



**Resource Team Report  
Winner,  
South Dakota**

*February 5-7, 2007*

*A Governors 2010 Initiative*

## *Acknowledgements*



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



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



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

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



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



South Dakota  
Community Foundation

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

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February 5-7, 2007

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## Executive Summary

The Resource Team had a great experience during the three days spent in Winner. The hospitality and friendliness of the citizens was outstanding. Winner has a great foundation from which to grow. Your many assets, combined with the community's enthusiasm for the future, can lead to endless possibilities. Some of these assets include:

- Winner's civic groups, who seem ever-ready to help out;
- The South Central Economic Development Corporation, who has worked to create a foundation to stimulate opportunities;
- Outstanding school / teachers / alumni;
- Ample outdoor recreation opportunities; and most importantly
- Community Support (continuously repeated during our listening sessions).

As I look at your community, there is so much opportunity ahead of you. Winner is a vibrant active town that is constantly bustling with activity. As we heard in many of our listening sessions, there are more than 5,000 vehicles that pass through Winner each day. As I've repeatedly said, Winner is a community with great opportunities!!!

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

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

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

Sincerely,

Mike Lauritsen  
Resource Team Leader

## **Introductions by Resource Team Members**

**Paula Corcoran (USDA Rural Development):** I would like to thank the community of Winner for the great opportunity you have given me to get to know your community. There is great unity and pride in your community and this was evident from listening to everyone who attended the listening sessions. Winner is a unique community with much to offer. I have had opportunities to meet some people in your community through my job at USDA Rural Development and I have come to know many more of you throughout this process. I hope our recommendations will help you take the next step that your community desires.

**Laura McNaughton (Office of US Representative Stephanie Herseth):** I want to thank the community of Winner for their gracious hospitality during the time we spent there. It was a pleasure meeting all of you, and I look forward to seeing your growth as you go through the rest of this journey toward improving the city of Winner. You have a wonderful town with lots of potential for development as a regional hub. During our tour of your community, we were made aware of just how much you have to offer the South Central region. I look forward to continuing my relationship with you through my outreach for Congresswoman Herseth's office, and can't wait to see your progress!

**Lorraine Polak (South Dakota Housing Development Authority):** I want to take this opportunity to thank you for the great hospitality you showed us while we were in Winner. As voiced in all the listening sessions, you have a very nice community with friendly, helpful and caring people. This wonderful attribute was evidenced by everyone braving the cold weather to meet with us and sharing your thoughts and wishes. You have taken the first step in making Winner the community you want it to be and we hope this assessment will provide you the tools and resources to continue. Thank you.

**Kate Divis (South Dakota State Historical Society):** Winner's Community Assessment was the first time I've participated in this program, and I'm so glad that my first experience was in your town. The Resource Team heard from many residents about the wonderful people and great sense of community in your town, and your hospitality proved everyone right. I enjoyed meeting so many of you and hearing about your many achievements as well as your concerns and goals for the future, and I sincerely hope our recommendations will provide you the encouragement to continue moving forward. As you have done in the past, keep working together and you will accomplish great things for Winner.

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

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

The South Central Development Corporation coordinated the Community Assessment locally. Brad Schramm served as the community planning leaders and, with the help of many local volunteers serving on the planning taskforce, developed the agenda, coordinated logistics, and publicized the assessment within the local community.

The Resource Team toured the town and surrounding area and interviewed over 150 individuals during the three-day period from February 5-7. The team interviewed representatives from the following segments of the Winner community including Healthcare, Social Services, Families, Parents, Childcare, Emergency Services, Law Enforcement, Teachers, Administration, High School Students, Seniors, City Council, County Commissioners, School Board, Chamber, Ministerial, Civic Groups, Non-profits, Ag, Industry, Business-Retail, Banking, Insurance, Financial Planners, Native Americans, Minorities, 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 Winner?**
- **What do you think are the major strengths and assets of Winner?**
- **What projects would you like to see completed in two, five, ten, and twenty years in Winner?**

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 Winner.

An oral report was presented to the residents of Winner on February 7th, 2007. Following the oral report, a formal written report was prepared and presented to the community of Winner. A community follow-up and prioritization meeting will be held in Winner after this report is distributed and made available to the community at large.

**Resource Team Members**  
*Winner Resource Team, South Dakota*  
*February 5-7, 2007*

**Resource Team Members**

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**Winner Community Assessment Agenda  
February 5-7**

**Monday, 2-5-07**

<b>TIME</b>	<b>TITLE</b>	<b>SECTOR</b>	<b>LOCATION</b>
4:00 pm – 5:30 pm	Resource Team Meets		Hitchen Post
6:00 pm – 7:00 pm	Listening Session 1	Healthcare / Social Services	St. Mary's Hall
7:00 pm – 8:00 pm	Listening Session 2	Families / Parents / Childcare	St. Mary's Hall
8:00 pm – 9:00 pm	Listening Session 3	Emergency Services & Law Enforcement	St. Mary's Hall

**Tuesday, 2-6-07**

<b>Time</b>	<b>Title</b>	<b>Sector</b>	<b>Location</b>
7:00 am – 8:00 am	Listening Session 4	Teachers/Administration w/breakfast	High School Armory
9:00 am – 10:00am	Listening Session 5	High School Students	High School Armory
10:00 am – 12:00 pm	Community Tour	Brad Schramm & Kaye Eckerman Host	Winner Transit Bus
12:30 pm – 1:30 pm	Listening Session 6	Seniors	
2:00 pm – 3:00 pm	Listening Session 7	City Council/County Commissioners/School Board/Chamber	American Legion
3:00 pm – 4:00 pm	Listening Session 8	Ministerial/Civic Groups/Non-profits	American Legion
5:00 pm – 6:00 pm	Dinner	Business After Hours with	American Legion
6:00 pm – 7:30 pm	Listening Session 9	Ag/Industry/Business/Retail	American Legion
7:30 pm – 8:30 pm	Listening Session 10	Greater Tripp County	American Legion

**Wednesday, 2-7-07**

<b>Time</b>	<b>Title</b>	<b>Sector</b>	<b>Location</b>
7:30 am – 8:30 am	Listening Session 11	Banking/Insurance/Financial Planners	American Legion
8:30 am – 9:30 am	Listening Session 12	Native Americans/Minorities	American Legion
10:30 am – 11:30 pm	Listening Session 13	Open Session	American Legion
1:00 pm – 6:00 pm	Team Preparation		American Legion
6:00 pm – 6:30 pm	Community Dinner		American Legion
6:30 pm – 7:30 pm	Town Hall Meeting	All Sectors are welcome	American Legion



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

Major Theme / Sub Themes	Page Number
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<b>THEME: PROMOTING / MARKETING</b>	
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<b>THEME: COMMUNITY SERVICES</b>	
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Major Theme / Sub Themes	Page Number
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Vacant Lots/Buildings	64
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<b>THEME: COMMUNITY FACILITIES/INFRASTRUCTURE</b>	
Pool	71
Community/Rec Center <ul style="list-style-type: none"> <li>• Senior Recreation</li> <li>• Senior Center</li> </ul>	72
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Daycare <ul style="list-style-type: none"> <li>• Survey</li> </ul>	80
<b>THEME: VISION AND PLANNING</b>	
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## ECONOMIC DEVELOPMENT

*Shop Locally*

# ECONOMIC DEVELOPMENT

**SUB THEME:**     **Shop Locally**

**Challenge:** Winner’s location plays an important role in the issue of shopping locally. On the one hand, Winner is a regional hub, providing goods and services not only to Winner residents, but also to people from greater Tripp County and several neighboring counties. On the other hand, many residents told us that they will take advantage of the nearby highways and Interstate 90 to drive to larger communities and shop. The challenge is to encourage residents to patronize local businesses and support local business owners by doing so.

**Recommendation:** There are two key strategies in getting residents to “think local”: education and marketing. First, make sure that residents know what kind of goods and services are available in Winner and offer incentives for shopping locally. A great start would be an advertising campaign in your local newspaper. The paper could feature one business per month, showcasing the goods and services available at that store, and could include discount coupons to encourage residents to shop at that business. During special community events (such as the rodeo), you could print a flyer with coupons for local businesses and put a flyer on everyone’s windshield. You could also advertise the time and money it would take to drive to another town to shop, and compare that to the time and money saved by staying in Winner. Think of a MasterCard commercial: “Gas for trip to another city: \$50; Time spent in the car: 3 hours; Saving time and money to buy the same things in Winner: Priceless.”

Another suggestion is to make sure business owners and employees know what goods and services other local businesses provide, and encourage businesses to cross-promote. For example, if a patron goes to Store X and can’t find the item he is looking for, a business owner or employee could refer the patron to Store Y and tell him how to get there. In that way, every business is getting free advertising and dollars are kept local.

A third idea is to have local business put signs in the window saying, “Thank you for shopping in Winner. We appreciate your business!” You could also make buttons for employees to wear. The more you promote shopping locally, the more residents will have it in mind when they need to purchase something.

Another key suggestion is to make sure that local businesses are competing on service. People may be able to go to a chain store in a bigger city and get what they need at a

## **ECONOMIC DEVELOPMENT**

### *Shop Locally*

slightly lower price, but big chain stores can never compete on service. Local businesses often take the extra time with a customer to explain how to use a product or go above and beyond to help a customer find what he/she is looking for. Train employees in how to provide outstanding customer service by checking out the free articles from the ProEdge Skills website (see below).

A final idea is to encourage local businesses to think about value-added services. For example, a local car dealership could give away free car washes for a year with the purchase of a car, or a local grocery store could offer free delivery on purchases over a certain amount. Encourage local business owners to think about the extra things they could do at little or no cost that would make a big impact in the customers' perception of their business.

### **Resources:**

#### ProEdge Skills

Customer Service Training and Presentation Skills Training

Phone: 800-731-0601

Email: [info@ProEdgeSkills.com](mailto:info@ProEdgeSkills.com)

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

#### American Independent Business Alliance

222 South Black Avenue

Bozeman, MT 59715

Phone: 406-582-1255

Email: [info@amiba.net](mailto:info@amiba.net)

Website: <http://amiba.net/>

#### Small Business Administration

Sioux Falls District Office

2329 North Career Avenue, Suite 105

Sioux Falls, SD 57107

Phone: 605-330-4243

Fax: 605-330-4215

TTY/TDD: 605-331-3527

Website: <http://www.sba.gov/sd/>

**ECONOMIC DEVELOPMENT**  
*Industrial Recruitment and Development*

<b>SUB THEME:     Industrial Recruitment and Development</b>
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**Challenge:** To recruit and develop more industry in Winner.

**Recommendation:** Winner has the assets and foundation for developing and recruiting industries, such as a 135 acre industrial park with the infrastructure needed for a prospective industry (this land will be made available to qualified manufacturers at no cost); the Tripp County Revolving Loan Fund for the purpose of providing capital for the expansion of business and industry in the county; business property tax abatement over a five-year period; current space available for rent; and as the South Central Development Corporation website states, “Providing Financial Assistance to New and Expanding Businesses”. These assets are instrumental in developing and recruiting industries. So that raises the question, how to go about developing and recruiting industries? To secure a prospect, Winner will have to develop a recruitment campaign.

When considering what kind of business or industry to attract / recruit, I would suggest looking at what business would complement a current industry. This will help to focus your efforts when seeking out new prospects. You may also consider surveying your current industries to get their input on what type of business or industry they feel would be of assistance to them – what are their needs, who are their suppliers.

Another possible option would be to develop a brochure that highlights the benefits of the area, the industrial park, etc., but provide the appropriate information for the specific type of industry/company you’re working to attract. Customize your information / presentation.

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

When marketing to these prospects capitalize on your assets:

- Existing Development Park with infrastructure and space available immediately
- Located on US 18, SD 44 and US 183
- Low interest loans
- Labor force of 430 with that coveted Midwestern work ethic

## **ECONOMIC DEVELOPMENT**

### *Industrial Recruitment and Development*

- Exceptional school system
- Winner City Airport
- Motor carriers (Curtis Trucking, Kaiser Trucking, and Whitley's Central Distributing)
- Excellent healthcare facilities
- Small town, friendly feel (safety – low crime rate)
- and the many recreational opportunities (including a 9 hole golf course)

South Central Development Corp. has developed a website. I would suggest continuing to improve on this website including a list of all the resources that are available to businesses in Winner, including the information listed above. I would also suggest developing print material with the same information. Utilize the local talent of high school students in the development of the website and print material. It's essential to ensure all details are kept current. I would also suggest having a specialist review your website and give you suggestions on ways that you can change your website to be more attractive to economic and business development. This is a free service that has been offered in conjunction with previous annual Governor's Office of Economic Development (GOED) conferences held each April in Pierre.

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

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

Below are some of the programs that provide assistance in industrial development. Many of the resources and programs that assist in the development of industrial parks require that there is a commitment from a large business or industry to locate in the industrial park.

#### Economic Development Administration (EDA) Investment Programs

##### 1. Public Works and Economic Development Program

Public Works and Economic Development investments help support the construction or rehabilitation of essential public infrastructure and facilities necessary to generate or retain private sector jobs and investments, attract private sector capital, and promote regional competitiveness, including investments that

## **ECONOMIC DEVELOPMENT**

### *Industrial Recruitment and Development*

expand and upgrade infrastructure to attract new industry, support technology-led development, redevelop brownfield sites and provide eco-industrial development.

2. Economic Adjustment Assistance Program

The Economic Adjustment Assistance Program provides a wide range of technical, planning and infrastructure assistance in regions experiencing adverse economic changes that may occur suddenly or over time. This program is designed to respond flexibly to pressing economic recovery issues and is well suited to help address challenges faced by U.S. regions and communities.

3. Research and National Technical Assistance

The Research and National Technical Assistance Program supports research of leading, world class economic development practices, and funds information dissemination efforts.

4. Local Technical Assistance

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

5. Planning Program

The Planning Program helps support planning organizations, including District Organizations and Indian Tribes, in the development, implementation, revision or replacement of comprehensive economic development strategies (CEDs), and for related short-term planning investments and State plans designed to create and retain higher-skill, higher-wage jobs, particularly for the unemployed and underemployed in the nation's most economically distressed regions.

6. University Center Economic Development Program

The University Center Economic Development Program is a partnership between the Federal government and academia that helps to make the varied and vast resources of universities available to economic development communities.

7. Trade Adjustment Assistance for Firms Program

EDA administers the Trade Adjustment Assistance for Firms Program through a national network of eleven Trade Adjustment Assistance Centers to help manufacturing and production firms, which have lost domestic sales and employment due to increased imports of similar or competitive goods, become more competitive in the global economy.

#### Programs available through the SD Department of Transportation

- 1) The Industrial Park grants will be made to any local unit of government for the development of new and expanded access for new industry located within industrial parks.

## **ECONOMIC DEVELOPMENT**

### *Industrial Recruitment and Development*

- 2) The Agri-Business Access Grants will be made to any local unit of government for the development of access to new or expanded agri-business industries.
- 3) The Community Access Program grants will be made to communities with populations of less than 5,000 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.

### USDA Rural Development

1. 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.

### Community Development Block Grant (CDBG) Program:

The South Dakota CDBG program is also an option to assist with financing. I would suggest working with your Planning District to find ways to utilize this program.

These programs, although useful, are not much help unless you've got a committed prospect. To secure a prospect, Winner will have to embark on a recruitment / attraction campaign. Attraction / recruitment of a business can be a very difficult goal to achieve. Attraction and recruitment of industries is just one among many business and economic development strategies that communities should pursue.

### **Resources:**

U.S. Department of Commerce – Economic Development Administration

John Zender

1244 Speer Blvd., Suite 632

Denver, CO 80204

303.844.4902 - phone

303.844.4919 - fax

jzender@eda.doc.gov

South Dakota Department of Transportation

700 E. Broadway Ave.

Becker-Hansen Building

Pierre, SD 57501

Phone: 605-773-3265

Website: [www.sddot.com](http://www.sddot.com)

## ECONOMIC DEVELOPMENT

### *Business Retention and Expansion*

#### **Resources:** Continued

##### Dakota Roots

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

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

##### Governors Office of Economic Development

South Dakota Department of Tourism and Development

711 E. Wells Ave.

Pierre, SD 57501

605-773-5032

<http://www.sdgreatprofits.com>

##### USDA Rural Development

Paula Corcoran, Rural Development Specialist

1717 N. Lincoln Ave., Suite 102

Pierre, SD 57501-3109

(605)224-8870

(605)224-1803

##### Planning and Development District III

P.O. Box 687

1808 Summit Street

Yankton, SD 57078

Phone: 800-952-3562 or 605-665-4408

Fax: 605-665-0303

E-mail: [districtiii@districtiii.org](mailto:districtiii@districtiii.org)

Website: <http://www.districtiii.org>

<b>SUB THEME:     Business Retention and Expansion</b>
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**Challenge:** There are a couple of different situations that arise with business retention and expansion. The first item is retaining businesses in service by shopping locally and increasing demand for their service. The second item is helping local businesses expand in order to meet customer demand.

One item that was discussed in many sessions is attracting new customers to shop in Winner. Given the location of your community, you are at an advantage. It was stated that Winner is 150 miles (in all directions) from cities of larger size and right next door to a county that is the fastest growing county in South Dakota. There are also highways

## ECONOMIC DEVELOPMENT

### *Business Retention and Expansion*

183, 44 and 18 that go through Winner providing easy access to your community. It was also mentioned that you have several sound financial institutions with years of expertise that are essential for the growth of local businesses. All of these items provide a strong economic base.

**Recommendation:** Creative advertising to get customers to your place of business and community may be the first step. The local Chamber of Commerce can help promote the “shopping at home” with some of the following ideas:

- Work with downtown businesses to remain open after 5:00 PM one day a week or open on Saturday morning, providing more opportunities for customers who have other obligations during the 8 to 5 work day.
- A joint effort with the local newspaper to feature one business per week in the local newspaper letting others know what they offer, a coupon, or some interesting tidbits, providing free advertising and enticing customers to enter their store.
- Winner Dollars or gift certificates given away during the holidays where the names are entered into the drawing by making purchases at participating stores. There are many ways to get customers in the store and you may have to try a few before you find which one works the best.

Winner is also at an advantage by an active development corporation (South Central Development Corporation) and an active Chamber of Commerce in town. Their resources, contacts and information are very beneficial for new and small businesses and can work with city officials to help create a community that is inviting for new businesses. Funding sources for new and expanding business can be found at state and federal levels. The community may also want to visit the idea of creating a sales tax fund to be used for future economic development opportunities such as a revolving loan fund.

The Small Business Administration and the Governor’s Office of Economic Development have several funding programs that assist new and expanding businesses. Contact can be made with these organizations to discuss their favorable financing terms and conditions.

Sometimes a lack of skilled workforce prevents local businesses from expanding. South Dakota’s Governor’s Office of Economic Development also offers funding through the Workforce Development Program to help train new AND existing employees. The contact information is below.

There are also many website resources for business plans for expansions, marketing, feasibility studies, etc. A few of the websites are listed below.

## **ECONOMIC DEVELOPMENT**

*Business Retention and Expansion*

### **Resources:**

Local lenders

South Central Development Corporation  
Brad Schramm  
PO Box 624  
Winner, SD 57580  
Phone (605) 842-1551

Winner Area Chamber of Commerce  
Lindy Harkin  
PO Box 268 Winner SD 57580  
Phone (605) 842-1533  
thechamber@gwtc.net

Governor's Office of Economic Development  
711 East Wells Avenue  
Pierre, SD 57501-3369  
Phone (605) 773-3301  
Toll Free: 800-872-6190

Small Business Administration  
Sioux Falls District Office  
2329 N. Career Ave., Suite 105  
Sioux Falls, SD 57107  
Phone (605) 330-4243  
Fax (605) 330-4215  
TTY/TDD (605) 331-3527  
www.sba.gov (Small Business Administration)

Enterprise Institute  
Vonnie Barnett  
Assistant Director of  
Economic Intelligence  
vonnieb@sdei.org  
Sioux Falls, Yankton

Badlands / South Central Enterprise Facilitation  
*Provides confidential assistance with business development*  
Freya Simpson, Enterprise Facilitator  
32551 271st St.  
Hamill, SD 57534  
605-842-3220  
fsimpson@gwtc.net

## ECONOMIC DEVELOPMENT

*Ag Development and Diversification*

### **Resources:** Continued

Yankton Office  
Event Center  
214 Walnut St, Suite 201  
Yankton, SD 57078  
Phone (605) 260-0078  
<http://www.sdei.org/index.shtml>

Workforce Development Program  
Governors Office of Economic Development  
2329 N Career Ave., Suite 109  
Sioux Falls, SD 57103-1650  
Phone: (605) 367-5340  
Fax: (605) 367-4519  
E: [Ann.Gesick-Johnson@state.sd.us](mailto:Ann.Gesick-Johnson@state.sd.us)

[www.score.org](http://www.score.org) (Counselors to America's Small Business)

<b>SUB THEME:     Ag Development and Diversification</b>
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**Challenge:** Continuing to develop agriculture and agribusiness in the area.

**Recommendation:** In many of the listening sessions, the community's ties to agriculture were mentioned. Some of the challenges in being an ag centered community is that farms are getting larger and the number of people doing the actual farming is decreasing. There were a couple of suggestions of expanding businesses that already exist as well as taking advantage of the seemingly steady source of wind you have there in the south central part of the state.

Focus on building up the agricultural businesses you already have in the area. Work with the individual that builds panels to assist him in expanding his operation (if he is willing). Work as the ag community to assist the hay/alfalfa processors to make the bales needed for their operation.

We also heard allot about how good the beef is in your area. Work toward developing a strategy to market your meat so everyone in South Dakota has the opportunity to experience the wonderful quality meat coming out of the Winner area. Governor Round's certified beef program may give you a starting point to achieving that goal.

## **ECONOMIC DEVELOPMENT**

*Ag Development and Diversification*

Form an agriculture committee in conjunction with the chamber of commerce to work on all issues ag related. This group would ideally be made up of producers in the area that are willing to work together to make the progress you are looking for on the agriculture front. The Rapid City Chamber of Commerce, Sturgis Chamber of Commerce, and Belle Fourche Chamber of Commerce all have these committees and would be a great source of knowledge to getting yours up and running. This is also a way to get more members of the community involved in the decision making processes.

### **Resources:**

Governors Office of Economic Development – GOED  
Value Added Ag Programs  
711 E. Wells Ave.  
Pierre, SD 57501  
Phone: 605-773-5032 or 800-872-6190  
Fax: 605-773-3256  
goedinfo@state.sd.us

South Dakota Department of Agriculture  
Value Added Ag Programs  
Contact: Jon Farris  
523 E. Capitol Ave.  
Pierre, SD 57501  
800-228-5254  
jon.farris@state.sd.us

USDA Rural Development  
Value Added Ag Programs  
Paula Corcoran, Rural Development Specialist  
1717 N. Lincoln Ave., Suite 102  
Pierre, SD 57501-3109  
(605)224-8870  
(605)224-1803

South Dakota Farmers Union  
P.O. Box 1388  
Huron, SD 57350-1388  
605-352-6761  
sdfu@sdfu.org  
www.sdfu.org

## **ECONOMIC DEVELOPMENT**

*Ag Development and Diversification*

### **Resources:** Continued

South Dakota Farm Bureau  
PO Box 1426  
Huron, SD 57350  
605-353-8050  
sdfb@basec.net  
<http://sdfb.fb.org/>

South Dakota Certified Beef Program  
Eric Iversen, Livestock Development and Marketing Program Specialist  
Bryce Baker, Livestock Development and Marketing Program Specialist  
1-800-228-5254 (In State Only) or 605-773-5436  
Visit the official program website at: <http://www.southdakotacertifiedbeef.com>.

Rapid City Chamber of Commerce  
Linda Rabe  
444 Mount Rushmore Road  
PO Box 747  
Rapid City, SD 57701  
(605)343-1744  
Email: [info@rapidcitychamber.com](mailto:info@rapidcitychamber.com)

Sturgis Area Chamber of Commerce  
Jennifer Gabriel, Executive Director  
2040 Junction Avenue  
Sturgis, SD 57785  
(605)347-2556  
(605)347-6682 fax

Belle Fourche Area Chamber of Commerce  
415 5<sup>th</sup> Avenue  
Belle Fourche, SD 57717  
(605)892-2676

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

## ECONOMIC DEVELOPMENT

*Small Business Development / Creation & Entrepreneurship*

### **SUB THEME: Small Business Development / Creation & Entrepreneurship**

- Resource Awareness

**Challenge:** Identify resources to assist with business start up

#### **Recommendation:**

##### Business Start Up:

Developing an idea is the first step entrepreneurs must take when looking to develop a business. Encourage entrepreneurs (new and experienced) to perform due diligence on their proposed business concept and thoroughly review their targeted market. The internet, lenders, other area businesses, universities, technical schools and retired executives can provide valuable experience and insight. Once a concept is fully explored, a business plan can begin to take shape. The business plan is necessary to gain access to capital from investors and lenders. Start up businesses are often viewed as higher risk since they don't have historical financial performance, so a complete business plan and financial projections become the tool by which viability is assessed. The business plan will incorporate why the consumers will purchase the product, how the product will be marketed and how the company anticipates growing, both financially and physically.

The Governors Office of Economic Development (GOED) offers a free information packet to individuals interested in starting a business in South Dakota. The Startup Package includes helpful information on topics such as preparing a business plan, marketing, protecting your idea, licensing, state taxes and more.

The South Dakota Small Business Development Center (SBDC) provides free business planning and management guidance to our state's entrepreneurs through individual consulting and group training (group training may include a small fee). These services enhance the potential for success, resulting in the creation and retention of jobs and wealth for South Dakotans.

The Enterprise Institute was developed by the South Dakota State University Foundation to encourage and assist the establishment of entrepreneurial growth enterprises in the region. The Institute supports this objective through their Business Resource Center and Entrepreneurial Network. The Business Resource Center is the first stop for any business in the region seeking to go to the next growth level, including assistance to start-up companies. Some of the services available are market assessment and analysis, business plan editing and evaluation, and financial assessment. The Entrepreneurial Network is an association of chief executive officers, business owners, and other key individuals who are available to share ideas, problems, opportunities, and other issues involved in start-up or growing businesses.

The Service Corps of Retired Executives (SCORE) is a nonprofit association of volunteers dedicated to entrepreneurial education and the formation, growth and success

## ECONOMIC DEVELOPMENT

### *Small Business Development / Creation & Entrepreneurship*

of small businesses nationwide. Through free, small business counseling and support services, SCORE volunteers are here to keep your business going and growing.

#### Financing:

Once a business plan has been prepared, financing can be sought from private and public sources. When assessing financing options, it is necessary to adequately match the use of funds with the source (i.e. long-term financing should be used for long-term assets, short-term financing should be used for short term needs). Most private and public sources can be blended together to create a complete financing package. Nearly all financing options will require the business owner to contribute equity and personally guarantee the loans. Financing sources can be found at the Governor's Office of Economic Development, US Small Business Administration, SD Rural Enterprise and USDA Rural Development.

#### Some suggestions for promoting new business development include:

- Educating the Community on the importance of Entrepreneurship
- Community leaders should know what is necessary to foster and support business start ups in your community, including where entrepreneurial support resources can be found
- Developing a directory of technical and financial resources available for starting a business in Winner
- Starting a business development and support roundtable
- Compiling a local services directory
- Hosting a business development workshop locally (using technical assistance providers) or sponsoring scholarships to send potential participants to workshops held across the state.
- Hosting a Business Plan Competition

It's important to realize that you have entrepreneurs or persons with ideas to create a business within your community. But, "How do we draw out the entrepreneurs?"

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

## **ECONOMIC DEVELOPMENT**

*Small Business Development / Creation & Entrepreneurship*

for conceptual business plans could also be done within the high school's business class, letting the students explore the world of entrepreneurship at an earlier age.

Nationally almost two thirds of all new jobs come from "fast growth" or entrepreneurial companies. It's imperative that Winner continues to support an environment that fosters and encourages its citizens to become entrepreneurs.

It is important that all leaders in your community, whether it is city council members, staff, economic development council members, chamber members, etc. should understand entrepreneurship and the role it plays in helping communities grow. Furthermore, they all should know what is necessary to foster and support business start ups in your community, including where entrepreneurial support resources can be found. Winner is unique and fortunate in having the South Central Development Corp. and the Winner Chamber of Commerce, two organizations that are key in leading entrepreneurial change in your community.

Made in South Dakota provides marketing opportunities for products produced in South Dakota. Small businesses can review the website at the address listed below for further assistance and information.

The South Dakota Community Foundation provides financial assistance through grant funding for economic development, human services, health, education and cultural programs. The foundation could potentially provide financial resources to the local community for expansion of their economic development efforts.

### **Resources:**

Enterprise Institute  
823 Medary Avenue, Box 525  
Brookings, SD 57007-0499  
Phone: 605-697-5015  
info@senterpriseinstitute.org  
<http://senterpriseinstitute.org>

Badlands / South Central Enterprise Facilitation  
*Provides confidential assistance with business development*  
Freya Simpson, Enterprise Facilitator  
32551 271st St.  
Hamill, SD 57534  
605-842-3220  
fsimpson@gwtc.net

## **ECONOMIC DEVELOPMENT**

*Small Business Development / Creation & Entrepreneurship*

### **Resources:** Continued

Governors Office of Economic Development - GOED

711 E. Wells Ave.

Pierre, SD 57501

Phone: 605-773-5032 or 800-872-6190

Fax: 605-773-3256

goedinfo@state.sd.us

www.sdgreatprofits.com

U.S. Small Business Administration

2329 North Career Avenue, Ste. 105

Sioux Falls, SD 57107

Phone: 605-330-4231

Fax: 605-330-4215

www.sba.gov

E-Team contact

Bob Tosterud

USD Business School

Bob.Tosterud@usd.edu

Patterson Hall 110

Vermillion, SD 57069

Phone: (605) 677-5565

South Central Development Corporation

Contact: Brad Schramm

PO Box 624

Winner, SD 57580

Phone: (605) 842-1551

development@winnersd.org

EQUIP and the Center for Women Business Institute

Contact: Kathleen Sheets

University of Sioux Falls

1101 W. 22nd Street

Sioux Falls, SD 57105

605-331-6697

www.sdbusinesssuccess.org

## **ECONOMIC DEVELOPMENT**

*Small Business Development / Creation & Entrepreneurship*

### **Resources:** Continued

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

Sioux Falls  
South Dakota Technology Business Center  
2329 North Career Ave  
Sioux Falls, SD 57107  
Phone: 605.275.2833  
Fax: 605.275.8001

Small Business Development Center  
Vermillion Lead Office  
USD School of Business  
Vermillion, SD 57069  
Phone: (605) 677-5287  
Fax: (605) 677-5427

South Dakota Rural Enterprise  
Beth E. Davis, President  
629 S. Minnesota Ave. Suite 201 (57104)  
PO Box 802  
Sioux Falls, SD 57101-0802  
Phone: 605-978-2804  
Fax: 605-978-2805  
Email: [info@sdrei.org](mailto:info@sdrei.org)

USDA Rural Development  
1717 N. Lincoln Ave., Suite 102  
Pierre, SD 57501-3109  
Telephone number: (605) 224-8870  
Facsimile number: (605) 224-1803  
TDD: (605) 352-1147

SCORE  
[www.sdsbdc.org](http://www.sdsbdc.org)

**ECONOMIC DEVELOPMENT**  
*Ag Community Appreciation and Integration*

**Resources:** Continued

South Dakota Community Foundation  
207 East Capitol  
PO Box 296  
Pierre, SD 57501  
Phone: (605) 224-1025  
Fax: (605) 224-5364  
Toll Free: (800) 888-1842

Made in South Dakota  
<http://www.madeinsouthdakota.com>

<b>SUB THEME:     Agricultural Community Appreciation / Integration</b>
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**Challenge:** The challenge is keeping the ag community involved and keeping an open mind about agriculture as it is a major part of the Winner community.

**Recommendation:** In order to keep the agriculture community involved in Winner, one recommendation is to include representatives from ag-related businesses, farms and ranches on boards and committees. Several communities have representatives from this sector on their Chamber Board or Economic Development Board. Other communities include an ex-officio representative from the ag sector on the city and school boards.

If the Chamber does not already do so, they might consider implementing an “Ag Appreciation Day” in Winner. Local businesses could offer a discount to farmers and ranchers on that one day. Additionally, you could hold an ag appreciation banquet that night to let your farmers and ranchers know that they are appreciated in the community. The Belle Fourche Chamber of Commerce hosts an ag appreciation banquet every year where they serve over 500 people supper. They also present awards to the Ag Business of the Year, Young Ag Family of the Year, and Ag Persons of the Year. They place nomination forms in the newspaper so anyone can participate in the nomination process.

Another part of the puzzle for engaging the local agriculture sector is to keep an open mind about new ag-related developments. Many small towns in South Dakota want to develop their economy, yet often fight against many ag-related businesses that want to come to town – such as processing plants, feedlots, ethanol plants, etc.

## ECONOMIC DEVELOPMENT

### *Professional Recruitment*

The responsibility for getting a new facility lies with both the ag sector and the non-ag sector. The ag sector/developer needs to be forthcoming about what the proposed project is as well as dispelling myths people may have about the proposed project. The non-ag sector needs to keep an open mind about all proposed businesses. They also need to seek out the facts and not feed off of the myths they may have heard. Winner is a very agriculture-oriented community and it is very likely that business growth will come from the ag sector.

#### **Resources:**

Belle Fourche Chamber of Commerce  
Teresa Schanzenbach  
415 Fifth Avenue  
Belle Fourche, SD 57717  
605.892.2676

<b>SUB THEME:    Professional Recruitment</b>
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**Challenge:** Many times we don't think about who our next dentist, lawyer or doctor is going to be, we are just happy with who is currently serving our needs. However, these services are vital to the economics of a community and need to be evaluated to ensure continued availability.

When we were visiting with the students of Winner High School, a majority of them responded that they would like to come back and live in Winner after college. It is this group of individuals you need to recruit back. They know the community, have friends and family in the area and are more willing to make the life adjustments necessary to come back home.

The State of South Dakota is working under this same assumption with their Dakota Roots Program. The goal of Dakota Roots is to grow the South Dakota workforce by encouraging those with ties to the state to return. This is not a typical job search Web site since the individual's name is not provided to potential employers. Instead, Dakota Roots matches participants with career openings available from the state's leading businesses and allows participants to decide which ones to pursue.

**Recommendation:** There are several sources of assistance for recruitment of professionals. As indicated above, your high school alumni would be a good place to start. A good source of information would be to survey past graduates asking what their professions are and whether they are interested in coming back to the area. There is time and cost of the survey involved but this is a relatively inexpensive campaign that can be done to create a database for current and future needs.

With the centennial approaching, this may be a good time to invite the alumni home so they can see the good qualities of life your area has to offer. Many times differences in pay scales

## **ECONOMIC DEVELOPMENT**

### *Professional Recruitment*

can negatively affect decisions to move to rural communities but it is the many other attributes (good quality of life, safe community, short commute times, etc.) that make the decision.

Currently there are incentive programs offered in South Dakota to assist in recruiting health care professionals. Many of these programs provide tuition reimbursement for committing to work in a rural or underserved area, or partial repayment of education-related student loans. The South Dakota Office of Rural Health is the contact agency for the following incentive programs:

- Physician Tuition Reimbursement Program
- Dentist Tuition Reimbursement Program
- Tuition Reimbursement for Physician Assistants, Nurse Practitioners, and certified Nurse Midwife
- National Health Service Corps Loan Repayment/Scholarship Program
- State Loan Repayment Program

The State of South Dakota also offers the Dakota Corps Scholarship that pays tuition for students going into fields of critical need (teaching K-12 music, special education, and foreign language in a public, private, or parochial school; teaching high school math or science in a public, private, or parochial school; or working as a Licensed Practical Nurse, Registered Nurse, or in other allied health care fields).

Providing the above information to the graduating high school class would help them plan ahead and knowing that there are incentives to coming back home may be just what they need.

#### **Resources:**

Dakota Roots  
<http://dakotaroots.com>

South Dakota Office of Rural Health  
207 E. Missouri  
Pierre, SD 57501  
Phone: 800-738-2301  
<http://www.state.sd.us/doh/rural/recruit.htm>.

Dakota Corps Scholarships  
<http://www.state.sd.us/dakotacorps/default.html>

National Rural Recruitment and Retention Networks (3R Net)  
<http://www.3rnet.org>

# PROMOTING / MARKETING / TOURISM

**SUB THEME:** General Marketing

**Challenge:** Winner is an exciting community with many events that should be promoted. The challenge is creating a brand for the community, finding a motto that will stick in people’s minds, and getting people to “think Winner” when looking for something fun to do.

**Recommendation:** One of the first strategies toward marketing Winner is to solidify your community identity. During the Community Assessment, the Resource Team heard so many great things about Winner. Use that list of strengths and assets to your advantage. Print a list of the top ten strengths and assets in the local newspaper, or read them like a Public Service Announcement on the local radio station. Show people that they live in a great community, and get them focusing on the positives. Then use the positive feedback to develop your town’s theme. For example, your theme might include being a regional hub, having an agricultural heritage, celebrating the area’s cultural diversity, or enjoying some of the best pheasant hunting in the state. The point here is to focus on what makes Winner unique and really develop that to your advantage. Use it to guide economic development, downtown revitalization, and promotional materials. Develop a brochure that could be placed in the rest stops/information centers along Interstate 90. Planning and Development District III offers affordable marketing materials, such as brochures and comprehensive packages. You could also check out the South Dakota Office of Tourism to see how Winner can work with statewide tourism and marketing campaigns.

In conjunction with developing Winner’s theme, focus on creating a motto that will stick in people’s minds. During the Community Assessment, not many people knew the motto, which suggests it is time to create a new motto based on the strengths and assets everyone discussed. Ask the Chamber of Commerce to sponsor a community-wide contest to create the new town motto and promote the contest heavily in the newspaper and on the radio. Let the Chamber choose the top three entries and have everyone in town vote on their favorite at the Chamber and at local businesses. Use the winning entry as your new motto, and begin putting it up everywhere. Put it on the city’s website, the Chamber’s website, letterhead, billing statements, receipts, billboards, brochures—anywhere that will be visible and get the motto in front of people. The more it is repeated around the community, the more familiar it will become and it will eventually work its way outside of Winner.

Once you have your new community theme and motto, expand on the events calendar on the Chamber’s website—and of course, make sure the motto is included at the top of the

## **PROMOTING / MARKETING / TOURISM**

### *General Marketing*

calendar. In addition to the website version, you could develop a printed, month-by-month calendar that is posted in the newspaper and at local businesses. Ask churches to include it in their weekly bulletins, and hand it out at meetings for local organizations. The printed version could be sponsored by local businesses with coupons at the bottom valid for that month. That is a great way to promote community events and shopping locally at the same time.

For local coverage in addition to the newspaper, KWYR Country 1260 asks listeners for news story ideas, so contact them when you have local events to see if the station would cover them. See below for contact information.

Another avenue to reach a broader audience is the South Dakota Office of Tourism, which compiles a yearly statewide listing of events that visitors might find interesting. This events calendar is available on TravelSD.com and is distributed to a variety of people, from visitors to travel writers and other members of the travel industry. To be considered for inclusion in the calendar, the event submission must include specific dates, location, event description, and contact phone number. A brief check of the TravelSD.com website lists some events in Winner, such as the rodeo; make sure you continue to use this site to advertise local events, especially the upcoming centennial celebration. It is a good source of advertising that reaches a broad audience.

### **Resources:**

South Dakota Department of Tourism and State Development  
Office of Tourism  
711 E Wells Avenue  
Pierre, SD 57501  
Phone: 605-773-3301  
Website: <http://www.travelsd.com/>  
Office of Tourism Events Calendar Contact:  
Melissa Bump, Industry Relations Manager  
Email: [melissa.bump@state.sd.us](mailto:melissa.bump@state.sd.us)

Planning and Development District III  
P.O. Box 687  
1808 Summit Street  
Yankton, SD 57078  
Phone: 800-952-3562 or 605-665-4408  
Fax: 605-665-0303  
E-mail: [districtiii@districtiii.org](mailto:districtiii@districtiii.org)  
Website: <http://www.districtiii.org>

KWYR Radio  
Phone: 1-800-388-5997 or 605-842-3333 (Sales/Advertising Representatives)  
Email: [kwyrnews@gwtc.net](mailto:kwyrnews@gwtc.net) (News Story Ideas)  
Website: <http://www.kwyr.com/>

## PROMOTING / MARKETING / TOURISM

### *Rural Tourism*

<b>SUB THEME: Rural Tourism</b>
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- **Commercial Hunting**

**Challenge:** Capitalizing on opportunity – hunting and rural-tourism.

**Recommendation:** There are many opportunities for you to capitalize on to bring more people into your community throughout the year. Your location is a huge opportunity. You are Located on US 18, SD 44 and US 183 where 5,000 cars pass by daily. Consider marketing your area more as a “tourism destination”, put up signs along these highways reminding drivers of your presence.

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

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

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

You can work with interested local farmers and ranchers to develop agri-experience packages. Be sure to market these on the web, as online vacation planning is a must. The South Dakota Office of Tourism has several ways to get involved in co-op marketing and online vacation packages. The Office of Tourism, SD Arts Council, and many other organizations are hosting agri-cultural tourism conferences. This is a sign of the increasing importance of this segment of the tourism experience. Take advantage of these opportunities as they become available and consider hosting an agri-cultural tourism workshop locally. If there is interest in starting up an agri-business, contact Natasha Bothun at the SD Office of Tourism.

## PROMOTING / MARKETING / TOURISM

### *Rural Tourism*

You can receive facts and maps from Game, Fish and Parks to enhance your website and further state the fact that you are an outdoor paradise. Promote the fact that you not only have great hunting, but many other outdoor activities that any family can enjoy.

Consider putting together vacation packages with predetermined activities and plans for people to do while in the area. You could develop a hunting package, a fishing package, a nature package, etc. You might have each business, farmer/rancher or individual who is interested in participating; make a list of what they could offer – lodging, food, guiding service, etc. You could also have someone with experience in agri-tourism come talk to your community about how to get started and how to market your ideas.

#### Here is an example of how a package might work:

- A motel or hunting lodge would set a room price
- A restaurant or restaurants would set a breakfast, lunch and dinner price
- A farmer/rancher or guiding service would set a per hunter per day price

The vacationer can mix and match between different lodging, dining and activity options. The package would be one price inclusive, collected at the motel and then dispersed to the restaurant and farmer/rancher or guiding service.

#### Example: 3 day package for \$600

- Room @ \$70/day = \$210
- Meals @ \$30/day = \$90\*
- Hunt @ \$100/day = \$300\*

\*Entities turn coupons into motel who reimburses them

USDA's Rural Information Center website is full of guides, Q & A, success stories and step-by-step explanations of how to start using tourism in your community.

The SD Office of Tourism has a guide on agri-tourism available. They also have knowledgeable staff interested in helping communities and individuals with developing agri-tourism. They host an annual SD Tourism Conference in Pierre each January. The Southeast South Dakota Tourism Association hosts an AgriCultural Heritage Tourism Conference each fall in Sioux Falls.

#### **Resources:**

Department of Agriculture  
Bob Weyrich, Ag Marketing Specialist  
523 East Capitol Avenue  
Pierre, SD 57501-3182  
DakotaFlavor@state.sd.us  
www.dakotaflavor.com

## PROMOTING / MARKETING / TOURISM

*Rural Tourism*

### **Resources:** Continued

South Dakota Office of Tourism  
Melissa Bump  
711 East Wells Avenue  
Pierre, SD 57501-3369  
1.800.872.6190  
www.sdvisit.com  
www.travelsd.com

Dr. Russ Stubbles  
Agri Tourism Consultant  
Brookings, SD 57006  
605.692.5275  
605.691.1074  
stubbles@brookings.net  
www.agritourism-prairie.com

Planning and Development District III  
P.O. Box 687  
1808 Summit Street  
Yankton, SD 57078  
Phone: 800-952-3562 or 605-665-4408  
Fax: 605-665-0303  
E-mail: districtiii@districtiii.org  
Website: <http://www.districtiii.org>

Small Business Development Center  
Marcella Hurley, Director  
1205 North Harrison Avenue  
Pierre, SD 57501  
605.773.2780

Triangle Ranch Bed and Breakfast  
Lyndy or Kenny Ireland  
Philip, SD  
605.859.2122  
[www.bbonline.com/sd/triangleranch/](http://www.bbonline.com/sd/triangleranch/)

SD Department of Game, Fish and Parks  
Recreational Trails Program OR Land and Water Conservation Fund  
523 E Capitol Ave – Foss Building  
Pierre, SD 57501-3185  
[www.sdgifp.info](http://www.sdgifp.info)

## PROMOTING / MARKETING / TOURISM

*Celebrating Achievements*

### **Resources:** Continued

Southeast South Dakota Tourism Association  
1101 Broadway, Suite 113  
Yankton, SD 57078  
888.353.7382  
Jacquie.sesd@iw.net  
www.southeastsouthdakota.com

“Taking the First Step: Farm and Ranch Alternative Enterprise Agritourism Resource Guide”  
[www.nrcs.usda.gov/technical/ress/altenterprise/](http://www.nrcs.usda.gov/technical/ress/altenterprise/)

USDA’s Rural Information Center  
<http://ric.nal.usda.gov>

South Dakota Office of Tourism  
Natasha Bothun, Industry Relations Representative (Agri-Cultural Tourism)  
Melissa Bump, Visitor and Industry Relations Manager (Co-op programs)  
Nicole Gall, Industry Relations Representative (great events)

Buddy Seiner, Media and PR Representative (Outdoors)  
711 E. Wells Ave.  
Pierre, SD 57501  
(800) 952-3625  
sdinfo@state.sd.us  
SDVisit.com – Industry Web site  
TravelSD.com – Consumer Web site

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

<b>SUB THEME:     Celebrating Achievements</b>
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**Challenge:** To celebrate achievements and spread the word of success.

**Recommendation:** In many of our listening sessions we heard of the fundraisers that have been done in Winner with much success. We also heard that there are many different organizations that are working on different projects. It’s important that communities celebrate successful achievements of its many organizations.

## PROMOTING / MARKETING / TOURISM

*Centennial 2009*

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.

One idea would be to use the local paper to recognize individuals and organizations that deserve a "Pat on the back!" The paper prints just a little blurb about it in an editorial. An example of a "Pat on the back!" could be when 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 "Winners in Winner" type of award that honors a business or community member that have gone above and beyond to make Winner 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.

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.

Chamber of Commerce newsletter is another excellent place to give credit to individuals and/or groups that are involved in community improvement.

<b>SUB THEME: Centennial 2009</b>
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**Challenge:** 2009 will be the centennial for Tripp County. The current web page <http://www.winnersd.org/county> contains great information and history and evidences that the county is well on their way to making this a great event. Committees have been formed and meetings held to establish events, fundraising, etc. There are many great ideas, including the board game that will be sold as a fundraiser during the event. The one committee that was not listed is marketing and promotion. How will the event be advertised and marketed to the rest of South Dakota and beyond?

**Recommendation:** The best source of information and assistance in helping to market this monumental event is the SD Office of Tourism within the Department of Tourism and State Development. Tourism has a cooperative advertising opportunity that allows communities and organizations to advertise in markets that they couldn't afford to do on their own. You can find more information on their cooperative advertising on their web site listed below.

SD Office of Tourism also has an event calendar that can publicize your event. The event calendar is available to the traveling public, general media and travel writers who may be

## **PROMOTING / MARKETING / TOURISM**

*Centennial 2009*

interested in attending or covering the event. The Tourism office also has a Vacation Guide and you may have enough time to get your events listed for 2008 and 2009.

History of the area will be the greatest focus during the centennial. Preserve South Dakota can provide educational and technical assistance for preservation of structures and sites. There may be sites along with the Centennial Farms which could be honored at the event.

South Dakota Humanities Council gives assistance and financial support for public humanities programs. The South Dakota Arts Council and South Dakota Humanities Council provide financial and technical assistance for a wide range of community-oriented arts and humanities projects to promote education, development and excellence in the arts/humanities. Consider including the arts and humanities in your special event. The South Dakota Arts Council makes quality arts accessible by providing grants, services and information. This would be helpful in accessing entertainment and speakers for the event since there are grants available.

The South Dakota Department of Agriculture is where applicants can apply to be recognized as Centennial Farms/homesteads.

The South Dakota State Historical Society promotes the historical and cultural heritage of South Dakota and assists with heritage tourism and historical projects research and publications.

Made in South Dakota could be available for business ideas and promotion, which would be useful in many areas of the county as well as the Centennial Celebration. There are many items that are made in South Dakota which could be made such as buttons, hats, caps, visors, mugs, sweatshirts, t-shirts, and food items that could have the Tripp County Centennial logo emblazoned on them and sold for the event.

Arts Bank is a partnership program of South Dakotans for the Arts and the South Dakota Arts Council. The Arts Bank is an underwriting service for South Dakota nonprofit organizations and communities with populations under 15,000, insuring against financial loss in producing and sponsoring performances, workshops and other performing arts events.

Signs, posters, public service announcements and news articles are valuable in getting the word out to the public. Many newsletters, such as the Conservation Districts, Chamber and City newsletters, City and County Soil Conservation Districts, public utilities such as phone, water and electric, 4-H, and Extension Service, are usually happy to help add an article or ad into their monthly newsletters or billings to tell people of the event and how they can become involved.

A monthly school newsletter or the website could help spread the word by asking the youth to create posters, articles or public service announcements and to help distribute the information. Don't forget that radio and television stations have events calendars that are free to the public as well.

## PROMOTING / MARKETING / TOURISM

*Centennial 2009*

Other recommendations are to begin putting meeting notes and scheduled activities on your website. It is a great website so you want to keep information flowing to it and continually updating it as progress is made. By keeping the website updated, viewers will continue to access this for information and use it like it should be. As events are planned they need to be posted so people become interested in attending and excited for your event.

### **Resources:**

South Dakota Office of Tourism

711 E. Wells Ave

Pierre, SD 57501-3369

Phone: (605) 773-3301

[sdinfo@state.sd.us](mailto:sdinfo@state.sd.us)

TravelSD.com, for vacation planning

SDVisit.com, for South Dakota visitor industry information

<http://www.sdvisit.com/reference/TourAssistDir.pdf> - *To view the Tourism Assistance Directory online*

Preserve South Dakota

PO Box 113 105 S. Pierre St

Pierre, SD 57501

Phone: (605) 945-0409

[info@preservesd.org](mailto:info@preservesd.org)

[preservesd.org](http://preservesd.org)

South Dakota Humanities Council

University Station

PO Box 7050

Brookings, SD 57007

Phone: (605) 688-6113

[SDSU\\_SDHC@sdstate.edu](mailto:SDSU_SDHC@sdstate.edu)

South Dakota Department of Agriculture

Division of Agricultural Development

523 E. Capitol Ave.

Pierre, SD 57501-3182

Phone: (605) 773-3375

[agmail@state.sd.us](mailto:agmail@state.sd.us)

[www.state.sd.us/doa](http://www.state.sd.us/doa)

South Dakota Arts Council

800 Governors Drive

Pierre, SD 57501-2294

Phone: (605) 773-3131

[sdac@state.sd.us](mailto:sdac@state.sd.us)

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

## PROMOTING / MARKETING / TOURISM

*Centennial 2009*

### **Resources:** Continued

South Dakota State Historical Society  
900 Governors Drive  
Pierre, SD 57501-2217  
Phone: (605) 773-3458  
sdshswebmaster@state.sd.us  
www.sdhhistory.org

Made in South Dakota  
Alice Wright, Director  
711 E. Wells Ave.  
Pierre, SD 57501  
(605) 773-3301  
MadeinSouthDakota.com

### Local newspapers:

Winner Advocate and Tripp County Journal  
125 W 3rd St.  
Winner SD 57580  
Phone: (605) 842-1481  
Fax: (605) 842-1979

### Radio Stations:

- KWYR 1260 AM and 93.7 FM; WINNER, SD; <http://www.kwyr.com/>
- KGFX 1060 AM; PIERRE, SD;  
<http://www.dakotaradiogroup.com/contactus/index.htm>
- KVSH (940 AM; 5 kW; VALENTINE, NE; 126 W. 3<sup>rd</sup> Street, Valentine, NE 69201 Phone: (402) 376-2400 Fax: (402) 376-2402
- KCCR (1240 AM; PIERRE, SD; <http://www.todayskccr.com/index.asp>
- KBRX 102.9 FM, O'Neill, NE; Contact - <http://www.kbrx.com/contact.htm>

## COMMUNITY SERVICES

*Adult / Continuing Education*

# COMMUNITY SERVICES

**SUB THEME:** Adult / Continuing Education

**Challenge:** Continuing education provides opportunities for many and is something your community indicated they desired.

**Recommendation:** There are many aspect of continuing education, but this could be accomplished with a joint effort from the School and Cooperative Extension. They could establish a community education series for the residents of the Winner community. There are many positives to this. The teachers could be employed in the summer months to earn a little money and the community could expand their education programs. Dell Rapids is a good example of a community that did just that. Their teachers formed a local private school informally, offering various courses as part of a Summer Challenge camp. They offered courses in areas such as cooking, mathematics, crocheting, reading, soccer, puppetry, computer training, cake decorating, and much more. The cost to participate is about \$25 to \$30 per course. A printed summary of courses is developed each spring along with schedules. Most of the money collected is given to the teacher of the class. This has really taken off in Dell Rapids and may be something the community of Winner may benefit from. The contact information for some of the teachers in Dell Rapids who helped get this program up and running is listed below. Consider using a survey, it could be sent out in the community to see what types of courses the community would be interested in.

**Resources:**

Linda Daugaard, Jen Ruesink, or Dawn Longville  
St. Mary Catholic School  
812 N. State Ave.  
Dell Rapids, SD 57022  
605-428-5592  
dlongville@siouxvalley.net

**COMMUNITY SERVICES**  
*Welcoming and Integrating Newcomers*

<b>SUB THEME: Welcoming and Integrating Newcomers</b>
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**Challenge:** Welcoming and integrating newcomers into a community is a challenge many rural communities face. One strength Winner has is your close knit community, although this can make it hard for newcomers to feel like they belong.

**Recommendation:** Through the listening sessions, it was apparent your community felt that connection to one another that only a close knit community feels. There are many ways your community can welcome and integrate newcomers.

First you could designate a local organization to welcome newcomers. There could be a “Welcome to Winner” packet with items from the local businesses and a packet of information as to all aspects of the community – utilities, real estate, schools, businesses, churches, local government, law enforcement and emergency services. The people that distribute this packet could be from a volunteer group in your community and they could contact that newcomer and invite them to coffee or just drop by their residence and give the newcomer the packet.

Another step that could be taken is to establish a mentor program for newcomers. A long time resident could be matched up with a newcomer. The long time resident would be responsible for answering any questions the newcomer may have about the community and the mentor could invite the newcomer to local events. The mentor would be responsible for introducing them to the community and the different organizations in the community. This would help the newcomer possibly become involved in the community, since they would know of the different organizations in your community.

Make sure newcomers are surveyed to find what their interests and talents are. A survey could be given to them at the time they are given the welcome packet. Then when there is need for volunteers they could be approached and their involvement in the community would make them feel the closeness that your community has to offer.

**Resources:**

Dixon District Chamber of Commerce  
110 E. Mayes St.  
Dixon, CA 95620  
Phone: 707-678-2650  
[www.dixonchamber.org/newcomers.php](http://www.dixonchamber.org/newcomers.php)

## COMMUNITY SERVICES

*Attracting New Residents*

**Resources:** Continued

Litchfield Chamber of Commerce  
PO Box 343  
Litchfield, Michigan 49252  
Phone: 517-542-2921  
litchcity@chartermi.net

<b>SUB THEME:     Attracting New Residents</b>
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**Sub-Theme:** Attracting New Residents

**Challenge:** Winner is a great place to live, and that was obvious from the many strengths and assets discussed during the Community Assessment. The challenge is finding a way to market the great things about Winner to attract new residents to the town.

**Recommendation:** The Resource Team heard over and over about your great medical facilities, wonderful parks and baseball facilities, world-class pheasant hunting, excellent schools, caring neighbors, and the list goes on! But if no one outside of Winner knows about these assets, then these advantages aren't being maximized for your benefit. Here are some practical steps you can take to attract new residents to Winner:

- Review the list of strengths and assets that were discussed during the Community Assessment. Narrow down that list to the top ten positive things about Winner, and put that list to work. Make sure that list is posted on the city's website and the Chamber's website and is included in any information that is sent to potential residents.
- If you don't already have a packet of information to give to potential residents, develop one. You should include serious information like housing (local realtors who can help find a house, how to locate rental property), an index of local businesses and restaurants, a listing of local churches, information on the school system, and information on the hospital and medical clinic. Also, remember to include fun things like outdoor recreational opportunities, the most recent events calendar (so people can see how many events are happening in Winner), and coupons for local businesses (so they are encouraged to shop while they check out the town). Make sure the Chamber's website includes contact information for how to get an information packet. Also, let local businesses know that the packets are available, and encourage them to get packets in advance to send to job applicants or interviewees.
- Most people who are considering moving to a new town will get on the Internet to see what they can find out about the town, so consider sprucing up the city's and the Chamber's websites. The current websites contain a lot of important information (such as that listed above for the information packets), but updating

## COMMUNITY SERVICES

### *Attracting New Residents*

the site to include Winner's "theme" and motto would tie in nicely with any new marketing efforts. (See the sections on Promotions/Marketing/Tourism for more information on developing Winner's theme and motto.) Remember that a picture says a thousand words, so include pictures of your parks, the baseball field, the business district, people enjoying some pheasant hunting—anything that shows off Winner. Also, you could include links to the South Dakota Department of Labor, which lists jobs in Winner and Tripp County, and links to other local companies that are major employers in the town. Look at other cities' websites and note what is good and bad about their website designs, and build on the good ideas. A college student home for the summer might be able to help with this project at a reduced cost, or a high school class could do this project and gain valuable volunteer experience, much like the high school class that originally developed the site five years ago.

- Governor Rounds has initiated the Dakota Roots program to encourage former South Dakotans to move back to our state. Check into the possibility of posting job opportunities on the Dakota Roots website. People interested in returning to South Dakota will be notified when jobs are posted.
- A great way to get former Winner residents to move back to Winner is to create an alumni database. Track all the students who graduate from Winner High School and note where they went to college, what they majored in, and what career(s) they have had. When an opening comes up, you can contact people who might be interested in and qualified for that position. During the Community Assessment, many of the students indicated they would come back to Winner if jobs were available, so use that to your advantage. Track the students and make them aware that there are opportunities for them to come home, even if they've been gone several decades!

### **Resources:**

Dakota Roots

Phone: 1-800-592-1882

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

South Dakota Department of Labor

700 Governors Drive

Pierre, SD 57501

Phone: 605-773-3101

Website: <http://www.state.sd.us/applications/LD01DOL/default.asp>

Planning and Development District III

P.O. Box 687

1808 Summit Street

Yankton, SD 57078

Phone: 800-952-3562 or 605-665-4408

E-mail: [districtiii@districtiii.org](mailto:districtiii@districtiii.org)

Website: <http://www.districtiii.org>

## COMMUNITY SERVICES

### *Volunteering*

<b>SUB THEME:    Volunteering</b>
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**Sub-Theme:** Volunteering

**Challenge:** Finding volunteers, whether for the Emergency Medical Services (EMS) or for a variety of local causes, is a big task in any town. It is a special challenge to find volunteers for the EMS because these volunteers need to be certified and meet certain requirements, in addition to being called to an emergency during normal working hours.

**Recommendation:** During the Community Assessment, the Resource Team heard many times about the excellent EMS services in Winner. Many people said if they are ever in an accident, they want to be in Tripp County because they know they will receive wonderful care. That's great news for residents. This also makes it more important to retain and actively recruit new volunteers to maintain that high level of service. There are several practical steps you can take to recruit and retain EMS volunteers.

First, raise public awareness of the need for volunteers with features in the local newspaper. You could try making it funny instead of serious; for example, write a top ten list of the reasons to be a volunteer and include plenty of humor to get people interested in volunteering. People in Winner are very supportive of these volunteer organizations and appreciative of their efforts, but they may not be aware of the time commitment involved for each volunteer. Make sure the public knows that the larger the volunteer base, the more the work is spread around.

Second, make personal contact a priority when recruiting volunteers. Reading about a volunteer recruitment drive in the newspaper is one thing, but personal contact with potential volunteers is more effective. Many people may not take the initiative to volunteer but they will say "yes" when personally asked. Personal contact also gives the potential recruits the opportunity to ask questions of the veterans. Draft a list of potential candidates and ask each of your current volunteers to personally contact at least one potential recruit. Ask the volunteers to talk about why they volunteer and how it has impacted them.

Third, work with local businesses to provide flexibility for employees to participate as volunteers. Businesses recognize the need for this service in the community and they are usually willing to help promote volunteering for these organizations. You might also offer incentives to the employers whose employees serve as volunteers; an article in the newspaper about the business and the volunteer employees provides for great advertisement.

Fourth, stay active in statewide efforts to address this issue. The statewide Office of Emergency Medical Services in Pierre houses the EMS Advisory Committee, which

## COMMUNITY SERVICES

### *Volunteering*

provides expertise and guidance to the Office of Emergency Medical Services in priority areas. Check out the website for more information.

Fifth, try to find money in the budget to pay for the volunteers' training classes. Grants are sometimes available from the federal government (specifically from the U.S. Department of Health and Human Services) to help offset these costs. Go to the website below for more information.

Finally, make sure you show your appreciation to all of your volunteers and in a variety of ways. Be creative as you thank your volunteers: take out an ad in the paper, buy them dinner, send them flowers, or host an annual, community-wide awards ceremony and dinner in their honor. The possibilities are limitless and volunteers like to know their efforts are appreciated and making a difference.

Aside from the issue of recruiting EMS volunteers, there is the separate issue of recruiting senior citizen and youth volunteers for other local causes. During the listening sessions, many seniors and students indicated that they would be happy to volunteer, so make sure to capitalize on their willingness to help. Many of the above principles apply: raise awareness of the need through newspaper ads and articles, make lists of potential volunteers and personally invite them to participate, and thank your volunteers often. Here are some additional suggestions for recruiting senior and youth volunteers:

- Cultivate relationships with local churches. During the listening sessions, we heard about the active youth groups at many churches. Work with the churches to find age-appropriate projects that could be tackled by church youth groups. Many people during the listening sessions discussed a need for town beautification; perhaps the youth groups could spearhead a one-day clean-up program in the spring or fall. Or they could help elderly people paint their house, rake leaves, mow lawns, or do other tasks that some elderly folks might need help doing. After a long day of cleaning up around town, the churches could sponsor a potluck dinner or order pizzas to thank the kids for their help.
- Check into creating an RSVP (Retired and Senior Volunteer Program) for area senior citizens. RSVP is a flexible program that allows volunteers to choose how often they work and what kind of activities they participate in. In Pierre, for example, some RSVP participants work at the front desk of the Museum at the South Dakota State Historical Society and really enjoy getting to interact with visitors and staff.
- Offer free transportation services to individuals who volunteer, particularly if the weather is bad. Ask the city transit system if they could provide free or reduced-cost transportation, or pair up volunteers who are willing to drive for others.

The South Dakota Community Foundation provides financial assistance through grant funding for economic development, human services, health, education and cultural programs. Grant applications are accepted anytime and awards are made within a 45-60 day time period. A volunteer group could look to the foundation for a service project or help a local nonprofit defray some operating costs.

## COMMUNITY SERVICES

### *Volunteering*

#### **Resources:**

South Dakota Office of Emergency Medical Services  
118 W. Capitol Ave.  
Pierre, SD 57501  
Phone: 605-773-4031  
Website: <http://www.state.sd.us/dps/EMS/>

Federal Government Grants  
Website: <http://www.grants.gov/>

Corporation for National and Community Service – Senior Corps  
Retired and Senior Volunteer Program  
Website: <http://www.seniorcorps.org/about/programs/rsvp.asp>

Local contact:  
Central SD RSVP - Pierre  
800 East Dakota  
Pierre, SD 57501  
Kathleen Nagle  
Phone: 605-224-3337  
Fax: 605-224-3459  
Email: [katienagle@catholicealth.net](mailto:katienagle@catholicealth.net)

Bureau of Labor Statistics  
U.S. Department of Labor  
Occupational Outlook Handbook  
Emergency Medical Technicians and Paramedics  
Website: [www.bls.gov/oco/ocos101.htm](http://www.bls.gov/oco/ocos101.htm)

South Dakota Emergency Medical Technicians' Association  
Website: [www.sdemta.org](http://www.sdemta.org)  
Visit the "EMT Thoughts" Link

Karen Burket  
Platte Ambulance Service EMT  
PO Box 336  
Platte, SD 57369  
Phone: 605-337-2895

\*Karen has worked on various Community Assessments around the state and serves as an EMT in Platte (and former Winner resident). She has great ideas about recruiting and retaining volunteers for the EMS and I'm sure she would be happy to talk with you on this issue.

## COMMUNITY SERVICES

### *Transportation*

#### **Resources:** Continued

South Dakota Community Foundation  
207 East Capitol  
PO Box 296  
Pierre, SD 57501  
Phone: (605) 224-1025  
Fax: (605) 224-5364  
Toll Free: (800) 888-1842

Service Leader provides good information on recruiting and managing volunteers  
<http://www.serviceleader.org/new/>

20 Ways for Teenagers to Help Other People by Volunteering  
<http://www.bygps.com/books/tg2rw/volunteer.htm>

<b>SUB THEME:    Transportation</b>
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**Challenge:** One of the challenges discussed is the possible need for the current transportation system to increase services, which would include transportation to outlying community areas. There were some people at the listening sessions who discussed the need for transportation for dialysis in Gregory as an example.

**Recommendation:** There are different ways this could be done, such as expanding the current service in town, which could include jointly working with other outlying transportation services in other areas or working with these transportation services on finding out how they expanded their business.

Public transit for the Winner area is provided by Rural Office of Community Services (ROCS) Transit Program out of Lake Andes, SD. Funding for this transit service is provided through the South Dakota Department of Transportation. The transit serves all Winner residents, regardless of age or income. The Winner Transit operates 8:00 – 4:30 PM Monday through Friday and on Sunday from 8:00 AM – 1:00 PM. The transit system provides rides within the city limits for \$1 per ride. Transportation to other communities can also be provided at a cost of \$35 per hour, for each pre-scheduled trip. While the cost for out of town transportation may not be feasible for every person, it is at least an option for transportation.

Pierre currently has a transportation service, River Cities Transit which is one of the state's 21 demand-response transportation systems. These transit systems are funded by general funds generated by rider fares, federal, state, county and local government funding along with private donations. The transit system serves the outlying communities and provides services to areas as far as 60 miles away. River Cities Transit

## COMMUNITY SERVICES

### *Transportation*

currently provides a 24 hour a day service in Pierre and Ft. Pierre and also provides service to Gettysburg, Lower Brule, Blunt, Harrold, Vivian, Ft. Thompson and Highmore.

Maybe Winner's transit service could be expanded to bring in people from outlying communities to use services in Winner. Winner has a great healthcare center and this could possibly bring in more users of this facility. Also, anyone working outside of Winner could use this system to get to and from work. Funding for additional transportation becomes an issue since the fares do not generate enough money to pay for the service.

Dakota Transit Association is a coalition of public agencies and private organizations that promote and support public and special passenger transportation programs within North and South Dakota. Their contact information is listed below. The association may have some helpful ideas of expanding the local transit service beyond Winner, at a more feasible fare.

Funding for transit expansion may be available through the South Dakota Community Foundation. The foundation provides financial assistance through grant funding for economic development, human services, health, education and cultural programs. Typically the foundation provides one time funding so the application will have to evidence other funding sources to pay ongoing operating expenses.

#### **Resources:**

River Cities Transit  
Carl Rathbun  
Ron Baumgard  
1600 E. Dakota  
Pierre, SD 57501  
Phone: 605-945-2360

South Dakota Community Foundation  
207 East Capitol  
PO Box 296  
Pierre, SD 57501  
Phone: (605) 224-1025  
Fax: (605) 224-5364  
Toll Free: (800) 888-1842

Dakota Transit Association  
P.O. Box 5074  
Fargo, ND 58105  
Phone: (701) 231-6436  
Fax: (701)231-1945  
<http://www.dakotatransit.org/>

# SOCIAL ISSUES

<b>SUB THEME:    Drug and Alcohol Counseling</b>
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**Challenge:** Decreasing the drug and alcohol abuse in the community through more direct access to assistance.

**Recommendation:** Methamphetamine use is becoming a larger problem throughout rural America and in smaller towns in South Dakota. During the listening sessions we heard from people of all ages that drugs and alcohol are problems that are facing your community.

Being mindful of what is used to cook Meth is the first step to combating the problem. For example, farmers know anhydrous ammonia as an efficient and widely used source of nitrogen fertilizer. Unfortunately, Meth cooks view it as a key ingredient in their recipes for making the drug. Making sure you know the levels and putting a lock on the container, if possible, is just one of the ways to move forward in decreasing the production of the drug.

MAPP (Meth Awareness and Prevention Project) South Dakota is working hard to combat the growing Meth problem in the state, and have created community Meth Prevention Coalitions. The MAPP South Dakota Prevention Coordinator in the South Central South Dakota region is Tammy Scott.

Alcohol is another issue that was brought up frequently in our listening sessions. The youth found it to be a problem as well as the senior citizens. Alcohol and drug use are often a side effect of other mental health problems. Your South Central Behavioral Health Clinic is a great resource that most communities don't have access to. Using that resource to its full potential and looking for grants to expand the programs they offer is another great way to fight the alcohol and drug issues in the community. Check into the South Dakota Department of Health – Division of Drug and Alcohol Abuse, and the South Dakota Department of Education for programs designed to fight drug and alcohol problems in the community. Peer counseling as well as utilizing your strong ministerial organizations may also be a good tool to tackle this issue.

**Resources:**

MAPP South Dakota  
Sioux Falls Headquarters  
605-331-5724  
1-800-343-9272  
1-605-331-5725 fax  
Website: <http://www.mappsd.org/>

## SOCIAL ISSUES

*Diversity*

### **Resources:** Continued

MAPP SD Prevention Coordinator  
South Central South Dakota  
Tammy Scott  
Mapps67@gwtc.net

South Dakota Department of Human Services  
Division of Alcohol and Drug Abuse  
E Hwy 34, Hillsvie Plaza  
c/o 500 E Capitol Ave  
Pierre, SD 57501-5070  
Phone: (605) 773-5990  
Toll Free: 1-800-265-9684  
TTY: (605) 773-6412  
Fax: (605) 773-5483  
Website: <http://www.state.sd.us/dhs/ADA/Index.htm>

South Dakota Department of Education  
Office of Finance and Management  
700 Governors Drive  
Pierre SD 57501  
Phone: (605)773-3134  
Website: <http://doe.sd.gov/ofm/grants/LEAapp/index.asp>  
Title IV: Part B - Safe and Drug Free Schools and Communities

<b>SUB THEME:     Diversity</b>
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**Challenge:** Increasing a welcome feeling for Native Americans in the community

**Recommendation:** The issue of Native American's feeling unwelcome in the community was also brought up frequently in our discussions in the community. It is felt that there is a barrier between the Native American community and the white community. The feeling is that the community of Winner, including the local businesses, is not as friendly to the Native American population as they could be. The Native American population feels they are better received in outlying towns like Valentine, so they go there instead. Although this is what some feel, the listening sessions we heard did not portray this. We continually heard the want and desire to bring the two communities together. Perception in this case does not seem to be reality.

The community of Winner is in a unique position in that you have the opportunity to connect with the Rosebud reservation on both an economic level, as well as a friendly neighbor level. There is also the workforce that could be pulled off of the reservation.

## **SOCIAL ISSUES**

### *Diversity*

Increasing cultural awareness in the community would be a great way to start to break down the years of barriers that have been built up between whites and Native Americans. Education is the best way to move beyond stereotypes and creates an appreciation for a culture that is different from ones own. It is stated over and over from the Native Americans that in order to understand them others need to understand their history.

There are ways that your community could show their willingness and desire to include the Native Americans in their community. One way we heard would be to host or co-host a pow-wow. Another idea is a possible hosting or co-hosting of a Native American Rodeo. Below is a website that is out there for the Rosebud Sioux Tribe that has different links like pow-wows and a website on Native American rodeos.

One more idea would be to host or co-host a basketball tournament in Winner. All of these things would be possible ways to show support, rebuild past tension, open the lines of communication, and educate the rest of the community on what it means to be a Native American, while using the assets your community already has.

Reach out to the Rosebud tribe and ask them if there are any projects the Winner community can help them with. By being a good neighbor and making the first move, the tribe will become aware of your willingness to help and will show them that you are serious in building bridges rather than maintaining the wall that has been created between the two cultures.

#### **Resources:**

<http://www.nativepeoples.com/article/articles/102/1/Rodeo-Cowboys-in-Indian-Country/Page1.html>

<http://tradecorridor.com/rosebud/index.html>

A website that lists information on the Rosebud Sioux Tribe

Rosebud Sioux Tribe  
Rodney Bordeaux, Chairman  
PO Box 430  
Rosebud, SD 57570  
(605)747-2381

South Dakota Office of Tribal Government Relations  
Roger Campbell, Director  
Capitol Lake Plaza  
Pierre, SD 57501  
(605)773-3415  
(605)773-6592 fax  
<http://www.state.sd.us/oia/tribes.asp>

## SOCIAL ISSUES

### *Attitudes*

#### **Resources:** Continued

South Dakota Department of Education  
Office of Indian Education  
Keith Moore, Director  
700 Governors Drive  
Pierre, SD 57501  
(605)773-3134  
(605)773-6139 fax

<b>SUB THEME:     Attitudes</b>
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**Challenge:** Changing the attitudes of the people in the community so that there are not just a few doing all the work.

**Recommendation:** This was heard in almost all of the groups we listened to. There are a few people in the community that do everything and they have a certain way of doing it. Reaching out to everyone in the community to become involved in the process of expanding and improving the City of Winner is the key to changing these attitudes. If people are proud of where they come from they want to do whatever they can to make their home better.

Communication between leaders and the community is another issue we heard about during this process. It is important that the members of the community are aware of what is taking place, and how they can become involved in the process. That might mean holding coffee meetings with elected city leaders, or just making sure everything is explained in your wonderful newspaper.

While it's great to have a core group of dedicated people who care about the community, it would be even better to ensure that everyone in the community has a say in what takes place. In moving forward, make sure that when the follow up session is held there are as many people in attendance as possible. Challenge everyone who attended the Listening Sessions to invite at least two people to the follow up session in order to get as many people there as possible. Also make sure that everyone in town (if possible) gets a chance to look at the recommendations and has the opportunity to express what they feel is the most important aspect on moving Winner toward being the strong regional trade center you would like it to be.

Winner has a very active church community, and that could be helpful in motivating and communicating upcoming projects and events with the people that live in Winner. Ask churches to include community announcements in their bulletins, and challenge church members to become actively involved in the community. A little participation from everyone will go a long way.

## SOCIAL ISSUES

### *Gangs*

<b>SUB THEME:     Gangs</b>
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**Challenge:** Decrease the recent increase in gang related activity.

**Recommendation:** Gang violence is increasing on reservations in South Dakota as well as the larger communities of Sioux Falls and Rapid City. The citizens of Winner stated concern over the recent discovery of gang symbols and activity.

Young people join gangs for a variety of reasons, some of which are the same reasons children join other social groups such as 4-H and Boy Scouts or Girl Scouts.

Some of the reasons for joining a gang may include:

- A search for love, structure, and discipline
- A sense of belonging and commitment
- The need for recognition and power
- Companionship, training, excitement, and activities
- A sense of worth and status
- A place of acceptance
- The need for physical safety and protection
- A family tradition

Gang prevention strategies:

- The family and the community are essential to the development of the child's social, emotional, and physical needs. If the family is the source of love, guidance, and protection that youths seek, they are not forced to search for these basic needs from a gang. The family and community share responsibility for teaching children the risk of drugs.
- Strong education and training are directly related to a youth's positive development. Young people who successfully participate in and complete education have greater opportunities to develop into reasonable adults
- Graffiti removal reduces the chance that crimes will be committed. Since gangs use graffiti to mark their turf, advertise themselves, and claim credit for a crime, quick removal is essential.
- Recreational programs such as sports, music, drama, and community activities help build a sense of self-worth and self-respect in young people. Youth involved in such activities are less likely to seek membership in a gang.

There are various gang prevention organizations that can assist you with this issue; below I've listed the organizations that will be the most help to solving this problem in Winner.

## **SOCIAL ISSUES**

### *Gangs*

#### **Resources:**

National Gang Crime Research Center  
George W. Knocks, Ph.D, Director  
PO Box 990  
Peotone, IL 60468-0990  
(708)-258-9111  
(708)-258-9546 fax  
Email: gangcrime@aol.com

National Youth Gang Center  
Institute for Intergovernmental Research  
PO Box 12729  
Tallahassee, FL 32317  
(850) 385-0600  
(850) 386-5356 fax  
Email: nygc@iir.com

National Center for Rural Law Enforcement  
Criminal Justice Institute  
7723 Col. Glen Road  
Little Rock, AK 72204  
(501)-570-8000  
(501)-565-3081 fax

Gang Resistance Education and Training (G.R.E.A.T.)  
400 LaCrosse Street  
LaCrosse, WI 54601  
1-877-TO GREAT  
(608)789-8203  
<http://www.mwgreat.org>

# YOUTH

<b>SUB THEME: Youth Attraction and Retention</b>
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**Sub Theme:** Youth Attraction and Retention

**Challenge:** In the ever shifting population decline in rural communities, many are asking what can be done to retain and attract their youth.

**Recommendation:** During the Youth Session the question was asked, “if there was a career opportunity in Winner would you return to work here?” Almost all of the youth in attendance raised their hands to show that they would like to return to Winner if a career opportunity existed for them to return to. This shows there is a desire from the youth to come back to their community.

One area that could be explored would be facilitating entrepreneurship. Teach Winners youth to be entrepreneurial. Development of entrepreneurs begins early and can be developed through the local school system, which can equip your youth with the skills necessary to create their own opportunities in rural communities. The community of Rutland, SD manages a business through the school using youth in the community. This is seen as a learning experience for the youth as well as providing a service to the community.

The important thing to remember in the development of a youth enterprise is that the ideas and responsibilities for developing the enterprise must reside primarily with the students (with advice, coaching, oversight and consent from adults in the community). This will help sustainability of any project undertaken.

There are various organizations that work through schools that could support the development of this 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.

## YOUTH

### *Youth Attraction and Retention*

The main thing is to be creative, allow the youth to take a leadership role in developing this project, and focus on meeting the needs of the high school youth as well as the general public.

#### Resources for funding this type of project (See detailed contact information below)

- USDA Rural Development's Rural Business Enterprise Grant (RBEG) – *for developing a youth business project concept.*
- South Dakota Community Foundation – *could provide general grants for multiple purposes such as buying equipment or supplies.*
- Youth Venture – *for starting a youth project serving the greater community.*
- Kauffman Foundation – *Provides general grants in the area of entrepreneurship.*
- Beaumont Foundation of America – *Community Technology Center grants.*
- US Department of Education – *Community Technology Center grants.*

#### Curriculum or Technical Assistance Providers

- DECA
- Junior Achievement
- REAL Enterprises
- Black Hills Special Services Coop
- Youth Venture
- National Council of Economics Education
- South Dakota Council on Economic Education
- Kauffman Foundation
- Making Cents
- NxLevel

Another great opportunity for youth retention is something the Platte Development Corporation has worked on and that is where the youth shadow or work with a business during high school and then upon graduation, if both the student and business agree, a contract is signed by the business, student and Platte Economic Development Corporation and all pay 1/3 of that student's education with the understanding that the student would come back and work with that business for four years or the grant would revert back to a loan. The community of Winner could assess their needs and possibly approach those community members (i.e. attorney, dentist, physicians, all were mentioned as needs for the future), to see if they would be willing to participate.

**YOUTH**  
*Youth Attraction and Retention*

**Resources:**

Karen Burket  
Platte Development Corporation  
PO Box 283  
Platte, SD 57369  
mkb@midstatesd.net

Beaumont Foundation of America  
PO Box 1855  
Beaumont, TX 77701  
866-546-2667  
www.bmtfoundation.com

DECA – South Dakota  
Distributed Education Clubs of America  
Steven Rounds  
700 Governor's Place  
Pierre, SD 57501  
605-773-4673  
605-773-4236 (Fax)  
Steven.rounds@state.sd.us

Junior Achievement  
1000 N West Ave, Ste. 110  
Sioux Falls, SD 57104-1314  
605-336-7318  
jasd@jasd.org  
www.soudakota.ja.org

Kauffman Foundation  
4801 Rockhill Road  
Kansas City, MO 6410-2046  
816-932-1000  
www.kauffman.org

Making Cents  
www.makingcents.com/curriculum/youth.php

National Council of Economic Education  
1140 Avenue of the Americas  
New York, NY 10036  
212-730-7007  
202-730-1792 (Fax)

**YOUTH**  
*Youth Attraction and Retention*

**Resources:** Continued

NxLevel  
[www.nxlevel.org](http://www.nxlevel.org)

REAL Enterprises  
Corporation for Enterprise Development  
115 Market Street, Ste. 221  
Durham, NC 27701  
919-688-7328  
[info@realenterprises.org](mailto:info@realenterprises.org)  
[www.realenterprises.org](http://www.realenterprises.org)

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

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

South Dakota Council on Economic Education  
University of South Dakota  
School of Business  
414 E. Clark St.  
Vermillion, SD 57069  
[lroach@usd.edu](mailto:lroach@usd.edu)  
[www.usd.edu/~econed/1.htm](http://www.usd.edu/~econed/1.htm)

USDA Rural Development  
1717 N. Lincoln Ave., Suite 102  
Pierre, SD 57501  
605-224-8870 Ext. 4

Youth Venture  
1700 N. Moore St. Suite 2000  
Arlington, VA 22209  
703-527-4126  
[www.youthventure.org](http://www.youthventure.org)

**YOUTH**  
*Activities*

**SUB THEME: Youth Activities**

**Challenge:** Keeping youth busy with productive and fun activities is a never-ending job.

**Recommendation:** The first step that needs to be done is to see what activities the youth would like to have. We heard ideas like a dance club, but the overall consensus was that they needed somewhere to hang out. The method used to find out this information could be anything from a questionnaire to an informal listening session, like the one we conducted for your community assessment. Usually there is a general theme by the time the session is done.

The next step would be to involve the youth in the process of setting up that activity. They would need to decide on how the activities they liked would be funded, where they would be located, and how they would be involved.

There are resources out there that can be utilized and they include:

USDA Rural Development's Guaranteed & Direct Community Facility loan program 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 center. Eligible entities include public bodies or nonprofit corporations. Under 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 allows USDA to offer loan guarantees to local lenders to help build essential facilities.

The South Dakota Community Foundation makes grant awards in the areas of economic development, human services, health, education and cultural programs. Grant applications are accepted anytime and awards are made within a 45-60 day time period. For more information on the South Dakota Community Foundation or to obtain an application, contact the Foundation office at 1-800-888-1842 or visit their website at [www.sdcommunityfoundation.org](http://www.sdcommunityfoundation.org). On their website, you can review the types of projects the Foundation has awarded funding. Youth centers, etc. appear to be an area of interest.

Another idea is to organize family nights at different local venues. These could take place at the different business or churches or community facilities, and projects can include community cleanup projects, highway cleanup projects, etc.

Maybe a youth center could be started and it could be run by parent/student volunteers, with video games, televisions, ping-pong, pool table, foosball, cards, etc. The idea is to keep the youth active.

## **YOUTH**

### *Activities*

We heard how active your youth were in their churches and an idea to involve the churches, which has been done at local churches in other communities, is the development of YACHT Clubs (**Y**oung **A**dult **C**hristians **H**anging **T**ogether). The different churches and their leaders could work out a schedule to rotate the meetings around the community to be hosted by the different denominations. Young and older adults could come together for socializing, recreation, companionship or community service projects. The age requirement could be from the 9<sup>th</sup> grade with no upper limit (note that **Y**oung is a state of mind). By including this diverse group, mentoring of the young people could be a part of this Club. The meetings could be held once or twice a month.

Funding things such as a youth center is always a challenge. The youth will gain valuable experience and have an ownership in their community when they are required to come up with the solution to their concerns. Working with the youth to get them engaged in developing the type of activities that they would want also provides a bond between the community and the youth and helps bridge that gap. If it requires funding (like a youth center), work with the youth to develop grant proposals. Listed under resources is a variety of directories that provide information on various youth related grant opportunities.

### **Resources:**

South Dakota Community Foundation  
Bob Sutton, Executive Director  
PO Box 296  
207 E Capitol Ave.  
Pierre, SD 57501  
605-224-1025  
[www.sdcommunityfoundation.org](http://www.sdcommunityfoundation.org)

USDA - Rural Development Office  
1717 N. Lincoln Ave.  
Pierre, SD 57501  
Phone: 605-224-8870 ext. 4.

- Federal Grants Directory: [www.grants.gov](http://www.grants.gov) and [www.cfda.gov](http://www.cfda.gov)
- South Dakota State Library Grants Directory:  
[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>

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

## BEAUTIFICATION

*General Beautification*

# BEAUTIFICATION

**SUB THEME:**    **General Beautification**

**Challenge:** First impressions really mean a lot. Winner has nice parks and overall good general appeal, however, like any community, more can always be done to improve a community's appearance.

**Recommendation:** There are several active service organizations in the Winner Area that are probably willing to take on a beautification service project. Projects can consist of painting houses, picking up trash and litter along the streets and highways, planting trees and flowers and tearing down or fixing up old buildings.

There are many project ideas on websites such as Keep America Beautiful, Earth day and Arbor Day. Local businesses may be willing to purchase trees for students to plant on Arbor Day within the community.

Another idea is to have a clean up Winner Day where you can set anything you need to on the corner and the city picks it up and disposes of it for you. Have a Spruce Up Business Day where businesses can take a day to do any outside work needed and help each other out.

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

Listed are, several resources available for rehabbing homes including:

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

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

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

## **BEAUTIFICATION**

### *General Beautification*

Annually the SD Housing Development Authority provides the primer and paint for a volunteer organization that would like to paint a family residence for a family who are either financially or physically unable to paint their own homes. Applications for Paint South Dakota are due the first of April with painting to occur in June.

In 2007, Winner is a tentative host for the 2007 Master Gardener classes. As part of the certification, the Master Gardeners must volunteer time for service projects. While the Master Gardeners will not do the physical labor they would be a great resource of information for the schools and service organizations to assist them with beautification projects. The County Extension Office is also a great resource of information.

The SD Department of Agriculture offers a Building Our South Dakota Rural Communities Grant (BOSDRC) program that provides funding to 4-H Clubs, FFA chapters or FCCLA chapters located in South Dakota. Funding in the amount up to \$750 is provided to the eligible recipients for the purpose of beautification in a rural community. The goal of the program is to meet a community need, provide an educational opportunity and have youth participation in the actual facilitation of the project. Applications are due in October/November of each year.

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

### **Resources:**

Keep America Beautiful  
Mr. Alex Swiatek  
Executive Director  
PO Box 588  
Yankton, SD 57078

<http://www.kab.org>  
<http://www.kab.org/kabtoolbox/default.asp?id=343&rid=344> –Toolbox for Community Change

Earth Day Network  
<http://www.earthday.org>

The National Arbor Day Foundation  
<http://www.arborday.org>

## BEAUTIFICATION

*Vacant Lots / Buildings*

### **Resources:** Continued

Paint South Dakota  
South Dakota Housing Development Authority  
Attn. Cindy Bahe  
PO Box 1237  
Pierre, SD 57501  
Phone: 605-773-3363  
<http://www.sdhda.org/paintsd07>

Tripp County Extension Office  
200 E. 3rd St.  
Winner, SD 57580  
<http://hflp.sdstate.edu/exhort.htm>

Master Gardeners  
Wanda Jundt, President:  
P.O. Box 793  
Eureka, SD 57437  
<http://hortmg.sdstate.edu>

USDA Rural Development  
1717 N. Lincoln Ave., Suite 102  
Pierre, SD 57501-3109  
Phone: (605) 224-8870  
Fax: (605) 224-1803  
[www.rurdev.usda.gov/sd/](http://www.rurdev.usda.gov/sd/)

SD Department of Agriculture  
Attn. Terri LaBrie Baker or Carmen Keyes  
Division of Ag Development  
523 E. Capitol, Foss Building  
Pierre, SD 57501  
Phone: (605) 773-3481

<b>SUB THEME: Vacant Lots and Buildings</b>
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**Challenge:** One item that was brought up repeatedly in the listening sessions was the need to beautify the community by taking care of dilapidated buildings and weedy and unsightly vacant lots.

## **BEAUTIFICATION**

### *Vacant Lots / Buildings*

**Recommendation:** One of the first steps in this process is to make sure that the city has ordinances in place to deal with these issues. If ordinances are in place, the next step in the process is to enforce the ordinances. If changes to the ordinances are necessary to enhance them or to make them more enforceable, the city should pursue this.

The most important thing with ordinance enforcement is consistency. If you are going to enforce them, then you have to do it with all violators. In order to bring the community in on the idea of beautification, they need to feel everyone is treated the same. If you get selective on who you enforce the ordinances on, it will never work, because then some people may think that it doesn't apply to them.

Along with this theme, ensuring that timelines for enforcement are established and followed will show that there is no favoritism in the enforcement process. If your ordinance says action will be taken within 10 days from the date of the letter, then you have to follow up and make sure the next step gets done on time. Once word gets out that the city is enforcing the ordinances fairly and consistently, the process will get easier as it goes along.

If the lots are owned by the City of Winner, the City could potentially sell them or donate them to a nonprofit agency that could create affordable housing or use the space for service programs such as daycare, after school center, homeless shelter, etc. Depending on the use of the lot, potential funding does exist to assist in the cost of construction of a new facility or rehab the existing building. Contact with South Dakota Housing Development Authority (SDHDA) is recommended if there is a need for a Governor's Daycare, homeless shelter or affordable housing. The Governor's House could also be purchased by a nonprofit and then sold to a homeowner, providing a great opportunity for affordable housing on in-fill lots.

If homeowners need assistance in rehabbing their home or making it more energy efficient, there is funding available for them if they income qualify. Rural Office of Community Services (ROCS) focuses mainly on emergency services and homelessness prevention but they do weatherization and housing preservation. An outreach office is located in Winner. Other funds are available through SDHDA's Community Home Improvement Program (CHIP). This program provides low interest loans for eligible borrowers for the improvement, repair, or addition to the borrower's present single family home. Homeowners can contact a participating bank for qualifications and funding amounts. The participating lenders are listed on the SDHDA website.

Other programs such as "Paint South Dakota" funded by SDHDA and Building Our South Dakota Rural Communities Grant (BOSDRC) program through the SD Department of Agriculture both provide funding for volunteer groups to do a community service project that provides beautification of a rural community.

## **BEAUTIFICATION**

*Vacant Lots / Buildings*

### **Resources:**

South Dakota Municipal League

214 East Capitol Avenue

Pierre, SD 57501

Phone: 605-224-8654

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

(See the Member Services link on the left, and go to Ordinance Codification.)

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)

Rural Office of Community Services, Inc.

Deb Cahoy, Executive Director

PO Box 70

214 Main Street

Lake Andes, SD 57356-0070

Phone: (605) 487-7634

Fax: (605) 487-7883

Email: [rocs@hcinet.net](mailto:rocs@hcinet.net)

South Dakota Housing Development Authority

PO Box 1237

Pierre, SD 57501

Phone: (605) 773-3181

Fax: (605) 773-5154

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

SD Department of Agriculture

Attn. Terri LaBrie Baker or Carmen Keyes

Division of Ag Development

523 E. Capitol, Foss Building

Pierre, SD 57501

Phone: (605) 773-3481

## BEAUTIFICATION

### *Main Street Beautification and Revitalization*

<b>SUB THEME:     Main Street Beautification and Revitalization</b>
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**Challenge:** During the Community Assessment, we heard several residents question whether “Main Street” is the historic Main Street that runs north-south, or if it’s the new main highway that runs east-west through town. Both of these areas are important – the east-west road because it is the first thing people see when they drive into Winner and the north-south road because it is a link to Winner’s history and early development. The challenge is to ensure that both areas of town look their best so visitors have a favorable first impression and residents are proud of their hometown.

**Recommendation:** The National Trust for Historic Preservation manages the National Main Street Center to assist communities with commercial district revitalization. The National Main Street Center’s technical services group offers comprehensive revitalization program development assistance to urban downtown and neighborhood commercial districts and downtowns of smaller cities and rural communities. Technical assistance includes areas such as organizing your program, economic development, preservation planning, marketing your commercial district, and small town programs. An effort to launch a statewide Main Street program in South Dakota is currently underway. To find out additional information on the progress of this initiative and ways that Winner could be actively involved in this process, contact Doris Roden at Downtown Brookings, Inc. or Planning and Development District III.

The South Dakota State Historical Society administers several programs offering financial incentives for the rehabilitation of buildings that are listed on the National Register of Historic Places. The Federal Rehabilitation Tax Credit is a 20% tax credit on the qualified expenditures on the substantial rehabilitation of a certified historic structure. The State Property Tax Moratorium freezes the property tax assessment for eight years when a National/State Register-listed property is rehabilitated according to certain federal guidelines. Furthermore, the Deadwood Fund, created out of gaming proceeds from the City of Deadwood, makes loans and grants to purchase, restore, or develop historic South Dakota properties for residential, commercial, or public purposes. For buildings that are not listed on or eligible for listing on the National Register of Historic Places, there is a 10% tax credit for buildings constructed before 1936 that will be rehabilitated for a non-residential purpose. Contact the South Dakota State Historical Society to learn more about these programs, including important eligibility criteria.

Preserve South Dakota, a statewide non-profit organization dedicated to protecting and preserving historic places in our state, offers low-interest loans and a façade easement program to encourage the rehabilitation of historic buildings throughout the state. See below for contact information for this organization.

Don’t forget to incorporate the east-west main street through town. Beautification will involve enhancing existing businesses, recruiting new businesses, and improving the streets and sidewalks in the area. The U.S. Department of Agriculture – Rural Development has

## **BEAUTIFICATION**

### *Main Street Beautification and Revitalization*

loan funding programs for street and sidewalk improvements. The Small Business Development Center (SBDC) in Vermillion can provide professional, confidential and no-cost business consulting services, including one-on-one counseling and training, to individuals starting a business or looking for ways to improve an existing business. The SBDC provides assistance in several areas: individualized counseling, marketing strategies, small business management, financial analysis, technology access, and tools.

Another step would be to form a Main St. Action Committee consisting of Main Street business owners, the Chamber of Commerce, and representatives from your many industries. This group will then strategize on what it would like to accomplish and set priorities and timelines to achieve those goals and make changes. This committee should also discuss what businesses or services are needed or would complement their business and how to recruit that business. Consider surveying the businesses of Winner to see what their needs and issues are. An outside representative may best facilitate this so that it does not seem like a personal attack on any one particular business.

#### Common Goals of Main St. Action Committees

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

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

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

## **BEAUTIFICATION**

### *Main Street Beautification and Revitalization*

#### **Resources:**

U.S. Department of Agriculture – Rural Development  
Community Programs: Community Facilities Direct Loan Program; Community Facilities  
Guaranteed Loan Program; Community Facilities Grant Program (street improvements,  
sidewalks, airport, etc.)  
1717 N. Lincoln Ave., Suite 102  
Pierre, SD 57501-3109  
Phone: (605) 224-8870  
Fax: (605) 224-1803  
[www.rurdev.usda.gov/sd/](http://www.rurdev.usda.gov/sd/)

South Dakota State Historical Society  
State Historic Preservation Office  
900 Governors Drive  
Pierre, SD 57501  
Phone: 605-773-3458  
Website: <http://www.sdhistory.org/HP/histpres.htm>  
Email: [shpo@state.sd.us](mailto:shpo@state.sd.us)

National Park Service – Technical Preservation Services Branch  
1201 "Eye" Street, NW (2255)  
Washington, DC 20005  
Phone: 202-513-7270  
Website: <http://www.cr.nps.gov/hps/tps/tax/index.htm>  
Email: [NPS\\_Hps-info@nps.gov](mailto:NPS_Hps-info@nps.gov)

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

Doris Roden, Program Manager  
Downtown Brookings, Inc.  
308 Fourth Street  
Brookings, SD 57006-1918  
Phone: 605-692-1554  
Website: <http://www.downtownbrookings.com/>  
Email: [downtown@brookings.net](mailto:downtown@brookings.net)

## **BEAUTIFICATION**

### *Main Street Beautification and Revitalization*

#### **Resources:** Continued

Preserve South Dakota  
351 4th Street  
Scotland, SD 57059  
Phone: 605-583-4509  
Website: <http://www.preservesd.org/>  
Email: [preservesd@gwtc.net](mailto:preservesd@gwtc.net)

#### South Dakota Small Business Development Center

Website: <http://www.usd.edu/sbdc/>

#### Regional Offices:

- Yankton SBDC  
1808 Summit Avenue  
P. O. Box 687  
Yankton SD 57078  
Phone: (605) 665-0751  
FAX (605) 665-0303  
Sue Stoll, Regional Director [suesbdc@districtiii.org](mailto:suesbdc@districtiii.org)
- Mitchell Office  
601 N. Main,  
P.O. Box 1087  
Mitchell, SD 57301  
Phone: (605) 996-1140  
FAX: (605) 996-8273

#### 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)

# COMMUNITY FACILITIES & INFRASTRUCTURE

<b>SUB THEME:</b> Pool
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**Challenge:** During the Community Assessment, many people commented that they enjoy having a pool in town but the current facility is in need of repairs.

**Recommendation:** Having a pool is a great asset for a small community, but the maintenance and upkeep can be a financial challenge. A good way to finance the repairs is to use a variety of sources: grants, loans, increased admission fees, fundraisers, or a penny sales tax. Several communities around the state have combined two or more of these methods to finance a new pool or repair an existing pool.

The City of Britton built a new swimming pool a few years ago. Construction was funded by a \$300,000 contribution from the City, \$100,000 from the local community foundation, \$150,000 from small donations, and \$250,000 borrowed and repaid with a penny sales tax.

Canistota's swimming pool underwent extensive repairs in 2002 at a cost of \$200,000. Local fundraising efforts covered a fair amount of this cost, with the remainder being covered by the city.

Contact Planning and Development District III to determine if you could apply for:

- Land and Water Conservation Fund (LWCF)
- USDA Rural Development's Community Facilities Guaranteed Loan Program

Your community also has an impressive history of fundraising efforts. The Resource Team heard that you raised \$50,000 in one night during the Festival of Trees, so use the community's generosity to your advantage. Perhaps you could construct a picnic area with brick pavers near the pool, and people could donate a set amount to have their name engraved on a brick or a picnic table. The Resource Team also heard that the city council just recently passed the "BBB Tax" and plans to use the revenue for this project (or the community center project).

During the Community Assessment, we also heard that many people would love to have a community center that could incorporate an indoor pool. You should definitely consider whether your community could support two pools; perhaps constructing a new pool as part of a larger community center would be preferable to repairing the existing pool. The community center is discussed in more detail in a separate section of this report.

## Community Facilities / Infrastructure

*Community / Rec Center*

Possible grant funding sources can be researched through the South Dakota Community Foundation, [grants.gov](http://grants.gov) (for federal grants) and the South Dakota Grant Directory. The contact information and websites are listed below.

### Resources:

Planning and Development District III  
P.O. Box 687  
1808 Summit Street  
Yankton, SD 57078  
Phone: 800-952-3562 or 605-665-4408  
Fax: 605-665-0303  
E-mail: [districtiii@districtiii.org](mailto:districtiii@districtiii.org)  
Website: <http://www.districtiii.org>

South Dakota Community Foundation  
207 East Capitol  
PO Box 296  
Pierre, SD 57501  
Phone: (605) 224-1025  
Fax: (605) 224-5364  
Toll Free: (800) 888-1842

Federal grant directory  
<http://www.grants.gov>

State private foundations grant directory  
<http://www.sdstatelibrary.com/grants/index.cfm>

<b>SUB THEME:</b> <b>Community / Rec. Center</b>
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- Senior Recreation
- Senior Center

**Challenge:** One item we heard many times in the listening sessions is that the community of Winner would like to see a community/rec center. The addition of such a facility would be a wonderful asset for this community. There are many communities in comparable size to Winner that have been able to make this a reality.

**Recommendation:** Careful planning, lengthy conversations and taking the time to tour other community center/rec centers would be a good first step. The community shall look at all the needs of the community and determine how they can best be addressed through one community/rec center. What hours shall it be opened, will it have space to serve as a senior center and provide recreation opportunities for seniors as well as an after school program?

## **Community Facilities / Infrastructure**

### *Community / Rec Center*

There are many questions to be answered and community meetings are a must to ensure it is a community accepted project.

Cost for the operation of a community/rec center in a small community is often subsidized from the city budget, which can cause concern from the tax payers. The revenue generated off membership dues are usually not enough to operate. Are there other organizations/programs currently seeking a physical location in which to operate? The facility may be able to generate some revenues from organizations looking for a meeting place.

There are some funding sources that may be available for assistance in financing the construction of the community/rec center.

1. The Governor's Office of Economic Development (GOED) Community Block Grant program
2. USDA Rural Development's Community Facility program
3. SD Department of Health may have options available for helping to fund this type of facility or the equipment that might go in such a facility. Other communities have funded community/rec centers by issuing bonds.
4. South Dakota Community Foundation  
Makes grants to non profit and charitable organizations across the state in support of Economic Development, Human Services, Health, Education, and Cultural programs  
[www.sdcommunityfoundation.org](http://www.sdcommunityfoundation.org)

### **Resources:**

Planning and Development District III  
P.O. Box 687  
1808 Summit Street  
Yankton, SD 57078  
Phone: 800-952-3562 or 605-665-4408  
Fax: 605-665-0303  
E-mail: [districtiii@districtiii.org](mailto:districtiii@districtiii.org)  
Website: <http://www.districtiii.org>

Community Development Block Grant  
Steve Harding  
Department of Tourism & State Development  
711 E Wells Ave  
Pierre, SD 57501  
Phone: (605)-773-5032  
[goedinfo@state.sd.us](mailto:goedinfo@state.sd.us)  
[www.sdgreatprofits.com](http://www.sdgreatprofits.com)

## Community Facilities / Infrastructure

### Streets

#### Resources: Continued

USDA Rural Development  
Clark Guthmiller or Brian Ring  
1717 N. Lincoln Ave., Suite 102  
Pierre, SD 57501-3109  
Phone: (605) 224-8870  
Fax: (605) 224-1803  
[www.rurdev.usda.gov/sd/](http://www.rurdev.usda.gov/sd/)

<b>SUB THEME: Streets</b>
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**Challenge:** There was some concern about the bumps in the streets in Winner

**Recommendation:** Although this didn't seem to be a pressing issue, I wanted to address it so the community is aware of what resources are available to mitigate this issue. Infrastructure projects often take many years and many hours of planning. The best tool for this process is developing a Capital Improvement Program (CIP). Winner may already have a Capital Improvement Program (CIP) in place. A CIP works hand-in-hand with achieving infrastructure goals by mapping out a schedule for the repair and replacement of crucial community facilities and infrastructure.

One of the primary responsibilities of local government officials is to preserve, maintain, and improve a community's stock of buildings, roads, parks, water and sewer facilities, and equipment. Planning for capital improvements is a matter of prudent financial management as well as sound development practice.

#### Capital Improvement Program (CIP)

A Capital Improvement Program (CIP) for Winner would be a community plan for short- and long-range physical development. It is intended to link the community's comprehensive plan and fiscal plan to physical developments, and provide a mechanism for:

- Estimating capital requirements, including the capital needs of Emergency Service providers (Fire & EMS);
- Planning, prioritizing, scheduling, and implementing projects during the next 5 to 10 years ;
- Developing revenue policy for proposed improvements;
- Budgeting high priority projects;
- Inter-fund & Inter-Department coordinating of projects within Clear Lake; and
- Informing the public of planned capital improvements .

#### Critical Components

This policy is intended to be an evolving plan which will facilitate meeting the future capital needs of Winner, including public works infrastructure. There are numerous factors that will

## Community Facilities / Infrastructure

### *Streets*

influence and affect the planning process as the CIP continues to develop and mature over time, including the following list of critical components:

- Forecast Demand for future services and capital facilities, taking into account all applicable demand factors such as population trends, housing units, traffic volume, commercial growth, etc.
- Inventory of Existing Capital Facilities to determine future demands for maintenance, repair, rehabilitation or replacement; and to determine adequacy of existing facilities to meet future needs.
- Funding plans for use of public funds for capital projects. Where use of public debt is planned, cash flow projections over the life of the debt amortization must be calculated, and the impact on future City budgets and financial statements must be estimated.
- Commitment, active involvement, and support by the City's management staff, elected policy makers, community interest groups, and the public.

Winner's City Council along with other participants will need to draw upon a variety of resources in order to institute this policy effectively and efficiently. Winner's main resource for advancing its CIP would be Planning and Development District III.

Street improvements can be financed in a number of ways including:

- a) USDA-Rural Development's Community Facility loan program
- b) A city special assessment process
- c) General city tax dollars
- d) General obligation bonds issued by the city
- e) Sales tax revenue bonds
- f) Rural Electric loan funds (REED)
- g) SD Department of Transportation Grant funds (Industrial Park, Agri-Business, and Community Access Grants)
- h) HUD CDBG funds from the State

Grant funds for building and reconstructing streets are very limited and focused to specific areas in the community. The primary resource for road construction grants is the SD Department of Transportation or SDDOT. The three primary grant programs administered by SDDOT include the industrial park grant program, agri-business grant program, and the community access grant program.

#### Industrial Park Road Grants

- Primarily for building new roads in industrial parks when a known business is preparing to move in or expand.
- 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.
- No Application Deadline
- Eligible applicants are units of government

## Community Facilities / Infrastructure

### *Streets*

- 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 also agrees to operate and maintain the road for its useful life.
- Minimum capital investment of at least five times the required state participation costs
- Five new jobs will be created by the industry.
- 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 for submitting applications.

#### Community Access Grant Program

- Available to units of governments with populations less than 5,000 in population.
- The 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.
- Applications usually are accepted once a year around August 1.

The Community Development Block Grant is another potential option for financing road improvements, particularly as it may relate to building access to a new or expanding business. Certain income qualification would apply in order to meet eligibility requirements for this program.

#### Water / Sewer Infrastructure.

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

**Small Community Planning Grant:** This program was established to promote a proactive approach to water and wastewater infrastructure management. It provides small communities with funds to hire an engineering consultant to develop a project specific engineering report, communities can also access grant funds to procure professional services to conduct a rate analysis and review using the Show-me Ratemaker™.

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

## Community Facilities / Infrastructure

### *Streets*

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

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

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

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

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

Community Development Block Grant (CDBG): These are federal funds given to the state and are administered by the Department of Tourism and State Development through the Governors Office of Economic Development.

- Types of projects that may be funded include water, sewer, fire halls, community centers, storm sewers and health care clinics.
- At least 51% of those being serviced by the project must be low/moderate income households.
- CDBG staff expects applicants to utilize planning district staff in the application and administration of these grants as the requirements are cumbersome, although, not insurmountable.

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

- Used to construct, repair or expand water and/or wastewater systems and storm sewer systems, acquire water rights, pay necessary fees for legal and engineering services and other development related costs.
- Grants are not available for storm sewer projects.
- Interest rates may change every quarter and depend on the US Treasury rate and on the service area of the borrower.

## **Community Facilities / Infrastructure**

### *Streets*

- The loan and grant rate is determined by the median household income of those served.
- Infrastructure for new housing development can be financed by site development loan programs.

USDA – Rural Development’s Community Facilities Program can also provide low-interest, long-term financing for general community infrastructure projects such as water, sewer, curb/gutter, etc. The loan program presently offers rates in the 4.125% to 4.5% range for up to a 40 year period.

Rural Electric Loan Funds (REED): Provide low interest loans for projects which are beneficial to the area as a whole.

- Includes medical clinics, street projects, fire halls/ambulance shelters, fire truck/ambulances, fire equipments, water and sewer projects.

The issue of the many dips and bumps around town maybe addressed more quickly by working with the city engineer to see if there are any quick fixes to address this problem since it takes years to have roads repaved.

### **Resources:**

USDA Rural Development  
1717 N. Lincoln Ave., Suite 102  
Pierre, SD 57501-3109  
Phone: (605) 224-8870  
Fax: (605) 224-1803  
[www.rurdev.usda.gov/sd/](http://www.rurdev.usda.gov/sd/)

South Dakota Department of Environment and Natural Resources  
Foss Building  
523 E Capitol  
Pierre, South Dakota 57501  
605-773-4216

Rural Electric Loan Funds—REED  
Linda Salmonson  
Rural Electric Economic Development  
East River Electric Cooperative  
PO Box 227  
Madison, SD 57042  
605-256-4536  
[lsalmonson@eastriver.coop](mailto:lsalmonson@eastriver.coop)

## Community Facilities / Infrastructure

### *Airport*

#### **Resources:** Continued

SD Department of Transportation  
Office of Local Government Assistance  
Paula Huizenga and/or Terry Jorgensen  
700 E Broadway Ave  
Pierre, South Dakota, 57501  
605-773-3921

SD Governor's Office of Economic Development- Community Development Block Grant  
711 E. Wells Avenue  
Pierre, SD 57501  
800-872-6190  
www.sdreadytowork.com

Planning and Development District III  
P.O. Box 687  
1808 Summit Street  
Yankton, SD 57078  
Phone: 800-952-3562 or 605-665-4408  
Fax: 605-665-0303  
E-mail: [districtiii@districtiii.org](mailto:districtiii@districtiii.org)  
Website: <http://www.districtiii.org>

<b>SUB THEME:    Airport</b>
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**Challenge:** Increasing access to Winner through Air travel for both the medical field as well as the hunting industry.

**Recommendation:** Air travel is becoming increasingly more frequent. Doctor's are able to get to more remote places and see a more diverse group of patients, and hunters are able to get to the destinations they choose to spend their vacations faster and more efficiently. While you have done a great job updating your current airport, it is important to build on what you have started.

The major source for funding for airport capital projects is the Federal Aviation Administration's (FAA) Airport Improvement Program. Eligible projects include those improvements related to enhancing airport safety, capacity, security, and environmental concerns. In general, sponsors can use AIP funds on most airfield capital improvements or repairs except for terminals, hangars, and non-aviation development. Any professional services that are necessary for eligible projects--such as planning, surveying, and design--are eligible as is runway, taxiway, and apron pavement maintenance. Aviation demand at the

## Community Facilities / Infrastructure

### *Daycare*

airport must justify the projects, which must also meet Federal environmental and procurement requirements. Small general aviation airports must match these grants from local funds (10% cost share match for small general aviation airports).

Several general aviation airports in South Dakota have received funds through this program including Britton, Clark, Faith, Gettysburg, Gregory, Highmore, Lemmon, and others. To be eligible to receive funds through this program, however, the airport must be included in the National Plan of Integrated Airport Systems (NPIAS). The NPIAS, which is prepared and published every 2 years, identifies public-use airports considered to provide a safe, efficient, and integrated system of airports to meet the needs of civil aviation, national defense, and the Postal service.

#### **Resources:**

Federal Aviation Administration  
Airports  
800 Independence Avenue SW  
Washington DC 20591

Federal Aviation Administration  
2301 University Drive, Building 23B  
Bismarck, ND 58504  
701-323-7380  
FAA Grants may be searched on-line at [www.grants.gov](http://www.grants.gov)

<b>SUB THEME:</b> <b>Daycare</b> <ul style="list-style-type: none"><li>• Survey</li></ul>
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**Challenge:** In several of the listening sessions there were concerns expressed on the challenge of finding daycare. There are several daycares in the community but there is a need for more, especially those with more flexible hours.

**Recommendation:** The first step to resolving this issue is to determine the severity of the daycare situation. It is recommended that a survey of community residents be done to find out how many residents are using daycare or would use daycare if it were more readily available? How many residents were unable to find daycare locally and have to use a facility in another community? Would they use a local facility if it were more readily available? Also, talk with the local daycare providers. Do they regularly have openings that they find difficult to fill or are they usually turning people away?

One way to expand daycare services, long-term, is to integrate a daycare service into a community/recreational facility that you might contemplate developing in your community (see previous recommendation). This is similar to a concept utilized by other facilities in

## **Community Facilities / Infrastructure**

### *Daycare*

creating a multi-generational facility for seniors, youth, and the general community. Integrating a daycare service as part of this community center would allow the center to share services with other entities or organizations located there.

Another alternative that communities have pursued is utilizing a Governor's Daycare (available through the South Dakota Housing Development Authority) as a nonprofit daycare facility. The South Dakota Housing Development Authority has established a formal process for requesting Governor's daycares. Included as part of this process is a survey of the community and a feasibility study. SDHDA also provides a "Guide to Planning, Purchasing and Licensing" a daycare facility.

It is very beneficial to keep existing local daycare providers involved in this process. Perhaps one or more of them would be interested in helping to form a daycare center with the assistance of the city, economic development corporation and/or chamber.

Communities have approached this issue in several different ways. One of the best examples is the City of Platte. They were granted Governor's Daycare facility. The community came together to secure the land, prepare the site, do wiring, etc. They used USDA Rural Development Community Facilities financing to do the site preparation for the facility. Local volunteer labor also helped complete the facility. They purposefully located the facility next to the school so that the center could serve dual purposes as a daycare facility and a preschool (downstairs). That way kids could also go back and forth between the school and daycare with ease. The Platte Economic Development Corporation was the applicant and they are very willing to share information about this process with other interested communities.

The City of Langford also did a daycare project using a Governor's Daycare. They worked with the Governor's House sales representative at the Northeast South Dakota Community Action Program (NESDCAP) to get a daycare granted. The city donated the lot, and much of the labor was donated as well. The group covered the remaining need for about \$12,000 from local fund raising. The parents set up an operating board, hired staff, and set policies.

Throughout this process, you certainly want to stay informed and aware of licensing requirements for daycares through the Department of Social Services. You can contact them and they will mail you a step by step guide to starting a daycare and information on complying with the regulations for South Dakota.

Finally, one last source that I want to reference is a directory maintained by the National Child Care Information Center (U.S. Department of Health and Human Services). The center provides comprehensive information on how to start a childcare center including published guides, funding sources, and state-by-state information about licensing and contacts. You can view this directory online at <http://nccic.org/poptopics/starting.html>.

## Community Facilities / Infrastructure

*Daycare*

### Resources:

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

USDA Rural Development  
1717 N. Lincoln Ave., Suite 102  
Pierre, SD 57501-3109  
Phone: (605) 224-8870  
[www.rurdev.usda.gov/sd/](http://www.rurdev.usda.gov/sd/)

Langford Development Corporation  
Paula Jensen  
Phone: (605)-493-6708

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

National Child Care Information Center  
U.S. Department of Health and Human Services  
Administration for Children and Families  
243 Church Street, NW 2nd Floor  
Vienna, Virginia 22180  
Phone: 800-616-2242  
<http://nccic.org/>  
<http://nccic.org/poptopics/starting.html>

South Dakota Department of Education  
Child and Adult Nutrition Program  
700 Governors Drive  
Pierre SD 57501  
Phone: (605) 773-3413

South Dakota Department of Social Services  
Child Care Services  
700 Governors Drive  
Pierre, SD 57501  
Phone: 800-227-3020  
<http://www.state.sd.us/social/ccs/ccshome.htm>

## VISION AND PLANNING

*Zoning / Ordinances*

# VISION AND PLANNING

**SUB THEME:**     **Zoning / Ordinances**

- Trimming shrubs near intersections
- Clean-up

**Challenges:** There are often challenges in communities to keep properties not only looking good, but also well maintained. Maintenance of properties, both public and private, makes an impression on tourist, businesses, and families considering a move and deciding whether they think Winner might be a good place to live and work. There were also many comments concerning blind intersections due to shrub overgrowth.

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

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

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

**Resources:**

Planning and Development District III  
P.O. Box 687  
1808 Summit Street  
Yankton, SD 57078  
Phone: 800-952-3562 or 605-665-4408  
E-mail: [districtiii@districtiii.org](mailto:districtiii@districtiii.org)  
Website: <http://www.districtiii.org>

## VISION AND PLANNING

*Communication / Cooperation / Change and Inter-Organizational Cooperation*

<b>SUB THEME: Communication/Cooperation/Change and Inter-Organizational Cooperation</b>
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**Challenge:** During the Community Assessment, the Resource Team heard some people say that communication between the city administration and the community could be improved. While city leaders and other organizations handle a lot of projects throughout Winner, many city residents are not aware of all the work that is being done. Effective communication is a key to getting all city residents to work together.

**Recommendation:** It is important to engage not only your governmental sectors and Chamber of Commerce, but also other community organizations such as the senior center, school, agricultural community, and so forth. It is advised that you create a joint Vision Winner taskforce at the completion of this assessment in order to oversee implementation of the objectives identified by the community. This taskforce should consist of representatives from all relevant organizations in the community, and this broad representation will help ensure that everyone in the community is on the same page and everyone understands their roles and responsibilities for making Vision Winner a reality. This provides a formal mechanism for making sure that collaboration and communication among your relevant community organizations take place continuously.

There are other less formal ways to help promote inter-organizational communication and cooperation as well. For example, various entities in the community can appoint liaisons to represent the organization at other organizations' meetings (i.e. a member of the development corporation is designated to represent the board at city meetings and vice versa). It is vital that the liaison be a "people person." It has to be someone that people trust and aren't afraid to be honest with. A sense of humor goes a long way! It is a tough job to coordinate between different entities and still keep everyone happy during the process.

Another example of inter-organizational cooperation is the Centerville Promotional Cooperative. In Centerville, representatives of each community organization are invited to a quarterly meeting. Each representative reports on the projects of their organization and then, as a group, they identify projects to work on together.

Communication with the public is also important, but often overlooked. As stated in a previous recommendation, if the public hears nothing, then they assume that nothing has been accomplished. It is important to take the time as organizations in the community to recognize your achievements through regular communication to the public (speaking at community meetings, putting information in the paper) as well as implementing an annual report to the community by your community organizations where each of the various organizations has an opportunity to briefly share what they have accomplished with the public at-large. Make this a big event for the community. If all the organizations do this cooperatively, it will mitigate the cost and time needed to plan. Make the event a big deal and

## **VISION AND PLANNING**

*Communication / Cooperation / Change and Inter-Organizational Cooperation*

something that you do annually. Consider recognizing a volunteer of the year as part of this process to recognize individual achievements in addition to organizational achievements. Host a community dinner or picnic to help boost attendance. This event will also have indirect benefits. First, having all of your community organizations involved will show to the public that organizations are working together for the betterment of the community. Second, events like these help to build and retain a sense of community among residents. This is absolutely crucial for growing communities where many of the residents did not grow up in the community and/or might not be actively involved in the community.

### **Resources:**

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## LISTENING SESSION RESPONSES

### *Issues & Challenges*

#### **What are the major problems and challenges in Winner?**

- Limited shopping in a lot of things, pick up other things in town, Main Street needs more businesses, many businesses closed Saturdays when people can shop
- I agree with all – Need More businesses
- Major problem: land is too much, taxes are too much, too expensive for people to get into farming/ranching
- Keeping young people here is a challenge, leave for college and wages can't compare here
- Weakness in ability to hire specialty people in healthcare, people go to Sioux Falls
- Hospital is aged, specifically 20 years from now
- Physician recruitment, we have great healthcare facility but hard to recruit, physicians are retiring, daycare is closing and hard to get with nursing hours, need 1 or 2 more daycares
- Agree with business comments, need industry or something, wants to be able to shop locally, Winner doesn't have as much shopping as Gregory
- Daycare hours, no after hours or weekend daycare, hard for employers to find good staff to keep, elderly resources aren't easy to find even though they're available
- Drawing mental health professionals to community is difficult, would be nice to have facility to keep kids here/transition them back to community
- Echoes other comments about health care recruitment, hiring qualified people is difficult financially, need transitional homes for patients in treatment facilities (mental health, drug and alcohol problems), no detox center, people leave treatment and go right back to old environment because there's no halfway house or transitional facility
- Training people to have a trade to be able to make a living, Need trade school here 1) for Lakota people 2) for farmers who can't make a living because it's too hard to be a farmer financially
- What everyone else has said
- Pass
- Pass
- Pass
- There's always problems but it's a matter of working them out
- When professional people do move here there's nothing for the spouses to do, need to develop more jobs and be more self-contained as a community
- Pass
- Restaurants sell stuff we can get at home like beef, need to have a restaurant that serves pasta or seafood; business development is hard to get feet off the ground especially to get financial information
- Need industry here, had a good industry with the reservation center but it was closed down, no one locally tried to keep it here, it was a business that people could move up in, gave the kids something to do, paid for some classes
- Seems there's a lack of after-school and summertime resources for kids, no pool hall or skating rink, there's an after-school program but there's a healthier way to engage youth, hard to get good quality labor that industry needs

## LISTENING SESSION RESPONSES

### *Issues & Challenges*

- Great ag community here but not good at marketing it, safe and cohesive community, not sure why the marketing is so hard
- Ag economy had always driven town but times are changing, we need to get into that mentality that numbers of people involved in ag are dwindling, stuff that's coming in is pheasant hunting so let's take advantage of what we're known for, Winner produces nothing because there's no industry and we need to produce something (not sure what) and industry needs to provide incentives for people to come back to this community
- Need vo-tech but maybe not whole vo-tech, for example if welders are needed then train people to do it so we can bring in an industry that needs those workers
- Have very good volunteers for the most part but we have some volunteers that don't do their fair share and just take tax dollars, don't put their money where their mouth is
- Other small towns are bustling (Pierre, Chamberlain, Valentine), we're the only one within 150 miles so why can't we do this too?
- We can't do this on our own, community doesn't support local things, we're a traveling community, willing to go 150 miles, only things keeping us here is Grossenburg Implement.
- Daycare shortage, when one closes in Winner it is a huge deal, there is one closing this year and it will displace 14 families. If people wanted to be stay at home moms they would. Need more daycare centers and recreational centers. Need to have somewhere to go to find the resources on where to go to start a daycare center.
- No place to take their kids for them to have fun. YMCA type facility. Indoor pool, waterpark. A place for kids to go to hang out with other kids.
- Would like to see a Walmart come into the community.
- Some of the business are not open enough
- People feel that there is not a concerted effort to bring in businesses
- Need to support the people that are here
- Spend a lot of time on talking and not a lot on doing, need to see more action and ideas
- People that are in charge of working on these issues are from here and are resistant to change
- Hard to get positions if you are an outsider, jobs are taken and given to "locals"
- Look too narrowly on who will volunteer in the community, need to look at the "regular" people to help. Work on getting some of the younger or more aggressive people to do the projects that need to be done.
- Senior center is in danger of closing.
- Drug and alcohol addictions
- Ditto, alcohol has always been here and meth has shown up in the last 5 years in the rural communities. Gangs are another item that is becoming an issue in winner. There are two houses in town that are full of gang related material.
- Agrees with the other two comments. The vocal minority is outspoken and are very strong and voicing their opinions. It can be a negative
- Racial issues are also a problem, services provided should not be outside of the racial boundary.

## LISTENING SESSION RESPONSES

### *Issues & Challenges*

- Numbers need to be increased in the Emergency Medical Services. Most people have full time jobs, they are all paid volunteers. County commissioners support them 100% and they have great equipment. Keep people involved and interested in order to keep those numbers up.
- Juvenile placement, too far away from anything and it is a big change for them when they are taken out of their homes. They are unable to get visits because of the distance to the facilities.
- Legal community is getting older and older and they are two heart attacks away from a crisis. Have lawyers that are traveling a very large distance to help out the indigent population. Don't have enough lawyers. Numbers are dwindling.
- Service a lot of Indian communities. Law officials are not able to go to the areas that the medical services are called out to.
- Consolidation may become necessary in that it is difficult to find sheriffs and it is taking away the quality and integrity of the position. Do you sacrifice quality? Same goes for the smaller schools, counties need to get together and find one person to do a great job rather than two people to do an ok job
- Losing the ability to buy things in town
- Population decline, and job opportunity
- Too far off the Interstate
- Ditto
- Hard for the community to change
- Little job opportunity, make it hard for youth to stay in town,
- Lack of jobs, hard to advance
- Need to beautify town,
- Need more business to come from west
- Need a community center
- Not enough jobs so not a lot of people come in. Not a lot of businesses so kids get in trouble.
- Same thing!
- Not a lot of activities for kids.
- Not enough activities for kids
- Not enough for kids to do
- Ditto
- Don't have enough things for everyone to do
- Ditto
- Drug and alcohol abuse
- Ditto
- Drug and alcohol problems
- Ditto on the jobs. None of the kids come back after college.
- Need more things for kids to do.
- Not many young people come back
- Bring some bigger businesses or hospitals
- Problem with gang violence and alcohol
- Community leaders aren't willing to change

## LISTENING SESSION RESPONSES

### *Issues & Challenges*

- Alcohol
- Ditto
- Ditto
- Would like town to grow and to see more people
- Main Street should be full of businesses
- People don't want to change
- Ditto
- Ditto to a lot of it
- Not enough to do so kids get in more trouble
- Leadership – taxes are high. City council and mayor raised their salaries but taxes are still high. They should cut taxes instead of giving themselves a raise.
- Too many concessions to pheasant hunters. Everyone spends money in Pierre or Rapid and nobody buys locally or supports the local community.
- Satisfied with everything in winner
- Money
- Need some businesses in this town the senior citizens are the only thing that keeps it going
- Businesses
- More activities for seniors, not sit down activities
- Not enough shopping
- Industry
- Businesses, activities for seniors, cant buy what you need in town
- Industry, clothing stores, walmart
- Sit in a unique area, you have to go 100 miles to get to anything, need to keep the community viable, and maintain it the way it is. Everything here is related to ag. Farms are getting bigger and bigger and the families are getting fewer and fewer. Senior and youth are the two most important populations in the community
- Employment to keep the younger people here
- Ditto
- Buildings need repairs
- Need to do something for our farmers so they are able to keep up the family businesses. Seniors and youth are important
- Keep the kids here
- Need a cooler in the senior center that doesn't make as much noise
- Agrees with everything that has been said. If you keep people here there is not enough industry that pays well enough
- Not enough businesses, have to go out of town to buy anything
- Build up main street to keep people in town. Used to be the Rosebud trade area
- Ditto, need the rain for the ag community
- Would like the city to post the dangerous dips on cross streets. The city can be sued for not keeping up the streets
- Badly in need of a daytime café, lots of evening ones none that are open during the day
- A vocational school

## LISTENING SESSION RESPONSES

### *Issues & Challenges*

- Need businesses but no one could afford to run them
- People are unable to raise their wages, but employees are not able to live on that little money
- Seniors are getting taxed out of their homes.
- Farms are being taxed too much
- Concentrate on the senior citizens, they need a new building
- Streets need to be fixed, property needs to be cleaned up, beautification
- Needs a place for teenagers to get together, some sort of teen center. Something needs to be done to keep them away from drinking parties
- No public transportation going out of town in any direction
- Declining population and exodus of young people
- Need to retain young people
- Housing
- Job opportunities – recruit and retain young people
- Jobs – nothing for kids to do
- Jobs – need employers to employ young people
- New swimming pool
- Jobs also need to look towards the Native Americans – they are getting into the mainstream, need to work harder to make Winner more of a Native American town
- Street repair and conservation of water
- Infrastructure of electricity and water
- Housing – what comes first housing or jobs
- Real estate taxes are too high
- Don't have the population numbers
- Housing and activities for young families and children
- Youth need to come back and need job opportunities
- Need for additional shopping
- Community has not grown – need more industry
- Location a problem, need a reason for people to come and stay
- Need to tear down deteriorated buildings, build new and collect more taxes
- Lost eleven businesses last year with six new beginning – lost two restaurants
- Ag community – lack of rain and increasing expenses – as the ag industry struggles so does the community of Winner
- Holding down of two jobs per household
- Streets need updating
- Lack of job opportunities for young adults
- Agree. Also, lack of positive activities for kids
- Job issue is biggest for our community
- Place for kids to have recreation, such as pool
- Youth – giving them alternatives to what they do now. They need an alternative.
- Kids – having things for them to do so we have good citizens
- Lack of youth activities
- Crime, believe it or not

## LISTENING SESSION RESPONSES

### *Issues & Challenges*

- Overt racism
- Nothing to add
- We need to be aware of what our children are doing. Bring them to some kind of solution to their lives
- Drug problem
- Meth is a problem in this area, but I didn't realize it until I heard a presentation.
- Meth is one of the biggest things in this area. If you have an empty property, go check it often.
- Major drug problem in Winner and Tripp County
- Limited resources
- No opportunity for advanced education here
- Concern for the kids we don't reach. Why are we missing them and what can we do to reach them? Resources to help broken families in need. Do we have enough resources to do that?
- Stuff/competition
- Kids resources – after school, skating, etc
- Pool
- Resources, where to access things
- Importance of shopping in town
- Population decline, bigger farms, shrinking school.
- Ditto
- Pay is too low to get youth to come back after they leave
- Location, too far off the Interstate, makes it too hard to grow
- Property beautification needs to be done
- Ditto
- We need to help the businesses that are already here, we need to do more events and promote them
- Native American community needs to be welcome, Winner needs to work on welcoming and inviting them to town
- Need good Hwy's to get the traffic coming through
- Too many people leave to shop, everyone goes to SF or Rapid to shop
- Need new businesses, smaller business like Eye Dr, I'd like to see the banks work together to bring big business to town
- Need to put out events calendar, and work with Native Americans to promote a Powwow
- The Highway Patrol is profiling Native Americans, they stop them every time they drive through town
- The National Guard unit is shrinking
- Just coming to the meeting I was asked why I was going to the meeting for a dieing ghost town...we need to change prospective
- People shop at Wal-Mart even when they could buy it here,
- Agricultural based but the area is shrinking in population and its affecting the hub, school and community

## LISTENING SESSION RESPONSES

### *Issues & Challenges*

- Pheasant hunting could be death of the community due to price of land and also if there was a bird disease would be detrimental
- Need to switch from food based agriculture to energy based ag
- Numbers of students have decreased
- Ag related – move corn out then haul back to area have transportation cost and lost in cattle profit
- Economics and small school – Whitten is losing ground
- Agriculture – when there are struggles the town struggles
- Losing farms – less number but larger size
- This area can't compete with Minnehaha to get the young people back here
- Ditto
- Agriculture conflicts – live off someone else's problem – drought helps those with hay, less corn increases price that conflicts with cattle
- Town is very cliky – hard for new businesses to succeed
- If not homesteader then you are an outsider
- Kids are leaving the community – there is nothing here for them
- Retail is important – extend the hospital
- Hard for new business to start since they may compete – may not be allowed in
- Supply and demand and being competitive – not always buy in Winner what you need so you go elsewhere to purchase items, then you will stock up on other things as well
- Absent land owners are getting bigger and bigger – they just want the cash and not worried about the crop
- Conflicts of city needs farmers and farmers need city – dialogue needs to be better
- Farming and rural is our main industry
- We need to keep our youth in the community, we are an ageing population
- Pheasant hunting is driving up land prices...making it difficult for the young farmers to farm
- Diversity
- Taxes are high
- Shrinking population, limited amount of new affordable housing for young families
- We need a town motto, does anyone know what it is???
- We've lost several restaurants
- We need more financial planning for the city, the county...the Rosebud tribe needs to be treated better and more welcome, the native American community could bring more business into the community
- We need to tap more of the local talent
- Diversity
- Ditto
- Ditto
- Many of our professional
- Ditto
- We need to keep more of the youth in the community, they will be our future Dr's and professionals
- We loose a lot of tax dollars to Mitchell

## **LISTENING SESSION RESPONSES**

### *Issues & Challenges*

- The one way street makes it difficult for people to stop and shop at businesses
- Racism towards Native Americans
- Homelessness, gangs, crime
- Ditto we need to help the homeless
- Need to work with the Native American community to resolve issues
- We need to work on getting the students to school and keeping them in school

## LISTENING SESSION RESPONSES

### *Strengths and Assets*

#### **What are the major strengths and assets of Winner?**

- Baseball program, best baseball field in state, talented youth, people are excited about baseball, parks are excellent maybe underused
- Share above comments, good people are supportive of community, enjoyable place to work, lots of beauty in environment and ag community, really do have a lot of services here but they need to be strengthened
- Small town values, raise children in safe environment, utilize that to everyone's benefit
- Agree with others, people and willingness to help and support one another, people don't let each other down
- Awesome hospital, a few things you need to go out of town for but great hospital, great kids, great church with opportunities for kids
- Ditto
- Good pheasant hunting, good healthcare - Festival of Trees raised over \$50,000 in one night
- Ditto everybody, churches are great, wonderful medical center, retirement community, visiting doctors and specialty doctors are great to serve retirement community
- Long term care center, great hospice, people who care for elderly, full nursing home
- Hospital, Grosenburgs
- Community backing, everyone helps each other
- Healthcare, schools are good, good community, pheasant season is when community thrives
- People make the difference, even if we're out in the boondocks we're together
- Produce more coonskin caps! Frontier life
- Faith based, great church community
- Some of the best beef in the world, people come in from out of town to get beef, good services
- Schools are good
- Good work ethic, people are reliable
- Good newspaper and radio station are good marketing
- Agree with everyone
- Thankful for physician base we have, two surgeons, keeps community alive, good medical basis
- It's all been exhausted!
- Agree with all
- Lahaye Bowl needs to be advertised and promoted
- Race track, promote it more
- Good work ethic, dedicated people, do a good job
- Have a really good plumber
- Quiet area of town with great neighbors, like the part of town they live in
- Welcoming committee, chamber of commerce
- Good school system
- Regional jail that provides a lot of good things for the community, inpatient alcohol treatment that allows for work release
- Good law enforcement, competent law enforcement officers
- Treatment resources for alcohol, drug, and mental health

## LISTENING SESSION RESPONSES

### *Strengths and Assets*

- Schools that teach dare and are proactive
- People will talk to you when law enforcement officers are present, they even come in and give them information
- Have people that care and will go out of their way to make things happen, if you are sitting along side of the road, if they don't stop they will at least call the police to check out the situation.
- Have officers that want to be part of the community and the solution
- Good ambulance service, three good fire departments
- Quality of people in volunteer jobs is high, but there is a small group of people that are available to do it. Community trusts the EMS and that the communities' interests are the focus.
- Training is at a very high level, and it is very time intensive with the new equipment they have to use. Learn from experience and the people that are on the service are extraordinary, they are willing to learn and do what it takes to get the job done.
- People in the community. A vandalized mailbox is the most serious thing that can happen, they don't realize that it could be their whole house
- It is a very safe community; people who break the law know that it will not be tolerated.
- 24-7 program
- We are the largest town in the area,
- Healthcare, agriculture, educational system. Are all great, strong sense of community
- Ditto, ag is big here
- New money coming into the community, Healthcare is good
- Pheasant hunting is great
- The community is very giving for charity
- Everyone knows everyone else
- Ditto
- We're all close like a family
- Agree
- Everyone knows everybody
- Not a dangerous town
- It's pretty balanced-lots of difference. Variety of families moving in-cowboys, farmers. You can play football, basketball, act, do whatever you want and be good at it.
- Really sheltered and safe
- Impossible to get lost!
- Like to see different people and how they interact
- Out in the middle of nowhere but hunting brings in people from other areas. Good recreation
- Bigger towns kids are only involved in one thing but here kids can get involved in lots of stuff
- So many different things to do
- Push from older people. They want the youth to excel and don't take youth for granted.
- Lots of community support for things like 4-H fundraisers, etc.
- Same thing as above
- Know everyone, it's not dangerous
- Not a lot of bad crime
- Same as everyone else

## LISTENING SESSION RESPONSES

### *Strengths and Assets*

- Ditto
- Location. Rapid and SF aren't that far if you want to go there.
- Surrounding communities that we get students from
- No waiting for traffic. You can drive when you're 14. You don't have to worry about getting in a wreck.
- Agree with that
- I like how there's a lot more job availability. I got a job when I was 12 and I can have it for as long as I want.
- Our school is small enough that we know everyone. Kids that haven't been with us forever can join activities to get integrated.
- Lots of organizations-Boy and Girl scouts, FFA. Good experiences for later in life. Organizations to get involved with and help you later in life.
- I really like our school. We have pretty good teachers and they try to make you succeed.
- We have a big variety of things that we can do for school activities. Even younger kids have more responsibilities that in other places they don't have. Job opportunities.
- Lots of groups to volunteer with
- Ditto
- Teachers are better than you get in a bigger place. It's more personal.
- Smaller schools, people care about your day-to-day life
- Lots of active churches in the community
- When you are distant from other things you are forced to get along and if there is conflict it causes problems, winner is able to work well together
- Nice community although she has only been here for a year
- Best people in the world
- Ditto
- Good friends, good community
- Winner is gods country, blessed be you for moving there
- School
- Regional trade area
- Good old western hospitality
- Get to know everybody
- Finest youth in all of America, worked with the dads and moms that have kids in school now
- School system is good
- Hospital is good
- Businesses are friendly and helpful
- Churches are active with good youth groups
- Banks are helpful to the ag community, everything would look better if there was some rain
- Nursing home
- They summarized it all
- Name of the town
- Good town, moved here 21 years ago. Was a farmer for 30 years
- The city transit service is a great program that is available to everyone
- Winner is a good place and a good place to call home

## LISTENING SESSION RESPONSES

### *Strengths and Assets*

- People and the work ethic, good educational system, good enough education to go anywhere you want to go and do anything you want to do
- Leahy bowl
- The senior center, good meals and the good price
- Good cooks at the senior center
- Everyone knows every one
- The senior center, pool, cards, fellowship everyday of the week
- Craftsman that are putting their crafts to work in the community
- Trucking industry is thriving
- The new jail, hasn't been in it yet but it is supposed to make a lot of money
- Good healthcare
- Good schools
- Great water, fine airport, good infrastructure and progressive community
- Hospital and facilities are modern, second to none – big assets
- Mixture of senior citizens and young people willing to work together
- Great recreation
- Low crime rate
- Community can come together when needed
- Adult population are hard working – youth has changing attitudes towards work
- Very good ballfields, fire department, law enforcement,
- New fire hall
- New main street that is nice looking, new airport runway, new airport hanger is in the works
- Good airport manager that is full time, longer runway will allow bigger airplanes
- Good streets, highways, fire department the best in the state – lucky to have them
- Good community leaders and business leaders and city workers
- Nice police department, new jail with 30 people employed that will pay for itself
- Responsibility of good council and mayor
- People that live here and work everyday – working with federal to hold more prisoners to raise more money to pay it off
- Educational system, medical facilities
- Hunting is huge and real estate prices have increased
- Wonderful place to live, raise children, safe, people are friendly and take care of each other
- Several really good civic organizations
- Telecommunications, DSL, internet connections, cell phone service could be better, computer savvy people,
- Four doctors and Pas – we are fortunate
- Fair grounds, rodeo arena
- Sporting activities, hunting, fishing, close to Missouri River
- Good golf course – 200 members
- State, county offices – county seat
- Judge located here is a strength
- Recycling center is very good and self supporting
- Strong ministerial community for every denomination
- Just agreed to purchase another ambulance – best service in a lot of places

## LISTENING SESSION RESPONSES

### *Strengths and Assets*

- Full time economic development coordinator – city support
- Large marketing area for services – medical, services, sale barn, - sale tax revenues are good for size of community
- Transit system that has been very good for elderly population – economical – runs on Sunday and takes kids to school
- Elderly community supportive of ideas and changes
- You are a Winner in Winner
- Very good banks in the community
- Caring community. Look at the fundraisers. Everyone turns out to help and that makes us all better.
- Strong ministerial association that tries to meet and meet some of these needs.
- Fire dept, ambulance are fabulous.
- Good police dept
- Domestic violence center
- Churches do a tremendous job with youth in the community
- Good newspaper
- Appreciate the ministerial assoc. thrift store
- Community leaders and associations are willing to do a lot for the community
- Strong family ties can be an asset
- We have lots of good kids and they don't always get the attention they deserve.
- Kids-such a variety that they can do. Sports, art. If they want to be busy, they can be busy.
- Leahy field and baseball program. All kids get a chance to play.
- We have a nice library in Winner
- Good medical facilities here. We don't have to drive hundreds and hundreds of miles for good care
- Many volunteer jobs here. I volunteer for 6 jobs!
- Strong veterans service opportunity
- We have a great Ag community, we are the economic hub of the area
- People and the work ethic, we just need more people to stay here
- Good health center, ed. Center
- Businesses work hard for this town, I think they put a lot of effort to support our area
- People are will to be progressive and innovative
- Ditto
- Natural Resources, hunting, climate, and I'm proud of this group bring up the Native American situations and the need to resolve the problem and work together
- Need to advertise housing, we need to increase our sales and stop the flow of people leaving to shop, we need to do more referrals
- Service is a priority here, we are spread out and are one heck of a town, ball fields, we host state tournaments, we could improve Main Street
- I think there is a lot of potential here, people work hard here, I never have to call to make sure they are coming to work.
- I moved away and then came back "what's that say?"
- A lot of people come to Winner to shop
- Car Dealers
- Med, School, Banks, Businesses, no other community around here has that.

## LISTENING SESSION RESPONSES

### *Strengths and Assets*

- We think big and are willing to take risks, farmers and ranchers are innovative, we have great leaders that are forward thinking
- EMT's and ambulance service are comparable to Pierre or other towns that are twice as large as us
- The support that the community gives to organizations like the Winner Playhouse
- We are on major Hwy's we have 5000 vehicles that pass through each day
- We are a hub
- We put out more Eagle Scouts then any other community
- The community donates and is willing to give
- We have a medical community that we can be proud of
- Infrastructure of this area is good – need more of some things but school and medical are good
- Community wants to be progressive but struggling in figuring out how to get there
- Recreational base – opportunities to expand in rural vacations
- Cost of living is still low – use of internet to expose what they have along with the beauty of the area
- Helping community – willing to help each other
- Industry to compliment each other – sell outside of area
- Willing to work and do a good job – don't have to go far to find help
- Quality, honesty, hard workers
- Medical facility, work ethic, educational base are excellent – just need to be competitive
- Great place to live – we don't know how good we have it
- Housing surplus and it is cheap – market it elsewhere as possible retirement
- History in the area and much more to look at if people stop to look
- Tripp county has diverse agricultural base – we may over look what this diversity may offer us
- Farmers want to make money – expenses eat it up
- Give opportunity to others to see what you do day to day – curious
- Main St. and the community is changing in a positive...we have controversy it's not a bad thing
- We have a nice town
- We have excellent internet and phone service
- We have a lot of places to eat which have created many jobs
- The People
- People are willing to think big and try new things there are some risk takers in the community
- Ag community is a strength
- Winner has a strong core of business people
- We have a really nice library, we could take more advantage of the outlying community
- We have a strong Ag. Community
- Businesses need to be open later and on weekends so people can shop after work
- Our climate is warmer and we have a lot of sunny days
- Education is great in our community
- We have the key components to build on for business
- Businesses our very competitive
- Local banks offer better rates then the online banks

## **LISTENING SESSION RESPONSES**

### *Strengths and Assets*

- We get individualized service
- Radio station in town is a major asset and a very nice paper and the editor in town
- We are close to great walleye fishing and the hotels are nice, we are on the tourism route that we need to take advantage of
- We have great water here
- We have lawyers
- The people in the community, we need to be brought together and we need to understand each others problems so we can build a relationship

## LISTENING SESSION RESPONSES

### *Projects*

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

- 20-issues with healthcare facility, funding will be an issue to do major improvements and maintenance, will be major challenge
- need a Wal-Mart or some kind of resources so people don't have to drive, most people want to drive locally
- wants to see wellness center with hospital, indoor pool with track around it, daycare center attached to that with nurses' hours
- 2-coffee shop, 5-wellness center, 20-higher educational facility, start training programs like a junior college that you can do here with scholarship program
- Wellness center or rec center for the youth, Parkston has one so why can't we?
- Hospice cottage for people at the end of life to have somewhere to go
- Things for kids and rec center
- Trade school, would like to see joint meeting with Lakota people in community to say we're glad you're here and get acquainted and know their problems, would make a lot of difference in community to get Lakota people and others together if they have to fight it out
- Long term-Freestanding drug and alcohol treatment facility because we have high rates of dependence in this community, detox center, transitional type home, it's getting to be epidemic proportions, drugs you hear about on the news are here today and we fall short of addressing those issues
- Where are the people? Lack of caring
- Wellness center/spiritual center that encompasses drug alcohol treatment, Lakota spirituality, youth treatment, make community more fiscally sound if kids will be trained and be successful here (build between hospital and bldg to the east)
- Community development office, get resources together for people who want to start a new business, pay someone to be a development person, use office more for kids who apply for scholarships, non-traditional students, technical training, Have a central office where they know everything about the community so people can call one place to find out everything they need to know
- Swimming pool, senior center, athletic club = all stuff that we already have. We need a community center that would meet needs of all age groups instead of spreading them all over town. Need one good well-run community center
- Expand restaurant, more variety, likes to eat at Homesteader in Gregory
- Econ Development needs to expand, if something big comes in that brings up other things (housing, spouses, resources). Look at economic development within the community but don't rely on hitting a home run and getting big industry
- Country club is really shabby. Should we build another or join with someone? No place to have a good wedding reception, or other large gatherings
- Wellness center or a place for kids to go, indoor pool, basketball court
- Some sort of job creation, walmart would bring people to winner
- Expand on recreation programs and after school programs, people need to be able to work their full days and not worry about what their kids are doing.
- Provide support to the families that are moving in and those that are already here

## LISTENING SESSION RESPONSES

### *Projects*

- Mandatory drug and DUI courts in two years, they work, it is a team approach, utilizing the resources they do have, just need to find the funding to implement. Has the positive reinforcement that is necessary for people to succeed in staying sober
- Community is divided by the lines of race. What needs to be done to incorporate the two cultures? NA community feels that they are being excluded.
- Youth center like the one in Chamberlain. Lots of money is being spent on troubled youth and it would be better for everyone involved if there was one locally. It would be helpful to the families. There is a lot of guess work in placing a juvenile. A short term facility that is available for kids that just need a little structure in their lives – 5 years
- See community be on board with the regional jail. Lots of myth surrounding who is there, who is not there, what it is about. Educational meetings could have been better attended. Small groups have negative opinions – 2 years
- Focus more on the kids that are in the schools to make choices that are better than what their parents are making. Numbers are dwindling, and it is a concern on the quality of the upbringing. Make sure Winner is a place people want to raise their kids in 20 to 30 years.
- Take advantage of the resources that are available, drug treatment centers, mental health counselors, regional jail. Counties need to look at what can be done to make the services the best they can the best feasible way they can
- Recruit more people to the EMS
- Recruit more smaller businesses, build a good infrastructure and encourage people to live here
- Recruit retired people from California or elsewhere to come here and enjoy the quality of life
- Continue Cooperation with the state and feds, and keep the programs even when the funding is gone. Those programs help everyone and no one looks beyond the funding cycles.
- In the next 10-15 years there will be 20 viable communities and the rest will be sustained off of them. See winner as one of those viable communities. If you do not keep strong law enforcement in the community the community will be sunk. Winner has that strong law enforcement. Keep a court system, hospital, school, economic base, housing, recreation for kids. Fight to maintain those entities.
- Keep good people in the law enforcement positions. If not safety is compromised and quality of life is compromised. If there is a catastrophe in winner there is planning in place for it to be handled correctly and well. It needs to be kept up
- Need to create industry to make new jobs
- Ditto
- Ditto
- I'd like to see a new community center for everyone to use
- A pool in the community center
- Beautification of the community
- Ditto
- We need to do something to make us more inviting, flower in every store window

## LISTENING SESSION RESPONSES

### *Projects*

- Instead of making a new pool it would be better to make a community rec center. The boys and girls basketball teams are always competing to get on the court so it would be nice to have more space. It would be nice to have a whole rec center so there's a pool year round and a place for the whole community.
- Bring more job opportunities for higher level education to bring kids back here. Things where they can actually make money.
- I'd like to see more stores, like a Wal-Mart or other stores like that. Walgreens
- Teacher salaries should be raised. Superintendents just got a raise and teachers actually got a pay decrease.
- I like the teacher pay idea.
- More stores would be great. I'd like to see it be easier for people to get into business instead of having something political keep them out. If we can get a few businesses in, that would open the door for everything else. It would help population, get kids back, raise school enrollment.
- We lose a lot of people to bigger cities, so we should get a YMCA and more stores.
- I agree with the rec center idea.
- More job opportunities. Winner is a great place to raise kids, we all know each other and you don't get that in the bigger cities.
- Agree with the rec center idea. The current pool is really bad.
- We need more place for kids to go. Tutoring, someplace for them to get support.
- Gym, rec center
- Definitely agree with the community center.
- Somewhere for kids to get help easier. Sometimes kids have problems but they don't know where to go.
- Better job opportunities. High paying jobs.
- Rec center and a mall!
- Maybe if we got younger kids to come back after college it would spark ideas about what to do.
- I would like to see our roads fixed. They're horrible through town and in the country. It's a headache sometimes. We've got a lot of dips.
- Ditto
- Everyone's already said everything.
- Elementary school gym is small and useless so they need to make it bigger. We need a bigger place for basketball teams to practice.
- 4-Lane highway through Winner like in Pierre would be great. It always brings business and industry.
- Change everyone's attitudes toward Winner. Give them a reason to stay in Winner.
- We need to not allow strippers to come into the bars during hunting season because it looks horrible.
- I don't want a Wal-Mart at all. It's a good thing for a big town but it's bad for a small town. It will put big pressure on the local mom and pop stores. It'll make it

## LISTENING SESSION RESPONSES

### *Projects*

harder for them to get by. It'll put Pamida out. It'll create jobs and it's not entirely bad, but I don't think it's good for Winner.

- Pass
- There should be a 4-lane road out to Mission because I hate driving that.
- We need a dance club so kids could go somewhere fun and wouldn't be out partying.
- Better floors for our gyms.
- Same. So many dead spots when you try to practice for basketball.
- Bus line going out of the community
- Street projects, drainage needs to be worked on, and decreasing the speed limit
- New senior citizens center, a place to have different activities like shuffle board.
- Streets need upgrading
- Civic center/community center
- Wellness center
- Diesel mechanic training facility
- Get people together to keep the senior center kept up
- Ditto
- Bike repairs and people who need them
- What kind of cottage industry can be developed in town, a place where senior citizens can go to putter around and build things in the winter time
- Native American community needs assistance
- Clean up trash around some of the yards in town
- Putter house
- More main street businesses
- Another drug store, there is not enough competition in that industry
- Clothing store that has clothes that fit
- Need to have competition to make the town grow
- Streets hard to get by on the sidewalks they are in very poor condition
- Lots of places there are bushes right to the edge and you need to stop to see around them
- Some kind of Junior College, where kids don't have to go out of town to get higher education
- Need a place where people can go and work at their own speed with the tools available to them so they don't have to buy their own.
- Need to have some kind of connection between the Lakota's and white people in the community so they each can learn about each others cultures
- Clothing store
- If Senior citizens can be drawn to town it will be beneficial to the community
- Has good service on the products they sell in the community
- If there are not the goods that people want, people will not come back to shop in Winner
- Have good business places in town; clothing stores are not able to compete with the larger cities. Hard to run a clothing store in a small place.
- If you don't have what they want, people will leave town to buy everything

## LISTENING SESSION RESPONSES

### *Projects*

- Housing – need for adequate rental housing
- Swimming pool and nice camp ground
- Everyone encouraged to have more kids
- Jobs
- Pool
- Swimming pool and addition to the airport
- Need to fill up main street
- Swimming pool, youth community center, city needs their own city office – in combined facility
- Need to upgrade water system, address pressure problems, more storage tank and larger lines coming to town to plan for additional housing
- After school center for youth
- Keep school district strong
- Community center – BB court, kitchen, walking track, meeting rooms, space for large senior center and swimming pool – ambitious project and didn't get a lot of support – something for everyone
- Making Winner a hub for this area – services
- Winner transit needs buses to go outside of town – for medical services in Gregory
- Build your swimming pool and rec center other things will come
- Need to get behind the Tripp County centennial which will happen in the next two years
- Organic farming – new market
- Businesses for employment for young people coming back after college
- Need another dentist and doctors in town so they don't have to travel out of town
- Lets get together to make these improvements
- Our councilmen, mayor, finance officer spend many hours in meetings and working hard to help the town
- Swimming pool – need of money
- Need bed and breakfast tax in Winner – Holiday Inn Express rented 12,000 rooms last year – this can help with funding and the city needs to pass this
- City passed 4 year terms for council, 3B tax – can this be used for the swimming pool – this will also be used for promotion of the city via advertising
- Need additional lawyers – current lawyers are specific in services or nearing retirement
- Need another pharmacy, dentist and other services
- Major corporations for job growth
- Keep town attractive to senior populations that are thinking about moving back to Winner
- Building housing that are universal – handicap accessible that is part of the zoning and building requirements for new housing
- Rec center
- Swimming pool and one way main street to be a two way street

## LISTENING SESSION RESPONSES

### *Projects*

- Going to legislature for county sales tax – everyone has to pay it and increases tax money – current state legislators are looking at county bed, booze and breakfast tax
- Concern with age of farmers – we need to look at what will keep our your families/farmers around
- City and county working on the airport – coming together
- Youth activity center. We've been hearing about that for a lot of years.
- Solidly establish the CASA program in the next year and expand in future years
- Try to develop as a business hub in this area, especially from the west
- Vo-tech school to teach people how to fish instead of giving them a fish. We have a large trucking industry but we don't teach people how to repair diesel trucks or anything like that. The only way we'll get industry is to train people and establish a trained force.
- We have such history in Tripp County that we could tie in with the historical society. A week long play, like De Smet does, to bring tourism in. A tractor show? Utilize the drive-in to make it a grand production
- Productive youth center with counseling and training opportunities, something that's more than just a hang out.
- Higher ed opportunities. Let kids do two years of higher ed here.
- Tripp Co centennial in 2009 and we're gathering info of all kinds for the book
- Develop a hierarchy of needs. Most basic need is jobs and opportunities. Job and business development. Farming isn't what it used to be and very few kids stay on the farm. Most of them go off to college and don't come back. Economic development. I guess the whole interior of SD faces that.
- Culture Day. Bring two cultures together instead of splitting up into two units. We seem to do that and we need to work on that. We need to let Native Americans know we care about them.
- Jobs, but not bringing in jobs that will take away from what's already here. We don't need a Wal-Mart, for example. Bring in something that won't take away from what's here. Revenue from companies like that doesn't stay local.
- Find a way to get revenues or taxes from non-local businesses (Pamida, Taco John's, McDonalds) to put into local projects for ongoing funding
- Government office communication, information compilation agency
- We need to adapt
- Need to bring kids back
- Providing jobs
- Property beautification
- We need to promote events and activities
- We have done a lot to clean up the main drives through town but we need to continue to clean up and make a good impression for people that are driving through town, infrastructure is already here
- We need to overcome the perceptions that are out there about Winner we need to fund a powwow and make people conscious of the work we need to do
- In two years we will be having our 100th anniversary

## LISTENING SESSION RESPONSES

### *Projects*

- We need to get another pharmacy and dentist
- Open new businesses 2 in 2 years 5-5, 10-10, 20-20 long term we need to be more friendly
- We need to recruit more Native American businesses
- We need to let our youth know that there are high paying jobs, we need to have a career day to let the kids know they can come back
- We need to grow livestock numbers, and we need to continue to grow our government services,
- We need more value-added ag to be taking place
- We need to have and promote more events – parade of lights had 57 floats, we need to get more businesses involved, we need to ask more businesses involved, people come from all over the area to see the parade
- Ditto, and lets fill out more of the empty businesses on the Main Street, and we need to support local businesses...shop locally
- We need a company that makes portable carrels or other ag niche type businesses. That type of business would do well.
- Ditto – we get more shoppers from Valentine NE then Winner shoppers go there
- Business development needs to be a community effort not just the Development Co. and the Chamber
- We have many trucking companies and need to maintain them
- We need to know what businesses that are here need and want
- Leaders need to mentor youth so that they can fill those spots when the leaders retire
- We have to get past racism issue
- We need to recruit a barber our is 70 years old
- Would like to see increase retail in order to purchase what we need here
- Job opportunities and industry growth
- Housing development in Whitten, need a new fire hall, like to see my retirement in the next five years, want to keep the school in Whitten
- College opportunities in the community
- Something for the kids – activities such as water park, go-carts, miniature golf, etc.
- Industry in the community
- Use of internet to further educate students, but advanced degrees don't do much good if it can't be used
- Wind energy has a lot of potential – erratic source of electricity but also use wind energy for methanol product – but need local investment, ownership and keep the money here
- Extend the length of Winner airport runway
- Broadband internet county wide
- Processing plan – close to wheat country
- Need to re-tool labor day – a lot used to happen here but it doesn't anymore
- Horse hay processing – work with local people on shipping – Dakota Pride and local people are interested in it. Within 2 years should have a plant here but need

## LISTENING SESSION RESPONSES

### *Projects*

to change processing method – to hay green. It has been successful so far (need square bales instead of round bales). Increase price of hay \$5 per ton farmers would spend the money in town and keep the community alive.

- Water bottling plant – lots of water and purest water, need to use our huge source of water before someone else does.
- Pass
- We need to get more training for the youth and continuing education for the community that don't want to leave
- We need to bring more business to town and we need to get more business from rosebud
- I'd like to see a new country western store to buy cloths at
- I'd like to see more restaurants in town, we need more middle income housing...teachers move to town every year and they struggle to find a house that nice and in there income range
- Job creation and higher paying jobs
- In the next two years we need to start a project with our neighboring community
- We need more median income housing (70, 80, to 100k housing)
- We need more women
- We need more business in Tripp County
- We need to take advantage to the surrounding communities for new business
- We need to change our focus from Main Street to the Highways
- We need a convention center
- We need more community involvement and more understanding
- We need to train people on how to get along

# APPENDIX A

## Key Points to Effective Strategic Planning

### And Moving Forward After a Community Assessment.

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

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