

CONCLUSION AND RECAP

Vision Brookings 2010 is the first step the community has made to work together positively for the common good. Many would say that the three organizations have become an integral part of the problem through the years—but now they are demonstrating they can accomplish much more and avoid expensive duplication of effort by working side-by-side than they could separately. This is the first opportunity all three organizations have had to join together for a common effort. Success, as demonstrated by Forward Sioux Falls with its multi-organizational approach and other community-wide economic development initiatives in South Dakota, breeds success.

Traditional economic development programs simply do not apply in today's global economy. The competition for jobs today is so intense and technology is so advanced that manufacturing—long the target of economic developers—is being replaced by knowledge-based technology. American manufacturers today must deploy high technology knowledge-based processes or become obsolete by being outperformed in global markets. Brookings and its development partners must take the lead in positioning our local industries to better compete world-wide, while aggressively seeking to replace an effective but aging workforce.

Today, Brookings stands on the threshold of an economic boom it has never before experienced. It must overcome problems associated with affordable housing, available land for development, a public misconception about its economic base and a state-wide image of being a “college town” dependent on government jobs in higher education. Our community must continue its efforts to attract and retain a dependable and hard-working workforce.

SDSU and the community must lay the groundwork for a successful Innovation Campus. With estimated costs of over \$200 million over the next twenty years, it is imperative that the private sector be involved in the early stages in order to garner future support. The funding process all begins at home. Early local private-sector financial involvement sends a strong message statewide that Brookings expects to pay its “fair share” of developing South Dakota's own Research Park.

A successful effort to establish and develop both the pure and applied research capabilities of SDSU gives the state a much better opportunity to attract federally funded projects such as the Underground Science Lab at Lead. The SDSU Innovation Campus depends on support statewide and the implications of its applied research will have a profound impact on the economic future of South Dakota.

We invite your participation as an Investor and look forward to your active involvement as we prepare for a bright future evidenced by a stable workforce; attraction of new jobs for two-income families; a strengthened commitment to entrepreneurs and a renewed commitment to fully utilize the research capabilities of SDSU and bring ideas to the national and international marketplace