

YANKTON THRIVE ANNUAL REPORT



2023

A Message from our CEO

● ● ● ● ● ● ● Nancy Wenande



The mission of Yankton Thrive is to provide leadership in fostering efficient growth of the Yankton area economy.

What a year it has been in Yankton! So many projects being built, expansions of existing businesses, strong sales tax growth, and increased enrollment both in the Yankton School District (YSD) and Mount Marty University (MMU). The community is seeing these successes through hard work, visioning, collaboration and support from city, county, state and federal agencies.

Partnerships and collaboration are key components to the economic development projects we are seeing in the regions. The new \$26 million Lewis & Clark Behavioral facility on SD Highway 50 will add and enhance needed mental health and addiction services. Without the support of grant dollars from the State of South Dakota, this project would not have become a reality.

Another visionary project in Yankton is the Trailhead Learning Center. Under the leadership of Dr. Kindle and a forward-thinking school board, our community is able to build the first ever early childhood education center of this type in South Dakota. As Yankton works hard to recruit new families to Yankton, a facility like this will draw additional positive attention to the benefits of living in the Yankton area. Our district was planning for a facility like this for years and using the capital outlay funds (no increase in taxes) is incredible.

You will see more on the Gehl Drive project later in this report, but I wanted to thank the City of Yankton for their vision and partnership to make the project a reality. So many stars aligned to make this project happen and the calculated risks we are taking should produce benefits for decades to come. Thank you to the elected officials who continue to work hard to support innovative development in Yankton.

Workforce Development is still at the forefront of many minds. As you will read, Rita Nelson has been working on a variety of new workforce recruitment strategies. The positive aspect of our workforce shortage is that it shows our companies are maintaining or even growing! The potential recession that we have all heard predicted may actually never come to fruition for Yankton. (Knock on wood!)

Tourism also had a strong year in Yankton. While our park camping numbers are a bit down from last year, that is offset by the growth we are seeing in the permanent campsite offerings in the lake area. Yankton continues to draw in a number of large events with continued marketing to educate others on the offerings in the Yankton area. If you didn't attend an event in 2023 you missed out! A variety of offerings were presented throughout the year to provide additional education and networking events. We listen to our membership and adjust our programming based upon feedback. Thank you to everyone who made the effort to attend one or more events last year.

I would be remiss if I wasn't expressing gratitude to our Thrive Board of Directors and the leadership they provide. Thrive is working hard for our members and investors to calculate the risks associated with projects and weigh the potential community gains.

Our Thrive Team is dedicated to supporting our members and continuing the collaborations and partnerships as we explore new ways to foster economic growth in 2024.



Economic Development Projects in Yankton

- Clark's Rental expansion and relocation
- Runza's new development
- House of Brands expansion and relocation
- Paradigm new development
- Gehl Drive Expansion (\$6 million)
- Hillcrest expansion and remodel
- Kore Cares new business
- Rexus Nutrition new business
- Mount Marty food service remodel
- Midco broadband expansion in the Lewis & Clark area
- Hosmer/Tamesia new commercial development in Mead neighborhood
- Trailhead Learning Center new development (\$25 million)
- Stencil Group new 104 unit apartment development on Gurney property (\$18 million)
- Lewis & Clark Behavioral expansion & relocation (\$26 million)
- NEXT development 125 unit multi-family housing on Whiting Drive
- Garden Estates new 28-acre housing development (\$4 million)
- Yankton Mall & Theater continuing discussions regarding redevelopment
- Marne Creek trail redevelopment
- Marina redevelopment of docks
- Wastewater plant redevelopment
- Fire & Ice expansion
- Manitou Expansion (\$30 million)
- Fairfield Inn new development
- Home Instead new business
- Glow Aesthetics new business
- Hudson Apartments 16 unit redevelopment



FUNDAMENTAL DIRECTORS

Appointed annually by their respective entities

Amy Leon**, City of Yankton
Steph Moser, City of Yankton
Bridget Benson, City of Yankton
Don Kettering, Yankton County
Dr. Wayne Kindle, Yankton School District
Dr. Marc Long, Mount Marty University
Mike Marlow, Marlow, Woodward & Huff

FOUNDATIONAL DIRECTORS

Represent entities with 50 or less full-time employees

Blake Carda, Buhl's Cleaners
Mandi Gause, Boston Shoes to Boots
Brad Hofer, Gerstner Oil Company
Ken Kopetsky, Kopetsky's Ace Hardware
Peggy Olson, Slumberland
Dan Specht**, Vision Real Estate Services
Brad Woerner, Stockwell Engineering

CORNERSTONE DIRECTORS

Top ten investor in the previous capital campaign and/or top ten membership due paying entity

Doug Ekeren**, Avera
James Grotenhuis, CorTrust Bank
Jeff Loecker, Hydro
Kevin Moe*, frno
Steve Slowey, Slowey Construction
Rob Stephenson**, First Dakota National Bank
Brad Wenande, NorthWestern Energy

AT-LARGE DIRECTORS

Can represent any Yankton Thrive member

Kelly Kneifl, Kneifl Tymber
David Lohse, Astec Industries
Lynn Peterson, Elkhorn Valley Bank
Barb Rezac**, Mount Marty University

Board of Directors



Thank you to the Yankton Thrive Board of Directors for taking the time to serve and your continued dedication. The board represents our 500+ members and leads organizational policy, advocacy, development projects and member benefits. The board is intentionally divided into four categories to create opportunities for adequate representation from various business types.

* Denotes Thrive Board Chair
 ** Denotes Thrive Board Vice Chair

Workforce Development Director

RITA NELSON



Tourism Director

BRITTANY WAGNER



Business Services Director

BECKY WISWALL



Finance Director

BRIAN STEWARD



Economic Development Director & CEO

NANCY WENANDE

Marketing & Administrative Staff

Digital Marketing Specialist

MAREN BUFFINGTON

Graphic Design Specialist

MICAYLA ERDAHL

Marketing & Web Design

RAJIV SOMEPALLI

Office Coordinator

SHANA PLATT

RSVP Volunteers

LOY GRAVHOLT

BONNIE PINKELMAN

DEB CABA



Staff & Volunteers



YES! Campaigns

YES! (2007-2012)



Goal: \$1,850,000



Raised: \$2,100,000

YES2 (2013-2017)



Goal: \$2,200,000



Raised: \$2,400,000

YES3 (2017-2021)



Goal: \$2,700,000



Raised: \$2,800,000

YES4 (2022-2026)



Goal: \$3,200,000



Raised: \$3,743,524

Initiatives

- Talent attraction, retention and development
- Housing development and solutions
- Community investment

Goals

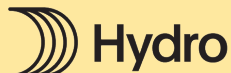
- Grow the labor force by 1% annually
- Increase retail sales taxes by 3% annually
- Develop housing units to grow real estate tax base
- Increase annual pay with a goal to be at or above the state average at the time of analysis



THANK YOU to all of our
YES! INVESTORS

ADVANCE

\$ 100,000 +



Larry & Diaue
Ness



LEADERSHIP

\$ 50k - 99,999

5 Star Communications

CorTrust Bank

Elkhorn Valley
Bank & Trust

Larry's Heating & Cooling
/ Slumberland Furniture

Northtown Automotive

NorthWestern Energy

Shur-Co

Stockwell Engineers, Inc.

Wilson Trailer Company

PACESETTER

\$ 25k - 49,999

Dakota Beverage Company

John A. Conkling
Distributing Co.

Kelly & Lisa Kneifl

Manitou Group

Marlow, Woodward & Huff

MidAmerican Energy

Olson's Pest Technicians

Parker-Hannifin

Sacred Heart Monastery

TruXedo

Vishay Dale Electronics

Welfl Construction
Corporation

Yankton Daily
Press & Dakotan

COMMUNITY

\$ 10k - 24,999

Aaron & Jaime Ness

Brad & Nancy Wenande

Doug & Karen Ekeren

Ehresmann Engineering

First Interstate Bank

Gerstner Oil Company

HDR Engineering

Mount Marty University

Radio 570 WNAX

Redlinger Bros.

Riverfront Event
Center & Hotel

Rob & Amber Ness

Rob & Lori Stephenson

Vision Real Estate Services

Williams & Company

Yankton Title Company

FRIENDS

\$ 1,000 - 9,999

Ben's Brewing Company
Birmingham & Cwach Law Offices
Blackburn Stevens
Boston Shoes to Boots
Brian & Marie Steward
Buhl's Cleaners
C & B Operations
Dakota Archery & Outdoor Sports
Dan & Patti Eisenbraun
Dayhuff Enterprises
Devin Anderson, Edward Jones
Don & Pam Kettering
Echo Electric Supply
Explorers Federal Credit Union
First Chiropractic Centers
Jake & Sandy Hoffner
JJ Benji's Screen Printing & Embroidery
Joe & Barb Rezac
Joe & Patti Vig
John T. Jones Construction Co.
Kaiser Heating & Cooling
Kevin & Amber Moe
Koletzky Law Office Prof.
Kopetsky's Ace Hardware
Lewis & Clark Ford
Marc & Julie Mooney
Marquardt Transportation
Mayer Signs
Mazing Acres Pumpkin Patch
Mead Lumber
Mike & Gerrie Healy
Monta's Framing & Decor
MT & RC Smith Insurance
Opsahl-Kostel Funeral Home
Prince Manufacturing Corporation
Quality Health Clinic
Ron & Pat Kraft
Rudy & Kathie Gerstner
Rupiper Tours
Ryan & Taylor Olson
Tom Micelotta
Trail King Industries, Inc.
Wayne & Marge Kindle
Wohlenberg Ritzman & Co.
Yankton Rexall Drug
Yankton School District

YES4!

TOGETHER WE THRIVE



CAPITAL CAMPAIGN UPDATE

JAN 2024

LABOR MARKET:

GOAL: GROW BY 1% ANNUALLY

	2010	2020	DEC 2022	JAN 2023	FEB 2023	OCT 2023	NOV 2023
LABOR FORCE							
COUNTY.....	11,427	11,676	11,589	11,561	11,607	11,906	11,852
CITY.....	7,132	7,258	7,188	7,158	7,193	7,378	7,337
UNEMPLOYMENT							
COUNTY.....	4.8%	4.3%	1.8%	1.6%	2.3%	1.9%	1.5%
CITY.....	5.7%	4.8%	2.1%	1.7%	2.4%	2.1%	1.6%

SOURCE: SD DEPT OF LABOR

JOB POSTINGS

807 POSTINGS
WITHIN 5 MILES
OF 57078

SOURCE: SD DEPT OF LABOR
01-15-2024

GOAL: TO INCREASE RETAIL SALES BY 3% ANNUALLY

SALES TAX - GENERAL & BBB TAX COMBINED

SALES:

2012.....	\$424,502,189
2020.....	\$568,261,177
2022.....	\$686,821,674

2023

JAN.....	\$ 62,919,762
FEB.....	\$ 53,785,564
MAR.....	\$ 48,336,600
OCT.....	\$ 68,147,261
NOV.....	\$ 60,962,899

TAX PAYABLE:

	\$ 8,015,730
	\$10,752,470
	\$12,967,327
	\$ 1,197,630
	\$ 1,012,978
	\$ 908,339
	\$ 1,290,282
	\$ 1,153,032

SOURCE: CITY OF YANKTON

ANNUALIZED PAY - SOUTH DAKOTA

2010.....	\$34,320.85
2020.....	\$49,134.43
JULY 2021 - JUNE 2022.....	\$53,667.00
JULY 2022 - JUNE 2023.....	\$55,456.00

GOAL: TO INCREASE PAY TO AT OR ABOVE SOUTH DAKOTA

ANNUALIZED PAY - YANKTON COUNTY

2010.....	\$33,285.75
2020.....	\$47,670.89
JULY 2021 - JUNE 2022.....	\$51,982.00
JULY 2022 - JUNE 2023.....	\$54,215.00

SOURCE: SD DEPT OF LABOR

COMMUNITY HOUSING UPDATE



- 150 total new housing units
- \$26.9 million in housing permits
- 274 total permits
- \$100 million for all permitted projects



- 35 total new housing units
- \$12 million in housing permits
- 135 total permits
- \$21.3 million for all permitted projects



Economic Development

CEO: Nancy Wenande

Strategic Goals



- ☀ Create and implement communication strategies to benefit board, investors, members and community
- ☀ Continue development of professional relationships and partnerships which will create value for Thrive
- ☀ Work to retain and expand existing primary employers
- ☀ Collaborate on future growth opportunities

Housing in Yankton took some major steps forward in 2023.

The State Legislature allocated \$200 million in ARPA and general funds through South Dakota Housing to support housing infrastructure in SD. Yankton Thrive was blessed to receive two

Housing Infrastructure Program Financing (HIPF) grants to support multi-family and single-family housing. Yankton received \$1.26 million to support the infrastructure in Gehl Drive which will allow for a multi-family housing development along Whiting Drive. That area has not had access to the city sewer system. NEXT Development will be **building 126 housing units** on two parcels, and they are expecting a 12–18-month buildout.



SOUTH DAKOTA HOUSING



GARDEN ESTATES APARTMENTS

Garden Estates also received a HIPF grant for \$1.6 million infrastructure buildout. This development being built west of Westbrook Estates will have **90 single family home lots** ranging from \$36,500 to \$50,000 per lot. Thrive is working hard to find ways to cut development costs to allow for more individuals and families to enter the home ownership market. These lots are expected to be for sale in the summer of 2024, but they will not be ready to build on until a later date. We hope that Mother Nature continues to be kind to us in the spring so we are able to get the infrastructure and roads completed in a timely manner.



Thrive will be working with the City of Yankton and Toby Morris, Colliers, to implement a **Tax Increment District (TID)** for the Garden Estates project. Without the support of the City, Thrive would not be able to continue to develop low-cost lots to grow our tax base and housing stock.

Gehl Drive planning is still going strong. **Completing this section of infrastructure is vital for future development on the east side of Peninah Street.** We also express our thanks to the Department of Transportation for awarding the project a \$500,000 grant for industrial road access. As a reminder, the Gehl Drive project is the financial responsibility of Thrive. We have implemented a TID for the project and a previously executed MOU with the City of Yankton, which outlines the financing and development responsibilities for both entities. Without the Manitou expansion, state and federal grants, and a strong trusting relationship between our entities, this project would not be coming to fruition.

The **Manitou expansion** is well underway with an anticipated ribbon cutting in spring 2024. Manitou is investing millions of dollars to grow their footprint in North America, and the plants in Madison and Yankton are integral parts in Manitou's long-term growth plans. We are proud to have them as a part of Yankton's manufacturing community.



One of the other community development challenges, daycare availability, is being given extra attention statewide. The **Governor's Office of Economic Development has allocated \$3 million for daycare exploration and implementation grants.** Yankton Thrive was able to receive \$50,000 to explore innovative childcare solutions specific to Yankton. It was decided to explore what a shared facility might entail with The Center and a childcare facility. The relationship between the two entities could complement each other and create new synergies. The study should be completed in the spring of 2024. Additionally, Sacred Heart School received a grant to explore the opening of a childcare facility in Tabor and the Gayville-Volin School District received a grant. Grantees statewide will be communicating as innovative and sustainable options are explored.

Prior to receiving the grant, Yankton received a different **childcare grant through Advantage South Dakota** to have a childcare study completed. The study showed a potential deficit of over 700 registered daycare spots for children five and younger. Trailhead Learning Center will offer some great options for preschool and junior kindergarten options, but the need for childcare, especially for those from 6-weeks to 1 year is especially strong. Finding a sustainable solution will likely require a public-private partnership, which Yankton has seen success with on numerous previous projects.



As you have surely noticed, the permanent camping options in the lake area have exploded over the last few years. While COVID has had numerous negative community impacts, a positive impact for Yankton has been the number of people who have fallen in love with camping and exploring the outdoors. In an effort to better understand the **economic impact of the permanent campsite industry** on Yankton County, Thrive commissioned a **study from the Dakota Institute** to do such an analysis. With over 850 sites located in South Dakota by the lake, the overall economic impact annually is projected to be over \$3.8 million. Further survey work may be completed in 2024 to drill down into some of the numbers and better understand the spending habits of our visitors and residents utilizing this camping option.





Business Services

Director: Becky Wiswall

Strategic Goals



- ☀ Host engaging events & programs that add value to the business community through networking and education
- ☀ Retain and grow membership at all levels
- ☀ Create a marketing plan to connect the community to various events & programs
- ☀ Continue to expand advocacy efforts regarding legislative topics & relationships
- ☀ Connect regionally and think collaboratively



In February, 2022 we launched our new **Thrive Bucks plastic gift card program**. As a reminder, these Visa-backed gift cards replaced our previous paper check program referred to as 'Chamber Bucks'. The gift card program provides many benefits such as:

- Retaining and growing memberships
- Values can be any dollar amount from \$5 - \$500
- Ease of using the cards at various locations so funds stay local
- Minimal time spent reconciling internal accounts
- Simple to load the cards

The Thrive Bucks have been a very popular gift item, especially during holiday and graduation seasons. **Over \$118,000 were sold in 2023 and we have 34 local businesses where they can be redeemed.** Since the launch of the program, over \$220,000 gift cards have been sold and we continue to add more businesses to the redemption list. Any Thrive member can have their business signed up to redeem these cards at no additional charge. If interested, please contact Becky at becky@yanktonsd.com.

In 2023, we launched a new program that focuses on getting to know Yankton at a deeper level. **Yankton 101 is a 6-week program that incorporates tours and guest speakers at the sessions.** A variety of topics were covered including government, service & community, safety, and business & agriculture. Tours ranged from the Human Services Center (HSC) to the Gavins Point Fish Hatchery and Aquarium. The program appealed to new members of our community as well as Yankton natives. We had 17 people graduate from our first class and hope to host two more Yankton 101 classes in 2024.



Thrive Ribbon Cuttings & Groundbreakings in 2023

March 13	Rexius Nutrition	June 21	Ultimate Companion	Sept. 11	Runza
May 9	Manitou Groundbreaking	June 26	Counterfeit Catering	Sept. 21	Boston Shoes to Boots
May 26	Yankton Real Estate Co.	June 28	Fairfield	Sept. 21	Forte
May 28	Lamar	July 11	Kore Cares	Nov. 3	Gurney Flats Groundbreaking
May 29	Glow Med Spa	July 27	Event Central	Nov. 13	Wintz & Ray Columbarium
May 31	Whitetail Reserve Executive RV Park	July 27	Cinema Magic	Dec. 7	Avera Emergency Department
June 1	Goodwill	Aug. 9	Wireless World		

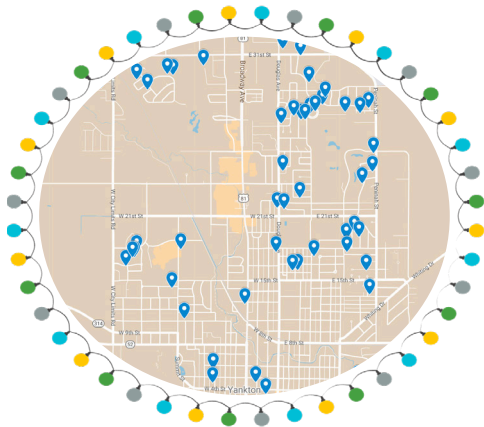




Getting into the holiday spirit with Light Up Yankton

In conjunction with Riverfront Broadcasting (KYNT), we kicked off the first annual Light Up Yankton holiday campaign. Planning started in early 2023 as an idea to try and make Yankton more of a holiday destination. While we can't accomplish this in just year one, we believe that with already established holiday events (Festival of Lights, Santa's Workshop, Mead Hall of Trees, etc.), as well as more light displays, we will get this goal achieved!

Light Up Yankton is centered around a Google map that has addresses of businesses and residences that have decorated for the season. The businesses and residences signed up through a Google form on our website and their addresses were added to the interactive map. We used Thrive Bucks gift cards as an additional incentive to get registrants.



We had over 60 addresses this year and hope to double that number for the 2024 holidays. Awareness was spread through radio ads & interviews, social media posts, parade float entries, and signage. We have heard favorable feedback from families that took their young children out and could optimize the number of houses seen in a smaller amount of time because of the map. A win for the parents and kids! We hope to have your participation during the 2024 holiday season. Are you ready to Light Up Yankton?

This year we marked nine years of celebrating **Manufacturing Week and Manufacturing Olympics**. National Manufacturing Day is always held on the first Friday in October. A few ways we celebrate our number one industry in Yankton is by helping organize public and high school tours of various manufacturing plants, facilitate employers coming into the high school during lunch hours for awareness and exposure, and by hosting the Olympics in which teams from various manufacturers compete against each other for the coveted Manufacturing Olympics traveling trophy. We usually host the Olympic games outdoors, but due to inclement weather, we held the games indoors at the NFAA Archery Center. We had over 80 Olympic participants this year which included 14 teams, representing 6 manufacturing plants. We ended the Olympics with a social and cook-out. We look forward to our 10th year celebrating **Manufacturing Week and Olympics in 2024** with more participation, new games, and fun surprises.





Tourism

Director: Brittany Wagner

Strategic Goals



- ☀ Continue creating awareness of Yankton as a vacation or event destination
- ☀ Connect locals and visitors to events/activities/locations in Yankton
- ☀ Lead and collaborate on targeted initiatives
- ☀ Develop and foster collaborative relationships

MARKETING YANKTON AS AN IDEAL DESTINATION

Yankton Thrive, as the designated Destination Marketing Organization (DMO) for Yankton, received a marketing assistance grant totaling \$32,686.25. **This grant will be spent over three years to focus on various shoulder season targeted marketing themes.** We are utilizing our partnership with Midco for video production and commercial promotion. Two videos were created in 2023 with one focused on reunions, weddings & retreats, and the 2nd video focusing on sports facilities to show we have capacity to host tournaments and competitive events. The theme for 2024 will likely focus on reasons to visit Yankton in the colder months, because yes, there are still things to do!

In 2023 part of **our partnership with SD Tourism** involved **three social media influencers from SHRPA** exploring Yankton and sharing their experiences with their followers. We were able to direct them to some of our amazing events and venues. This was our first experience in the social media influencer market so was interesting to try something new.

Mount Marty University approached Thrive this year with a partnership opportunity to cross promote Mount Marty and Yankton through the use of **Hummingbirds, who are social media influencers from the Omaha area.** We have 20 hummingbirds coming to visit over several months so we will be able to report out impacts in 2024.



Yankton is once again **partnering with SD Tourism** in a marketing co-op program. **Lewis & Clark Recreation Area** is a strong partner with us in this program as well. In 2023, a new marketing company, **Love Communications**, started providing Thrive with marketing services.



Yankton Thrive is so blessed to have **Brittany Wagner** as our new **Tourism Director**. Her perspective as a former small business owner in the restaurant industry brings new vision regarding how we approach marketing Yankton to the world.



Contact Brittany at visityankton@yanktonsd.com

As you have already noticed, Thrive launched the **new Visit Yankton website and updated logo** on June 1. When we merged in 2021, we were working to find ways to be more efficient with our resources and still provide quality experiences to our membership and visitors. The new website is linked to our membership database and utilizes the same membership directory and calendars, which saves an enormous amount of time. Please go to "visityanktonsd.com" to check out resources that you may want for planning your next event or hosting people in Yankton.



The Importance Of Collaborative Relationships

The impact of the **National Field Archery Association (NFAA)** being located in Yankton is hard to overstate. Annually, multiple tournaments are hosted in Yankton, but the event in Vegas with almost 4000 archers is where you really see how Yankton is known all over the county and the world. It is not uncommon for people to stop by our vendor booth to share how much they love Yankton or are looking forward to visiting. We also support the NFAA by representing Yankton at the Indoor National Tournament in Louisville, KY. The strong relationship we have with the NFAA and the archery community puts us on the top of the list when they are looking for a location to host events. Yankton is luckier than we realize to have their non-profit in Yankton. Another local gem is the **Missouri National Recreational River (MNRR) and Friends of MNRR**. The partnerships we have with these two groups allow for Yankton to host the Watershed School Festival and Missouri River Clean up. Thrive continues to work with them to explore new events and activities to grow the education and impact of the Missouri River.

We partner with the **BID board**, that manages the receipts from the hotel tax, to support growing events that include overnight stays. Our annual allocation of funding (\$5,000) supported: Rotary National Conference, USA Archery Nationals/JOAD Nationals, 2024 State Golf Tournament & SHRM State Conference.



Congratulations to **Mazing Acres** for winning the **Southeast SD Tourism Innovation Award**. Nancy nominated Mazing Acres for this award and has also nominated them for a statewide award. Mazing Acres continues to be a unique draw to our region in the fall with ever-evolving events and creative activities. Congratulations to Molly and Scott on their success!



Workforce Development

Director: Rita Nelson

Strategic Goals



- ☀️ Connect potential regional or out of state workforce to community
- ☀️ Connect community members to resources
- ☀️ Promote & support existing and newly developed workforce programs
- ☀️ Develop and foster collaborative relationships
- ☀️ Focus on key areas of workforce

EXPANDING WORKFORCE OUTREACH INITIATIVES IN 2023



With historically low unemployment, **Yankton Thrive has expanded its efforts to recruit from out of state and create a more welcoming community to retain our current workforce.** Our 2023 outreach initiatives included hosting tours for students from Northeast Community College and Mitchell Technical College, hosting a summer intern networking program, geofencing regional technical colleges, universities and employers, and collaborating with local partners to host and promote various monthly recruitment events.



One of our new recruitment efforts involved partnering with Governor Noem's **Freedom Works Here (FWH) campaign.** In the last quarter of 2023, we started outreach to the registrants from FWH and **hosted a Tour de Yankton as a virtual job fair which took place on the Dept. of Labor's new platform.** This collaborative effort was successful in connecting with job seekers from across the country and globe who are interested in relocating to South Dakota. 2023 has shown a brighter light on a key change happening in our workforce. Our future workforce is willing to migrate, and whether they move from another state or country, they are bringing more diverse experiences, cultures and skillsets.

The **Build Dakota** program, which awards free tuition scholarships to students pursuing high-demand technical skills at one of four South Dakota technical colleges, continued to grow in our greater Yankton region. In 2023, we celebrated fifteen scholarships awarded to graduating high school seniors from regional schools in Yankton, Irene-Wakonda, Gayville-Volin, and Menno. The growth in these scholarships was made possible through a partnership between regional employers and the State of SD to invest in our future workforce. Yankton Thrive supports these connections through various programs and marketing campaigns. The **StartToday SD Apprenticeship** program also continues to expand and encourage another valuable training and recruitment opportunity.



BUILD DAKOTA
SCHOLARSHIP FUND

StartTodaySD
APPRENTICESHIP PROGRAM



In our **seventh annual 31 under 31** feature, we celebrated and recognized the Yankton area’s young, engaged, future leaders. During this annual feature, we get to see the community through their eyes and appreciate that the future and love of Yankton is strong. **Stay tuned to our website & social media channels for the 2024 edition of the 31 under 31, which will kicking off in early March!**



Thriving through collaborations & partnerships

Yankton Thrive appreciates our many strong collaborative partnerships and relationships which keep the community moving forward. **These partnerships help us fill the gaps, lighten the workload, enhance our strengths and expand our outreach and networks.** They also help support a more welcoming community where everyone feels they can fully contribute. Thrive continues to be an important driving initiative in building and growing a resilient workforce which is key for Yankton’s future economic success.

In 2023, Yankton Thrive, SD Dept. of Labor, and Mount Marty Career Services continued to collaborate to host **career networking events for MMU students to connect with our local employers for jobs, internships and volunteer opportunities.** The registration fees collected at these events generated approximately \$1700 in donations to the MMU Business Club whose student members help promote and volunteer to ensure the success of these campus events. We also partnered with the SD Dept. of Labor for **community-wide Tour De Yankton job-hiring events** throughout the year which provided an opportunity for job seekers to visit and connect with local employers, with the possibility of a same day job interview.



Additional Thrive Workforce Highlights from 2023

Connecting community members to resources
 Thrive utilized the services of the Relocation Companion in the creation of a **relocation roadmap & resources** which include family, new graduate and winter guides. We also hired a bilingual summer intern who created a **Spanish Rental guide and Spanish community guide.** All of these resources and guides are available on our website: www.yanktonsd.com



- Rita’s contributions to workforce development efforts are being recognized statewide and due to successes in Yankton she is now serving on the following committees and boards:
- ☀ StartToday core team apprenticeship committee
 - ☀ USD Health Science advisory committee
 - ☀ Cornerstones Career Learning Center board
 - ☀ NECC welding advisory board
 - ☀ Career & Technical Education (CTE) statewide committee
 - ☀ RTEC board of directors



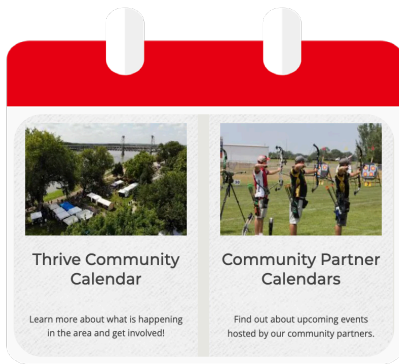
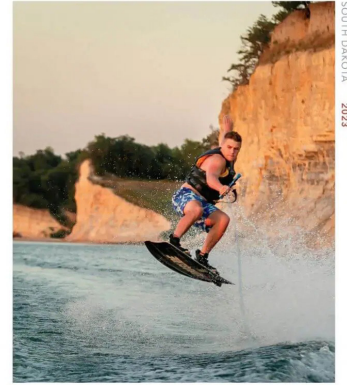
Marketing & Deliverables



The **Yankton Visitor Guide** was very popular in 2023. We have utilized almost all 12,000 printed copies and expect the new guide to be in our hands by February 1, 2024. The guide is distributed locally, displayed in visitor centers statewide and mailed out by request all across the county. Every year we continue to tweak the design to implement current marketing trends to keep the publication fresh. We also offer a “How to Thrive in Yankton” guide which acts as a Fall/Winter visitor guide and also as a tool for those who are relocating to Yankton. Both of these guides are available for free digital download.

YANKTON

VISITOR GUIDE



Thrive is proud to offer the most comprehensive **community events calendar** for the area on our websites. Anyone is able to submit their event on the calendar, which was viewed over 20,000 times in 2023. We also provide a webpage that links to the event calendars offered by some of our community partners.



355,829
E-MAILS SENT
distributing newsletters
& event calendars



35% E-MAIL OPEN RATE
4% increase from 2022



NEWSLETTER

Thrive continues to deliver weekly newsletters on Mondays and weekly events calendars on Wednesdays via e-mail. **If you'd like to start receiving these free deliverables, simply scan the respective QR codes to access the sign-up forms.**



EVENTS CALENDAR



Yankton Thrive Foundation



The Yankton Thrive Foundation had a stable year under the leadership of Dan Eisenbraun, Mike Husman and Lynn Peterson. **The mission of the Foundation is to foster community growth and resiliency through collaborative partnerships and the receipt and distribution of gifts.** As a 501c3, they approved being the fiscal agent for Connecting Cultures-Yankton, which is helping that entity continue to grow their community impact, as shown on the next page. The Foundation has also been the recipient of YES4 investments from organizations and individuals who prefer to contribute directly to a 501c3.



The Yankton Thrive Foundation renewed its fiscal agency agreement for the second year with Connecting Cultures – Yankton. In 2023, **Connecting Cultures expanded their collaborations, continued to search for funding options to pursue initiatives and become sustainable, and welcomed new partners within our growing community.**

The impact of the mission was made more impactful by the outreach of the **newly organized board of directors** consisting of: Nathan Johnson, President, Maria Guitron, Vice President, David Hosmer, Secretary, Rita Nelson, Treasurer, Sister Mary Jo Polak and Craig Kennedy. Strong passionate and experienced leadership is provided by Sarah Brandt, Director, and a group of volunteers.

Interested in joining Connecting Cultures? Please message them on Facebook (facebook.com/ConnectingCulturesYankton) or send an e-mail to ConnectingCulturesYankton@gmail.com.

Emphasizing an **inclusive** & **welcoming** community for **everyone**



Education



Advocacy



Celebration

2023 Highlights: A Focus on Advocacy and New Partnerships



Welcomed **Lutheran Social Services (LSS) Direct Services part-time position in Yankton**, which provides immigration and employment support including new community orientation sessions.



Welcomed **South Dakota Voices for Peace's creation of bilingual Community Health Worker in Yankton**. Erica Aguilar, SDVP CHW, provides immigration, community, employment and health care navigation support within our community.



Welcomed **Immigrant Connections through Celebrate Church to host pop-up immigrant legal service clinics in Yankton**. Two clinics were hosted in 2023 and more are scheduled in 2024.



Welcomed **new services provided by Lewis & Clark Behavioral Health bilingual intern counselor** to continue serving our community. Initially offered as a student via MMU outreach while at USD.



Connecting Cultures was humbled and honored to receive the **United Way of Greater Yankton SPARK organization's COTY award** which celebrates those who work together to spark change & impact lives! Connecting Cultures also received the **Community Partner of the Year award from South Dakota Association of Lifelong Learners (SDALL)** which included a grant of support.



Cultural Trainings presented to United Way Board and agencies & staff, and student organizations at MMU.



Hosted a **lunch and learn** with Dana Boraas, **LSS Immigrant Attorney** and Tim Jurgens, **Director of Center for New Americans** connecting with our community partners and members.



Yankton and Connecting Cultures was represented via **Erica Aguilar's presentation on CHW panel at Avera's Cultural Competency in Caregiving Conference** at MMU.



Launch of a **new podcast hosted by Sarah Brandt: Expanding Perspectives**



Expanding communications: via monthly Community Connection meetings, monthly newsletter and expanding community translation in a new agreement with the City of Yankton.



Partnered with Cornerstones Career Learning Center to offer **bilingual finance classes**.



2021



Creation
of the
Yankton Thrive
Organization

2022



Chart Your Career wraps up with over 100 students becoming Certified Nursing Assistants throughout the course of the program



Awarded inclusion into the Community Co-Starter Program



Manitou expansion and Gehl Drive projects initiated



Archery World Championship trifecta

2023



Utilized new and enhanced recruitment programs:
Freedom Works Here, StartToday SD, Build Dakota



Inaugural year for Yankton 101 and Light Up Yankton



\$2.8 million in single and multi-family housing grants



Creation of new website to promote the region



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facebook.com/YanktonThrive



instagram.com/YanktonThrive



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