



South Dakota

SOUTH DAKOTA GOVERNOR'S OFFICE OF ECONOMIC DEVELOPMENT

FY2024: BUSINESS RECRUITMENT

- Attended major tradeshows in key industries



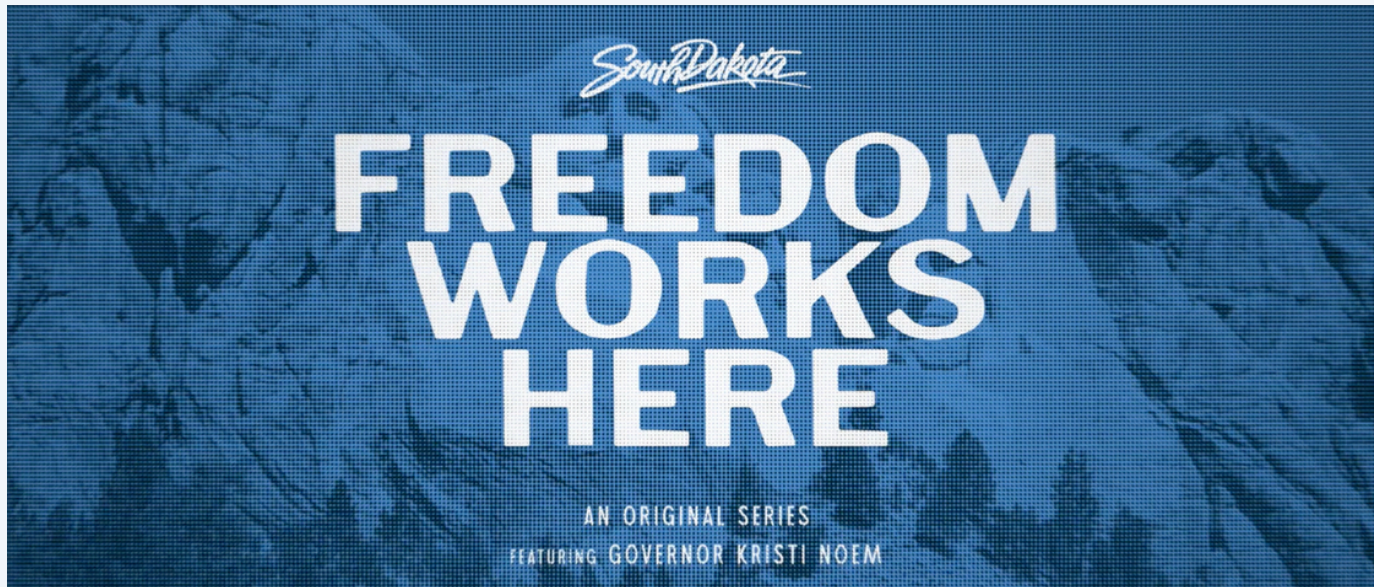
FY2024: BUSINESS RECRUITMENT

- Engaged with Site Selectors in Atlanta to showcase South Dakota



FY2024: WORKFORCE RECRUITMENT

- Continued impactful Freedom Works Here workforce development initiative



**FREEDOM WORKS HERE HAS BEEN THE MOST SUCCESSFUL
WORKFORCE RECRUITMENT INITIATIVE IN SOUTH DAKOTA HISTORY.**

**OVER 29.9 MILLION
IMPRESSIONS MADE**

**OVER 201,600
RELEVANT INTERACTIONS MADE
WITH OUR AUDIENCES**

FY2024: WORKFORCE RECRUITMENT

- Partnered with rodeo events to enhance visibility across multiple states
- Executed micro-campaigns surrounding key events

Sioux Falls Cinch Playoff & Cinch World Rodeo

- Nearly 2 Million Impressions On The Cowboy Channel
- 100,000+ Impressions Made on Social Media

Sturgis Motorcycle Rally, NASCAR Bass Pro Shops Night Race, And Richmond VA Raceway

- 2,050,662 Impressions Made
- 4,060 Relevant Interactions Made With Our Audiences

Infosec World Conference/GSX

- 4,116,864 Impressions Made
- 11,522 Relevant Interactions Made With Our Audiences

Auto Workers Strike

- 2,029,122 Impressions Made
- 5,140 Relevant Interactions Made With Our Audiences

FY2025: BUSINESS RECRUITMENT

- Participated in major tradeshow (GSX)
- Continued collaboration with Dakota State University to showcase advancements in cybersecurity and workforce development
- Connected with **11** site selectors in Dallas to highlight opportunities in South Dakota
- Design sensory conducted in-depth interviews and online surveys to gather insights about South Dakota's business environment

Target Markets


- California
- Colorado
- Iowa
- Minnesota
- Nebraska
- North Dakota
- Wyoming
- Montana




Targeted Industries




CYBERSECURITY




AGRICULTURE



LIVESTOCK



VALUE ADDED



PRECISION AG



MANUFACTURING



SHOOTING,
HUNTING, AND
OUTDOORS



Thank you

SOUTH DAKOTA

GOVERNOR'S OFFICE OF ECONOMIC DEVELOPMENT