

RAPID CITY ECONOMIC DEVELOPMENT PARTNERSHIP STRATEGIC PLAN PRIMER

As the **economic epicenter for a service area defined by a 200-mile radius across 5 states with over 468,000 people**, Rapid City is uniquely positioned to capture the growing demand from companies looking to escape the crime, congestion, pollution and burdensome regulatory and tax environments existent in other states by living and working in the Black Hills.

RCEDP Board Leadership and Staff have identified the need to develop a Strategic Plan which will take into account our community's business development opportunities while reaching out to our many stakeholders in Rapid City and the surrounding Black Hills region. We can all be grateful that we already live and work in this special part of the country and world. The climate, both natural and business, is attractive, our unemployment rate is consistently half the national average, our economy, while not invincible, is still strong and stable, and we have many regional assets that will help to position us favorably well into the future.

Yet, we have a lot of work to do to help our community realize its full potential. As part of our strategic planning efforts, we have assembled some focused working teams, which can be easily remembered as the **RAPID** Teams.



These working teams will have the following areas of emphasis:

1. **Regional Affairs** – focusing on forming stronger connections between our organization and government and education leaders at the state, county, and national levels with the goal of maintaining and developing business-friendly public policy.
2. **Promotion** – focusing on promoting and marketing Rapid City and the Black Hills as a preferred national destination for growing business.
3. **Investor Relations** – focusing on communication and events geared toward our member entities to foster better connections to one another and to what's happening with the EDP and Rapid City.
4. **Deal** – focusing on growing the number of primary jobs in Rapid City via business retention visits, business attraction hosting, fostering entrepreneurship, tracking commercial real estate trends and availability, and enhancing other tools for deal-making.

Please contact a member of the board or staff if you are interested in sharing your time, talent, experience and expertise by serving on one or more of these teams. We look forward to your involvement!