



**Yankton  
Thrive**

**2022-2026**

**YES4!**

**TOGETHER WE THRIVE**



**"THRIVE'S MISSION IS TO PROVIDE LEADERSHIP IN FOSTERING EFFICIENT GROWTH OF THE YANKTON AREA ECONOMY."**



# TALENT ATTRACTION, RETENTION, & DEVELOPMENT

**\$** 5-YEAR BUDGET  
1.75 MILLION

## AREAS OF OPPORTUNITY:



**ATTRACT & RECRUIT  
NEW COMMUNITY  
MEMBERS**



**DEVELOP STUDENTS  
FOR HIGH DEMAND  
CAREERS, TRADES,  
& OCCUPATIONS**



**RETAIN STUDENTS &  
GRADUATES OF MOUNT  
MARTY UNIVERSITY  
& NEARBY SCHOOLS**



**CONNECT STUDENTS  
& WORKERS IN OTHER  
COMMUNITIES WITH  
NEEDED SKILLS**

## CHALLENGE:

Inadequate workforce numbers to serve the needs of Yankton employers, especially in our manufacturing & healthcare sectors. Without access to needed workers, our employers will be unable to take advantage of opportunities to grow & increase their impact on Yankton's economy.

## THRIVE SOLUTIONS:

1. Empower Connecting Cultures, Welcoming America & other efforts, to:
  - Help companies recruit new community members
  - Position Yankton as welcoming to all as a community
  - Reduce barriers for newcoming workers & families
2. Utilize "Best Practice" programs to help employers provide inclusive work space
3. Develop effective networks that connect industry to education
4. Expand daycare & transportation resources
5. Foster apprenticeship & internship programming
6. Support opportunities & advocate for more technical education:
  - Leverage Mount Marty University/Lake Area Tech partnership
  - Advocate for RTEC programs with industry needs in manufacturing
  - Leverage Yankton School District's CTE dual course credit options
  - Create opportunities for scholarships & funding
  - Invoke marketing strategies to attract people to Yankton
  - Expand awareness about career opportunities

**PROUD**  
**YES 4!**  
**SUPPORTER**



# HOUSING DEVELOPMENT & SOLUTIONS

**\$ 5-YEAR BUDGET**  
1.25 MILLION

## CHALLENGE:

Yankton's current housing stock is not enough to match needs of current & "would be" residents. This represents issues for future population growth. Some housing is being developed in Yankton & surrounding communities, but we need more residential development that produces both additional supply & more choices to reflect lifestyle, income, etc. of workers & their families.

## THRIVE SOLUTIONS:

1. Explore a development similar to Westbrook Estates
2. Encourage development of transitional & rental housing
3. Grow available housing stock
4. Navigate relevant programs to secure grants & other funding
5. Consider solutions referenced in the recent housing study



# COMMUNITY INVESTMENT **\$ 5-YEAR BUDGET**

200,000

Thrive and Yes4 will continue to support projects that benefit the economy as well as the enjoyment of living & working here. Workers focus on lifestyle factors such as excellent schools, parks, the environment, transportation options, housing affordability, local vitality, health, arts & cultural amenities, diversity, inclusion, & recreational qualities.

Yankton shares a desire for economic success to provide opportunities for future generations. This motivates Thrive to work diligently to attract new residents & families.

**YES4! GOAL**  
**\$ 3,200,000**

## GOALS / METRICS



**GROW LABOR FORCE**  
1% ANNUALLY



**INCREASE ANNUAL PAY WITH A GOAL TO BE AT OR ABOVE STATE AVERAGE**



**INCREASE RETAIL SALES TAXES**  
3% ANNUALLY



**DEVELOP HOUSING UNITS TO GROW REAL ESTATE TAX BASE OVER 5 YEARS**



# YES! HISTORY

Yes 3! had many successes, such as Westbrook Estates, Westbrook Phase 2, Chart Your Career Certified Nursing Assistant (CNA) Certification Program, and long-term community/quality of place investments. The strength of Yes! & Yankton Thrive lies in its investors creating a pool of resources for ideas, energy, strategies, & finances.

IN 2007,  
YES 1! RAISED

**\$2.1  
MIL**

IN 2012,  
YES 2! RAISED

**\$2.4  
MIL**

IN 2017,  
YES 3! RAISED

**\$2.8  
MIL**

**STRONG & CONSISTENT LEADERSHIP IS A CORNERSTONE TO SOLVING COMMUNITY PROBLEMS & IMPLEMENTING SOLUTIONS. YES4! IS HONORED TO BE LED BY THESE INNOVATIVE LEADERS.**

## YES 4! CO-CHAIRS



**Rob Stephenson**  
*First Dakota National Bank*



**Luke McDermott**  
*Hydro*










**Doug Ekeren**  
*Avera*

## YES 4! CABINET MEMBERS

Ken Kopetsky, *Kopetsky's Ace Hardware*  
Blake Carda, *Buhl's Cleaners*  
Kevin Moe, *fnbo*  
Brad Woerner, *Stockwell Engineering*  
Brad Wenande, *Northwestern Energy*  
Dan Specht, *Vision Real Estate Services*  
Molly Nedved, *Mazing Acres*

James Grotenhuis, *CorTrust Bank*  
David Lohse, *Astec Industries*  
Peggy Olson, *Slumberland*  
Mandi Gause, *Boston Shoes to Boots*  
Steve Slowey, *Slowey Construction*  
Barb Rezac, *Mount Marty University*  
Amy Leon, *City of Yankton*

Steph Moser, *City of Yankton*  
Bridget Benson, *City of Yankton*  
Don Kettering, *Yankton County*  
Wayne Kindle, *Yankton School District*  
Marc Long, *Mount Marty University*  
Larry Ness, *First Dakota National Bank*  
Mike Marlow, *Marlow, Woodward & Huff, Prof. LLC*

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**Yankton  
Thrive**



## YANKTON THRIVE STAFF



**Nancy Wenande** CEO,  
Economic Development Director



**Rita Nelson**  
Workforce Development Director



**Jay Gravholt**  
Tourism Director



**Becky Wiswall**  
Business Services Director



**Brian Steward**  
Finance Director