

# WESSINGTON SPRINGS AREA CHAMBER & DEVELOPMENT

Working towards creating a vibrant,  
thriving Wessington Springs and  
greater Jerauld county area.



Visit  
Wessington Springs  
*City at the Foothills*

- Shakespeare Garden & Anne Hathaway Cottage
- World Class Pheasant Hunting
- Winter Park with ski lift
- Old Grade Hiking Trail
- Fully Restored 1905 Opera House

WESSINGTON SPRINGS AREA CHAMBER & DEVELOPMENT  
PO Box 132 | WESSINGTON SPRINGS, SD 57382  
605-539-1929 | WWW.WESSINGTONSPRINGS.COM



## OBJECTIVES:

WORKFORCE | HOUSING | TOURISM  
BUSINESS RETENTION & EXPANSION

# The future is what we make it

*Loree Gaikowski, WSACD Director*

The Wessington Springs Area Chamber and Development Corporation, a 501c3 nonprofit, has had some kind of a presence in our community since its beginning in 1976. Beginning as only a Development Corporation the local Chamber came on board in 2015. Today it consists of a 7 member board of directors consisting of residents from all walks of life, and an executive director to lead the organization.

In 2021 we saw the “re”launch of our Welcome Wagon, lead by our late board member, Lynn Ogren. We will continue this mission with a fire and purpose Lynn would be proud of. In late 2020/early 2021 we ran a successful digital marketing campaign to attract pheasant hunters and guide them to our website. We also ran print ads in South Dakota magazine, attracting readers to our many community events, in 2022, we are advertising in both our regional tourism guides and the SD Vacation guide. Believe it or not, tourism exists here. People do travel for miles to come visit our community. Agritourism is another aspect where we have strong potential for growth. Fun Fact: Our wessingtonsprings.com website had over 30,000 visitors in the last 2 years!

Winter months saw a fun and vibrant Winter Park, with kids from around the region coming to enjoy the outdoors in the winter. In the spring, WSACD was joined by Paula Jensen, from Dakota Resources for a workshop on how to run a successful board. We followed this up with a successful joint workshop with several City of Wessington Springs council members and a Jerauld County commissioner to discuss what’s possible in our area. We supported the community of Lane in their Leap to Lane event (a community fundraiser), and had an impressive Rockin’ Ribfest and Foothills Days celebration. For Halloween we continued our Halloween walk and added a “Trail of Fears” that proved to be incredibly successful for its first year. In December we welcomed hunters from all over the country to participate in our Foothills Pheasant Fest. Our “Discover More on Hwy 34” campaign reached statewide news and is continuing its growth. We also completed a housing study, which will open doors to funding opportunities and housing development.

Recently our community and business owners have seen an unprecedented time with a pandemic, massive labor shortages and housing shortfalls. We hear the struggles of our local producers, who serve as a backbone to our local economy. We look forward to growing our local Revolving Loan Fund. This is a great asset for low interest loan opportunities to local businesses. We have joined forces with economic development organizations from across the state of South Dakota to form the SD Economic Development Professional Association (SD EDPA). This group’s focus is having a voice for our local businesses at the state legislature level. Essentially keeping us in the “know” of bills affecting our local economies.

# The future is what we make it... cont'd

Wessington Springs Area Chamber and Development has the resources and know how to lead our community and businesses through these trying times. We see a thriving community and a bright future ahead, but it will take work. You've heard the expression, "change happens whether you like it or not.." The question is will it be on our terms? In 2022 we are moving full speed ahead with the tools and resources our organization has acquired in the last few years, shifting our focus to building a strong foundation for community & economic development.

Economic Development does not happen overnight. It involves all aspects of a community. Most important, a strong foundation must exist. (see CAI Approach to Economic & Community Development graphic below). We must be "A Good Place to Live"; meet basic needs, have a variety of arts & culture, education and childcare, recreational opportunities, sufficient housing and strong leadership. Next, "Taking Care of What We've Got" by supporting our present day businesses, entrepreneurs, business retention and expansion, and providing an economic atmosphere that promotes healthy growth and a thriving economy. When our current businesses are thriving, have the workforce they need, and can see potential growth and our infrastructure can handle a further increase in workforce, we will begin to envision a future of growth and be prepared for the top of the pyramid, "What We Want" with business attraction, site selection and marketing. These steps are vital for future generations to experience a strong, vibrant greater Wessington Springs Area with opportunities for all.

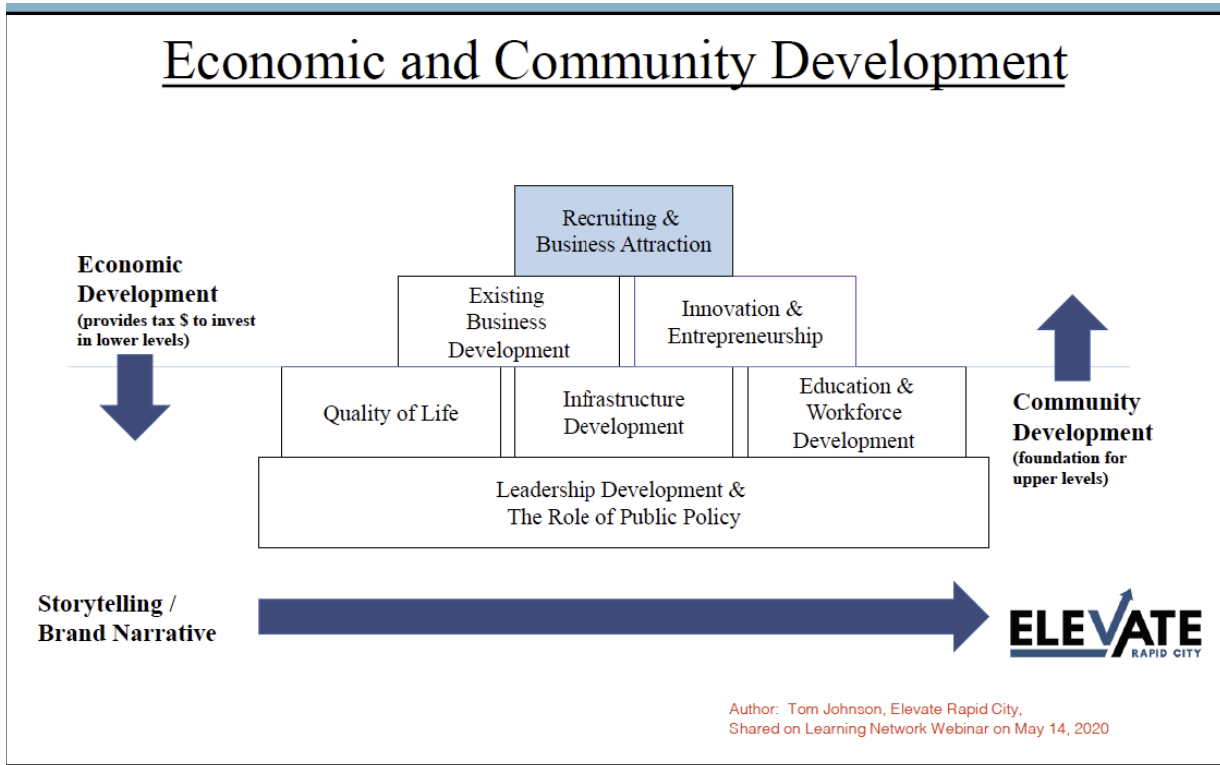
Our future truly is what we make it. Are you ready to help make this happen? With your investment, Wessington Springs Area Chamber and Development Corporation can address our shortcomings, build our strengths, and guide us towards a future we choose. A future of strength and self sustainability; creating economic and community development for years to come.

## CAI Approach to Economic & Community Development

Q: How should we balance BRE to Recruitment? (BRE= Business Retention & Expansion)



# What are your priorities?



A look at Economic & Community Development as explained by Elevate Rapid City's, Tom Johnson

## Tiered Dues

- ◇ X axis ~ Invested vs. Involved
- ◇ Y axis ~ get something DONE through WSACD vs. get something FROM WSACD



# Yearly Investment Levels

(each level encompasses the levels below)

**Board Liaison to Development.....** \$10,000 +

**Vessey .....** **\$3,000**

*\*Recognized as a top partner/ sponsor at all WSACD events (if desired)*

**Pioneer.....** **\$1,000**

*\*Recognized as Gold sponsor at Rockin' Ribfest & Foothills Pheasant Fest (if desired)*

**Shakespeare.....** **\$500** \*\$1,600 value

- ⇒ unlimited social media shares
- ⇒ "featured" on wessingtonsprings.com with prime placement & promotion
- ⇒ digital ads/advertising on all our platforms
- ⇒ employment advertising
- ⇒ Venture channel 195 ads and extra promotions

**Foothills .....** **\$350** \*\$1,200 value

- ⇒ priority referrals
- ⇒ one on one technical assistance
- ⇒ business links from wessingtonsprings.com to business website and social media
- ⇒ welcome wagon marketing
- ⇒ special event advertising on wessingtonsprings.com & WSACD social media platforms (limited to 3 events/year)
- ⇒ fundraising guidance

**Classic Chamber** \$200

- ⇒ website chamber business listing
- ⇒ membership sticker
- ⇒ referrals

## Our Partners:



# Investment Form

(each level encompasses the levels below)

(WSACD is a non-profit 501(c)3 Corporation, making donations tax deductible.)

Business/Individual Name: \_\_\_\_\_

Main Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Website: \_\_\_\_\_ Email: \_\_\_\_\_

Street Address/City: \_\_\_\_\_

PO Box: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Business Type:  Corporation  Franchise  Government  Home-Based Business  Locally Owned

Non Profit  Partnership  Sole Proprietorship  Other  Individual Membership

Include social media page? Facebook  Instagram  Name of account:

\_\_\_\_\_  
\*not included in Classic Chamber level

Investment Level Chosen:  Board Liaison/ Executive  Vessey  
 Pioneer  Shakespeare  
 Foothills  Classic Chamber

Can we count on you for a 3 year commitment?  YES  NO

If you have any questions, please contact our office at (605) 539-1929 or  
via email to [wsprings@venturecomm.net](mailto:wsprings@venturecomm.net)

Please make checks payable to WSACD and mail to:

PO Box 132

Wessington Springs, SD  
57382



