

2020 Strategic Plan

A Clear Vision for Rapid City's Future

Goal #1

Jobs – Jobs – Jobs

Jeff Carsrud – Chairman (President of Winnelson Plumbing Supply)

Ed McLaughlin – Vice-chair (SD Rep. Dist 34 2003-2010, RC Mayor 1991-1997)

Amy Graves – Secretary (Administrative Sec. at City of RC Attorney's Office)

Linda Anderson (Executive Director of Black Hills Playhouse)

Dr. Craig Bailey (President at Western Dakota Technical Institute)

Greta Chapman (Director at Rapid City Public Library)

Dave Davis (Rapid City Council Ward 3, President at Dave Davis Agency)

Lia Green (President of New Rushmore Radio, Chairman of RC Chamber 2011)

Jason Green (City Attorney, City of Rapid City)

Don Holloway (Pennington County Sheriff 1982-2010)

Ron Kroeger (Rapid City Council Ward 4 Broker Associate at Coldwell Banker)

John Quinn (Campus CEO of RC National American University)

Linda Rabe (President & CEO at Rapid City Chamber of Commerce)

Jamie Richey (Black Hills State University Student)

Al Rieman (Chairman RC Economic Development, Owner of Black Hills Harley-Davidson)

Rick Rylance (President of Dacotah Bank)

Ben Snow (President of Rapid City Economic Development Partnership)

Dr. Helen Usera (CEO/President at Chiesman Center For Democracy)

Goal #1

“By 2020 Rapid City will be recognized as a leader in attracting, expanding and retaining diverse businesses that offer higher skilled and higher total compensation employment opportunities. This will be evidenced by growth that exceeds national economic standards.”

Reaper Squadron

Announced by the USAF on June 21, 2010



280 personnel, both military and civilian, beginning in 2012



"We're excited about getting this new squadron. The synergy created between our B-1 and MQ-9 operators will make both of them even better."

-Col. Jeffrey Taliaferro, 28th Bomb Wing commander

UAV MQ-9 "Reaper"

Caterpillar



■ **Caterpillar opens design center in Rapid City** (Monday, October 25, 2010)

“Everyone on all sides wins. People are happy to have jobs in the area they are happy to live in and we’re proud to add them to our research and development team.”

– Tana Utley, Caterpillar Chief of Technology and Vice President of Product Development and Global Technology



100 Jobs in 5 Years

Caterpillar’s Black Hills Engineering Design Center
Located in BH Business Development Center

SymCom, Inc.



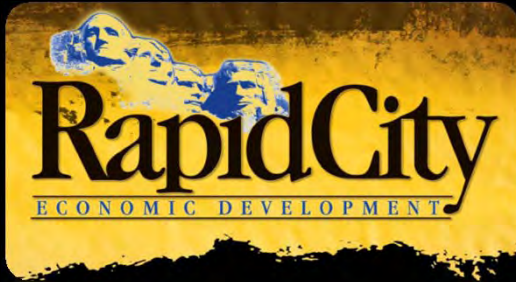
▪ Acquires Sanmina facility, expands operations in Rapid City, December 2010

"We're hoping to be a larger employer in the area. It's a big move. It's going to be an exciting time."

- Kip Larson, President of SymCom

162 Jobs over 3 years





Innovation Economics
shaping change - creating growth



Regional Jobs Program



Business Services



Energy - Extractive



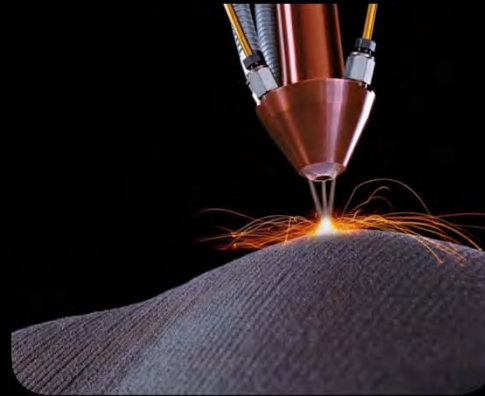
Healthcare and Life Sciences



Finance and Insurance



Metalwork Manufacturing



Food and Beverage Manufacturing



Wage Impact of Top Industries

SECTOR	Average Salary	Jobs in Last 5 Years	Wage Impact
BUSINESS	\$ 45,999	1,200	\$ 55,198,800
FINANCE	\$ 36,125	1,010	\$ 36,486,250
ENERGY	\$ 57,291	609	\$ 34,890,219
METALS	\$ 46,284	169	\$ 7,821,996
FOOD & BEV	\$ 53,650	136	\$ 7,296,400
HEALTHCARE	\$ 51,059	1,400	\$ 71,482,600
TOTAL	\$ 47,121	4,524	\$ 213,176,265

Average for Region **\$ 33,650**

Increase in Wage **\$ 13,471**

40% Higher

Accelerating Economic Growth in the Black Hills Region

Focusing in on **Higher-Paying Jobs:**

Everyone is talking about the national competitiveness problem; the inability of America to compete in mid-level technology sectors and retain quality paying jobs.

The high-skills low-cost base of the Black Hills region offers a possible solution for companies across a range of industries.

This economic study shows **notable growth opportunities in six, high-value adding industry sectors** – sectors worth getting excited about because of their potential to create wealth in the regional economy as a whole by increasing the presence of higher-paying jobs.

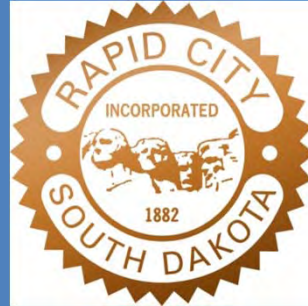
Help lead the change – take the regional Business Issues Survey:



Innovation Economics
shaping change - creating growth



www.BlackHillsMeansBusiness.com



**Thank You for Your Time and Thoughtful
Consideration!**

Questions/Discussion

Jeff Carsrud