



# 2018 ANNUAL REPORT

*Connect*  
*Advocate*  
*Promote*

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## Chamber Staff

**Linda Rabe** *President & CEO*

**Lynn Kendall** *Vice President*

**Bill Goodgion** *Finance Director*

**Jason Wittenberg** *Membership Director*

**Jackie Gerry** *Executive Assistant*

**Debbie Leber** *Finance Manager*

**Rachel Day** *Events Manager*

**Shiloh Francis** *Communications/YPG Manager*

**Liz Haney** *Administrative Assistant*

## Our Mission

Our Chamber is a membership organization of businesses and professional leaders dedicated to promoting a strong business climate in the Black Hills and enhancing the quality of life for members.

## Our Vision

Our Chamber is the leading advocate for business growth in the Rapid City area.

## Core Values

- Advocate for issues that foster a favorable business climate.
- Improve the economic well-being and quality of life in the Black Hills area.
- Ensure our members receive a benefit for their membership investment.
- Operate professionally, at a standard required to earn and retain a 5-Star rating.
- Maintain positive and collaborative relationships with municipal, county, state and federal governments and their representatives.

## Strategic Goals

- Work to grow all private industry sectors.
- Proactively support military affairs.
- Support the role of education in helping individuals reach their highest and best potential.
- Recognize and promote agriculture and natural resources.
- Collaborate with local, regional and state economic development agencies.
- Recognize and promote the visitor industry.

### BOARD OFFICERS

**Jim White** Board Chair  
**Hugh Boyle** Chair Elect  
**Scott Barbour** Treasurer  
**Shannon Brinker** Vice Chair  
**Jim Haar** Vice Chair  
**Douglas Theel** Vice Chair  
**Susan Weber** Vice Chair  
**Stuart Wevik** Vice Chair  
**Linda Rabe** President & CEO  
**Tom Helland** Past Chair

### BOARD MEMBERS

**Tony DeMaro** Murphy's Bar & Grill  
**Max Patnoe** Liberty Superstores  
**Laura Schad** Partnership with Native Americans  
**Dr. Helen Usera** Aspiring Business Consulting  
**Joe Bennington** Keller Williams Black Hills  
**Rob Hrabe** HF Webster Engineering Services  
**Ted Pettyjohn** Phase Technologies  
**Mark Schreiner** Print Mark-et  
**Talbot Wieczorek** Gunderson Palmer Nelson & Ashmore  
**Caleb Arceneaux** Liv Hospitality, LLC  
**Jeff Carsrud** Winsupply of Rapid City  
**Kevin Dietz** Security First Bank  
**Debra Jensen** Black Hills Bagels  
**Linda Lea Viken** Viken & Riggins Law Firm

### EX OFFICIO

**Steve Allender** Mayor, Rapid City  
**Deb Hadcock** Penn. County Commission  
**Maj. Gen. Tim Reisch** AG, SD National Guard  
**Col. John Edwards** Commander, Ellsworth AFB  
**Dr. Lori Simon** Superintendent, RCAS  
**Dr. Jim Rankin** President, SDSM&T  
**Ben Snow** Pres., RC Econ. Development  
**Craig Baltzer** Exec. Dir., RPCC  
**Julie Schmitz Jensen** Pres./CEO Visit Rapid City  
**Kelli Kabrud** Young Professionals Group

# Membership At a Glance

## NEW MEMBERS

107

## ACTIVE MEMBERS

1,153

## RETENTION RATE

92%

## GOLD MEMBERS

Black Hills Corporation/Black Hills Energy  
Black Hills Surgical Hospital  
GCC Dacotah, Inc.  
HomeSlice Media Group  
LIV Hospitality, LLC  
Montana-Dakota Utilities Co.  
Pete Lien & Sons  
Rapid City Journal  
Regional Health  
U.S. Bank  
Wells Fargo Bank  
West River Electric Association

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## Financials



**FY2018 REVENUE**

- Dues - 56.68%
- Committees - 19.34%
- Events - 18.87%
- Fees, Interest, Other 5.11%



**FY2018 EXPENSES**

- Membership Support - 63.30%
- Office Support - 14.93%
- Committees - 11.11%
- Events - 10.29%
- Advocacy - 0.37%

# *Your Membership at Work*

## **MARKETING + VISIBILITY**

- Business listing on the Chamber's website
- Two listings in the printed Community Profile and Business Directory
- Member Exclusive advertising opportunities:
  - Website
  - Chamber Pak
  - E-mail Blasts
  - Investment Report
- Event Sponsorship Opportunities
- Ribbon Cutting services
- Networking Events:
  - Monthly Mixers
  - Business to Business Expo
  - New Member Reception
  - Invitations to other special events throughout the year

## **BUSINESS ADVOCACY**

- Advocacy at the local, state and federal levels
- Invitations to legislative luncheons and forums
- Legislative update emails during state legislative session

## **RESOURCES**

- Complimentary copy of Community Profile & Business Directory
- Access to the Chamber membership mailing list
- Access to relocation prospects
- Complimentary subscription to the monthly Investment Report
- Certificates of Origin
- Complimentary Notary services
- Job opening promotions

## **BUSINESS DEVELOPMENT**

- Member-to-Member Discount Program (Gold Card)
- Business referrals to member companies
- Workshops and Seminars
- Membership benefits for all employees
- Leadership training
- Young Professionals networking events

# 2018 Year in Review

## SEPTEMBER

- Mixer at LifeScape
- 131st Annual Meeting
- Leadership Rapid City begins

## OCTOBER

- Mixer at Rapid City Public Library
- Western Jr. Lifestock Show
- Chamber trip to Peru
- YPG Social at Premier Home Mortgage
- Sister Cities trip to Japan

## NOVEMBER

- Networking's Not Natural
- Mixer at Servall
- YPG Social at Haycamp
- LRC Graduation
- PechaKucha Night

## DECEMBER

- Christmas Mixer at Rushmore Plaza Civic Center
- Ag Appreciation Banquet
- YPG Social at Holiday Inn Rushmore Plaza

## JANUARY

- Award Celebration and Mixer at Performing Arts Center
- YPG Social at Western Dakota Tech
- Jr. LRC Begins
- Advocacy begins at state Capitol (January - March)
- Black Hills Stockshow Hospitality
- Black Hills Stockshow Youth Days + Scholarships
- Legislative Crackerbarrel

## FEBRUARY

- Annual Business 2 Business Expo at Rushmore Plaza Civic Center
- Legislative Crackerbarrel (2)
- Networking's Not Natural
- YPG Social at Suzie Cappa
- Business Day at the Legislature
- Lunch & Learn
- Jr. LRC Graduation

## MARCH

- Mixer at Hotel Alex Johnson Crackerbarrel
- YPG Social at the Journey Museum

## APRIL

- Staff Retreat
- Mixer at Black Hills Energy New Headquarters
- Public Kick-Off of Elevate Rapid City
- Board Retreat - Deadwood
- PechaKucha Night
- Vote Yes Campaign
- Kentucky Derby Fundraiser

## MAY

- LRC Alumni Social
- Mixer at Eddie's Truck Center
- YPG Meet the Candidates at BH Harley-Davidson
- State of Local Governments Luncheon

## JUNE

- City Election - VoteYes Victory Glen Shepherd Seminar
- Mixer at BHSU-Rapid City Black Hills Veteran's Job Fair
- YPG Picnic at Canyon Lake

## JULY

- Mixer at Rapid City Medical Center/The Endoscopy Center
- ACCE National Awards - Des Moines, Iowa
- YPG Social at Hart Ranch Golf Course
- Ag Picnic at Warren Ranch
- Military Appreciation Pig Roast

## AUGUST

- Mixer at Strider
- Ag Achievement Days Lunch
- YPG Social at Rushmore Plaza CC
- USERRA DOL/ESGR Briefings for employers
- LRC Welcome Mixer

# *Connect*

TO BUILD OUR COMMUNITY BY  
DEVELOPING RELATIONSHIPS  
BASED ON SHARED INTERESTS.

## *Ag + Natural Resources*

**COMMITTEE CHAIR: TIFFANI ROBERTSON**

**STAFF LIAISON: RACHEL DAY**

1,000 youth + families fed

- Black Hills Stock Show Youth Day
- 4-H Achievement Days
- Western Jr. Livestock Show

\$4,000 in scholarships

300 rural neighbors honored at Ag Banquet

191 attendees at Ag Appreciation Picnic



## *Ambassadors*

**COMMITTEE CHAIR: LORI MACK**

**STAFF LIAISON: JASON WITTENBERG**

92 Ribbon Cuttings

7 Ground Breakings

3 Networking's Not Natural Seminars

- 90+ Members learning effective networking techniques

6 Businesses recognized with Beautification Award



# *Diplomats*

**COMMITTEE CHAIR: TRACY MANNING EGGE**

**STAFF LIAISON: LINDA RABE**

28 Active Diplomats

1000+ hours of volunteerism at Chamber events

Hosted Chamber's largest fundraiser

1 Goodwill Tour with Deadwood Chamber



# *Leadership Rapid City*

**COMMITTEE CHAIR: SANDRA SCHWAN**

**STAFF LIAISON: LINDA RABE**

1,050 program alumni

255 Jr. Leadership Rapid City Alumni

2500 cumulative volunteer hours

\$1,000 in scholarships

7 on-going legacy projects

- Festival of Lights Parade
- Junior Leadership Rapid City Program
- Summer Nights on 7th
- Once Upon a Festival at Storybook Island
- Day of Excellence
- Movies Under the Stars
- MudWest Fun Fest

Congratulations Class  
of 2015: Storybook  
Island Symphony  
debuted August 16!

# *Young Professionals Group*

COMMITTEE CHAIR: SHAWN LUDEMANN

STAFF LIAISON: SHILOH FRANCIS

199 Active Members

10 networking socials

- Average attendance: 67
- 27 local and state candidates joined for a "Meet the Candidates" social

11 volunteer activities

- 29 project hours



## *Staff Initiatives*

Black Hills Stock Show Morning Hospitality

- 700 donuts
- 35 gallons of coffee
- 50 packets of hot chocolate
- 21 volunteers
- 11 businesses

# *Advocate*

TO PROVIDE OUR COMMUNITY  
WITH A STRONG VOICE FOR  
BUSINESS-FRIENDLY POLICY  
ON CITY, COUNTY, STATE AND  
FEDERAL LEVEL

## *Governmental Affairs*

**COMMITTEE CHAIR: DEAN AURAND**  
**STAFF LIAISON: LYNN KENDALL**

### 4 Legislative Crackerbarrels

- January 27 - SD School of Mines & Technology
- February 10 - Western Dakota Tech
- February 24 - SD School of Mines & Technology
- March 3 - Western Dakota Tech

### 11 Committee Meetings discussing “issues of the day”

- Business Leaders
- School Board
- City, County, State and Federal Representatives

### State of Local Governments Luncheon



## *Military Affairs*

**COMMITTEE CHAIR: RANDY OLIVIER**  
**STAFF LIAISON: LYNN KENDALL**

### 32nd Annual Military Appreciation Pig Roast

- 250 people in attendance
- 10 men and women from SDNG / EAFB recognized

### Black Hills Veterans Job Fair

- 77 employer booths

### Partnerships:

- Embrace the Base Initiative
- Military Discount Program with Visit Rapid City
- Honorary Commanders Program

# Public Policy

**COMMITTEE CHAIR: TALBOT WIECZOREK**

**STAFF LIAISON: LYNN KENDALL**

Full-time Representation in Pierre for legislative session

- 6 business link emails sent
- 40% average open rate

#VoteYESRapidCity Campaign

Made position recommendations for ballot measures

Educated Members on Ballot Measures and Candidates

- Get out the Vote + Ballot Info emails: 2,408 opens

## **THANK YOU TO OUR BUSINESS CHAMPIONS:**

- |  |                                     |
|--|-------------------------------------|
| Black Hills Corporation/Black Hills Energy | Phase Technologies, LLC             |
| Black Hills Harley-Davidson                | Pioneer Bank & Trust                |
| Black Hills Surgical Hospital              | Rapid City Economic Development     |
| BMS Financial Advisors, LLC                | Partnership                         |
| First Interstate Bank                      | Regional Health                     |
| Golden West Technologies                   | Security First Bank                 |
| Great Western Bank                         | Sound Pro                           |
| Gunderson, Palmer, Nelson & Ashmore, LLP   | State Farm Insurance - Andy Ainslie |
| H.F. Webster Engineering Services          | Visit Rapid City                    |
| Helland, Tom                               | West Plains Engineering             |
| Murphy's Pub & Grill                       | West River Electric Association     |
| Northwest Pipe Fittings                    |                                     |



# *Promote*

TO CELEBRATE OUR VIBRANT  
COMMUNITY OF DIVERSE  
CULTURES, BUSINESSES, IDEAS  
AND PHILOSOPHIES

# *Creative Industries*

**COMMITTEE CHAIR: KATHI MAXSON**

**STAFF LIAISON: BILL GOODGION**

2 PechaKucha Nights

- 26 BHSU student presenters

4 Individuals Recognized - Rushmore Honors

- Curtis Price
- Don & Mary Ann Downs
- Tim Reilly
- Pat Roseland



# *Workforce Development*

**COMMITTEE CHAIR: DUSTIN BAERTSCH**

**STAFF LIAISON: DEBBIE LEBER**

Weekly Job Openings List

- 1,974 job openings
- 856 businesses

Seminars

- 27 attendees: Making the Change from Co-Worker to Boss
- 86 attendees: How to Supervise People + Lead a Team

6 partnership connections made

Business 2 Business Expo

# Advertising

**RELOCATION PACKETS**  
 192 mailed  
 315 walk-ins

**CHAMBER PAK**  
 12 mailings  
 143 flyers mailed

**GOLD CARDS**  
 18,300 Gold Cards given out  
 107 average discounts available

**EMAIL MARKETING**  
 37 emails sent  
 137,468 recipients  
 27.87% average open rate

**WEBSITE**  
 165,417 page views  
 50,319 users  
 72,153 sessions

**INVESTMENT REPORT**  
 12 issues  
 15,216 copies mailed

# Mixers + Events

## 12 MIXERS

4,034 total attendees

## CHRISTMAS MIXER

725 attendees  
2,160 slices of pizza

## KENTUCKY DERBY FUNDRAISER

380 attendees  
\$34,072.79 total raised

## BUSINESS 2 BUSINESS EXPO

645 attendees  
78 business booths