



Code of Conduct

Introduction

The Rushmore Region branding and marketing initiative is committed to the economic development and growth of the Black Hills region, which is primarily defined as the 6-county economic region which includes the counties of Butte, Custer, Fall River, Lawrence, Meade and Pennington. The effort brings together the interests of a broad range of public, private, and public/private groups to promote the Rushmore Region area as a unified economic region. The collaboration of such a variety of groups and interests requires that certain standards of conduct must be developed and adhered to for the Rushmore Region to meet its goals. This Code of Conduct represents the standards that each member of the Rushmore Region supports and practices in its daily business activities.

Preamble

We, the members of the Rushmore Region, set forth the following principles of behavior and standards of conduct to guide efforts in promoting the long-term economic health of the Rushmore Region community. We fully realize that no Code of Conduct is of value without an inherent level of trust in the integrity of one another and a commitment from each of us to conduct ourselves at the highest levels of professional conduct. The Rushmore Region was founded on the respect and trust of its members. In that spirit, we set forth this Code of Conduct.

- We are committed to the promotion of the Rushmore Region as a desirable business location for new and expanding companies. When representing the Rushmore Region, we shall endeavor to sell "Rushmore Region First" and our individual communities and projects second.
- We shall honor the confidentiality requested by both fellow members of the Rushmore Region and our prospects. Information shared with our fellow members in confidence shall remain in confidence. Transactions are to be driven by the client. In the event a company chooses to relocate from one community to another, every effort will be made to contact the affected community to let them know of the potential move. Violation of this commitment shall be viewed as the single most serious breach of our membership pledge to the Rushmore Region.

- We are committed to the concept of competition for locations and expansions among our individual communities and projects, provided that the prospect has asked for specific proposals or has settled on a Rushmore Region location.
- At no time shall any member of the Rushmore Region solicit a fellow member's prospects.
- We are committed to working together with the real estate community and are in no way in direct competition with them. Economic developers are a resource and facilitator in the site selection process.
- We are committed to sharing among our membership as much information as is necessary and prudent on any activity undertaken by or in the name of the Rushmore Region. Our guiding principle shall be that "more information is better than less."
- At no time shall any economic development organization member of the Rushmore Region advertise or promote its respective area to companies within another member's geographic area in a manner that is derogatory or insulting to the other geographic area. "Selling against" another member of the Rushmore Region or another South Dakota community, or direct solicitation of intrastate relocations, is strongly discouraged.
- We are committed to locating prospects in the Rushmore Region. In the event that our local jurisdictions cannot meet the needs of a particular prospect we shall communicate with our fellow members in an effort to meet the company's needs elsewhere in the Rushmore Region.
- Economic development organizations shall hold all site and building information provided to the Rushmore Region by member real estate brokerage firms in the strictest confidence. Said information shall not be printed, copied, and shown in any manner to any entity other than prospects or their direct representatives.

Confidentiality of Prospects

In all instances members of the Rushmore Region shall honor the confidentiality of individual prospects. Whenever possible, specific information on particular transactions shall be shared within the realm of the Rushmore Region and the Governor's Office of Economic Development. In those instances where prospects are dealing with individual communities, information will only be shared by the local economic development representatives involved.

In instances where a prospect wishes to remain completely confidential with an individual community, the remaining members of the Rushmore Region shall honor that confidentiality and shall in no way attempt to intervene in the relationship. The prospect will remain confidential until the prospect chooses to announce.

Marketing

Any member of the Rushmore Region that develops a prospect generated from national advertising and trade shows sponsored by the Rushmore Region shall utilize the "Prospect Tracking System" of the Rushmore Region in all contacts with the respective prospect.

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