South Dakota Governor's Office of Economic Development

Strategic Plan – Effective 11/21/2016

Vision			
To grow South Dakota's Gross Domestic Product, expand the state's property tax base, and improve the quality of life for all South Dakotans.			
Mission			
The Governor's Office of Economic Development will encourage and support the creation of new businesses, the expansion of South Dakota's existing businesses, and the relocation of other businesses to the state. We will implement programs and cooperate with state agencies and other organizations to assist businesses in realizing their objectives and support communities in their own infrastructure investments and planning activities.			
Objectives			
Business Development & Property Tax Base Expansion	Workforce Recruitment	Economic Development Infrastructure Capacity	Community Support & Education
2018 Goal (Lagging Indicator)			
Grow South Dakota's GDP to $49 billion.	Increase Non-Farm Employment by 10,000 Workers	Each Community of 1,000+ Plans to Support Business Expansion Equal to 2% of Population	Each Community Receives Training/Certification in Economic Development Profession
2017 Performance Metrics (Leading Inputs)			
- Maintain active list of 200 "out of state" expansion prospects; - Conduct 250 retention and expansion visits with existing South Dakota companies; - Complete 35 proposals for business relocation or expansion; - Make 15 Proof of Concept awards. - Fund at least three Governor's Research Centers; - Work with SDDA to locate four value-added ag projects on ag sites; - Work with SDDA to market ag production sites to dairy, pork, and poultry industry.	- Make 80,000,000 digital impressions through "You Can Live in SD" ad campaign; - Refer 8,000 potential job seekers to DLR's job listing site; - Refer 2,000 users to wage calculator site; - Complete occupational demand analysis by industry.	- Maintain and market 20 certified ready sites for development in state; - Complete housing stock analysis and develop program to assist construction of single/multi-family workforce housing; - Create program/initiative to resolve rural mortgage appraisal issues.	- Increase planning district funding 20% to support additional community planning projects; - Conduct 100 community site visits; - Work with planning districts on eight targeted high-impact CDBG projects; - Deliver in-state CEcD and EDFP certification classes; - Include professional development modules in GOED conference.

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