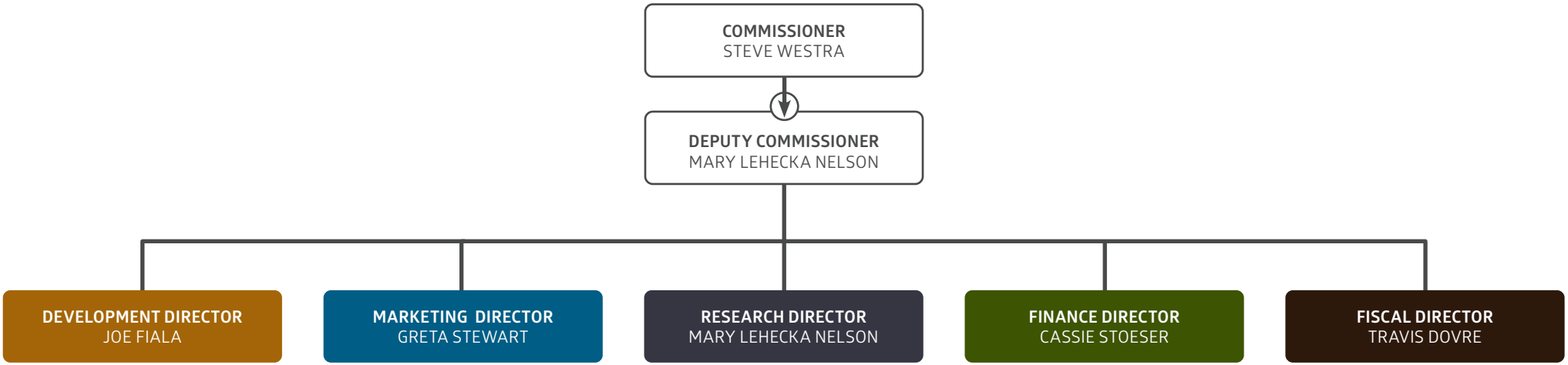
SOUTH DAKOTA

GOVERNOR'S OFFICE OF ECONOMIC DEVELOPMENT



FINANCING

REDI

8 Loans/ Awards Approved

$11,788,578 Dollars Approved
265 Total Projected FTEs and 36 Housing Units
$28,405,634 Total Project Costs

DISASTER RELIEF

200 LOANS

$10,500,000 Dollars Approved

SD WORKS

3 Loans Approved

$844,900 Dollars Approved
21 Total Projected FTEs
$2,575,200 Total Project Costs

MicroLOAN

11 Loans Approved

$817,350 Dollars Approved
73 Total Projected FTE's
$5,298,703 Total Project Costs

FUTURE FUND

4 Grants Approved

$11,250,000 Dollars Approved

WORKFORCE DEVELOPMENT

3 Grants Approved

$35,000 Dollars Approved

DAKOTA SEEDS

38 Projects Approved

$147,000 Dollars Approved

RPP

17 Reinvestment Payments Approved

$30,888,609 Dollars Approved
464 Total Projected FTE's
$2,019,822,382 Total Project Costs

SD JOBS

11 South Dakota Jobs Approved

$357,143 Dollars Approved
17 Total Projected FTE's
$11,776,195 Total Project Costs

EDPP

7 Grants Approved

$371,721 Dollars Approved

LIIP

8 Grants Approved

$2,649,750 Dollars Awarded
$17,783,303 Total Project Costs

CDBG

6 Grants Approved

$3,324,595 Dollars Awarded
$30,005,910 Total Project Costs

LIVESTOCK NUTRIENT MANAGEMNET BOND

Approved

$25,000,000 Dollars Approved

AGRIBUSINESS BOND

1 Approved

$10,000,000 Dollars Approved

BEGINNING FARMER BOND

2 Approved

$575,850 Dollars Approved

VALU

1 Loan Approved

$40,000 Dollars Approved

PROOF OF CONCEPT

8 Projects Approved

$164,811 Dollars Approved

ConnectSD + CARES

14 Projects Approved

$10,600,000 Dollars Approved
3997 Locations Served

BROADBAND

ConnectSD 2021

WHAT IS BROADBAND

HIGH SPEED COMMUNICATION

BROADBAND

Roughly 135,000 South Dakotans still do not have access to broadband that meets their needs (100 mbps download/10 mbps upload).

ConnectSD + CARES

14 Projects Approved

$10,600,000 Dollars Approved
3997 Locations Served

BROADBAND

ConnectSD + RECONNECT + CARES DATA (2019-2021)

16,421 LOCATIONS SERVED

Total State Investment: $16.6M	
Total Federal Investment:	$34.8M
Total Private Investment:	$36.8M
Total Investment:	$88.2M

BROADBAND

WHY $100 MILLION

BROADBAND

EDUCATION

Broadband is critical for students of all ages to complete their homework, participate in distance learning, and access online resources that enhance their education.

AGRICULTURE

For 21st century farmers and ranchers, broadband allows access to online auctions, precision agriculture technologies, and marketing tools that allow them grow and succeed in the modern marketplace.

WORKFORCE DEVELOPMENT

Broadband creates jobs, expands careers, and enables workers to live anywhere in the state and work remotely or start a small business.

HEALTHCARE

The global pandemic has made it clear that telehealth and telemedicine are the future of healthcare, and broadband allows even the most rural residents to benefit from these advancements.

Program Considerations

$100M proposed by Governor Noem

- 5-year goal

Long Term Sustainability

- Not a band aid fix
- 100 Mbps x 10 Mbps minimum today
- 250 Downstream in 3 years (2024)
- 500 Downstream in 6 years (2027)

Overbuild vs Company Plans:

- NDA?

Matching requirements

- 50%-50% minimum today
- Future?

Project Timelines

- 18 months today
- What about the future?

Value of broadband?

News

TV

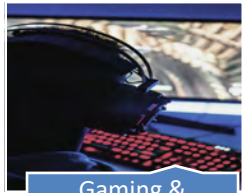
Phone Service

Distance Learning

Online Shopping

Health

Security

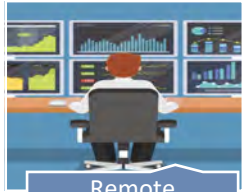


Gaming & Entertainment

Law Enforcement

Telemedicine

Work from Home



Remote Monitoring

Intelligent Transportation

Email

Social Media

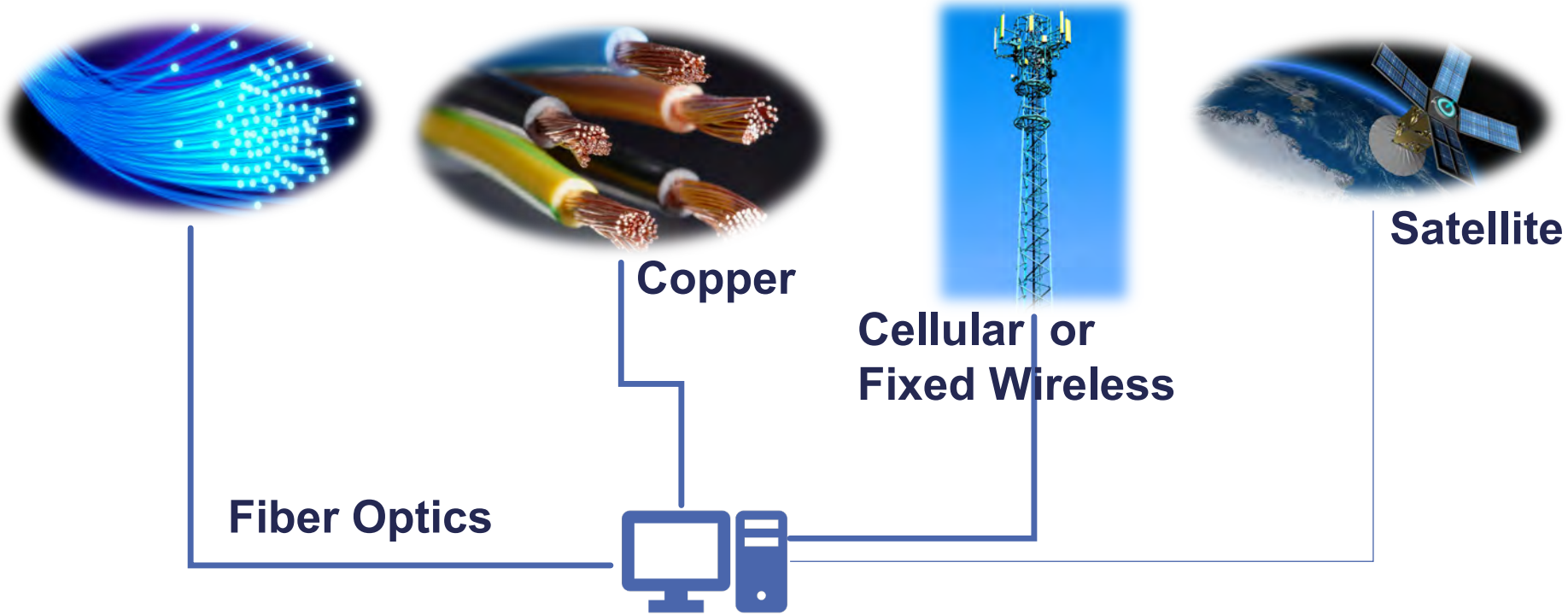
Communications

Value of broadband?

“Having a strong broadband connection means I can work where I want to live, instead of having to live where I work.”

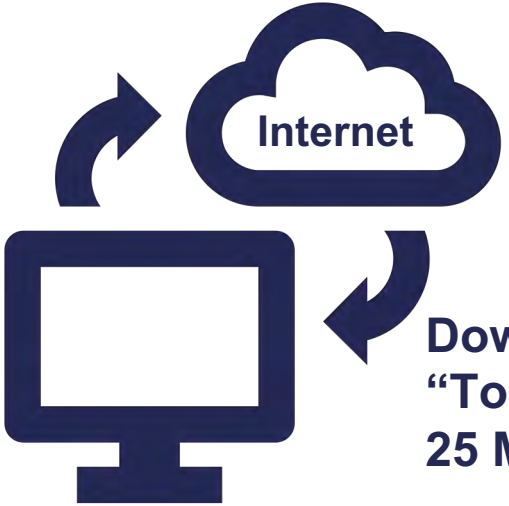
Stacey Nelson, Rural Stanley County, SD

How is broadband delivered?



Federal Communications Commission (FCC) Definition of Broadband (2015)

Upstream (aka upload)
"From your computer
3 Mbps

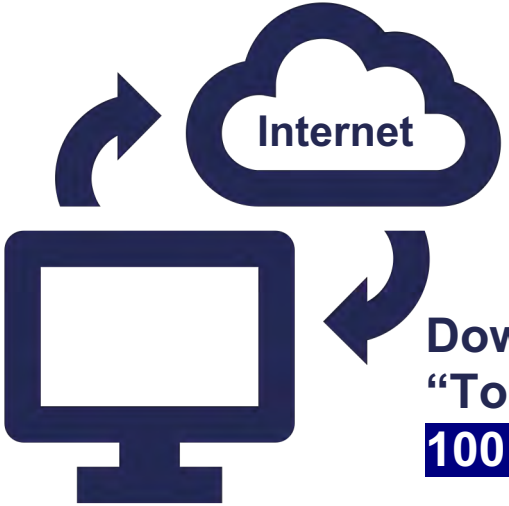


Downstream (aka download)
"To your computer"
25 Mbps

Mbps = Megabits per second

Connect SD Program
Minimum Standard of Broadband (2020)

Upstream (aka upload)
"From your computer
10 Mbps

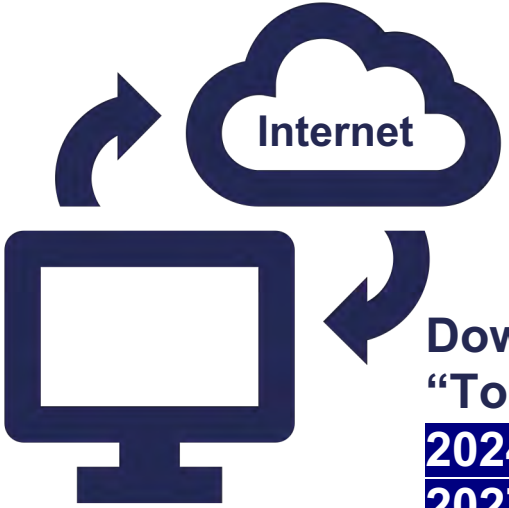


Downstream (aka download)
"To your computer"
100 Mbps

Mbps = Megabits per second

Connect SD Program
Future Standards of Broadband

Upstream (aka upload)
"From your computer



Downstream (aka download)
"To your computer"

2024: 250 Mbps

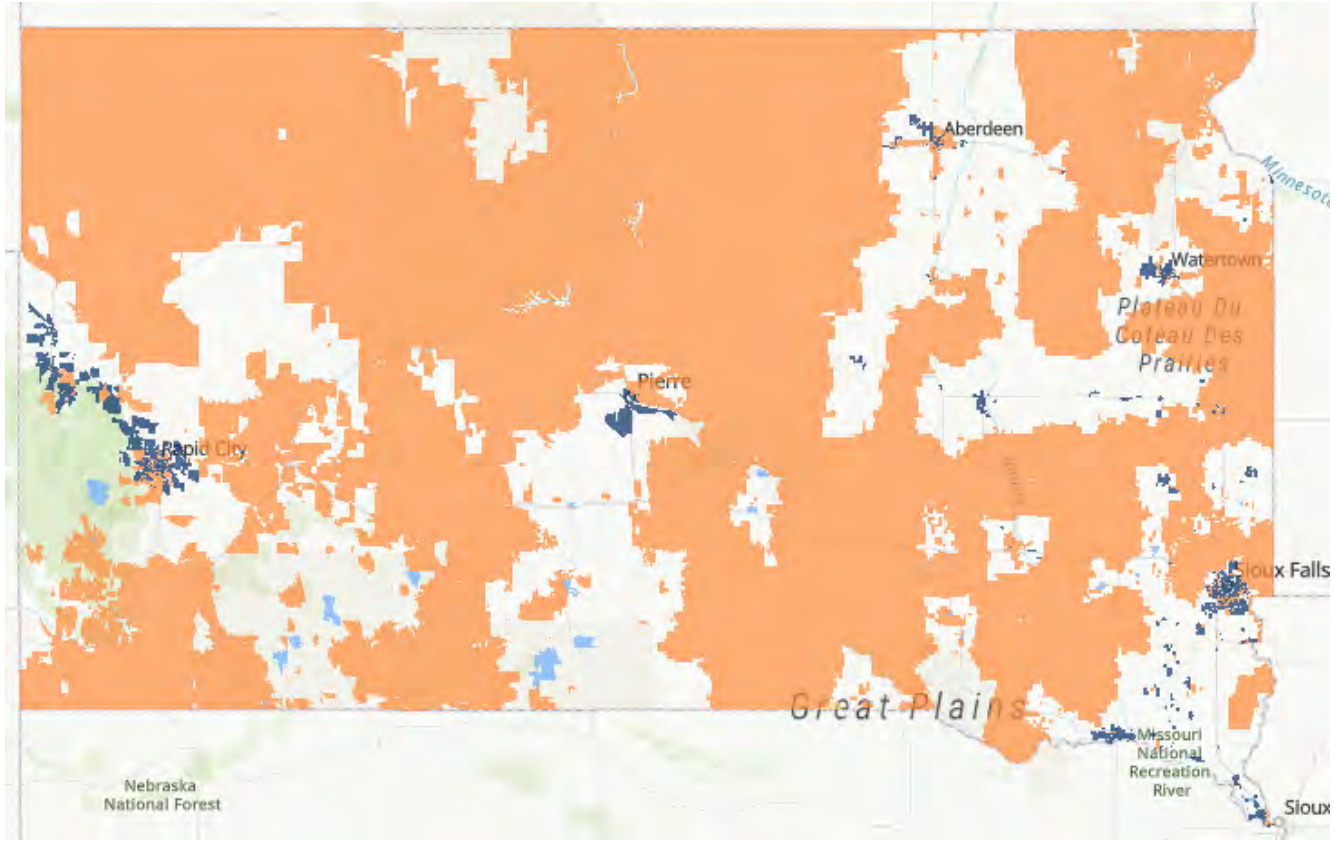
2027: 500 Mbps

Mbps = Megabits per second

Broadband Providers Across South Dakota (some)

Alliance Comm. Coop.	AT&T	Beresford Municipal Tel. Co.	Celerity	Cheyenne River Sioux Tribe Tel. Auth.	Comcast
Faith Municipal Tel. Co.	Fort Randall Tele. Co.	Golden West Telecom. Coop.	Interstate Tele. Coop.	James Valley Telecom.	Heartland Telecom.
Kennebec Tele. Co.	Jefferson Tel.	Lumen (CenturyLink)	Midco	Midstate Comm.	Mitchell Telecom.
RC Tech.	Santel Comm. Coop.	SDN Comm.	Swiftel Comm.	T-Mobile / Sprint	TrioTel Comm.
Valley Tele. Coop.	VAST Broadband	Venture Comm.	Verizon	West River Coop. Tel. Coop.	West River Tele. Coop

Broadband Today



2021 Legislative Request

$100M

Ensure every South Dakotan has access to sustainable, high-speed broadband by 2026

2020 Industry Estimate to deliver broadband to every South Dakotan

$200M

MARKETING

MAKING THE CASE

- Business Recruitment & Workforce
- Co-op Opportunities
- Need to be Nimble
- Consistency

TARGETED APPROACH

- Industries that make sense for South Dakota
- States with a high concentration of those industries

SETTING US UP

FOR SUCCESS

Building the right foundation at the right time

- Research
- Advertising
- Website and Online

UNDERSTANDING

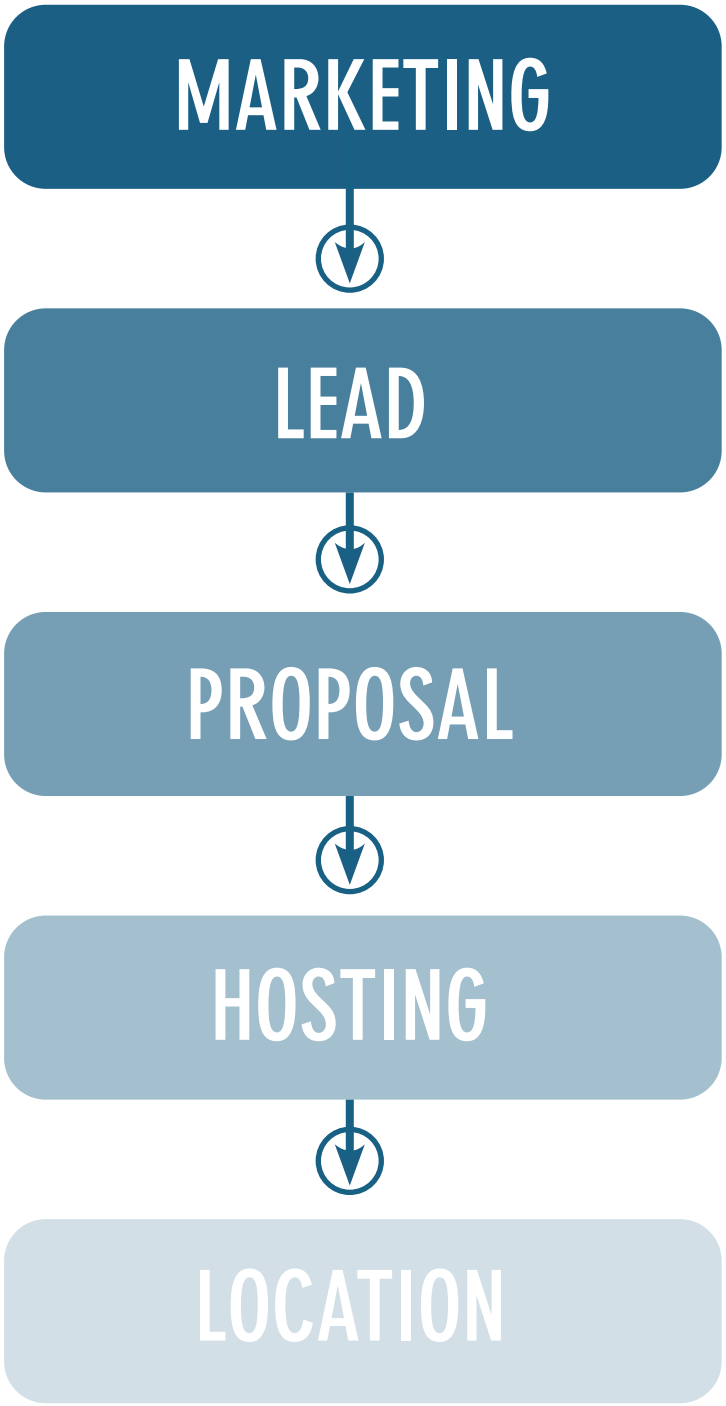
our audience & our partners needs

REACHING OUR AUDIENCE

- Video
- Digital
- Social
- Print/online
- Out-of-Home

DIGITAL STRATEGY

- Website
- Email Marketing and Automation



METRICS

CASE STUDY

- Increased leads
- Strong impressions
- Video views = 1.5 million