



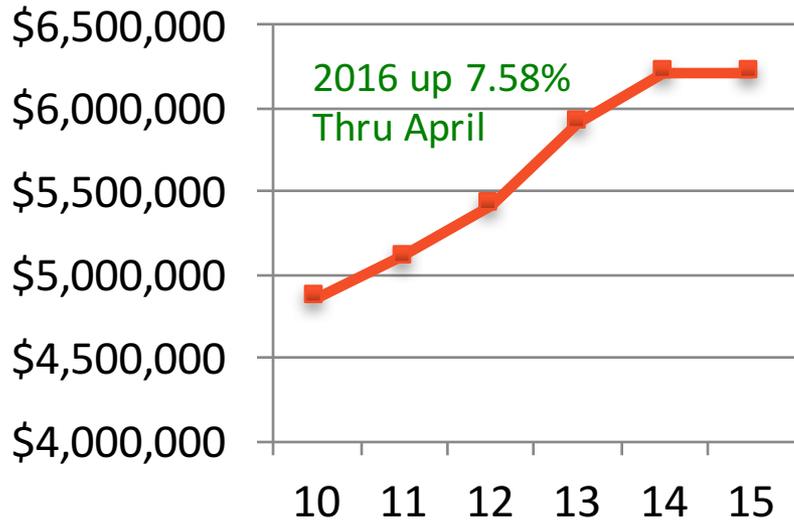
## 2016 STATE OF THE CITY

A city is not gauged by its length and width,  
but by the broadness of its vision and the  
height of its dreams. – Herb Caen

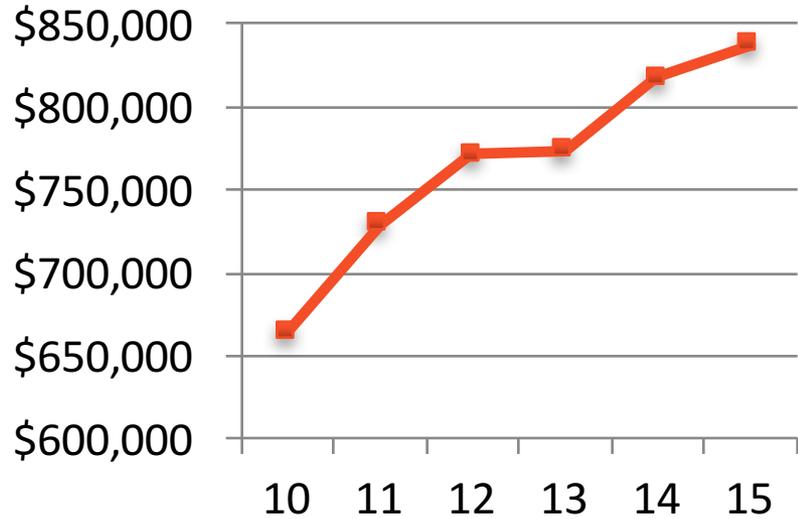


# A Financially Healthy and Growing City

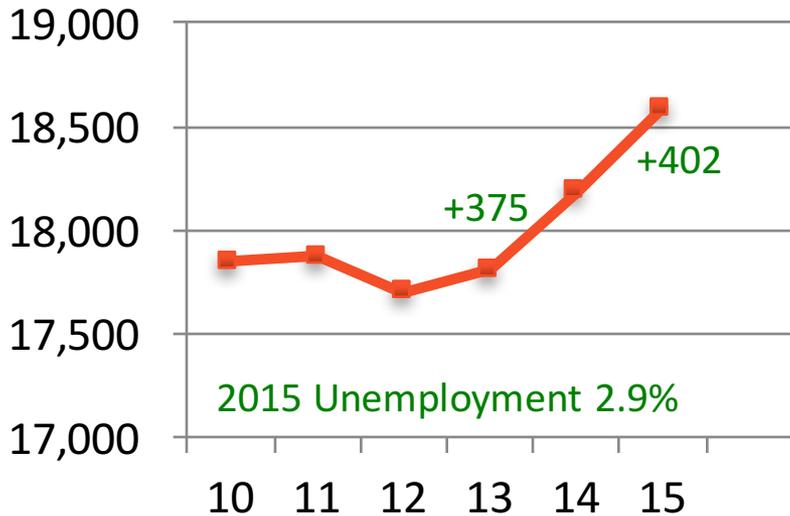
1<sup>st</sup> Penny Sales Tax Revenue



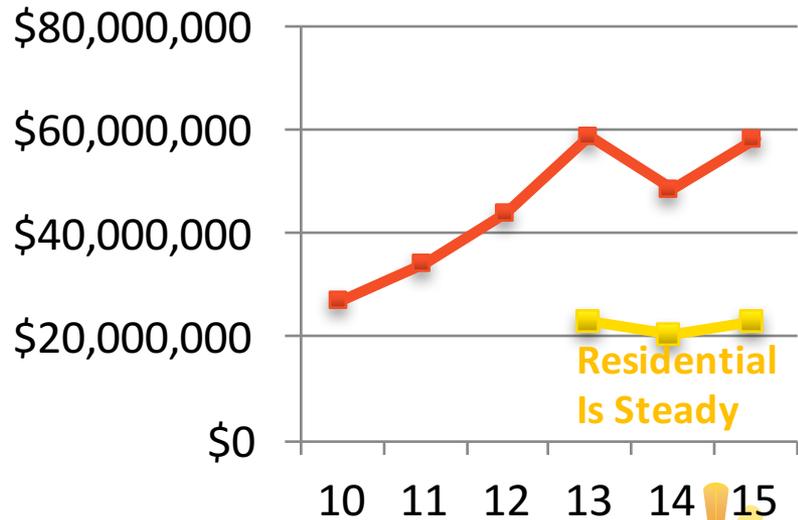
3<sup>rd</sup> Penny Sales Tax Revenue (BBB)



Brookings Workforce



Building Permits Value



- Population
  - 2015 Census Estimate 23,657
  - 7% increase since 2010 Census (1.5% Annualized)
- Aa3 Bond Rating
- ~\$1.6M General Fund Surplus for 2015
- Healthy Reserves
- 2014 Property valuation increased \$52.8M (%2.2 Growth)
- Liquor Store – Record Net Profit of \$608,012
- Safe City / Drugs are an issue

Brookings financial picture is very healthy and we are growing!

# 2015 State of the City Slide

This Council will have to lead with a vision of what Brookings should be.

Otherwise we are doing Jeff's job – managing.

MISSION: The City of Brookings is committed to providing 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

Council "Advance" June 17<sup>th</sup>.

**What is the vision the Council will lead with?**



# Council's Vision for the Brookings Community

We are an inclusive, diverse, connected community that fuels the creative class, embraces sustainability and pursues a complete lifestyle. We are committed to building a bright future through dedication, generosity, and authenticity. Bring your dreams!

## Guiding Principles

- Evolving economic growth and community improvement strategy
- Active civic engagement
- Distinctive community assets

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What is the vision the Council will lead with?

**Then - what is the long term strategic plan to accomplish mission and vision.**



# Long Term Strategic Planning

- Strategic Planning Council Advance – July 13th
- Completed and In-process
  - 10 year Community Reinvestment Plan (CRP)
    - Re-visit Annually
  - Comprehensive Master Plan
  - Affordable Housing Task Force
- Needed
  - Swiftel Center Strategic Plan
    - \$5M set a side in 10 yr. CRP
  - Strategic coordination between
    - County
    - School District
    - University
    - BEDC
    - Brookings Health Services
    - BMU
  - Recreation Investment
  - ?? – July 13th

# Continued Focus

- Evolving Economic Growth Strategy
  - Work Force
  - Entrepreneurial Eco-system
  - Retail Growth
- Campus and Community Relationship
  - President Dunn – Opportunity to take a new look.
- Safe City
  - What is needed to combat drug issue?
- Transparency
- Citizen Engagement
- High Performance City

**A community like an  
individual has work to do  
- Aristotle**

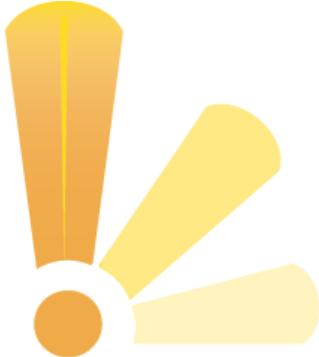
# THANK YOU

The citizens of Brookings  
Volunteer Board Members

Jeff Weldon & Staff

City Clerk & Staff

Fellow Council Members



brookings  
SOUTH DAKOTA

BRING YOUR DREAMS.