



2021 WORKFORCE RECRUITMENT CAMPAIGN

"The Workforce Recruitment Program has apportioned area businesses an added tool for recruiting skilled talent to fill high-demand positions with individuals who relocate to live in our great State and the community of Aberdeen. As we continue to navigate labor market challenges throughout our country and region, there is a considerable benefit to providing this matching grant opportunity to employers. The simple fact is that we are seeing results, families are relocating to Aberdeen and employers are filling positions – this is a huge win for everyone involved!"

- Michael Bockorny | CHIEF EXECUTIVE OFFICER | ABERDEEN DEVELOPMENT CORPORATION

"One of the Greater Huron Development Corporation's primary focus areas is workforce development and partnering with the Governor's Office of Economic Development to address the issue has proven to be an excellent decision. Two businesses in the Greater Huron area have utilized the Workforce Recruitment Program to recruit skilled workers, a nationally certified automotive technician and a doctor, from outside of South Dakota and convinced them to move to Huron. As the program gains traction with area businesses we expect the number of new people moving into the community from other states to increase. Hopefully, funding for the program will continue for many years to come."

- Ted Haeder | PRESIDENT/CHIEF EXECUTIVE OFFICER | GREATER HURON DEVELOPMENT CORPORATION

"It is not always viable for small communities to invest in the marketing campaign. The funds GOED provided to Wall Economic Development Corporation gave us an opportunity to create brand awareness of the community and to help promote local companies to attract the latest and greatest skillsets."

- Liliya Stone | EXECUTIVE DIRECTOR | WALL ECONOMIC DEVELOPMENT CORPORATION

"Yankton Thrive would like to express appreciation to the South Dakota Legislature for the opportunity created through the Governor's Office of Economic Development (GOED) for workforce incentive and marketing support. While we have not yet allocated all our funding, local companies are excited about participating in the program and hope that new funding opportunities will continue. We all know workforce is a crucial need around South Dakota, and programs like this allow for communities to work closer with their businesses to find the best people to move to our great state."

- Nancy Wenande | CHIEF EXECUTIVE OFFICER | YANKTON THRIVE

• GOVERNOR'S OFFICE OF ECONOMIC DEVELOPMENT •

South Dakota

2021 WORKFORCE MARKETING CAMPAIGN

CAMPAIGN DATES

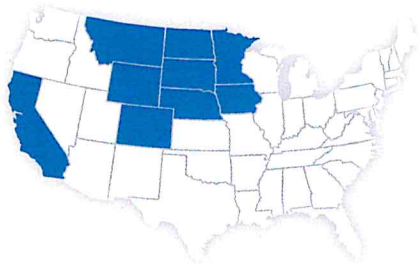
SEPTEMBER - DECEMBER

RESULTS (CLICKS)

61,891

TARGETED STATES

CONTIGUOUS + CO & CA



TOP LOCATIONS FOR RESULTS

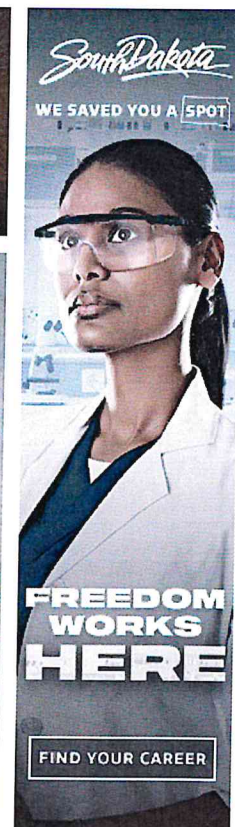
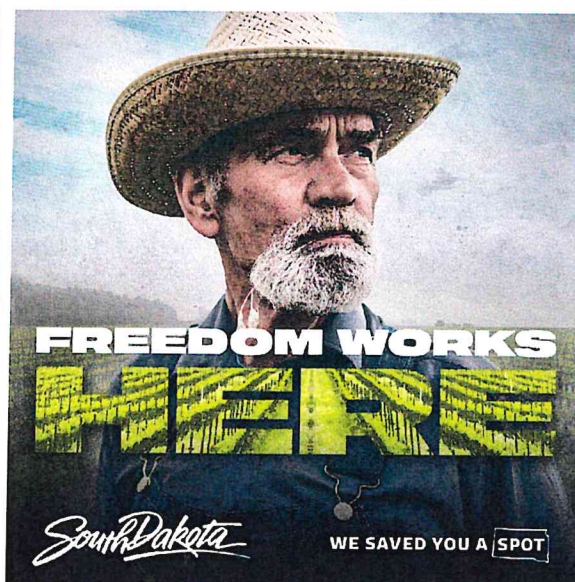
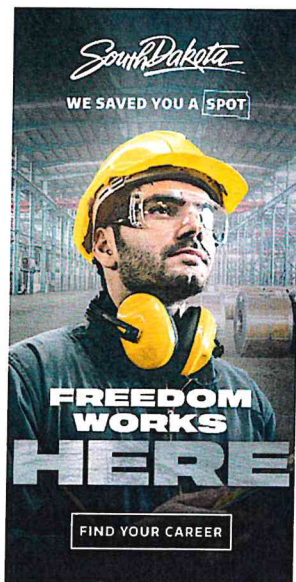
LOS ANGELES

SAN FRANCISCO

MINNEAPOLIS

DENVER

SAN DIEGO



SOUTH DAKOTA

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South Dakota

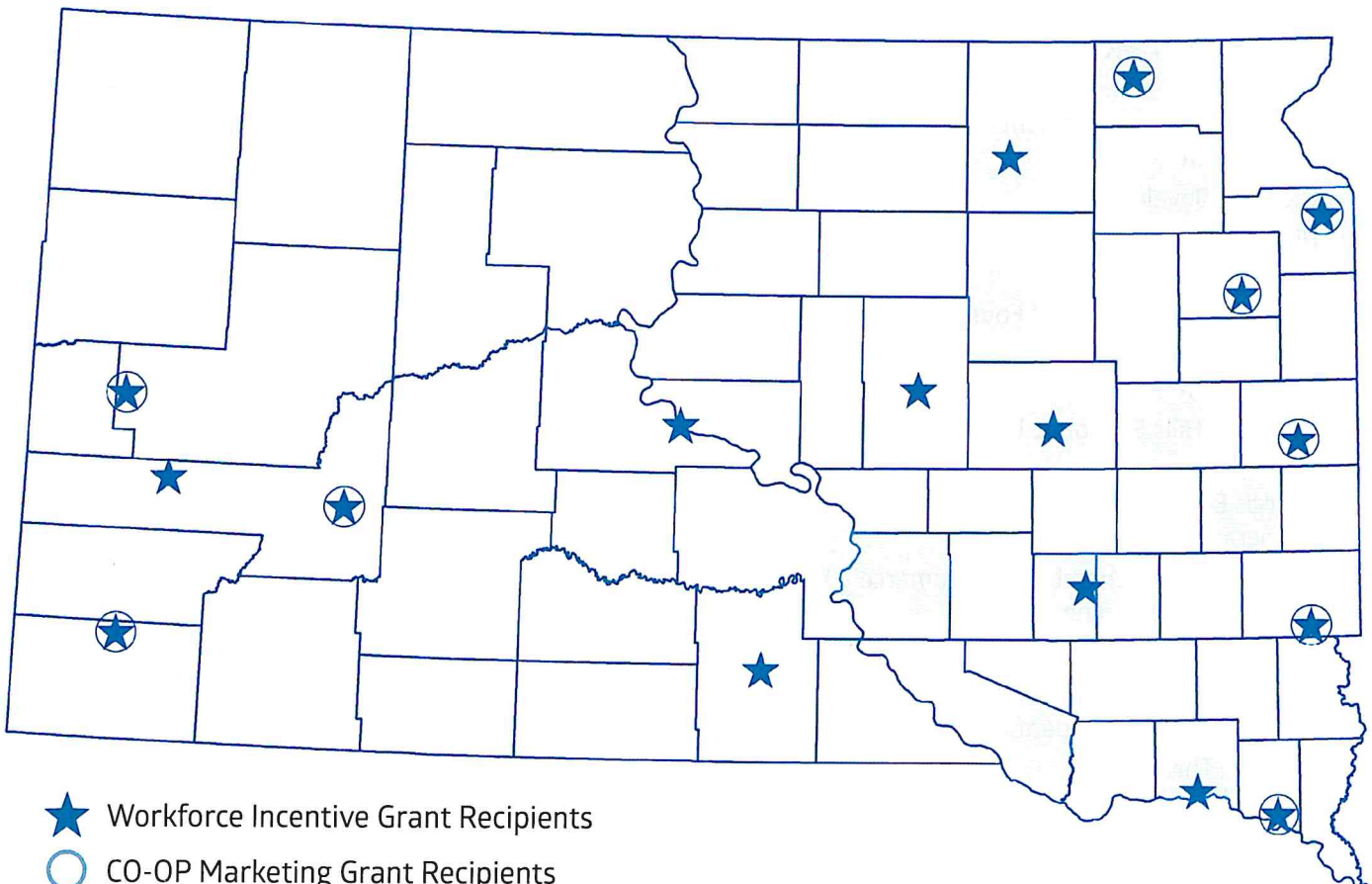
2021 Workforce Recruitment Campaign

WORKFORCE INCENTIVE GRANT

AWARDED FUNDING
17 Communities
TOTAL FUNDS AWARDED
\$1,021,000
COMMUNITY MATCH
\$1,619,000

CO-OP MARKETING GRANT

AWARDED FUNDING
9 Communities
TOTAL FUNDS AWARDED
\$200,000
COMMUNITY MATCH
\$225,000



● Areas represented by Advantage South Dakota

South Dakota

APPLICANT	CITY/REGION	MARKETING GRANT	INCENTIVE GRANT	TOTAL FUNDS GRANTED
Aberdeen Development Corporation	Aberdeen		\$95,000	\$95,000
Advantage South Dakota	James River Valley	\$60,000		\$60,000
Brookings Economic Development Corporation	Brookings	\$10,000	\$90,000	\$100,000
Elevate Rapid City	Rapid City		\$78,000	\$78,000
Glacial Lakes Area Development	Marshall County		\$50,000	\$50,000
Grant County Development Corporation	Grant County	\$10,000	\$85,000	\$95,000
Greater Huron Development Corporation	Huron		\$25,000	\$25,000
Mitchell Area Development Corporation	Mitchell		\$50,000	\$50,000
On Hand Development Corporation	Hand County		\$15,000	\$15,000
Pierre Economic Development Corporation	Pierre		\$80,000	\$80,000
Sioux Falls Development Foundation	Sioux Falls	\$50,000	\$50,000	\$100,000
South Central Development Corporation	Winner		\$15,000	\$15,000
Southern Hills Economic Development Corporation	Fall River County	\$5,000	\$93,000	\$98,000
Sturgis Economic Development Corporation	Sturgis	\$10,000	\$40,000	\$50,000
Vermillion Area Chamber of Commerce & Development Company	Vermillion	\$25,000	\$75,000	\$100,000
Wall Economic Development Corporation	Wall	\$5,000	\$5,000	\$10,000
Watertown Development Company	Watertown	\$25,000	\$75,000	\$100,000
Yankton Thrive	Yankton		\$100,000	\$100,000
TOTAL	18	\$200,000	\$1,021,000	\$1,221,000

SOUTH DAKOTA

GOVERNOR'S OFFICE OF ECONOMIC DEVELOPMENT