

# District III Digest

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## Regional Main Street Program to Benefit Downtowns

Planning and Development District III, through a grant from USDA Rural Development, will improve the economic development opportunities in its region by offering intensive technical assistance, utilizing the National Trust's "Main Street Program." A total of four communities will be trained in implementing Main Street's Four Point Approach – a proven solution for downtown revitalization.



The Main Street program is designed to improve all aspects of the downtown or central business district, producing real benefits. Improving economic management, strengthening public participation, and making downtown a fun place to visit are as critical to Main Street's future as recruiting new businesses and rehabilitating buildings. Building on downtown's assets - rich architecture, personal service, traditional values, and most of all, a sense of place -- the Main Street approach has renewed private enterprise, downtown cooperation, and community pride. It has earned national recognition as a practical strategy appropriately scaled to a community's local resources and conditions. And because it is a locally driven program, all initiative stems from local issues and concerns.

The Main Street Program is centered on a Four Point Approach to downtown revitalization. The Four Points are:

- **Design** – Enhancing the physical appearance of the commercial district by rehabilitating historic buildings, encouraging supportive new construction, developing sensitive design management systems, and long-term planning.
- **Organization** – Building consensus and cooperation among the many groups and individuals who have a role in the revitalization process.
- **Promotion** – Marketing the traditional commercial district's assets to customers, potential investors, new businesses, local citizens, and visitors.
- **Economic Restructuring** – Strengthening the district's existing economic base while finding ways to expand it to meet new opportunities and challenges from outlying development.

Participants in the Main Street Program will represent many facets of the community. They include merchants, property owners, chambers of commerce, financial institutions, civic clubs, historic societies, consumers, elected officials, schools, and the media. District III staff will provide technical assistance in an intensive three or four month period, focusing on all four points of the Main Street Program. The staff will be responsible for helping to organize a local team of participants (one of the Four Points) and create several committees. Each committee will focus on a different aspect of the Main Street Approach. Training material and demonstrations will be presented in ways that help recipients appreciate and understand the information. District III will supply each committee member with their own packet of information pertaining to the particular committee on which they serve.

District III is already working with representatives in Scotland and Plankinton on their Main Street program. Two more communities, which have yet to be chosen, will receive assistance in 2006.

**If your community is interested in expanding the opportunities of your Main Street, please call Eric at the District III office. For more detailed information on the Main Street Approach, go to [www.mainstreet.org](http://www.mainstreet.org).**

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## DIRECTOR'S CORNER

By Greg Henderson

### Housing as Development

Prairieland Housing Development (PHD) is "turning dirt" in four communities. When the construction is finished in August, eight Governor's House units will be ready for sale to eligible buyers. Hopefully, some of the new owners will be families with children to add to local school enrollments.

PHD was formed to help create housing opportunities in smaller communities. It represents a calculated risk, based in part upon the expectation that, if we build it, they will come. The homes will include a full basement and double garage. The asking price should be very competitive.

The success of PHD depends upon the cooperation of local development groups and funding from the South Dakota Housing Development Authority (SDHDA). PHD has benefited from free or low cost lots and infrastructure assistance. The Housing Authority has supported PHD with very low interest financing. The only "red flag" we encountered was an excessively competitive attitude from individuals in one community. Community competition is not only healthy, but essential in motivating change – but a strong negative attitude about neighboring towns is a condition that discourages lasting progress.

The District III Committee is all about regional cooperation and mutual development opportunities. PHD will benefit the communities where the units are built, as well as neighboring areas. A guiding principle for the program is that we will only offer housing where it is both wanted and supported. Our initial experience has reinforced that policy. If your community wants PHD to be part of its development future, its leadership must put aside petty rivalries associated with the past. We will be looking for another four towns to participate in PHD during 2006. Local attitudes will be part of the screening process. □

### District III Leadership Changes

District III has always benefited from two opposing forces – continuity and change. Two long tenured Executive Board members recently left their leadership posts.

Art Hertz had served as the District III Chairman and representative from Gregory County. Art will remain on the Committee as the representative from the Great Lakes of South Dakota Association. Anyone who has met Art knows he has a gift for making his points with humor and an endless supply of stories.

Milford Markus represented Brule County for many years. His terms on the Executive Board were marked by loyalty and a wealth of common sense. Milford was a former highway patrolman and he knows this region inside and out.



Art Hertz



Milford Markus

Art and Milford can never be truly replaced. We appreciate their contribution and thank them for their service.

New members will bring additional perspectives and experiences to the board. Judd Lindquist and Delayne Persson will share their time and talents to enhance District III's effectiveness. Their contribution and the active participation of all members will continue to make progress possible.

We welcome Judd and Delayne to the District III Executive Board and we appreciate their willingness to serve. □

### The How and Why of it...

"The person who knows 'how' will always have a job. The person who knows 'why' will always be his boss."

--Diane Ravitch

# Recreation Resources

Periodically throughout the year, District III receives information regarding funding for specific recreation programs. Recently we received information from the United States Soccer Foundation and the United States Golf Association (USGA) regarding financing options for developing soccer and golf programs for youth.

The U.S. Soccer Foundation began awarding grants in 1995, and has provided almost \$17 million dollars in cash and equipment to more than 300 grantees. The Foundation has given grant money to organizations ranging from small rural clubs to large urban areas. The goal of the program for FY2005 is to focus on funding programs or projects that develop players, referees, and coaches, with special emphasis on the economically disadvantaged in urban areas. Grants are open to anyone with a soccer specific project that will benefit a not-for-profit purpose and meet the established goals previously mentioned. Generally, application requests are not funded at 100%.



The Foundation also supports construction of fields by sponsoring the All Conditions Fields (ACF) Program. In 2003, the Foundation partnered with Nike and four Resource Center Partners to package a regulation size, synthetic surface pitch (FieldTurf), a set of field lights (Musco), field equipment (Kwik Goal), and signage (TGI Systems), at a significantly reduced price from retail cost. Grants up to \$100,000 per award are available to purchase the package and qualifying organizations are eligible to apply to GE Capital to develop a financing package for the remaining funding. A letter of intent must be sent to the Foundation by August 1, 2005, after which the committee will contact the applicant to request a full application if approved.

The United States Golf Association provides grant funding through its "For The Good Of The Game" grant program. The primary focus of the program is for organizations that introduce golf to people who would not otherwise have the opportunity, specifically kids from economically disadvantaged backgrounds and individuals with disabilities. Grant awards can be utilized for instructional programs, caddie or other work-based curriculums, and the construction of facilities that make the game both more affordable and accessible. The USGA will also consider funding requests for items such as golf course/practice range access, golf instruction, equipment,

costs for alternative, beginner friendly golf courses and facilities in areas where there are obstacles to affordable access to the game. Applications are due in January and July for funding decisions in May and November.

**For more information on either of these programs contact Matt Kerr at District III or visit:**

<http://www.ussoccerfoundation.org/GNT.html> OR

<http://www.usga.org/aboutus/foundation/grants/grants.html>

## Governor's House Program

**The following guidelines are effective as of October 18, 2004:**

- The price of the home is **\$30,800**
- Households of 2 OR LESS must have an income less than **\$33,500**.
- Households of 3 OR MORE must have an income less than **\$36,750**.
- Households UNDER 62 YEARS OF AGE must have a net worth less than **\$100,000**, of which no more than *\$70,000* may be in liquid assets.
- Households OVER 62 YEARS OF AGE must have a net worth less than **\$175,000**, of which no more than *\$100,000* may be in liquid assets.

**To learn more about the Governor's House Program, call Eric at the District III office. □**

## Building a Better Quality of Life



HOMEOWNERSHIP OPPORTUNITIES



DOWNPAYMENT & CLOSING COST ASSISTANCE



HOME IMPROVEMENT LOANS



HOMEBUYER EDUCATION & COUNSELING



P.O. BOX 1237 • PIERRE, SD 57501-1237  
PHONE: (605) 773-3181 • FAX: (605) 773-5154  
TTY: (605) 773-6107 • [www.sdhda.org](http://www.sdhda.org)





**Harry Redman, GIS Coordinator**  
**Travis Acklin, GIS Specialist**

**AVAILABLE SERVICES:**

- Parcel Mapping
- Plat Mapping
- E911 Rural Addressing
- Global Positioning System (GPS) Services
- Geocoding (Address location like MapQuest)
- GPS Sign Inventory for Highway/Road Department
- Hazardous Materials (HazMat) Mapping
- General GPS/GIS Mapping
- GIS Training

## Regional Map Server Update

District III has been talking with county governments in our service area to find out if they are interested in participating in the development of a Regional Map Server.

A regional map server is a web-based program that will provide internet access to GIS data. This map server would allow county and city government personnel, as well as local citizens, to access various types of GIS data 24 hours a day, seven days a week. Using a web browser, individuals will be able to perform many different tasks, such as customizing maps, querying various databases, creating buffer areas around a specific location, and extracting general information. This service would be a tremendous resource in helping county and city governments operate more efficiently.

As of June 2005, five counties have indicated strong interest in the project. Those counties are Lyman, Brule, Hanson, Sanborn, and Yankton. District III has recently purchased the internet mapping program and it will be ready for demonstration soon.

**If your county leaders would like a demonstration of the Regional Map Server, please contact Harry at District III.** ☐

**Your "one stop shop" for economic development is now easily accessible on-line. For information on...**

- Funding Programs
- Planning Assistance
- Marketing Assistance
- Housing Programs
- GIS/Mapping Services
- Areawide Business Council
- Small Business Development Center
- Regional Classified Ads
- Census Information
- Business Support Services
- Tourism
- And Much More

**Visit [www.districtiii.org](http://www.districtiii.org)**

## DISTRICT III ANNOUNCEMENTS & DEADLINES

- JULY 1:** CONSOLIDATED APPLICATIONS DUE  
SOLID WASTE MANAGEMENT APPLICATIONS DUE
- JULY 4:** INDEPENDENCE DAY – OFFICE CLOSED
- JULY 15:** DENR SRF APPLICATIONS DUE
- JULY 27:** LABOR MARKET INFORMATION USERS CONFERENCE IN SIOUX FALLS (SPONSORED BY SD DEPT OF LABOR)
- AUGUST 1:** COMMUNITY ACCESS APPLICATIONS DUE  
STATE WATER PLAN AMENDMENTS DUE
- AUGUST 10:** FULL COMMITTEE & EXECUTIVE BOARD MEETINGS IN YANKTON
- SEPTEMBER 5:** LABOR DAY – OFFICE CLOSED
- SEPTEMBER 14:** EXECUTIVE BOARD MEETING IN WAGNER
- SEPTEMBER 15:** MARY CHILTON DAR APPLICATIONS DUE
- OCTOBER 1:** CONSOLIDATED APPLICATIONS DUE  
DEADWOOD FUND APPLICATIONS DUE  
SOLID WASTE MANAGEMENT APPLICATIONS DUE  
STATE WATER PLAN APPLICATIONS DUE

For information on any of the above announcements or deadlines, call the District III office:  
 (605) 665-4408 or (800) 952-3562

## GIS Data Available

Taxpayers have spent millions of dollars funding several base datasets needed for GIS development (see list below). **Access to these datasets is provided by the districts at no additional cost to local governments.** The datasets conform to national geographic data spatial standards and are being used by multiple state and local entities for their spatial needs. The majority of these datasets can be downloaded through the USDA Geospatial Data Gateway at: <http://datagateway.nrcs.usda.gov/NextPage.asp>; through the USGS National Map Server at: <http://seamless.usgs.gov/website/seamless/viewer.php>; or by contacting your local planning district for assistance.

<u>Datasets</u>	<u>Provider</u>
Aerial photography (DOQQ'S)	U.S. Geological Survey (USGS) & Farm Services Agency (FSA)
Road Centerlines	Dept. of Transportation (DOT)
Points of culture / road events	DOT
Soil Survey	Natural Resources Conservation Service (NRCS)
FEMA Floodplain Data	Federal Emergency Management Agency (FEMA)
Shallow Aquifer Data	South Dakota Geological Survey (SDGS)
Section Lines	USGS / SDGS (modified by the districts)
National Wetlands Inventory	Game, Fish & Parks
Contour Lines	USGS
Township Boundaries	Planning Districts
Corporate Limits Boundaries	Department of Revenue (DOR)
Topographic Maps & DRG's	USGS
Digital Elevation Models	SDGS



The Board of Directors of the Areawide Business Council met in Mitchell on Friday, June 10, 2005 for its annual planning session. Greg Henderson facilitated the meeting with assistance from Pat Hansen. Sue Stoll, Regional Director of the Small Business Development Center, also attended the session to share her perspective on marketing the ABC program and its comparison to other sources of financing.

The Board covered many topics throughout the day and ultimately reaffirmed its mission to continue **"providing low interest financing for new and expanding businesses"**. This assistance is intended to promote the development of business concerns, create jobs, leverage other public and private funds, and diversify the area's economy.

ABC is in the fortunate position to have over **\$1.5 million available to lend** for projects in the District III service area. A portion of this funding is from the State of South Dakota Rural Economic Development Initiative (REDI) Fund. As part of the 2010 Initiative, Governor Rounds approved lending \$3 million to the six regional revolving loan funds in the state. ABC has therefore been charged with the task of identifying qualified borrowers in our region who will benefit from an injection of low interest funding as they start or expand their business. Below is a snapshot of our recent activity.

**Please call Lori with any questions regarding potential ABC projects.** □

**ABC Activity**  
**2005 Year-to-Date**

- 8 Applications reviewed
- 8 Approved
- 5 Closed (\$146,520)
- 3 Approved, but not acted upon
- 0 Denied

*Project locations: Gregory, Mitchell, Plankinton, Yankton, Emery*

**"You may have to fight a battle more than once to win it."**

*-- Margaret Thatcher*

## Unique Opportunity for Emergency Service Organizations

District III staff recently came across information about a donation program from the U.S. Smokeless Tobacco Company (UST). Eligible organizations can apply for donation of a Polaris Ranger 6x6 utility vehicle (pictured here).



More than 1,300 applications were submitted for the 2005 program, a 30% increase over 2004. UST expects to award approximately 70 utility vehicles in three rounds of awards throughout this year.

"UST actively embraces its commitment to be a responsible corporate citizen. We do this through our people, our products, our financial donations, and initiatives, such as U.S. Smokeless Tobacco Company's [Polaris Ranger® Donation Program](http://www.us smokeless.com), which is our signature program." (excerpt from [www.us smokeless.com](http://www.us smokeless.com))

UST has undertaken a multi-year commitment to award utility vehicles to emergency service organizations on a competitive basis, but funding is subject to the approval of their Corporate Contributions Committee and it can be expanded, reduced, or eliminated at any time.

The following emergency service organizations are eligible to apply:

- Fire – volunteer & paid professional
- Police/Sheriff – municipal/county/state
- Wildlife Conservation Enforcement
- EMS/Ambulance
- Search & Rescue
- Park/Forest Ranger

In 2004, fire departments in Aberdeen and Hayward, South Dakota received Trail Gator vehicles from UST.

The deadline for 2005 has passed, but applications for 2006 will be accepted beginning in the fall.

**Please contact Matt at District III if you are interested in submitting an application for the Operation Ranger program. For more details, visit UST's website at: [www.us smokeless.com](http://www.us smokeless.com).** □

## District III Staff Responsibilities

STAFF MEMBER	RESPONSIBILITIES
<b>Eric Ambroson</b>	<ul style="list-style-type: none"> <li>✓ Governor's House</li> <li>✓ Prairieland Housing Development Project Management</li> <li>✓ Assisted living centers and nursing homes</li> <li>✓ State Library Grant Program</li> <li>✓ Day care</li> <li>✓ Tourism</li> <li>✓ Housing programs</li> </ul>
<b>John Clem</b>	<ul style="list-style-type: none"> <li>✓ DENR Solid Waste Management Grant Program</li> <li>✓ EPA Brownfields Program</li> <li>✓ COPS and other law enforcement programs</li> <li>✓ Deadwood Fund, Mary Chilton, and other historic preservation programs</li> <li>✓ South Dakota Community Foundation</li> <li>✓ Missouri River sedimentation and associated issues</li> <li>✓ Energy conservation</li> </ul>
<b>Lori Cowman</b>	<ul style="list-style-type: none"> <li>✓ Economic Development Administration</li> <li>✓ GOED MicroLoan and REDI Fund</li> <li>✓ Small Business Administration loan programs</li> <li>✓ Rural Development Intermediary Relending Program</li> <li>✓ Local and other regional revolving loan funds</li> <li>✓ Value added agriculture projects</li> <li>✓ Yankton Sioux Tribe RLF</li> </ul>
<b>Matt Kerr</b>	<ul style="list-style-type: none"> <li>✓ DENR State Water Plan</li> <li>✓ DENR Consolidated Program</li> <li>✓ Community and Industrial Access Programs</li> <li>✓ Rural Development Water and Sewer Programs</li> <li>✓ DOT Enhancements</li> <li>✓ Land and Water Conservation Fund</li> </ul>
<b>Brian McGinnis</b>	<ul style="list-style-type: none"> <li>✓ DENR SRF Programs</li> <li>✓ CDBG Program</li> <li>✓ Land use planning and zoning</li> <li>✓ Value Added Project infrastructure</li> </ul>
<b>Harry Redman Travis Acklin</b>	<ul style="list-style-type: none"> <li>✓ GIS Programs</li> <li>✓ DOT project data maintenance and mapping</li> <li>✓ GIS database management</li> <li>✓ GPS</li> <li>✓ Mapping and graphic support</li> </ul>
<b>Sue Stoll</b>	<ul style="list-style-type: none"> <li>✓ Director of Small Business Development Center</li> <li>✓ Business Consulting</li> <li>✓ Marketing</li> <li>✓ Financial Analysis</li> <li>✓ Cash Flow Planning and Management</li> <li>✓ Business Expansion</li> </ul>



# SMALL BUSINESS DEVELOPMENT CENTER

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## The Importance of a Business Plan

“You need to write a business plan.” Those words are often dreaded by potential business owners looking to start up and current business people considering a business expansion. Creating a business plan can be a daunting task! The Small Business Development Center consultants help demystify the business planning process and actually help clients see the value in producing a plan.

Typically, a business plan is written to assist in obtaining financing for a business. While not losing focus of this goal, it can also serve as a foundation for the early development and growth of a business. SBDC consultants will guide clients through the process and ask the hard questions. Clients are required to take a necessary look at all of the details of their business. It forces people to “get organized” and “get serious” about their business idea.

If funding a project is not an issue, the need for planning cannot be minimized. SBDC consultants also see clients who are not seeking financing, but want to make sure they have a good plan. We are glad to assist in whatever role is best for the client.

For assistance with this or any small business issues, please contact the SBDC. **If you or someone you know is interested in a free, confidential meeting with one of our consultants, please contact Sue in Yankton at (605) 665-0751 or Teka in Mitchell at (605) 996-1140.** These offices provide SBDC services in the same fourteen county service area covered by District III. Consultants are willing to travel to your location if you are unable to come to either office. □

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## Funding Opportunities in South Dakota for Brownfield Projects

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The term “Brownfields” is defined as abandoned properties that are difficult to redevelop because of the presence, or potential presence, of a hazardous substance, pollutant, or contaminant. Cleaning up and reinvesting in these properties takes development pressures off of undeveloped land, and improves and protects the environment. Although South Dakota has fewer Brownfields than larger urban states, we do have our share. Common types of Brownfields in this state include abandoned gas stations, junkyards, old rail yards, and grain elevators. Any site where contaminants, pollutants, or hazardous materials once were handled or stored is potentially a Brownfield.

Both the U.S. Environmental Protection Agency (EPA) and the South Dakota Department of Environment and Natural Resources (DENR) provide funding to assess the degree of contamination of Brownfields, and to clean them up. DENR works with municipalities to identify potentially eligible Brownfields sites. Once identified, DENR can hire an environmental contractor to perform on-site testing and, if necessary, develop cleanup plans and cost estimates. This work is performed at no expense to the municipality. If extensive pollution or contamination is found, DENR will encourage the municipality to apply directly to EPA and compete on a national basis for an individual Brownfields cleanup grant. If successful, the community must provide a 20% match to the federal funds.

The following conditions generally apply whether federal or state funds are being applied for:

- There is a strong local commitment to cleaning up the property.
- There is a clear community vision and support for property revitalization.
- There are adequate leveraged funds available for cleanup and redevelopment, and/or the site has strong development potential.

Regarding eligible entities, DENR will consider looking at a privately-owned site if there is a clear means of paying for cleanup, should site conditions warrant such action. Under EPA’s Brownfield program, privately-owned sites are not eligible for assessment or cleanup funding.

The central theme behind the Brownfield movement is that environmental protection and economic development can be mutually supportive. The ultimate goal is to return environmentally-impaired property to productive use. **If you have questions about a potential Brownfield in your community, please contact John at the District III office.** □

## EXECUTIVE BOARD:

**ARVID OLSON**, SANBORN COUNTY

**REX WINTER**, SOUTH CENTRAL WATER DEVELOPMENT DISTRICT

**HERMAN PETERS**, CHARLES MIX COUNTY

**BERNIE SCHMUCKER**, DAVISON COUNTY

**GREG GEMAR**, SCOTLAND

**RON SULLY**, LAKE ANDES

**DELAYNE PERSSON**, AURORA COUNTY

**JUDD LINDQUIST**, BRULE COUNTY

## ORGANIZATION:

Planning & Development District III is a voluntary association of city and county governments. A committee of elected officials and private citizens govern the agency by setting the work agenda and overseeing the performance of the Director and staff. The office serves a 14-county area that includes the following counties: Aurora, Bon Homme, Brule, Charles Mix, Davison, Douglas, Gregory, Hanson, Hutchinson, Jerauld, Lyman, Sanborn, Tripp, and Yankton. There are 59 communities and three tribal governments within the service area.

## THE STAFF:

**Greg Henderson**, Executive Director

Travis Acklin, GIS Specialist

Eric Ambroson, Planner II

Kristi Bjerkaas, Administrative Assistant

John Clem, Planner II

Lori Cowman, Planner II

Pat Hansen, Finance Officer

Matt Kerr, Planner II

Brian McGinnis, Planner III

Harry Redman, GIS Coordinator

Annette Roux, Office Manager

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Web Page: <http://www.districtiii.org/>

*"Trust your instincts. Your mistakes might as well be your own instead of someone else's."*

*--Billy Wilder*

## PLANNING & DEVELOPMENT DISTRICT III

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ADDRESS CORRECTION REQUESTED