

**6/12/2018 Mayor’s State of the City Address.** Mayor Corbett presented his annual State of the City Message.

“Let us not forget those who came before us as we look to the future!

The Veterans Memorial reminds me of all who have come before us and have given so much to make Brookings what it is today. In addition to our Veterans, we need to remember the leaders and community members who had the foresight to move Brookings to the north from Medary to take advantage of the railroad. Additionally, we are blessed to have so many who have given and continue to give of their time, talent, and treasures.

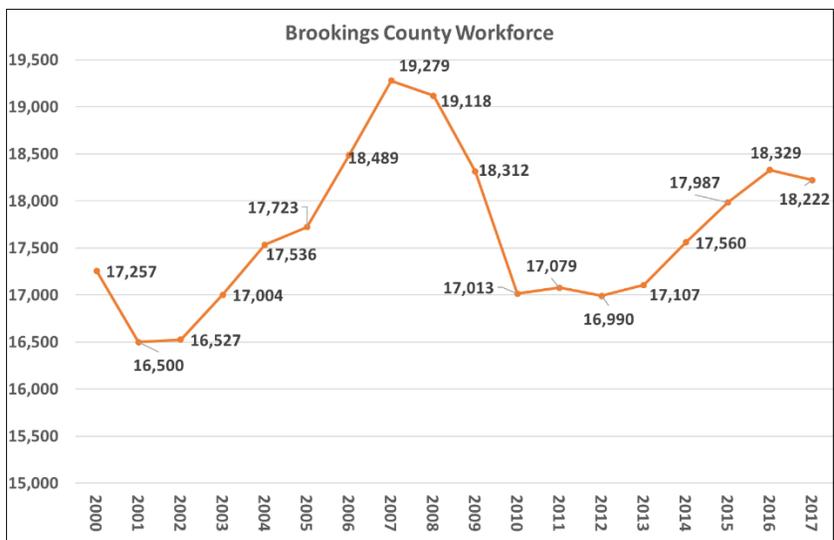
The South Main Fire Station serves as a reminder that we must continue to look to and plan for the future. It reminds me of all our great volunteers, in this case, the Fire Department. Men and women who committed 10,550 hours this past year to train to protect us and our property.

What would happen if we had a full-time fire department? We wouldn’t have 35-40 people showing up at each call, but we would have to add at least \$2 million to the city’s budget. Please thank these firefighters, police officers, and reserve members if you see them. These great people help make Brookings grow.

Brookings County Workforce. On any given day there are between 500-1,000 job openings in Brookings County. On May 9, 2018 there were 719 openings: 304 general labor positions, 154 skilled positions, 98 professional positions, 96 retail/service positions, 37 office positions, and 30 student/interns. One element needed for adding workers is housing. Many workers can’t find housing they deem affordable, so they don’t move to Brookings, they move away. New housing developments in Aurora and Volga are helping with this concern.

Workforce Development. Brookings Economic Development Corporation continues to work with businesses coming to Brookings as well as expanding current businesses. This past year, 21 new businesses opened in Brookings with 16 current businesses expanded.

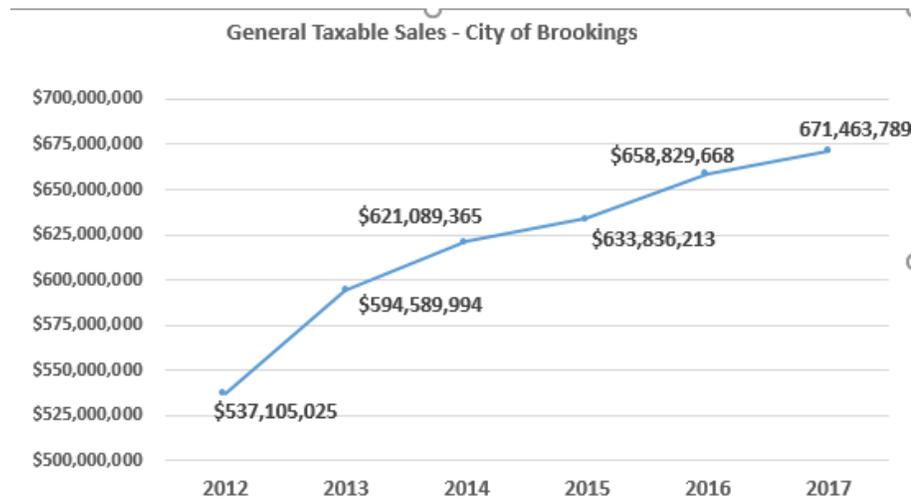
Unemployment Rate. The most recent unemployment rate is 3.2%, a change from last year at this time of 2.8%. We are continuing to address this.



**Building Permits.** The year 2016 was an outstanding year for building permits. In December 2016, a large number of building permits were taken out for work to be completed in 2017. There were 54 single-family homes, 10 townhouse units, and 22 apartment units constructed in 2017. As of the end of May 2018, there have been 130 building permits issued for a total of \$14,835,655.60. The building permits breakdown is: two apartments, 23 commercial, 26 new homes, and the remainder for remodeling and adding additions to homes.

**Gross Receipts Taxable Sales.** Gross Revenue for Brookings continues to be the envy of other communities. Dining places continues to be a dominate source of gross sales tax for Brookings.

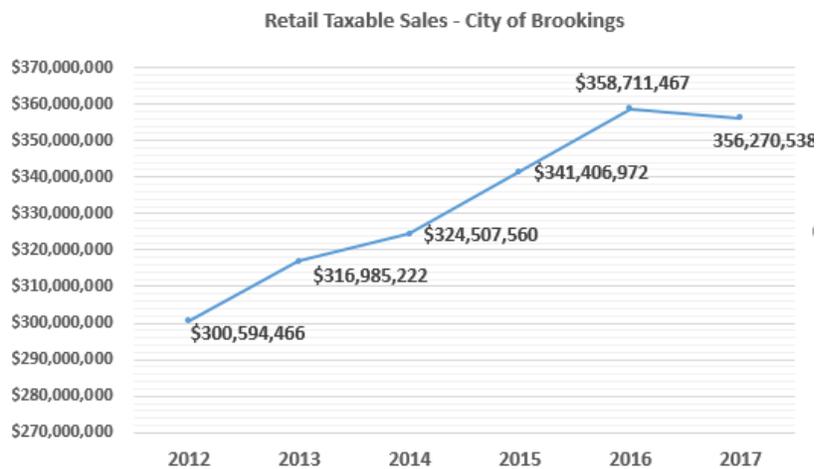
**General Taxable Sales.** General taxable sales for 2017: \$18.7M for construction (up 4.7%); \$79.7M for manufacturing (up 16.1%); \$356.3M for retail (down 0.7%); and \$99.5M for services (up 7.8%).



**Construction Taxable Sales.** If you know people building, encourage them to have their building products delivered to Brookings, or purchase their products locally.

**Retail Taxable Sales.** So far in 2018, retail taxable sales are up 0.3%. This is an area we need to continue to work on.

We ended 2017 with sales tax revenue being 3.56% (\$229,026) over budget for the first penny; 1.94% (\$31,149) over budget for the 25% second penny; and 2.42% (\$117,605) over budget for the 75% second penny. As of the end of May 2018, the first penny is 6.07% over last year at this time. The 25% of the second penny is 6.13% over this time last year, and the



75% of the second penny is 6.08% over last year at this time. Sales revenue is up 2.1% resulting in revenue slightly ahead of expenditures. Why does this matter? If you talk to someone from another community, we have great parks, great streets, and protection by law enforcement and fire departments. Brookings has the best of many things. If we don't have these sales tax dollars, a lot of these great things would have to stop. Thank you for shopping local.

The third penny fund was .94% over last year and ended up 7.25% (\$63,056) over budget. The latest figures show the 3B revenue is up from last year-to-date by just less than one percent.

What is so special about Brookings? There are so many great things about Brookings, it could easily consume a full day speaking to all the great things about our home. Population is 23,985, up 8.3% since the last census with an average 4-5% increase per year. We have 8,429 households and an Aa3 Bond Rating. We have healthy, but not excessive, reserves. The enterprise funds/businesses are well run. The best thing about Brookings is the people. They are committed to Brookings.

Brookings is the #1 best place to live in SD – Niche, 2018, 2017, 2016. Brookings is the #2 safest city in SD – Alarms, org 218. Brookings is the #2 best School District in SD – Niche, 2017. Brookings is in the Top 10 Best Small Towns in America – Livability. Brookings is one of the best cities for entrepreneurs – Livability / Entrepreneur, 2017. Brookings is the #1 safest college town in America – Safewise. Brookings is the #1 best and safest place to live in SD – Movoto.

Brookings is one of five micropolitans in the Heartland outperforming the nation by the Walton Family Foundation (May 2018). The Walton Family Foundation said the following about Brookings: "This location is home to street-savvy entrepreneurs, a highly educated workforce, a university churning out graduates for local companies, academic entrepreneurs establishing tech companies, access to early-stage risk capital, bioscience firms, and advanced manufacturing operating in a networked ecosystem."

What is special about Brookings? There are many elements that identify Brookings as a special place. Here are a few:

- Dedicated and knowledgeable staff, department heads;
- Commitment to strategic planning with the Capital Improvement Plan (CIP) & Community Resource Plan (CRP), 5-year and 10-year;
- Completion of the Comp Plan 2040;
- Commitment to a balanced budget;
- Brookings Market Space;
- Vision Brookings; and
- Strong and knowledgeable BEDC, CVB and Chamber.

Vision Brookings. A \$258M commitment positioning Brookings for future growth and development.

Brookings Economic Development Corporation. BEDC is operated by four individuals who do so many things for our community; from workforce development, workforce programs, business development, and entrepreneurial studies.

Convention Visitors Bureau. This staff of four supported 53 events in 2017, including 24 new events, with an average return-on-investment of \$81.34. One event in particular stands out. Downtown at Sundown. This event averaged 848 people per week, for a total of 5,939 people over the 7 weeks. Sgt Rock, which will kick off DTSD this year, had the highest attendance of 1,105.

Brookings Chamber of Commerce. Another great team of four individuals had a great year hosting 21 ribbon cuttings, 18 open houses, the Business Expo, along with Legislative and Candidate Forums, Leadership Brookings, and LEAD Seminars.

What else makes Brookings Special? The people. Whenever something needs to be accomplished, we can be confident the community will show up and commit to the project. The individuals who serve on the city's volunteer boards, committees, and commissions are just a few of those individuals.

With all the great things going on in Brookings, there are still opportunities to continue to grow, while staying true to our mission: The city of Brookings is committed to providing a high quality of life for its citizens and fostering a diverse economic base through innovative thinking, strategic planning, and proactive, fiscally responsible municipal management.

Opportunities. It is not the City Council, nor city staff that make all things possible in Brookings. It is the people of Brookings that make these opportunities happen.

- Affordable Housing. The Affordable Housing Task Force report has been completed and can be found on the City Website. The Task Force is working on an RFP for a possible Affordable Housing Development.
- Child/Adult Care. The availability of child and elder care continue to be an issue which continues to hamper individuals from applying for jobs.
- Workforce development/training. Workforce development and training is being addressed by the BEDC and Vision Brookings Retail Growth. As the Walton Foundation noted, one of the strengths of Brookings is continuing with entrepreneurial growth. This is aided by the emphasis provided by BEDC and Vision Brookings. Emphasis is being given to this topic in the middle school by Jennifer Quail (BEDC), which has been expanded to the Boys & Girls Club too.
- Retail Growth. This is where the sales tax strong growth stems from. The niche shops downtown and Joann Fabrics provide a great draw for out-of-town shoppers.
- Continuing with the Entrepreneurial growth.
- Continue Master Planning.
- Interchange at 20<sup>th</sup> Street South and I-29. This interchange is crucial to keep our community growing. We are missing out on growth for Brookings. A number of workers live on the south side of Brookings and commute to the area east of the

interstate daily. There are Aurora Community members commuting to Brookings on a daily basis. The location of our schools, and growing student population. With an average of 11,058 vehicles per day traveling through the intersection of 6<sup>th</sup> St. and 22<sup>nd</sup> Ave., the demands on that intersection need to be addressed.

- Continue commitment to Mental Health. Transitional Housing is one way, along with the Mental Health Task Force. We must continue the discussion on mental health in our community.
- Campus and Community Relationship. Our strong campus-community working relationship is envied by other communities.
- Brookings Market Place (BMP). The BMP is moving forward and will be a significant tax infusion to our community.

Comprehensive Economic Development Strategy. We must follow our strategy for economic development and growth to survive and prosper. This is possible by following these five elements of our strategy:

- Smart and Balanced Growth. Informed decision making and thoughtful processes are the guidepost for future growth and development.
- Economic Prosperity. We must create household business and community wealth.
- Competitive Business Environment. Assemble the resources and amenities that allow businesses to flourish.
- High Quality Community. Create an environment and amenities that establish the community as a “people destination.”
- High Performance Community. Develop Brookings County and communities as role models in all aspects of “community.”

Opportunities. Evolving economic growth and community improvement strategy. Strategic coordination between Brookings County, Brookings School District, BEDC, City of Brookings, and SDSU. We are missing a Welcome Center or Kiosk. We need an RV Park; another opportunity presented for an individual to develop.

Celebration of Gratitude. Every day, thank those who have given and continue to give of their time, talent, and treasures. I emphasized this in my presentation last year and throughout the year whenever I visited with people. We have so much to be thankful for in Brookings, that we need to continue to thank those who give so much of their time, talent, and in many cases, treasures.

Thank you City Manager Jeff Weldon, staff, and departments, City Clerk Shari Thornes, Laurie and Bonnie, Volunteer Board Members, BEDC, CVB, Chamber of Commerce, Brookings citizens, and fellow Council Members. Without you, Brookings would not be where it is today.”