

# South Dakota Governor's Office of Economic Development

## Strategic Plan – Effective 10/23/2017

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 Has Access to Training/Certification in Economic Development Profession
2017 Performance Metrics (Leading Inputs)			
<ul style="list-style-type: none"> <li>- Maintain list of 50 "active" business prospects;</li> <li>- Maintain list of 150 "out of state" pipeline business prospects;</li> <li>- Conduct 250 retention and expansion visits with existing South Dakota companies;</li> <li>- Complete 35 proposals for business relocation or expansion;</li> <li>- Make 15 Proof of Concept awards.</li> <li>- Work with SDDA to locate four value-added ag projects on ag sites.</li> </ul>	<ul style="list-style-type: none"> <li>- Maintain active "You Can Live in SD" ad campaign;</li> <li>- Partner with DLR on individual worker recruitment activities.</li> </ul>	<ul style="list-style-type: none"> <li>- Maintain and market 20 certified ready sites for development in state;</li> <li>- Work with planning districts on eight targeted high-impact CDBG projects;</li> <li>- Assist 10 communities in clearing 20 dilapidated properties for new workforce housing.</li> </ul>	<ul style="list-style-type: none"> <li>- Increase planning district funding 20% to support additional community planning projects;</li> <li>- Conduct 100 community site visits;</li> <li>- Deliver nine webinar trainings on community development topics throughout the year;</li> <li>- Deliver in-state CECD and EDFP certification classes;</li> <li>- Include professional development modules in GOED conference.</li> </ul>

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### Strategic Plan Performance Metrics - 2017

Updated November 30, 2017

#### Objective 1: Business Development & Property Tax Base Expansion

<u>Performance Metric</u>	<u>2017 Performance</u>	<u>Assessment</u>	<u>Comments</u>
Maintain active list of 200 "out of state" expansion prospects	79	Below Target	We are confident this number will continue to improve. The performance number does not reflect newly passive pipeline prospects that will mature into active prospects as they move through our sales pipeline.
Conduct 250 retention and expansion visits with existing South Dakota companies	213	Below Target	
Complete 35 proposals for business relocation or expansion	54	Exceeded	We continue to prioritize these visits and are confident we will meet our 2017 goal by the end of the year.
Make 15 Proof of Concept awards	15	Met	
Fund at least three Governor's Research Centers	3	Met	
Work with SDDA to locate four value-added ag projects on ag sites	6	Exceeded	
Work with SDDA to market ag production sites to dairy, pork, and poultry industry	In process	Met	

#### Objective 2: Workforce Recruitment

<u>Performance Metric</u>	<u>2017 Performance</u>	<u>Assessment</u>	<u>Comments</u>
Make 80,000,000 digital impressions through "You Can Live in SD" ad campaign	43,441,503	Below Target	Performance metric eliminated due to changes in approach to workforce recruitment campaign
Refer 8,000 potential job seekers to DLR's job listing site	7,054	Below Target	Performance metric eliminated due to changes in approach to workforce recruitment campaign
Refer 2,000 users to wage calculator site	3,457	Exceeded	Performance metric eliminated due to changes in approach to workforce recruitment campaign
Complete occupational demand analysis by industry	N/A	Incomplete	Eliminated due to changes in approach to workforce recruitment campaign

#### Objective 3: Economic Development Infrastructure Capacity

<u>Performance Metric</u>	<u>2017 Performance</u>	<u>Assessment</u>	<u>Comments</u>
Maintain and market 20 certified ready sites for development in state	23	Exceeded	Completed analysis and created the Bulldoze, Build, Beautify (BBB) program. Utilization of BBB has been disappointing.
Complete housing stock analysis and develop program to assist construction of single/multi-family workforce housing	In process	Below Target	
Create program/initiative to resolve rural mortgage appraisal issues	N/A	Incomplete	

#### Objective 4: Community Support & Education

<u>Performance Metric</u>	<u>2017 Performance</u>	<u>Assessment</u>	<u>Comments</u>
Increase planning district funding 20% to support additional community planning projects	Complete	Met	We have five pending CDBG project applications and are confident we will exceed our performance goal by the end of the year.
Conduct 100 community site visits	117	Exceeded	
Work with planning districts on eight targeted high-impact CDBG projects	7	Below Target	
Include professional development modules in GOED conference	Complete	Met	