural Development has the Direct 502 Housing Program available to eligible very Low, Low and Moderate income families to repair or improve their homes. This is a program with interest rates as low as 1%. Loans may be made for 100% of the appraisal with a maximum 33 year term.
3. USDA – Rural Development - Housing Preservation Grants - Assist very low and low income rural individuals homeowners assistance to repair or rehabilitate their buildings.

## INFRASTRUCTURE

### *Affordable Housing*

4. South Dakota Housing Development Authority (SDHDA) has a Community Home Improvement Program or CHIP. The program provides low interest loans to income eligible owners for repairs or improvements to their single family residence. The interest rate depends on the family income with a 7 year repayment term.
5. SDHDA HOME Program – Can provide funds for rehabilitation of affordable housing.
6. SDHDA Paint SD Program – Provides paint and supplies to community-based organization to paint one house in the community.
7. Veterans Administration: Specially Adapted Housing for Disabled Veterans – Help certain severely disabled veterans acquire a home which is suitably adapted or to purchase equipment to adapt a current home to meet the special needs of the individual

### **Resources:**

USDA – Rural Development  
1820 N. Kimball, Suite C  
Mitchell SD 57301  
Phone: 605-996-1564 Ext. 4  
Fax: 605-996-0130

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

US Department of Housing and Urban Development  
2400 West 49<sup>th</sup> Street, Suite I-201  
Sioux Falls, SD 57105  
Phone: 605-330-4223  
[www.hud.gov/southdakota](http://www.hud.gov/southdakota)

Federal Home Loan Bank – Des Moines  
Community Investment  
907 Walnut Street  
Des Moines, IA 50309  
Phone: 800-544-3552 Ext. 1173  
[www.fhlbdm.com](http://www.fhlbdm.com)

## INFRASTRUCTURE

### *Affordable Housing*

#### **Resources (continued):**

Home Ownership Assistance Program – HOAP

312 9<sup>th</sup> Ave. SE, Ste. C

Watertown, SD 57201

Phone: (605) 882-5336 or (605) 216-6659

Fax: (605) 882-5229

hoap@iw.net or www.hoap.info

U.S Department of Veterans Affairs

VA Regional Loan Center

1 Federal Drive

St. Paul, MN 55111-4050

800-827-0611

www.vba.va.gov/rostpaul.htm

Housing Assistance Council, Midwest Office

10920 Ambassador Dr., Suite 220

Kansas City, MO 64153

Phone: 816-880-0400

Fax: 816-880-0500

midwest@ruralhome.org

www.ruralhome.org

Todd Meierhenry, Counsel

(Has provided bond counsel services for many Essential Function Bond transactions and Tax Increment Financing)

Danforth, Meierhenry & Meierhenry

315 So. Phillips Avenue

Sioux Falls, SD 57102

605-336-3075

todd@meierhenrylaw.com

Some development projects that were very successful and featured at the South Dakota Housing Conference in November, 2005 are:

HAPI (Homes Are Possible, Inc.)

Lea Amdahl, Executive Director

PO Box 1972

Aberdeen, SD 57402-1972

225 4274

Fax: (605) 226-3217

hapi@nvc.net

www.homesarepossible.org

Praireland Housing Development

Planning and Development Dist. III

PO Box 687

Eric Ambrosan, Governors House Phone:(605)

1808 Summit Street

Yankton, SD 57078

Phone: (605) 665 4408 or (800) 952 3562

Fax: (605) 665 0303

districtiii@districtiii.org

www.districtiii.org

## INFRASTRUCTURE

### *Affordable Housing*

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, nonprofit entity which uses no State tax dollars. Their website will point you to the numerous programs they offer.

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)
- Home Ownership Programs  
Brent Adney, Director  
Phone: (605) 773 5157  
[brent@sdhda.org](mailto:brent@sdhda.org)

# BUSINESS DEVELOPMENT

**SUB THEME: Business Creation**

**Challenge:** One of the challenges mentioned repeatedly at listening sessions is new business creation. Parkston has the local commitment and talent to encourage new business creation. The Parkston community needs to work together to develop strategies that will support the development of small businesses and foster entrepreneurship in Parkston. The community needs to encourage people who are willing to think globally and creatively about Ag-based and technology-based business opportunities.

**Recommendations:** Facilitating the development of new businesses and fostering entrepreneurship is becoming a “hot” topic in economic development circles – especially in regard to rural communities. This is a slow process for economic development, and it requires a large commitment on the part of the community, but it can produce substantial benefits in terms of creating businesses that are committed to Parkston’s long term future.

Some characteristics of a business-friendly community include:

- A local group that is responsible for business development and then recognition by all organizations that business development is a major community priority that requires their input and resources (time and money)
- A contact person who local businesses or potential businesses feel comfortable with contracting concerning business ideas and needs, and a local organization to support the contact person. To access available business resources, a business often needs a local contact person to provide continuity, give appropriate referrals, follow-up during the process, and offer advice. Assistance should be given on a one-on-one, confidential basis by the contact person.

There are numerous technical resources available in South Dakota, and on-line, to support new business development. Assistance and skills development services provided by these resources include business planning, business start-up assistance, financial and technical analysis, human resources, management and much more. Many of these support services are provided free. One recommendation would be to host a business development workshop and bring in some of these resource organizations as an educational service to potential entrepreneurs within the area. The new technology center may be a tool that can be used to hold entrepreneurial informational meetings; establish an entrepreneurial-friendly culture with the center providing resources and technical assistance to the entrepreneur.

Another project you might look to implement would be hosting a business plan competition. These competitions review business plans put together by people in the community and provide a cash award or in-kind services (i.e. a certain number of donated hours of services from an accountant, lawyer, advertising, etc) to the competition’s winner. The Governors

## BUSINESS DEVELOPMENT

### *Business Creation*

Giant Vision Awards is an example of a similar type of competition done on a statewide basis. Information about the Giant Vision Awards is available online at [www.2010initiative.com/gva/index.htm](http://www.2010initiative.com/gva/index.htm), and provides a basis for crafting your own business plan competition.

Parkston already has access to free and confidential counseling for small businesses locally through the Southeast Enterprise Facilitation Project (SEFP). This is a great resource for new, expanding, or existing businesses. SEFP provides one-on-one assistance to businesses or prospective businesses as well as referrals to other relevant resource. Use the ideas listed above and others that you generate on your own to build stronger connections between SEFP and the Parkston community, taking full advantage of this resource in your community.

I also want to reference is a book dedicated to developing entrepreneurship in rural communities. The book is entitled “Energized Entrepreneurs: Charting a Course for Rural Communities” and it is available from the Heartland Center for \$23 by calling 800-927-1115 or going online to [www.heartlandcenter.info](http://www.heartlandcenter.info).

There is a website called “Energizing Entrepreneurship”, which is also dedicated exclusively to walking rural communities through the vital steps of becoming entrepreneurially friendly. This web site provides valuable information and tools to help your community be more supportive of small business creation. Use of this web site is free of charge, but you must register. It is available at [www.energizingentrepreneurs.org](http://www.energizingentrepreneurs.org).

One of the respondents at the listening sessions mentioned the idea of pooling investment funds to purchase businesses and bring them to the community. You could start a local venture capital fund to do just that. If this is something that interests you, I would contact the Enterprise Institute to solicit their potential assistance in this area as they are experienced in development “angel” investor networks.

One thing you might do is make personal visits to the Enterprise Institute, Small Business Development Center, your Regional Planning District, the Value Added Ag Center, and the Governors Office of Economic Development. When businesses are thinking about starting up or looking for a place to locate, these are some of the organizations that they might go to in order to get started. Talk with the Small Business Development Center, Southeast Enterprise Facilitation, and the Enterprise Institute, in particular, because these organizations work with new business startups on the regular basis. You might explore ways that you could share information with these organizations and they could pass along leads of start up businesses that would be a good “fit” for your community.

Finally, keep copies of start up tools at a central location in the community for people that might be interested in starting a business. For example, the Governors Office of Economic Development has a business startup manual that addresses various issues (regulatory and otherwise) for new and prospective businesses.

**BUSINESS DEVELOPMENT**  
*Business Creation (Value Added Agriculture)*

**Resources:**

RUPRI Center for Rural Entrepreneurship  
[www.ruraleship.org](http://www.ruraleship.org)

Heartland Center for Leadership Development  
[www.heartlandcenter.info](http://www.heartlandcenter.info)

Energizing Entrepreneurship  
[www.energizingentrepreneurs.org](http://www.energizingentrepreneurs.org)

South Dakota Community Foundation  
Bob Sutton, Director  
207 E. Capitol Ave.  
Pierre, SD 57501  
605.224.1025  
[bsutton44@sdcommunityfoundation.org](mailto:bsutton44@sdcommunityfoundation.org)  
[www.sdcommunityfoundation.org](http://www.sdcommunityfoundation.org)

<b>SUB THEME:      Business Creation (Value Added Agriculture)</b>
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**Challenge:** Taking advantage of value-added ag opportunities in the Parkston community.

**Recommendation:** A recommendation would be to form a Value-Added Ag task force through the local chamber of commerce or economic development corporation, that would explore value-added ag development activities that “fit” the local community. The community/area needs to get involved and seek out potential opportunities to pursue. There are multiple resources for technical and financial support as detailed later. But there needs to be local interest in pursuing such projects.

Once you have formed a taskforce to address this issue, you should begin exploring potential local resources and opportunities for value-added ag development such as wheat processing, manure/fertilizer, wind energy, beef and livestock, organic foods, etc. Once you have had an opportunity to explore some ideas, you should invite the Value Added Ag Center (Cheri Rath) to visit with your committee about strategies for moving forward. The Value Added Ag Center is an excellent technical resource available to you to help develop some of your ideas. Another resource to consider is the state university system. It is worth the effort to get engaged with the research units at SDSU and other state universities to determine if there are ways in which you can create innovative value-added ag processing opportunities for local products.

Value added agriculture has received additional support and attention in recent years between the creation of the Value Added Agriculture Subfund and most recently the South Dakota Certified Beef program (through the Governors Office of Economic Development).

## BUSINESS DEVELOPMENT

### *Business Creation (Value Added Agriculture)*

The Subfund was created to assist in funding feasibility and marketing studies for prospective value-added ag business.

By partnering with the Department of Agriculture, local communities, commodity organizations and others, the Governor's Office of Economic Development assists individuals and companies on their projects from conception to completion. The goal is threefold:

- To find niche markets that will add value to South Dakota ag commodities
- To help fund marketing and feasibility studies, and
- To help assemble the right people, capital and labor to ensure a successful project.

The South Dakota Certified Beef program was created to add value to South Dakota beef products using State verified protocols that raise the standards of local beef production to provide safety and product quality assurances to discriminating consumers. The Governor's Office of Economic Development and the South Dakota Dept. of Agriculture are working together to bring this program, which is aimed at getting higher prices for beef certified as born, raised and processed in South Dakota under specific standards, to the state's producers and processors.

There are several sources of technical assistance in the area of Value-Added Agriculture. A suggestion would be to recruit individuals outside the area for the value added task force that could provide their expertise and knowledge. Some possible suggestions would be: Theresa Benda, South Central RC&D; USDA Rural Development or Cooperative Services; Cheri Rath (or designee) Director of the Value Added Ag Center; and the Governor's Office of Economic Development (GOED). GOED has been instrumental in various ag-related development activities occurring throughout the state.

Some of the potential areas of financial assistance include:

USDA Rural Development - Value Added Producer Grants or VAPG: Provide grants up to \$500,000 to help eligible independent producers, producer groups, farmer owned cooperatives, among others, develop business plans for viable marketing opportunities and develop strategies to create marketing opportunities.

USDA Rural Development – Rural Business Enterprise Grants or RBEG: Make grants to finance and facilitate the development of small and emerging private businesses in rural areas. Grants are made to non profit organizations and governmental entities to help facilitate business development.

USDA Rural Development – Rural Economic Development Grants/Loans (REDG/REDL): Provide loans and grants through Rural Utility Service borrowers to be used to promote rural economic development and job creation projects.

SD Department of Agriculture – Value-Added Agribusiness Relending Program or VAARP: Provides direct loans to assist with community development projects, the establishment of new businesses, expansion of existing businesses, creation of

**BUSINESS DEVELOPMENT**  
*Business Creation (Value Added Agriculture)*

employment opportunities or saving existing jobs, and adding value to South Dakota agricultural commodities through further processing or marketing.

Governors Office of Economic Development - Value Added Agriculture REDI  
Subfund: Provides low interest loans to innovative value-added agri-business projects which are attempting to take an idea from conception to completion.

**Resources:**

Kelly Rasmussen  
Value-Added Agricultural Subfund  
Governor's Office of Economic Development  
711 E. Wells Ave.  
Pierre, SD 57501  
605-773-5032  
goedinfo@state.sd.us  
www.sdgreatprofits.com

Cheri Rath, Executive Director  
Value-Added Agriculture Development Center  
303 Illinois Avenue, SW  
Huron, SD 57350  
Phone: 605-352-9177  
Cell: 605-350-3128  
cherirath@yahoo.com  
www.sdvalueadded.coop

Value-Added Agribusiness Relending Program – VAARP  
South Dakota Department of Agriculture  
Division of Agricultural Development  
523 E. Capitol Ave.  
Pierre, SD 57501-3182  
605-773-3375  
agmail@state.sd.us  
www.state.sd.us/doa

*Broad and Flexible assistance – planning, funding, grant and loan sources, grant writing, development of ordinances, policy books, etc. etc.*

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

**BUSINESS DEVELOPMENT**  
*Business Creation (Value Added Agriculture)*

**Resources (continued):**

*Technical assistance for community projects (Natural Resources, Ag-Related, and Economic Development).*

Lower James RC&D  
1820 N. Kimball, Suite 4  
Mitchell, SD 57301  
Ph: 996-1031  
Email: John.deppe@sd.usda.gov

*Business technical assistance and business management training*

Mitchell SBDC  
601 N. Main  
Mitchell, SD 57301  
996-1140

*Technical Assistance and Partnerships*

Mitchell Area Development Corporation  
Bryan Hisel, Executive Director  
PO Box 1087  
Mitchell, SD 57301  
Ph: 996-1140

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

USDA Rural Development  
1820 N. Kimball,  
Mitchell, SD 57301  
<http://www.rurdev.usda.gov>

*Loan funds (including value-added), technical assistance for economic development planning and implementation*

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

*Business technical assistance program, free and confidential to clients.*

Southeast Enterprise Facilitation Project  
PO Box 106  
501 S. Broadway  
Marion, SD 57043  
648-2909  
<http://www.sefp.com>

**BUSINESS DEVELOPMENT**  
*Business Creation (Value Added Agriculture)*

**Resources (continued):**

*Revolving loan fund technical assistance for management and start-up*

South Dakota Rural Enterprise, Inc.

Beth Davis, President

PO Box 802

Sioux Falls, SD

978-2804

www.sdrei.org

*Educational Programs and Materials*

Cooperative Extension Services

PO Box 2207D SDSU – Ag Hall 152 B

Brookings, SD 57007

688-4147

*Loans, technical assistance, and business management training*

Small Business Administration

110 S. Philips Ave. Suite 200

Sioux Falls, SD 57104

Ph: 330-4243

Area Wide Business Council

% Planning and Development District III

1808 Summit Street

PO Box 687

Yankton, SD 57078

Ph: 665-4408 or (800)-952-3562

*Technical Assistance, (patents included)*

South Dakota Enterprise Institute

815 Medary Avenue, Suite 201

Brookings, SD 57006

Phone: 1-605-697-5015

E-mail: info@sdei.org

*Business loan fund and technical assistance*

East River Electric Power Cooperative

PO 277

121 S.E. 1<sup>st</sup> Street

Madison, SD 57042

Ph: 256-8058

BUSINESS DEVELOPMENT  
*Business Retention*

**Resources (Continued):**

Equity Capital Investors

Prairie Gold Venture Partners  
Michael Jerstad or Paul Batcheller  
Technology Business Center  
2329 North Career Avenue, Suite 225  
Sioux Falls, SD 57107  
605-275-2999  
www.pgup.com

Christine Hamilton  
PO Box 166  
Kimball, SD 57355  
605-778-6537  
chris@midstatesd.net

Genesis Equity Fund, LLC  
Dennis Anderson  
444 North Mt. Rushmore Road, Suite 204  
Rapid City, SD 57701  
605-394-6140  
danderson@gwtc.com

<b>SUB THEME: Business Retention</b>
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**Challenge:** Parkston already has many great existing businesses, and the community believes it is very important to retain these businesses into the future.

**Recommendation:** Business activity and business success is created as a result of good business decisions made by managers of individual businesses. A community can create the needed opportunities for existing businesses to remain viable, by providing the technical assistance and financial resources an existing business may need to remain successful. It will be difficult for Parkston to create a net increase in community wealth through business development if most existing businesses can not be retained.

The responsibility for business retention lies primarily within the community, as they know their community best, and local people care about the future of their community. Support for business retention requires an investment of time and money by the community.

Thus business retention and all aspects of business development require a private and public sector partnership. The private sector consisting of the existing businesses and organizations

## BUSINESS DEVELOPMENT

### *Business Retention*

- such as the Economic Development Corporation - are constantly working to create business activity for business profit, which results in community economic vitality. When new business activity is underway by the private sector, the public sector must provide the infrastructure (water, sewer, streets, fire protection, parks, etc.) to allow the business development to occur.

The comments and thoughts relative to business retention that follow focus on the potential activities of the private sector. For business retention, we need resources that fall under two categories: 1) technical assistance, and 2) financial assistance.

#### Technical Assistance

There are many business development support services available to Parkston businesses already from private nonprofit organizations and government agencies (see list of resources). Parkston has already invested in the Southeast Enterprise Facilitation Project (SEFP) that now provides one-on-one, confidential, free, business assistance to any business in Parkston requesting assistance. To use the business expertise of SEFP, local businesses and people must be aware of the availability of the service. The services of the SEFP are provided in partnership with the Small Business Development Center (SBDC) and their business resource center (Mitchell/Yankton). The availability of technical assistance from SEFP and SBDC set the stage for financing opportunities that also exist for business development in Parkston, that will be discussed later.

Having access to resources such as SEFP and the SBDC is an example of creating opportunities for existing businesses to have success. However, these resources remain second in business development success to the local leadership and involvement by Parkston's private sector. The key to using these resources successfully is committed local people and organizations who know their community, and who will commit time and dollars to facilitate business development.

The basis for providing business technical assistance is for business planning support. Completion of a business plan does not guarantee a business decision will be successful; however, seriously going through the business planning process and completing a business plan greatly increases the chances of success. Technical assistance may be the most important resource needed by existing businesses, whether it comes from a service organization such as SEFP, a business friend, a lender, or a formal local business support network. Business retention is not just an issue of people shopping locally, it is also an issue of local businesses providing the goods and services at the time, place, price, and packaging that creates and keeps local customers. Goods and services offered that make an existing business successful may change through time, as technology develops new products, competition changes, and customer attitudes change. Business planning for retention can address the above type of issues through local support and access to supporting outside assistance (SEFP & SBDC).

The technical assistance and resources needed locally from Parkston for business retention include:

## BUSINESS DEVELOPMENT

### *Business Retention*

- A local group that is responsible for business retention (Development Corporation?), and then the recognition by all organizations and community citizens that business development is the major community priority that requires their input of resources (time and money). During the community assessment, citizens commented again and again that business activity (jobs) was the key to retaining the school and providing the level of growth wanted.
- A contact person(s) who local businesses can feel comfortable contacting concerning business ideas and needs, and a local organization to support the contact person(s). To access available business resources, a business often needs a local contact person who knows the available resources that they can access, and who can provide continuity throughout the process. Business development is often a forward, backward, detour, stop, spurt type of process. A local contact person, whether they are another business person or hired staff, must be perceived by existing businesses as able to keep all information confidential and not favoring one business over another.
- The sponsoring of business management or providing of business mentoring in the community based on knowledge of existing businesses. To effectively assist businesses improve management, we need to know what their needs are. Businesses deal with three key management issues - Finances, Marketing, and Technology. Very few business managers are good at all three, and thus usually need outside resources to help with one of the three. Visits, discussion, and surveys of existing business will help a development organization determine business management educational needs. Again, focusing on a business plan as the basis for a successful business brings all three business management areas into the learning situation.
- Local business development must be inclusive, including businesses and people not living in the city such as farms, ranches, hunting lodges, and businesses operated by citizens living in the rural areas.

**Financial Assistance:** Financial resources needed for businesses development are also both local and outside resources, and they are dependent on having the technical assistance available. Technical assistance can assist a business manage their finances and business profits to reduce or avoid the need for outside finances, and can assist a business invest finances secured in the right areas at the right time.

Finances needed for business retention include:

- Existing lenders. Find out what existing lenders in the community are looking for relative to business loans, and how these loans should be packaged. What loan business information does the lender need in order for them to make a decision.
- Local or regional revolving loan funds. Local revolving loan fund establishment should be planned in partnership with the local lenders. Businesses in Parkston already have access to the revolving loan funds from the Area Wide Business Council, managed by Planning and Development District III, which is highly capitalized. Loans from local or regional revolving loans funds should require a business plan prior to funding.
- There are also ways to establish a local revolving loan fund using a combination of government and private dollars to capitalize them. The South Dakota Rural

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Enterprise Institute has extensive knowledge on how to capitalize a revolving loan fund.

- There are also a variety of loans for business development available from state and federal sources, such as the Small Business Administration, USDA Rural Development, East River Electric (REED fund), and the SD Department of Development and Tourism. Through the SD Department of Development and Tourism, a variety of loan options and grants are available for feasibility studies related to agriculture, as well as Micro-loans for business start-up. Keep in touch with your regional state development staff person for direct assistance on business development and financing.

Business retention in Parkston will ultimately depend on the entrepreneurship skills of individual existing businesses, in their ability to develop sound businesses that will be successful. Parkston can be entrepreneurial friendly through an active local business assistance program lead by local citizens, utilizing the technical (SEFP/SBDC) and financial resources (ABC) the community already has in place, and ensuring infrastructure is available when needed by businesses.

#### **Resources:**

Southeast Enterprise Facilitation Project  
Nancy Larsen, Facilitator  
501 S. Broadway, PO Box 106  
Marion, South Dakota 57043  
Ph: (888) 233-1239  
Fax: 605-648-3778  
Email: [sefp@southeasternelectric.com](mailto:sefp@southeasternelectric.com)  
Web site: [www.sefp.com](http://www.sefp.com)

Area Wide Business Council  
% 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](mailto:districtiii@districtiii.org)

Mitchell SBDC  
601 N. Main  
Mitchell, SD 57301  
Ph: 605-996-1140

## BUSINESS DEVELOPMENT

### *Business Retention*

#### **Resources (continued):**

USDA Rural Development  
1820 N. Kimball, Suite C  
Mitchell, SD 57301  
Ph: 605-996-1564 Ext. 4  
<http://www.rurdev.usda.gov>

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

South Dakota Rural Enterprise, Inc.  
Beth Davis, President  
PO Box 802  
Sioux Falls, SD  
Ph: 605-978-2804  
[www.sdrei.org](http://www.sdrei.org)

Lower James RC&D  
1820 N. Kimball, Suite 4  
Mitchell, SD 57301  
Ph: 605-996-1031  
Email: [John.deppe@sd.usda.gov](mailto:John.deppe@sd.usda.gov)

Cooperative Extension Services  
PO Box 2207D SDSU – Ag Hall 152 B  
Brookings, SD 57007  
Ph: 605-688-4147

Small Business Administration  
110 S. Philips Ave., Suite 200  
Sioux Falls, SD 57104  
Ph: 605-330-4243

South Dakota Enterprise Institute  
815 Medary Avenue, Suite 201  
Brookings, SD 57006  
Ph: 605-697-5015  
E-mail: [info@sdei.org](mailto:info@sdei.org)

## BUSINESS DEVELOPMENT

### *Business Expansion*

#### **Resources (continued):**

East River Electric Power Cooperative  
PO 277, 121 S.E. 1<sup>st</sup> Street  
Madison, SD 57042  
Ph: 605-256-8058

<b>SUB THEME:      Business Expansion</b>
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**Challenge:** The expansion of existing businesses in the Parkston area, to create new jobs and increase community wealth.

**Recommendation:** Business expansion is the area where most new jobs are created in the United States. Business expansion in a rural community often involves:

- Diversification of a business to increase income, due to a small market share for the business' existing products or services.
- Expansion of a business' service area to reach beyond local markets to regional and national markets.
- Expansion of a business due to business success involving superior management, marketing, or technological skills that exceed competitors.
- Expansion to fill the niche of a local business that closed.

Business expansion would have very similar strategies in Parkston as business retention, and also require an investment of time and money by the community:

- A private/public partnership for technical and financial assistance (business planning and needed infrastructure).
- A strong local organization that provides a contact person for the initial, confidential, contact by the business considering expansion.
- Utilization of available local business expertise, and the outside resources available for Parkston in the form of the Southeast Enterprise Facilitation Project (SEFP) and the Small Business Development Center (SBDC). The SEFP and the SBDC have existing networks with more specialized assistance services (value-added, computer systems, patents, prototype development, etc.), thus a contact to SEFP or SBDC should allow for the connection to others for specialized needs.
- Utilization of existing regional revolving loan funds, such as the Area Wide Business Council and/or establishment of an additional local community revolving loan fund.
- Consistent contact with existing businesses to insure they are aware of assistance available, to identify their needs that the development corporation could support locally or with outside assistance, and the one-on-one conveyance of community to support their businesses in Parkston.
- The inclusion of all businesses in community support to include service industries, agricultural industries, and home based industries. You never know which business will expand in the next 5-10 years.

## BUSINESS DEVELOPMENT

### *Business Expansion*

Business expansion generally requires the development of a business plan, to have the optimum chance to be successful. Even when a business is experiencing high demand for their product or service, their expansion to produce more product or hire more employees may not be the financially wise decision. A business plan developed through the business planning process will usually identify the realistic financial feasibility of a business expansion.

The important role of a local development organization and business managers in the level of business activity in a community can not be overemphasized. Parkston businesses have many reasons not to cooperate with each other, such as risk of association, competition, and lack of time; however, the attitude that what is good for other Parkston businesses is good for my businesses may be the key to the future of business development in Parkston. Likewise, businesses, despite the hectic and often pressurized atmosphere of succeeding, must also look at business development in surrounding towns and in Mitchell as good for their business. This is a very difficult attitude in rural South Dakota, and can never be attained in its purest form. The local objective should be to always try to frame every economic development decision on its impact on job and wealth creation for Parkston, SD.

Business expansion strategies work hand in hand with business creation and retention needs (contact person, local leadership, etc.), and has considerable overlap with business recruitment. Thus, local time and resources can be partnered to meet the primary community business development needs.

There are also a lot of 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. Updates on many of these events are available through various sources (checking the organizations' websites). The SD Rural Development Council also tries to maintain an up-to-date list of events on its calendar page at [www.SDCommunityNetwork.com](http://www.SDCommunityNetwork.com).

If there is a specific need addressed by local businesses about fine tuning skills in particular areas (i.e. marketing, business planning, etc), work with the Small Business Development Center, SEFP, and SBA to try to coordinate a local workshop. Or, you might consider offering small scholarships or stipends to send local business owners and managers to workshops offered throughout the state.

### Funding Business Assistance Activities

Grants are another financial resource that can help fund some of your economic development activities – through it is important to point out that grants are becoming even more competitive than they were in the past and there are increasingly limited opportunities for grants.

## BUSINESS DEVELOPMENT

### *Business Expansion*

There are various grant opportunities, available through USDA Rural Development, that I want to specifically highlight.

The first is the Rural Business Opportunity Program or RBOG. This program is designed to promote sustainable economic development in rural areas by making grants to organizations to provide for economic development planning, technical assistance for rural businesses, or training activities that improve economic conditions. The applicant must be a public body or nonprofit corporation. These grants are extremely competitive and award a max of \$50,000 per project. You must provide a 1:1 cash or in-kind match to score competitively. Applicants compete nationally, and there is usually one or fewer applications accepted in the State of South Dakota each year.

The Rural Business Enterprise Grant or RBEG is a grant to a public body or a non profit corporation that assists small businesses enterprises by providing technical assistance or to establish a revolving loan fund. Examples of the assistance that could be provided include: market studies, business plans, feasibility studies, or to provide financial assistance to third parties through a loan. This grant program is slightly less competitive with more funds reserved specifically for South Dakota.

The Intermediary Relending Program works to alleviate poverty and increase economic activity and employment in rural communities, especially disadvantaged and remote communities. These funds are targeted primarily toward smaller and emerging businesses, in partnership with other public and private resources, and in accordance with state and regional strategies based on identified community needs. This purpose is achieved through loans made to intermediaries that establish programs for the purpose of providing loans to ultimate recipients for business facilities and community development in a rural areas.

Finally, there is the Rural Community Development Initiative or RCDI program. RCDI provides grants to qualified intermediary organizations that will provide financial and technical assistance to recipients to develop their capacity and ability to undertake projects related to housing, community facilities, or community and economic development.

### **Resources:**

Southeast Enterprise Facilitation Project

Nancy Larsen, Facilitator

501 S. Broadway, PO Box 106

Marion, South Dakota 57043

Ph: 888-233-1239

Fax: 605-648-3778

Email: [sefp@southeasternelectric.com](mailto:sefp@southeasternelectric.com)

Web site: [www.sefp.com](http://www.sefp.com)

## BUSINESS DEVELOPMENT

### *Business Expansion*

#### **Resources (Continued):**

Area Wide Business Council  
% 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](mailto:districtiii@districtiii.org)

Mitchell SBDC  
601 N. Main  
Mitchell, SD 57301  
Ph: 605-996-1140

USDA Rural Development  
1820 N. Kimball, Suite C  
Mitchell, SD 57301  
Ph: 605-996-1564 Ext. 4  
<http://www.rurdev.usda.gov>

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

South Dakota Rural Enterprise, Inc.  
Beth Davis, President  
PO Box 802  
Sioux Falls, SD  
Ph: 605-978-2804  
[www.sdrei.org](http://www.sdrei.org)

Lower James RC&D  
1820 N. Kimball, Suite 4  
Mitchell, SD 57301  
Ph: 605-996-1031  
Email: [John.deppe@sd.usda.gov](mailto:John.deppe@sd.usda.gov)

Cooperative Extension Services  
PO Box 2207D SDSU – Ag Hall 152 B  
Brookings, SD 57007  
Ph: 605-688-4147

BUSINESS DEVELOPMENT  
*Business Recruitment*

**Resources:**

Small Business Administration  
110 S. Philips Ave. Suite 200  
Sioux Falls, SD 57104  
Ph: 605-330-4243

South Dakota Enterprise Institute  
815 Medary Avenue, Suite 201  
Brookings, SD 57006  
Phone: 605-697-5015  
E-mail: info@sdei.org  
Technical Assistance (patents included)

East River Electric Power Cooperative  
PO 277  
121 S.E. 1<sup>st</sup> Street  
Madison, SD 57042  
Ph: 605-256-8058

<b>SUB THEME:     Business Recruitment</b>
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**Challenges:** Many of the sub-topics under economic development are interrelated. During the listening sessions, a clear theme from all sectors of the community was the need to grow the number of jobs in Parkston. The primary employers in the community are the excellent school system, the wonderful healthcare facilities soon to be expanding Our Home. Baseline employers like these bring money into a community and spur retail and service sector jobs.

**Recommendations:** Since agriculture is the primary baseline industry in South Dakota, it is only natural that small community success is directly linked to successful farming. Parkston has a designated Industrial Park near the crossing of two Highways. Parkston also has access to water, natural gas, and rail. These elements are the infrastructure needed for ethanol and bio-diesel production. The ethanol industry is maturing and demand for ethanol is expected to increase several fold over the next decade. With the advancement in ethanol production techniques and the growing desire of investors, both local and out-of-state, to invest in such facilities this is a good opportunity for capital and industrial recruitment, utilization of existing infrastructure, and utilization of local Ag resources.

Bio-diesel will follow the trend established by the ethanol industry. The U.S. Navy, the world's largest consumer of diesel fuel, announced in 2005 they are committed to transitioning to bio-diesel. The Navy has two motivations for this: reducing dependence

## BUSINESS DEVELOPMENT

### *Business Recruitment*

of foreign oil suppliers and aiding the American farmer. Bio-diesel also facilitates the transportation and Ag industries.

Parkston's connection to the founder of Daktronics is also a significant opportunity to develop industrial expansion. Wind Energy and beef production are additional areas that hold significant opportunity for rural communities to develop cash exports. Cash exports from base-line industries bring cash into a local economy. That cash rolls around in an economy as many as 5-fold and feeds other sectors of the economy. All of these projects draw capital to the community, increase traffic on existing highways crossing at Parkston, benefit farmers, encourage Ag industry diversification, and increase traffic to Parkston increasing its ability to attract, expand, and create businesses that support the new industry and increase traffic and local spending and create new jobs in those support businesses.

A significant amount of the crops raised in Hutchinson County are fed back to livestock, and this is value-added agriculture and reflected in livestock sales income. Parkston is well located with topography and soils that should lend it to livestock feeding operations.

Unfortunately, raw agricultural products are shipped out of Hutchinson County and value-added at other locations. Most value-added agriculture businesses of large scale require appropriate locations and environmental regulations. Two common needs of the traditional value added industry are railroads and a natural gas supply. Thus, infrastructure again is critical to large scale value-added development. Value-added agriculture is a broad term. It can involve ethanol plants, as well as selling whole corn to an east coast urban area for squirrel food. To support value added agriculture, a community needs to know their agricultural industry, make them a part of economic development activities, and have the infrastructure and technical/financial assistance in reach.

To support value added agriculture, you have to have a business that sees and wants to do a value-added business. You can show business opportunities, and you can help them when they initiate their business. Grants, such as Rural Development's Value-added Grants and Renewable Energy Grants, South Dakota Dept. of Tourism and Development's grant and loans for feasibility studies, SD Dept. of Agriculture loans, and traditional state economic development funds are potential funding sources. Beyond traditional sources of technical assistance, there are specialized value added sources, such as the SD Value Added Agriculture organization and SD Dept. of Agriculture specialists.

Provide information to agri-businesses that can help them increase profits, and know the products and needs in the agri-business sector. Have the local structure in place to support new activity when it is initiated by the agri-business sector.

I encourage Parkston to share information about their industrial park with GOED. GOED is willing to post local industrial park information on their website. This site will receive significantly more traffic than a Parkston website. GOED's website attracts companies interested in relocating or expanding in South Dakota due to the excellent

## BUSINESS DEVELOPMENT

### *Business Recruitment*

workforce and pro-business tax environment. GOED will assist Parkston by conducting initial research, list available property, buildings, etc. This is a good resource, but business attraction often depends on available workforce and workforce skills. A survey of the skills of unemployed workers and workers that commute to Mitchell would provide information to interested companies.

#### Programs

South Dakota Department of Transportation: Has developed a grant program to foster economic development and enhance community access in South Dakota. The program has three categorical purposes:

- 1) The Industrial Park grants are made to local unit of governments, on a competitive basis, for the development of new and expanded access for new industries located within industrial parks.
- 2) The Agri-Business Access Grants are made to local unit of government, on a competitive basis, for the development of roads accessing new or expanded agri-business industries.
- 3) The Community Access Program grants are made to communities with populations of less than 5,000, on a competitive basis, to enhance existing access to downtown areas or for roads leading to schools, hospitals, grain terminals, or other significant traffic generating features of a small community.

For eligibility and criteria, please see the website listed in the resource section, below. All grants are based on the criteria development by DOT. The expenditure authority for the program will be determined by the Transportation Commission at an annual May meeting for the next Federal fiscal year. All grants must be approved by the Transportation Commission, and may be used to construct or reconstruct roads and streets that are eligible for funding.

Community Development Block Grant Program: The South Dakota CDBG program could also be of assistance for infrastructure development of the industrial park. There are qualifications and procedures that must be met and followed, and the community must first complete an analysis of all of the costs, and identify other resources, looking to the CDBG program last for any gap financing needed. As with other programs, the community must first have a “bird in hand”. For additional information, contact Steve Harding in the Governors Office of Economic Development.

Economic Development Administration: Has the following programs available to assist rural areas:

**Public Works:** The Public Works Program empowers distressed communities to revitalize, expand, and upgrade their physical infrastructure to attract new industry, encourage business expansion, diversify local economies, and generate or retain long-term, private sector jobs and investment.

## BUSINESS DEVELOPMENT

### *Business Recruitment*

**Economic Adjustment Assistance Program:** The Economic Adjustment Program assists state and local interests to design and implement strategies to adjust or bring about change to an economy. The program focuses on areas that have experienced or are under threat of serious structural damage to the underlying economic base.

**Local Technical Assistance:** The Technical Assistance Program helps fill the knowledge and information gaps that may prevent leaders in the public and nonprofit sectors in distressed areas from making optimal decisions on local economic development issues.

**Partnership Planning:** EDA's Partnership Planning programs help support local organizations (Economic Development Districts, Indian Tribes, and other eligible areas) with their long-term planning efforts and their outreach to the economic development community on EDA's programs and policies.

### **Resources:**

Mary Lehecka Nelson  
Marketing/Communications Manager  
Governor's Office of Economic Development  
711 East Wells Ave.  
Pierre, SD 57501  
Phone: 605-773-3301

South Dakota Department of Transportation  
700 E. Broadway Ave.  
Becker-Hansen Building  
Pierre, SD 57501  
605-773-3265  
[www.sddot.com](http://www.sddot.com)

Community Development Block Grant Program  
Steve Harding  
Governor's Office of Economic Development  
711 East Wells Ave.  
Pierre, SD 57501  
Phone: 605-773-3301 or 1-800-872-6190

South Dakota Value Added Development Center  
Cheri Rath, Executive Director  
303 Illinois Avenue SW  
Huron, South Dakota 57350  
605-352-9177 fax: 605-352-9179  
[cherirath@yahoo.com](mailto:cherirath@yahoo.com)

BUSINESS DEVELOPMENT  
*Employment Opportunities for Youth*

**Resources (continued):**

*Technical assistance for community projects (Natural Resources, Ag-Related, and Economic Development).*

Lower James RC&D  
1820 N. Kimball, Suite 4  
Mitchell, SD 57301  
Ph: 996-1031  
Email: John.deppe@sd.usda.gov

*Loans and technical assistance to value-added projects*

South Dakota Department of Agriculture  
523 E. Capital Avenue  
Pierre, SD 57501  
773-5436  
[www.state.sd.us/doa/doa.html](http://www.state.sd.us/doa/doa.html)

*Loan and grant funds for facilities, infrastructure, housing, and technical assistance to business and value-added projects*

USDA Rural Development  
200 4<sup>th</sup> Street SW  
Federal Building 210  
Huron, SD 57350  
352-1100  
<http://www.rurdev.usda.gov>

<b>SUB THEME:      Employment Opportunities for Youth</b>
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**Challenge:** The lack of employment opportunities for youth is a concern as they are forced to go elsewhere to find jobs.

**Recommendation:** If there was one thing we heard from every youth that participated in the discussions, it was that there is nothing to do in Parkston. Actually, we find that to be the case with all youth across the state, from large communities to small. While we know that the Parkston youth are very involved in a number of activities, they still have idle time on their hands and some look to part-time jobs to help keep them busy and provide them with extra spending cash. We heard from a number of students you actually travel to Mitchell and other neighboring town to work because there is a lack of job opportunities for young people in Parkston.

It was very overwhelming to hear the young people's support of their community and their willingness and desire to come back to Parkston if the opportunity presented itself. In other areas of this report, we discuss providing more recreational activities for the community at large. Some of these suggestions included a walking/biking path, movie

## BUSINESS DEVELOPMENT

### *Agricultural Support*

theater, bowling alley and recreation center. All of these could provide new employment opportunities for area youth. The walking /biking path would need maintenance, the movie theater will need employees to oversee the day-to-day operation of the facility as would the bowling alley and rec center. It was also mentioned that there is a lack of activities for young people in the summer. A summer rec program that might include programs for all ages could be developed with a dual purpose: providing youth activities as well as employment opportunities. The older youth could oversee the programs for the younger participants.

The community also might want to consider a rent-a-kid program. I am sure there are people and businesses that might be in need of some extra help for a couple of hours or even days. It might be a great way for kids to earn extra cash by helping local citizens with chores. You could even expand this concept into a community fundraiser for a youth organization. I was familiar with a community who hosted a community auction as a fundraiser for the local 4-H groups. Each summer the community would gather for a picnic and bid on various services that area youth were willing to provide. The jobs ranged from babysitting to painting, to yard work. It was a wildly popular annual event that not only raised money, but also good will.

Another suggestion for a possible employment opportunity for area youth stems from another theme we will be addressing, and that is for senior transportation services. We heard quite a few times that there are very limited means for seniors to get around in the community if they no longer drive. A young person's taxi service might provide extra cash for the drivers while providing a much needed service to the area's elderly population. This might be coupled with the Driver's Education program at the school—providing the driving experience needed to complete the course as well as a much needed service for the community. It will also help build relationships between the young and old in the community.

<b>SUB THEME:     Agricultural Industry</b>
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**Challenge:** Support the existing agricultural industry in the community (rural and city) and expand business activity.

**Recommendation:** Agriculture is a major business sector in Parkston and in the surrounding area. Parkston has many agriculture supporting businesses, and many farm businesses in their trade area. Approximately 20% of all businesses in Hutchinson County (2000 Census) are farm businesses (804); however, that number decreased by 13.6% from 1990 to 2000. In 2001, business income in Hutchinson County was approximately 30% from farms and 70% from other businesses, many of which are agriculture service businesses. In 2000, \$150 million of agriculture gross income came from crops (\$51 million), livestock (\$72 million), and government payments (\$18 million).

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### *Agricultural Support*

Farm and Agricultural service businesses have the same technical and financial assistance needs as other businesses, and this report's recommendations in the sections on business creation, retention, and expansion also apply to these businesses.

Additionally, to support the agricultural industry, a community needs to know their agricultural industry, make them a part of economic development activities, and have the infrastructure and technical/financial assistance in reach. Businesses in agriculture initiate business activity, and the community should be ready to support them with technical and financial assistance.

The Southeast Enterprise Facilitation Project (SEFP) is available to rural farmers and rural residents in Hutchinson County, and can again provide one-on-one, confidential, and free business assistance to agricultural businesses. Additionally, in South Dakota there are specialized sources of technical assistance for value-added projects, such as the SD Value Added Agriculture organization and SD Dept. of Agriculture specialists. Funding for agricultural feasibility studies and loans are available from the SD Department of Development (GOED), grants for value-added projects and renewable energy projects are available from the Rural Development Agency, and loans are available from the SD Department of Agriculture.

Support to agricultural businesses for business growth can involve education, large scale value-added development, expansion of livestock feeding, diversification for tourism, recreation and/or hunting, and business development to serve an agricultural product need.

General recommendations to support agriculture would include:

- View farms as businesses and learn about the farms in the Parkston trade area. The same as with other business development efforts - find out what they sell and buy and where they sell and buy it, and what they feel their needs are for the future of their operation. Are there needs in the farm community that could be met better locally, and can the new service be verified as feasible in a business plan.
- The farm sector and their community support organizations (Ag, Businesses, Extension, USDA, Conservation District) should be represented in the development corporation. The local organizations mentioned above already provide assistance to farm businesses related to increasing income, or reducing costs to improve farm profitability. These organizations can be partners in farm business management education, as they already provide production and management education to farm businesses.
- Farm businesses also have technical assistance needs related to retention, expansion, and/or development of a new product. Have a contact person to visit initially with a business, and then refer them to assistance available as needed - such as the Southeast Enterprise Facilitation Project.
- Always keep a focus on the livestock sector, as it is the largest income area in the local agricultural industry and has a potential for growth. Not only in value-added

## BUSINESS DEVELOPMENT

### *Agricultural Support*

- feeding and processing but also in support services, equipment manufacturing, financial services, and livestock health. Look for innovations by existing producers pertaining to livestock related equipment.
- Provide information and support to efforts initiated by the farm sector not developed or recommended by economic development professionals. New businesses need to have owners who are passionate and provide the leadership, with the community providing support.
  - Look into the SD Certified Beef Program and see if you can help area producers who are involved. Issues remain related to slaughter and distribution.
  - Support any efforts by agriculture to establish significant value-added businesses, recognizing again that: 1. It may end up not being feasible, and 2. The agricultural producers have to initiate and drive the effort.
  - Provide information to agri-businesses that can help them increase profits, and know the products and needs in the agri-business sector. Have the local structure in place to support new activity when it is initiated by the agri-business sector.

### **Resources:**

South Dakota Value Added Development Center  
Cheri Rath, Executive Director  
303 Illinois Avenue SW  
Huron, South Dakota 57350  
Ph: 605-352-9177 Fax: 605-352-9179  
cherirath@yahoo.com

### *Technical assistance for community projects (Natural Resources, Ag-Related, Economic Development)*

Lower James RC&D  
1820 N. Kimball, Suite 4  
Mitchell, SD 57301  
Ph: 605-996-1031  
Email: John.deppe@sd.usda.gov

### *Loans and technical assistance to value-added projects.*

South Dakota Department of Agriculture  
523 E. Capital Avenue  
Pierre, SD 57501  
Ph: 605-773-5436  
[www.state.sd.us/doa/doa.html](http://www.state.sd.us/doa/doa.html)

## BUSINESS DEVELOPMENT

### *Marketing Niche Products*

#### **Resources (continued):**

*Local office has access to SDSU expertise in Economic Development, and a host of other experts and programs.*

Hutchinson County Extension Office/South Dakota State University  
Hutchinson County Courthouse  
Olivet, SD 57052

Hutchinson Conservation District  
415 North Access Road  
Menno, SD 57045

Farm Service Agency  
Natural Resources Conservation Service  
701 Plum Street, Suite 2  
Parkston, SD 57366

*Loan and grant funds for facilities, infrastructure, housing, and technical assistance to business and value-added projects.*

USDA Rural Development  
200 4<sup>th</sup> Street SW  
Federal Building 210  
Huron, SD 57350  
Ph: 605-352-1100  
<http://www.rurdev.usda.gov>

South Dakota Commodity Groups  
(Corn, Soybeans, Stockgrowers, Cattlemen, Oil Seeds)  
Local leadership through area members, and feasibility funds for value-added projects.

<b>SUB THEME:      Marketing Niche Products</b>
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**Challenge:** Small businesses in Parkston produce specialty items that may not have broad markets. Identification of market needs may provide opportunities for small business development.

**Recommendation:** One of the biggest challenges in building a successful small business is to tap into a stable market. Too often, an individual has a business idea and tries to build a market for their idea rather than looking at the marketplace and developing a business around a market need. Even if Aunt Edna does have the best recipe on the planet for gooseberry salsa, will you be able to sell enough gooseberry salsa to pay for your investment in product development, processing and marketing?

## BUSINESS DEVELOPMENT

### *Marketing Niche Products*

The American Marketing Association defines niche strategy as “a game plan employed by a firm that specializes in serving particular market segments in order to avoid clashing with the major competitors in the market. ‘Nichers’ pursue market segments that are of sufficient size to be profitable while at the same time are of less interest to the major competitors.”

Identifying niche markets involves two distinct processes: 1) targeting – deciding to whom you are going to market your products and services, and 2) positioning – deciding how you are going to differentiate yourself from your competitors. The best way to develop a successful niche strategy is to start with market research. Talk to the people you think might be potential consumers of your product or service – ask them if they’d buy your product or service and what would make them buy yours over someone else’s. There are lots of ways to ask this – market research can be very sophisticated. Check with business professors at nearby colleges or universities to see if they have students looking for product development or market research projects. Many of the entrepreneurship training courses available in South Dakota include information about marketing niche products.

Since Parkston’s economy is still based in agriculture, value-added agriculture offers great opportunities for developing and marketing niche products. As previously suggested, Parkston may want to consider forming a Value-Added Ag task force through the Commercial Club or economic development corporation. This Task Force would explore value-added ag development activities that fit the local community. The community/area needs to get involved and seek out potential opportunities to pursue. There are multiple resources for technical and financial support as detailed later, but local interest must drive the development of such projects.

The South Dakota Value-Added Agriculture Development Center (VAADC) is an excellent technical resource available to help develop ideas. The VAADC is funded by sixteen producer based ag commodity groups, trade organizations and cooperatives dedicated to the development of value-added agricultural businesses in South Dakota. Contact information is included in the Resources section. Invite staff members from VAADC to attend a task force meeting to help you develop strategies for niche product market development.

Recruit individuals outside the area for a local value-added task force that could provide their expertise and knowledge. Some possible suggestions would be: John Deppe, Lower James RC&D; USDA Rural Development or Cooperative Services; Cheri Rath (or designee) Director of the Value Added Ag Center; and the Governors Office of Economic Development (GOED). GOED has been instrumental in various ag-related development activities occurring throughout the state.

Recommendations above regarding Business Creation, Retention, Attraction and Expansion address the area of value-added agriculture and the resources related to this area in great detail. Please reference back to these recommendations regarding the

## BUSINESS DEVELOPMENT

### *Marketing Niche Products*

various value-added ag resources and how they might be applied to niche marketing. Here is a quick review of some of the potential areas of financial assistance:

USDA Rural Development - Value Added Producer Grants or VAPG: Provide grants up to \$500,000 to help eligible independent producers, producer groups, farmer owned cooperatives, among others, develop business plans for viable marketing opportunities and develop strategies to create marketing opportunities.

USDA Rural Development – Rural Business Enterprise Grants or RBEG: Make grants to finance and facilitate the development of small and emerging private businesses in rural areas. Grants are made to non profit organizations and governmental entities to help facilitate business development.

USDA Rural Development – Rural Economic Development Grants/Loans (REDG/REDL): Provide loans and grants through Rural Utility Service borrowers to be used to promote rural economic development and job creation projects.

SD Department of Agriculture – Value-Added Agribusiness Relending Program or VAARP: Provides direct loans to assist with community development projects, the establishment of new businesses, expansion of existing businesses, creation of employment opportunities or saving existing jobs, and adding value to South Dakota agricultural commodities through further processing or marketing.

Governors Office of Economic Development - Value Added Agriculture REDI Subfund: Provides low interest loans to innovative value-added agri-business projects which are attempting to take an idea from conception to completion.

The South Dakota Department of Agriculture has several financing programs through the South Dakota Value Added Finance Authority. They include:

- Beginning Farmer Bond Program
- Agribusiness Bond
- Livestock Nutrient Management Bond
- Value Added Agribusiness Loan
- VALU guaranty
- Livestock Loan Participation
- Ag Loan Participation
- Coop Stock Guaranty

Many of these programs may be in participation with local banks.

Dakota Flavor is a virtual showcase of the agricultural products, producers, and processors from South Dakota. A project of the Ag Development Division of the South Dakota Department of Agriculture, Dakota Flavor provides a website:

[www.dakotaflavor.com](http://www.dakotaflavor.com) for producers of value-added products to market their products online. The South Dakota State Fair designates a “Value Added Day” at the fair each

## BUSINESS DEVELOPMENT

### *Marketing Niche Products*

year. Similarly, Made in South Dakota hosts a web site that markets handmade art, craft and gift items from more than 170 vendors based in South Dakota:

<http://www.madeinsouthdakota.com/>

A number of sponsors including VAADC and SDSU produce the South Dakota Value Added Conference each March. The 2006 conference theme was "Financing Value Added." Information on the conference is available online at <http://sdaes.sdstate.edu/valueadded/index.cfm>.

### Other related entrepreneurial resources:

South Dakota's High Opportunity Fund was created by Senate Bill 202 to address the needs of entrepreneurial businesses at various stages of development. The state's Revolving Economic Development Initiative (REDI) Fund will allocate up to \$12 million to fund this new program for qualified Capital Investment Entities. These may be venture capital firms or organizations providing seed capital. The Capital Investment Entities will re-loan the funds to small businesses on various levels throughout the state. Matching requirements are likely along with a cap on the amount available to any one Capital Investment Entity. For more information, contact Beth E. Davis with South Dakota Rural Enterprise, Inc. at [info@sdrei.org](mailto:info@sdrei.org).

Enterprise Facilitation® is a program that transforms individual passion and citizenship into rewarding and sustainable local enterprises. The Sirolli Institute International is a training organization dedicated to teaching civic leaders how to establish and maintain Enterprise Facilitation projects. The program is currently underway in 11 counties in South Dakota. Since 1985, thousands of new and expanding businesses resulting in thousands of new jobs have been started with the help of Enterprise Facilitators in dozens of communities in Australia, New Zealand, the USA, Canada and the United Kingdom. Enterprise Facilitation has helped demonstrate that the provision of caring, competent, dedicated advice and support to entrepreneurs is as important as the development of physical infrastructures to the development of a stable and successful economy. For information visit [www.sirolli.com](http://www.sirolli.com) or contact Yvonne Fizer at [Yvonne@sirolli.com](mailto:Yvonne@sirolli.com).

The Rural Learning Center, located in rural Howard, South Dakota, is a relatively new initiative with a statewide focus. The Center is actively exploring how it might foster entrepreneurial based economic development in rural South Dakota. The conceptual thinking out of the Center is cutting edge and a new set of exciting initiatives are taking shape. For more information on the Rural Learning Center contact Dr. James Beddow at [beddowj@splitrocktel.net](mailto:beddowj@splitrocktel.net).

Center for Rural Entrepreneurship, in partnership with the Heartland Center for Leadership Development, has produced, *E<sup>2</sup> Energizing Entrepreneurs: Charting a Course for Rural Communities* and its companion website, [www.energizingentrepreneurs.org](http://www.energizingentrepreneurs.org). This guide draws upon lessons from practitioners throughout rural America and provides a context, tools and resources for communities

## BUSINESS DEVELOPMENT

### *Marketing Niche Products*

that are committed to creating a culture that supports entrepreneurs as a key part of their economic development strategy.

#### **Resources:**

Kelly Rasmussen  
Value-Added Agricultural Subfund  
Governor's Office of Economic Development  
711 E. Wells Ave.  
Pierre, SD 57501  
605-773-5032  
goedinfo@state.sd.us  
www.sdgreatprofits.com

Cheri Rath, Executive Director  
Value-Added Agriculture Development Center  
303 Illinois Avenue, SW  
Huron, SD 57350  
Phone: 605-352-9177  
cherirath@yahoo.com  
www.sdvalueadded.coop

Timothy Murray, Rural Development Manager  
USDA Rural Development  
1820 North Kimball, Suite C  
Mitchell, SD 57301-1114  
Telephone: (605) 996-1564  
Fax: (605) 996-0130  
TDD: (605) 351-1147  
E-mail address: tim.murray@sd.usda.gov

*This office services the following counties: Aurora, Brule, Buffalo, Davison, Douglas, Hanson, Hutchinson, Jerauld, and Sanborn.*

Value-Added Agribusiness Relending Program – VAARP  
South Dakota Department of Agriculture  
Division of Agricultural Development  
523 E. Capitol Ave.  
Pierre, SD 57501-3182  
605-773-3375  
agmail@state.sd.us  
www.state.sd.us/doa

BUSINESS DEVELOPMENT  
*Marketing Niche Products*

**Resources (continued):**

National Sustainable Agriculture Information Service  
PO Box 3657  
Fayetteville, Ar. 72702  
800-346-9140  
[www.attra.ncat.org/attra-pub/keystosuccess.htm](http://www.attra.ncat.org/attra-pub/keystosuccess.htm)

*Business technical assistance and business management training*  
Mitchell SBDC  
601 N. Main  
Mitchell, SD 57301  
996-1140

*Technical Assistance and Partnerships*  
Mitchell Area Development Corporation  
PO Box 1087  
Mitchell, SD 57301  
Ph: 996-1140  
Bryan Hisel, Executive Director

*Loans and grants for community facilities, revolving loans, infrastructure, and economic development, and technical assistance.*  
USDA Rural Development  
1820 N. Kimball  
Mitchell, SD 57301  
<http://www.rurdev.usda.gov>

*Regional representative, loan funds (including value-added), technical assistance for economic development planning and implementation*  
Governors Office of Economic Development  
South Dakota Department of Tourism and Development  
711 E. Wells Ave.  
Pierre, SD 57501  
773-5032  
<http://www.sdgreatprofits.com>

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

BUSINESS DEVELOPMENT  
*Marketing Niche Products*

**Resources (continued):**

Sirolli Institute  
(Enterprise Facilitation)  
<http://www.sirolli.com>

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

*Educational Programs and Materials*  
Cooperative Extension Services  
PO Box 2207D SDSU – Ag Hall 152 B  
Brookings, SD 57007  
688-4147

*Loans, technical assistance, and business management training*  
Small Business Administration  
110 S. Philips Ave. Suite 200  
Sioux Falls, SD 57104  
Ph: 330-4243

Area Wide Business Council  
c/o Planning and Development District III  
1808 Summit Street  
PO Box 687  
Yankton, SD 57078  
Ph: 665-4408 or (800)-952-3562

*Technical assistance for community projects (Natural Resources, Ag-Related, and Economic Development).*  
John Deppe  
Lower James RC&D  
1820 N. Kimball, Suite 4  
Mitchell, SD 57301  
Ph: 996-1031  
Email: [John.deppe@sd.usda.gov](mailto:John.deppe@sd.usda.gov)

## BUSINESS DEVELOPMENT

### *Shopping Local*

#### **Resources (continued):**

Bob Weyrich  
Ag Marketing Specialist  
SD Department of Ag  
523 E Capitol Ave  
Pierre, SD 57501-3182  
605-773-5436

Center for Rural Entrepreneurship  
Don Macke, Co-Director  
650 J Street, Suite 305  
PO Box 83107  
Lincoln, NE 68501  
Phone: (402) 323-7339  
E-mail: don@ruraleship.org

Dakota Flavor  
605-773-5436  
DakotaFlavor@state.sd.us

Made in South Dakota  
1-800-872-6190  
<http://www.madeinsouthdakota.com>

<b>SUB THEME:</b> <b>Shopping Locally</b>
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**Challenge:** Parkston is both geographically challenged and fortunate to have Mitchell within commuting distance for employment however the economic impact of not shopping locally is detrimental to the local economy.

**Recommendation:** It is not unusual for community residents to pay little attention to the goods and services provided in a community until there is a personal need. To ensure goods and services remain local, community members need to understand the total economic impact of shopping locally. Every dollar spent locally benefits the rural community twice, first it meets the need of the individual making the purchase and second it improves the health of the local economy by supporting the local business person and generating local tax revenue. According to the bureau of Economic Analysis (2000 data), 31.3 percent of personal income of Hutchinson County residents is spent in retail stores within the county that collect sales tax. The same source also states that residents of Hutchinson County had a total personal income of \$203,688,000 multiplied by 31.3 percent that is spent within Hutchinson County equals \$63,754,344. Based on

## BUSINESS DEVELOPMENT

### *Access to Capital*

this analysis, one could potentially calculate that a one cent sales tax generates \$637,543 for the county (all cities within the county). According to statistics on file with the SD Office of Legislative Audit, total collections from sales and use taxes in Parkston average between \$250,000 and \$300,000 (split between general and special use funds) between 2002 and 2004. For exact figures, contact the local city finance officer.

The community of Parkston could take this one step further as was done by the Howard School District in 1995. The District initiated a community cash flow study through the Future Business Leaders of America student organization. The students investigated where residents spent their money and their views of local businesses. The student's efforts paid off! By making residents more aware of the need to spend locally and businesses more aware of community needs, gross sales in Howard increased 41.1 percent.

A complete community business and service inventory would increase awareness of the vast array of products and services available in the community of Parkston. It became somewhat obvious during the assessment that meeting participants were not aware of all of the opportunities available within the community. Home businesses, on line businesses and sometimes main street businesses are often overlooked or misunderstood which transcends into missed economic opportunities for the community.

It is also important for the business community to support one another. Several ideas were shared during our visit for example gift certificates to local businesses should be included in the "Welcome Wagon" for new residents. Another thought is for businesses to refer to each other when they are not able to provide a product or service for a customer but someone else in the community can. One way to build collaboration among businesses is to develop a means to track the impact of referrals such as color coded referral cards. When a customer cannot purchase something at the businesses, the businesses refers him / her to another business, and he / she purchases something the customer presents the referral ticket. At the end of the month, quarter or year, businesses owners will be able to track how many referrals they received and where they came from.

During our visit to Parkston some residents voiced a desire for a broader scope of products to be available within the community to purchase. A community survey would be one possible tool to identify what products residents would like to purchase locally. It may be beneficial to establish a location where local businesses could order items for residents or if a location and individual could be identified to assist with making purchases via the internet. While shopping locally is always the first choice, when it isn't feasible, other local alternatives could assist residents so they wouldn't have to commute to a different community.

Marketing is extremely important. Cross-marketing businesses can be an answer to attracting more shoppers to the community. Local merchants need to work together to draw shoppers to Parkston. Here are some simple ways to enhance internal marketing of businesses:

## BUSINESS DEVELOPMENT

### *Access to Capital*

- Thank Customers Regularly - Have “Thank you for doing business in Parkston” signs placed in the doors of every business in town. Make buttons as well that can be worn by individuals working in various local businesses that have direct contact with customers.
- Get Commitment – Have residents and local businesses sign pledges annually to shop local whenever possible, and to try to spend 10% more locally this year vs. last year.
- Appreciate Local Businesses – Do an annual appreciation dinner for local businesses to thank them for their support of the community. Often times, we do not always appreciate how much businesses give back to their communities.
- 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.
- Shop Local by Example – Work with local businesses and organizations to promote purchasing from other local businesses whenever possible rather than purchasing from out-of-town establishments.
- 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.
- Create a series of outdoor/sidewalk “menu boards” for business to use to promote their goods and services. It could feature your own “Shop Local” slogan or logo.
- Feature Local Businesses – Start a monthly business feature in the local paper. Discuss the range goods and services available at each business to help residents stay aware of what is available locally. Also, focus on the human-interest side of the business such as how did the business get started, what are some of the challenges that business is facing operating in a rural community, and where do they see the business going in the future. Personalize the stories to make them relevant to the community.
- It Costs Money to Shop “Out-of-Town” - I came across a sign at the entrance to a grocery store in Platte that I thought was noteworthy. The sign talked about the number of miles it is from Platte to the bigger communities and how much it costs to drive there (both gas and wear/tear on the vehicle) and then it asked if the customer saved that much money the last time they bought groceries out-of-town. I thought this was an excellent reminder to residents in the community of the importance of shopping at local businesses.
- Promote customer service training for local businesses – When local businesses can’t compete based on price, they most certainly have an advantage in terms of customer service. Many chambers implement customer

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### *Access to Capital*

service training for local businesses. This works for your tourism trade as well. When a customer asks what there is to do in Parkston, what kind of response do they get from a waitress at a local restaurant or gas station attendant? What might not seem exciting to a local person, can be very interesting to someone from out-of-town. Customer service training is important to make sure that the “potential” opportunities are not missed.

I want to encourage businesses to think outside of the box a little bit when it comes to advertising. What does your company have to offer that stores in other larger communities don't? You definitely have convenience (no lines!) and service. Plug those every chance you get. Even if a number of people are working in Mitchell, don't take it for granted that that is where they are going to shop. Time is a valuable commodity. The last thing I would want to do at the end of the day shop in a huge store with a bunch of strangers and then wait in line to pay. Those shoppers can be in and out of stores in Parkston in half the time and with less effort...sell that concept!

Purposely educating the community on the impact of buying locally must become a priority of the Commercial Club to ensure the message is consistently communicated.

#### **Resources:**

Miner County Community Revitalization

Randy Perry

131 South Main Street

Howard, SD 57349

Ph: 605-772-5153

mccr@alliancecom.net

Rural Initiative Center

100 South Spring Ave., Suite 106

Sioux Falls, SD 57104-3626

605-334-1980

office@accsd.org

www.accsd.org/RIC.html

Small Business Administration

2329 North Career Avenue, Ste. 105

Sioux Falls, SD 57101

Phone: 605-330-4231

Fax: 605-330-4215

www.sba.gov

Online Training Tools available at [www.sba.gov/training](http://www.sba.gov/training)

## BUSINESS DEVELOPMENT

### *Regionalism*

#### **Resources (continued):**

South Dakota Family Business Association  
Beth Adamson, Executive Director  
USDSU Campus  
2205 North Career Ave., Rm 265  
Sioux Falls, SD 57107  
605-782-3225  
badamson@usd.edu

Rural Electric Economic Development – REED Fund  
East River Electric Cooperative  
PO Box 227  
Madison, SD 57042  
605-256-4536  
lsalmonson@eastriver.coop

#### Financing Business Assistance Activities

USDA Rural Development  
(RBOG, RBEG, IRP and RCDI Programs)  
1717 N. Lincoln Ave., Suite 102  
Pierre, SD 57501-3109  
605-224-8870  
[www.ruraldev.usda.gov/sd/us](http://www.ruraldev.usda.gov/sd/us)

<b>SUB THEME: Regionalism</b>
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**Challenge:** Two challenges mentioned repeatedly at listening sessions were the fact the Parkston is so close to Mitchell and there is a lack of Regionalism. Parkston's proximity to Mitchell is both a plus and a challenge and there is nothing that we can do to change this situation. Lack of Regionalism is one of those challenges Parkston's proximity to Mitchell can aid. Parkston is already a bedroom community for Mitchell. Mitchell business leaders and government officials know this to be true and are therefore more interested in teaming with Parkston than communities they are not so directly linked to economically. Dakota Wesleyan University houses a Center for Entrepreneurship and an economic development director interested in Regionalism.

**Recommendation:** Parkston needs to work with Mitchell to become the strongest economic community in the Mitchell economic area. Mitchell may even be persuaded to return tax dollars to Parkston similar to what Watertown is doing for surrounding communities.

## BUSINESS DEVELOPMENT

### *Regionalism*

Ag is the number one resource in the area, therefore an Ag related business makes good sense. Either a business that aids local and regional Ag or a business that builds on available Ag and infrastructure resources. The ethanol industry is maturing and demand for ethanol is expected to increase several fold over the next decade. And while ethanol might not be feasible in Parkston (due to natural gas and rail availability), Bio-diesel is a growing area of economic development that could make sense as a regional project with existing infrastructural conditions..

I would also encourage you to share your industrial park information with GOED and Mitchell so they can post the information on their websites. This assists Parkston to attract companies or potential prospects to the area. GOED will assist Parkston by conducting initial research, on their own, of available property, buildings, etc.

### **Resources:**

Mitchell Economic Development Corporation  
Brian Hisel, Executive Director  
PO Box 1087  
Mitchell, SD 57301  
605-996-1140

# QUALITY OF LIFE

**SUB THEME: Community Activities and Recreation**

**Challenge:** A number of Parkston residents, in all age ranges, voiced the need for “something to do.” Ideas ranged from an indoor hockey rink to a movie theater. Although the close proximity to Mitchell increases entertainment opportunities, many expressed frustration with having to drive to spend their dollars elsewhere.

**Recommendation:** Throughout the listening sessions, four different concepts came up repeatedly. The need for a walking and bike path, a movie theater, bowling alley and a recreation center were expressed a number of times. While everyone has different ideas as to what each should entail, it’s important to start a dialogue as to what the community’s vision should be.

## Walking/Bike Path

It sounded as if the community has an ideal place for a walking/bike path by the school. As always, funding is a challenge, so I’ll put in a couple of resources that may be helpful.

The recreational Trails Program (RTP) is administered by the Game, Fish and Parks Department and it provides up to 80 percent reimbursement for projects such as new trails, rehabilitation of existing trails, developing trail related facilities and educational programs. The program has only \$200,000 available on an annual basis and is considered to be highly competitive. This program likes to fund smaller scale projects and may accept in kind donations of labor as the remaining 20 percent needed.

The South Dakota Department of Transportation also has a program for trail projects called the Transportation Enhancement Grant. This program provides 81.95% reimbursement for projects such as recreational trails, landscaping historic preservation, and establishment of transportation museums.

Keep in mind that one of the major issues associated with the construction of a walking/bike path is the acquisition of right-of-way either from private landowners or a government entity. Right-of-way agreements are not required to submit a grant application, but they must be in place before construction begins.

Contact Planning District III for assistance with planning and development of recreational trails.

QUALITY OF LIFE  
*Community Activities and Recreation*

Movie Theater

Several communities like nearby Tripp, have made movie theater renovations or built one. We renovated ours in Platte and it did run into a lot of money and labor, but the results are worth it. An outcome from the project that has been a bit unexpected is the amount of loyalty people have to the theater. With all of the hard work people put into it, they certainly patronize it and support it.

I've never known Parkston to back down from a challenge and I have no doubt that if your community is seriously interested in a theater, it will happen. I'm sure the one in Tripp came about in a similar way that Platte's did, so I'm going to put in some details as to how to make the project possible.

Obviously, a building needs to be found or built. One way to look at it is that you're starting with a clean slate. It doesn't have to be fancy, but handicap accessibility is a must. This may be something that could go on one of the lots the development corporation recently cleared. Maybe the industrial arts class at the school could have a hand in constructing the building.

When it comes to seating, concession stand equipment, etc...a lot of ours was from theaters that have updated seating or closed. This cut the costs tremendously. Again, it takes someone to spearhead the effort, but once it gets going the community really got behind it.

To keep overhead low the theater is operated entirely by local volunteers. The theater is open on Thursday-Monday evenings and there is a Sunday afternoon matinee. A person lines up people to run the concession stand and take tickets. A few others are trained to run the projector. The volunteers are "paid" with a free ticket and popcorn/pop at the movie. Afterwards these people clean up, also.

When it comes to financing such projects, the South Dakota Community Foundation may be of assistance. The South Dakota Community Foundation is a public nonprofit organization that accepts applications on a continuous cycle. A portion of their grant dollars are earmarked for economic development and they may consider an application to help support a project like this.

Many of the smaller theaters that have been refurbished have had a benefactor of some sort that has put up a substantial amount of money to get the project off the ground. Maybe there is someone or some family that would like a project like this to be their legacy. Offer to give them naming rights or something like that.

Another idea to ponder with this project would involve putting a stage in front of the screen so other entertainment like musical groups, plays, etc...could be brought in. A number of people mentioned the need for a performing arts center and this would expand the use for the facility. It may also open some grant opportunities by implementing fine arts.

QUALITY OF LIFE  
*Community Activities and Recreation*

Bowling Alley

A number of people also suggested resurrecting a bowling alley. Some time ago there was a bowling alley in town, and many thought this would be a fun activity for various age groups and participants. Whether this is something that someone might be interested in running as a private business or if this might be part of the rec center, there will need to be research into a feasible size and location. I visited with several bowling operations located in communities of similar size to Parkston. Each operator agreed that to get a new bowling alley started would be a very costly endeavor. Estimates went up to \$375,000 for the building and \$375,000 for the equipment for an 8 lane facility. If a feasible building could be located, then some expense may be spared. Also, you could consider a smaller size, although there was some sentiment that anything smaller might make leagues very difficult to run. In some communities, the only reason the bowling alley was successful was because they also include a bar and/or restaurant. Although the operation in Gettysburg is a stand alone eight lane facility that serves only pop, beer and snacks.

Recreation Center

Time and time again people commented on the necessity of a community center. Just what exactly that entails is wide open. While this can be a controversial issue in communities, it can also serve an important function of giving citizens, young and old alike, a place to gather. As I am sure you are aware, community centers are often not profitable, and therefore subsidized by the City.

Step number one is probably the most time consuming and difficult. The absolute most important thing to do is to start a dialogue with community members as to what is needed and what vision they have for a community center. It may be a place that is all inclusive of a wellness center, youth center, gym and banquet hall.

Several communities have constructed or developed community centers in various forms. I'm an advocate of getting a group of people together and driving to tour other community centers so you can see firsthand what would work and what wouldn't in Parkston. This also helps with the planning process. Sometimes seeing it, helps generate ideas.

Many communities enter into an agreement with the school to build a community center. I'm not sure if it is an option for Parkston as I know the multi-purpose room is often used for community events, but it is one that should be explored. If the school needs more space for after school programs or extracurricular activities, then this may be helpful. This allows shared use of the facility, allowing for greater flexibility and maximum utilization. This can cause some complications in scheduling, but it can work for the betterment of Parkston.

QUALITY OF LIFE  
*Community Activities and Recreation*

Below are examples of community centers in other communities:

Platte – Received a CDBG grant to help finance the reconstruction of their downtown community center several years back. The center is a multi-use facility consisting of a large and small meeting space, large kitchen, wellness center, and city offices. The facility is also a place where the youth rollerskate during the winter

Alexandria - Recently completed a community center by raising \$600,000 towards the center's construction. The community center was integrated with the school facility, with the local school district absorbing a portion of the construction costs through their capital outlay.

Financing Options:

- (1) USDA Rural Development Guaranteed & Direct Community Facility Loan program. These funds can be used to construct, enlarge, or improve community facilities for health care, public safety and public services. Examples include public schools, wellness centers, fire and rescue buildings, library, and community centers. Eligible entities include public bodies or non profit corporations. With the direct loan program, USDA can extend the terms to a maximum of 40 years with an interest rate around 5%. The guaranteed loan program uses local lenders to help build a facility with a guarantee from USDA.
  
- (2) Community Development Block Grants might be an option depending on the income eligibility of your community (CDBG cannot be used for portions of the building hosting city services, however).

Technology Centers: If you are looking to integrate a technology component into the community center, there are a couple of financial resources available. The US Department of Education provides grants for the development of Community Technology Centers (CTC's). CTC's must be developed in cooperation between a community based organization and a local education institution (such as a high school). In 2004, the Department of Education awarded 30 to 40 grants nationally through this program with the average grants expected to be around \$250,000. The other financial resource I want to reference is the Beaumont Foundation of America. The Beaumont Foundation provides grant assistance for securing technology and servicing technology centers for low-income residents.

**Resources:**

Walking / Bike Path  
Planning District III  
Greg Henerson  
PO Box 687  
1808 Summit Street  
Yankton, SD 57078  
605-665-4408

QUALITY OF LIFE  
*Community Activities and Recreation*

**Resources (continued):**

Department of Game, Fish and Parks  
Trails Program Specialist, Scott Carbonneau  
523 E. Capitol  
Pierre, SD 57501  
605-773-3391  
Scott.Carbonneau@state.sd.us

Department of Transportation, Office of Local Government Assistance  
Paula Huizenga  
700 East Broadway  
Pierre, SD 57501  
605-773-4831  
Paula.Huizenga@state.sd.us

Movie Theatre (and general grants)

Federal Grants Directory: [www.grants.gov](http://www.grants.gov) and [www.cfda.gov](http://www.cfda.gov)

South Dakota State Library Grants Director: [www.sdstatelibrary.com/grants/index.cfm](http://www.sdstatelibrary.com/grants/index.cfm)

Rural Information Center's Youth and Education Resources:  
<http://www.nal.usda.gov/ric/ruralres/educate.htm>

South Dakota Community Foundation  
Ginger Niemann  
PO Box 296  
Pierre, SD 57501  
605-224-1025  
[ginger@sdcommunityfoundation.org](mailto:ginger@sdcommunityfoundation.org)

Karen Burket  
Executive Director  
Platte Development Corporation  
PO Box 383  
Platte, SD 57369-0393  
605-337-2895 Home Office  
605-337-3988 Fax  
[mkb@midstatesd.net](mailto:mkb@midstatesd.net)

QUALITY OF LIFE  
*Community Activities and Recreation*

**Resources (continued):**

Philip Chamber of Commerce  
Shirley Chin, Coordinator  
PO Box 378  
Philip, SD 57567-0378  
605-859-2645  
philipcc@gwtc.net  
philipsouthdakota.com

Bowling Alley

Liberty Lanes  
Brett Bauer  
107 N. Exene St.  
Gettysburg, SD 57442-1104  
605-765-2661

Casino Bowling Alley  
PO box 582  
Faulkton, SD 57438  
605-598-6534

Recreation Center

USDA Rural Development  
2408 East Benson Road  
Sioux Falls, SD 57104  
605-330-4515  
605-330-4595 (Fax)  
trace.davids@sd.usda.gov  
www.rurdev.usda.gov/sd

Community Development Block Grant  
Norm Lingle or Steve Harding  
Governor's Office of Economic Development – GOED  
Department of Tourism and State Development  
711 E. Wells Ave.  
Pierre, SD 57501  
605-773-5032  
goedinfo@state.sd.us  
www.sdgreatprofits.com

QUALITY OF LIFE  
*Community Activities and Recreation*

**Resources (continued):**

US Department of Education  
Karen Holliday  
OVAE, 400 Maryland Avenue, SW.  
Washington, DC 20202-7110  
202-245-7708  
Karen.Holliday@ed.gov  
<http://www.ed.gov/programs/comtechcenters/index.html> or  
<http://www.ed.gov/programs/comtechcenters/resources.html>  
*Community Technology Center Startup Manual* available online at:  
<http://www.ctcnet.org/resources/toc.htm>

Beaumont Foundation of America  
PO Box 1855  
Beaumont, TX 77701  
866-546-2667  
[www.bmtfoundation.com](http://www.bmtfoundation.com)

Examples Community Centers Recently Constructed:

(Alexandria) Hanson School Community Activity Center  
Hanson High School  
Po Box 490  
Alexandria, SD 57311-0490  
605-239-4387

Belle Fourche Area Community Center  
1111 National Street  
Belle Fourche, SD 57717  
Michelle Deyo-Amende, Director  
605-892-2467

Platte Development Corporation  
Karen Burket  
P O Box 336  
Platte SD 57369  
Phone: 605-337-2895

Sturgis Area Community Center  
1401 Lazelle Street  
Sturgis, SD 57785  
605-347-6513

QUALITY OF LIFE  
*Senior Transportation*

**SUB THEME: Senior Transportation**

**Challenge:** Provide safe, accessible transportation for elderly residents of Parkston

**Recommendation:** Limited transportation is available for elderly individuals through Avera St. Benedict Clinic. The need for public transportation was identified by several individuals. Rural Office of Community Services (ROCS) provides a variety of services to the twenty two county area including Hutchinson County. These services include public transportation services to / from medical facilities, pharmacies, nutrition sites, senior centers, education, social and recreational activities. In addition, ROCS coordinates a volunteer transportation program in Hutchinson County that provides transportation services for the elderly to and from medical facilities; the drivers are volunteers.

An additional option could be to enter into a cooperative agreement with the school driver's education program in which the students, once licensed, could provide local transportation services to the elderly community. This would not only provide experience for the students, it would also provide a much needed service to residents in the community.

Resources: Adult Services and Aging through the Older Americans Act. The local office of Adult Service and Aging office that serves Hutchinson County is located in Olivet, SD. The phone number is (605) 387-4219.

The Departments of Transportation, Social Services and Human Services have moved toward a more coordinated transportation system which benefits all individuals in the community. This initiative, known as the Coordinated Transportation Initiative, is the arrangement for provision of transportation services in a manner that is cost effective and efficient; and it also serves to reduce fragmentation and duplication of services.

For more information, contact Melissa Schofield or Jackie Mattheis at the SD DOT.

You could also contact the 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.

**Resources:**

SD DOT  
Becker/Hansen Building  
700 East Broadway Avenue  
Pierre, SD 57501

QUALITY OF LIFE  
*Arts and Culture / Historic Preservation*

**Resources (continued):**

Rural Office of Community Services, Inc.  
Winnie Jo Jons  
PO Box 70  
214 Main Street  
Lake Andes, SD 57356-0700  
Ph: 605-487-7634  
Fax: 605-487-7883  
Email: rocs@hcinet.net

<b>SUB THEME:     Arts &amp; Culture / Historic Preservation</b>
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**Challenge:** The lack of entertainment opportunities, specifically for youth and seniors, was mentioned frequently as a challenge to Parkston. Community activities tend to focus on sports, and community members are looking for alternatives. People mentioned programs that had taken place in Parkston in the past such as Art in the Parks and driving to Mitchell to attend school-based dinner theatre and show choir performances.

**Recommendation:** Parkston has a good foundation for offering community-based arts and cultural activities – a history of successful events, a strong school system, spaces that can be adapted for use as arts venues and, most importantly, interested community members.

In particular, Parkston might consider building arts and cultural events around the Klauss Archive and James Art Museum, the Veterans Memorial and Avenue of Flags, and the Pearly Mound School. Located in a beautifully restored building at 100 West Mains, the Museum houses a grand piano and seating for up to 50. Occasional performances, perhaps in collaboration with the South Dakota Arts Council Touring Artists Program or South Dakotans for the Arts might be acceptable within Mr. Klauss’ desires for use of the space.

The school system likely has regular band, choir and theatre performances, but community members seem unaware of them. With some information and encouragement, the community is likely to support these events as they do sporting events. A liaison from the school to the newspaper should be appointed to make sure information about all school events gets into the paper regularly. Perhaps this function could be done by a school journalism or language arts class.

The location of the Veterans Memorial, Avenue of Flags and Pearly Mound School within the park suggests a festival built around military or South Dakota history. Currently, the flags are displayed only on federal holidays when people from outside the

## QUALITY OF LIFE

### *Arts and Culture / Historic Preservation*

area may be attending celebrations in their own area. Parkston may wish to consider establishing a unique day or time of year that can bring these assets into focus and attract people from outside the area – Parkston Founders’ Day or a Living History Day, for example. The South Dakota Humanities Council is a state partner with the Great Plains Chautauqua which brings programs of historical relevance to communities throughout the Midwest. The Chautauqua program is an intense, week-long program, but Parkston may want to look at it as a model for developing a smaller scale, locally-based program. The Humanities Council has a speakers’ bureau which offers speakers at an extremely low fee on a variety of topics from folk culture to music to South Dakota history and storytelling. You can request up to three speakers for a single program.

Youth involvement in any project or event is essential if you want to attract youth to the event or program. Middle and high school should be involved in the planning of any arts or cultural events, and in the implementation of the plans as well. For some events, they may be the ones who carry out the project. For example, one community member suggested asking students in art classes at the high school to paint the windows of empty buildings in downtown Parkston. This would improve the appearance of the downtown and, if changed regularly (maybe with the seasons), would give residents a reason to visit downtown periodically. An “art opening” could be organized around the unveiling of each new set of windows and perhaps combined with a performance at The Klaus, special evening hours for downtown merchants and special offers at the downtown eating establishments. (Get the senior center to serve pie!). The library, the meeting room in city hall, or the Legion Club (VFW Hall?) might be used to display the work of local artists, including students.

Main street spaces could be used as performance, studio, or gallery space, not just for special events but continually. If a main street building owner would donate the space, artists could form a cooperative to cover other costs.

Within the category of arts and culture, the community expressed a specific emphasis on historic preservation. The South Dakota State Historical Society, an office within the state Department of Tourism and Economic Development offers a number of resources to support historic preservation. The State Historic Preservation Office “manages the National Register of Historic Places program of the National Park Service in South Dakota. The program surveys, inventories, and registers historical properties; monitors state, federal, and local government activities which affect cultural and historic resources; provides advice on preservation methods; promotes public education on historical properties; and supports municipal and county historic preservation commissions to advance the state's economic, social, and educational objectives.” (from South Dakota State Historical Society web site, [www.sdhistory.org](http://www.sdhistory.org))

The Society offers grants and tax incentives for the rehabilitation of historic structures, rents traveling exhibits, provides education kits for a nominal fee, publishes a very useful funding guide to help the people of South Dakota with preservation and building projects and also published a curriculum guide on “Places Worth Exploring” that explains the importance of historic preservation.

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*Arts and Culture / Historic Preservation*

**Resources:**

South Dakota Arts Council  
Dennis Holub, Executive Director  
Susan Stoneback, Program Coordinator  
South Dakota State Library Building  
800 Governors Drive  
Pierre, SD 57501  
800-423-6665 In-state toll free  
605-773-3131  
605-773-6962 fax  
susan.stoneback@state.sd.us  
dennis.holub@state.sd.us  
Website: <http://www.artscouncil.sd.gov/>

*Funds for grants to artists, arts organizations, community arts projects, traditional arts programs, and community symphonies and orchestras. Artists in Schools and Communities arts residency and Touring Arts programs. With South Dakotans for the Arts, technical assistance grants to arts organizations, a Performing Arts Bank that underwrites performances up to \$500 for communities with populations under 15,000, and the Afterschool Summer Arts Program. With the South Dakota State Library, SAIL (Solo Artists in Libraries) summer program.*

South Dakotans for the Arts  
Patricia Boyd, Executive Director  
Shari Kosel, Program Director  
405 Glendale Drive  
P.O. Box 414  
Lead SD 57754  
605-722-1467  
Email: [soda@rushmore.org](mailto:soda@rushmore.org)  
Website: [www.sdarts.org](http://www.sdarts.org)

*A private, non-profit, non-partisan corporate whose purpose is to advance arts in South Dakota through service, education and advocacy.*

South Dakota Humanities Council  
Don Simmons, Executive Director  
Michelle Pollard, Program Officer  
Box 7050 University Station  
Brookings, SD 57007  
605-688-6113  
[Michelle\\_Pollard@sdstate.edu](mailto:Michelle_Pollard@sdstate.edu)  
Email: [sdsu\\_sdhc@sdstate.edu](mailto:sdsu_sdhc@sdstate.edu)  
Website: <http://sdhc.sdstate.org>

QUALITY OF LIFE  
Continuing Education

**Resources (continued):**

*The South Dakota Humanities Council explores and promotes state, regional and national programs focusing on ideas, history, and culture. Offer grants, speakers, programs; coordinates the South Dakota Center for the Book.*

South Dakota State Historical Society  
Jay D. Vogt, Director,  
Mike Vogel, Historic Preservation Specialist – Southeast  
South Dakota State Historical Society  
900 Governors Dr.  
Pierre SD 57501-2217  
605-773-3458  
605-773-6041 fax  
jay.vogt@state.sd.us  
mike.vogel@state.sd.us  
Website: <http://www.sdhistory.org>  
Funding Guide: <http://www.sdhistory.org/HP/Funding%20Guide.pdf>

*See description of activities in text above.*

*Artful Business: Using the Arts for Community Development.*

Available online at:

<http://web.dcp.ufl.edu/urp/cbbc/artfulbusiness.pdf#search='Arts%20and%20Community%20Development'>

*The Arts as a Community Development Tool.*

Available online at:

[http://richmondfed.org/community\\_affairs/topical\\_essays\\_and\\_resources/reports/arts.cfm](http://richmondfed.org/community_affairs/topical_essays_and_resources/reports/arts.cfm)

<b>SUB THEME: Continuing Education</b>
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**Challenge:** Many people voiced the need for adult education programs. Increasing these programs may be a way of increasing workers' skills and therefore, job opportunities. People were also interested in classes that offered arts.

**Recommendation:** Continuing education can take many forms and serve many functions. Life style continuing education courses can provide life enriching experiences and knowledge. Courses can be developed by tapping local expertise or by linking through DDN or the internet to external expertise. A survey of local expertise and willingness to share expertise will need to be conducted.

## QUALITY OF LIFE

### *Continuing Education*

A community survey could be as simple as a sheet or half-sheet questionnaire distributed at local businesses, city hall, senior centers and the post office with drop boxes for return at the same locations. Ask people to list subjects they'd be interested in learning more about and subjects they'd be willing to teach. Perhaps the people who are putting together the pictorial history of Parkston would give a one- or two-session presentation on Parkston History. People in the community who do a certain type of craft – knitting, quilting, storytelling and woodcarving to name a few – might be willing to share these skills with others. Try to get young people involved in both the learning and teaching aspects. They could learn traditional crafts or recipes (We don't want that kuchen recipe to leave this world with the elders!) and teach computer skills, web surfing or similar topics. Parkston is rich with talents and can become a 'learning community' using the resources at hand.

Spaces for classes are available in churches, at the school and in community buildings such as the city hall and VFW. If the weather cooperated, you could even hold Parkston history sessions in the Pearl Mound School.

The state regularly offers many technical assistance programs, often at no charge: organizations including 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. Updates on many of these events are available through various sources. (Check the organizations' websites.) The SD Rural Development Council also tries to maintain an up-to-date list of events on its calendar page at [www.SDCommunityNetwork.com](http://www.SDCommunityNetwork.com).

According to the University Continuing Education Association (UCEA), employers have begun to recognize that money spent on training employees is more realistically an investment rather than a cost. A more skilled workforce results in increased economic productivity. So, organizational spending on workforce education and training is on an upward path.

#### A workforce with higher skill levels is more productive.

Increasingly, education and skills are seen as important determinants of the employability and income potential of the worker. The productivity of labor—the output produced per hour of work—is becoming more and more a function of what the employee knows and can do. As the economy shifts to one in which the value of strong minds increases relative to that of strong backs, employers seek skilled and educated workers. The demand for education thus increases.

#### Continuing education helps employers retain employees and stay competitive.

Employers are using opportunities for education and training to attract and retain the best employees. Employers sponsor in-house training as well as underwrite the costs of education away from the workplace. Fifty-five percent of the companies ranked by Fortune Magazine as the "100 Best Companies to Work For" paid for between 21 and 40 hours of training per employee in 2001. Another 34 percent paid for 41 to 80 hours of

## QUALITY OF LIFE

### *Continuing Education*

training, and 8 percent paid for more than 80 hours of training per employee per year. In addition to training, many companies offer tuition reimbursement, college planning assistance and paid or unpaid sabbaticals.

A variety of other benefits offered to employees can positively affect an employee's ability to pursue continuing education or training. Flex-time, reduced hour employment, telecommuting and onsite childcare can all make the pursuit of higher education more easily attainable for working people.

Training of employees is an investment in two distinct ways. First, a more educated employee tends to be more productive. Second, training can be seen as a way to attract and retain talented employees.

#### Employers often outsource design and delivery of training.

Organizations use a wide variety of sources for training. Traditional colleges and universities are among the most commonly hired to provide training. *Training Magazine* estimates that 40 percent of all training received by employees is designed by outside sources.

Though outsourcing of training expenses remains strong, the proportion of training dollars spent outside any given organization has declined in the past three years. There has been a roughly corresponding increase in spending on wages and salaries of training staff. Cutbacks as a result of the recession forced organizations to curtail outside training expenditures in 2000.

Institutions of higher education are clearly a valuable source of workforce training. Those institutions that are best able to customize their learning products, keep pace with changing technologies, develop training content quickly and provide training on a flexible schedule are the ones most likely to be successful and grow their share of the workforce training market.

Other ideas include schools and communities partnering with youth in the running of a local business. For example, in Rutland, students manage a local convenience store. This is seen as a learning experience for the youth as well as providing a valuable service to the community at large.

Developing a youth entrepreneurship program can address a number of issues, simultaneously:

- Teaching important business skills to kids that could be utilized in the future;
- Providing additional activities for youth;
- Providing job opportunities for youth;
- Helping build ownership in the community for youth; and
- Potentially providing a valuable service to the community that might not otherwise be available.

## QUALITY OF LIFE

### *Continuing Education*

There are several other organizations that work through schools that could support the development of such an initiative. One such organization is DECA or the Distributive Education Clubs of America. Another is Junior Achievement, which is basically a curriculum that teaches students how to start and run businesses through student led enterprises and voluntary assistance from mentors in the community. REAL Enterprises is another school-based program that provides assistance to schools looking to implement youth enterprise curriculum. Finally, there is an organization called Youth Ventures that helps support the development of “youth teams” interested in starting a business or providing a social service in a community. Youth Venture may also provide a small amount of financial assistance to help get things started.

Another way to foster growth could be the local business owners teaching the community youth what they do and start a program to work with the schools in order to start an apprenticeship with area businesses or state colleges. The University of South Dakota School of Medicine offers a research apprentice program summer experience to introduce disadvantaged high school students to health-related research. The participants live in the residence halls at the University of South Dakota, spend their days learning scientific techniques and assisting in a research laboratory on campus, and spend evenings and weekends participating in the social activities with the Upward Bound students. The RAP program is funded through the Howard Hughes Medical Institute.

#### **Resources:**

The Greater SD Education and Research Foundation  
PO Box 190  
Pierre, SD 57501-0190  
Contact: Sylvia Moisan  
sylviam@sdchamber.biz  
1-800-742-8112  
1-605-224-6161  
www.yba-sd.org  
sylviam@sdchamber.biz

Dr. Barb Goodman, Director of RAP Program  
Division of Basic Biomedical Sciences  
USD School of Medicine  
Vermillion, SD 57069  
605-677-5158 (ph), 605-677-6381 (FAX),  
bgoodman@usd.edu

Community Development Block Grant (CDBG)  
Steve Harding  
Governors Office of Economic Development – GOED)  
Department of State Development  
711 E. Wells Ave., Pierre, SD 57501

## QUALITY OF LIFE

### *Recycling*

#### **SUB THEME: Recycling**

**Challenge:** Residents identified the loss of recycling services as a concern. The business that provided recycling services in the past discontinued the service because it was not profitable as a private business due to lack of markets for the recyclables.

**Recommendation:** The fluctuating market for recyclable material makes individual community efforts to establish a profitable recycling business difficult. However, many small, rural communities have established successful recycling programs that use a combination of volunteer and paid labor, drop-off recycling centers, one-time recycling events and/or cooperative agreements with nearby communities.

One successful model is the hub-and-spoke model which can be adapted to local needs. In Nebraska, the hub-and-spoke model operates successfully in both as a for-profit business and as a volunteer-driven operation. Custer County Recycling, a Broken Bow, Nebraska business, places recycling trailers in several communities within the county on a rotating weekend basis. The recyclable material is processed and sold by Custer County Recycling. Since 1995, 5,000,000 lbs. of recyclable goods have been collected.

In other parts of Nebraska, communities place a trailer at a central location, and a recycling processor picks up the material monthly, or as arranged with the community. Alternately, someone from the community can pull the trailer to a processor.

Affordable, multi-container recycling trailers are available from Dempster Industries, Inc. Descriptions of various trailers are available at [www.alleycatdepco.com](http://www.alleycatdepco.com). Many of these trailers can be towed by a pick-up truck making transportation and rotation relatively easy.

The Mitchell City Landfill accepts recyclables; it may be possible to negotiate an agreement to take recyclables from Parkston and surrounding communities. They may also be able to refer Parkston to an area transfer station.

The South Dakota Department of Environment and Natural Resources Solid Waste Management Program provides grants, loans, or a combination of grants and loans for solid waste disposal, recycling, and waste tire projects. In addition, a list of businesses that accept recyclables are published on their website.

Traditionally, the Keep America Beautiful program has been a leader in litter and waste reduction and now in recycling. South Dakota only has one organization affiliated with Keep America Beautiful which is located in Yankton. This organization may be able to provide some advice and assistance.

## QUALITY OF LIFE

### *Recycling*

#### **Resources:**

Vonni Kallemeyn  
Waste Management Program  
Department of Environment and Natural Resources  
523 East Capitol Avenue  
Pierre, SD 57501-3181  
(605) 773-3153  
(605) 773-6035 fax  
Email: [denrinternet@state.sd.us](mailto:denrinternet@state.sd.us) or [vonnik@denr.state.sd.us](mailto:vonnik@denr.state.sd.us)  
Website:  
<http://www.state.sd.us/denr/DFTA/WWFunding/SWMP/solidwastemanagementplan.htm>

DENR Recycling Program website:  
<http://www.state.sd.us/denr/des/WasteMgn/Recycling/Recyclepage1.htm>

List of Businesses Accepting Recyclables:  
<http://www.state.sd.us/denr/des/WasteMgn/Recycling/RecycleGuide.htm>

Darl Allen or Ron Olson  
City of Mitchell  
612 North Main Street  
Mitchell, South Dakota 57301  
(605) 995-8448 or (605) 995-8465  
E-mail: [rolson.cityofmitchell@midconetwork.com](mailto:rolson.cityofmitchell@midconetwork.com)

Keep Yankton Beautiful, Inc.  
Mrs. Gail Miner  
Executive Director  
Yankton, SD 57078  
Email: [robngail@iw.net](mailto:robngail@iw.net)  
Phone: 605.665.8485

Nebraska Recycling Association  
Steve Andrews  
1-800-248-7328  
Email: [sandrews@nsra.omhcoxmail.com](mailto:sandrews@nsra.omhcoxmail.com)  
Website: <http://recyclenebraska.org>  
*Has worked with many small, rural communities to develop recycling programs and is an excellent resource for technical assistance.*

CUSTER COUNTY RECYCLING  
HC 74 Box 32B, Broken Bow  
Kelly Flynn: (308) 872-2218

## QUALITY OF LIFE

### *Recycling*

#### **Resources (continued):**

AlleyCat Trailers

DEPCO

711 S. 6th St.

Beatrice, NE 68310

1-800-777-0212 (402-223-4026)

FAX 402-228-4389

Email: [sales@alleycatdepco.com](mailto:sales@alleycatdepco.com)

Website: <http://www.alleycatdepco.com>

Manufactures trailers for sorting and hauling recyclable solid waste.

National Recycling Coalition

1325 G Street NW, Suite 1025

Washington, DC 20005

(202) 347-0450

Fax: (202) 347-0449

Email: [info@nrc-recycle.org](mailto:info@nrc-recycle.org)

Website: <http://www.nrc-recycle.org>

*The National Recycling Coalition is a membership organization of recycling professionals and advocates dedicated to maximizing recycling. Under the Tools and Advocacy button on their website, they have good information about financing recycling. Within the National Recycling Coalition, there is a Rural Recycling Coalition (RRC) created to address the cultural, socioeconomic, solid waste, and recycling market conditions unique to rural regions. More than 400 recyclers now participate in the RRC.*

#### Publications

*Drop-Off Recycling and One Time Recycling Events*, from Toolbox for Community Change, Keep America Beautiful. Available online:

<http://www.kab.org/kabtoolbox/toolbox.asp?id=367&rid=368>

# COMMUNITY BUILDING

**SUB THEME:** Beautification – Main Street

**Challenge:** With decreased business activity and aging structures, the main street becomes more challenging to keep attractive.

The attractiveness of Main Street, as well as the area along highway 37 in Parkston, leaves an important impression on travelers through visitors and potential residents.

**Recommendation:** The attractiveness of Main Street is a joint responsibility between private business, property owners and the City of Parkston, who represent the people. A profitable business on Main Street will keep their property attractive and in good condition, and thus support for businesses through local patronage and access to business technical and financial assistance, benefits the attractiveness of Main Street. The City of Parkston, with business owner support, has the capability to invest in improvements to Main Street related to sidewalks, road surface, water and sewer service, etc. However, they are limited by available budgets, and also need community support for expenditures on Main Street improvements.

The City and Main Street businesses first must recognize a concern voiced by the community that improvements are needed. Individual businesses can act on their own to improve their property, or join together as a committee to plan and make improvements. If public funds are involved in main street improvements then:

- A clear benefit to the community must be identified and documented.
- A plan for improvements where public funds will be provided needs to be developed. This may take a committee of citizens, main street businesses, and City Council members.
- A cost estimate of the plan of improvements developed. Will the cost match the identified benefits? Are the improvements a priority allocation of limited time and funds? This type of project can be very controversial and cause long term hard feelings if everyone is not provided an opportunity to express their views.
- What is the community's evaluation of the cost, benefits, and plans? Do they support the project?
- Where will funding for the improvements come from? Main street businesses, City funds, private donations, grants, fundraisers.
- Who will be responsible for successful management and completion of the project.

As in all efforts, main street improvements take time and funding, and someone to continually insure that the effort keeps moving forward.

## COMMUNITY BUILDING

### *Beautification*

There are many initial small steps that can be taken by businesses owners and the community that may show the importance of an attractive main street, and build support for future more extensive improvement efforts. Small steps include: painting, cleaning of empty lots and seeding to grass or landscaping, lighting changes, providing tax incentives for improvements, offering cost-share for clean-ups, planting flowers, and development of a main street plan. Local youth or service organizations may consider becoming involved, if strong community support exists. 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:**

South Dakota Community Foundation  
Box 296  
Pierre, SD 57501  
Ph: 605-224-1025  
[www.sdcommunityfoundation.org](http://www.sdcommunityfoundation.org)

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](mailto:districtiii@districtiii.org)

<b>SUB THEME:     Beautification – Parks</b>
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**Challenge:** Maintain and improve existing parks, and add some additional recreational opportunities.

**Recommendation:** Parkston is a very attractive community with its residential areas and its existing parks; the community is and should be proud of this. It is also a very recreational minded community, with great youth and adult facilities that are well developed, attractive, and well maintained.

As with all communities, recreational facilities need continuous maintenance and improvement, and recreational needs change through time. The current park facilities are owned and maintained by the City of Parkston or the Parkston School District, with many special purpose organizations assisting with time and funds - such as the baseball program, American Legion, Historical Society, etc. Parks and recreation are thus again a

## COMMUNITY BUILDING

### *Beautification*

public/private partnership; however, local government bears the overall responsibility for decisions.

During the assessment, we heard park and recreational project ideas related to the location of the shooting club, athletic practice fields and a hiking or biking trail. These ideas are all doable efforts over the next 1-5 years, with opportunities for grant funding if the ideas are well planned and developed first at the community level.

To accomplish park and recreational goals the community will need to decide and establish a way for private organizations with specific recreational needs to work together with community citizens and the City and School, to remain focused on priority projects, coordinate activities, and complete, sound, complementary facility designs.

In order for ideas of projects to move forward, they should go through the same process as mentioned in the main street section of this report:

- A clear benefit to the community must be identified and documented.
- A plan for improvements where public funds will be provided needs to be developed. This may take a committee of all recreational stakeholders.
- A cost estimate of the plan of improvements developed. What is the community's evaluation of the cost, benefits, and plans. Do they support the project?
- Where will funding for the improvements come from? Local contributions/fundraising, grants, public funds?
- Who will be responsible for successful management and completion of the project
- As indicated, these types of projects require a committee of all potential stakeholders who completes the initial plan or design for the improvement, seeks funding, keeps the community aware of progress and holds public meetings to gather input from stakeholder organizations and the public, and makes needed design changes.

As with most projects, local financial support through donations, public funds, and/or fundraisers are the foundation of successful financing. The local funds show local commitment, and are options for securing outside funding for recreation projects such as listed below:

- SD Land and Water Conservation Funds: SD Game, Fish, and Parks (Every other year – next in 2007)
- Recreation Trails Grant Program, SD Game, Fish, and Parks.
- Urban and Community Forestry Program: SD Department of Agriculture, Division of Conservation and Forestry.
- South Dakota Community Foundation: SD Private grant making foundation
- South Dakota Department of Transportation: Highway enhancement grants.
- Private foundation grants:

For most project activities in a community, there is assistance available for project development and grant writing from regional organizations your community supports, such as Planning and Development District III, and the Lower James RC&D. These

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### *Beautification*

organizations have experience with project planning and can help you make the project happen.

#### **Resources:**

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](mailto:districtiii@districtiii.org)

Lower James RC&D Council  
1820 N. Kimball, Suite 4  
Mitchell, SD 57301  
Ph: 605-996-1031  
Email: [john.deppe@sd.usda.gov](mailto:john.deppe@sd.usda.gov)

Department of Game, Fish and Parks  
Trails Program Specialist, Scott Carbonneau  
523 E. Capitol  
Pierre, SD 57501  
Ph: 605-773-3391  
[Scott.Carbonneau@state.sd.us](mailto:Scott.Carbonneau@state.sd.us)

Department of Transportation, Office of Local Government Assistance  
Paula Huizenga  
700 East Broadway  
Pierre, SD 57501  
[Paula.Huizenga@state.sd.us](mailto:Paula.Huizenga@state.sd.us)  
Ph: 605-773-4831

South Dakota Community Foundation  
Box 296  
Pierre, SD 57501  
Ph: 605-224-1025  
[www.sdcommunityfoundation.org](http://www.sdcommunityfoundation.org)

SD Department of Agriculture  
Division of Conservation and Forestry  
523 East Capitol Avenue  
Pierre, SD 57501  
Ph: 605-773-3623

## COMMUNITY BUILDING

### *Volunteerism*

#### **Resources (continued):**

Avera Community Service Fund  
Jerry Soholt  
3900 West Avera Drive  
Sioux Falls, SD 57108  
Ph: 605-322-4752  
Email: jerry.soholt@avera.org

<b>SUB THEME: Volunteerism</b>
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**Challenge:** Volunteers are necessary for community-based projects and programs, but it is increasingly difficult to recruit them. Parkston is experiencing the same STP syndrome – the Same Ten People doing many things – as many communities and organizations. However, Parkston prides itself on its friendly, helpful people and the extensive summer youth sports programs that are completely run by volunteers. Some residents mentioned barriers to volunteering including both parents working and busy school schedules. Others felt that people were more willing to volunteer if there was direct personal benefit. Seniors were also identified as an underutilized resource. Difficulty recruiting EMTs and ambulance drivers was mentioned several times.

**Recommendation:** The Community Assessment process provides a perfect opportunity for community engagement and volunteer recruitment. Capitalize on the interest people expressed by attending a listening session to connect them to a project or program that may result from the process.

Several basic volunteer management techniques will help the community meet their needs through volunteers while providing a positive experience to volunteers which also aids in volunteer retention:

1) Be clear about your request when you ask someone to volunteer. Be able to tell the person what tasks they will be expected to do or outcomes they will be expected to accomplish; the time commitment required both in terms of hours per week and how long the project itself will last – weeks? months? years? If there is a term of office, tell someone up front. A written volunteer job description feels too formal for some people however; it does ensure that everyone is working from the same set of expectations. Some residents mentioned during the listening sessions that they do not volunteer because they are afraid a volunteer assignment will become theirs for life. Establish the “rules of engagement” up front to address this concern.

## COMMUNITY BUILDING

### *Volunteerism*

2) Get specific feedback from people about why they do or don't volunteer. In its monograph *Connecting Rural Communities: Volunteering and Neighboring*, the Points of Light Foundation stated the following:

*“Rural residents reported two main impediments to getting more involved. They are lacking free time and information about volunteering. Volunteers, potential volunteers, and volunteer coordinators also cited daycare, time, and family commitments as barriers to volunteer service. The lack of awareness about available volunteer opportunities was more acute for low-income residents who often do not subscribe to the newspaper or belong to civic or service clubs. These are two of the most commonly used methods of publicizing volunteer opportunities. . . .*

*“Some less tangible obstacles also make it hard for rural residents to get involved. Many residents don't know what talents they have that could be useful.”*

Carefully examine and address all barriers to volunteering such as lack of income or time, child care, transportation or cultural and language barriers. You may feel that Parkston has few cultural barriers, but several residents expressed the feeling of “not belonging” even though they have lived in Parkston for years, in one case more than 20 years; this is a cultural barrier to overcome. Volunteering is a good way to build a feeling of ownership in and commitment to the community.

Volunteer opportunities can be developed to accommodate or eliminate barriers that prevent volunteerism once they have been identified. This may require change, a job that has always been done by one person may need to be shared by a couple or a family, something that has always been done during the day may need to be done in the evening or on the weekend, remember, volunteering should be made as easy as possible for the volunteer.

3) Ask. Another Points of Light Foundation survey reported that the number one reason people don't volunteer is that no one asked them. Do more than just put an article in the newspaper or post a sign in the post office or on the signboard in the intersection. Ask specific people to take on specific responsibilities. Most people will respond favorably when they are asked directly, “Because you have unique talents and expertise, would you to take on this volunteer role.” If they say no, ask them to recommend someone else, and then use the first person's name as a reference when you ask the second person.

4) Follow-up, recognize and celebrate. Don't assume that just because someone has been recruited to a position, they will pick up the ball and run with it. Check in with them periodically, celebrate milestones and small achievements during the process and continually thank them for their contribution. Celebrate in a big way once a goal has been accomplished.

There are many ways to recognize volunteers. Some people appreciate a phone call or hand-written note; others may want more public recognition. Consider an annual city-

## COMMUNITY BUILDING

### *Volunteerism*

wide volunteer recognition event. This would also provide an opportunity to thank local businesses for allowing flexibility to EMS and Fire Department volunteers. It is beneficial for volunteers to log hours, not to be competitive but to recognize the benefits the community receives from the accumulative volunteerism. Logging volunteer hours at a central location such as City Hall or the library can provide an opportunity to recognize the cumulative hours on a “Sharing Tree,” where everyone can watch the hours “grow” over time.

Remember, however, that a great deal of volunteering happens informally. Many do not recognize that neighbors helping neighbors because it’s the right thing to do, mowing the lawn for an elderly neighbor or taking food to a family in crisis is actually volunteering. These acts of kindness are important to the fabric of the community, however they do not impact the number of hours available for formal volunteering.

5) Accept different ways of working. Remember, in most if not all cases, there is more than one right path to reach a goal. It is important to accept the fact that newly recruited volunteers may not complete a task the way it has always been done however; the focus should remain on reaching the goal.

6) Engage youth and seniors. Participating in various community volunteer efforts gives young people the opportunity to learn the importance of civic engagement. Community involvement is important factors in college and scholarship acceptance, so young people are often looking for volunteer opportunities. Invite youth to serve on governmental and civic committees.

Seniors offer a wealth of knowledge and experience. They are committed to Parkston as evidenced by the Senior Center restaurant downtown and the volunteer service to the school and hospital. Look for opportunities to capitalize on this talented group. One of the best ways to identify opportunities is to ask the seniors themselves what they would like to become involved with. If the seniors can run a café downtown, would they also be interested in running a variety store that provides basic items that are not currently available in town?

7) Build leaders. Getting people to volunteer for smaller projects is a way to build leaders for bigger projects and community leadership. In addition, community leadership training is available through various programs including LeadershipPlenty which was conducted in Parkston a few years ago. Consider offering additional LeadershipPlenty program opportunities every few years making sure to include youth and seniors from Parkston and the surrounding communities.

## COMMUNITY BUILDING

### *Volunteerism*

#### **Resources:**

HELP!Line Center

Sara Carothers, Volunteer HELP!Line Coordinator

1000 West Avenue North, Suite 310

Sioux Falls, South Dakota 57104-1314

Email: [vol@helplinecenter.org](mailto:vol@helplinecenter.org)

Website: <http://www.volunteersolutions.org/volhelp/volunteer/>

*Links individuals, groups and corporations to volunteer opportunities at non-profit organizations; provides technical assistance through volunteer management training and on-site, individualized consultations for non-profit managers.*

Retired and Senior Volunteer Program (RSVP) in South Dakota

John Pohlman

South Dakota State Office

Corporation for National and Community Service

225 S Pierre St, Room 225

Pierre, SD 57501-2452

Phone: (605) 224-5996

Fax: (605) 224-9201

Email: [JPohlman@cns.gov](mailto:JPohlman@cns.gov)

Website:

[http://www.seniorcorps.org/about/role\\_impact/state\\_profiles\\_detail.asp?tbl\\_profiles\\_state=SD](http://www.seniorcorps.org/about/role_impact/state_profiles_detail.asp?tbl_profiles_state=SD)

*There is a South Central South Dakota RSVP program based in Mitchell that should be a resource for Parkston. Contact the state office for more information.*

Points of Light Foundation

<http://www.pointsoflight.org> and

<http://www.pointsoflight.org/programs/neighboring/resources/default.cfm>

*The Points of Light Foundation & Volunteer Center National Network engages and mobilizes millions of volunteers who are helping to solve serious social problems in thousands of communities. Through a variety of programs and services, the Foundation encourages people from all walks of life — businesses, nonprofits, faith-based organizations, low-income communities, families, youth, and older adults — to volunteer.*

## COMMUNITY BUILDING

### *Volunteerism*

#### **Resources (continued):**

Volunteer Resouce.Org

<http://www.pointsoflight.org/resources/volunteerresource/>

*VolunteerResource.org is a comprehensive virtual library for the most up-to-date information on volunteering, volunteer management, and effective engagement of people and resources to solve community problems. From insights on long-term strategy to on-the-ground ideas for making volunteering fun and rewarding, VolunteerResource.org is designed to make it easy to connect with new ideas and information.*

LeadershipPlenty

Beth Davis

LeadershipPlentySD

PO Box 802

Sioux Falls, SD 57101-0802

Phone: 605-978-2804

Email: [leaders@leadershipplentysd.org](mailto:leaders@leadershipplentysd.org)

Website: [www.leadershipplentysd.org](http://www.leadershipplentysd.org)

*The goal of LeadershipPlenty focuses on how groups can learn to work together to take action on behalf of their community. The program teaches participants how to identify community assets, manage conflict, build strategic partnerships, and other skills that will enhance their ability to lead volunteers in local decision-making and problem solving.*

Cooperative Extension's LeadershipPlenty Program

Cheryl Jacobs

917 Main

Mobridge SD 57601

Phone: 605-230-0077

[Jacobs.cheryl@ces.sdstate.edu](mailto:Jacobs.cheryl@ces.sdstate.edu)

#### Publications:

*Connecting Rural Communities: Volunteering and Neighboring* and *Strengthening Rural America Neighbor by Neighbor* Both available online at:

<http://www.pointsoflight.org/programs/neighboring/resources/default.cfm>.

Published by the Points of Light Foundation & Volunteer Center National Network in partnership with the Annie E. Casey Foundation.

*Just Neighbors – Rural Volunteering Challenges Traditional Concepts*, Volunteer Leadership magazine, Fall 2004, published by The Points of Light Foundation

<http://www.jjhill.org/pol/index.cfm?jsessionid=30309fc4f59e4d4b257d&action=main.individual&lngID=2201>

## COMMUNITY BUILDING

*Development Coordinator*

### **Resources (continued):**

Recruiting Youth Volunteers for Your Organization, SDSU Cooperative Extension Service, [http://agbiopubs.sdstate.edu/pub\\_description.cfm?Item=ExEx15001](http://agbiopubs.sdstate.edu/pub_description.cfm?Item=ExEx15001)

Books:

*The Successful Volunteer Organization: Getting Started & Getting Results in Nonprofit, Charitable, Grass Roots & Community Groups*, Flanagan, Joan.

*Volunteer Recruiting & Retention: A Marketing Approach*, Macduff, Nancy.

*101 Ideas for Volunteer Program*”, McCurley, Stephen & Vineyard, Sue

<b>SUB THEME:     Development Coordinator</b>
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**Challenge:** One of the needs we heard over and over again during our time in Parkston was the need for a development coordinator. It sounds as if there is a consensus to the need for someone who is at a minimum part-time, but there are many questions that need to be answered among entities as to what the job would entail.

**Recommendation:** Times are changing when it comes to economic development. In the past, it was a job done by volunteers with some success. Through the years the business has become increasingly competitive and it is tough to operate without at least a part-time coordinator.

Communities that have hired coordinators have reaped a number of benefits like increased business development, retail activity and/or visitor spending that generate job opportunities, property and sales tax revenues. I’m convinced that once your community takes the leap and hires a coordinator you won’t regret it.

It will be necessary to develop a job description for the coordinator position. It has to be realistic and practical. There has to be a consensus between entities as to what the parameters of this job will be, and the community needs to be informed about what the position is to accomplish. Once the job description is in place, the resources to make it successful have to be found. Salary isn’t the only issue. There needs to be office space, administrative support, working partners in the community and a network of technical support from outside the community. However, if the right person is found, the benefits would soon outweigh any costs associated with funding the position.

## COMMUNITY BUILDING

### *Development Coordinator*

I would encourage you to consider hiring someone familiar with the community. The person hired needs to have excellent people and business skills. An understanding of the community and its people is invaluable; it's something that takes an outsider a long time to learn. If the individual is a local, they already have "the inside track" on a lot of community issues and they also have ownership in the community.

It is imperative that the development coordinator knows what is expected and who they answer to. In speaking with other people in economic development, some of the biggest conflicts occur when the coordinator is taking directions from more than one entity.

I sensed the coordinator position is something that has been thrown around for awhile in Parkston. We received a number of suggestions as to what that person should be responsible for. I also got the idea that a lot of problems would be solved and issues addressed once that person was hired. Please be aware that economic development is a slow process with a number of promising leads that turn into dead ends. There has to be a lot of trust involved with a coordinator and their board. When people are frustrated that a deal fell through, the board has to unconditionally back up their director or they will be victims of the rumor mill.

When developing a job description, talk to other communities with economic development directors. Find out what works and what doesn't work for them, then tailor that to Parkston. Also, ask what capital resources their community uses for funding. Many communities use city sales tax revenues, city and county general fund contributions, annual contributions from banks, utilities and other community stakeholders that will see an increase in their revenues if new business is generated, the development corporation and chamber.

**Resources:** Below is a list of other economic development corporations with full or part-time coordinators.

Southeast Enterprise Facilitation Project  
Nancy Larsen, Facilitator  
PO Box 106  
501 S. Broadway  
Marion, SD 57043  
605-648-2909  
sefp@southeasternelectric.com

Badlands / South Central Enterprise Facilitation  
Freya Simpson  
32551 271st St.  
Hamill, SD 57534  
605-842-3220  
fsimpson@gwtc.net

## COMMUNITY BUILDING

*Development Coordinator*

### **Resources (continued):**

Freeman Economic Development Corporation  
Sharon Schamber, Development Coordinator  
PO Box 43  
Freeman, SD 57029  
605-925-4444  
freemansd@gwtc.net

On Hand Economic Development Corporation  
Vacant, Executive Director  
224 N. Broadway  
Miller, SD 57362  
605-853-3098  
605-853-32765 (Fax)

Greater McCook Development Alliance  
Joe Bartmann, Executive Director  
100 Main Street Suite B  
PO Box 217  
Montrose, SD 57048  
605-363-3020  
mccookalliance@dtnspeed.net

Platte Development Corporation  
Karen Burket, Executive Director  
PO Box 393  
500 S. Main St..  
Platte, SD 57369-0393  
605-337-3921  
mkb@midstatesd.net

North Central South Dakota Economic Development Corporation  
Jackie Heil, Executive Director  
Mobridge, SD 57601  
605-845-5202  
ncsded@westriv.com

Parker Development Corp., Inc.  
Mark Kasten, Economic Development Coordinator  
PO Box 57  
Parker, SD 57053-0057  
605-297-4305  
info@parkersd.org  
www.parkersd.org

**COMMUNITY BUILDING**  
*Food Pantry / Consignment Store / Thrift Store*

**Resources (continued):**

Minnehaha / Lincoln County Economic Development Association  
Jeff Eckhoff  
200 N. Phillips Avenue, #101  
Sioux Falls, SD 57101  
605-339-0103  
jeffe@siouxfalls.com

Lake Francis Case Economic Development Corporation  
Jessica Schoenhard, Executive Director  
115 West Lawler St.  
Chamberlain, SD 57325  
605-734-4418  
lfc@midstatesd.net  
www.dakotadevelopment.com

<b>SUB THEME: Food Pantry / Consignment Store / Thrift Store</b>
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**Challenge:** Many people mentioned the need to have services for people in long-term need. Some thought that may be able to coincide with a consignment store.

**Recommendation:** We heard from at least two groups that the food pantry is an important part of the community and serves a number of people in the community. We understand the need for privacy and accessibility and came up with the suggestion of combining a food pantry with a thrift store. People could donate clothes, household items, toys and other items to the thrift store for purchase at very low prices. The person donating the items would be eligible for a tax deduction for the donated items. The food pantry could be in a private section of the thrift store, which would help protect the anonymity of those needing to access it. They would also be able to pick up additional items at the thrift store at a very low price. This concept could be expanded to include a consignment shop that would allow people to bring higher priced items to be sold. The person consigning the goods would be entitled to 50% of the sale proceeds. The other 50% as well as the proceeds from the thrift store would support the general operation of the facility or raise funds for the community. This would provide an opportunity for area residence to turn their unused items into some extra cash and also help out the less fortunate in the community. Passers by wouldn't know if the person is bringing items to donate or be sold, shopping for interesting items or accessing the food pantry.

The community of Wessington Springs has a booming consignment shop and thrift store. The Springs Area Community Club organized the consignment shop which is served primarily by their volunteer members. They do have one paid staff that is funded from a

## COMMUNITY BUILDING

### *Retaining Youth*

federal grant program called Experience Works. This person works approximately 18 hours each week. They also serve by an Experience Works –federally funded program that works about 18 hours a week. The hours of operation are Monday and Wednesday from 1:00 p.m. to 6:00 p.m., Friday noon to 6:00 p.m., and Saturday 9:00 a.m.-1:00 p.m. The consignee receives 60% of the sale proceeds and 40% of the proceeds are kept by the Community Club to support area projects. Last year \$14,000 was raised for projects in the community. They do operate a separate food pantry out of the old fire hall that is open one Friday afternoon a month. It is not part of the consignment store.

Maybe a thrift store/consignment store would be a project a youth group from church could have a hand in. There will need to be an adult director to give ideas and focus to the group, but this is something that youth would find appealing.

#### **Resources:**

Laura Keiser  
Wessington Springs Area Development Corporation Coordinator  
(605) 539-1929

Vi Phillips  
South Dakota Career Center  
(605) 353-7155

SD Department of Labor  
Experience Works Program  
605-626-7652

<b>SUB THEME: Retaining Youth</b>
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**Challenge:** Like many other rural communities, Parkston is feeling the pinch of declining enrollment in their schools and there is an overall concern that young people are not coming back to Parkston to live.

**Recommendation:** I read some research material recently that polled college graduates on criteria that decides whether or not they move back to their hometowns. The young adults that were questioned were from communities with a population of 3,000 or less. Small towns may be interested to know that the number one thing they were looking for was a place to raise a family.

What qualifies as “a good place to raise a family?” Safety, home availability, parks, healthcare, excellent schools and recreational opportunities were the qualities given. It interests me that in the assessments I’ve done that the community believes it is jobs that

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brings young people back. Granted, jobs certainly fall into the equation, but we need to focus on the other variables as well.

When asked the question, “What are the strengths of Parkston?” time and time again we heard about the very things mentioned above. We heard (and saw!) what great parks, schools and healthcare Parkston has to offer. Citizens also voiced the fact that they don’t have to worry about crime and feel they can trust their neighbors.

Another interesting piece of information came from the youth themselves. A vast majority of the students would come back to Parkston if the opportunity presented itself. That’s impressive. Obviously the kids know they have a great community and support system.

So....how do we get youth to come back to Parkston?

A lot of the effort needs to come from the people who live in the community. It’s important to let young people know why citizens have chosen Parkston to all home. They need to know their parents live there because it’s a great place to raise kids. They also need to know that they may not be able to participate in the number of activities they do if they were in a larger community. Point out the advantages of living in a small community. You know your neighbors. People care about you. You don’t have to lock your doors. Small class sizes. You attend church with friends and neighbors, not strangers. These examples are just the tip of the iceberg.

School also has a huge impact on the path students choose. Be sure your guidance counselor and teachers are passing on the fact that while they may be able to earn more money in a larger city, the cost of living is cheaper in Parkston. It would be interesting to have a business class do a comparison of the cost of living in your community as compared to Sioux Falls or even Mitchell. The school and parents need to let kids know that money isn’t everything when choosing a career.

Involving youth in community planning before they leave builds a greater sense of ownership and commitment to the community. As you develop projects and programs based on this community assessment, make sure there are young people on every implementation committee and give them full voice and an active role in the decisions and actions.

A program in Platte is aimed at bringing young people back to the community. The program is administered by the Platte Development Corporation (PDC) in collaboration with area businesses and the local high school. Initially, the student shadows a business during high school. After high school graduation, if the student and business agree, a contract is entered into for college tuition reimbursement. The PDC, business and student would be responsible for 1/3 of the student’s tuition. The student is required to return to the business after graduation for four years, otherwise they repay the employer.

The concept is based on the Dakota Corp scholarship the state offers, only geared more toward vo-tech schools. Businesses are in need of skilled labor and this is an attempt to fill

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that void with “homegrown” kids. Platte funded their program with a grant from the City of Platte and the South Dakota Community Foundation.

With Parkston’s close proximity to Mitchell Vo-Tech, I would encourage you to visit with their admission’s office about potential candidates who are looking for employment. If you have specific jobs that need to be filled, let Mitchell Vo-Tech know what you have to offer. For example, in Platte some of our businesses have a pronounced need for diesel mechanics, automotive mechanics and machinists. We sent brochures explaining the scholarship program, but also advertising our quality of life and recreational opportunities. This would also work with electricians, plumbers, and other trades.

It’s important to kindle the entrepreneurial spirit in youth. One of the best examples of this is on Parkston’s Main Street with the cabinet making shop. This is a hometown success story. Now get other youth thinking the same way. Many of the youth felt that they needed some business courses at the junior and senior levels in high school beyond the freshman basic business course. A strong entrepreneurship course should be developed in the high school curriculum in partnership with local businesses. The Hitachi Foundation is a resource that could provide entrepreneurial curricula development training and possible funding. Through the program, business plans are written, and possible new businesses can apply to local banks for start-up capital.

Rutland, SD is an example of a community where the youth and the community partnered in the running of a local business. Rutland students manage a local convenience store, which provides a valuable service to the community while providing the students with a valuable learning experience. Maybe this could be replicated in Parkston with a youth recreation center or weekend movie theater.

Another method of instilling entrepreneurial spirit is through the Youth Business Adventure (YBA). Juniors and seniors spend a week on a college campus, earning college credits while they learn about building a future business. YBA is sponsored by the South Dakota Chamber of Commerce and Industry and The Greater SD Education and Research Foundation. A similar experience is offered by the Center for Women Business Institute at the University of Sioux Falls. Young girls attend Camp CEO, a week long camp designed to teach small business development skills. The Center for Women Business Institute can also be a good source for entrepreneurial curriculum materials. Other organizations that work through schools are Distributive Education Clubs of America (DECA) and Junior Achievement.

Parkston should develop a method of tracking its high school graduates once they leave the community to work or go on to higher education. These alumni could be recruited back into the community when business opportunities arise. Are there needs for an electrician, a plumber, an auto body repair shop, health care provider, chiropractor, attorney, or a CPA? A database of former youth could prove to be a valuable resource in the recruitment of young families back to Parkston. One Nebraska program -- Business Beyond the Farm -- targets high school alumni from the South Platte region of Nebraska. The mission of Business Beyond the Farm is to market the benefits of a rural lifestyle, especially to people who grew up in the region and moved away after graduation. Business Beyond the Farm is the

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brainchild of two sisters who returned to their small town roots after a life pursuing their dreams in big cities.

The centerpiece of Business Beyond the Farm is a website that highlights the amenities of rural communities and spotlights successful entrepreneurs, who make good livings, free of the stress of urban environments. The site offers links to a wide variety of sources and resources such as entrepreneurship advice, and information on housing, job opportunities and business opportunities. Business Beyond the Farm also facilitates restoring ties with classmates who also graduated from this area, and sometimes travels to University of Nebraska alumni events in other states to make contact with Nebraska alumni who have left the state.

Another Nebraska program – Dialogues Across Nebraska (DAN) – is designed to engage young people in the community. *DAN* is a youth-led community development process that engages people of all ages in discussion around one community issue. The dialogue process is useful for a community to use in finding common ground on projects to address for the future. A concerted effort is made to involve people from the five living generations present in every community, and the dialogue is conducted in a way that ensures everyone has input.

*DAN* is a team effort between the community and the University of Nebraska Rural Initiative. The Rural Initiative provides training and technical expertise in the dialogue process. University and college students train youth leaders and adult partners in the community to organize and carry out dialogues. The community provides the people, enthusiasm and the interest as well as facilities and food. The community strives to implement the ideas that come from the volunteers during the dialogue. *DAN* equips communities with a tool they can use to come together to discuss common issues. Dialogues give people the opportunity to think about the future of their community and involve every generation in the process.

### **Resources:**

The Hitachi Foundation  
1509 22<sup>nd</sup> Street, NW  
Washington, DC 20037-1073  
202-457-0588  
202-296-1098 Fax  
Office hours: 8:00 a.m. to 5:00 p.m., Eastern Time

Rutland High School  
Nancy Falor, Business Instructor  
102 North Main Street  
Rutland, SD 57057  
605-586-4352

## COMMUNITY BUILDING

*Retaining Youth*

### **Resources (continued):**

Junior Achievement  
1000 West Ave., Suite 110  
Sioux Falls, SD 57104-1314  
jasd@asd.org  
www.southdakota.ja.org

The Greater SD Education and Research Foundation  
PO Box 190, Pierre, SD 57501-0190  
Contact: Sylvia Moisan  
1-800-742-8112  
1-605-224-6161  
www.yba-sd.org

DECA-South Dakota  
Distributed Education Clubs of America  
Steven Rounds  
700 Governor's Place  
Pierre, SD 57501  
605-773-4673  
Steven.rounds@state.sd.us

USF Center for Women Business Institute  
University of Sioux Falls  
1101 West 22<sup>nd</sup> Street  
Sioux Falls, SD 57105  
605-331-6744  
866-556-1778  
www.usiouxfalls.edu/als/bus\_istitute.htm  
South Dakota Rural Enterprise, Inc (LeadershipPlenty)  
Beth Davis, President  
P.O. Box 802  
Sioux Falls, SD  
605-978-2804  
www.sdrei.org

Youth Venture  
1700 N. Moore St. Suite 2000  
Arlington, VA 22209  
703-527-4126  
www.youthventure.org

## COMMUNITY BUILDING

*Retaining Youth*

### **Resources (continued):**

Heartland Center for Leadership Development  
941 O Street, Suite 920  
Lincoln, Nebraska 68508  
800-927-1115  
[www.heartlandcenter.info](http://www.heartlandcenter.info)

Betty Sayers  
Nancy Herhahn  
Business Beyond the Farm  
701 4th Avenue  
Holdrege, NE 68949  
866.639.7013  
Email: [information@businessbeyondthefarm.com](mailto:information@businessbeyondthefarm.com)  
Website: <http://www.businessbeyondthefarm.com>

Dr. Sandra Sattler Weber  
Dialogues Across Nebraska  
University of Nebraska Rural Initiative  
110 Ag Hall  
Lincoln NE 68583-0710  
402-472-1744  
Email: [ssattlerweber2@unl.edu](mailto:ssattlerweber2@unl.edu)  
Website : <http://ruralinitiative.nebraska.edu/dialogues>

<b>SUB THEME: Welcoming Newcomers</b>
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**Challenge:** New people moving into the community often feel like outsiders and are unfamiliar with all the community has to offer. They feel that the community can be somewhat “cliquey.”

**Recommendation:** Start a good old fashioned Welcome Wagon group. Another community I work with recently revived their welcome wagon with the help of the Family Consumer Science class at the High School. The students went to the local businesses and put together a coupon book that offers discounts at local stores to be used over a 6 month period. The ministerial association then asked their church members to volunteer to serve on welcome teams. The folks at the city office work with the Development Coordinator to identify newcomers to the community. A volunteer comes a picks up basket from the Development Corporation that not only includes the coupon book, but also a county phone book, local brochures and trinkets provided by local businesses (box cutters, pens, etc.) The volunteer then passes information back to the Development Coordinator about the family that they learned on their visit.

COMMUNITY BUILDING  
*Communication and Identity (Within the Community)*

It would also be a good idea to have a “people person” from the Welcome Wagon group to do a follow up call or visit with the family in a month. Initially it is overwhelming to move into a community, but later when they are in a routine, it would be nice to have someone follow up to answer questions. Example...”Where do I take the car to get an oil change?” “Can you recommend a good doctor?” “Is there a place to get dry cleaning delivered?”

<b>SUB THEME:    Communication and Identity (Within the Community)</b>
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**Challenge:** A lack of communication and coordination between different organizations seems to be an obstacle for the community.

**Recommendation:** A joint, inter-organizational taskforce could be used as a guide to coordinate the community’s efforts to maintain an understanding of the purpose and focus each organization within the community network. Representatives from each community organization are invited to a quarterly meeting at which time he / she provides a verbal report on the projects their organization is currently engaged in and as a group they identify projects to work on together. This process not only helps keep communication lines open between organizations but also helps eliminate duplication of efforts.

Some communities have a liaison from the various organizations attend meetings of other organizations. While this structure helps enhance communication between organizations, having a separate inter-organizational taskforce is more conducive to collaborative projects and elimination potential duplication of efforts. If Parkston hires a development coordinator, this may be an option for their job.

There are several reasons to communicate a clear message to the community. They include: to get attention, to create a buzz, to inform, to inspire, to build trust, to organize, to connect, to change public perception, to counter apathy or opposition, to change policy, to disseminate information, to build bridges, to uncover neighborhood / community strengths, to increase visibility.

It is also necessary to be proactive when it comes to communicating your message. In some instances it has been beneficial for community organizations to be responsible for providing articles and or contacting the local newspaper(s) with pertinent information that would provide informative information to the readers. There are several steps that should be kept in mind when wanting media coverage.

- 1) An effective message needs to be clear, consistent and free of acronyms and jargon.
- 2) Include stories about people and issues that the readers are interested in.
- 3) The message must be truthful and realistic.
- 4) The message should be appropriate for the intended audience
- 5) The message should be specific
- 6) Core messages should be repeated over and over

COMMUNITY BUILDING  
*Communication and Identity (Celebrating Success)*

- 7) When available, effective messages should include logos, web addresses, phone numbers, contact information etc.
- 8) Always give the media plenty of notice if you want them to cover an event! One newspaper editor can cover several communities which will likely generate conflicting dates.

**Resources:**

Parkston Advance  
Parkston, SD

<b>SUB THEME:    Communication and Identity (Celebrating Success)</b>
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**Challenge:** Celebrating the many achievements of the Parkston community and capitalizing on those positives to move into the future.

**Recommendation:** I've written on this topic before and I think it is an important one for Parkston. Your community does so many things right, but sometimes, as in many other towns, it is taken for granted. One of my favorite quotes I've come across in doing these assessments comes from William Arthur Ward when he wrote, "We can chose to throw stones, to stumble over them, to climb over them or to build with them." This is so applicable to rural communities! We work so hard to accomplish things, that when a success occurs, all we can think of is, "It's about time!"

Achievements, both big and small, need to be celebrated because they give people a chance to reflect and give thanks for a job well done. It also gives a positive spin to the work, and sometimes the controversy, that is involved with development.

Whenever a business starts up or an existing one expands, host an open house. This may sound like a given, but the business isn't the only entity that should be involved. If the development corporation was involved, people should know. If the business is a member of the Chamber, maybe a ribbon cutting ceremony or an informal reception should be held. Let people know what's going on and how these businesses are helping keep Parkston alive and well.

We tend to forget to celebrate the businesses we have in our communities...the ones that are getting it done each and every day. These are the businesses that employ our residents, pay taxes, send their kids to our schools, serve on our fire departments and sit by us in church. If one of these local businesses expands, there should be a publicity blitz. Let that business know they are a valuable asset and that your community appreciates them.

It's important to use the local paper to let people know what is going on. As an example, the *Parkston Advocate* could have something like a Gold Star of the Week, where people can go to the newspaper office and write a quick paragraph as to why someone or some group are

## COMMUNITY BUILDING

### *Communication and Identity (Celebrating Successes)*

nominated. The paper prints just a little blurb about it in an editorial. Examples of Gold Stars could be when the cabinet shop expanded, when the fire department went above and beyond after the ice storm, or a group hosted a fundraiser that went to the betterment of the community. The key is it doesn't have to be anything huge, but little things like that give people a sense of pride in their community and puts a smile on people's faces.

Another idea would be to do a "Pride in Parkston" type of award that honors a business or community member that have gone above and beyond to make Parkston a great place to call home. This could be done in a number of ways through the Chamber or development corporation. People could nominate others they think are deserving. After a few years, this grows into quite an honor to be a recipient.

Letters to the Editor are excellent ways to both thank individuals and groups involved in projects. Newspaper articles are great for facts and details, but sometimes the "warm,fuzzy" feeling is better expressed in a letter.

Celebrating successes doesn't have to be elaborate or expensive; the key is to just do it. It makes people feel appreciated and it gives them a sense of pride in their community...something everyone could use a little more of.

## LISTENING SESSION RESPONSES

### *Issues and Challenges*

*The following is a summarized and unedited list of responses from community residents participating in the listening sessions held as part of the Parkston Assessment. Participants were asked to respond to three questions:*

#### **Responses to the Question: What are the major issues and challenges facing the Community of Parkston?**

- Rumors, gossip, jumping to conclusions, people are negative rather than positive
- Respect for professions in the community
- I don't think there is anything for the youth to do in the community
- I can't think of anything right now
- We tend to jump to conclusions
- I am concerned about the businesses that are leaving – the holes on main street
- There aren't any jobs, almost to close to Mitchell
- Competition with Corsica will bring the same
- Where will we put businesses
- Moving into the community it is difficult to meet people in their 20's
- There aren't any jobs
- What keeps the kids in the community
- I agree with the others
- The lack of an expanded food pantry for people who are less fortunate. Right now it is run out of the church that is bulging at the seams
- There are folks that need help
- Empty main street
- Lots of empty buildings
- No loyalty, people will drive to Mitchell to save a dollar
- Losing our family farms and people need a place to work
- We are stagnant for jobs
- We need a community center
- Mitchell is the competition for youth
- Keeping youth having them come back, need something for the youth to do.
- Something needs to be done with the elevator dust and chaff that goes all over town
- Agree with the lack of loyalty, we can do better at shopping more locally
- Agree with the lack of loyalty
- There isn't anything to do for any age group
- WE as a community like to put our blinders on and not recognize those in need
- Agree with the lack of loyalty
- The increasing prices at the community center to go swimming – families can't afford – you can go to Mitchell and buy a month's pass cheaper \*\*\*
- The community needs 3 full time officers. The community isn't behind this but they want 24 hour coverage.
- We also need a bigger police department, we need an interrogation room or a place where a victim and suspect aren't face to face
- Economic development and nurturing existing businesses, starting new businesses

## LISTENING SESSION RESPONSES

### *Issues and Challenges*

- Growing problem of underage drinking, seem like it is getting to be a higher level than the past
- We are having problems getting ambulance drivers – same as every small town in SD. Part of the problem is that there aren't enough volunteers and part of the problem are the state requirements and are becoming more difficult. We could end up waiting for ambulances from Mitchell
- Our communications (digital radios) are terrible, we can't talk to Mitchell. Two miles out of town and them work o.k. A mobile radio works fine.
- Problem getting EMT's involved is getting people who work in town to be involved in emergency services.
- Agree with the ambulance and is going to be a major problem if we don't get more volunteers. There are 4 EMTs we have 3 drivers that have been doing it for 25 – 3 years and will be retiring. Getting folks interest, where people are employees and not wanting to volunteer
- I agree with the underage drinking. The last several years, drinking has evolved from a can of beer to vodka, black berry etc. it starts with parents and socially acceptable
- The Dare program is a good program, but I see kids drinking after they are leaving the Dare activities. Not sure if it is boredom, peer pressure
- Ambulance service – hard to get volunteers to train.
- Volunteerism isn't the norm anymore. It is difficult to be law enforcement in a small community – lack of respect to police, sheriff, only want the law when we want it.
- No one wants to pay for 24 hour coverage but want the coverage
- Ditto – with the West Nile the creek running through town – the city does a good job budget wise spraying but it seems like it is either dry or flooded so is there some thing that could be done?
- Our community is getting older and it is a challenge and not a hindrances it is going to be a problem as older people need assistance.
- We need a senior citizen transportation system
- I would love to see a community center for the kids to have something to do.  
\*\*\*\*
- Lack of industrial development / access to capital / try to grow the community
- Ditto
- Employment opportunities, retention of young people, they go where the jobs go
- More employment with good healthcare benefits
- We need more volunteers; it may be a cultural thing that fewer people are volunteering. The younger families have one or two jobs, school activities so they don't have any time left over to volunteer and grow the community.
- Grow the community, lack of businesses living where we do we have 2 good highways there could be so much more
- We create some of our own obstacles ourselves. We don't take action we just want it to happen
- Challenge babysitting after 6:00 p.m. (6p.m. – 6:00 a.m.)
- Get the community involved, we need to , we should do but it doesn't get done.

## LISTENING SESSION RESPONSES

### *Issues and Challenges*

- Lack of businesses – businesses that have left over the last 30 years. Nice to see them replaced with small businesses
- Senior transportation
- We want to see our town grow but the funding needs to come first and we can go from there
- We need a place for the youth to hang out. Something more to keep the kids involved.
- More industry coming into town somehow
- Chances to get more industry
- Affordable housing
- The big plant that never comes,
- WE have to be of the mentality that you have to spend money to make money. We have a lot of talent in the community that you can tie into, technology based businesses – think globally
- Further development but it takes money to get there – we need about 75 jobs a good factory
- A revision of the city ordinances so they are more user friendly; some are out of date or are obstacles
- Industrial is the backbone of the population and jobs but to have that you have to support and the retail shopping, clothing store, shoe store etc to support the people doing the job.
- There aren't any women's philanthropic organizations outside of church
- Outside city limits are jagged and it's difficult to expand the city limits but maybe should go through an annexation
- Need to make sure annexation is feasible – money drives it\*\*\*\*\*
- Lack continuing education for adults
- Economic Development, industry development more jobs
- Ditto with more young families
- Economic Development jobs that are worth staying in town because with gas prices it will be more difficult to drive to Mitchell
- Keep our younger people within the communities, they go to college and don't come back
- Agree with everything, empty buildings on main street
- Community education, offering something beside watching ball games
- Economic development and keeping people in Parkston
- Shopping locally, loyalty
- Business that will employ people here, get people into town
- Encourage local shopping
- Ditto
- Lack of jobs and businesses
- Parkston is an older community and we need young parents
- Safety issue with ambulance service, need more volunteers and the towns around are having the same problem
- Class sizes are getting bigger and more stress on teachers
- Need housing for families to move into the community
- Employment opportunities that you can raise a family and housing

## LISTENING SESSION RESPONSES

### *Issues and Challenges*

- Employment opportunities and main street needs more variety
- Declining population
- Declining enrollment in schools, affects the town (less kindergarten than seniors)
- More income opportunities for adults and teenagers – teens are driving to Mitchell
- Agree with jobs and education, keep the kids here
- Ditto especially housing
- Economic development, children move out of state because jobs aren't here
- Middle income housing
- Recreation center for students
- Need to grow where do we go – there is no land to go to, kind of in a bind
- Need jobs to attract young to stay and raise a family
- Something for youth – have a drinking problem
- Agree with everything, need to keep youth busy. There are good activities through the school, sports etc. but need things for students who don't excel in sports to do
- Give students ownership in community
- Aging population
- Jobs for graduates
- Underage drinking
- A teen hangout place, alternative to drinking
- Keeping dollars in Parkston
- Promote school system more and focus on things we have and build up
- Affordable housing for young families to move in – need middle ground
- Keeping youth here
- Youth need something to do
- Funding for education
- Develop businesses that pay
- Find leadership and develop an identity that can get Parkston off center – need leadership to get things done
- Jobs
- Keeping the money local anyway you can
- Incubator business by the development corporation
- Have to work with Mitchell to become the best community outside of Mitchell we can become. In return Mitchell needs to return tax dollars to Parkston – a 1% tax dollars back similar to what Watertown is doing.\*\*\*
- Not a lot for kids to do that leads to teen drinking
- No place for anyone to go so they just go else where and do things – different towns
- Something to do and no place to go
- Nothing to do, boring
- Nothing to do
- Ditto
- Law enforcement was stopping people for 5 miles an hour over the speed limit – j-walking people from outside don't want to come here
- Falling grain prices – farmers are leaving the area because there aren't a lot of job opportunities

## LISTENING SESSION RESPONSES

### *Issues and Challenges*

- Noting to do since our main source of fun standing in parking lots talking
- Nothing to do
- Nothing to do
- Nothing to do
- Lack of jobs, community can't grow unless you work at the hospital or ag based
- We are so close to Mitchell people are pulled, Tripp has bowling alley and theater, Platte has the river there isn't anything to attract
- Nothing to do, no jobs
- Not squat to do
- When we do find something to do it is out of town
- Hard to find summer jobs
- Can't go swimming, softball everyday need something else
- Nothing to do
- We haven't drawn businesses to the community, so there aren't opportunities for people to have jobs in town
- Not where to hang out, no safe place to hang out
- There isn't much to do so just go to baseball field
- Need a recreation center, somewhere to hang out
- During the summer there is softball, baseball and swimming but nothing during the winter outside the school activities
- Not only are we not drawing businesses in, but the existing businesses are going out of businesses on main street
- The kids will go away to college and won't want to come back because of the job situation\*\*\*\*
- Small rural facilities have problems retaining professionals...there is too great of a demand on our professionals
- Getting young people back is a challenge...Parkston needs to get a business in that gives professionals a chance to remain or return to Parkston
- Geographically, we are very close to bigger cities and we are almost too mobile...how do we get people to do their business here
- Driving to Mitchell takes too many people
- It's too easy to go to a larger town to shop
- Our Main Street has declined so much because people don't shop here
- Bring more people to town through a housing project
- I wish there were more rental opportunities
- How do we keep our business local?
- We raised 5 kids and only 2 remained close to home
- Many of our workers are homegrown
- We need to work together to make all of our businesses better
- We need to get more industry in...more younger people are not moving in at the rate older people are dying
- Young staff at the hospital...many have connections to the region
- We need to get the community to a place where young people want to stay here
- Ditto
- We need more people so they can use our facilities and then we can offer more

## LISTENING SESSION RESPONSES

### *Issues and Challenges*

- We need a five and dime store, we have to go elsewhere to buy a number of items.
- Our dentists and eye doctors can't be fulltime because we don't have enough people that support them
- Industry and Ag. need to find a way to keep young people coming back
- We need to hold our own and retain what we have
- We are too close to Mitchell and Wal-Mart
- Younger people need to be taken care of so they have places to go and things to do
- We lost Ravens and it hurt our economy
- People need to look at chiropractors as a supplement...we had 4 at one time...it would be nice to have another
- A walking path would be nice
- Employment opportunities are a must for other things too happen
- Housing needs to be studied...what is affordable housing for our income level? We need to have a focus.
- If we don't have housing, it is hard to recruit industry...we could house them if they did come
- It would be nice to get people living here rather than commuting to Parkston
- Make the community as a whole aware of how great Parkston is...don't ridicule those young people that come back
- We need to toot our own horn more often...we need to get the word out in the community and others. We had an open house at the hospital 400-500 people came, and we had one picture in the paper. It was huge and it's important to our community
- Longer hours of being open for businesses would be nice...those commuting from out of town get back into town and nothing is open...how can they do business here if they aren't open\*\*\*\*\*
- Rural farming community – small farms are disappearing
- Retention of young farmers and young business people\*\*
- Losing intellectual capital – people with good ideas
- Business success is directly related to farm success. We're concerned about finding ways to keep ag viable and keep people on the farm
- Big challenge town has to farmer in the last 15 years – building permits, zoning deals are made by town government and most should go out and do farming and see what it's like before they pass laws
- Need to have something to keep ag-related businesses in town going. Owners are getting older and we need to get young people in to keep them going
- Community is bigger than one square mile and we need to bring people in
- Farms are getting bigger and going direct to supplier for inputs – bypassing rural main street. Need to get farmers to come back to small towns
- Big farms don't buy stuff in town, send kids to school in town.
- As a farmer nearing retirement age, you wonder how anyone can start out with the capital needed to get started.
- 2002 census of ag – Hutchinson County – 768 farms, 1997 – 868 farms 12% reduction in five-year time period

## LISTENING SESSION RESPONSES

### *Issues and Challenges*

- Land in farms – 500,000 million acres 2002, a little less in 1997. Larger farms getting larger, small getting smaller. Medium sized farms are struggling more. Get bigger or get smaller that's where it's going.
- Another trend is gross dollars for a farm -- \$200,000 less -- tweeter – you're really struggling because profit margins are smaller. It's tough out here.
- 2005 – worst situation we got caught in, going to short crop
- Newsletter numbers going down (sent to farmers/operators bimonthly)
- Ditto
- Keep it going – farming – keep town alive
- Nothing for kids to stick around for – no industry, only MDS or hospital. Hard to get into school system as a teacher. Not a lot of opportunity.
- Kids aren't going to stick around, so there's no one to take over farm when I retire.
- No capitol unless you're diversified and have a lot of livestock
- Already discouraging kids from coming back because now I can hardly afford to farm. Wife works in town and we can barely make the farm go now. As much as I'd love for my kids to come back, there's just not the opportunity now as when my folks got three boys into farming.
- Quality of life is wonderful—need to build that up and provide opportunities for spouses of farmers
- Even harder for smaller towns – can't attract ministers because there's no work for spouses
- At first, farming was fun and you could make it. Now it's tough and you can barely make it.
- Extra outreach to minority and disadvantaged groups by various means. Census – 43 female farm operators and 725 male. 10 Hispanics, 1 more than one race, 4 American Indian – don't know who these people are – how do we reach them?  
Big challenge
- State loses good minds every year – kids who go to our universities and colleges – frustrating that they can't get back here and find good jobs. People on the East and West Coasts lick their chops to get these kids because of their work ethic.
- Need to get more money into farmers' hands.
- Two ethanol plants suing each other – it's a win-win situation, but they're fighting each other because they don't want competition. We're our own worst enemy.
- Farmers are the only ones who have to take what's offered – other businesses set their own price.
- Dairy industry – got really big dairies with “foreigners” instead of taking care of “our own” people.
- We need to find industry to keep young people in our community
- Industry is huge, we should be able to expand on that
- I want my kids to have an opportunity to come back
- Instead of being a bedroom community, we need to be more industry based
- How can we as a school system give more opportunity or advantages to my kids so they are competitive in the world?
- Industry...we fight things that are ag. related...it's too big, it stinks, we don't want it.

## LISTENING SESSION RESPONSES

### *Issues and Challenges*

- County does not have a public health nurse...Parkston and Freeman both service the county, which is divided in 2.
- Getting people to realize the services our hospital provides can be done here and that they don't have to travel
- People have to get educated on the services that are available in our hospital
- Kids need something to do
- There aren't a lot of job opportunities for younger people
- Elderly transportation is a problem...elderly people need a way to get to businesses in town.
- We need one level housing for elderly people who can't do steps
- There is a need for relief of caregivers in people's homes
- We need to keep Main Street alive \*\*\*\*\*
- Keeping businesses on main street, keeping businesses in community and keeping youth in the community
- How do we get the youth to come back, individuals or families – incentives
- Keep businesses on main street, holes on main street, tearing down buildings, recruiting businesses and new members to the communities
- There are thousands of communities similar to Parkston competing for the same thing
- Is it a bad thing to become a bedroom community? Can't we profit off of Mitchell?
- I agree with a lot of what has been said
- Work on maintaining what we have, expanding businesses and encourage shopping in town
- Main street development
- Agree with what has been said
- Shrinking ag base is a major issue
- Balancing the fixed income citizen with the educational requirements and need for funding
- Educating seniors and moving our community forward – taking a more active part in our older generation
- It isn't bad being a bedroom community, but maybe we need to specialize in one thing ie manufacturing of feed equipment
- Businesses open the hours people are in town. People that commute to Mitchell can't shop local because of store hours
- Internet is a challenge, does service mean anything? Need to shop locally
- Promote or come up with things to come back to town (not just funerals)
- Need something to promote music, theater something other than sports. Need for the 20 – 30 year olds
- The shrinking of the Ag base we will never get back – farms will just get bigger – large farms purchase quantities from other regions\*\*\*
- Business on main street is going backward, a major challenge
- Less job opportunities, hard to start a business
- Job opportunities for the young aren't here
- More jobs
- Businesses and trying to keep our youth in the community

## LISTENING SESSION RESPONSES

### *Issues and Challenges*

- Money is in too few hands. Those that have it want more and those without are struggling.
- Youth want to start at the top, how will you go further when you start at the top
- Balance bringing youth in balance elderly (26 deaths in one church last year) folks that aren't paying taxes
- Youth need a place to hang out, pool hall, movie theater, bowling alley etc
- Qualified street personnel
- Elderly transportation
- Bicycle path and walking trail way from the traffic
- Lack of sidewalks in the new part of town and aren't asking for old sidewalks to be replaced
- Volunteer / paid position to go after grants dollars that are available
- Shooting range – need ground to secure grants
- To close to Mitchell, hard to attract businesses
- Internet shopping
- Tax dollars and monies that will be required to maintain the school
- A little clicky – typical small town
- Quality of life is suffering when family schedules are so complex that family meals don't take place anymore.
- Need bowling alley back – leagues and would add something for all ages\*\*\*\*
- Keeping seniors involved in Parkston is a must
- You can't buy what we need in Parkston...we can't buy material or clothes in town
- We used to have a variety store and we need one again
- Transportation for elderly people is a problem
- We had a clothing store and people didn't patronize it enough
- A movie theater would be nice so we have some entertainment
- There aren't any jobs for our sons and daughters, and grandkids
- We need some kind of manufacturing jobs
- I started a housing development, but I had a hard time selling lots...but eventually I got it done
- You have a lot of patience to do business ventures
- Young people aren't interested in living with the old people
- It took a long time to put in curb and gutter and pavement on my street
- We maybe are a little clicky when it comes to welcoming new people to town
- It would be nice to have a place to buy yarn or crochet thread
- We need better communication between developers and the City..it causes hard feelings and it just doesn't have to be like that
- If it isn't the city council or mayor's idea, you are shot down
- I don't feel like the council wants to hear from us...we had a person who listened to us 20 years ago, but now they don't listen
- We don't recycle any more I would recycle, but there is no place to take it
- They put a prayer chain out so I wouldn't sell my house...in response to someone leaving to live near their children
- I can't buy the things I need in Parkston...I can't buy socks
- Even if we can't keep out kids here in Parkston, we need to keep them in SD

## LISTENING SESSION RESPONSES

### *Issues and Challenges*

- We need our children to realize there are things money can't buy...our quality of life is much higher than that in a big city...you may not make as much money here, but you have a great quality of life
- People take a lot of pride in their property
- The highways bring a lot of people through town
- Business people need to do business in town, they are an example and people would shop here more. If they don't show in Parkston, how can they expect us to?
- We need housing for people to move into if they don't want to live in a big house any more...but it needs to be affordable
- We have a great pair of parks and a beautiful sports complex
- People think we don't pay taxes on our little business in the restaurant, and so they don't think we need to have their business
- We need people to work in our restaurant
- I wish younger people came here to eat at our restaurant
- We are losing some of our older people and so we need to work at replacing them
- We wish the paper would have more information about school activities...we have problems with getting to know what is going on
- I wish we had more activities at the Senior Center
- Rumor mill causes a lot of hard feelings in town...we need to get information out there
- Our website needs to be updated
- Our airport needs to be utilized more
- We are putting together a pictorial book together to preserve our history and we don't have a place to display it
- We need to be able to draw people here...if we are a bedroom community, it's OK so let's be good at it
- I hear Sioux Falls is having problems all the time, we can capitalize on that
- We need to get consumers to shop in town more than what we do
- We do not need to think people have to shop with us, we have to earn their business...we are not entitled to it
- Youth need a place to hang out
- We need a meeting place for our people to congregate
- EMS needs volunteers
- We need a new fire hall and city office
- Annexation is an issue
- We need to get our roads paved...it is absolutely necessary to communicate what the plans are for the future
- Our leadership needs to expand and develop...we need new faces and ideas
- It would be nice to be able to do some pilot training at the airport...they don't want to learn at busy airports, they come to small ones, that may be a niche to fill
- No industry. Why can't we have more industry and businesses?
- Need more jobs
- Mitchell is too close
- People didn't support Community Foundation – few people did the \$250 a year for 4 years

## LISTENING SESSION RESPONSES

### *Issues and Challenges*

- Nothing at all for young people to do outside the few who have joined their parents in business
- Bringing new businesses to town and having them be successful
- Keeping what we have now and not losing, but gaining businesses
- We have a lot of service related businesses, but not a lot of retail
- I grew up in Parkston and know what Parkston was like 25 years ago, but now it is nothing compared to that
- We used to have a lot more retail than what we do now
- People are not willing to stay in Parkston to shop
- We are a lot more willing to travel places than we used to be
- We need to keep the things we have and improve on them
- We have a number of quality daycares, and I would like to see them assisted with their facilities so they could be improved
- Economics in Parkston need to improve
- We need to develop a niche...what are we to be known as...is a bedroom community a bad thing?
- How do we keep people here rather than in the larger towns
- We need to have some business awareness as to what our businesses have to offer
- Does everyone know what our Main Street has to offer when it comes to services?
- We need to have people that are loyal to shopping in town
- Our school doesn't have an FFA program...it's a way to connect them to the community and give them some leadership training, we really should have it
- People think very little of themselves...I'm concerned about that...many of the elderly people I work with may not think much of themselves and that they are a hindrance to others...they have so many talents...we should be working with them to make them aware of how valuable they are
- I can't get employees to work at Our Home...I have a problems getting people to work here instead of Mitchell...we train on site and that is an asset.
- Psychology, sociology people can come to work at Our Home
- The business district is not handicapped accessible...people can get downtown, but they can't get into the businesses
- People don't show up to volunteer if it doesn't benefit them directly
- We like to live here and travel
- Parkston is at a crossroads mentally...we could move up or slowly die off
- Children need something to do afterschool...7 to 10 year olds need something to do, but no one wants to pay for the service
- The youth don't have a place to relax
- Our Home needs to take entertainment dollars for the kids outside of the community...we can't bowl or see a movie here
- Our library needs to be utilized more

## LISTENING SESSION RESPONSES

### *Strengths and Assets*

#### **Responses the Question: What are the Major Strengths and Assets for the Community of Parkston?**

- It is a small clean community
- Safe
- Close to larger towns
- School is an asset
- I'm glad my kids go to Parkston school, they offer a lot
- Churches
- Resiliency of a lot of people, we have very strong resilient people who land on their feet and sometimes wonder how
- Our healthcare facilities and is one reason we moved here vs. other communities
- People still have values
- More churches than bars
- Park, swimming pool, baseball games are family oriented
- Attractive with good streets
- Hospitals, school, swimming pool, things that some of the larger communities don't have.
- Has an image of being a younger progressive community
- Totally agree the school and healthcare center are strengths
- Resilience – good old German strength that we are going to keep going
- The people are warm, caring and stubborn so change doesn't come easily but they do care about their community but not sure how far they will go.
- Streets are better in this community than a lot of other communities
- One park has better equipment than some parks in Sioux Falls
- Two highways give good access
- Nice clean buildings, well kept makes community look a lot cleaner
- An asset that we are doing the Community Asset that we are looking forward to the future.
- All of the churches work together, supportive of each other's dinners, etc.
- People are very very kind, helpful, feel like you are an important part of their lives  
\*\*\*
- Friendly, clean, safe, close to Mitchell that is why people come here. Just got a new neighbor from Minneapolis and he was impressed when he drove through town
- Parks and schools
- Good roads, streets, I see other towns without curb and gutter I would like to see it continued and fairly
- Our town has a good school system and health care system
- Agree that the school is great, health services are great and are trying to make the streets better. The ball parks are good and are expanded making good programs
- Ditto on schools and health care system. People that are involved work diligently and very hard
- Schools, churches, healthcare, police protection, ambulance

## LISTENING SESSION RESPONSES

### *Strengths and Assets*

- Economic Development did a good job getting some of the old houses cleaned up. It is a beautiful little city.
- School, hospital for a community our size to have the hospital we do is amazing
- The machine shop and other new business is expanding, main street struggling
- Cleanliness, welcoming, hard workers and good sense of values
- Before I moved here 2 years ago I would always marvel about what a great looking town, impressive over the years the impression just gets better.
- As a great place to raise a family and a great place to retire
- Values
- Churches has either had a major addition, improvement, more facilities for physically challenged
- The neighborhoods are cleaned up – getting rid of the old cars was good
- The city is progressive, what is next, what do we need to plan for, city keeps finding opportunities.
- I enjoy the city wide clean up where things you don't want anymore and goes to the dump
- When the ice storm went through the city hauled branches and everyone helped everyone else
- Technology – we are fairly high up on technology, high speed internet
- The awesome services the hospital offers are all encompassing so you don't have to go to Mitchell or Sioux Falls. \*\*\*
- Excellent educational system
- Parks, swimming pool, tennis courts, outside activities,
- Friendly, clean and safe
- Healthcare education and infrastructure
- Location proximity to Yankton, Mitchell, Sioux Falls River
- Churches, strong, hard working people good values
- Appearance of progress – looks like it is going somewhere
- Safe – feel comfortable going to the park by themselves – kids can be busy doing something
- Has many assets, hospital, churches, school potential for growth and to be so much more
- People and the cleanness of the community
- Education and hospital everyone supports and we are proud of it
- Parkston is a friendly community,
- We have the basic core businesses, education, health basic services and very friendly people
- Friendly, safe and progressive
- Good banking institutions, lawyers, dentist in town several days a week
- When my grandkids come from large cities they can ride their bikes, walk to the pool, because they can and it is safe.
- When we moved it was the health care, school, grocery store, friendly people, community looks good
- Friendly, clean, safe, parks

## LISTENING SESSION RESPONSES

### *Strengths and Assets*

- Vision eye clinic
- Progressive dentist
- Need to give credits to the police, city council and others
- Two pharmacy
- engineer
- Our Homes will be building a new structure
- Several daycares
- Eating establishments
- What we have in our town is really unique; you don't have to go out of town unless you want to. For healthcare – specialists come into town
- Clean friendly and affordable housing
- Implement dealers
- Farm and ranch garden store, accountant, chiropractor, insurance, vet,
- rail access / shuttle loader so ag commodities can be market \*\*\*\*\*
- One of our biggest strengths is the school system, banking and hospital
- Healthcare center, school, national guard armory, people are friendly
- Concern of the people, the Community Assessment is an indication of the public's concern
- Hospital, attractive community, well kept up
- Town is well kept continue to do more to keep it up
- School, hospital, youth, sports teams,
- Size, not to big, and not so small that you can't get groceries and gas
- Appearance of town
- Top notch health care and school
- Health system and wellness and school
- People in the community
- School, close knit community
- School, hospital, parks,
- Development Corporation has done a good job cleaning up the town
- School is excellent and the community is supportive
- School, hospital, people
- Good friendships
- Location of town
- Ability to avoided becoming a dying town
- Safe, kids have freedom to ride bycles
- Deep family web base, strong community base so a lot of caring but there is reluctance to change and let outside people in in terms of businesses
- Education
- Size of community, for kids and class sizes
- Most of the people have moved in stay for years so must be a good place
- School
- School system, would like to move into town
- School, healthcare is expanding
- Variety of businesses in town if you need anything you don't need to go out

## LISTENING SESSION RESPONSES

### *Strengths and Assets*

- Hospital, churches and school system
- School systems and healthcare
- School system and health care also fortunate youth are respectful and good outside of the community
- In our school, it is small enough students can participate in multiple activities and students don't get turned away
- Good locations, 2 good highways, 20 miles from Mitchell, Sr.s willing to volunteer, wealth that helps
- School
- School, health care and kids
- School health care friendly community support
- Community pride
- Ditto with everyone
- Family structure – response when there is a need in the community
- Golf course
- Churches
- A lot of senior volunteers (not all seniors) in school\*\*\*\*
- When someone has something wrong we can help each other out
- The parks are really good - a good place to hang out and safe
- Sports activities, baseball, wrestling, football
- Good school
- Great hospital making advancements, educational program, pride in the community itself, a nice place to be around
- Keep our town clean, everyone is out for sports
- Everyone is involved keeping the town clean
- Good school system, principal is tough but we know how to act when we get out of school
- Everyone is active in sports or plays
- Families are involved with kids sports and activities, keeping kids from being cocky
- Sold school, have passed the no child left behind, can be involved in music and sports, how clean and safe it is
- Feeling of security, can run to a house for help if you need it; hospital, school, town is trying to update, renovating streets
- Everyone is very involved in the community, good clean fun sometimes
- Low crime
- Everyone knows everyone, people are friendly, parents are involved in kids sports and things
- Big following of sports teams, great school and hospital
- Good food places, sandwiches
- Great facilities, baseball fields are the nicest in the area
- School facilities are now
- Parkston has met the no child left behind, the school hasn't been on "watch"
- A lot of people work at the hospital, expansion
- Parents and community support the kids

## LISTENING SESSION RESPONSES

### *Strengths and Assets*

- Sports are the core of the community and community is supportive
- School offers a lot of course offerings
- Lots of churches – something for everyone
- Parkston is always trying to clean up, well kept
- Parkston is Christian based community
- The cops are doing a decent job keeping things safe
- Everyone knows each other
- Can go outside and know everyone, like the ag community too.
- Safe community and when you go on the walk you wave to everyone
- Pep Band is better this year and people come to support the pep band
- It is cool that parents get involved in the community – fire department and school and stuff\*\*\*
- We have a lot of support and pride in our community.
- I come from a town a lot the same size as this, but they have nowhere the amount of things to offer that Parkston does
- Hometown feeling
- Cooperative effort between schools and churches
- We support one another
- Ditto
- I like that someone else is helping me watch out for my kids
- Our location may be a challenge, but it is also a strength, people have the opportunity to commute
- Our library I don't like that I get charged more because I am from the country...
- Our schools and healthcare is topnotch
- Only an hour from the river and Sioux Falls is an asset
- Library
- It is easier to get in and out of a store here than it is in Mitchell
- Small town atmosphere
- Healthcare
- I appreciate the cooperation with the healthcare and chiropractors.
- I feel safe here and my kids are safe
- Location
- The healthcare facility and schools are top notch
- 14 of 42 of my classmates came back to the area...that's a great asset
- We have a cell phone tower
- Great school system with new buildings, hospital – both great assets\*\*\*
- Excellent streets, good business district – most ag-related – need to support them, the more we can keep them busy and open the better it will be for our community.
- Being a small community where most everybody knows each other.
- Hospital, school, some good business – Weber's
- Health care facility, school, businesses (wish there were more)
- All the small towns around have the same – friendly, hard-working people. We're no different from other small towns – they have good schools, good people too. Big

## LISTENING SESSION RESPONSES

### *Strengths and Assets*

challenge is that we're all in this together. I don't see any solutions. Tough battle. We all want to survive and prosper.

- Shopping district, library, go to doctor here; like services and people here.
- People are friendly. Work part-time with a guy from Arizona – “people here always wave”. Peace and quiet.
- Hospital facilities, school; location, location, location – Hwy. 37, close to Mitchell, but still in a small town
- Lot of change out there, but it's good. Everyone should read book – Who Moved My Cheese? Govt. people are used to change, everyone needs to be.
- Rains here, lovely good people.
- Quality of life is second to none. Don't have to worry about someone giving you a “number one” sign at a stops sign. If someone needs help, someone will help.
- Biggest asset little towns have – buy here because stores are closed when I get home.
- Can be whatever you want to be in Parkston. Be on any board you want to, just have to be willing to do a little work. Can be involved.
- Lots of crime in big towns, not here. Parkston is a safe place to live.
- Parkston is unique – schools and hospital, business, park system. Baseball program – outstanding for the size of community. Youth program is all volunteer and it's that spirit that families look at when they're moving.
- Got rail, natural gas, corn, rural water – have all the elements for ethanol production.
- Healthcare and school system are strong
- People accept you, you come in contact with a variety of people
- We don't work together and support our community...be it shopping or anything else
- My son started a business here and wants to continue it. My daughter also likes it here
- We are open minded and aggressive...our leadership needs to get together and work together
- People...some issues we can get something done quickly, but on others we fight like cats and dogs
- It's great to be near Mitchell, but they also cause some problems...we spend our money there, but they don't spend their money here
- Community health nurse takes care of the WIC and pre-natal services
- Children in need of special services can get them
- All Women Count is run through the clinic
- Do diabetes counseling
- Community Health Nurses have contracts to do health screenings at the school
- We have Home Health and Hospice programs
- We have a number of elderly people that take advantage of Home Health
- Home Health does a number of services for the community...we also service Lake Andes
- We have a number of visiting physicians that deliver services in Parkston
- As a doctor, a number of the procedures I need to do can be done right here...Parkston is a regional health center where a number of other towns come here to get healthcare
- Telemedicine is important to keeping people in town for healthcare

## LISTENING SESSION RESPONSES

### *Strengths and Assets*

- We have a strong school system, and we need to work on keeping them here
- Our CEO at the hospital is progressive and it has helped our community immensely
- We are looking at the options of bringing in a Petscan
- Our town is very supportive of the hospital...I come from another community basically the same size, but they didn't support the community anywhere near what they do here
- The fact that Our Home is expanding is great
- When we do physician recruitment they are impressed with our schools\*\*\*\*
- Appearance of the community
- Maintain and keep some of the traditional businesses
- Nice look to the community
- Good school with younger families
- School
- Youth programs for the kids in the summer, baseball, softball, amateur teams a lot of volunteers to keep the programs going
- Active school and active administration
- One of the better rural hospitals in the state
- Relatively young business community
- Churches
- Foundation, trying to bring graduating classes back for home coming, speak to the kids and why Parkston is important to them
- School
- Hospital
- Businesses
- Youth programs
- Good volunteer people, family
- The people are the best thing about the community
- People feed off of other peoples ideas and helps pull the community together to make things work
- Safe place, police, fire department, a lot of churches, good sense of family strong values
- A lot of towns don't have medical doctors and PA's, dentist office, optometric, gorery store, 2 pharmacies, etc,
- Good streets, sewer system, water supply
- The people in Parkston, small town, like knowing people
- People, values, school, hospital
- Agree with everything on the list
- School is in good shape, if / when consolidation what would be good for Parkston may not be good for other communities\*\*\*\*
- School has a positive budget
- Hospital and school
- Will likely see school consolidation in the next few years. Those on fixed incomes would be challenged to pay increased taxes
- Location –

## LISTENING SESSION RESPONSES

### *Strengths and Assets*

- Safe, clean, kids can run where they want, friendly town
- Hospital, school
- Youth
- Parkston Community Foundation, demonstrates that we want to keep what we have
- Library
- School, hospital, churches,
- Farmers are an important part of the community and need to be included in community
- Rural, farming is a big industry
- People stick together, look out for each other
- Progressive people in town, hospital is an example
- School
- Our Home, has brought an awareness
- Any business in town is an asset
- Local people need to support
- Civic organizations are supportive
- Small town community
- Parks
- Flowers in the parks
- Indoor pool at the hospital and an outdoor pool
- Police department, fire, ambulance
- City council develop a plan for street work\*\*\*
- We have the best hospital and school system
- If we can't get our medical care here, they send us to Sioux Falls or Rochester
- We love our school system
- We have great streets
- It is a safe, clean community
- We have a wonderful hospital
- Most of our streets are paved, we still have some to do, but we need to work on some more
- Community foundation
- I don't have to worry about my kids when they play outside
- The people in Parkston are a big hearted and giving people
- Diversity of churches
- Devotion and dedication to churches
- Sense of community
- When we fly flags on holidays, it gives us a sense of pride and patriotism
- MDS expanding this summer – up to about 40 people
- School system and hospital – doctors and nurses
- Safe community to raise children
- Nice eating places
- Churches
- Grocery store
- Local businesses – banks, drugstores

## LISTENING SESSION RESPONSES

### *Strengths and Assets*

- Two good parks – draw tournaments to Parkston
- Homes are affordable – low cost of living
- Leadership is OK – my son's on there
- Ditto – parks, swimming pool
- Healthcare is an asset
- The wonderful school system
- If you grew up here, the people are loyal
- If you need help, people will help you out
- I think it was a great place to grow up in...I wanted the same for my kids
- I am fortunate to have my kids living so close to Parkston
- Hospital
- School system
- A number of people are very good leaders in our community
- There is a small group of people that have set a good example and given good leadership to get us in a good position to be competitive, but we need to work on turning that leadership over
- The commercial club does a great job with Old Fashioned Saturday night
- We have a hospital that is second to none
- We are ag. related whether we like it or not...we need to have a way for farm kids to be able to continue to farm...has to do with prices, but there isn't much we can do about that
- I agree
- Assisted living...Borman Manor
- Parks are wonderful
- We need to strengthen our ag. related businesses
- If ag. isn't good, our economy is in trouble...we are connected to it whether we like it or not
- We have a great banking system...many good leaders are in them
- It is a good community when it comes to the churches working together
- Strong working relationship between the schools, churches and hospital...we all work together
- People's faith empowers them...we do well because of our churches
- We are a bedroom community
- New homes are being built every year
- Parks
- Hospital is a huge plus so we don't have to travel
- This community is very generous to children at Our Home...they give gifts, do community projects for the kids
- Churches are an asset to the community
- The only time I ever needed to shop outside of town in the two years I have lived here was when I needed to buy a frying pan
- Parkston is a very welcoming community
- Our Home does a lot of business in this community
- Churches do a lot of business in our community

## LISTENING SESSION RESPONSES

### *Projects*

#### **Responses to the Question: What Projects would you like to see accomplished in Parkston in the next two, five, ten, and twenty years?**

- Expanded food pantry and perhaps have it on main street so general public could do second hand clothes, while maintaining privacy accessing through a back door.
- There is a committee of four working on the food pantry
- We need a new swimming pool, great baseball town; youth and athletics are our entertainment. Maybe we need a new swimming pool, maybe a larger indoor pool
- It would be nice to have a stronger main street; bringing something in
- Need something that will draw people in; what is magical about Howard SD that is drawing people to it. I would like to replicate that here but I don't know what "it" is. It is growing with people, families; it started with a youth project and moved up.
- Walking and bike path (in 2 yrs.) People of all ages like to walk and ride their bicycles for wellness. Part of the future is wellness and prevention
- In 10 years I would like to see our population double. We have a community foundation and people are investing in it so we need to figure out how to make it a great Parkston community.
- Build a convention center, Mitchell didn't want it but we do; it would create jobs.
- Move the gun club out of town and expand the park so we can get more state tournaments. This is a ball game community so build on it.
- New city hall, fire hall
- Find businesses that want to come to town and find community leaders who want to let them come into town.
- Look at the parks they are green and nice but there aren't any flowers.
- I like the bike path idea – that is really good! From 5:00 on there are people coming down the road
- Maybe we do need a community center with a gym that is manned that people of all ages can go.
- I agree with the flowers we need to beautify our community and tidy up main street and the holes in main street can be landscaped
- Wood that is piled up around a house needs to be cleaned up so it doesn't start on fire
- I think a community center for the kids would be good; there are tons of kids at open gym; the kids fight over what to do. Maybe an area with games, foose table, move room\*\*\*
- Gun club out of town
- Expand the parks
- More personnel in the police department
- New business in town to keep people in town
- Need more curb appeal downtown, flowers, gaping wholes need to be covered up
- Walking / bicycling trail for wellness
- Population double in 10 years
- We need a community center / community building for all to use, pool, daycare, evening ctivites, transportation

## LISTENING SESSION RESPONSES

### *Projects*

- Retirement program for ambulance drivers
- Hope to see the streets paved with curb and gutter
- Ditto the curb and gutter
- I would like to see younger population come in – it helps keep the school district going which requires younger people. Technology based jobs ie medical transcription for providers at a distance
- Another park on the north end of the school districts portion / soccer, baseball, walking track (2 year)
- Industry – we don't have the capability for larger businesses but businesses that employ 6 – 10 people.
- As the town grows the police department will have to grow
- Be kept abreast with what is going on in town
- Develop the land by the school
- Emergency services building expanded greatly in addition to the fire department and police.
- Maybe we need to get someone in charge in a paid position in grant writing – volunteers wear out.
- Going to expand population in 10 years need lots of curb and gutter
- People need to buy a subscription to the paper
- We need someone to find and follow through with grant application.
- President of the Development Corporation and are in the process of trying to hire someone to write grants, housing issues, economic development,
- 5 – 10 year range more affordable housing geared close to the school. There s land that is cleared and read for development
- Property west side of 37 be annexed in
- I would like to see a lot more than just the west side there is all kinds of land to the east that houses could be built. If something could be doen with the drainage ditch so development to the north could happen
- Industry
- Jobs / people in town
- Convention Center
- I look at Brandon they have grown from the size Parkston is to over 6,000 – a performing arts center in the school, industry
- Recreation – an amusement park.
- Deal with the drug and alcohol problems starting with the parents\*\*\*
- Look much broader industrial development county wide or region wide; we can't think just Parkston we need to thing regionalization to figure out how to stabilize population. The town population is stable but the county's isnt'
- Focus on retaining on existing businesses
- Connect with the Rural Learning Center in Howard
- We have basic things here but music, videos etc have to go out of town.
- Add flowers to enhance the parks
- Educate the citizenry about the impact of shopping local
- Some improvements in the east park something for the younger people to do, skateboard park
- Welcoming service for people moving into town.

## LISTENING SESSION RESPONSES

### *Projects*

- Development Corporation become stronger and more active which will probably be a full time paid position.
- Paid full time economic development person for the region – get together and celebrate on other communities successes ie. Corsica, Colonies
- In 10 years 80% of the population does not leave to work
- Bio-diesel an excellent
- Keep the existing businesses going
- Need to keep what we have and something to bring in 75 – 100 people which takes grants and think it is a good idea to have someone focus on getting grants.
- Expansion in the industries / development. Keep what we have
- School has maintained enrollment due to the location (close to Mitchell)
- The city has acquired land close to the school that is in the process of being developed – hopefully in a couple of years
- Short term need to finish infrastructure – streets; have the potential of adding 9 people to an existing industry. Longer term potentially a 25 employee unit. Biodiesel is an industry that needs to be pursued.
- Regionally need to think beyond the city limits, letters of support have been sent to Corsica.
- A lot of businesses have been added over the last year.
- Sewer study is being done to know what the capacity is
- 50% people
- Annex Parkston to work beyond the city limits
- The city of Parkston gave the Economic Development \$8,000 to hire a part term person.
- Need to determine what the electrical interference in the communication
- Walking path / bike path
- Some non industrial jobs potentially recreational jobs
- Wind power? Need to figure out how to utilize it here, the biggest challenge is using it here.
- More cultural attractions, center for plays / music /amusement park
- We could be more friendly to new businesses or outsiders. Not be afraid of competition
- Walking path at the school so kids don't have to cross the highway
- Community education programs
- Attracting people who live in Mitchell
- Demonstrate that Parkston is the best bedroom community to live in
- Excelleration program
- Need to finish expanding the 911 towers
- Annex the rest of the community around and cooperate with the annexation so everyone is working together.
- Cell One tower is 5 miles away – expand
- Economic development some type of industry, that will bring people / jobs
- Flowers to spiff up community, care in gaping holes in main street
- Bicycle and walking path
- Full time paid economic development person

## LISTENING SESSION RESPONSES

### *Projects*

- City Council, Economic Development and Commercial Club need to develop a unified vision
- Recreation Center for all ages
- 10 – 20 years need to double population
- Convention Center, hotel, amusement park
- Get something where money is coming into the community
- Economic development businesses new businesses that will be able to employ new people
- Increase larger employment opportunities
- Teen center where kids can hang out
- Another gym – hard to get gym time
- Recreation center, a place to go
- Small businesses are important, drawing people from surrounding communities into Parkston to shop
- Safe place for kids to be
- Recycling center that people can have access 24 hours for convenience and help environment
- Getting a bigger employer would get the ball rolling for everyone.
- Promote the community with all of the things available in Parkston
- Housing for elderly at a reasonable cost so middle income houses would become available
- Bicycle trail
- More businesses on main street and larger employer
- Bicycle trail and a safe place for kids to be
- Need housing some that would like to live here can't find housing
- Need fun things for people to do in the community, places to eat
- Recreation center / community center for youth and adults
- Factory and main street businesses
- Recreation Center
- Finding something for the kids to do
- Short term – something that would provide entertainment for students and adults & housing to bring people in to attract economic development
- Something to do – a bedroom community needs to offer evening activities
- Ditto
- Ditto
- Recreation Center and affordable housing
- Need to look at annexing property and businesses
- Larger business or industry would help the community grow
- Wider variety of recreation
- New money
- Ditto to everything
- Continue with the street curb and gutter enhancements city is trying to be proactive\*\*\*
- Need to determine which direction the town can grow
- Entertainment that doesn't involve drinking kids, adults, teen hang out, recreation, bicycle, walking path

## LISTENING SESSION RESPONSES

### *Projects*

- Ditto
- Ditto
- Ditto
- Short term neighbor repair step – stop thinking regionally and state wide and think globally, buildings on main street are available. We have locally qualified people
- Movie theater for kids at night
- Need to get people to stop in town
- Holes in main street white plastic fence looks good
- Midterm – need an incubator to attract businesses
- Community theater
- Long term – need someone full time economic development\*\*\*
- A recreation center (5 years)
- 10 years people moving back to town to raise their kids
- Recreation center / bowling alley
- See our community grow more, a strip mall or something so you don't have to go to Mitchell
- A hang out place – not necessarily a recreation center but a place for kids to hang out
- School have a full size indoor pool with a swim team with the school
- Bowling alley that would attract students and older students
- I would like to see our community grow but not like Sioux Falls, Mitchell
- A bowling alley or theater which would also generate jobs for kids
- Job opportunities for college kids
- Bicycle path / trail for running, walking
- Industry or manufacturing to Parkston that would draw younger families to town. Figure out some kind of thing for students to do
- An 18 hole golf course
- Somewhere fun to hang out
- Agree with what was said, a golf driving range
- Something like a Thunder Roads with video arcade, and mini golf
- A few more industries so there would be more income coming into Parkston
- A place to go in the summer time when it's really hot to hang out
- Get a bigger wrestling room
- More businesses in town and more jobs
- Town grows a little and keep things up to date, clean restraints, houses half way normal, looking nice
- Some growth, bike path
- See the town grow, a strip mall so we wouldn't need to go to Mitchell for everything, an attraction to Parkston
- School should add FFA, Archery Range
- Business manufacturing not only to hold the people for jobs but to draw for younger families to keep businesses in town
- Bowling / movie theater to keep out of trouble
- New jobs to bring people here

## LISTENING SESSION RESPONSES

### *Projects*

- Industry even a smaller industry – 50 – 100 jobs that would also give jobs to kids in the summer
- 18 hole golf course, that could attract retirees
- Huge event center with the 1<sup>st</sup> professional hockey team in Parkston\*\*\*
- A Vikings training camp
- Wind power or ethanol development...we need it to move ahead...it's the wave of the future
- Another gym west of the wellness center
- Something for younger people to do...rollerrink, arcade, gym
- Walking path
- Younger chiropractors could work at training in our hospital
- Development Corporation needs to stay active and aggressive
- Could do a project of shopping in Parkston..."I got caught doing something right...shopping in Parkston."
- Build businesses up along the highway
- Some main name stores that people can identify with and shop at
- Fill some of the empty businesses on Main Street
- ALCO and Pamida would be nice to have
- Industry would be nice
- Walking path, biking path would be nice.
- A call center where people speak English...decent paying job
- Support of other small towns around us
- We need to expand out of our boundaries
- Advertising campaign to promote our region would be nice...work with smaller communities
- Winery
- Out by Chapman Drive is difficult traffic to try to get across
- A Best Buy
- ALCO
- Paintball Park would be nice...skateboard park
- Dance studio, gymnastics
- Reservation call center
- All of the above
- Affordability
- Alternative energy resources
- Regionalize our industrial development unit
- Housing development...the city will need to take the lead and a bit of a risk
- Fulltime development person
- Housing development...maybe townhouses...we need a happy medium of housing
- Two year goal is to figure out how to use the Our Home building...they will move into something new and we don't need an empty building
- I would like to see our Community Foundation meet their goal of a million dollars in the next five years....
- Can be a suburb of Mitchell, but not really. Close enough to Mitchell, but not too close. Keep doing what they're doing—keep being active.

## LISTENING SESSION RESPONSES

### *Projects*

- Make local people realize that if they don't patronize local businesses they won't be here. People should use local businesses more.
- Years ago Parkston was a "hub" community, but we're going to more of a spoke with Mitchell as the hub. Its change and people need to get used to it.
- Growth – getting other businesses in here. Possibly an ethanol plant or something like that.
- Make town attractive to young married couples to live here.
- Maintain what's here for sure.
- Would like to see business district grow and thrive. Short-term: funded local group -- development corporation. Takes money to get trained people. Don't see a trend changing unless government policies change. At federal level, change policies so they encourage smaller agriculture.
- Professional people enjoy living in a smaller area, but they'll commute to a larger town. Maybe there are other alternatives out there.
- Some things are not available in Parkston – we would buy them here if they were.
- We're an extension of the Parkston School District – could be more communication.
- Good location – Hwys 37 & 44. As far as attracting new businesses – a big one like Wal-Mart with 50 or 60 employees is probably not going to happen. Look at building smaller businesses like Weber Woodworking.
- People drive up to Mitchell and stop here to buy things.
- Intergenerational business transfer.
- Body shop just opened here within the last year that will probably employ a couple people
- Develop the land north of the school.
- Continue to build on our strengths.
- If we had a retail shop to cover everyone's needs and everyone shopped in town, would it be enough money for people to survive? That would be nice to find out.
- Registration for kindergarten is way down – losing ground on school systems. Tripp and Ethan are going to have problems. Work with those districts to work something out because they're going to have problems. If we lose our school it will be tough.
- We have two colonies in Parkston School District and we cannot build a barrier between them and Parkston. Provide them with ambulance and fire department education so they have those services. Keep things open between community and colonies.
- I hope we need to add on to the school and hospital in the future because we have grown so much
- We need to have more kids for our school...how can we replenish the number of kids...we need to think outside of the box so we can bring in more people
- A call center would bring in more people with decent paying jobs
- Housing needs to be improved
- An industry that would complement what we already have with healthcare
- 15 years from now Dimock and Parkston should grow together...the current baseball field could be our practice field because we have a huge, new complex
- More AP classes offered for our kids would be a plus

## LISTENING SESSION RESPONSES

### *Projects*

- 15 years from now, Parkston should be 3000 instead of 1500
- We need to be able to expand livestock because it is impossible to buy land
- After a game is over, our kids stand and talk for 30 to 45 min. because they have nowhere to go.
- Need an employer for 30 to 40 employees...losing Raven hurt us and we haven't replaced that
- We need something that people take the highway from Mitchell to here
- We need a place for kids to go...we used to have JR's rec, now we don't have anything...bowling alley or movie theater would be an asset
- It is amazing the amount of money kids have to spend...it would be nice if they would be able to spend
- It would be great to have expanded service hours for businesses...even if they are open on Sunday, it would give us opportunity to do business in town
- We don't have jobs for young people in our community...they leave for work in Mitchell and then it becomes a pattern that it is OK to leave town to work and shop
- I would like to see the current businesses stay and even improve
- It would be nice to have the street projects done
- We have a memory diagnostic center that I would like to see grow.
- Congregate elderly housing that is on one level would be nice\*\*\*\*
- Communication either through the development, commercial club or city council staying in contact with graduates
- ½ cent or cent allocated to hire someone to work on development rather than relying on volunteers
- We need someone to determine what is needed community development, develop the long range plan
- Capitalize on the baseball focus – “baseball capitalize of the Region or State” if we are doing it well – capitalize on it
- A place for the youth to gather
- A group of businesses or commercial club to run the business with our supervision
- Develop something for the 20 – 30 year olds. There isn't anything beyond the bars. There isn't any other entertainment, especially single
- Walking path by the school where kids wouldn't need to cross streets
- Clean up main street in a few more areas
- Nice looking affordable housing
- Industry to provide jobs
- Ag based community so an ag based industry
- Promote the town
- Expanded leadership
- ½ time / full time economic development person
- Keep working on the roads, curb and gutter
- Industrial retain on 37 and 44
- Someone either full time or part time to seek out new businesses, work on the economic development
- Affordable housing

## LISTENING SESSION RESPONSES

### *Projects*

- More businesses for youth
- More things for 20 – 30 year olds
- Economic development person – needs to be a decent job with a decent salary full days 5 days a week, if it takes sales tax then it needs to be done.
- Value added jobs in the ag industry
- Need to find ways to produce farm income without a tremendous expense involved – value added
- Economic Development position needs to be a good full time job with a decent salary to help think outside of the box
- Walking path
- Economic development needs to be regional, county and other communities – has to be a joint venture
- Amusement park
- Performing art center attached to the school similar to Brandon
- Combination food pantry (back), retail use clothing front
- Find something specialize in a capitalize on it
- Keeping ambulance services alive
- Community center
- Movie theater \*\*\*\*
- (20 years) Parkston will be a core community in Hutchinson county; Freeman on the east side and Parkston on the west side so a stronger school system
- The hospital has to maintain , they have a good focus on what a rural hospital needs
- Something more to do, it is kind of boring if you aren't interested or involved in sports – for all ages
- More businesses, jobs
- Businesses, even those that only pay a few
- Convention center
- Good leadership, mayor and organizations working together
- Amusement park, something that is a draw to have people stop
- Affordable housing, possibly spec homes, apartments
- We need to improve city government building – fire, police more personnel, ambulance needs more personnel
- Need to do something for the farmers if they choose not to farm anymore or for a second business
- Smaller businesses and keep what we have
- Be more aware of what is going on in the city specifically government
- School consolidation within 5 years
- Utilize the highway access to attract businesses
- Signage for the town on highway 44 and 37
- Hutterite grocery store\*\*\*
- People to build houses are needed
- A business that employs people
- I would like to see a walking track or bicycle path
- I'd like to see a walking path, too

## LISTENING SESSION RESPONSES

### *Projects*

- We have a wonderful grocery store...as senior citizens we shop here in town, not Mitchell
- I wish our music department had dinner theaters or show choir events...we have to go to Mitchell to do that
- We need to capitalize on recreation rather than just industry
- We need to get people to spend their off time in Parkston
- We need a performing arts center of some sort...if you are not into sports, there aren't a lot of options...maybe there could be movies shown there
- Our history needs to be preserved in a museum to help draw people back
- We need to be the best we can be if we are a bedroom community...don't fight it, just be good at it
- We need to have services for people that are commuting or else they won't do business people
- A convention center to pull from Mitchell would be nice
- We need to think outside of the box when it comes to servicing commuters...we need extended business hours to service those people
- We need to draw on the people going through on the highways
- Clean up the windows of the buildings on main street
- Have the kids in the art classes at the school paint murals on the windows of the empty buildings downtown, change 3 – 4 times a year
- Dress shop
- Dollar store – variety store – somewhere to buy yarn and things like that
- We need to revitalize the community
- Development corporation is working at cleaning up land...but it needs to keep moving on it
- Need to help our business community succeed, we need niche markets
- We need an FFA...
- Need jobs for farmers who aren't making it
- Get new businesses in
- If people aren't farming anymore they need to have options for work
- Keep younger people coming back to town
- When we all work together, things work out for the best
- We need some crisis counseling of some sort...it is unfortunate that people are so proud that they can't ask for help
- Thrift store with a way to reach out to those in need
- Bring in some businesses with incentives like tax breaks, etc..
- Maintain what we have and grow some new businesses
- Strip mall maybe out on the highway
- A business that employs people would keep them here in town instead of shopping elsewhere
- I need to have a way to be able to shop in Parkston, I just don't have the choices I used to
- Our city needs to be promoted
- We need to spend the money to promote ourselves
- Make us the best bedroom community we could be
- Some people don't even know what there is in Parkston

## LISTENING SESSION RESPONSES

### *Projects*

- We need to have conveniences...we are an impatient and busy society, we need things that are quick
- We need a shop Parkston campaign so people realize how important it is to shop here.
- People need to be made aware of how important our tax dollars are to community improvements
- We need to revitalize our downtown
- A community gathering place where people can come together
- A community education system would be great
- Maybe we could use Our Home when they move to use as a community classroom place
- Community education needs to be better
- If we had a place where people could share their talents in Parkston, that would be great. It can't be at a church as you get only your members...it needs to be at a neutral site
- Strip mall...maybe our downtown needs to relocate to the highway, it is too hard to get people off the highway
- We need something to keep our young people out of trouble
- Rec Center
- Ainsworth, NE assessed peoples taxes and added in a walking track, it was full...maybe that would be a way to get that done
- We need a place to relax
- Walking and biking trail
- People from 8 to 80 bike in this town, and they do it in the middle of the street, give them a path
- Mini golf
- Transportation for older people needs to be addressed
- Community access to DDN classes