



2022



# YANKTON THRIVE ANNUAL REPORT

Photo Credit: World Archery Federation



# 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.

## 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 fewer full-time employees

**Blake Carda**, *Buhl's Cleaners*  
**Mandi Gause**, *Boston Shoes to Boots*  
**Ken Kopetsky**, *Kopetsky's Ace Hardware*  
**Molly Nedved**, *Mazing Acres*  
**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*  
**Luke McDermott**, *Hydro*  
**Kevin Moe**, *fnbo*  
**Steve Slowey**, *Slowey Construction*  
**Rob Stephenson**, *First Dakota National Bank*  
**Brad Wenande**, *NorthWestern Energy*

## AT-LARGE DIRECTORS

Can represent any Yankton Thrive member

**David Lohse**, *Astec Industries*  
**Lynn Peterson**, *Elkhorn Valley Bank*  
**Barb Rezac**, *Mount Marty University*  
**Jeff Van Meeteren**, *State of South Dakota*  
*Lewis & Clark Rec. Area*

## Staff and Volunteers

 <b>Workforce Development Director</b> <b>RITA NELSON</b>	 <b>Tourism Director</b> <b>JAY GRAVHOLT</b>	 <b>Business Services Director</b> <b>BECKY WISWALL</b>	 <b>Finance Director</b> <b>BRIAN STEWARD</b>	 <b>Economic Development Director &amp; CEO</b> <b>NANCY WENANDE</b>
<b>Marketing &amp; Administrative Staff</b>	<b>Digital Marketing Specialist</b> <b>MAREN BUFFINGTON</b>	<b>Graphic Design Specialist</b> <b>MICAYLA ERDAHL</b>	<b>Marketing Specialist</b> <b>RAJIV SOMEPALI</b>	<b>Office Coordinator</b> <b>SHANA PLATT</b>
<b>RSVP Volunteers</b>	<b>BONNIE PINKELMAN</b>	<b>DEB CABA</b>	<b>LOY GRAVHOLT</b>	



# 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.**

Our staff and volunteers have been working with a steadfast determination this past year to live out this mission in the programs and activities in which we create and participate. Throughout this report you will read highlights from each of our focus areas which demonstrates our commitment to our mission and community.

The YES4 (Yankton Economic Success) capital campaign was certainly a major focus for 2022. This five-year campaign allows us to continue to pursue “the big things” for the Yankton community. This was a clear and consistent theme that we heard from community leaders as well as from our investors as we were preparing to launch our capital campaign. Briefly stated, Yankton shareholders wanted us to continue to make critical investments of time, talent and resources in order to make Yankton a place where people enjoyed living, working and visiting.

Thrive’s Board of Directors, in concert with community and industry leaders, have invested their imagination and wisdom to create a vision that promotes efficient development. While the economy will always remain fairly unpredictable, the Yankton Thrive Board of Directors makes every effort to be nimble in its planning process so that our plans can evolve and react to economic pressures outside our control.

We continue to invest in partnerships and other collaborative relationships to create interactions which will provide our community with robust and vibrant energy. Both Mount Marty University (MMU) and Yankton School District (YSD) are seeing increased enrollment numbers which has a significant impact on the growth of our economy. The recent announcement of the construction of an Early Childhood Development Center is a good example of addressing a critical need for Yankton and will, once again, make Yankton a leader in innovative educational support. How we continue to engage our youth will have long-lasting impacts on the region.

The City of Yankton continues to be our most significant partner, especially on projects such as Gehl Drive. The vision needed to look forward ten to twenty years for infrastructure development is sometimes a tough financial pill to swallow, but we all continue to reap the benefits of previous community infrastructure investments. We cannot thank them enough for their support not just financially, but also through the advice and creative recommendations from their professionals on staff. Not all communities are as blessed as we are to have such trusting and beneficial relationships and we strive to not take that for granted.

Our elected officials (City, County, School Board, State Legislators, National Delegation) are also strong advocates for Yankton. We have a history of valued communication and look forward to that continuing as new opportunities and challenges arise.

As we move into 2023, we must continue to pursue opportunities while taking calculated risks. As we weather a potential financial downturn, remaining committed to our long-term vision will help guide our decisions. Businesses of all sizes are looking for us to remain calm and lead, because Together We Thrive!



# YES! Campaigns

Our community has a strong history of supporting the Yankton Economic Success (YES!) campaigns through Yankton Area Progressive Growth and accomplishing various initiatives based upon feedback from community investors. Each campaign had its own focus which allowed the boards of directors to be flexible as needs in the community changed.



## YES! (2007-2012)



Goal: \$1,850,000



Raised: \$2,100,000

### Initiatives

- Create minimum of 300 primary jobs with wages of \$28,000+
- Continue land and building development to attract, retain and expand businesses
- Assist City of Yankton in growing retail business community
- Provide educational and training opportunities to retain high school and college students
- Visitor Center/Chamber building retrofit
- Increase program communication and administration

### Accomplishments

- Baldwin Filters expansion
- L&M Radiator expansion
- IBM leadership program
- Purchased "Yaggies" land
- SRS Rail Project
- Investments in RTEC
- Supported Areawide Business Council small business loan program
- Provided real estate for National Park Service
- Two Bridges Capital (angel fund) created in Yankton
- Prep for spec building located in East Side Industrial Park
- Kolberg expansion
- Dakota Trailers expansion
- Updated labor report
- Purchased "Marquardt" land
- Construction of Yankton Data Center
- Archery Industrial Park Development

## YES2 (2013-2017)



Goal: \$2,200,000



Raised: \$2,400,000

### Initiatives

- Create minimum of 300 primary jobs with annual payroll impact of \$26.5M by 2017
- Continue land and building development to attract, retain and expand businesses
- Assist City of Yankton to grow retail business community
- Provide educational and training opportunities to retain high school and college students

### Accomplishments

- SAPA facility expansion
- Napa Junction development
- Support for RTEC
- Labor shed study
- Stem curriculum grants
- Land sold to Schwans
- Retail leakage study
- Construction of Dakota Plains Ag facility
- Fair Manufacturing relocated to Yankton
- Created Workforce Development Coordinator position
- Developed Greater Yankton Living
- Certified Ready Sites for development
- TruXedo facility expansion
- Wilson Trailer facility expansion
- Support for Boys & Girls Club
- Partnered on housing study
- Supported CTE academies
- Westbrook Estates development
- Baldwin Filters added new jobs

## YES3 (2017-2021)



Goal: \$2,700,000



Raised: \$2,800,000

### Initiatives

- **People** - Lead efforts to expand, develop and recruit workforce for primary employers
- **Place**- Implement a strategy for place-based assets and amenities to attract and retain residents and spur community investment
- **Jobs** - Retain and grow our existing primary sector employers, attract new ones and develop capacity for future growth

### Accomplishments

- Investment in MMU Fieldhouse
- Connecting Cultures created
- Renovation of Walnut Street
- Port Yankton project explored
- Updated housing study
- Great Plains Processing purchased spec building
- Established high school internship program
- Baldwin Filters (Parker Hannifin) expansion
- Development of Fox Run Townhomes
- New NorthWestern Energy facility
- UPS distribution facility moved to Yankton
- SD Equity Investment partnership with GOED for business attraction
- Chart Your Career Certified Nursing Assistant training program
- Investment in Huether Family Aquatic Center
- Continued growth at Westbrook Estates
- MMU new residence hall
- Investment in Boys & Girls Club
- New water treatment plant
- Applied Engineering expansion
- Dakota Protein facility constructed

**YES4 (2022-2026)****Goal: \$3,200,000****Raised: \$3,321,019**Initiatives

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

Goals

As we work to measure the success of our three primary initiatives, we will be striving to:

- Grow the labor force by 1% annually
- Increase retail sales taxes 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 which is currently \$53,667



**THANK YOU** to all our **investors** who believe in the goals of the campaign and believe in collaborating as we positively impact the Yankton economy. Thank you to our **campaign co-chairs**, Rob Stephenson, Luke McDermott and Doug Ekeren for the passion they exhibited to inspire businesses and individuals to invest. Appreciation also to our campaign **cabinet members** who helped make some of the asks and coordinate meetings. Thank you to the **Thrive staff**, Nancy and Brian, who provided support as needed throughout the 9-month campaign. And last but certainly not least, gratitude to the **NCDS team** (Tom DiFiore and Tom Micelotta) for their focus on our mission and leadership in efforts to meet our goal.

ADVANCE	LEADERSHIP	PACESETTER	COMMUNITY	FRIENDS
\$ 100,000 +	\$ 50k - 99,999	\$ 25k - 49,999	\$ 10k - 24,999	\$ 1,000 - 9,999
AMERICAN FOODS GROUP ASTEC Avera FIRST DAKOTA fnbo Hydro RADIATOR, Inc. <i>Larry &amp; Diaue Ness</i> MIDCO Riverfront Broadcasting, LLC SLOWEY MANAGEMENT, LLC	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	Dakota Beverage Company John A. Conkling Distributing Co. Kelly & Lisa Kneifl Manitou Group Marlow, Woodward & Huff MidAmerican Energy Parker-Hannifin Sacred Heart Monastery TruXedo Vishay Dale Electronics Welfl Construction Corporation Yankton Daily Press & Dakotan	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	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 Mazing Acres Pumpkin Patch Mike & Gerrie Healy Monta's Framing & Decor MIT & RC Smith Insurance Olson's Pest Technicians Opsahl-Kostel Funeral Home Prince Manufacturing Corporation Quality Health Clinic Ron & Pat Kraft Rudy & Kathie Gerstner Rupiper Tours Tom Micelotta Trail King Industries, Inc. Wayne & Marge Kindle Wohlenberg Ritzman & Co. Yankton Rexall Drug Yankton School District



# Economic Development

## Strategic Goals



- ☀ Retain primary employers
- ☀ Facilitate plans for primary employer expansions
- ☀ Foster business recruitment to complement or enhance existing businesses
- ☀ Develop comprehensive community housing solutions
- ☀ Utilize partnerships to implement housing solutions
- ☀ With the assistance of NCDS, implement YES4 Capital Campaign
- ☀ Facilitate conversations with legislators and state agencies regarding legislation and funding programs

Lightcast, formerly EMSI, is an economic modeling software that allows us to run economic overview reports, occupation snapshots, impact scenarios, company talent profiles, job posting analytics and so much more. Because we are members of EDPA (Economic Development Professionals Association) and ASD (Advantage South Dakota - comprised of economic developers from communities served by NorthWestern Energy) we are saving thousands of dollars to have access not just to regional data, but national data. We are pleased to offer Thrive members the ability to work with us for reports that could be beneficial to your expansion or workforce recruitment efforts.



EDPA is continuing to evolve as a valuable resource for communities around South Dakota. **Nancy Wenande has been re-elected as the organization's treasurer for the third year and continues to serve on the board and executive team.** They hosted their annual conference in Chamberlain with impactful presenters and activities to grow the bond between communities.

In an effort to foster business recruitment to complement or enhance existing Yankton businesses as outlined in our strategic plan, we have been analyzing Requests for Information (RFI's) presented by the South Dakota Governor's Office of Economic Development (GOED).

With only 9 RFI's presented in 2022, we were able to submit for one project in June. The company has not made any decision on a location, which means we also have not been eliminated as a location. We were unable to respond to some of the other RFI's due to our location, workforce or existing building requirements.

**SOUTH  
DAKOTA**

GOVERNOR'S OFFICE OF  
ECONOMIC DEVELOPMENT

## ECONOMIC DEVELOPMENT SUCCESS STORIES



Yankton Thrive is excited for the expansion of Manitou in Yankton. In February 2020, with the assistance of GOED, an \$80 million expansion plan was created that impacts both Yankton and Madison. **The Yankton facility expansion will add over 65,000 sq. ft. and increase workforce needs by over 250 people during the next five years.** You may have seen some work being completed out there already, with building construction scheduled to be completed in 2023.

**MANITOU**  
GROUP

**The Manitou expansion helped drive home the need for the completion of Gehl Drive, so it connects to Whiting Drive.** A Department of Transportation grant was received to offset some of the costs. Through the partnership with the City of Yankton, Thrive was able to establish a Tax Increment Financing District which will help both the City and Thrive recover project costs. The sewer infrastructure improvements will allow for hundreds of acres of development land to have access to the sewer system. Planning for future growth is integral as our community continues to thrive!



Yankton was able to bring Paradigm Technologies to the community. Their facility will be constructed at the corner of Hwy's 81 and 50. **Their innovative product uses technology to create an incredibly light firearm for hunting.** We are excited to have their company move from Washington to South Dakota.

## YANKTON AREA COMMUNITY HOUSING UPDATE



CITY OF  
YANKTON

- \$37.4 million in permits
- 319 total permits
- 45 housing permits
  - Accounted for 90 new housing units



YANKTON  
COUNTY

- \$161.8 million in Real Estate/Land sales



While you can see building permits are still strong in the region, the need for additional housing is still in high demand. **Yankton Thrive is in the final stages of planning for a new workforce housing development along with additional lots for multi-family housing.** We look forward to creating affordable lots which will allow families to move into the realm of home ownership. More to come in 2023!





# Business Services

## Strategic Goals



- Retain and grow memberships
- Create an annual events schedule in December for the following year
- Explore, develop and implement leadership programs as needed in the community
- Develop and implement entrepreneur programs
- Facilitate member and community networking events to promote, advocate, educate and create a welcoming community



An Example of a Thrive Bucks Card

In February, we officially launched our new **Thrive Bucks plastic gift card program**. These visa-backed gift cards replaced our previous paper check program referred to as 'Chamber Bucks'. There are many benefits of having the gift card program which include:

- Retain and grow memberships
- Simple to load the cards
- 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

In 2022, we sold over \$102,000 in Thrive Bucks and have 30 local businesses where they can be redeemed!

When evaluating our events, we decided to turn the previous format of **Leadership Yankton** into two separate class series. One would be dedicated to actual leadership principles and curriculum (name remains Leadership Yankton) and the other would be more of an exploratory series focusing on getting to know Yankton's history, government structure, key industries, etc. and will be titled Explore Yankton (launch date in 2023). Leadership Yankton launched this last fall in collaboration with the Benedictine Leadership Institute of Professional Development at Mount Marty University. The class consisted of five total sessions, once per month. We had 12 graduates complete our first 'revamped' program and hope to announce the dates of our upcoming 2023 class, soon!



## 2022 THRIVE RIBBON CUTTINGS

Feb 3     Adventures of Lifetime Travels  
Feb 25     Mayer Signs  
March 1     American Family Insurance:  
               Beukelman & Associates, Inc.  
March 10   LifeServe Blood Center  
June 6     Lewis & Clark Resort

June 7     Northwestern Energy  
June 14     Mudslingers Drive-Thru Coffee  
July 14     Yankton College  
July 28     Site-Four, LLC.  
Aug 11     Meridian Eye Care

Oct 25     ZoeCare  
Nov 7     Westside Park  
Nov 10     Williams & Co.





In planning for 2023, we evaluated our ongoing calendar of events and analyzed each event's benefit to our members. We are excited and confident that going forward we are providing a nice variety of educational, social, and informational opportunities for not only our business owners but their employees and staff as well. We included a form below for organizations interested in event sponsorship!



# Yankton Thrive Sponsorship Form

Please Circle/Select The Thrive Events Your Organization Would Like To Sponsor & Note The Level Of Support Below Each Paragraph.



**Cracker Barrels/Legislative Coffees (3)**  
An open forum during SD Legislative Session with elected officials about issues that will affect your business. This event is open to the public.

Level of Sponsorship: \_\_\_\_\_



**Topics at 12 (2)**  
Yankton leaders speak about challenges, opportunities, & projects they are working on that affect our community.

Level of Sponsorship: \_\_\_\_\_



**Ag Education Week**  
Recognizes Ag industry/producer importance coinciding with March's National Ag Week. An ice cream social is hosted during August 4-H Achievement days.

Level of Sponsorship: \_\_\_\_\_



**Annual Meeting & Social**  
This event is our time to thank the hundreds of member companies, individuals, & volunteers who contribute to the success of Thrive & the Yankton business community.

Level of Sponsorship: \_\_\_\_\_



**Pre & Post Legislative Lunches**  
These luncheons provide a recap of key legislative items before & after the SD State Legislative Session.

Level of Sponsorship: \_\_\_\_\_



**Welcome Back Teachers Coffee**  
Three events welcoming all faculty back to school held at YSD, Sacred Heart, & MMU.

Level of Sponsorship: \_\_\_\_\_



**Welcoming Wednesday Event (4)**  
These events were created to welcome anyone new to the area or those looking to meet people & socialize. Open to the public and light refreshments are served.

Level of Sponsorship: \_\_\_\_\_



**Coffee With The Candidates**  
An opportunity to inform the public at their leisure about city, county, & state candidates prior to elections by viewing these interviews.

Level of Sponsorship: \_\_\_\_\_



**Leadership Yankton**  
In partnership with MMU, this 4-month program engages participants in aspects of leadership through content, exercises & a reflection process. 12 participants per year.

Level of Sponsorship: \_\_\_\_\_



**Manufacturing Week & Olympics**  
Showcasing Yankton's manufacturing sector & the impact it has on our community & local economy.

Level of Sponsorship: \_\_\_\_\_



**Get Your Jingle On/Shop Local & Small Business Saturday**  
A holiday campaign reminding our community to shop locally running from Small Business Saturday (Saturday after Thanksgiving) to Christmas Eve.

Level of Sponsorship: \_\_\_\_\_



**Explore Yankton**  
Get to know Yankton on a deeper level with our 'Yankton 101' course. You'll get an insight into several Yankton components from community leaders in this four-week program.

Level of Sponsorship: \_\_\_\_\_

**\$250**  
Supporter

**\$500**  
Community

**\$1,000**  
Corporate

**\$1,500**  
Champion

## Organization Information

Organization Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email Address: \_\_\_\_\_

Please Return This Form To Yankton Thrive To Secure Your Sponsorship.



**Yankton Thrive**



803 East 4th Street, Yankton, SD 57078



605-665-3636



thrive@yanktonsd.com



www.yanktonsd.com



# Tourism

## Strategic Goals



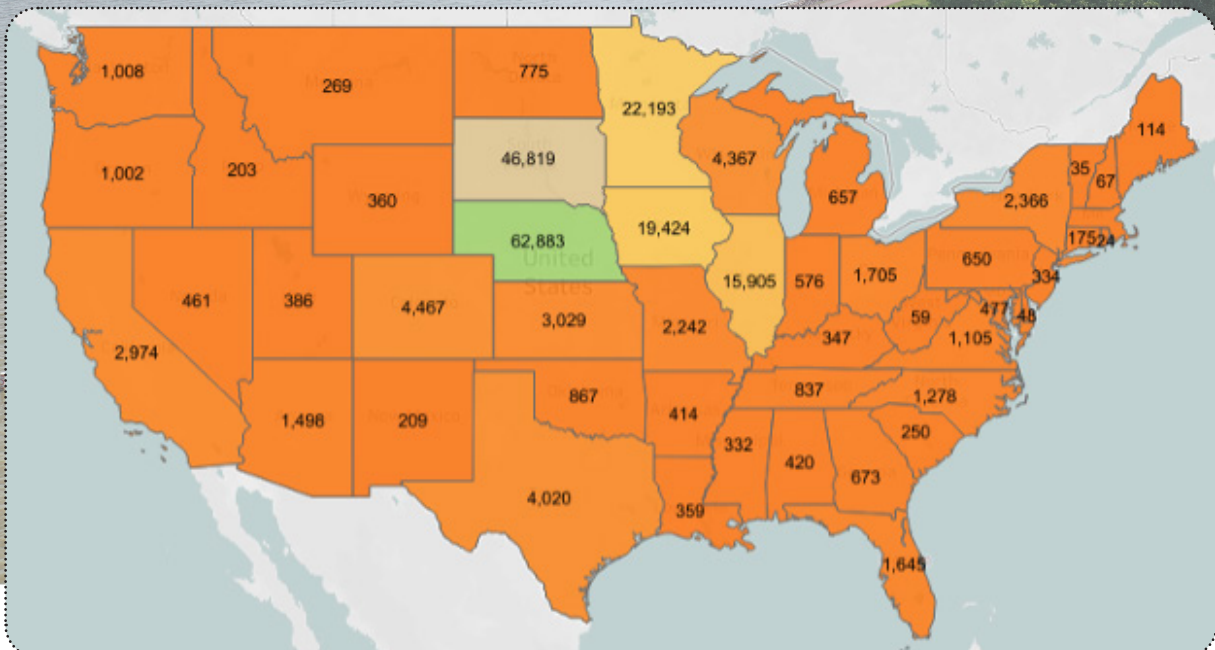
- ☀ Promote Yankton as a destination to potential tourists outside of the local market through strong branding.
- ☀ Support organizers of local events that drive visitors in the non-peak seasons
- ☀ Lead efforts to utilize existing facilities and events especially during non-peak seasons
- ☀ Drive visitor experience, engagement and spending through quality materials and strong communication with stakeholders
- ☀ Advocate for travel industry issues
- ☀ Communicate travel industry impact to elect bodies, stakeholders and community
- ☀ Support youth sports tourism
- ☀ Coordinate and support efforts to attract Lake visitors into the City

## YANKTON TOURISM MAINTAINS MOMENTUM IN 2022

Tourism in Yankton, and throughout South Dakota, exploded in 2021 as we came out of the pandemic. The state and Yankton set records and we weren't entirely sure what to expect in 2022. We were pleasantly surprised with our tourism numbers in 2022. **Despite setting those record numbers in 2021, Yankton surpassed almost all of those numbers again in 2022.**

Lodging demand increased by 2% while revenue increased by 13%. Supply for lodging was down slightly at -2%, but we also lost a hotel during that time. The average daily rate for lodging was up 12% while occupancy was up 3% from 2021.

### TOTAL WEBSITE SESSIONS BY STATE (VISITYANKTONSD.COM)





## MARKETING, NETWORKING & MEDIA PRESENCE



The South Dakota Department of Tourism's contract with Lawrence and Schiller for the co-op marketing campaign has expired and **the state hired four agencies from around the country to take our marketing to the next level.** Each of the agencies will specialize in various areas surrounding brand management, digital marketing, public relations, social media, etc. This is still in the early stages, but the prospects look promising and more useful data and analytics on the effectiveness of the marketing should be available to us in 2023. Early discussions seem to indicate that we will continue to target the areas that do so well for us in addition to potentially putting more focus on the Twin Cities area to see if we can tap into that audience a little more.



## Making Worldwide Connections



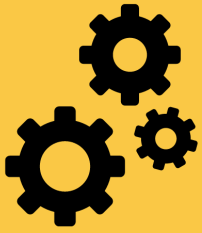
The NFAA Easton Yankton Archery Center (NEYAC) hosted the **World Archery Field Championships from October 3-9.** Yankton welcomed over 400 archers from more than 30 countries during this event, which featured the top archers from around the world. The week concluded with the fnbo ArcheryFest celebration which included archery, food and networking. The Yankton Thrive team helped on the local organizing committee with planning ArcheryFest, volunteering, and local event promotion.

A group of travel agents from the UK, Netherlands, Italy, Germany, Belgium and France enjoyed a day and half in Yankton during the summer. Accompanied by the SD Dept. of Tourism, they were welcomed and given tours of the Yankton area by several community members, including Thrive Tourism Director, Jay Gravholt.



**We had a large media presence this year for not only tourism, but Yankton as a community.** Per usual, the Yankton area had wonderful local media stories all throughout the year. This year, however, we had a bit more television coverage, especially from KELO out of Sioux Falls. The coverage included spotlights of local events and organizations such as Riverboat Days, The Huether Family Aquatics Center, Meridian District, Lewis & Clark Resort, MMU and the Mead Cultural Education Center. We will continue to work with television stations in 2023 to help get Yankton even more coverage and visibility.





# Workforce Development

## Strategic Goals



- ☀ Attract and recruit new community members to Yankton
- ☀ Retain and upskill Yankton's current workforce
- ☀ Market to MMU, USD and tech college students on career & quality of life opportunities
- ☀ Partner with MMU, YSD and regional high schools to educate students and parents regarding high demand careers, trades and occupations
- ☀ Identify skills for evolving workforce opportunities
- ☀ Advocate for childcare solutions
- ☀ Advocate for increased transportation options
- ☀ Enhance services in our welcoming and thriving community
- ☀ Utilization of scholarships if funding is available

## 2022 YANKTON WORKFORCE HIGHLIGHTS



**Mini Maker Camp**, a collaborative training event with Yankton School District, Lake Area Technical College, SD Manufacturing and Technology Solutions (MTS) and Yankton Thrive was held on March 31. This event provided many hands-on activities with an emphasis on the introduction of manufacturing careers with a focus on cobots, coding, machining, virtual welding, 3-D printing, autonomous vehicles and drones. It was very successful based upon the survey results from the nearly 70 students.

Yankton Thrive assisted with the **Tour de Yankton monthly job hiring event**: a partnership with the SD Dept. of Labor and Riverfront Broadcasting. Each month, approximately ten employers opened their doors to host tours and provide in person interviews to potential job candidates. **Thrive provided the company and career information on our website along with promoting the event to an expanded audience on additional media platforms.** This collaboration expands our reach past our local workforce and continues to receive positive feedback from participating employers.



After a two-year hiatus due to the pandemic, we were excited to return our **Manufacturing Week and Olympics** back to in-person events. The informational week consisted of many activities including:



- **Manufacturing plant tours** open to the public and students
- **Employer booths set up at Yankton High School and USD** during lunch hours to promote employment opportunities
- **Radio campaign** with local stations involving interviews with manufacturing professionals
- **Sponsorship of MMU Football Tailgate** in honor of Manufacturing Week
- **Manufacturing Olympics** held at Memorial Park. It was a fun afternoon of competitive games & workplace comradery. **Congrats to the 2022 Champions - Team Vishay #2!**

The Yankton area's young leaders were featured during Thrive's "31 under 31" in May. The participants were spotlighted on social media (Facebook, Instagram, Twitter), as well as the Thrive website throughout the month. It is always inspiring to learn about our community members and appreciate those who are stepping up to make a positive impact while they create their homes in Yankton. Stay tuned for another edition in 2023!



## GREAT EXPEDITION PROGRAM SUMMER 2022

We hosted approximately 15 summer interns in a 2-month program which was designed to help the interns network and connect to Yankton. Most of the interns were engineering students from SDSU, School of Mines and Lake Area Technical College.



The Mount Marty University hospitality project, a collaboration between MMU and Thrive, welcomed students to Yankton and created networking experiences to help them feel more comfortable in their new surroundings.



### AUTOMATION ROADSHOW Yankton

Bringing cutting-edge automation solutions to help propel your growth

Thrive helped organize the Automation Roadshow Yankton event presented by South Dakota Manufacturing & Technology Solutions (MTS). This educational event took place at RTEC and showcased automation technologies and practical applications to our local employers. Presentation topics included robotic welding, 3D printing/additive manufacturing, AI robots and automated laser inspecting.

One of Thrive's primary areas of focus is to market Yankton as an ideal relocation destination that offers excellent jobs and quality of life. Throughout 2022, we focused on marketing our workforce development themed webpages to mostly regional audiences. As a result of various geofencing ad campaigns and local partnerships, we saw a solid level of web traffic and plan to use a similar marketing strategy in 2023.

Below are some statistics for our most popular workforce related pages:



**WHY YANKTON?**  
**11,412**  
PAGEVIEWS



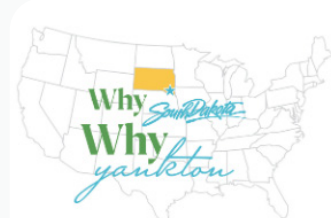
**JOB LISTINGS**  
**10,691**  
PAGEVIEWS



**RENTAL DIRECTORY**  
**2,086**  
PAGEVIEWS



**BUILD YOUR CAREER**  
**1,835**  
PAGEVIEWS



We'll help you make the move!

[VIEW OPEN POSITIONS](#)





# Marketing & Analytics



**2022**

**WEBSITE STATISTICS**  
www.yanktonsd.com



**76,470**  
**TOTAL USERS**  
28% increase from 2021



**154,301**  
**PAGEVIEWS**  
7.5% increase from 2021



**93,301**  
**SESSIONS**  
21.5% increase from 2021



**1 MINUTE**  
**AVG. SESSION DURATION**



**354,918**  
**E-MAILS SENT**



**31%** **E-MAIL OPEN RATE**  
6% increase from 2021



NEWSLETTER

Thrive has continued to create weekly newsletters and weekly events calendars, which are distributed 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



605MAGAZINE



In May, Yankton was the highlight community in the 605 Magazine Road Trip issue. This Thrive marketing investment communicated a variety of activities and places in Yankton to a broader audience. Copies are still available.

HOW TO THRIVE IN  
**YANKTON**



We debuted our 'How to Thrive in Yankton' guide this winter. This new annual publication was created in-house and will act as a fall/winter visitor guide as well as a tool for those who are relocating to Yankton.



**Yankton has it all...  
including jobs!**

LEARN MORE



During 2022, we geofenced the Thrive website to local tourists, regional high schools, universities and technical colleges in the tri-state area along with multiple regional employers. Geofencing utilizes technology to create specific virtual geographic boundaries that can be targeted with ads. Our geofencing ads received over 1.2 million impressions during 2022. The engagement we received from these ads was promising and we plan to continue geofencing to target audiences in 2023.

## Additional Highlights

- Collaboration with GOED for a multi-state ad campaign which received over 1.4 million impressions
- Thank you, Midco, for your in-kind donation which allows our Yankton commercial to be viewed in 3 states.
- Continuing to market Yankton to the Omaha, NE audience by utilizing a display at Westroads Mall.
- Thrive's logo was featured in Logolounge, a bestselling series featuring the latest and greatest in identity design. Thank you to Fresh Produce for creating and submitting our logo.





# Thrive Foundation

Yankton Thrive Foundation, which received its 501 c3 designation on April 5, 2022, is a sister organization to Yankton Thrive. The formation of Yankton Thrive Foundation provides for additional opportunities to apply for grants for which Yankton Thrive (501 c6 designation) is ineligible. **The Mission of the Yankton Thrive Foundation is to foster community growth and resiliency through collaborative partnerships and the receipt and distribution of gifts.** The Foundation has an independent board of directors: Dan Eisenbraun, Mike Husman and Lynn Peterson.



In the first quarter of 2022, the Foundation entered into a fiscal agency agreement with Connecting Cultures. The organization, started as a workforce development initiative in 2018, had grown to the point where it made sense for them to become an independent organization. **They have registered as a non-profit organization with the State of South Dakota and with the Foundation, as a fiscal agent, are able to conduct business and receive donations as a 501 c3.**

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



**Educación**



**Advocacy**



**Celebration**

**The mission of Connecting Cultures is to create connections that cultivate a community that celebrates cultural diversity in Greater Yankton**

**Highlights in 2022** included Welcoming Week, bilingual story time at the Library, multicultural trainings, various cultural celebrations and partnerships with organizations such as the City of Yankton, Voices for Peace, YPD, Boys & Girls Club, MMU, United Way, LSS and Market at the Meridian. **As part of a structural reorganization, a newly appointed board of directors, led by President Sarah Brandt, met for the first time in early 2023.** The full group meets on the 2nd Wednesday of each month in the Thrive conference room. Interested in joining Connecting Cultures? Please message them on Facebook ([facebook.com/ConnectingCulturesYankton](https://facebook.com/ConnectingCulturesYankton)) or send an e-mail to [ConnectingCulturesYankton@gmail.com](mailto:ConnectingCulturesYankton@gmail.com).



**SARAH BRANDT**  
President

Board of Directors

**ERICA AGUILAR**  
Outreach Coordinator (2022) &  
Community Health Worker (2023)

RITA NELSON • NATHAN JOHNSON • MARIA GUTRON • SISTER MARY JO POLAK • DAVID HOSMER

**ASHLEY DIMMER**

Strategic Planning Consultant



## Thrive Highlights

### 2021



Creation  
of the  
Yankton Thrive  
Organization



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

### 2022



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