

Rapid City Chamber of Commerce Technology Committee  
March 27, 2008

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# Proposal for

Black Hills Technology Directory

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# I. Overview

The Technology Committee searches for ways to support technology business opportunities and advance economic development in the Black Hills area by promoting the retention of current technology companies and the attraction of new technology companies.

- The purpose of the Black Hills Technology Directory is to provide an online, searchable resource of area technology businesses.
- The Chamber Technology Committee will create and maintain a website with an online database.
- The total anticipated budget is \$500

## II. Introduction

*The mission of the Rapid City Area Chamber of Commerce Technology Committee is to help Chamber members and businesses capitalize on technology and e-commerce. To make the Chamber a "business technology model" and to advocate public policy positions to ensure South Dakota is competitive as technology advances.*

The Committee believes it is important to educate the Black Hills community on current and new technologies. The Committee has sponsored a Black Hills Technology Expo and Conference for the past four years as an education tool. This year the committee decided to sponsor quarterly technology seminars, write technology articles for the Chamber's Investment Report, and develop an online Black Hills Technology Directory.

The Technology Committee formed a sub-committee specifically to accomplish the task of developing a dynamic, online directory promoting technology service businesses throughout the Black Hills.

### III. Needs/Problems

Currently the Black Hills area does not have a method to find technology companies by service area easily. The Technology committee will need technology savvy members to complete this project.

- The current Rapid City Chamber's website is outdated and is in the process of being re-designed.
- Local businesses and individuals currently do not have the ability to find technology service businesses in a single, searchable online database.
- New companies considering locating in the Black Hills currently do not have the ability to find what technology services are available in the Black Hills to support their business easily.
- Gathering information on local technology businesses will need to be done via several methods to ensure inclusion of as many businesses as possible.
- The Black Hills Technology Directory sub-committee will need to solicit volunteers from the Technology Committee and local businesses who are technically savvy in several areas. Individuals in the IT departments at their companies do not have much time to volunteer.

### IV. Goals/Objectives

The Black Hills Technology Directory will be a **comprehensive, online database** with technology service businesses throughout the Black Hills in an easy to search and find method. The committee's objectives include:

- To create a new separate website and database to house the Black Hills Technology Directory and link to the Black Hills Chamber's websites.
- To list businesses by expertise and services provided in a categorized, searchable method.
- To use printed media and an online survey to gather directory information.
- To recruit new members to the Technology committee by communicating with the businesses in the directory.
- To encourage Technology businesses which are not Chamber members to join their local Chamber of Commerce.

## V. Approach

The Technology committee has formed a sub-committee to develop the Black Hills Technology Directory. This sub-committee has a wide range of technology savvy individuals who are enthusiastic about the project. They will work with Black Hills area Chambers of Commerce to solicit technology businesses for the directory as well as promote the directory on their website's via hyperlink and local publication.

## VI. Procedures/Scope of Work

The Rapid City Area Chamber of Commerce is a five-star chamber. The Technology committee is responsible for helping businesses capitalize on technology and e-commerce and to make the Chamber a "business technology model". A Black Hills Technology Directory will assist businesses in promoting their technologies and assist in making the Black Hills Chambers "business technology models" by providing technology resources to our community.

**A Technology resource website** will be created to link to the Black Hills Chamber's websites. The website will include:

- Technology Committee information
- Local Technology Seminars
- Technology Investment Report articles
- Emerging technologies
- Technology Directory public access
- Online form to request inclusion in directory
- Online form to update business information

**The Black Hills Technology Directory** sub-committee will send out a survey in the Chamber Pak as well as an online survey to all Chamber members. Black Hills area Chambers will be asked to send out the survey to their members. The Directory will include several technology categories which businesses will select to be included under. Such as:

- Business
- Computer and Internet
- Engineering
- Science

**Each of the categories** will have sub-specialty areas listed for companies to select their areas of expertise. Such as:

- Business
  - Accounting & Finance
  - Advertising & Marketing
  - Document & Content Management
- Computer & Internet
  - Artificial Intelligence
  - Business Intelligence
  - Hardware
  - Telecommunications

**The Black Hills Technology Directory** will include the following information on businesses:

- Business Name
- Contact Person
- Street Address
- Telephone/Fax
- E-mail
- Web Site
- List of products and services
- Community service involvement

**Technology Businesses** will have the opportunity to pay for their logo's to be included in the Directory. Directory information will be free to all businesses. Having their business logo or photo included will cost \$100 for Chamber members and \$150 for non-Chamber members annually. This will encourage Technology businesses who are not members to join their local Chamber of Commerce.

## VII. Timetable

The sub-committee estimates that the Black Hills Directory will be completed in three to six months.

	Description of Work	Start and End Dates
Phase One	Create online and in print survey	March 5 – March 30, 2008
Phase Two	Create website & database	April 2 – May 30, 2008
Phase Three	Input data	June 2 – June 30, 2008
Phase Four	Publicize directory	July 2008 (Chamber Pak)

## VIII. Budget

The costs to develop and implement the project should be minimal. Income from Technology businesses who wish to advertise with their logos should cover the costs of the project with excess income.

	Description of Work	Anticipated Costs
Phase One	Create online and in print survey	\$250.00
Phase Two	Create website & database	\$0.00
Phase Three	Input data	\$0.00
Phase Four	Publicize directory	\$250.00
	<b>Total</b>	<b>\$ 500.00</b>

## IX. Key Personnel

This project will include members of the Technology committee as a sub-committee and will solicit new members as technology needs arise.

Committee Chair/Project Manager – Robin Stambaugh

Database Coordinators – Jeremy Walla/Linda Anderson

Website Development – Linda Anderson/Robin Stambaugh

Data Collection Coordinator – Ron Quinn

Ads Coordinator – Scott Lawhun

Black Hills Chamber Liaison – Scott Seifert

Advisors – Kim Morey/Jason Rang

## X. Communications

- Create E-mail group of committee members
- Agendas and notes will be emailed to committee members
- Documentation and coordination of the project will be done via Office Live Workspace.
- The Directory committee will meet regularly in person.

## XI. Evaluation

The Directory committee will provide reports to the committee as well as report in person at the Technology committee meetings. Members of the Technology committee will evaluate the directory as it progresses and recommend improvements.