

EL97-002

EL97-002

DOCKET NO.

In the Matter of

IN THE MATTER OF THE FILING BY
BLACK HILLS POWER AND LIGHT
COMPANY FOR APPROVAL OF ITS
1996 ECONOMIC DEVELOPMENT
ANNUAL REPORT

Public Utilities Commission of the State of South Dakota

DATE

MEMORANDA

2/12/97 *Filed and docketed,*
3/12/97 *1997 Economic Development Plan,*
4/28/97 *Order approving 1996 Economic Report and 1997 Economic Development Plan*
4/28/97 *Docket Closed*

0141.8:1

EL 97-002



Black Hills Power and Light Company

1996 ECONOMIC DEVELOPMENT ANNUAL REPORT

"To promote the economic growth of our states and communities by establishing and maintaining partnerships with economic development groups in order to achieve locally established and supported goals that will enhance the profitable growth of BHP and the communities we serve."

0141682

EL97-002

BLACK HILLS POWER AND LIGHT COMPANY

P.O. BOX 1400 409 DEADWOOD AVENUE
RAPID CITY, SOUTH DAKOTA 57709

BUTCH USERA
MANAGER, MARKETING SERVICES

TELEPHONE
(605) 342-3200
FAX: (605) 342-4991

February 11, 1997

RECEIVED

FEB 12 1997

SOUTH DAKOTA PUBLIC
UTILITIES COMMISSION

Mr. William Bullard, Jr.
Executive Director
South Dakota Public Utilities Commission
State Capitol Building
500 East Capitol Avenue
Pierre, SD 57501

Dear Mr. Bullard:

In accordance with Docket EL95-003, enclosed is Black Hills Power and Light's (BHP) 1996 Economic Development Annual Report. The report was compiled for you and the Public Utilities Commissioners to review.

The report includes documentation of activities involving community development and support, the Small Business Development Center, The Mickelson Trail, GOED's GOLD Community Achievement Awards Program, the Governor's Business Recruitment Mission, and South Dakota Future Fair.

During 1996, BHP spent up to \$40,000 in these activities:

- * Approximately \$10,000 was spent on membership fees to the nine community economic development organizations within our service territory.
- * Approximately \$4,000 was contributed to Rapid City Economic Development Partnership Group for the conceptual plot design of their South Creek Industrial Park.
- * BHP contributed \$5,000 to the Small Business Development Center for their staffing support in the Black Hills region.
- * BHP was a major sponsor (\$5,000) of the South Dakota Future Fair which showcased many companies involved with technologies of tomorrow.
- * BHP was active in two business recruitment missions lead by Governor Bill Janklow and economic development leaders from the Black Hills area. We were a host-sponsor as well as attended the missions as a representative of the communities we serve.
- * BHP contributed \$5,000 to the Mickelson Trail. This project is viewed as an economic development activity which would allow opportunities for tourism and community growth throughout the Black Hills.

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* Rapid City Community Foundation received a \$1,000 contribution from BHP for their enhancement to the Ellsworth AFB Main Gate and Visitor Center.

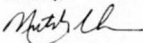
These are just some highlights of BHP's activities in economic development. BHP continues to review and investigate industrial park and new business attraction opportunities within our communities. Several proposals were presented to businesses considering relocation or expansion within our South Dakota service area during 1996. Through these efforts we have learned the need for an on-going joint commitment to economic development. For most businesses, relocation or expansion is a complex decision which takes time to evaluate.

BHP also recognizes its employee's involvement in economic development activities as an important resource and added value to the Black Hills communities. They are involved in economic development projects, serve on committees and board of directors, as well as participate in task forces and company sponsored events.

As for 1997, we have developed an Economic Development Plan which will increase our involvement as well as offer opportunities for community and business support and growth. The 1997 Economic Development Plan will be sent to you by March 1.

If you have any questions about the 1996 report or would like to discuss our 1997 Economic Development Plan, please contact me at (605) 342-3200.

Sincerely,



Mutch Usera
Manager-Marketing Services

cc: Kyle White
Director-Strategic Marketing & Sales

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Black Hills Power and Light Company

1996 Economic Development Plan

Carving a bright future in the Black Hills

BLACK HILLS POWER AND LIGHT COMPANY

P.O. BOX 1400 625 NORTH STREET
RAPID CITY, SOUTH DAKOTA 57709

KYLE D. WHITE
DIRECTOR, RATES AND
DEMAND-SIDE MANAGEMENT

TELEPHONE
(605) 348-1700

October 31, 1995

Mr. William Bullard, Jr.
Executive Director
South Dakota Public Utilities Commission
State Capitol Building
Pierre, SD 57501-5070

Subject: 1996 Economic Development Plans

Dear Bill:

Paragraph 7 of the Settlement Stipulation for Black Hills Power and Light Company's rate case under SDPUC Docket No. EL95-003 establishes certain economic development activity requirements for us. I have attached our planning document for 1996 which indicates the areas of economic development support that we intend to offer.

Our budget for the year is \$100,000, but because economic development is dynamic and changes constantly, where the dollars will actually be spent is unknown to us at this time. We do know that we have these obligations for 1996:

ANNUAL MEMBERSHIP DUES	
Rapid City Area Economic Development Partnership	\$ 5,000
Northern Hills Community Development, Inc.	\$ 1,000
Belle Fourche Development Corporation	\$ 250
Twin City Economic Development	\$ 1,000
Spearfish Economic Development Corporation	\$ 250
Sturgis Industrial Development	\$ 250
Newell Community Development	\$ 250

014187
Mr. William Bullard, Jr.

Page 2

October 31, 1995

If you have any questions, please call me or our Manager of Marketing and Economic Development, Mutch Usera.

Sincerely,

Kyle D. White

KDW:glm

cc: Ev Hoyt, President and COO
Mutch Usera, Manager Marketing and Economic Development

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BLACK HILLS POWER AND LIGHT COMPANY
1996 Economic Development Plan

INTRODUCTION

Black Hills Power and Light Company (BHP) is an investor-owned utility company serving approximately 54,000 customers throughout a 9,000 square mile area in Western South Dakota, Eastern Wyoming, and Southeastern Montana.

The economic prosperity of our service territory is vitally important to us and the customers and communities we serve. BHP has developed programs and services to assist both existing businesses and potential customers in our service territory. Since each community is unique, our intent is to offer a flexible package of economic development programs that benefit the community, our customers, and BHP. Our support will be through:

- Financial Assistance
- Business Development Service Contracts
- Business Attraction, Retention, and Expansion Programs
- Site and Spec Building Development
- Energy Efficient Grant Program
- Marketing Support
- Industry Resource Team
- Community Involvement

ECONOMIC DEVELOPMENT GOAL

To promote the economic growth of our states and communities by establishing and maintaining partnerships with economic development groups in order to achieve locally established and supported goals that will enhance the profitable growth of BHP and the communities we serve.

FINANCIAL ASSISTANCE

BHP supports economic development loan funds available in BHP communities. These loans are requested by the economic development corporations and have received contributions in communities served by BHP.

BHP's goal is to encourage growth through leveraged financial packaging. Realizing that each community is unique, our assistance must stay flexible to the various needs of the community.

Economic Development Committee

BHP's Economic Development Committee will review requests made by communities and development organizations requesting financial assistance. The Area Manager will participate on the committee when the request or presentation for request is from the specific area of interest. The Area District Manager will also screen applicants from their area before presenting or recommending that the committee review the request. Rapid City will be represented by the Manager of Economic Development as well as participate on the committee as a full-time member.

Each request will be reviewed as unique opportunities and presented based on the economic growth and activity of the request.

The Committee members will be as follows:

Dan Landguth, BHC President & CEO
Ev Hoyt, BHP President & COO
Dale Clement, BHC Sr. Vice President, Finance
Jim Mattern, BHP Vice President District Administration
Kyle White, BHP Director-Rates & DSM
Mutch Usera, BHP Manager-Economic Development

BHP's Economic Development Support Requirements

To qualify for BHP's Business Development Service program, BHP energy efficient grants and incentives, financial or joint venture assistance from BHP, there are several requirements that must be available for review and approval by BHP's Economic Development Committee:

1. The business, manufacturer or development project must be located within BHP's service territory.
2. The project or manufacturer must be able to stimulate the economy through new and good paying jobs created by the activity.
3. The local contribution must be evident through such vehicles as REVOLVING LOAN FUND, local banking, Site Assistance Programs, Community Redi-Funds, Tax credits, and other utility companies.

- 01418.11
4. New company or proposed development is able to present a business profile or plan which shows potential employment and economic growth to the community it plans to reside in.
 5. Manufacturer or development electric usage as well as load factor/peak coincidence will also be reviewed.

BUSINESS ATTRACTION, RETENTION, AND EXPANSION

The goal is to continue support and assistance for present and new businesses through loan programs and other activities which are available through the economic development corporations and BHP's Business Development Service Program.

BHP's Economic Development rate structures, incentives or adjustments for new manufacturers and developments must meet the Business Development Service requirements. The Business development Service was approved by the South Dakota Public Utility Commission on August 1, 1995. Eligibility for the Business Development Service Program is included in this plan.

Other involvement includes employee participation in the Rapid City economic development retention and expansion survey. The survey is used to measure the satisfaction of new businesses that have moved to the Rapid City area with the efforts of the City of Rapid City, Economic Development Partnership, and other businesses involved in assisting and supporting new businesses moving to Rapid City.

SITE AND SPECULATIVE BUILDING DEVELOPMENT

BHP supports and encourages the development of commercial and residential sites and speculative buildings which can produce a positive economic climate as well as meet the development standards and support of the city, county, and state.

BHP will participate in a land development study conducted by the Rapid City Area Partnership Board, which will focus on potential properties for industrial development within BHP service area.

Areas that will be studied and evaluated are properties along: Deadwood Avenue, South Hi-Way 16 commercial strip, Expansion of South Creek Industrial Park, North of Rushmore Mall area, and South Hi-Way 79.

We will also assist, participate, and invite proposals which involve joint ventures in speculative buildings for potential manufacturers and major businesses relocating to the Black Hills area.

ECONOMIC DEVELOPMENT ENERGY EFFICIENT GRANT PROGRAM

The goal is to encourage a variety of economic development efforts through marketing and innovative electric technology to enhance or encourage new business relocation or expansion of existing businesses and encourage expansion or relocation of business within our service territory.

BHP will offer new or expanded businesses energy efficient electric equipment grants which encourage reduction in peak demands and reduces the costs of energy used by the business yet increase production and business growth.

Grants must be approved by the economic development committee and can be used for energy efficient heating and cooling technology, lighting, and innovative industrial electric equipment. Grant dollars may also go to the research cost of innovative technologies which use electricity and encourage expansion or relocation of business within our service territory.

RESIDENTIAL HOUSING AND SUBDIVISION DEVELOPMENT

BHP will also seek opportunities to participate in new residential development areas, through total electric technologies that are sensitive to demand-side management objectives and areas which enhances the economic growth of the community.

The participation will allow BHP the opportunity to research new technology such as Geothermal Heating and Cooling on larger scale.

Economic growth possibilities are present in the success of geothermal communities because of the unique equipment and installation of the system. The geothermal communities will also become marketable and an added option for homebuyers who plan to relocate in the community.

MARKETING SUPPORT

Several Black Hills communities will be working with the Governor's Office of Economic Development to target potential manufacturers interested in relocation of their businesses in order to reside in the Black Hills.

BHP will actively participate and support the Northern Hills and Rapid City Economic Development groups in this effort through sponsorship of new business hostings, the Black Hills Buffalo Roundup, and Minnesota and California visits as a corporate host and sponsor.

These efforts are scheduled throughout the year based on availability of participants from the GOED and area economic development groups and business volunteers.

To ensure the success of new businesses for the Black Hills communities, BHP will support and encourage new businesses to enroll in available business workshops, seminars, and training which will aid in the success of the business.

BHP will participate as a co-sponsor to such workshops, and other training programs coordinated by the community. This support can include BHP staff support and financial contributions.

The request for sponsorship support will be determined by the District Manager and Manager of Economic Development with approval by the President of BHP.

COOPERATIVE ADVERTISING AND MARKETING

BHP will participate in cooperative advertising, promotional, and direct marketing activities which promote and inform companies of the positive lifestyle and economic growth within BHP's service territory within South Dakota and Wyoming. Activities include support and sponsorship in area economic development videos, brochures, and trade shows including the Future Fair.

The cooperative advertising request will be presented to the marketing and economic development manager and the area district manager for review and approval based on the following guidelines:

- The advertisement promotes BHP's service territory.
- Involvement from other Businesses and Utilities.
- BHP receives the list of company contacts from the Coop Advertisement.
- BHP is recognized as a participating sponsor.
- BHP cost does not exceed 1/4 of the total cost of the promotional campaign.

INDUSTRY RESOURCE TEAM

BHP Resource Team will be available in working with new and present industrial and commercial businesses which are in our service territory. The Resource Team will focus on various areas of interest such as electric rates, system demand, power line relocation, new power line planning, site development, and national trade information.

The Resource Team will consist of experts from the various departments of BHP (Customer Service, Marketing, Engineering Dept., etc.) depending on the challenges set by the perspective customer. Coordinated by the Manager, Marketing and Economic Development, the Resource Team will be activated in response to a request of the customer or an economic development organization in order to assist in gathering information and/or research for the customer interested in locating a business in BHP's service territory.

COMMUNITY INVOLVEMENT

Community involvement is the key to BHP's economic development strategies and goals. There are 19 communities in which BHP is presently an active member which includes payment in annual membership dues. Some communities have combined their efforts to achieve success in meeting their economic development goals. For specific information regarding the economic development organizations that are represented in each community, refer to the Economic Development Organizational Profile section of the plan.

COMMUNITIES SERVED INCLUDE:

SOUTH DAKOTA:

Northern Hills

Belle Fourche
Newell
Spearfish
Sturgis
Whitewood
Lead
Deadwood

Southern Hills

Custer
Hill City
Keystone
Hot Springs
Edgemont

Central Hills

Rapid City
Box Elder
Ellsworth Air Force Base

WYOMING:

Retail

Newcastle
Upton
Osage

Wholesale

Gillette

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The goal for community involvement is to strengthen the communities by supporting strategically planned projects which are located within BHP's service territory. Although financial contributions are often requested, a personal commitment by key employees can often have as great or greater impact.

Part of our support for the economic development organizations in each community will be that key BHP employees will participate on boards, committees, and task forces on a regular basis. This will ensure continued communication of the economic development activities in each district as well as focus on key projects and goals that can impact BHP's load forecast and customer growth.

BHP district manager or assigned employee will represent BHP as part of the economic development organization in their district. This will develop support for the organization from BHP and maintain an active communication link for participating in the activities related to economic development.

BHP employees are encouraged to support and attend local and area economic activities which promote economic development through workshops, conferences, tradeshow, and seminars.

Economic development activities will be included in the district monthly and quarterly reports. The marketing and economic development staff will monitor the activities and assist with the districts as a support staff.

BHP Assigned Representatives for 1996 are:

SOUTH DAKOTA

SD Board of Economic Development

BHC Representative: Dale Clement

SD Industry and Commerce Association

BHC Representative: Dan Landguth

Black Hills Business Council

BHC Representative: Mutch Usera

RAPID CITY

Rapid City Economic Development Foundation Board of Directors

BHP Representative: Ev Hoyt

Rapid Fund Board of Directors

BHP Representative: Ev Hoyt

Rapid City Area Economic Development Partnership

BHP Representative: Mutch Usera

Rapid City Business Attraction Committee

BHP Representative: Mutch Usera

Business Retention and Expansion Committee

BHP Representative: Mutch Usera

Convention and Visitors Bureau

BHP Representative: Barbara Thirstrup

NORTHERN HILLS COMMUNITY DEVELOPMENT, INC.

BHP Representative: Tony Hay

BELLE FOURCHE DEVELOPMENT CORPORATION

BHP Representative: Tony Hay

TWIN CITY ECONOMIC DEVELOPMENT CORPORATION

BHP Representative: Jim Jeffery

NEWELL COMMUNITY DEVELOPMENT

BHP Representative: Tony Hay

SPEARFISH ECONOMIC DEVELOPMENT CORPORATION

BHP Representative: Mike Shultz

STURGIS INDUSTRIAL DEVELOPMENT

BHP Representative: Tony Hay

CUSTER ECONOMIC DEVELOPMENT TASK FORCE

BHP Representative: Kristy Schmitz

EDGEMONT, CITY OF

BHP Contact Person: Bob Foster

HOT SPRINGS ECONOMIC DEVELOPMENT COMMITTEE

BHP Representative: Bob Foster

WYOMING

GILLETTE

BHP Representative: Dick Bratton

NEWCASTLE

Weston County Development Board: Jim Bunch

BLACK HILLS POWER AND LIGHT COMPANY
Economic Development - 1996 Budget

MEMBERSHIP AND DUES FOR 1996

\$ 9,000

Rapid City Area Economic Development Partnership	\$ 5,000
Northern Hill Community Development, Inc.	1,000
Belle Fourche Development Corporation	250
Twin City Economic Development	1,000
Spearfish Economic Development Corporation	250
Sturgis Industrial Development	250
Newell Community Development	250
Weston County Development (Wyoming)	1,000

MARKETING SUPPORT AND SPONSORSHIPS

\$10,000

Economic Development Video Sponsorship
Community Brochures
Sponsorship for:
Governor's Black Hills Buffalo Roundup
Future Fair Expo
Co-op Advertising
Out of State Direct Marketing Visits

ENERGY EFFICIENT ECONOMIC DEVELOPMENT GRANTS

\$25,000+

Grant will vary depending on uniqueness of business and qualifications for grant.

ECONOMIC DEVELOPMENT BUSINESS, RETENTION, EXPANSION

\$56,000+

BHP has developed programs and services to encourage businesses to locate within BHP's service territory based on BHP's program qualifications. Each applicant will be reviewed by BHP's Economic Development Committee on an individual and economic impact basis.

State of South Dakota

SEVENTY-FIRST SESSION
LEGISLATIVE ASSEMBLY, 1996



SENATE	S. J. Page	Am.	Rev.
Assigned to Committee on			
Committee Report			
On Floor	Amended	Table	
Legislative Action on Amendments	Adopted	Not Adopted	
General Funding and Finance Package			
Pass	Fail		
HOUSE	H. J. Page	Am.	Rev.
Assigned to Committee on			
Committee Report			
On Floor	Amended	Table	
Legislative Action on Amendments	Adopted	Not Adopted	
General Funding and Finance Package			
Pass	Fail		

761X0761

SENATE BILL NO.

143

Introduced by: Senators Whiting, Herseth, and Mel Olson and Representatives Roe and Haley

1 FOR AN ACT ENTITLED, An Act to authorize the Public Utilities Commis-
2 sion to permit public utilities to establish and utilize incentive
3 rates.

4 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF SOUTH DAKOTA:

5 That chapter 49-34A be amended by adding thereto a NEW SECTION to
6 read as follows:

7 In addition to any other rate authorized by this chapter, the com-
8 mission may approve incentive rates to encourage improvement in the
9 performance and efficiency of public utilities. The rates shall be in
10 the form of preapproved rate models made applicable as levels of per-
11 formance are attained by the utility. No such incentive rate consti-
12 tutes a violation of § 49-34A-3 or a change in rates pursuant to
13 § 49-34A-12. The provisions of this Act apply to any incentive rate
14 tariff approved by the commission in existence on the effective date
15 of this Act.

750 copies of this document were printed by the South Dakota
Legislative Research Council at a cost of \$.015 per page.

Insertions into existing statutes are indicated by underscores.
Deletions from existing statutes are indicated by ~~overstrikes~~.

State of South Dakota

SEVENTY-FIRST SESSION
LEGISLATIVE ASSEMBLY, 1996



SENATE		S. Page	Am	Res
Assigned to Committee on:				
Committee Report:				
Do Pass	Amended	Table		
Legislative Action on Amendments:				
Adopted	Not Adopted			
Second Reading and Final Passage:				
Pass	Fail			
HOUSE		H. Page	Am	Res
Assigned to Committee on:				
Committee Report:				
Do Pass	Amended	Table		
Legislative Action on Amendments:				
Adopted	Not Adopted			
Second Reading and Final Passage:				
Pass	Fail			

761X0760

SENATE BILL NO. **144**

Introduced by: Senators Whiting, Herseth, and Mel Olson and Representatives Roe and Haley

1 FOR AN ACT ENTITLED, An Act to authorize the Public Utilities Commis-
2 sion to permit certain flexible and competitive rate-making by pub-
3 lic utilities.

4 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF SOUTH DAKOTA:

5 That chapter 49-34A be amended by adding thereto a NEW SECTION to
6 read as follows:

7 In addition to any other rate authorized by this chapter, the com-
8 mission may approve business development rates authorizing a utility
9 to negotiate and agree with a customer for specific rates which differ
10 from standard rates otherwise applicable to the customer. All business
11 development rates shall be approved as being in the public interest
12 under such terms and conditions as the commission may provide in a
13 proceeding under this chapter. ~~Any~~ such flexible or competitive rate
14 constitutes a violation of § 49-34A-3 or a change in rates pursuant to
15 § 49-34A-12. The provisions of this Act apply to any business develop-
16 ment rate tariff approved by the commission in existence on the effec-
17 tive date of this Act.

750 copies of this document were printed by the South Dakota
Legislative Research Council at a cost of \$.015 per page.

Insertions into existing statutes are indicated by underscores.
Deletions from existing statutes are indicated by ~~overstrikes~~.

PUBLIC UTILITIES COMMISSION OF SOUTH DAKOTA

BLACK HILLS POWER AND LIGHT COMPANY
RAPID CITY, SOUTH DAKOTA

SECTION NO. 4
ORIGINAL SHEET NO. 2

BUSINESS DEVELOPMENT SERVICE

RATE No. BDS-1
Page 1 of 3

AVAILABLE

At points on the Company's existing transmission or distribution facilities supplied by its interconnected transmission system within Butte, Custer, Fall River, Lawrence, Meade, and Pennington Counties of South Dakota.

APPLICABLE

To customers requiring an appropriate response to non-standard, unique or specialized electric services and/or to meet competitive forces in the energy services markets in a manner that satisfies the needs of participating customers while balancing the interests of the participating customer, the non-participating customers, and the Company.

CHARACTER OF SERVICE

Alternating current, 60 hertz, at the voltage and phase of the Company's established transmission or distribution system most available to the location of the customer.

ELIGIBILITY

Customers requesting Business Development Service (BDS) will be considered upon written application to the Company if one or more of the following conditions is shown by the customer to exist:

1. The customer accepts non-standard electric service for new or existing load;
2. The customer has unique requirements for new load;
3. The customer intends to acquire its electric service for new or existing load from a source other than the Company absent service under this rate by showing:
 - a. The customer demonstrates a competitive alternative, energy source or business location, to the Company's standard tariff rates; and
 - b. The comparative economics, including but not limited to availability of capital, environmental impacts and assessment of risk, of the alternative over the Company's standard tariffed rates are material; and

DATE FILED: June 20, 1995

EFFECTIVE DATE: For service on and
after August 1, 1995

ISSUED BY:

Kyle D. White

Kyle D. White
Director, Rates and Demand-Side Management

PUBLIC UTILITIES COMMISSION OF SOUTH DAKOTA

BLACK HILLS POWER AND LIGHT COMPANY
SIOUX FALLS, SOUTH DAKOTA

SECTION NO. 4
ORIGINAL SHEET NO. 3

BUSINESS DEVELOPMENT SERVICE

RATE No. BDS-1

Page 2 of 3

ELIGIBILITY (continued)

- c. The alternative is demonstrated to be technologically feasible and legally permissible; and
- d. The customer has taken substantial steps to fairly evaluate the alternative sufficient to establish the customer's actual ability to utilize the alternative within a reasonable period of time.

Upon receipt of the customer's written application, and such additional information as the Company may require, the Company and the applying customer may, at the sole discretion of either party, commence negotiation of rates and terms and conditions of service under this tariff. If a mutually acceptable agreement is reached, the agreement and full support for it shall be forwarded to the Commission for their file of contracts with deviations as authorized by this rate schedule.

CONTRACT PROVISIONS

All mutually acceptable service agreements will meet these minimum standards:

1. The initial service term shall not be less than three years; and
2. No service term shall exceed 7 years without the inclusion of language providing for renegotiation by the Company.
3. The minimum written notice of cancellation by either party shall be nine months; and
4. The customer shall not be eligible for any discounts or service conditions except as provided for in the service agreement; and
5. The compensation to be received under the service agreement during its term shall exceed the marginal cost to the Company of performance under the contract; and
6. The rate for metered service will be designed to encourage the customer to improve load factor, calculated using the customer's on-peak KVA; and
7. Minimum contract demand is 250 kVA; and
8. The terms and conditions of service shall be those contained in the service agreement between the Company and the customer; and
9. Identification of the rate schedule that customer would have received service under in lieu of BDS.

DATE FILED: June 20, 1995

EFFECTIVE DATE: For service on and
after August 1, 1995

ISSUED BY:

Kyle D. White

Kyle D. White
Director, Rates and Demand-Side Management

PUBLIC UTILITIES COMMISSION OF SOUTH DAKOTA

BLACK HILLS POWER AND LIGHT COMPANY
RAPID CITY, SOUTH DAKOTA

SECTION NO. 4
ORIGINAL SHEET NO. 4

BUSINESS DEVELOPMENT SERVICE

RATE NO. BDS-1
Page 3 of 3

RATE

All charges for service under this rate shall be the charges contained in the contract between the Company and the customer.

CONFIDENTIALITY

Upon request of the Company or the customer, upon good cause shown by affidavit, all terms and conditions of any service agreement under this rate schedule and any supporting information shall be protected from disclosure as confidential in accordance with the Commission's Administrative Rules provided for at Section 20:10:01:41 and 20:10:01:42.

DATE FILED: June 20, 1995

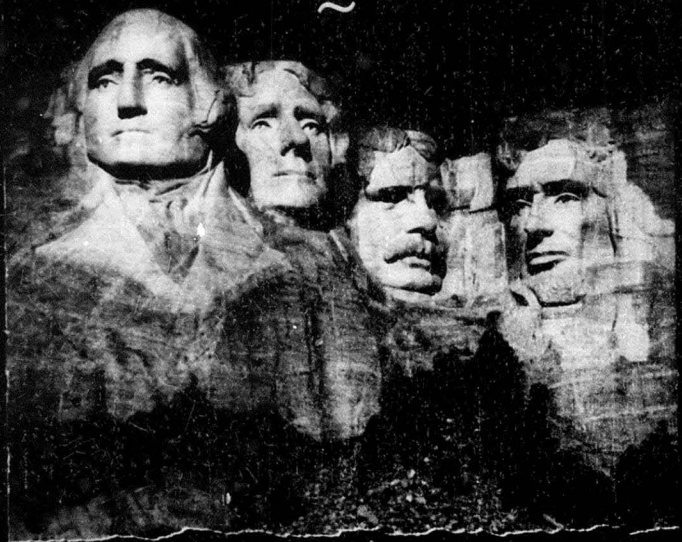
EFFECTIVE DATE: For service on and
after August 1, 1995

ISSUED BY:

Kyle D. White
Kyle D. White
Director, Rates and Demand-Side Management

014118226

≈
MONUMENTAL
OPPORTUNITIES
≈



Carving a bright future in the Black Hills



CLIMBING HIGHER



GROWING PLACES

The Power To Reach Your Goals

014118226

Carving a bright future in the Black Hills



The Power To Reach Your Goals

When a business sets out to climb higher, choosing the right location is critical. A key prerequisite is ready availability of reliable, affordable electric power with capacity to meet your needs. Simply stated, you demand an electric utility that's with you... all the way.

In the beautiful Black Hills of South Dakota and Wyoming, Black Hills Power and Light is the sort of partner your business demands:

- With its fifth power plant now under construction, BHP has the capacity to meet your power requirements today, and into the future.
- Through its parent Black Hills Corporation, BHP owns vast supplies of clean, low-sulphur Western coal, guaranteeing abundant, cost-stable power, independent of foreign affairs.
- With a service record spanning more than half a century, BHP is a seasoned veteran at supplying commercial power to a growing region.
- Through 12 district offices, BHP maintains nearby, responsive service for its commercial customers.
- BHP has a strong track record of active, aggressive involvement and support of economic development groups throughout the region.
- BHP offers a variety of incentives and support for new business development in its service area. Both financial programs and support personnel are dedicated to helping businesses carve a bright future in the Black Hills.



Mount Rushmore National Monument is South Dakota's best-known landmark. Located in the scenic Black Hills in the western portion of the state, Mount Rushmore is a towering tribute to American values and the human spirit. The carving was dedicated in 1941, the same year Black Hills Power and Light Company was formed through the consolidation of several smaller suppliers.



GROWING PLACES



BHP's service area is centered upon the Black Hills, an area of gentle mountains, rolling meadows, alpine lakes, and friendly communities. The Black Hills are shared by South Dakota and Wyoming, and are home to such natural attractions as Devil's Tower, the Needles formations, and Custer State Park. The region supports a healthy tourist industry. The primary urban center is Rapid City, a thriving, 85,000 population city with low crime rates, a stable work force, and attractive tax structures. Many smaller communities dot the Hills, including historic Deadwood, which has grown into a gaming center of national stature.

A Conducive Environment

A choice of settings:

A friendly Midwestern city with hard working people...An open Western plain with sprawling space...A small mountain town with charm and warmth.

In the Black Hills, you can choose the setting best suited to your business. And in all of them, you can count on BHP's expertise and support to make your transition smooth.

BHP's service area encompasses everything from the vast expanses of the Wyoming high plains, to the urban commercial activity of Rapid City. A member of the BHP resource team can help you identify a selection of settings suited to your needs. We know in detail the prime industrial and commercial opportunities in an area recognized for its hospitable business climate. We'll work as an extension of your office, supplying you with information and assistance to make a wise choice for your company, greatly speeding the selection process.

Throughout the search and selection process, we maintain strict confidentiality, and of course, the speed with which you'll be able to make your decision will further reduce the risk of leaks and rumors.

The BHP resource team can also introduce you to government and community leaders able to further expedite your project. You'll find them highly receptive to new development. Land, labor and utilities are realistically priced. The geographically central location and well-developed transportation networks provide easy access to nationwide markets via land and air. And our corporate tax structure is one of the most attractive in the nation.

We're with you...all the way.

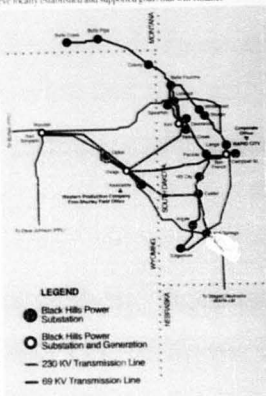
Black Hills Power and Light Company is an investor-owned utility company serving approximately 53,000 customers throughout a 9,000 square mile area in Western South Dakota, Eastern Wyoming, and Southeastern Montana. Its parent, Black Hills Corporation, has diversified operations in coal mining through Wondol Resources Development Corp., and oil and gas production through Western Production Company. Black Hills Corporation has paid continuous dividends since its incorporation in 1941.

The economic prosperity of our service area is vitally important to us and the customers and communities we serve. BHP has developed programs and services to assist both existing businesses and potential customers in our service territory. Since each community is unique, we offer flexible packages of economic development programs. This support is through:

- ☐ Community involvement
- ☐ Business attraction, retention and expansion programs
- ☐ Site development
- ☐ Financial assistance
- ☐ Industry resource team
- ☐ Marketing support

Through **community involvement**, BHP promotes the economic development of our states and communities by establishing and maintaining partnerships with economic development groups in order to achieve locally established and supported goals that will enhance both the region and BHP's continued growth. This partnership uniquely positions BHP as the "one company's" "man in the field" during the search and selection process. Your BHP contact person is able to knowledgably and objectively steer you toward the communities or regions that best suit your parameters.

BHP's community involvement extends beyond the context of economic development. BHP people are active in the entire spectrum of civic, charitable, religious, and governmental affairs of our communities. There is a strong caring present, and it shows in everyone you meet at BHP. We are proud of what we do and where we live. Because of this, we work hard to protect and enhance the high quality of life the Black Hills region is known for.



BHP

PARTNERSHIP



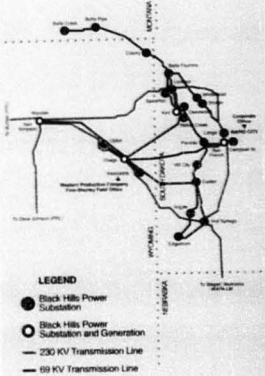
The future of your electric power rests wholly upon the abundance of your utility's fuel resources. Through Wyodak Resources Development Corp., BHP is assured access to Wyoming's vast coal supplies. Wyoming became the country's largest coal-producing state in 1989 and has over 25 billion tons of demonstrated coal reserves. Utilities have found that Wyoming coal has a distinct advantage over coal from other regions. The vast majority of Wyoming coal is less expensive to produce, as it lies in thick seams near the surface. Its low sulphur content also makes it environmentally desirable.

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FLEXIBILITY

The Power Of Teamwork



Since its discovery by Gurdin's expedition in 1878, gold has been an important element in Black Hills history. The gold rush of 1878 opened the door for literally thousands of dreamers to spring up. Most of them faded up when the mines played out, and are long-gone town sites today. But some of the early mining towns prospered and go to this day. Gold mining continues today in a few Black Hills valleys.

The Power Of Teamwork

Through shared expertise and financial support, BHP will work with you to make your relocation or expansion as energy efficient as possible. With proper planning and execution, such measures can lower peak demands, reduce energy costs, and enhance production.

Electric equipment grants are available from BHP for qualified businesses. These funds may apply to energy efficient heating and cooling technologies, lighting, and innovative industrial electrotechnologies. Grant dollars may also be applied to research in some instances.

To learn more about BHP grant applicability, contact BHP's economic development department.

BHP's **Resource Team** is your direct link to local knowledge and specialized engineering support. The Team can assist in gathering information and/or research, as well as connecting you with the expertise you need.

- Electric rates
- System demand and power quality
- Power line relocation
- New power line planning and construction
- Site development
- National trade information.

The Resource Team is made up of BHP staff from many departments, including Customer Service, Marketing, and Engineering.

BHP

FLEXIBILITY



Black Hills Power and Light is a progressive company committed to wise management of electric load. By leveling the usage peaks common to any utility, rates can be better controlled. Many strategies exist to this leveling, often called "demand side management." BHP has active programs for such management at both the commercial and residential levels. These programs benefit the customer through financial incentives and special low rates. Tactics range from proper selection of high-efficiency space conditioning and lighting, to advanced demand control circuitry, energy storage, and utility-controlled options.

Attractive Rate Options

One size does not fit all:

Some businesses have simple nine-to-five energy needs. Others are wholly dependent upon high quantities of reliable electric power around the clock. At BHP, we take this fact of business life into account, offering a variety of service and rate packages.

From the simplest general service plan, all the way up through industrial contract and special feature plans, one thing holds true: BHP rates compare favorably to most parts of the nation. A call to the BHP Resource Team can give you the specifics to determine your anticipated rates.

BHP is no stranger to large industrial power users. The Black Hills region is one of the premier gold producing areas in the world, and the mining and refining of gold is extremely energy-intensive. BHP has been supplying electrical power to one of the world's largest mines for decades. We know that not only does production depend upon uninterrupted service, but fires can depend upon it as well when work takes place thousands of feet underground.

When it comes to supplying industrial power, BHP is up to the task.

General Service

For customers using electric service supplied at one point of delivery and for which no specific schedule is provided.

General Service - Total Electric

For customers supplied at one point of delivery for general use including electric heating and cooling, where electric service is the only source of energy at the service location and whose heating load is not less than thirty percent (30%) of the total energy load.

General Service - Large

For large power users contracting for their entire electric service requirements supplied at one point of delivery with a minimum billing capacity of at least 125 kilovolt amperes (KVA).

Utility Controlled General Service

At the customer's election, to customers receiving firm service under provisions of the General Service rate; provided, the customer agrees to allow BHP to interrupt, at any time, a minimum of 4 kw of BHP approved permanently connected customer designated load which can be separately metered.

Energy Storage Service

At the customer's election, customers who operate BHP approved energy storage facilities for the purpose of utilizing off-peak electric energy for space conditioning. Electric energy will be supplied through a separately metered circuit at the same voltage and phase utilized to service the balance of the customer's electrical load.

Industrial Contract Service

For large industrial power users whose actual use of electric energy requires BHP's installation of delivery facilities of not less than 8,000 KVA capacity supplied at one point of delivery. Service is by Industrial Contract Service Agreement only.

Large Demand Curtailable Service

At the customer's election, to any General Service-Large customer's entire service requirements supplied at one point of delivery when the customer agrees to curtail a minimum designated load. Service is by Large Demand Curtailable Service Agreement only.

BHP

BHP at a glance...

Mission Statement:

"...to mobilize the necessary resources of capital, equipment, and personnel to promote quality electric service to our customers at the lowest feasible, long-term cost while providing a reasonable return for shareholders."

Service Area:

Black Hills Power and Light serves 53,000 customers in a 9,300 square mile area of 11 counties in Western South Dakota, Eastern Wyoming, and Southeastern Montana. The territory of BHP includes 20 incorporated communities and various unincorporated and rural areas with a population estimated at 165,000.

Ownership:

Black Hills Corporation does business as BHP. The corporation was incorporated under the laws of South Dakota in 1941 under the name of Black Hills Power and Light Company. In 1966 the Company changed its name to Black Hills Corporation and still operates its investor-owned utility under the BHP name. Black Hills Corporation is a member of the New York Stock Exchange under the symbol BKH.

Electric Systems:

BHP uses transmission and distribution systems to deliver power throughout the service area. The size of the transmission systems range from 230 kV, 69 kV, and 47 kV. The distribution systems range from 4.16 kV, 12.47 kV, and 24.9 kV. BHP and Basin Electric Cooperative are joint owners of the transmission system. On a more regional basis, the Company is a member of, and works in close coordination with Western System Coordinating Council (WSCC).

Electric Generation:

BHP owns and operates four electric generating power plants which produce electricity. The power plants and their net megawatt (MW) capacity are: The Neil Simpson Station-18 MW, Kirk Station-30 MW, Osage Station-22 MW, and Ben French Station-22 MW. A fifth plant, Neil Simpson Unit No. 2, is under construction. It will have a capacity of 80 MW, and will be in operation in 1996. The Company is also a 20% owner of the Wyodak Station No. 1. Pacific Power & Light is the major shareholder (80%) and operator of the plant. The Wyodak Station's electric capacity is 330 MW. All power plants are fueled by low sulphur, subbituminous coal mined by the Wyodak Resources Development Corp. The coal averages 8,000 Btu's per pound.

For more information:

Black Hills Power and Light Co.
Marketing and Economic
Development Department
PO Box 1400, 625 Ninth Street
Rapid City, SD 57709
605-348-1700

District Offices
and Development
Groups

■ = BHP District Offices



Black Hills
Power and Light
PO Box 1400
625 Ninth Street
Rapid City, SD 57709
605-348-1700

Community Economic Development Groups

1 Belle Fourche Development Corporation
510 1/2 National Street
Belle Fourche, SD 57717
605-892-2484

2 Center Chamber of Commerce
Economic Development Task Force
447 Crooks Street
Custer, SD 57730
605-673-2622

3 Deadwood Economic Development Corp.
PO Box 532
Deadwood, SD 57732
605-578-2082

4 City of Edgemont
PO Box A
Edgemont, SD 57735
605-662-7422

5 Hot Springs Chamber of Commerce
Economic Development Committee
c/o Mueller Civic Center
801 S. 6th Street
Hot Springs, SD 57747
605-745-6656

6 Twin City Area
Development Corp.
PO Box 735
Lead, SD 57754
605-584-3546

7 Northern Hills Community
Development, Inc.
PO Box 218
Sturgis, SD 57785-0218
605-347-5837

8 Rapid City Area Economic
Development Partnership
444 Mount Rushmore Road
Rapid City, SD 57701
605-343-1880

9 Spearfish Economic
Development Corp.
PO Box 550
Spearfish, SD 57738
605-642-2626

10 Western County
Development Board
PO Box 7
Newcastle, WY 82701

To learn more about economic
opportunities in the Black Hills, contact:

Black Hills Power and Light

Manager of Economic Development

PO Box 1400, Rapid City, SD 57709

605-348-1700, fax 605-343-2464



Black Hills Power and Light Company

Electrotechnologies

Powering Economic Growth
Through Energy Efficiency



Printed on recycled paper

ANNUAL REPORT 1996



Presented at the Annual Meeting • January 15, 1997 • Rushmore Plaza Civic Center

BOARD OF DIRECTORS

<i>Chair</i>	<i>1996</i> Steve Zellmer	<i>Proposed 1997 Officers/Board</i> Pat Burchill
<i>Vice Chair</i>	Dacotah Cement Pat Burchill	First Bank Randy Hamburg
<i>Secretary/Treasurer</i>	First Bank Randy Hamburg	Norwest Bank Sue Retzlaff
<i>Mayor</i>	Norwest Bank Ed McLaughlin	Sturgis Wheel Ed McLaughlin
<i>School Board Chair</i>	David Miller	Richard Kriebel
<i>Chamber of Commerce Chair</i>	Kirk Dean	Dan Landguth
<i>County Commission Chair</i>	Norwest Bank Bob Haskell	Black Hills Corp. Orland Paulsen
<i>SDSM&T President</i>	Richard Gowen	Richard Gowen
<i>Economic Development President</i>	Bob DeMersseman	Bob DeMersseman
<i>At Large Members:</i>	Dennis Catron	Owen Emme
	Catron Corp.	Summit Construction
	Linda Peterson	Jerry Hamnerquist
	Grelind Printing	West River Electric Assoc.
	Jerry Hamnerquist	Mutch Users
	West River Electric Assoc.	Black Hills Corp.
	Mutch Users	Richard Krull
	Black Hills Corp.	Merrillat Industries
	Richard Krull	Walt Dennison
	Merrillat Industries	
	Walt Dennison	Robert Knecht

Rapid City Area Economic Development Partnership

444 Mt. Rushmore Rd. N. • P.O. Box 747 • Rapid City, South Dakota 57709-0747 • (605) 343-1880 • Fax: (605) 343-1916

The Rapid City Area Economic Development Partnership

1996 IN REVIEW

1996 was another busy and productive year for the Partnership.

RAPID CITY NAMED ECONOMIC DEVELOPMENT COMMUNITY OF THE YEAR

The Partnership is honored that Rapid City was named an economic development community of the year by Governor William Janklow for 1996.

We were gratified that Green Tree announced its intentions to expand its current facility by 40,000 square feet. The addition to the Green Tree Rapid City Service Center will eventually allow Green Tree to employ as many as 1,000 people. We are also pleased to report that projects undertaken in past years have continued to expand and provide quality jobs for Rapid City and Western South Dakota. Dakota Scientific continues to expand and broaden its market. Lytleware has grown beyond its projections and appears to be well on its way in providing another success story for Rapid City's manufacturing sector. Terryberry's Rapid City plant has become an important part of Terryberry Company's production capability.

The Partnership staff along with the Board of Directors submitted their proposals to companies that have shown an interest in Rapid City. Although none of these companies have made the final decision in 1996, we continue to be hopeful that our efforts will bear fruit this year. One of our major accomplishments in 1996 was to fully utilize our volunteers on our three standing committees, much to the credit of Julie and Dawn. The committees have undertaken projects that include: establishing the "Learning Lunches" program; researching and developing an inventory of the available commercial and industrial property in the Rapid City area; and the very important South Dakota School of Mines and Technology survey which allows us to speak with some authority on how Tech graduates would return to Rapid City if job opportunities were available.

The Partnership continues to have a close working relationship with Rapid City's city government and would like to thank Tom Johnson, the Partnership's city government liaison, and other city personnel for their continued cooperation.

The Partnership staff and volunteers have taken the leadership role in conducting two Investment Missions in 1996. Governor Janklow has lead these missions and they include not only Rapid City, but other communities in the Black Hills. The Partnership has taken the lead in developing a regional approach in our marketing efforts, which we feel not only benefits Rapid City, but the Black Hills as a whole.

RAPID FUND

The staff and Rapid Fund Board continues to work with City officials to finalize a workable arrangement for the use of 2012 monies in our Rapid Fund program. We are very close to developing a mechanism that will benefit economic development efforts as well as be consistent with state law and city policy.

RAPID CITY ECONOMIC DEVELOPMENT FOUNDATION

The Partnership staff is responsible for the management of the Rapid City Economic Development Foundation activities. These responsibilities include management of two industrial parks and the assets of the Foundation.

Partnership staff and Foundation Board members have completed a financial plan that would allow further development of industrial park property, as well as reduction of the Foundation debt. A special Industrial Park Expansion committee was formed and along with staff and Board members, have conducted a site location study for the expansion of light industrial properties owned and operated by the Foundation. The same committee continues to work on expansion of our heavy industrial property.

FOREST SERVICE PLAN

Staff and Board members continue to work with the Black Hills Multiple Use Coalition in an effort to assist the Forest Service developing a plan that will be consistent with the socioeconomic needs of Rapid City and the Black Hills. The plan will begin to be implemented in 1997 and we will continue to monitor its progress to assure the forest industry remains a vital part of our economic base.

MARKETING

The Partnership staff designed and developed, with the assistance of a consultant, an interactive home page that was brought online in 1996. Internet marketing continues to show promise as a means of marketing Rapid City as a great place to live and do business. We anticipate changes and improvements in our home page in 1997.

The staff and volunteers conducted two investment missions in 1996, one in the Minneapolis area in the spring, and one most recently in the Denver area. Both missions were lead by Governor Janklow and we are confident that they will bear fruit in 1997.

LOOKING TO 1997

MARKETING

The partnership plans to conduct additional trade missions with other Black Hills communities targeting geographic areas that appear to have promise in terms of developing high tech jobs. These communities are Boulder, Colorado, and Seattle, Washington. The research has already begun for these missions to be accomplished by the fall of 1997.

Direct mail will continue to be used as an important marketing tool. We plan to do several targeted marketing campaigns in 1997 directed at specific geographic areas that show promise. Trade shows will also be used in 1997 as a means of telling the Rapid City and South Dakota story. We plan to attend an internet trade show in Denver and will continue to monitor the success and attempt to identify other areas that may assist us in our marketing efforts.

Many of the Partnership's best leads for economic development come from Rapid City companies or individuals. In consideration of that, the Partnership has developed a program that is designed to serve as an incentive to those individuals and offers a reward for their input.

The "Give us a tip" program asks that individuals mail in, or call us with, their tip and they are rewarded with a free lunch for themselves and a guest.

PARK EXPANSION

The Economic Development Foundation continues its efforts to expand our inventory of industrial land in 1997. We have made application to the Economic Development Administration and are confident that funding will be received in 1997 and we can undertake the park expansion project in early summer of 1997. The project is projected to be in excess of \$1.5 million dollars. We hope to have it completed late in the year. The Foundation hopes to complete its site location efforts to increase our inventory of heavy industrial property in 1997. The site location study will include an agreement with the State to develop a reuse plan for the coal gasification plant.

RAPID FUND

1997 will most assuredly be marked as the year that we have the Rapid Fund fully operational with a mechanism in place to receive funds for the 2012 program. With the additional funds, the Rapid Fund Board of Directors and staff will be able to continue to use the Rapid Fund as a most effective economic development tool for the expansion and development of local industry, as well as the attraction of quality jobs to our area.

STATE/REGIONAL COOPERATION

We have been successful in recent years in developing a close working relationship with communities in the Black Hills as well as the State and the Governor's Office of Economic Development. We plan to continue to do joint marketing efforts with the state and in conjunction with other Black Hills communities. This working relationship has allowed us to leverage our resources and strengthen our economic development program, both locally and regionally.

SCORE/SMALL BUSINESS DEVELOPMENT CENTER

SCORE and the Small Business Development Center continue to play an important role in Rapid City's economic development efforts. The hard work of Valerie Simpson and her staff allow us to offer a full service economic development program. SCORE and its volunteers contribute their many years of practical business experience to promote business development in all of Western South Dakota. We are proud to have SCORE as part of our economic development program.

ENTREPRENEURIAL COMMITTEE

David Hanna, 1996 Chairman

David Hanna, 1997 Chairman

*Del McDonald
Patrick Goetzinger
David Hanna
Dan Carda
Gary Hamilton
Terry Williamson*

*Val Simpson
Bob Knecht
Arnie LaFleur
Carol Rahja
Steve Rolinger
Patricia Breen*

*Don Lefevre
Jim Shea
Merle Bach
Jim Van Loan
Karen Waltman
Rhenda Iris Strub*

RETENTION & EXPANSION COMMITTEE

Julene Bailie, 1996 Chair

Claudia Dail, 1997 Chair

*Meri Jo Anderson
Julene Bailie
Mark Benson*
Brian Boyer
Claudia Dail
Steve Rolinger
Gene Reiling*

*Larry Bulman
Dennis Coull
Mike DeMersseman
Rick Emerson
Carl Gustafson
Val Simpson*

*Patsy Schmidt
Bruce Lail
Dan Husted
Frank Shobe
Paul Stabile
Mutch Usera
Mac McCracken*

NEW BUSINESS ATTRACTION COMMITTEE

Bill Grant, 1996 Chairman

Steve Rolinger, 1997 Chairman

*Steve Rolinger
Brian Boyer
Daniel Brabec
Pat Burchill
Millie Slaughter
Val Simpson*

*Terry Nemec
Joe Kondrup
Vicky Overby
Henry McKittrick
Kyle White*
Jim Oswald
Karen Waltman*

*Craig Steinman
Larry Meier
Bill Grant
Gena Larson
Mutch Usera
Robert Yackanicz*

ECONOMIC DEVELOPMENT PARTNERSHIP STAFF

ROBERT P. DEMERSEMAN, PRESIDENT

JULIE GREGG, VICE PRESIDENT

DAWN LITTAU, ADMINISTRATIVE ASSISTANT

**Vice Chairperson*

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555

NEXT

DOCUMENT (S)

BEST IMAGE

POSSIBLE

MAY 1996

INVESTMENT REPORT

OF THE RAPID CITY AREA CHAMBER OF COMMERCE



"Governor honors Rapid City"

EN CORPORATION
MUTCH, USA
BOX 1400
S.D. 57104-1400

What sets Rapid City apart

By Jim McKeon
Chamber President

What does it take for a community to earn this honor?

This is a question that we rarely think about but should, for the answer sets us apart and makes the Rapid City area a desirable place to live, work and play. Six things come to mind when I try to answer the question.

The first is pride in community, which is evident by the lack of litter and graffiti, the existence of nice parks and playgrounds, the coming together to help a neighbor in need.

Next is infrastructure de-

velopment, often costly and unseen improvements in water, sewage, utilities, streets, etc., which set the stage for future, controlled growth. In many communities, the leaders are under constant pressure not to support projects of this nature. It is good that our community understands the value of infrastructure and supports our leaders' decisions.

The third is finding excuses to celebrate. It doesn't take much - it can be a community parade like St. Patrick's Day or Dakota Band Days, a Heritage Festival, a powwow, rodeo or stock show. All it takes is an event that draws the community together, and

we have a lot of them in the Rapid City area.

An emphasis on quality of business in the community is vital. This is similar to pride in the community but focuses on the value one receives for their money. Our business owners provide that value and feel good about offering a product or service of which they can be proud.

Closely akin to the quality of business is service. The first thing we think about is customer service, and this is crucial to good business and good public relations. Good customer service makes people want to come back to your business and our community.

Another part of service is service to the community. The kind of service our hundreds and hundreds of volunteers provide to make our community better. The manpower donated in this community is phenomenal! Thanks!

My final thought is evidence of future support. Projects like Initiative 2012, providing industrial parks and performing long-range planning, show that we care for and are doing something about the future. Bob DeMersseman, president of the Economic Development Partnership, summarized it nicely. "If we can keep things in balance as we grow, we will continue to earn 'Awards of Excellence.'"

A HUGE WELCOME TO OUR NEW MEMBERS

Thank you for investing in our community

As of April 15, the following businesses and business people have joined the Chamber of Commerce. Included in the listing are the business name, contact person, phone number and address (if applicable).

- Golden Corral, Brooks Reeder, general manager
710 Meridian Lane, Rapid City, 57701, 399-2195
- Healthy Touch Massage, Kenna Taylor
429 Kansas City St., Rapid City, 57701, 343-6062
- Rabe Construction, Dennis Rabe, owner
5401 Pinevale Heights, Rapid City, 57702, 342-8400
- Jensen Ranch, Paul Jensen, pres.
23245 Jensen Road, Wall, 57790, 279-2222
- Custom Wood Creations, Rick Adler, owner
407 E. Centennial, Rapid City, 57701, 341-6273
- Vantage Pointe, Mijanou Boddicker-Larson
607 1/2 Mt. Rushmore Rd., No. 203, Rapid City, 57701, 57701, 341-9882
- Bicket Construction, Jim Bicket
2909 Garden Lane, Rapid City, 57701, 605-342-7018
- A&A Professional Property Management
Pam Ringgaard & Mary Riss, 816 St. Joe, Rapid City, 57701, 341-7761
- Information Services, Clay Bauer
3213 West Main, No. 362, Rapid City, 57702, 605-341-3621
- Sheehan Mack Sales & Equipment, Lynn Franzen
P.O. Box 1689, Deadwood Ave., Rapid City, 57702, 605-342-8791
- W.H. Enterprises, dba Rapid Cash & Insurance, John Hutson
1721 Main Ave., Rapid City, 57701, 605-399-1990
- Integrated Media Marketing, Carol Rae
13117 N. Creekside Rd., Rapid City, 57702

Membership directory project in process

We wish to thank all members who submitted a bid on this project, particularly Robert Sharp and Associates, who came up with some creative ideas which could be helpful in the future.

Lawton Publishers was the successful bidder and will begin the project in May. Chamber members will be listed in the "Who's Who in Business" in two separate categories: the Membership Directory and the Buyers Guide. The directory is used by members to do business with each other.

New businesses seek the directory to quickly get established with Chamber members who understand that working together creates a healthy business environment and enhances our quality of life. Families relocating to our area use the directory to make their first business contact.

The "Who's Who in Business" Membership Directory is clearly a great business tool. Julie Ann Brown will begin selling advertising for the directory about May 20. This project is a win-win venture. It is a great business opportunity for you and it provides a non-dues source of income to the Chamber.

To ensure we produce the best possible directory, we need you to check the accuracy of your information and call Heather, Lori or Darla at 343-1744 with any changes. Look for more information in the mail about May 10.

CHAMBER LETTER

Appreciate gift and donation

Chamber members:

I would like to take this time to thank you for your support and contribution to the Ellsworth Air Force Base Awards & Recognition Program. I sincerely appreciate your gift donation.

Ruby D. Mosley, Sr. USAF
Ellsworth Airman of the Year 1985

NEXT

DOCUMENT (S)

DISREGARD

BACKGROUND

Mayor seeks goal of 5,000 new jobs

■ **McLaughlin challenges community to aim high to bring in high-paying jobs.**

By Mark Andersen
Journal Staff Writer

Rapid City Mayor Ed McLaughlin challenged government agencies and the business community to set high-paying jobs over the next five years. "I would like to propose a challenge to this community to set a goal of 5,000 new jobs for Rapid City in five years with an average salary of \$25,000 per year plus benefits," McLaughlin told about 150 people during his state of the city address Tuesday.

"Is it obtainable? Yes. Is it going to force us to stretch our thinking? Yes. What happens if we don't make it? We have just that many more good-paying jobs than we have now," McLaughlin said.

Currently, Rapid City is creating about 1,000 jobs per year, McLaughlin said later. So 5,000 jobs in five years, "That's not a stretch for us," he said.

"What we want to do is bring in enough good jobs that raise the dollar amount." That will be the stretch, McLaughlin said. The average salary of new jobs is now closer to \$20,000, he said.

No single effort will succeed, McLaughlin said. "We need to work together."

For its part, Rapid City will evaluate companies for the wages they pay before offering incentives for them to relocate here.

Other topics covered in McLaughlin's speech:

- **Indoor recreation** — "The Recreation Center will be built... on Block 18 and will likely have an area dedicated for ice. The council and I are all concerned about the operating and maintenance costs."

- **Taxes** — "The mayor's 1997 budget... will be presented to the city council later this month... My proposed budget will be approximately 2 1/2 percent higher than the 1996 budget." The increase equals the expected increase of revenues to the city from its expanding tax base. It does not represent an increase in taxes.



McLaughlin

City in limbo on air quality

By Mark Andersen
Journal Staff Writer

Rapid City has twice this year exceeded Environmental Protection Agency standards for fugitive dust particles.

If two more violations are recorded in the next three years, the EPA will place a stranglehold on the city's economic growth.

During his state of the city address Tuesday, Mayor Ed McLaughlin called the air quality issue perhaps the biggest problem facing Rapid City.

EPA currently lists Rapid City in a limbo category between attainment and nonattainment, said Fred Carl, vice chairman of the Pennington County Air Quality Board.

If two more violations occur in the city, the EPA automatically will place Rapid City into nonattainment, Carl said.

"It makes it very difficult for industries currently in the city to expand. It makes it difficult for new industries to come in," Carl said.

Once Rapid City has been placed in the nonattainment category, each industry that wants to locate or expand here must prove its project will cause no net increase in dust, Carl said.

"So it puts a real burden on a new business coming in."

EPA will examine every possible

source of dust, Carl said. "Any dust source doesn't go untouched when you get into that kind of a status," Carl said.

EPA dust standards violations occurred in January and February at a westside air sampling station near Family Thrift Center on West Chicago.

The samplers pick up dust particles of less than 10 microns in diameter — small dust particles that theoretically can penetrate deep into lungs and cause health problems, Carl said.

"I believe there were high winds those days," Carl said.

Wind makes no difference to the EPA, Carl said.

Rapid City's last violation occurred three years ago during another windy day, Carl said. Despite repeated protests by city, state and county officials, "We all lost. They (EPA) won't buy it on this either," Carl said.

Rapid City could possibly go another three years without two more violations, Carl said.

"We've gone for three years and didn't have any until this past winter," he said. "It kind of gets down to the weather conditions."

Overall, there have been many improvements on dust controls throughout the city and county, Carl said. The State Department of Environment and Natural Resources

See Air quality on page A2

Mayor: State of the city address outlines concerns

Continued from page A1

■ **Deer** — "Last week, [Supreme Court Justice Sandra Day] O'Connor asked me what are the citizens of Rapid City most concerned about? I jokingly told her the 3 D's — deer, ducks and dogs. They are concerns, and we will provide solutions for these concerns. I expect that the council will approve a plan for managing the deer in Rapid City."

■ **Golf** — "We have a problem with the lack of revenue from the LaCroix Links Golf Course. We will be addressing this concern during our budget hearings." After his speech, Laughlin said the city loses money on LaCroix Links every year and city council members will discuss what to do about it.

■ **Skyline Drive** — "We have unresolved issues with how development should occur on Skyline Drive. We will continue to develop a plan that will balance the desires of the neighborhood and the life and safety concerns of the city. Recommendations should come to the council sometime this summer."

■ **Fire stations** — "We need a new fire station along Highway 16 and to upgrade Station No. 3 located on West Omaha near the Family Twif. The new station is not going to be requested in the 1997 budget but will be considered for the 1998 budget. It will require 12 new employees."

■ **City water supply** — "Bob Jackson, our city attorney, and Dan Bjerk, our director of engineering and utilities, and their staffs have been quietly purchasing water rights from irrigators on Rapid Creek. We are now at 75 percent of our goal of 2,000 acre feet by the year 2000. This will enable our city to grow and develop for a long-term water supply, which is essential."

Other concerns of the city: affordable housing, septic tank problems, drainage problems, street improvements and gang activities.

Air quality: Dust

Continued from page A1

sources is in the process of adding even another layer of protection, Carl said.

DENR will begin controlling dust emissions by city industries during the air-quality permit process, Carl said.

As permits are issued or renewed, the DENR will stipulate what an industry must do to gain its permit. For example, the DENR could require a company to pave

its large parking lots.

Previously, the South Dakota Cement Plant was the only Rapid City industry with enforceable dust stipulations added to its permit, Carl said.

'Enforceable conditions will be in everybody's permit now.'

— Fred Carl, Air Quality Board

"It looks like those enforceable conditions will be in everybody's permit now."

Exercise:

Continued from page A1

shows that people don't need a lot of money to exercise.

shows the benefit of going out simply walking," he said.

The subjects exercised a minimum of 30 minutes twice a week on each machine. A standardized system of the workout's intensity — on a scale of 1 to 10 — was used. A value was considered fairly light; 13, that hard; 15, hard.

The machines were good for maintaining fitness," said researcher Dr. Anne L. Zerni, resident in physical medicine and rehabilitation at the Medical College of Wisconsin.

RPE of 13 and 15, she said, the machines fell within the American College of Sports Medicine guidelines for improving cardiovascular fitness. At the RPE of 11, Airdyne failed to induce exercise within the ACSM guidelines.

Correction

Indian World

In the April 29 Journal, I reported that Melanie Two Oglala Nation and first in the 1996 Miss Indian contest, tied in every category with a Jack, who won the Miss World title. The article also reported that judges broke counting the number of each woman sold. Pages 1 and 2 of the Journal that Jack was in total points was necessary.

er photo

Week near Rockerville, near Rapid City.



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Rapid City Journal
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for more information, call Mary Jane Smith at 342-7010. The Rapid City local news station, KRCR-TV, also has a news bureau located in Rapid City.

■ Monday, April 22 - Annual Address - The Rapid City Chamber of Commerce presented the 1985 Annual Address at the Rapid City Hilton. The speaker was the Honorable Dan Rostenkowski, Mayor of Chicago. The Mayor's address was the highlight of the evening.

■ Tuesday, April 23 - Annual Address - The Rapid City Chamber of Commerce presented the 1985 Annual Address at the Rapid City Hilton. The speaker was the Honorable Dan Rostenkowski, Mayor of Chicago. The Mayor's address was the highlight of the evening.

The award, called the Governor's Large Business Award, is presented annually to the business in Rapid City that has made the most significant contribution to the economic development of the community.

■ Wednesday, April 23 - Fast Involvement - The Rapid City Chamber of Commerce presented the 1985 Annual Address at the Rapid City Hilton. The speaker was the Honorable Dan Rostenkowski, Mayor of Chicago. The Mayor's address was the highlight of the evening.

Janklow: Rapid City earned 'Large Community of the Year' award

PRIERE - Gov. Bill Janklow honored Rapid City Wednesday for its economic development over the past year.

The award, called the Governor's Large Business Award, is presented annually to the business in Rapid City that has made the most significant contribution to the economic development of the community.

■ Wednesday, April 23 - Fast Involvement - The Rapid City Chamber of Commerce presented the 1985 Annual Address at the Rapid City Hilton. The speaker was the Honorable Dan Rostenkowski, Mayor of Chicago. The Mayor's address was the highlight of the evening.

new companies such as Wireless Control Systems and Dakota Scientific Software, she said.

Also, Rapid City has helped existing companies grow. "We've seen a lot of growth in the South Dakota Central Plant remains viable. And the community helped to keep Edwards Air Force Base from closing."

She said the award shows the community has earned the title of "Large Community of the Year."

was just he was practicing, almost outside a bar in Martin last winter.

The jury ended its deliberations for the day Wednesday evening, and is expected to resume today.

In the jury's deliberations, the jury heard testimony from several witnesses, including Judge Kathleen Trankiel, who testified that she saw Knöchel on the street outside the American Legion on the night of the shooting.

State prosecutor Justice Kern said there is no dispute that Marshall was beaten up by Knöchel on the street outside the American Legion on the night of the shooting.

Knöchel's attorney, John Marshall, said his client was not involved in the shooting.

"Then Marshall walked away," Knöchel's attorney said. "He was not involved in the shooting. He was not involved in the shooting. He was not involved in the shooting."

Knöchel's attorney, John Marshall, said his client was not involved in the shooting.

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Economic Development Partnership. This is the second time Rapid City has won the award.

The award is presented annually to the business in Rapid City that has made the most significant contribution to the economic development of the community.

■ Wednesday, April 23 - Fast Involvement - The Rapid City Chamber of Commerce presented the 1985 Annual Address at the Rapid City Hilton. The speaker was the Honorable Dan Rostenkowski, Mayor of Chicago. The Mayor's address was the highlight of the evening.

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o investigate calls

The two legislators said they made e calls to tell shelter officials they ight have more success winning 50,000 in state money if they quit ying memberships to the Advocacy oring for Women.

Elston said he believes the \$50 embership fees the shelters paid to e advocacy network come from ivate funds, not state money.

The funding bill passed both ouses on Monday before legislators ounced for the year. Both Hassard d Wick voted for the funding.

"The ACLU is concerned that these lephone conversations may have oused the line from legitimate legator lobbyist communications into tortion or conspiracy to solicit a ible," Elston said. "What Representives Wick and Hassard have done tell the operators of these shelters at they must trade their constituional protected freedom of associon and speech for a few thousand

dollars."

Hassard called the ACLU's charges "the biggest lie I've ever heard," saying her intentions have been misinterpreted.

"I'm not bribing at all. I'm just making sure that taxpayers' money is not being used for lobbying," Hassard said.

Near the end of February, the Legislature voted to not fund women's shelters after reports that tax money had paid for pro-choice lobbying efforts, she said.

"Nobody said a word then. The ACLU didn't do anything. I'll tell you that," she said. "We (she and Rep. Wick) decided that that was too bad."

Hassard said she called women's shelters in Custer and Hot Springs to find out if they belonged to the advocacy network and to explain the vote against funding.

Hassard's official response called the ACLU "ultra-liberal" and stated,

"I must have been doing my job to protect the monies of the taxpayers of South Dakota."

Wick, who said he objected to the advocacy network's lobbying efforts against pro-family legislation, said he didn't think shelters should get tax money and use any of it to pay lobbyists for any cause.

Wick said he wasn't worried about ACLU scrutiny.

"I am flattered to be attacked by the American Civil Liberties Union, which is an ultra-liberal organization against prayer in school, for abortion on demand and which has continually attacked any effort to strengthen criminal laws or pro-family legislation," he said.

Hassard plans to deliver to the Legislative Resource Council a letter requesting a study on any public monies used to fund lobbying efforts. So far, seven Republican legislators have signed the letter, Hassard said.

Global markets focus of business seminars

WASHINGTON — Lew Cramer, former director general of the U.S. and Foreign Commercial Service and assistant secretary of Commerce, will participate in the first of three seminars for South Dakota businesses that want to deal in the global marketplace, announced Sen. Tom Daschle, D-S.D.

The first conference will focus on the recently designated Port of Entry in Sioux Falls and will be held Friday via the Rural Development Telecommunications network at eight sites throughout the state.

"(Cramer's) extensive expertise and guidance in international trade will be helpful in assisting businesses utilize the Port of Entry to import and export more effec-

tively," Daschle said.

The first session, which will run from 7 a.m. to 9 a.m. MST, will be conducted at RIDE sites in Rapid City, Pierre, Vermillion, Mitchell, Sioux Falls, Brookings, Watertown and Aberdeen. The Rapid City Regional Hospital studios will broadcast the meeting.

For more information, contact Bob Simpson in Daschle's office at (605) 224-2321, or Jessica Simmons at the Sioux Falls Development Foundation at (605) 339-0103.

To reserve a spot, call Simmons or Julie Gregg at the Rapid City Economic Development Partnership, 343-1744.

Later sessions are scheduled for April 18, and sometime in May.

DARE to sponsor day on ski slopes

PHOTO BY JEFFREY L. HARRIS FOR THE RAPID CITY JOURNAL

Firefighters to meet to hone rescue skills

LEAD — More than 200 firefighters offer

collapsing the school house built half a century ago, but the life of this small community is the most wonderful payoff of our move to South Dakota. I remember the first game my son played as a fourth grader two years ago. He was

know the Black Hills many of us get cocky the Hills are apt to trashed. Remember, I on the Pacific just fifty

What our region must do to grow

Bob DeMersseman is president of the Rapid City Economic Development Partnership.

By Bob DeMersseman

The five most important things to consider in maintaining a viable growing economy:

■ The city of Rapid City, Pennington County and the private sector must maintain a commitment to the creation of quality jobs in Rapid City and the surrounding area. In that effort to create new jobs, we should not forget the importance of our primary industries such as forestry, agriculture and mineral extraction, and the important roles they play in the health of our diversified economy.

■ The public sector must work diligently to maintain an environment that is conducive to the attraction of new primary jobs and encourages growth of our local industries. These can be achieved by being cognizant of the needs of business, which is the ultimate objective of creating an expanded tax base and quality jobs.

■ We must maintain a quality educational system and a high level of communication with the business sector to be aware of current and future needs of the economy in terms of skills and the needs of people entering the work force. We should also be aware of the changing situations and encourage our learning institutions to be responsive to the needs of industry.

■ We must work closely with the surrounding communities in the Black Hills, with the understanding that we are an economic entity and that growth in any Hills community will benefit everyone in the Black Hills.



DeMersseman



5 Full Time
Positions
Welding
Steel Erection
Sheet Metal
New Iron Pipe
Refrigeration
Forklifts
Forklifts

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Modern Shops in 1990
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Customer Service

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RC Journal
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of The 34 other
house members
in subdistricts

kings, most of Blaine and part of Car-
son counties.
Wahard, who plans to retire from

congressmen represent states from 1951
districts were to be drawn in 1991 and
every 10 years after that. "Th

Journal graphic

Journal graphic

records

ie blotter

burglary was reported
in Rapid City Police De-

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of Penrose Place in
quad City.

efs were reported from
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1-2000. All information is
ntial.

pital

regional Hospital
Room 311-8222
is Information: 241-1000
Regional Hospital visiting
daily

Is motorcycle plant in city's future?

■ Excelsior-Henderson
official says Rapid City
factory location not out
of the question.

By Dan Daly
Journal Staff Writer

Could the first new line of American-made heavyweight motorcycles since 1965 roll off a Black Hills assembly line?

That prospect is not out of the question, said Dan Hanlon, co-founder of Excelsior-Henderson Motorcycle Co., the Minneapolis-based upstart that plans to revive the old Excelsior-Henderson line of motorcycles.

But Hanlon said his company is not even to the point of talking about individual cities. In fact, the company is also considering North Dakota, Minnesota, Iowa, Wisconsin, Illinois, Indiana, Kentucky, Michigan, Ohio and Tennessee.

"I think it certainly would make sense for us to consider that as a factor in looking at South Dakota," Hanlon said. "South Dakota is very keen toward motorcycles. With the (Sturgis Rally & Races), it could influence our business. And I think we could have an influence on the rally."

Bob DeMersseman, head of the Rapid City Economic Development Partnership, said Tuesday his office has been sending information about the area to the Minneapolis motorcycle company.

"The rally is a real plus," DeMersseman said, but he acknowledged the company is shopping for the best economic development packages states have to offer.

Hanlon and his brother, David Hanlon, both Sturgis Rally regulars and lifelong motorcycle buffs, bought rights to the Excelsior-Henderson name and formed their company in 1993.

Since then, the company has concentrated on design and financing. Now they are shopping for a place to build a 200,000-square-foot factory, which would employ about 100 people initially and build more than 4,000 heavyweight Super X models in its first year. Within five years, plans call for 750,000 square feet, 500 workers and 17,000 bikes a year.

In 1996, he said, Excelsior-Henderson will pick a plant site and unveil its first "pre-production" motorcycles, and possibly begin taking orders from customers.

"We're to the point, where if you were inside the plant you could feel, touch and see (motorcycles)," he said. "But we're not ready to publicly show them."

Once the prototypes are unveiled, it could take up to two years for Excelsior-Henderson to begin mass production of the big bikes.

Currently Harley-Davidson is the only American that mass produces heavyweight motorcycles. Harley-

Davidson motorcycles are wildly popular, and the Hanlon brothers hope to fill some of the growing demand for big American bikes.

The Excelsior Supply and Manufacturing Co., founded in 1896, started making motorcycles in 1905.

Henderson motorcycles began production in 1912. By 1917, bicycle maker Ingas Schwann owned both companies and combined them into Excelsior-Henderson.

In 1931, Schwann closed the company to concentrate on bicycles.

In the '60s and '70s, competition from Japan nearly killed off the domestic motorcycle market. Harley-Davidson nearly went under, but turned the corner in the late '70s.

Now Harley-Davidson is selling motorcycles as fast as it can produce them.

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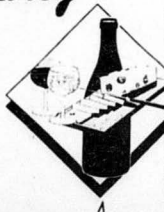
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**n Rapid City, Merrill Lynch
is making a difference.**

permit, he said.
Brehm consulted the
bill plan calls for sackfilling
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to be acid generating rock
mined 136,000 ounces of
ohm on page A2

Inside

Convention business risk in '95

Rapid City's convention business was one of the few bright spots in an otherwise lackluster tourism season last year.
The Wally Byam Caravan and the Wally Byam Caravan will show up with 7,000 to 8,000 Airstream trailer owners in summer, which could make it the biggest convention year for Rapid City.
See the story on page C1.

of first lady Hillary Rodham Clinton came under fresh attack Wednesday at a House hearing where newly released White House documents and the testimony of a former presidential aide appeared to conflict with her statements that she had no direct role in the 1993 firing of White House travel office employees.

Memos and handwritten notes turned over to the House Government Reform and Oversight Committee by David Watkins, the president's direc-

Watkins

Mr. Clinton

tor of administration at the time, said Mrs. Clinton thought that a close friend of the Clinton's, Hollywood producer Harry Thomason, should be given the opportunity to take over the travel office.

"Harry says his people can run things better, save money, etc.," Watkins quoted Mrs. Clinton as saying. "And besides, we need these

all seven employees of the office that handles travel arrangements for the White House press corps. The White House later said the action was ill-advised.

The first lady has insisted she merely expressed concern about reports of financial mismanagement in the office, and she has speculated that such expressions may have been misinterpreted by others who believed she wanted the entire office

man, that "these unwelcome attacks" represented just "one more shot in the developing 1996 presidential campaign."

In his testimony, Watkins told the committee that Mrs. Clinton's wishes for "quick and decisive action" were communicated to him by Thomason as well as by the late White House

See Travel on page A2

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See

R.C. 6th in affordable-housing survey

■ A \$106,625 home in Rapid City would cost \$150,775 in Sioux Falls.

By The Associated Press

Rapid City ranked sixth among 300 U.S. cities in a survey measuring affordable housing.

The survey, by Coldwell Banker, compares the cost in different cities of a 2,200-square-foot, four-bedroom, 2.5 bathroom house with a family room

and two-car garage. Prices are based on homes listed and sold by Coldwell Banker agents in the fourth quarter of last year.

Such a house would cost \$106,625 in Rapid City. In Sioux Falls, which ranked 83rd, the same house would cost \$150,775.

Beverly Hills, where such a house would cost \$745,666, won the distinction of being the most expensive place on the list. Six California cities made the 10 most expensive list.

Oklahoma City, Okla., topped the list as the most affordable at \$97,125. Six Texas and Oklahoma

cities made the top 10 list for most affordable homes.

In nearby states, the type of home surveyed sold for \$144,500 in Des Moines, Iowa, and \$190,000 in Sioux City, Iowa. In Minneapolis, the home would sell for \$207,633 in Minneapolis and \$156,333 in Rochester. In North Dakota, the price in Fargo would be \$154,333.

The Sioux Falls price seems right for a corporate move type of home, said Julie Job, acting broker at the Sioux Falls Coldwell Banker agency. The average price of a home in Sioux Falls is \$90,844, while the median or midpoint price is \$84,900.

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12/7/12
Re: Same!

It has less to do with the economy of Wyoming as it does with teaching people to live within their means," said Casper attorney Russ Blood, who specializes in consumer credit counseling.

statement from the ABI issued Tuesday. The national average was 25.9 percent. ABI officials said. Bankruptcy officials said until recently, most people who filed for bankruptcy did

years, the stigma associated with filing for bankruptcy has faded, he said. But the consequences have not. Bankruptcies appear on an individual's credit report for 10 years. That can affect

interest to make up for those who can't their debts. She said ideally, people should balance every month or resolve to charge more until the balance is paid.

\$300,000 economic development allocation comes under scrutiny

By Heidi Bell
Journal Staff Writer

There were no easy answers Wednesday to the Rapid City Economic Development Loan Fund board's request for \$300,000 in 1996 Vision 2012 funds.

It wasn't that the Rapid City Council's Legal and Finance Committee didn't want to allocate the money. Members just weren't sure they legally could.

"It isn't gene splicing, but it's not quite as simple as just writing checks, either," said City Attorney Bob Jackson.

The revolving loan fund began with \$1 million gained from bond refinancing. Board representative Richard Wahlstrom said the loans are not meant to be a main source of financing for new businesses, but a "bridge" to get them started.

The loan board disbursed a total of \$301,500 to four companies in 1995. A \$200,000 loan to Green Tree Financial Services is in the works. Other loans worth \$1,350,000 are pending.

Sixteen loan recipients have repayed about \$14,300 in principal and

\$17,700 in interest.

City voters approved the Vision 2012 half-cent sales tax with a plan that included a revolving loan fund for economic development. The current plan allows for \$500,000 to go to the loan fund each year for six years, starting in 1996.

The loan board hoped to have \$3 million available for loan by 2002.

No companies came forward in 1996 with plans the board wanted to help fund. Wahlstrom said the board doesn't want to lend money just for the sake of lending money.

But board members are also concerned that unspent 2012 dollars originally tagged for loan funds could be tempting to city aldermen hoping to fund a larger recreation center, indoor ice rink or other projects.

Ideally, Wahlstrom said the board would like to receive a check for \$500,000 each Jan. 1, for use whenever the right projects come along.

City officials said there are problems with rolling 1996 funds over for 1997 spending. City Finance Officer Jim Preston said that because 2012 funds are just for capital developments, he needs a contract or invoice to show that money will be spent, and how, before he can release it.

Only the pending Green Tree project is far enough along to warrant a contract, Wahlstrom said.

Alderman Grace Mickelson proposed approving the \$300,000 allocation and directing staff to prepare documents that would allow for legally transferring the money.

"I would almost plead for some further direction," Jackson replied. He said he would do his best to draft such documents, but he had no idea what legal basis could be used.

Mickelson said that if Jackson were ingenious enough to legally transfer \$800,000 in 2012 funds to the YMCA, he should be creative enough to do the same with the loan fund. Mickelson maintains that it is illegal for the city to give 2012 funds to the Y.

Jackson said he still needed a contract or plan. "With the Y there is a lease, bare bones as it is," he said.

There are other options, he added. "The appropriation expires at the end of the year," Jackson said. "The money doesn't go anywhere."

The 2012 plan could be amended to allocate \$1 million to the loan fund in 1997 and \$500,000 in each of the other years, he said.

Mickelson's motion passed. It will go the full council Monday, Dec. 16.



Doctor claims Gary McKee should h

By Tim Mayer
Northern Hills Bureau

McKee was shot in Pellegrino's Boulder Canyon mobile home about 8 p.m., and driven to the hospital by a friend. Surgeon Dr. Chris Hugs operated on

happened had he (McKee) not been shot to begin with."

Pellegrino faces alternate counts of first and second degree murder and first

homicide under questioning by those are his findings, I can't. Hugs on Monday testified

DEADWORD A surgeon testified

grades, has evolved into a powerful and reliable system, capable of running many enterprises. But, for want of a nail, the Provo, Utah-based company is in trouble.

Two weeks ago, Bob Frankenburg, CEO, resigned. Although he had successfully returned the company to its networking roots, his tenure hadn't brought enough significant product improvement or on-time product introductions to stem competition from Microsoft and Sun.



George Peabody

lanners, network administrators and designers in the world's largest companies.

In his place, John Young, former president of Hewlett-Packard, has stepped in. Unless he injects some Microsoft-like hustle into the Novell culture, he will not have much to do

Designed to be efficient over costly and generic "slower wide area communications" networks, TCP/IP is the protocol enabling the global Internet together.

Novell's own networking language, IPX, was designed to connect PCs on a local area network. Scaling it up to behave well over wide area communication links has been difficult.

And Novell's answer for TCP/IP capability has proven to be little more than an add-on. It doesn't go

you say "oops" in TCP/IP?

It is an ironic mistake. Novell flourished because it paid attention to industry standards. Network supported Microsoft's DOS better than Microsoft. But once Novell grew up, it rested on its laurels and did not pay attention to the growing dominance of TCP/IP.

The company was warned. For five years I have read discussions, pleas and condemnations of the company for not getting with the program. A former colleague of

Novell speaking quietly.

Not a "young" one. Some of the first to write about blood water, already have relegated to second class status behind Novell and Sun. That is too bad. After all, Novell is still a dominant supplier of network software. Its installed base is enormous. But market share is dropping. And that is never a good sign.

George Peabody of WorldCom is an Associate, a network consulting firm. He has been an Internet service provider. Email address is george@worldcom.com.

FastBytes

■ **The Quiet Mega Merger** — Unless you follow the communications industry, you might have missed a trivial little business deal. WorldCom, Inc. and MFS Communications are merging in a \$14.4 billion agreement. WorldCom, formerly JDS, is a fast-rising long distance carrier. MFS, formerly Metropolitan Fiber Systems, provides direct telephone service in larger metropolitan areas.

In April, WorldCom bought Internet Service Provider Uninet Technologies for \$2 billion. The combined company will compete

with AT&T, MCI and most of the Regional Bell Operating Companies (RBOCs). As a savvy competitor, unencumbered by old habits, it should be a formidable adversary.

■ **Safer Surfing for Kids** — Microsoft Explorer 3.0 has added Content Advisor, a screening aid for some of the objectionable material found on web pages. A parent, through a supervisory password, can set the allowable level of violence, offensive language and sexual material by using a few sliding bars. Over 100 sites a day are joining this voluntary labeling program. There

are now more than 4,000 participating sites.

Unfortunately, if a site does not voluntarily label its material, the new Explorer, like any other web browser, will display it regardless of the content. This method is going to help, but not prevent, unwelcome encounters with undesirable materials.

Products like Surfwatch and NetNanny are more reliable, although a computer-savvy kid can disable the PC-based software with some diligence.

Newer, server-based techniques

will be very helpful. But as an effective and low-cost alternative, the Microsoft Content Advisor is a real step forward.

■ **WordPerfect Gets Third-party Support** — And some users are not happy. Corel, WordPerfect's new owners, has decided to contract out its WP support to Softbank, a third party software support organization. Many have stayed with WP because of that support, but the trade journals are predicting further developments among corporate users because of this outsourcing step.

■ **Cows on the Web** — Gateway

2000's web site was later than mine. For a long time, it had the annoying feature of describing its products, not letting you know how much it cost. No more. Gateway's new item configuration web page lets select one of its base models, then select the options you want and then request the system price. In a few seconds, back comes a detailed description and total cost of the system you have requested. If for no other reason than gathering competitive cost information, this is a nifty tool.

Realtors fund economic development

The Black Hills Board of Realtors last week presented a check to the Rapid City Economic Development Partnership, part of the real estate group's twice-a-year donation to the agency.

In the past 12 months, the Black Hills Board of Realtors has given \$15,500 to the partnership, said Jean Moore, executive officer of the group.

Checks will be presented twice a year to the organization.

Since May 1995, each member and associate

member of the Black Hills Board of Realtors has been assessed \$5 per month for the Economic Development Partnership. Money raised goes directly into the partnership's marketing budget.

The reasoning, Moore said, is that if the economic development partnership's efforts bring good-paying jobs to Rapid City, Realtors will reap the benefits of a stronger local market.

"I want to thank them," said Bob DeMersseman, head of the partnership.

"It really is a commitment on their part, and a chance to participate in creation of job opportunities."

More than half of the economic development agency's budget comes from private sector sources such as utilities, car dealer groups, banking groups and the local chamber of commerce, DeMersseman said.

The Black Hills Board of Realtors is the first local professional group to set up a regular

contribution program for economic development, he said. And with the money earned for marketing, the Realtors are allowing Merseman and his staff to target the counties and industries they want to bring to Rapid City, he added.

The economic development partnership is using the money to create an interactive Internet home page and to actively solicit companies from the Internet.

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Opinion

A4
SUNDAY
September 15, 1996
Rapid City Journal

RED fund can serve both

■ Rather than create a new economic development program, legislators should open up an existing one to assist farmer-owned projects.

The idea is to create a revolving economic development fund, similar to the state's Revolving Economic Development Initiative (REDI). But this fund would be to assist in development of farmer-owned cooperatives. Ironically, the idea surfaced last Sunday at the ribbon cutting ceremony for a \$32.5 million South Dakota Soybean Processors facility in Viggo. That project was made possible because soybean producers contributed 70 percent of the start-up costs.

Ventures such as the soybean processors' plant have great potential for South Dakota. They allow the producers of agricultural products to garner a larger share of the profits from the commodities they produce.

But the plan proposed by members of Rural Renewal, a coalition of state legislators, faces long odds for two reasons.

The first obstacle is that the plan calls for the seed money for the revolving fund — about \$30 million — to come from a one-year 1-cent hike in the state sales tax.

Any kind of a tax increase proposal will face an uphill battle in the 1997 Legislature — particularly with the news last week that the Janklow administration achieved about \$12 million in general fund savings during the budget year that ended on June 30.

When state government is collecting \$12 million more than it spends in a year, taxpayers aren't about to look kindly on plans to raise taxes. Besides, government should be a matter of choosing priorities. If legislators make funding an economic development program for value-added agricultural facilities a priority, they should shift money from lesser priorities.

The second obstacle has to do with the REDI fund program — the state already has a program to administer low-interest revolving economic development loans.

An aim of the REDI program, however, is to create jobs that diversify South Dakota's economy. That economy's No. 1 component is agriculture, a \$14 billion industry in South Dakota. In other words, a purpose of the REDI fund is to create non-farm jobs so that the state can better weather the ups and downs of an agricultural economy.

Economic diversification is a worthy endeavor. But so would be a state program to aid opportunities for adding value to the state's commodity output. So why not let the REDI fund serve both? It has, to some extent, in the past. But only a relatively small percentage of REDI loans have gone to agriculture-related projects.

Priority shouldn't be given to agricultural projects just because of romantic notions about farming. And projects shouldn't be prioritized in the competition for development dollars just because agriculture is the state's dominant industry. The potential for success should be the key consideration.

When the Legislature meets in 1997, legislators should look for a balance for the REDI fund program that continues to help agricultural producers diversify South Dakota's economy, but also that helps agricultural producers to strengthen their economic position.

The Journal's view



NYC school successes deviate from traditions

NEW YORK — Driving along the edge of East Harlem, Seymour Finger points to a public school building, says, "There's an interesting story" and tells it.

In 1984 when the city had three kinds of high schools — commercial, general and academic — an Italian-American politician named LaGuardia gave an elite Catholic high school to what was then an Italian-American neighborhood. In those days there were people who wondered what Italian-Americans would do with such an institution. There, most, for years it existed, and not just for Italian-Americans, as a graduate named LaGuardia said.

But one point, East Harlem changed, and by 1982, the graduation rate was 7 percent and attendance averaged 64 percent. But the school was the state basketball champion, so there was resistance to Finger's proposal that the building be turned into a high school.

School. It opened two weeks ago in its first class, 30 seventh-graders, mostly black and Hispanic, immediately in the classroom they unanimously chose to wear:

Naturally, the New York Civil Liberties Union and the National Organization of Women objected to the city allowing a single-sex public school. Why have these organizations worked themselves into a sweat?

"That's what they do," says the scientific explanation of a famous, young female assistant teacher at TWYLS, Frenchtown, New Jersey.

Call that the Oscar Hammerstein explanation, which is correct. It's a public school, built in 1900, which is traditionally configured and traditionally decorated by traditionaries are not providing

freedom to choose TWYLS. However, without little flowers like that are spreading through cracks in the concrete — cracks, that is, in the bureaucratic rules of public education, Finger and his fellow co-workers have planted 32 magnetic schools in 20 buildings in East Harlem. And last week Mayor Giuliani endorsed acceptance of so-called free five years ago by the city's Catholic Archdiocese. Catholic schools would receive 1,000 public school students who are in the bottom 5 percent of their classes.

Because civil liberties groups argued that they would be unconstitutional "redlining" of religion, critics railing may have to be found. If so, it will be, and the outcome will be substantially proof the public schools as traditionally configured and traditionally decorated by traditionaries are not providing



WISHING YOU A
 HAPPY HOLIDAY SEASON &
 A PROSPEROUS NEW YEAR
 FROM THE RAPID CITY AREA
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RAPID CITY AREA ECONOMIC DEVELOPMENT PARTNERSHIP

October 29, 19996

Mutch Usera
Black Hills Power and Light
PO Box 1400
Rapid City, SD 5779-1400

Dear Mutch:

We would like to thank you and Black Hills Power and Light for your participation in the recent recruitment mission to Denver with Governor Janklow. The Governor indicated he thought the mission was a success, it created a lasting image that South Dakota is a place to consider when expanding their Colorado operations.

We appreciated your participation and active involvement in the project. We feel that Colorado has a potential for being one of our most productive areas with respect to recruiting. We have taken additional measures to further pursue the opportunities that exist there and hope you will stay involved in future projects.

Thanks again.

Sincerely,

Robert P. DeMersseman
President

01411000

NEXT

DOCUMENT (S)

BEST IMAGE

POSSIBLE

MINNEAPOLIS MISSION

Janklow leads recruiting effort

The Black Hills Business Council recently sponsored a recruiting mission to Minneapolis. Minn. area led by Gov. Bill Janklow.

Companies from a variety of industries were invited to a dinner meeting where they met with Gov. Janklow, Bonnie Untereiner, Commissioner for the Governor's Office of Economic Development.

Black Hills area Chamber and Economic Development officials and a delegation of community leaders.

The company officials were briefed on the benefits of doing business in South Dakota, and more specifically the Black Hills area.

The effort proved to be very ef-

fective, generating an overwhelming amount of interest and response.

Other marketing efforts of this type are being discussed and will be conducted in several other business centers. We feel this is a very effective recruiting tool, and when compared to other marketing techniques was found to be extremely cost effective.



Gov.
Janklow

Exceeding Your Expectations

Quality professional staffing support



612 Marshall City Street, Rapid City, SD 57701-4000

Congratulations to the state award winners:

Veteran Small Business Advocate:

Terry L. Fredrick
attorney for Knitting, Hagg & Hagg
Rapid City

Financial Services Advocate:

Mark W. Benson
First Bank of South Dakota, NA
Rapid City

He's thinking the best
claims administrator
provides solutions as
beneficial for the employee
as for the employer.



His thinking will insurance is the only smart choice for a big firm like his. Think he wants his people to be first priority. Because after all, they're making it happen.

He's thinking First.



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Paul Peterson



John Garner

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RECEIVED: MARCH 19, 1996



Rapid City Area Economic Development

Match -

Just wanted to thank you and Black Hills Power & Light for participating in the recent Black Hills Business Council marketing mission to Minneapolis. We're very pleased with the mission and feel like it was a great success, even though our attendees weren't great in number. Those in attendance were very interested. Solid prospects and we're confident that their interest will continue to grow and develop into real opportunities for the Black Hills area. Thanks again! Bob & Julie



RAPID CITY AREA ECONOMIC DEVELOPMENT PARTNERSHIP

February 14, 1996

Ev Hoyt
Black Hills Power & Light
P O Box 1400
Rapid City, SD 57709

Dear Ev:

We've just received word from the Governor's Office of Economic Development that the prospect you assisted us with last fall, The Prime Mover Company, truck loader manufacturer from Iowa, has decided to remain in Muskateen. GOED received a call from the company on February 5th indicating that their Executive Board in Sweden had given final approval to a location in Muskateen.

They did note that they were very impressed with the response they received from both the community of Rapid City and the State of South Dakota, but in the end, felt like they were comfortable with the work force in Muskateen, as well as the community itself.

We would like to take this opportunity to thank you for your help in our presentation to this company and the project as a whole. It's this type of cooperation and team work that will make opportunities such as this one become a success story. We look forward to working with you again in the future.

Sincerely,

Julie L. Gregg
Vice President

/jg

Thanks. Ev!

2/20
Kyle W-4
Mick A-4





State Office
University of South Dakota
School of Business
414 East Clark Street
Vermillion, SD 57069-2190
(605) 677-5498

October 2, 1996

Mr. Mutch Usera, Manager - Marketing Services
Black Hills Power & Light Company
PO Box 1400
Rapid City, SD 57709-1400

Dear Mutch:

Please allow me to thank you and Black Hills Power & Light Co. (BHP&L) once again for your support of the Small Business Development Center (SBDC) in the Black Hills area. Not only did your company's contribution of \$5,000 to support SBDC operations in 1996 clearly demonstrate your commitment to economic development in your service area, but it "set the pace" for the participation of several other entities across western South Dakota. By being one of the first to make such a commitment, BHP&L took a definite leadership role in preserving the valuable services of the SBDC for the area's current and prospective small businesses. For this, our hats are off to you.

As you know, funding provided by BHP&L to the SBDC is leveraged with matching federal funds to yield between \$3 and \$4 of total program funding for each \$1 invested by BHP&L. Your support during 1996 has already yielded tangible economic impact. During the first six months of 1996, the SBDC extended services to 187 clients in the six county BHP&L service area alone (Butte, Custer, Fall River, Lawrence, Meade, and Pennington counties)! Some of those clients went on to start or expand businesses in your service area, obtaining at least \$1,379,241 in capital with SBDC assistance which would not have been possible without your support. In the process, SBDC assistance enabled those businesses to directly create a total of 26 new jobs, and preserve another 23 jobs in your service area during the first half of 1996 alone.

As a principal Resource Partner of the SBDC, BHP&L is clearly making an economic development impact in its service area. We hope that BHP&L will continue to maintain its leadership role in economic development in 1997 and beyond as a Resource Partner of the SBDC. To sustain SBDC services in future years, we once again find ourselves seeking long term commitments from our Resource Partners. As such, we request that you consider continued funding, in the amount of \$5,000, for the 1997 fiscal year. Several other Resource Partners across the state, such as Citibank, are making three to five year ongoing commitments. Of course, we would welcome such an extended commitment, as well as one for the coming year, if you feel that is appropriate.

Regional Offices • Aberdeen • Pierre • Rapid City • Sioux Falls

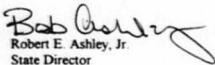
Mr. Mutch Usera

Page 2

October 3, 1996

We will continue to keep you informed of the specific impact created as a result of our Resource Partnership together. As always, if you have any questions, or if we may be of service to you, please do not hesitate to call upon us.

Very best regards,


Robert E. Ashley, Jr.
State Director

BLACK HILLS POWER AND LIGHT COMPANY

P.O. BOX 1400 409 DEADWOOD AVENUE
RAPID CITY, SOUTH DAKOTA 57709

MUTCH, NERA
MANAGER, MARKETING SERVICES

TELEPHONE
(605) 342-3000
FAX (605) 342-4881

October 24, 1996

Robert E. Ashley, Jr.
State Director
University of South Dakota
School of Business
414 East Clark Street
Vermillion, SD 57069-2390

Dear Bob:

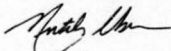
Black Hills Power and Light supports organizations which work to enhance and assist businesses in need of business and job development. The Small Business Development Center is an organization which has a proven track record of doing just that. We appreciate the professionalism and quality assistance your Rapid City office has given to the many businesses in the Black Hills Community.

Last year, BHP contributed \$5,000 to assist your organization in receiving matching Federal funding. BHP is pleased to again submit a contribution of \$5,000 for your 1997 fundraising efforts. This will allow you to receive up to \$4 of federal funding for every \$1 we have contributed.

The contribution is also important to ensure that the West River office, located in Rapid City, stay accessible to our Black Hills communities. Your resources and expertise has made an impact in helping businesses maintain their operations, avoid delinquencies, thus enjoying overall success.

At BHP, we commend your enthusiasm, professionalism, and commitment to economic development in the Black Hills communities and throughout the State. We look forward to working with you as a Resource Partner.

Sincerely,



Mutch Nera

cc: Jim Mattern



State Office
University of South Dakota
School of Business
414 East Clark Street
Vermillion, SD 57069-2390
(605) 677-5498

*Kyle W. - 4
Patch - 4
Paul T. - 2*

January 8, 1996

Mr. Ev Hoyt, President
Black Hills Power and Light
Black Hills Corporation
625 9th Street
Rapid City, SD 57701

Dear Mr. Hoyt

Please accept my sincere thanks for the financial support that Black Hills Power and Light Company has provided to the South Dakota Small Business Development Center (SBDC). These funds will help enable the SBDC to sustain its mission of providing valuable assistance to new and existing businesses during 1996.

Your support clearly demonstrates that Black Hills Power and Light is firmly committed to economic development and growth in the communities you serve. If I can provide additional information about the SBDC or be of assistance at any time, please contact me.

Sincerely,

A handwritten signature in dark ink, appearing to read "Bob Ashley".

Robert E. Ashley, Jr.
State Director

South Dakota
 **Small
Business
Development
Center**

***Business
Planning Guide***

***"From an acorn,
a mighty oak may grow."***

-David Everett

Acknowledgments

The primary mission of the South Dakota Small Business Development Center (SBDC) is to promote economic development and the creation and retention of jobs and wealth in South Dakota. The SBDC accomplishes this mission by providing professional management and technical assistance to South Dakota's present and future small businesses. This publication, and most services of the SBDC, are provided to you free of charge through a cooperative agreement between the U.S. Small Business Administration and the University of South Dakota.

The SBDC program is made possible in South Dakota during 1996 by the generous support of the following public and private entities who have provided the cash funding required to bring these services to you:

*Beadle and Spink Enterprise Community
Black Hills Power and Light Company
Citibank (South Dakota), N.A.
City of Aberdeen
City of Rapid City
Northeastern South Dakota Community Action Program
Northeastern South Dakota Energy Conservation Corporation
Northern Hills Community Development Corporation
Pennington County
Rapid City Area Economic Development Partnership
Rushmore State Bank
Sioux Falls Chamber of Commerce
Sioux Falls Development Foundation
Spearfish Economic Development Corporation
U.S. Small Business Administration
University of South Dakota
West River Electric Association*

In addition to the monetary contributors listed above, the following organizations have committed to provide the use of facilities or other non-cash resources to support the delivery of SBDC services to you during 1996:

*Brookings Area Chamber of Commerce
Custer County Chamber of Commerce
First Planning District
Hot Springs Chamber of Commerce
Lake Francis Case Development Corporation
Mitchell Area Chamber of Commerce
Pierre Economic Development Corporation
Rapid City Economic Development Partnership
Sioux Falls Commerce Center
Spearfish Chamber of Commerce
University of South Dakota*

Although the SBDC does not specifically endorse the opinions, products, or services of any individual organization, we wish to gratefully acknowledge the support of these entities and their clear commitment to South Dakota's small businesses, the communities they serve and the economic future of South Dakota.

Welcome to the world of business and to the services of the Small Business Development Center (SBDC). Although many challenges lie ahead of you, so too are there numerous rewards. My staff and I welcome the opportunity to assist you in navigating your path to success.

Planning for any new or expanding business venture can be a difficult task. As you make your plans, the SBDC will be here to assist you. Rather than simply do the work for you, it is our philosophy to assist and educate. As we assist you in building your business plan, we strive to inform and educate you on specific issues you will face. By doing so, our ultimate goal is to help you to be a better, more successful businessperson.

For over ten years, the SBDC has assisted thousands of South Dakotans like you. In the process, these businesses have obtained over \$150 million in capital and have created or retained more than 5,000 jobs right here at home in South Dakota. It is our pleasure to welcome you to the SBDC and to the South Dakota small business community.

Please join me in thanking the organizations listed on the preceding page who are responsible for bringing the services of the SBDC to South Dakota's entrepreneurs. Without their vision and commitment, SBDC assistance would not be possible.

We at the SBDC look forward to the opportunity to help you forge your dreams into reality. Good luck in the pursuit of your business venture.

Sincerely,

Bob Ashley
Robert E. Ashley, Jr.
State Director

Contents

Developing a business plan is the first step to a successful business. This guide will provide an outline in organizing your effort to gather and evaluate information about your business. As you gather information, you can begin the process of writing your business plan. By planning your business needs, you will develop an essential part of the business...its Strategy. Effectively completed, your business plan must identify the strengths, weaknesses, opportunities and threats that may affect your business and the strategy you will use to succeed.

- I. South Dakota Regulations
Licenses and taxes affecting businesses in the State.
- II. Business Plan Outline
A suggested outline of the material that should be included in your business plan.
- III. The Business
A description of your business and what makes it unique.
- IV. Management
A description of the key personnel, ownership structure and employee requirements.
- V. Market
A description of your marketing and distribution strategy, market size and growth potential, customer profile and an analysis of competition.
- VI. Money
A description of the financial requirements of the business, how proceeds will be used, and how the business will generate revenue.

Every business plan is unique, as is every business. This guide was designed with a general purpose in mind, therefore, some things may not apply to your business. Consult your SBDC counselor if you have questions on what or what not to include in your plan.

South Dakota Regulations

This section will assist you in identifying agencies that need to be contacted while planning your business activities.

Licenses, Permits and Approvals

- (1) If your business will hire employees or pay Federal Excise Tax, a Federal Employer's Identification Number (EIN) must be obtained from the Internal Revenue Service.

Internal Revenue Service
115 4th Avenue SE
Aberdeen, SD 57401
(605) 226-7201 or (800) 829-1040

- (2) If your business will have a location in South Dakota or sell, rent or lease any product or service in South Dakota, a State Tax License must be obtained for each business location from the SD Department of Revenue. (They also oversee the collection of municipal, use, fuel, excise and other taxes.)

SD Department of Revenue
Kneip Building, 3rd Floor
700 Governors Drive
Pierre, SD 57501-2291
(605) 773-5131

or contact your local office of the SD Department of Revenue.

- (3) If your business will be incorporated, a Certificate of Incorporation must be obtained from the Secretary of State

Secretary of State
Capitol Building, Suite B-05
500 East Capitol Avenue
Pierre, SD 57501
(605) 773-4845

- (4) If your business desires Trade Name Registration, it can be obtained through your local county Register of Deeds. Registration is \$5 and is good for five years. Contact your local courthouse for information.

- (5) Many types of businesses are also required to have an additional special local license/permit (i.e. food, liquor, taxi, pawn shop, contractor, vending, kennel, etc.) Check with your local city finance office and county auditor for more information.

- (6) If food products are to be prepared and served, an inspection must be completed. Check with the State Department of Health for a Food License.

State Department of Health
Foss Building
523 East Capitol Avenue
Pierre, SD 57501-3182
(605) 773-3361

- (7) You must determine if the type of business you are planning is permitted in the zoning code at the location you have chosen, including conducting a business out of your own home. (For zoning concerns, be sure to allow ample lead time which could be several months.) Check with your local city engineer and county zoning office for more information.

- (8) Your business location may need to be inspected and approved for public safety and adherence to structural, electrical, plumbing, fire and other codes. Contact your city Building Inspector prior to beginning any remodeling or site alterations.

Taxes and Insurance

- (1) South Dakota has NO corporate income tax.

- (2) South Dakota has NO personal income tax.

- (3) South Dakota has NO personal property tax.

- (4) South Dakota has NO inventory tax.

- (5) Employers are responsible for three types of Payroll Tax collections and payments.

- a. Income taxes withheld from employee wages (W4 form).
- b. Employer and employee Social Security taxes (FICA)
- c. State and Federal Unemployment taxes (FUTA). Information can be obtained by contacting the Unemployment Insurance Tax Division.

Unemployment Insurance Tax Division
P.O. Box 4370
Aberdeen, SD 57402-4730
(605) 622-2312

Additional information on the preceding taxes, including all necessary forms and a Business Tax Kit can be obtained from the Internal Revenue Service by calling 1-800-829-3676 or 1-800-829-1040.

- (6) Worker's Compensation. All employers (with the exception of corporate officers) and employees in South Dakota are subject to Workman's Compensation Act. Provision is made in the act for firms to insure themselves or to insure their risks with private insurance firms.

- (7) Sales Tax and Excise Tax. South Dakota levies a sales tax (currently 4%) on many products. Some communities have additional taxes on food, lodging, alcoholic beverages, eating establishments and entertainment. Excise Taxes are also levied on specific activities and items. The South Dakota Department of Revenue can provide you with specific information regarding these taxes.

Checklist for Purchasing a Business

- Why is the owner selling the business?
- Why are you buying the business?
- Will you agree to keep the current employees or will you have to replace them? Is there a management agreement or labor contract?
- Request the last three years income tax returns (current within the last 90 days).
- Request a current balance sheet and income statement
- Request an aging of accounts receivable
- Request a listing of accounts payable
- Request a list of equipment included in the purchase including serial numbers, market value and book value.
- Consult an attorney for compliance with the Bulk Sales Law, and review any legal documents such as a purchase agreement.
- Consult an accountant for a review of the financial statements.

Business Plan Outline

The following is a suggested outline of the material that should be included in your business plan. Although all parts are necessary for the business plan to be complete, this guide will only focus on the detailed portions of the plan: product/service, market, management, and money.

I. Cover Page

The cover page is the first impression of your business plan. It should include the name of the company, company address, company phone number, owners and their addresses/phone numbers, and the date of the plan. Also incorporate the company logo if there is one.

II. Table of Contents

III. Executive Summary

The executive summary briefly states the company's present situation as well as its goals and objectives for the business ventures of the company. This section should be written after sections IV - VIII have been completed.

IV. The Business

The Business portion of the business plan provides an overview of your planned business operation. You should briefly describe your product/service and how you will maintain a sustainable competitive advantage.

V. Management

The Management plan of your business outlines the organizational structure that defines the lines of authority and the responsibilities of the key players.

VI. Market

The Marketing plan includes information about the total market with an emphasis on your target market and how you plan to make your product/service available to them.

VII. Money

The money section of your business plan shows past, current and projected financial activity. Documents that should be included are the summary of financial needs, sources and uses of funds statement, three-year income projection and cash flow projection, notes and critical assumptions for the projections, and a break-even analysis.

VIII. Exhibits

Include only documents needed to substantiate what has been presented in the body of the plan. Examples would include resumes, purchase agreements, bids, contracts, etc.

The Business

<i>Describe your Business.</i>	Include detailed information about the overall industry and how your business will maintain a sustainable competitive advantage. Tell about your history, present status and future projections. Project a sense of what you expect to accomplish in the next few years.
<i>Describe your Product(s).</i>	Outline your product or service in terms of marketability. Describe the purpose of your product, the need it satisfies and what makes your product unique. List future products or services you plan to provide. If manufacturing, tell all about the manufacturing process. Give a detailed description of your products from raw materials to finished items. Also describe product development and research efforts. Describe the stage of development, formal testing and alternative uses for your product. Include your quality assurance procedures. Identify your primary suppliers and alternative suppliers.
<i>Proprietary Information</i>	Describe any specific knowledge or technology that you have and your competitors do not. Describe any efforts taken to obtain patents, copyrights, trademark or name registration.
<i>Regulations</i>	Describe any regulations that affect the sale and use of your product. Remember to check on the local, state and federal levels.
<i>Competition</i>	Describe the strengths and weaknesses of your product or service in comparison to existing or potential competitors. Also describe any products that may be substituted for yours.
<i>Location</i>	Describe the site and why it was chosen.
<i>Facility and Equipment</i>	Describe the building and equipment needs for your business and how you determined this need. Also describe how long the facility will meet your needs and the actions you plan to take at that point. If manufacturing, what is the maximum production capacity of the facility and equipment and your expected level of production.
<i>Operational Needs</i>	Describe your transportation and utility needs and any associated costs.
<i>Environmental Factors</i>	Describe the impact of regulations and the use and disposal of any hazardous wastes. Identify the agencies that may regulate your business and the potential impact.

Management

<i>Ownership Composition</i>	Define the form of the business organization. Specify who the owners of your business are and what percentage they own. Also describe members of your Board of Advisors.
<i>Management</i>	Describe who is behind the business. For each owner, tell about responsibilities and abilities. Indicate the level of knowledge and interest in the industry and any formal training received. Support with resumes. Also indicate who manages the business on a day-to-day basis, who is responsible for long-range planning and who initiates changes. Indicate how this person monitors industry trends.
<i>Personnel</i>	Indicate the number of employees and briefly define their positions. Describe who will be doing the work, why they are qualified, the responsibilities of each position, and the wages and benefits.
<i>Security</i>	Address in terms of inventory control, theft of information and employee screening.
<i>Consultants</i>	List professionals that will provide services to your business. These include accountants, lawyers and consultants (such as the SBDC).

Consider including the following documentation of your Management Plan in the Exhibits:

<i>Personal Resumes</i>	Should be limited to one page and include work history, educational background, professional affiliations, honors and special skills.
<i>Letters of Reference</i>	Letters recommending you as being a reputable and reliable business person worthy of being considered a good risk. (Include business and personal references.)
<i>Legal Documents</i>	All legal papers pertaining to your legal structure, proprietary rights, insurance, titles, etc.
<i>Schedule</i>	Prepare a schedule of employee staffing. Determine the number of hours the business will be open and indicate the level of staffing during the schedule period.

Marketing

Product

When you think about a **Product**, you usually think of something tangible that has to be designed, manufactured, and packaged. That applies if you are manufacturing a product. But what if your business is Retail, Wholesale, Construction, or even Service? The idea of a **Product** applies, and is an essential ingredient in any good marketing plan, for nearly every type of business. In the Retail and wholesale trades, your product consists of two or three basic parts.

First, the actual products on your shelves need to be selected. What will be the **Product Mix** of the items you select? For example, if you sell primarily impulse items but you carry a core of items to keep people coming back, talk about your strategy.

The second area is **Service** in Retail and Wholesale. Have you been in a store where finding someone to help you is like trying to find an ice cube in the Sahara Desert? Or, one where you're pampered? What will your service be like, why, and does it make sense in the overall business strategy?

What about overall atmosphere or theme? This is a third area of concern. What will your customer "**take away**" from his or her experience with you? Too many times businesses, both large and small, forget to pay attention to how a customer will feel after they're done doing business with you. That is why the idea of "**what the customer takes away from the experience**" is critical to even **Service** businesses. In fact, in many service businesses, what the customer remembers from the experience is the only "tangible" product. Their washing machine may work, or their taxes may be done, but if the customer goes away with a bad impression, will that customer likely ever come back?

Whatever your line of business, describe "**what**" you will offer to bring customers in the door the first time, and then keep them coming back.

Marketing Plan

Describe information on the total market with emphasis on the target market. Identify your customers and tell about the means to make your product or service available to them.

Target Market

Identify characteristics of your customers. Specify the estimated size of the target market and tell how you arrived at your results. Back up information with demographics, questionnaires and surveys. Project the size of your market and its growth potential.

For business customers, segment the market by industry, company size location or product/use application.

Competition

Evaluate indirect and direct competition. Show how you can compete. Evaluate competition in terms of location, market and business history. Describe how you will differentiate from competitors with regards to Product (features and performance), Service (delivery and installation), Personnel (expertise and courtesy), and Image (atmosphere and events).

Market Entry

Tell when you plan to enter the market and how you arrived at your decision.

Location

If your choice of location is related to a target market, cover it in this section of your business plan. If necessary, describe traffic count and flow, income and demographic characteristics of the surrounding area.

Industry Trends

Give current trends, project how the market may change and what you plan to do to keep up. Define the life cycle stage of the industry as introduction, growth, maturity or decline and support with documented research. Also describe new technologies being introduced and changes in production methods, operations or sales.

Methods of Distribution

Tell about the manner in which products and services will be made available to the customer. Back up decisions with statistical reports or rate sheets.

Advertising

How will your advertising be tailored to your target market? Include rate sheets, promotional material and time lines for your advertising campaign.

Pricing

Pricing will be determined as a result of market research and costing your product or service. Tell how you arrived at your pricing structure and back it up with materials from your research.

Financial Documentation

With the exception of high-tech industries that require long periods of research, start-up companies must expect to generate income in a short period of time. This Money section of your business plan should include historical financial statements, financial projections, and a description of the source and use of proceeds. The following are major documents you will want to include in your business plan.

<i>Summary of Financial Need</i>	Outline total financial need and why you are applying for a loan. Describe the total estimated cost of the project, including the need for working capital. Describe the equity invested into the project. (Equity is funding invested into the business that is not repaid on a set schedule.)
<i>Start Up Costs</i>	Describe the costs associated with the initial start-up of the business. These costs may include the following:
Rent	Describe the total monthly rent and what it includes (maintenance, utilities, etc.) and any deposits required.
Telephone	Describe the hookup costs and number of lines required.
Office Equipment	Describe the acquisition and use of computers, software, printers, fax machines, copiers, mobile phones, etc. Also include desks, chairs, filing cabinets, lights, etc.
New Building	Describe the costs associated with engineering, architect fees, survey, blue prints, drainage, water, sewer, electrical, HVAC, site preparation, etc. Also include appraisal fees, permit fees, and phase I, II, and III environmental studies.
Closing Costs	Describe the closing costs associated with any loans.
Banking Fees	Describe the fees to be charged by the bank for start-up of accounts, credit card service equipment, forms, etc.
Outside Services	Describe services which will be contracted out, such as janitorial, snow removal, lawn service, etc.
Insurance	Describe the insurance needs of the business. Provide the costs associated from the insurance carrier.
Accounting Method	Describe the method chosen: cash or accrual. Describe who will do your recordkeeping and who will help you analyze your business.

Three Year Income Projection (Pro-forma income statements)

The income statement shows your business financial activity over a period of time. It is a moving picture showing what has happened in your business and is an excellent tool for assessing your business. The income projections should show the projections for your company for the next three years. These projections should be shown on a month-by-month basis to evaluate the seasonal aspect of the business. Projections should be based on economic and industry trends and should be supported by the market analysis.

Statement of Cash Flow

This document projects what your business plan means in terms of dollars. It shows cash inflow and outflow over a three year period and is used for internal planning. Cash flow statements show both how much and when cash flow must flow in and out of your business.

Balance Sheet

The Balance Sheet shows the condition of the business as of a fixed date. It is a picture of your firm's financial condition at a particular moment and will show your financial position is strong or weak. It is usually done at the close of an accounting period and contains assets, liabilities and net worth.

Break-Even Analysis

The break-even point is where a company's expenses exactly match the sales or service volume. It can be expressed in total dollars or revenue exactly offset by total expenses or total units of production (cost of which exactly equals the income derived from their sales). This analysis can be done either mathematically or graphically.

Personal Financial Statement

A statement of personal assets, liabilities and net worth.

Credit Reports

Business and personal from suppliers or wholesalers, credit bureaus and banks.

Copies of Leases

All agreements currently in force between your company and a leasing agency.

Contracts

Include all business contracts, both completed and currently in force.

Notes

The South Dakota Small Business Development Center is partially funded by the U.S. Small Business Administration. The support given by the U.S. Small Business Administration through such funding does not constitute an expressed or implied endorsement of any of the component(s) or participant's opinions, products or services.

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GOVERNOR'S OFFICE OF
ECONOMIC DEVELOPMENT

February 16, 1996

711 East
Wash. Ave.
Pierre,
South Dakota
57501-3368

605-773-5032

800-872-6190

Fax
605-773-3256

Internet:
govdev@state.sd.us

Mr. Mutch Usaer
Black Hills Power and Light
PO Box 1400
Rapid City, SD 57709-1400

Dear Mutch:

On behalf of the Governor's Office of Economic Development and the GOLD program, I want to thank you and Black Hills Power and Light for your sponsorship of the *GOLD Community Achievement Awards*. Your generosity and support is truly appreciated.

To help ensure the awards program is successful in its first year, I encourage your participation in the application judging process. I believe it's important that the sponsor organizations are recognized throughout the process because it is with your assistance that the program is available.

Brett Stewart of my staff is sending more details on the program and the judging process, and any questions you have can be directed to him. In the meantime, I thank you again for your sponsorship and commitment.

We look forward to a successful first year of the *GOLD Community Achievement Awards*!

Sincerely,

Bonnie L. Untereiner
Commissioner





GOVERNOR'S OFFICE OF
ECONOMIC DEVELOPMENT

711 East
Wells Ave.
Pierre,
South Dakota
57501-3368

April 22, 1996

605-773-5032

800-872-6180

Fax:

605-773-3256

Internet:
gov.state.sd.us

Mutch Users, Manager-Marketing and Economic Development
Black Hills Power and Light Company
PO Box 1400
Rapid City, SD 57709-1400

Dear Mutch:

Thank you for helping make the economic development conference a success, especially the first year of the *GOLD Community Achievement Awards* program. Several communities have already thanked us for developing the awards program, and you deserve a large part of their thanks. Conference evaluation forms also highlight the awards ceremony as a welcome addition to the conference.

Enclosed is the list of award winning communities along with a local contact you requested. I'm also including another copy of the press release we mailed statewide this morning (this version is slightly different from what I faxed you).

Finally, photos of the award-winning communities in your area are enclosed. We will send photos to each of the award winner's local newspaper, and all other daily and weekly newspapers will receive the press release.

Mutch, I enjoyed working with you and your colleagues on this project and look forward to working with you in the future. In the meantime, please feel free to give me a call if there's ever anything we can do for you on this end.

Sincerely,

Brett Stewart, Development Specialist
South Dakota GOLD Program



Communities Win GOLD Community Achievement Awards

(Pierre) -- Eighteen South Dakota GOLD communities were presented with GOLD Community Achievement Awards April 16 at the Governor's Economic Development conference. A total of \$6,000 was awarded in \$500 and \$250 amounts in recognition of local community projects. More than 2,000 volunteers and 30,000 volunteer hours were documented in all the community project applications received.

The GOLD Community Achievement Awards Program is a new initiative from the Governor's Office of Economic Development (GOED) designed to recognize innovative, individual community projects taking place in communities statewide. This spring, communities were invited to compete with other GOLD communities in the state by nominating a local project for recognition.

Sponsorship of the program was provided by the following utility companies: Black Hills Power and Light Company, MidAmerican Energy Company, Northern States Power Company, Northwestern Public Service Company, Otter Tail Power Company, East River Electric Power Cooperative, West River Electric Association and Rushmore Electric Power Cooperative. Representatives from each utility company also served as the program's panel of judges.

"The purpose of the GOLD Community Achievement Awards Program is to showcase and recognize the many innovative community projects happening around the state," said GOED Commissioner Bonnie Untereiner. "It's phenomenal when you look at

-- more --

the number of dollars our state's communities are raising locally, as well as the amount of volunteer time put into projects."

"Together with our utility company partners, we were able to recognize several of those projects. We owe a big thank-you to the utility companies for their participation as sponsors and judges," said Untereiner.

Communities competed for awards in six separate categories.

In the **Agricultural Development** category, designed to recognize community efforts in local ag development, the community of Corsica received a \$500 "Excellence Award" for its new Mid River Pork swine production facility and new co-op feed mill. Receiving \$250 "Merit Awards" were Hot Springs for its annual Stockmen's Banquet and Ag Business Seminar, and Rosholt for helping the Bell Farms genetic research and farrowing operation locate in the area.

The **Beautification and Enhancement** category recognizes efforts to maintain the visual quality of the community. White Lake received an "Excellence Award" for its "Clean Up Our City Campaign" and swimming pool project. "Merit Awards" went to Dell Rapids for its Dells of the Sioux Scenic Trail project, and Wessington Springs for its Shakespeare Garden and Anne Hathaway Cottage restoration project.

A **Business and Industrial Development** category recognizes community efforts to create economic development opportunities relating to commercial and industrial development. "Excellence Award" winner Lennox established an industrial park, conducted a local labor phone survey, and designed a marketing plan for industrial recruitment all in a one-year period. "Merit Award" winners were Freeman for its efforts to retain 50 jobs in the community after a major employer closed its doors, and Gettysburg

-- more --

for using its \$178,000 local revolving loan fund to help seven new businesses start up in the community.

The **Community Innovation** category involves a community stating a problem and how they overcame it to the benefit of the community. Midland received an "Excellence Award" for raising nearly \$20,000 to purchase an ambulance and training 19 volunteers to become Emergency Medical Technicians. Receiving "Merit Awards" were Emery for raising over \$30,000 toward the renovation of their community auditorium, and Deadwood for its "Paint the Town" project where volunteers paint elderly persons' homes each summer.

In the **Community Promotion** category, creative ways in which a community promotes itself to others are recognized. Spearfish received an "Excellence Award" for its new economic development and chamber of commerce facility. "Merit Award" winners were Groton for its new \$270,000 American Legion facility that will allow area events and gatherings to be held in the community, and Onida for its annual "Twas the Night Before Christmas" promotion designed to increase local retail sales during the Christmas season.

The **Education, Training and Youth Involvement** category recognizes educational and leadership development projects involving all ages. Flandreau received an "Excellence Award" for its annual Flandreau Invitational Art Show designed to promote self-esteem and recognition of area youth. "Merit Award" winners were Custer for its county-wide customer service training program, and Lead for involving its local Future Business Leaders of America chapter in economic development projects.

"Most of the projects we know about would not happen if it weren't for dedicated community leaders, many of whom are volunteers operating with little or no budget,"

Untereiner said.

LIST OF GOLD COMMUNITY ACHIEVEMENT AWARD WINNERS

AGRICULTURAL DEVELOPMENT

Excellence Award	Corsica	Sylvia Zomer, GOLD Coordinator PO Box 135 Corsica, SD 57328-0135
Merit Award	Hot Springs	June Boyett, GOLD Coordinator 708 Jennings Avenue Hot Springs, SD 57747
Merit Award	Rosholt	Karen Novotny, GOLD Coordinator PO Box 202 Rosholt, SD 57260-0202

BEAUTIFICATION AND ENHANCEMENT

Excellence Award	White Lake	Bob Zoon, GOLD Coordinator RR 2 Box 72 White Lake, SD 57383-9802
Merit Award	Dell Rapids	Lynn Culey, GOLD Coordinator 508 East 9th Street Dell Rapids, SD 57022-1313
Merit Award	Wessington Springs	Sandy Meylor, GOLD Coordinator PO Box 132 Wessington Springs, SD 57382-0132

BUSINESS AND INDUSTRIAL DEVELOPMENT

Excellence Award	Lennox	Delphi Klusmann, GOLD Coordinator PO Box 588 Lennox, SD 57039-0588
Merit Award	Gettysburg	Bernie Webb, GOLD Coordinator 307 E. Commercial Avenue Gettysburg, SD 57442
Merit Award	Freeman	Sharon Schamber, GOLD Coordinator PO Box 43 Freeman, SD 57029-0043

COMMUNITY INNOVATION

Excellence Award	Midland	Pat Snook, GOLD Coordinator HCR 69 Box 680 Midland, SD 57552
Merit Award	Emery	Lori Jansen, GOLD Coordinator PO Box 23 Emery, SD 57332-0023
Merit Award	Deadwood	Phyllis Fleming, GOLD Coordinator 735 Main Street Deadwood, SD 57732-1015

COMMUNITY PROMOTION

Excellence Award	Spearfish	Angela Heilman, GOLD Coordinator PO Box 550 Spearfish, SD 57783-0550
Merit Award	Groton	Robert Wegner, GOLD Coordinator 117 W. Hwy 12 Groton, SD 57445-2308
Merit Award	Onida	Christine Yackley, GOLD Coordinator PO Box 951 Onida, SD 57564-0951

LEADERSHIP, TRAINING AND YOUTH INVOLVEMENT

Excellence Award	Flandreau	Arlyce Derdall, GOLD Coordinator PO Box 342 Flandreau, SD 57038-0342
Merit Award	Custer	Cindy Mayes, GOLD Coordinator 447 Crook Street Custer, SD 57730
Merit Award	Lead	Le Ann Johns, GOLD Coordinator PO Box 735 Lead, SD 57754-0735



DEADWOOD COMMUNITY HOUSING ORGANIZATION

108 SHERMAN STREET, DEADWOOD, SD 57732 PHONE (605) 578-2082 FAX (605) 578-2084

May 15, 1996

Julio "Mutch" Userra
Black Hills Power and Light Company
P O Box 1400
Rapid City SD 57709-1400

Dear "Mutch",

On behalf of the Deadwood Community Housing Organization (DCHO), I would like to thank you very much for the "Community Innovation Merit Award". The funds will be used to purchase supplies to continue "Paint The Town". Our 85 volunteers are getting ready to paint two homes this year, they will appreciate the much needed supplies.

Our congratulations to you for rewarding and recognizing the many worthwhile projects throughout South Dakota.

Sincerely,

Joy McCracken
Executive Director



GOVERNOR'S OFFICE OF
ECONOMIC DEVELOPMENT

711 East
Wells Ave.
Pierre,
South Dakota
57501-3389

MEMORANDUM

605-773-5832

800-872-6190

Fax:
605-773-3256

Internet:
govdev@sd.gov
govdev.state.sd.us

DATE: May 14, 1996

TO: GOLD Achievement Awards Program Sponsors

FROM: Brett Stewart, Development Specialist
South Dakota GOLD Program *Brett*

SUBJECT: News Coverage of Award Recipients

Greetings from Pierre! I trust this memo finds you gearing up for a nice, long, relaxing summer. Hopefully, the weather will cooperate with your work schedule so you can find some time to relax.

Enclosed is a news article found in the newspaper clippings we have sent to our office weekly. In case you hadn't read or seen any coverage of the program, we thought we'd send you the enclosed article(s). Many articles were written; however, we are only sending those from communities in your service area.

We thank you again for your participation and wish you an enjoyable Spring and Summer!



Enc. 4/15/96

NEXT

DOCUMENT (S)

BEST IMAGE

POSSIBLE

501 Renaissance
Suite 200, Inc.
Canaan, Conn. 06026
Tel. (203) 261-1000
Fax (203) 261-1001

Alutch

HANDS UP
Black Hills
Daily Explorer



Accepting the recent GOLD Merit Award and a \$250 cash prize from the Governor's Office of Economic Development are (L-R) Jim Jeffery, Black Hills Power and Light regional manager; Nick Johns and Elliot Ennis, FBLA members; Kandi Linn, FBLA advisor; and Bev Hink, Twin City Area Development Corporation board president. (Photo by Sandy Geffre)

Business leaders

TCADC earns state GOLD Award for FBLA project

By SANDY GEFFRE
Staff Writer

LEAD — The Twin City Area Development Corporation recently received a merit award from the Governor's Office of Economic Development for the group's participation in an economic development project involving the Future Business Leaders of America (FBLA) chapter at local high schools.

The FBLA chapter, in cooperation with TCADC, conducted a business survey at the companies to help a local developer determine which type of business would be most suitable in a proposed development.

The students conducted the survey, input the information on a computer and built graphs and reports which are now in the Governor's Office, said Kandi Linn, FBLA advisor.

The project was also submitted as the FBLA Spring Leadership Conference competition.

The award recipient was announced during the Governor's Economic Development Conference in Pierre as part of the GOLD Merit Awards. The Lead Development Community Achievement Award.

The FBLA Community Achievement Award Program is a new program designed to recognize the member and program contributions to the community and to the FBLA chapter.

The program is similar to the FBLA Chapter

of the Year program, however, this award program focuses on individual projects, according to LeAnn Johns, TCADC Executive Director.

The Lead award was given in the "Education, Training and Youth Involvement" category, recognizing educational programs available for all ages in the community, including both formal and informal programs. Emphasis is given to programs providing training aimed at enhancing employment opportunities in the area.

The programs were sponsored by Black Hills Power and Light Company and other utility companies throughout the state, which provided monetary awards to the local recipients.

TCADC also received a \$250 cash award, which was donated to the FBLA group.

The FBLA students involved did the work on the project, so they are the ones that deserve the credit on it," Johns said.

She pointed out that Lead's initial applications were submitted at GOLD Merit award.

TCADC's work with business students at Lead High School who participated in a similar project. But were so impressed by the participation of the students at that time we decided to start a leadership for the students," she said.

John said she was impressed with the work of the students during the project. "They did a great job. It is a lot of hard work," she said.

"We were so impressed by the participation of the students at that time we decided to start a scholarship for the students."

— LeAnn Johns
TCADC Director

S.D. NewsPAPER
Services, Inc.
Circulation Bureau
Box 2236
Brookings, SD
57007

MAY 2 1996

Edgemont Herald
Volume 10

Edgemont officially designated as a South Dakota GOLD Community

Edgemont was officially designated as a South Dakota GOLD Community April 17 at the Governor's Annual Economic Development Conference in Pierre. The award honors the community for successfully completing each phase of the three-phase program. The Edgemont GOLD committee, Edgemont Area Chamber of Commerce, Edgemont City Council, and many other volunteers, worked several months toward the GOLD Community designation.

Phase I of the program involved appointing the Edgemont GOLD committee and asking for the City's endorsement. Ken Barker, Chamber president, appointed Gayle Fredrickson, chairman of the GOLD committee, and Keith Anderson, Vern Ernst, Michelle Watland and Mayor Gary Martin as committee members. On July 3, 1995, Mayor Gary Martin signed a Resolution of Participation recognizing the support of the City.

"The GOLD program provides a process to begin to develop goals for Edgemont's future," said Martin. "If we want to get things done as a community, we have to work together, and the GOLD program is an excellent tool to use in our efforts."

Phase II consisted of gathering data about the Edgemont area, from general data about the community to available land and buildings for future economic development. The information gathered was sent to the Governor's Office of Economic Development (GOED) in Pierre where it was entered into a computer database. The GOED uses the information whenever a company is interested in available land or building space in the state. Development specialists from the GOED have visited Edgemont on occasion to tour the available area.

"The best way to introduce the GOLD to our community is to invite them not to see what we have to offer, but to see what we need to offer," said Fredrickson. "They provided us with suggestions for possible improvements and encouraged us to keep moving in the direction we were heading."

The third and final phase of the program involved a community-wide goal setting meeting held March 16 at the Edgemont school. Over 40 community members attended the meeting to discuss possible goals for Edgemont's future. The GOED program representative, Brett Stewart, facilitated the meeting and answered any questions.

Meeting attendees voted for projects they'd like to be planned or implemented in Edgemont and action items were set up to begin



The Edgemont GOLD Committee by one of the signs designating Edgemont a GOLD Community. Members are (l to r) Keith Anderson, Gary Martin, Gayle Fredrickson, Vern Ernst and Michelle Watland.

work on the projects. The five projects or goals chosen and committee chairpersons appointed at the meeting were: 1) Beautification of Edgemont; Michelle Watland, chairperson; 2) Promotion of economic development and retention of existing businesses; Keith Anderson, chairperson; 3) Development of a gold communications network in the community; Katherine Olson, chairperson; 4) Promotion of tourism development; Mayor Gary Martin, chairperson; and 5) Involvement of youth in community activities; Larry Stronach with students Amy Lee

and Malene Finch, co-chairpersons.

The five goals became Edgemont's "Overall Community Work Plan." A copy of the work plan was sent to the GOED's program staff who will provide ongoing technical assistance to the community. All of Edgemont's hard work was recognized when Barb Little, Edgemont School business manager, accepted Edgemont's GOLD community plaque on behalf of the Edgemont GOLD committee.

GOLD
Continued on page 3

Notes
Edgemont is a GOLD Community. A group of people to work with her!
Brett

GOLD...Plaque awarded



Governor Bill Janklow presented Barb Little with a plaque which designates Edgemont as a GOLD Community.

Continued from page 1

From left: Vernon Williams, chairman during the annual Economic Development Conference in Pierre.

If you have any questions about the GOLD program or want to see an action item completed, contact Edgemont's Gold Committee representative, Brett Stewart, at 574-2111 or 574-2112.

ty d looking ood crafts

Whitewood Festival on the Park to
First School are looking for those
for the June 1 event.
are going to be 20 to 30 spots
for \$20.
made crafts and not so much for
one of our non-profit organiza-
tions.

the baseball field ended up with
house was made to take the event
outside crafts.

there are plans to have activities
kids to provide entertainment for
the will be used for the festival.
School hoping to make money
at the event.

the School is entirely privately
said Messner.
be lots of other things to do in
Armed, Whitewood Volunteers
the City-wide Burnage sale.
Whitewood hold their rummage

and events planned for the
the Whitewood to have
house should call her at 269



Accepting the recent GOLD Merit Award and a \$250 cash prize from the Governor's Office of Economic Development are (L-R) Jim Jeffery, Black Hills Power and Light regional manager; Nick Johns and Elliot Ennis, FBLA members; Kandi Linn, FBLA advisor; and Bev Hink, Twin City Area Development Corporation board president. (Photo by Sandy Geffre)

Business leaders

TCADC earns state GOLD Award for FBLA project

By SANDY GEFFRE
Staff Writer

LEAD — The Twin City Area Development Corporation recently received a merit award from the Governor's Office of Economic Development for the group's participation in an economic development project involving the Future Business Leaders of America (FBLA) chapter at Lead High School.

The FBLA students, in cooperation with TCADC, conducted a business survey in the community to help a local developer determine which type of businesses would be most suitable on a proposed strip mall on Lead.

"The students conducted the survey, input the information on a computer and had graphs and a report which we sent to the Governor's Office," said Kandi Linn, FBLA advisor.

The project was also submitted in the FBLA Spring Leadership Conference competition.

The award recipients were announced during the recent Governor's Economic Development Conference on Porter as part of the GOED Guide to Opportunities for Local Development: Community Achievement Award.

The GOED Community Achievement Award Program is a new program designed to recognize the unique and progressive community projects being implemented in GOED communities across the State of South Dakota.

The program is similar to the GOED's Community

of the Year program, however, this awards program focuses on individual projects, according to LeAnn Johns, TCADC Executive Director.

The Lead award was given in the "Education, Training and Youth Involvement" category, recognizing educational programs available for all ages in the community, including both formal and informal programs. Emphasis is given to programs providing training aimed at enhancing employment opportunities in the area.

The program was co-sponsored by Black Hills Power and Light Company and other utility companies throughout the state which provided monetary awards to the award recipients. TCADC also received a \$250 cash award which was donated to the FBLA group.

"The FBLA students in class did the work on the project, so they are the ones that deserve the credit on it," Johns said.

She pointed out that Lead's initial application to become a GOED Community First Lead TCADC's work with business students at Lead High School who participated in a similar project.

"We were so impressed by the participation of the students at that time we decided to start a scholarship for the students," she said. "We were recognized by the state at that time for assisting the students."

Linn said she was impressed with the work of the students during the project. "I did a great job. I'm really proud of them," she said.

CLEAN-UP LINES

pack for Tri-City residents May 17, Monday through the dump will also be open closed Mother's Day. May

use only — no commercial

the dump, raw household waste, clothing, objectionable medical waste, used, broken, yard equipment, oil, rock, clean soil, tires, sheet rock, vehicles.

charges at \$25 each, tires at and smaller, \$4 each for 16-inch to 24-inch, and \$6 each for white goods that have liners, air conditioners

users will be on-site at the 18 to help with unloading items, control when taking items, and as they are

Stress. Department is opening the week of May 16. Is disabled to do not have to be the dump.



AREA CHAMBER OF COMMERCE

801 South 6th Street, Hot Springs, South Dakota 57747
(605) 745-4140 • 1-800-325-6991 • FAX (605) 745-5231

April 30, 1996

Via US Mail

Mr. Mutch Usera
Black Hills Power and Light Company
P.O. Box 1400
Rapid City, SD 57709

Dear Mr. Usera:

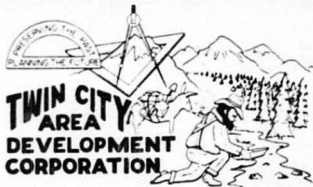
Thank you for judging and sponsoring the GOLD Community Achievement Awards Program. I appreciate the time and effort you spent acknowledging the communities of South Dakota. Hot Springs was very excited to receive a Merit Award and \$250 for our Agriculture Banquet and Seminars.

Best Regards,

Bryan K. Gonzalez
Executive Director
Hot Springs Area
Chamber of Commerce

0141181818

Serving the
Lead-Deadwood
Area



P.O. Box 735
Lead, S. Dak. 57754
(605) 584-3546

May 10, 1996

Mr. Julio "Mutch" Usra
Black Hills Power and Light Company
Post Office Box 1400
Rapid City, SD 57709-1400

Dear Mr. Usra:

Please accept our heartfelt thank you for Black Hills Power and Light Company's sponsorship of this year's GOLD Community Achievement Awards Program.

The Twin City Area Development Corporation is proud to have been a recipient of an award for our community project involving local high school students to complete a needs assessment survey for a potential investor. We have donated the \$250 cash award to the Future Business Leaders of America at Lead High School for their involvement in this project.

Thank you again for your sponsorship of this excellent program.

Sincerely,

Le Ann L. Johns
Executive Director

May 1996

Spearfish Wins Award At GOED Conference

Fish Wrapper



Story - Bryan Walker
And the winner is...
"Spearfish." That's right on April 16, 1996 at the Governor's Office of Economic Development Conference during the opening reception, Bonnie Untereiner, State Commissioner of Economic Development, announced that Spearfish was the recipient of the Gold Community Achievement Award in the area of "Community Promotion" and was given a Certificate of Excellence.

The award is designed to recognize excellence in the area of community participation in a project which would help promote its' community. Applicants for the award needed to be part of the South Dakota GOLD Program. The award winning project submitted by Spearfish was the acquisition/renovation of the new "Spearfish Center" which is home to the Spearfish Chamber, Department of Tourism, and the Economic Development Corporation offices. This recognition would not have been possible without the support of our entire community.



Pictured (left to right) are Bryan Walker, Executive Director, SEDC; Angela Langer-Heilman, Pres. SEDC and Mitch Usher, Marketing and Economic Development Director, Black Hills Power and Light Company. Mitch presented the "Community Promotion Award" at this year's GOED conference.

The Community Promotion Award was one of six awards at this year's GOED conference. Each award earned with it a \$500 (Excellent) or a \$250 (Merit) cash award which was made possible by the South Dakota Energy Supply Companies.

As Bonnie Untereiner stated, "the purpose of the GOLD Community Achievement Awards Program is to showcase and recognize the community projects happening around the state. It's phenomenal when you look at the

number of dollars our state's communities are raising locally, as well as the amount of volunteer time that has been put into the projects."

"Together with our utility company partners, we were able to recognize several of those projects. We owe a big thank-you to the utility companies for their participation as sponsors and judges," said Untereiner.

Congratulations Spearfish!!!

Candidate Forums Scheduled

Story - Bryan Walker
Spearfish Chamber and the Economic Development Corp would like to invite you to attend the State Legislative Candidates Forum for Lawrence County seats on Monday, May 20th at the Ramada Inn from 4:30 p.m. - 6 p.m.

The forum will be designed to give both Senate & House candidates the opportunity to present themselves and their platform to the community of Spearfish. It will also allow the residents of Spearfish to ask questions about issues which concern them and the State of South Dakota.

The forum will be conducted in a question/answer format with all questions going through a facilitator.

As a reminder the Chamber will also be holding a County Commissioners Forum on Thursday, May 24 at 3 P.M. at the Chamber offices.

NOVEMBER 2-3, 1996

SOUTH DAKOTA



FUTURE FAIR
A VISION OF TOMORROW

10AM - 8PM SAT.
10AM - 5PM SUN.

RUSHMORE PLAZA CIVIC CENTER

Future Fair 2

South Dakota Future Fair Program Schedule



Rushmore Plaza Civic Center
November 1 - 3, 1996



Friday, November 1, 1996

9:00 AM - 3:00 PM

Public Invited
Registered Schools, Grades 4 - 12 Only

LaCroix / Presentation Hall

- 10:30 AM David Heil, host of Newton's Apple, sponsored by Derby Outdoor Advertising, Inc.
- 1:00 PM Michael M. Kiefer, expert in DNA, fingerprinting, genetic engineering and laboratory management, sponsored by Universal Travel.

Room 101:

• 10:00 AM - 3:00 PM

Discovery Center Demonstrations

Saturday, November 2, 1996

10:00 AM - 8:00 PM

Public Invited

LaCroix / Presentation Hall

- 11:00 AM David Heil, host of Newton's Apple, sponsored by Derby Outdoor Advertising, Inc.
- 1:00 PM The Future of Telecommunications, panel discussion, featuring representatives from AT&T, SD Public Utilities Commission, TCI Cable and USWEST and moderated by Helene Duhamel.
- 3:00 PM Brian Nelson, host of CNN Computer Connection, sponsored by American State Bank.
- 5:00 PM Michael Monroe Kiefer, expert in DNA, fingerprinting, genetic engineering and laboratory management, sponsored by Universal Travel.
- 7:00 PM Harry S. Dent, Jr., author of "The Great Boom Ahead" and "Future Shock" and publisher of the H.S. Dent Forecast.

Room 101:

• 12:10 PM

TeleMedicine Panel

• 2:10 PM

Energy Panel

• 4:10 PM

Internet Panel

Displays:

Discovery Center Demonstrations
SDSM&T's Electric, Solar and Mini Baja Cars
USWEST's Widening Our World Museum
"Museum in Motion" Hands On Children's Museum
SDSM&T's Concrete Canoe
Rapid City Regional Hospital's Mobile CT Scanning
"Alex" The USWEST Robot

Admission:

Friday (Registered Schools Only): Free

Saturday & Sunday: Adult: \$3.00, Children 3 - 12: \$1.00, Under age 2: Free

This agenda is subject to change without notice.

Welcome to the future

The 1986 South Dakota Future Fair provides an opportunity for progressive companies to showcase their state-of-the-art products and services to area residents excited by the latest technological advances in a variety of areas. Exhibits will be explained and demonstrated to over 40,000 visitors who understand them.

The event will be held Friday, Saturday and Sunday, Nov. 1-3, in the Rutherford Plaza Oak Center. Five nationally known speakers will present programs at the event. For times and locations of their presentations as well as other events, see the agenda on page 2.

Panel discussions will be held on Saturday and Sunday in Room 101. Topics and speakers are described below. Refer to agenda on page 2 for times.

The Telecommunications Panel includes Ken Tiedeman, Public Utilities Commission; Dale Hodgkins, TCI Cablevision of South Dakota; Helene Duhamel, vice president of Duhamel Broadcasting Enterprise; Royal G. Mac, McCracken, U.S. West Communications in Rapid City; and Amy Kutzback, a business consultant with AT&T.

The Internet Panel includes George Feenbody, columnist for the Rapid City Journal and partner with Rappaport, Rende Staud, consultant and principal of Environmental and Dr. Bill Begard, professor of Humanities at Black Hills State University.

The Energy Technology Panel includes Steve Wiegman, a member of the energy staff at the South Dakota Public Utilities Commission; Bruce Dahl, marketing representative for Montana Dakota Utilities; Jim Kalk, energy services engineer for Black Hills Power & Light; and Barbara Thynning, manager of governmental affairs for Black Hills Corporation.

The Entertainment Panel includes Michael Kientz, partner in DMM Imaging; Dr. Sal Goss, executive director of the Jockey and Museum Alliance; Dr. Kathy Antonen, Associate Professor of English at SDSMT; and Scott Talana, computer science undergraduate student.

The Telemedicine Panel includes Dr. Michael Mathews, emergency department physician; Dr. John Hettler, director of physician networking; and Lena Ogil, interactive program coordinator, Rapid City Regional Hospital.

The Agriculture Panel includes Terry Grae from West River Aerial; Dr. Tom Hoke, associate professor of mathematics and computer science at SDSMT; and Andrew, computer science graduate student, SDSMT; and members of the SDSMT Ag Extension.

Many thanks to the SD Future Fair Board of Directors

Match Lusa

Black Hills Power & Light Co.

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Senior Tech Director's Office

Danell Shoenker

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U.S. Marshals' Road Station

Brenda Speck

Rapid City Journal

Julie Gregg

Rapid City St. Joe, Personality

George Feenbody

Rapid City

Rapid City

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Ronda Meyer Olsen

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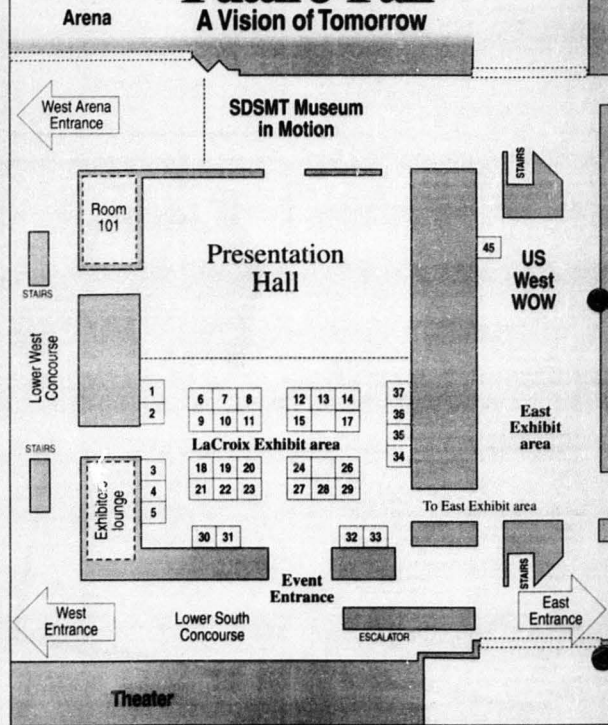
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Future Fair 4

South Dakota Future Fair A Vision of Tomorrow



Guide to exhibitors

Booths showcasing new and future technology will fill the LeCrae Exhibit area in Rushmore Plaza Civic Center. Below is an alphabetical list of exhibitors and their booth numbers to use as a key for the map on page 4.

Booth No.	Exhibitor
21, 22, 23	Black Hills Power & Light
28	Black Hills Regional Eye Institute
10	Black Hills State University (Business & Tourism)
14	Black Hills Tech Center
1, 2	Bureau of Information & Telecommunications
11	Computer Village
17	Cybermax Inc.
9	Dakota State University Small Business Center
12, 13	Educational Technology Design Consultants
33	E-NET
3	ERICS Data Center
4	GOED
27	INDOCOP/Partners by Design
26	NAVYDataNet
18	Northern State University Outreach
A, 7	Rapid City Regional Hospital
15	Rapid Net
20, 24	S.D. Public Utilities Commission
34, 35, 36, 37	S.D. School of Mines & Technology
8	SOSMART Industrial Assistance
19, 10, 18, 19	SOSMART (TRP)
19	SOSU Industry Technology Service
30	Small Business Development Software
31	Sound Pro
29	Teleserv
31	United Parcel Service
31	USD Business Research Bureau

Computer Village - Your Local Mac Dealer

Computer Village is the largest Macintosh dealership in the West River area. The people at Computer Village are a group of dedicated Macintosh users who devote their time to service and support of the Mac in the community.

Whether you are just starting out, or you've been in the computer field for a long time, Computer Village offers full services to you. They are an authorized service provider for this area. An experienced technical team is available with everything from sales advice, troubleshooting, networking, internet installation, to name only a few.

Their newly opened Services Center provides many services, seven days a week, with extended hours. Computer rentals (in store only) both Macintosh & IBM clones, scanning, color laser output, internet services, faxing, copies, and finishing services are available to help complete any project.

Computer Village is your resource center for remanufactured ink-jet and laser printer cartridges in this area. They provide free pickup and delivery. Save money while helping our environment!

Visit them for the largest selection of Macintosh software in the area. From business applications, educational software, family & entertainment, to wonderful children's titles - all make learning fun for all ages!

Come and join the Black Hills Macintosh User Group. They meet every second Thursday of each month at Computer Village.

1331 West Main Street • Rapid City, SD, 57701
(605) 343-6264 • Fax (605) 343-8834

Because we're a community hospital, the size of our "shareholders" might surprise you.



Rapid City Regional Hospital's over 2,000 employees comprise one of the largest work forces in the city, contributing \$56 million through the employee payroll to the region's annual economy.

Our not-for-profit status allows us to put our energy and resources into meeting the health care needs of the community and region. Any financial surplus is reinvested in the Hospital's current services or is used to develop new programs.

Our measure of success is the health of the community. Working together, we'll continue to deliver the quality health care you want. And deserve.

 **RAPID CITY REGIONAL HOSPITAL'S**
SYSTEM OF CARE

353 Fairmont Blvd., Rapid City, SD 57701 (605) 341-1000

Future Fair 5

Future Fair 6

Focus on the future...

New jobs demand computer skills

Today, computer skills are a necessity. Whether you own a business, or work for one, computer skills are essential.

Black Hills Tech Center specializes in computer training. Western South Dakota's only state-certified training center, Black Hills Tech Center offers professional, "task-based" instruction that helps you master popular software.

Black Hills Tech Center teaches you how to use Microsoft software in a day... not in weeks or months. Comprehensive training and reference manuals guide you through the basic and advanced skills you need to use Windows, Word, Excel, Access, PowerPoint and other popular software programs.

Computers can be confusing. Many of us are intimidated by them. Black Hills Tech Center offers a simple way to join the computer revolution. From its \$25.00 3-hour "Introduction to Computers" course to more advanced courses, Black Hills Tech Center helps you make sense of this powerful tool.

For class schedules and information on how Black Hills Tech Center can help you master computer software, call (605) 348-2901. They offer free refresher courses to insure you learn computer skills and remember what you learned.



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U.S. WEST understands what goes into building a tradition of excellence that lasts for generations—because we've been working hard at it ourselves for more than 100 years. Today we offer you unparalleled reliability in products and services that helps your business run just that much easier.

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Push us around.



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Future Feb. 7

BHP is Working Hard To Make Geothermal Easy:



If you're building a home, a geothermal heating and cooling system could be your best choice. And Black Hills Power and Light is working hard to make it easy for you.

- **Low interest financing** to help you purchase your geothermal system (limits apply).
- **Cash rebates** on efficient electric systems and appliances.
- **Cash grants** to help offset insulation costs.
- **Demand** rebates to guarantee maximum value and freedom.
- **Installer training and support** to insure trouble-free efficiency.
- **Low-cost maintenance programs.**
- **On-site construction quality inspections** for peace of mind.

Geothermal heating and cooling systems offer the lowest operating costs of ANY heating/cooling equipment.

System	Geothermal Heating	Geothermal Cooling
Geothermal heating, cooling	\$744	\$1506
90% Gas Furnace, electric air conditioning*	\$1380	\$1537
8 1/2" Package Furnace, electric air conditioning*	\$1596	\$1664

*Based on electric and gas rates.

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Future Feb. 8



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**Technical Assistance Program
at SDSM&T Enhances
Economic Development for
South Dakotans**

Businesses and industries of South Dakota have improved productivity, developed new jobs by using the Technical Assistance Program (TAP) at the South Dakota School of Mines and Technology. TAP supports South Dakota employers by drawing upon both the physical and human resources of the university.

South Dakota firms are being strengthened by TAP services. Product invention and refinement foster job creation, increase earnings potential and improve the organization's long-term prospects. In terms of economic development, and the future of all South Dakotas, TAP is making a lasting contribution.

In its seven years, TAP has served South Dakota businesses well. Out of numerous successful partnerships between universities and the private sector, suggestions for new approaches to serve the business community have emerged. Additional offerings include: a Internet computer links businesses with services and products; a computer integrated manufacturing laboratory to provide access to enhanced design and production capabilities; and an advanced composite materials laboratory to assist companies searching for new materials used in manufacturing, structures, and other purposes.

TAP's role in economic development is also strengthened by a variety of other areas of technical expertise.

The faculty and facilities at Tech welcome the opportunity to provide business with expert guidance on technical fronts. SDSM&T offers industry the engineering, scientific, and analytical services that comprise its educational and research mission.

For more information about the Technical Assistance Program at the South Dakota School of Mines and Technology, contact:

Lori Litzen
Industrial Assistance Coordinator
South Dakota School of Mines & Technology
501 East Saint Joseph Street
Rapid City, South Dakota 57701-3995
(605) 394-6995

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web: <http://www.enetis.net>
e-mail: info@enetis.net

E-NET is a division of
J.F. England's Sons Inc.

Come see us at the
South Dakota Future Fair in booth #33

Future Fair 9

Future Fair 10



Veteran broadcast journalist Jim Lehrer hosts South Dakota Public Television's award-winning NEWSHOUR WITH JIM LEHRER weeknights at 6 p.m. (CT/5 p.m.). Visit Booth #1 at the Future Fair for information about SOUTH DAKOTA PUBLIC BROADCASTING, your statewide public television and radio network.

Tel Serv Telecommunications

Tel Serv Telecommunications has been the regional leader in the application of leading-edge telecommunication technology since 1983. Keeping abreast of the ever-changing telecommunications industry is a challenge Tel Serv has mastered. We are selective in the companies we represent to provide you with cost-effective, industry-leading products. The results of our efforts is a highly trained organization who's goal is to offer our wealth of knowledge as an extension of your business. We will evaluate your organizations telecommunication needs, offering clear, concise information on the solutions we recommend. And our service does not stop there. We offer comprehensive user training, 24 hour service, and a partnership to enable you to use telecommunications technology to meet your primary business goals.

Stop and visit with us. We'll be giving live video conferencing demonstrations throughout the Future Fair.

The Earth Resources Observation Systems (EROS) Data Center is a field center for many programs and activities of the United States Geological Survey's (USGS) National Mapping Division. Located 17 miles northeast of Sioux Falls, South Dakota, the EROS Data Center is a national repository of remotely sensed data on the Earth's land surface. The Center operates an archive with more than 8 million photographs taken from high-flying aircraft and more than 3 million images acquired by sensors aboard several series of satellites. The Center's extensive base of earth science information is used by scientists at the Center itself, within private industry, and at government institutions and universities worldwide.



USGS EROS Data Center
Mundt Federal Building
Sioux Falls, SD 57198
Phone: (605) 594-6511
FAX: (605) 594-6083

Internet: <http://www-nmd.usgs.gov/www/products/1product.html>

Electricity... Taking You Into The Future



Ryobi America Corporation's new cordless electric lawn mower is one of a growing number of electric appliances that help to protect the environment while they make life more enjoyable.

Over the next two decades, households will gradually be using less energy, according to Edison Electric Institute, the national association of electric companies. But while total energy use declines, more of the energy being used will be electricity.

Total energy use will be declining because homes and appliances are becoming more energy efficient. Electricity's share of total energy will increase for two main reasons: 1) Abundant, domestic supplies of the fuels that generate electricity; 2) More and more, the tasks consumers turn to technology to complete are being completed by electrically-powered appliances. Businesses and industries are also finding that electricity, powering new technologies, can help them get the job done more productively and more profitably.

The ability of electricity to power appliances, making homes more convenient and more satisfying, seems limitless. Perhaps surprisingly, in becoming more user friendly, a number of emerging electric appliances are also able to use energy and natural resources more efficiently. These appliances give you more value for your electricity dollar. They're also helping your home reduce its impact on the environment.

Here's a brief look at some of these advanced electric technologies that will help move electric technology into the next century:

Microwave Clothes Dryer: Microwave clothes dryers will soon be available. These will dry clothes in the time it takes to wash them. They'll cause little shrinkage, fewer wrinkles, and you'll be able to dry your woollens. They help the environment by using 20 percent less energy to do so.

Other Household Appliances: Super-efficient refrigerators now use 30 percent less energy than even today's high efficient models. Other appliances such as induction cooktops deliver unsurpassed temperature control, and they use up to 40 percent less energy than any other cooktop. Electric Convection Ovens use an oven fan to circulate the hot air around the food. This reduces cooking time and cuts electricity use by up to 40 percent compared to a traditional oven. There's also outdoor advanced electric barbecue grills and cordless lawn mowers and weed-eaters that are quiet and reduce pollution.

Home Automation Systems: Home automation systems conveniently control temperature settings, security systems, lighting, domestic water usage, and appliances. They are also used to complement energy management systems, such as demand controllers used for load shifting during peak periods of the day.

New Generation Electric Heat Pumps: New Generation electric heat pumps now can return up to \$3,000 in heating and cooling for each \$1,000 spent on electricity to run. These high efficient heat pumps can do both tasks because they exchange heat instead of creating it, as furnaces must do. In becoming more efficient, heat pumps return benefits to you that go beyond lower energy bills... greater comfort, quiet, and healthier indoor air quality.

Geothermal Heat Pump Systems: Geothermal Heat Pump Systems use even less electricity to heat and cool your home. Typically, geothermal system owners cut their monthly heating and cooling bills in half. Yet, another plus is that a geothermal system provides highly-efficient electric water heating, shaving a significant portion off your energy bill.

The geothermal system operates by sending a fluid through a loop of underground pipe. In the heating mode, this fluid absorbs the natural heat energy in the earth, and brings it up into the home. A compressor concentrates this energy and raises its temperature. Then this warmth is circulated through conventional home ductwork. For cooling, the system does exactly the same thing, but in the opposite direction.

Electric Cove Heating Systems: If you're looking for a heating system that does not require ductwork and allows no barrier for the heat to penetrate through, then consider electric cove heat. This system utilizes the home's objects and furniture to rebound its heat throughout the room, similar to when the sun radiates on your porch or patio deck. This system is also ideal for the new addition to your home. It's quiet, safe, efficient, and environmentally clean.

Want to know more? We have the answers to your heating and cooling needs. Black Hills Power and Light (BHPL) offers free energy cost comparisons to determine what system will give you the best value and comfort. Energy Efficient rebates and incentives are also available to qualifying customers purchasing new generation heat pumps, geothermal heat pump systems, electric resistance heat systems, central air conditioning units, and electric water heaters. For more information on how you can receive a cash rebate, contact your local BHPL Office, or stop by and see us at the BHPL SD Future Fair Booth #s 21, 22, & 23.

Future Fair 11

Future Fair 12

Cybernex Redefining The Future

Cybernex Inc. is the fastest growing Internet Services Provider and Web Developer in the State of South Dakota. At Cybernex, we believe that service and commitment to excellence is what differentiates us from our competitors, as we maintain a 7 work day schedule staffed with knowledgeable professionals available to answer your questions and provide solutions. Providing Internet services is our only business, using some of the most highly rated equipment from industry leaders, such as Silicon Graphics, Cisco, Livingston and Motorola to provide our customers fast and reliable Internet connections. We now offer local Internet services to over 150 communities & schools around the State. Let Cybernex help your home, business or school get connected and have access to the unlimited resources the Internet has to offer.

www.sd.cybernex.net

e-mail: info@sd.cybernex.net

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- Free demonstrations
- Internet classes
- 800-number for remote dial-up access
- Reliable access (we're the only local internet provider with two T-1 lines)



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We'll ensure that your web site reflects an image consistent with that of your company. We'll use the most cutting-edge technology to accomplish your objectives. And, we'll maximize the exposure and effectiveness of your site with our expertise of the medium.

In short, let's talk before you dock. The Internet can be a powerful tool in your business.

Amherst & Reeves
341.9286 or <http://internetwhiz.com>

STATE OF THE ART LASERS FOR EYE CARE

The Black Hills Regional Eye Institute was founded in 1983 as a regional eye care center, devoted to providing the most modern, complex eye care and to have the most sophisticated equipment for evaluation and treatment of eye diseases. This remains true today with the addition of newly developed lasers for treatment of eye conditions.

The CO₂ laser has been developed for use by ophthalmologists to remove benign facial lesions, moles, hemiomas and scars. It can also help resurface the skin for a more youthful appearance by removing unwanted wrinkles or sagging skin around the eyes.

Dr. Timothy Minton, who performs this surgery, did his fellowship training in ophthalmic plastic surgery at the Mayo Clinic and has 11 years of clinical expertise at the Eye Institute, performing all types of plastic surgery around the eyes.

The Eye Institute has made a major commitment in the field of refractive surgery by being selected one of approximately ten sites throughout the United States for the new "second generation" Chiron Technolas Excimer Laser. Refractive surgery can help to reduce or possibly eliminate a person's dependence on glasses or contact lenses. The laser is now undergoing investigational testing to be submitted to the FDA by Chiron, and completed studies confirm a high degree of success with a broad range of correction for myopia. This laser and the associated studies place the Eye Institute among a very select group of facilities in the northern hemisphere with comparable capabilities.

Please contact the office of the Executive Director of the Eye Institute if you would like additional information about the Eye Institute and the services it offers or if you would like to arrange a group tour and/or lecture.

Future Fair 13

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STOP BY OUR BOOTH AND ASK ABOUT OUR
"FUTURE FAIR" AND CHRISTMAS SPECIALS!

Future Fair 14

NASA Assists South Dakota Businesses and Industries to secure Technical Assistance

The South Dakota School of Mines and Technology has received a Technology Reinvestment Program grant funded by NASA. The grant provides support for SDSM&T and the other South Dakota state-assisted universities including: Black Hills State University, Northern State University, South Dakota State University, and the University of South Dakota to assist South Dakota businesses and industries to secure technical assistance.

For additional information contact
SDSM&T Industrial Assistance Coordinator, Lori Litzen at (605) 394-6995; BHSU, Director, Center for Business and Tourism, Randi Ellis at (605) 642-6702; USD Business Research Bureau, Steve Tracy at (605) 677-5287; NSU Outreach Coordinator South Dakota International Business Institute, Jennifer Suri at (605) 626-2508; DSU Small Business Innovation Research Center Director, Mel Usad at (605) 256-5313; SDSU Project Manager of University Industry Technology Service, Kent Rufer at (605) 688-4184.



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Iway Leads South Dakota Business Web

As South Dakota businesses rush to build their home pages on the Internet, one company has emerged as a leader in assisting SD companies to take advantage of Internet marketing opportunities. An early entry into the Internet marketplace in SD, Iway Internet Services has built a statewide Internet access network, a wide selection of services, and a long list of business websites for SD companies.

"Iway has done a great job and we are hearing some very complimentary comments on their work", says Chuck Monson of Dakota Granite, www.dakgran.com.

Iway offers advanced professional website design services and a selection of three popular web hosting platforms from Netscape, Microsoft, and America Online. Their high speed equipment and Double T1 Internet service offers the fastest and most reliable place to store a website for SD businesses.

Iway can be contacted at 605-331-4211 or email to info@iway.net. Their home page is www.iway.net.

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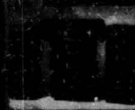
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Future Fax 16

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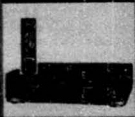
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Future Fair '88

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Information tells you where you are, shows where you've been and points out where you're going. When you organize it, you're more efficient. When you share it, you're more effective.

In the years we've spent delivering packages at UPS, we've also learned a lot about delivering information. We can show you how facts, figures and technologies can lower your operating costs, streamline your logistics procedures and enhance relationships with your customers.



United Parcel Service

What is the PUC?



The South Dakota Public Utilities Commission (PUC) has jurisdiction over quality of service and territories for all utility companies providing telecommunications, natural gas, and electric services within the state. For "investor-owned" utility companies, rates charged to its customers must also be approved by the PUC. These investor-owned companies include: Black Hills Power & Light, MidAmerican Energy Company, Montana Dakota Utilities, North - South Power, Northwestern Public Service, Central Power, Peoples N. and Gas, SD Interstate Pipeline, and US WEST Communications. Before these companies change their rates, they must prove to the PUC that the rate is justified by increased costs to provide their services.

How can I get involved?



The system is not perfect. Disputes can occur between customers and their utilities, and sometimes changes are needed to protect the rights of the customers to fully improve the utility's resources. Some issues of customer participation: complaints, comments, testimony, representation, and individual appearance. A complaint is made when there is a specific problem between you and the utility company. Comments is made to bring attention to an issue or practice of the company which may not meet expectations. Testimony is typically presented in public hearings or meetings when changes in utility service are being made or public hearings or meetings when changes in utility service are being considered. Representation is requested on formal "hearings" issues so that testimony may be provided, witnesses can be examined, evidence can be presented, and disputes may be resolved, objections and motions made, legal briefs can be submitted and so on. The PUC's decisions on the matter can be made. An Individual Appearance can be made at a formal PUC hearing to ask the Commission to hear your views on an issue.

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Future Fair 19

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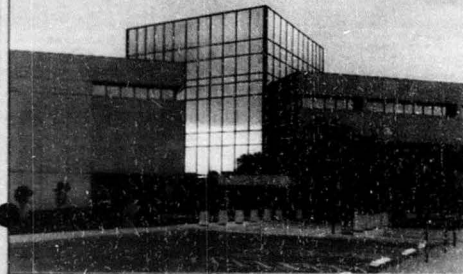
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Future Fair '21

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Future Fair '21

Map makers may have left the Dakotas off of the map but the Internet, led by innovative technology service companies, is making it easy for Dakotans to connect to the world and for the world to discover the talented people and natural beauty of our home.

In June, 1995, **RapidNet**, a Rapid City-based Internet Service Provider, started operations, connecting individuals, businesses, schools and other organizations to the global Internet network. Since then, the firm has expanded its service area to most of South Dakota and its range of services for everyone from kids to traveling business executives.

RapidNet partner Patricia Breen, says **RapidNet** is "all about people and technology working together. We have a great technical team, enjoy working with our customers and have carefully selected the right gear to make the Internet work."

Clients range in size from the City of Rapid City, Rapid City Area Schools and Black Hills Corporation to families and individuals surfing the Internet from home.

Breen also said **RapidNet**'s "no busy" policy means the Internet is 24 hours a day. **RapidNet** is also the first provider to be "dual-homed" with two T1 pipes to the Internet from two different providers. "If one goes down, we have the other to keep us up running," said Breen.

RapidNet's home page focuses on the local community including business listings and movie guides because, as Breen says, "the Internet should be a place for neighbors to come together as well as strangers."

We are here for you, South Dakota.

US WEST Communications is in the "connections" business. The services we provide include local telephone service, South Dakota long distance service, operator assistance, directory assistance, and access to services provided by other companies.

We employ more than 600 people in South Dakota, with an annual payroll in excess of \$23 million.

Our single most important contribution to the communications we serve is to ensure that, as the state grows, our telecommunications network will be able to accommodate that growth.

In the past ten years, we have invested more than \$380 million to modernize and grow our South Dakota network. This year we initiated a \$25+ million plan to bring new technology and services to our customers, including ATM, SONET, Caller ID and local Internet access.

We don't draw the line there. Last year, we paid over \$7 million in property taxes, we collected \$1.5 million in other state, city and county taxes, and, through the US WEST grants and contribution program, we invested more than \$640,000 to enhance the quality of life in South Dakota.

FUTURE FAIR ADVERTORIAL - Amherst & Reeves

Websites vs. Wowsites!

"We need a website," seems to be the marketing mantra of most everyone businessperson who's ever seen a computer. As homepages are plopped onto the internet at the alarming rate of a half million per month, it's important to keep the strategic purpose of this new marketing tool in focus to maximize its potential. A website must be truly interactive and created from a marketing impetus, rather than just a galactic print ad if its going to make any difference.

Amherst & Reeves has led the way in the region with bringing the latest technology and brilliant design applications to an otherwise unweildy and unfamiliar medium. It's not as easy as it looks. With the advent of HTML (the common web programming language) almost anyone with a fire weekend and a sixth grade reading level can create their own homepage. But beware the same caveat that makes desktop publishing software users believe they're somehow magically transformed into graphic designers.

The adage that image isn't anything—it's the only thing rings as true with websites as any other advertising medium. Professionally and strategically designed websites can create outstanding results and with amazing cost performance. Some helpful tips: 1) make the site truly interactive so consumers will return and enjoy it while they are there; 2) put the consumer on your team—stand in their shoes to determine what needs are most likely to be met with a website; 3) creativity is a prerequisite. A cheesy website can damage your credibility as much as promote it; 4) your content should be strategic, fresh, and integrated; and 5) use real-time data, programming, forms, and other back end technologies to maximize your communication loop.

The bottom line is differentiation. You need to be different—web-literate customers are demanding greater and greater levels of interactivity and design. If these challenges are over your head, call Amherst & Reeves (341-9286 or visit <http://internetwhiz.com>) for the professional assistance that can put you in the passing lane on the information superhighway!



The Future Begins at the South Dakota Public Utilities Commission Exhibit

- Don't know the difference between a kilowatt and electron?
- You think the World Wide Web is a left over from Halloween?

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The South Dakota Public Utilities Commission has the latest
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Can't make it to the Future Fair then call 1-800-332-IPUC or write to:

**South Dakota
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**South Dakota
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Future Fair 23

Science Linkages in the Community

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- ◆ **Summer Science Camps**
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- ◆ **Teacher In-Service Trainings - And More!**

Science Linkages in the Community (SLC)

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USWEST

THROUGH THE GENEROUS SUPPORT of these organizations, the
South Dakota Future Fair is able to create an opportunity for
technology leaders in the area, region and nation to highlight their
businesses and products as well as showcase the Black Hills as a
progressive community finding its place in the **FUTURE**.

Executive Proclamation
State of South Dakota
Office of the Governor

WHEREAS, South Dakota Future Fair 1996 is an exciting event sponsored by Black Hills Power & Light, Rapid City Journal, Rapid City Regional Hospital, South Dakota School of Mines, US West and co-sponsored by American State Bank, Derby Outdoor Advertising, Inc. and Universal Travel to provide an opportunity for businesses, industries, manufacturers and educational institutions to showcase their cutting edge products and services; and,

WHEREAS, The Fair is designed to help spread the message of the newest products and services available locally and in the State of South Dakota; and,

WHEREAS, South Dakota Future Fair 1996 will be held on November 1 through November 3, 1996, at the Rushmore Plaza Civic Center, with Friday, November 1st designated as Education Day, and all South Dakota 4th - 12th grade children are invited to attend:

NOW, THEREFORE, I, WILLIAM J. JANKLOW, Governor of the State of South Dakota, do hereby proclaim November 1 through November 3, 1996, as

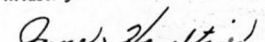
SOUTH DAKOTA FUTURE FAIR 1996 DAYS

in South Dakota, and I encourage all South Dakota citizens to take this opportunity to view the various exhibits and to attend the informative speeches and panel sessions that will be part of the Fair.

IN WITNESS WHEREOF, I have hereunto set my hand and caused to be affixed the Great Seal of the State of South Dakota, in Pierre, the Capital City, this Thirtieth Day of October, in the Year of Our Lord, Nineteen Hundred and Ninety-six.


WILLIAM J. JANKLOW, GOVERNOR

ATTEST:


JOYCE HAZELTINE, SECRETARY OF STATE



CITY OF RAPID CITY

RAPID CITY, SOUTH DAKOTA 57701-2724

*Office of the Mayor
300 Sixth Street
605-494-4410
Fax 605-494-6793*

PROCLAMATION

WHEREAS South Dakota Future Fair '96 is an exciting event sponsored by Black Hills Power & Light, Rapid city Journal, Rapid City Regional Hospital, South Dakota School of Mines, US West and co-sponsored by American State Bank, Derby Outdoor Advertising, Inc., and Universal travel, to provide an opportunity for businesses, industries, manufactures and educational institutions to showcase their cutting edge products and services; and

WHEREAS South Dakota Future Fair '96 will be held on November 1-3, 1996 at the Rushmore Plaza Civic Center, with Friday, November 1st being designated as Education Day, with an invitation to all South Dakota 4th-12th grade children to attend. The Fair is designed to help spread the message of the newest products and services available locally and in the state of South Dakota.

NOW THEREFORE I, Edward R. McLaughlin, Mayor of Rapid City, South Dakota do hereby proclaim November 1-3, 1996 as **SOUTH DAKOTA FUTURE FAIR '96 DAYS**. I would encourage the citizens to take this opportunity to view the various exhibits and to attend the informative speakers' and panel sessions that will be part of the Fair.

Edward R. McLaughlin, Mayor
Rapid City, South Dakota



EQUAL HOUSING
OPPORTUNITY

EQUAL OPPORTUNITY EMPLOYER

Exec. Dir. & Chairman's Copy

Future Fair Committee Members 12/96

Adil Ameer (Susan)

Rapid City Regional Hospital
Box 6000
Rapid City, SD 57709
Telephone: 341-8101 Fax: 341-8053
Rick Stracqualursi 341-8302, assist CJ 341-8451
Tom Rasmussen 341-8103, assist Ginny 341-7109
Carol Helfinstein 341 8114 & 8117 Fax 399 4484

Ace Gallagher (Shirley)

Senator Tom Daschle's Office
816 Sixth Street
Rapid City, SD 57701
Telephone: 348-7551 Fax: 348-7208

Julie Gregg

Rapid City Economic Development Partnership
Box 747
Rapid City, SD 57709
Telephone: 343-1744 Fax: 343-1916

Dr. Richard Gowan (Jeanie Eatherton)

SD School of Mines and Technology
501 East St. Joseph Street
Rapid City, SD 57701
Telephone: 394-2413 Fax: 394-3388

Julie Smoragiewicz 394-5146 (University Relations)
ass: Joyce Comfort 394-6996 Lori Litzen 348 7029

Mac McCracken

US West Communications
612 Mt. Rushmore Road
Rapid City, SD 57709
Telephone: 394-4517 Fax: 394-4279

Ronda Meyer Oman

Rushmore Plaza Civic Center (Don Montileaux)
444 Mt. Rushmore Road, North
Rapid City, SD 57701-1197
Telephone: 394-4115 Fax: 394-4119
(direct line: 394 6057)

George Peabody

PC Associates
522 7th Street
Rapid City, SD 57701
Telephone: 348-2300 Fax: 348-1031

Julie S. Home: 343 7375
Mac Home: 341-7583
Marge Home: 341 4876
Jch Home: 341-9274
Patricia Home: 342-0723
Ronda Home: 343-9799
Steve Home: 224 1715

Margie Rosario (Marilyn)

Science Linkages In The Community
501 East St. Joseph, SDSM&T
Rapid City, SD 57701
Telephone: 394-2912 Fax: 394-6997

Darrell Shoemaker

Senator Tim Johnson's Office
809 South Street
Rapid City, SD 57701
Telephone: 341-3990 Fax: 341-2207

Mutch Usera (Teresa Bushash)

Black Hills Power & Light Company
PO Box 1400 (409 Deadwood Av 57702)
Rapid City, SD 57709
Telephone: 342 3200 ext 229 Fax: 342-4991
Cell: 381-6160 C/S 342 0184

John VanStrydonck (Kelly Wardeman ext 8454)

Publisher, Rapid City Journal
PO Box 450
Rapid City, SD 57709
Telephone: 394-8301 / 8300
Brad Slater: 394-8331
Anna-con floor: 394-8400
Steve Miller 394 8402 Fax 8463

Steve Wegman

SD Public Utilities Commission
State Capitol
Pierre, SD 57501-5070
Telephone: 773-5480 Fax: 773-3809
Switchboard: 773-3201 800 332-1782
Mobile: 222 1169 EMail stevev@puc.state.sd.us

Outside assistance:

Amherst & Reeves (Design promotional materials)

Jeff Swaim (Assiant: Linda)
2650 Jackson Blvd. (Internet: Chad Weber)
Rapid City, SD 57702
341-9286 Fax 355-9420

Kinder & DeSmet (Accounting Assistance)

Dennis DeSmet (Assist: Megan, Susan)
2934 West Main
Rapid City, SD 57702
348 8870 Fax 341 4703

Mornli, Brown, Thomas & Nooney (Legal Assistance)

Attorney: Tim Thomas (Secretary: Janette)
625 9th Street, Flr 8
Rapid City, SD 57701
348-7516 Fax 348 5852

Speakers Plus, Inc.

Patricia Pummel, Executive Director
3209 Hall Street
Rapid City, SD 57702
348 8586 Fax 348 1448

NEXT

DOCUMENT (S)

DISREGARD

BACKGROUND

PLAN TO ATTEND

SOUTH DAKOTA



FUTURE FAIR

A VISION OF TOMORROW

NOVEMBER 2ND & 3RD

1 9 9 6

10 AM-8 PM SAT.
10 AM-5 PM SUN.

RUSHMORE PLAZA
CIVIC CENTER

ADMISSION

KIDS 3 YRS-12 YRS \$1.00
ADULTS 13 AND OVER \$3.00

OVER 40 EXHIBITS FEATURING
NEW TECHNOLOGY, PRODUCTS
AND SERVICES.

FEATURING
PRESENTATIONS BY



KEYNOTE SPEAKER HARRY S. DENT JR.

Author of "The Great Beyond
Ahead" and publisher of the
H.S. Dent Forecast

SAT. NOVEMBER 2ND AT 7:00PM



MICHAEL MONROE KIEFFER

Expert in DNA, Fingerprinting,
Genetics, Engineering and
Laboratory Management

SAT. NOVEMBER 2ND AT 5:00PM
SUN. NOVEMBER 3RD AT 3:00PM

BRIAN NELSON

Spokesman for American State Bank
Host of "the CNN
Computer Connection"

SAT. NOVEMBER 2ND AT 3:00PM
SUN. NOVEMBER 3RD AT 11:00AM



DAVID HEIL

Spokesman for Dents, Shaker Advertising
Host of the famous
"Warning! FBS"
Science Series "Warning! Apple"

SAT. NOVEMBER 2ND AT 11:00AM

MIKE MULANE

Featured NCAK Spins in "World's
Astronaut and Host of USA
Network's, "World's Space"

SUN. NOVEMBER 3RD AT 1:00PM



Visit our website at <http://www.futurefair.com>

SPONSORS: Black Hills Power and Light, The Rapid City Journal, Rapid City Regional Hospital,
South Dakota School of Mines & Technology, and U.S. WEST.

0141802

IS YOUR BUSINESS FEATURING NEW PRODUCTS, SERVICES OR TECHNOLOGY?

Showcase your business and your technology at the
 1996 SOUTH DAKOTA FUTURE FAIR
NOVEMBER 1ST - 3RD
at the Rushmore Plaza Civic Center

EXHIBIT AREAS ARE STILL AVAILABLE

Your South Dakota Future Fair
Exhibitor Package includes:

- A 10 x 10 booth with backdrop and side skirt.
- An invitation to the V.I.P. Reception 5:30 p.m. - 7:30 p.m. Friday, November 1.
- A half page advertisement in the South Dakota Future Fair Magazine (50,000 circulation featuring editorial coverage of the event).
- A quarter page advertorial and/or photo space in the South Dakota Future Fair Magazine.
- Admission to the South Dakota Future Fair Hospitality Suite.

SCHEDULE

Friday, November 1 — 10 a.m. to 3 p.m.
Educational tours only.
5:30 p.m. to 7:30 p.m.
V.I.P. Reception for exhibitors,
speakers, and guests.

Saturday, November 2 — 10 a.m. to 8 p.m.
Sunday, November 3 — 10 a.m. to 5 p.m.

FOR EXHIBITOR INFORMATION
PHONE PATRICIA PUMMEL
(605) 348.8586
BEFORE OCTOBER 14, 1996

Visit our website at <http://www.futurefair.com>

BE A PART OF TOMORROW'S VISION. CALL 605.348.8586 TO REGISTER TODAY.

THE 1996 SOUTH DAKOTA FUTURE FAIR provides an opportunity for progressive companies to showcase their cutting-edge products and services to thousands of attendees. This three-day event will highlight future products and services from numerous fields, including: agriculture, communication, education, energy, entertainment, environment, industry, recycling, and transportation. The event will also feature well-known, visionary speakers.

Past Future Fairs have included nationally recognized keynote speakers such as astronaut George "Pinky" Nelson, virtual reality expert Jim Elias of the University of Washington, and solar energy expert James S. Williamson of the National Renewable Energy Laboratory.

In addition, the Future Fair featured South Dakota's first satellite uplink/downlink panel discussion between U.S. Senator Daschle and U.S. Congressman Johnson in the Senate studios in Washington D.C., and U.S. Senator Pressler and a team of local business and political leaders at the Rushmore Plaza Civic Center.

The 1996 South Dakota Future Fair will be promoted through a well-planned and highly visible regional promotional campaign that will include extensive newspaper, billboard, poster, radio, and television coverage.

Please see yesterday's Fair 1996's South Dakota Future Fair and see the future. You'll be in for a great day of this year's event.

SCHEDULE

FRIDAY, NOVEMBER 1 — 10 a.m. to 3 p.m.

Educational tours only.

5:30 p.m. to 7:30 p.m. — *V.I.P. Reception for exhibitors, speakers, and guests.*

SATURDAY, NOVEMBER 2 — 10 a.m. to 8 p.m.

SUNDAY, NOVEMBER 3 — 10 a.m. to 5 p.m.

EXHIBITORS

Any company featuring products, services, or technology from one or more of the following fields are encouraged to exhibit: agriculture, communication, education, energy, entertainment, environment, industry, recycling, and transportation. Exhibitors are encouraged to provide a "hands-on" exhibit that will make their technology "experiential" for the attendees.

COST

\$650 per booth. (\$550 if contract and payment are received by August 1.) Advertising material and advertorial copy deadline is October 1.

Additional 10 X 10 exhibit booths are available for \$200 (\$175 by August 1). Additional advertising/advertorial space and color options are available. Call for specific media information.

SCHOLARSHIP

A portion of the proceeds from the South Dakota Future Fair are used to provide scholarships for South Dakota students who are seeking post secondary degrees in fields of future technology.

REGISTRATION

To register for the South Dakota Future Fair, or for additional information, contact Patricia Pummel at (605) 348.8586 or FAX (605) 348.1448. Entries will be accepted on a first-come, first-served basis and are subject to qualification as a bona fide "future" exhibit.

EXHIBITOR PACKAGE

Your South Dakota Future Fair Exhibitor Package includes:

- A 10 x 10 booth with backdrop and side skirt.
- An invitation to the V.I.P. Reception 5:30 p.m. - 7:30 p.m. Friday, November 1.
- A half page advertisement in the South Dakota Future Fair Magazine (50,000 circulation featuring editorial coverage of the event).
- A quarter page advertorial and/or photo space in the South Dakota Future Fair Magazine.
- Admission to the South Dakota Future Fair Hospitality Suite.

SPONSORS

The South Dakota Future Fair thanks the following sponsors: Black Hills Power & Light, The Rapid City Journal, Rapid City Regional Hospital, South Dakota School of Mines & Technology, and U.S. WEST.

USGS
EROS
DATA

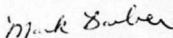
November 6, 1996

Patricia Pummel
Executive Director
South Dakota Future Fair
3209 Hall Street
Rapid City, South Dakota 57702

Dear Patricia,

It was a pleasure meeting you this past weekend at the South Dakota Future Fair. Rhonda and I can't thank you enough for your hospitality, cooperation, and support. Thanks again for your help in making our participation in your event a tremendous success!

Sincerely,



Mark Barber
USGS EROS Data Center

Patricia,

UPS

Please extend our thanks to everyone involved with the 1996 Future Fair.

We enjoyed being there and met a lot of people. You did a very good job of organizing and promoting this event.

We learned a lot about the other organizations represented there and hope that everyone learned a little more about U.P.S.

We are excited about the future of technology and look forward to the 1997 Future Fair.

Thank again-

Margaret Maloney
Carol Conroy

USGS/
EROS DATA

Patricia,

I just wanted to let you know how much we appreciate the opportunity to participate in the Future Fair.

It will provide tremendous community response for the USGS/EROS Data Center. Thanks so much for your hospitality. Rhonda

REC'D
11/14/96

REC'D
11/14/96



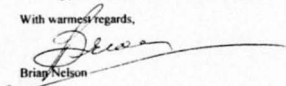
November 5, 1995

Patricia Pummel
Speakers' Bureau/Future Fair
3209 Hall St.
Rapid City, SD. 57702

Dear Patricia:

Thank you again for giving me the opportunity to be a part of this year's Future Fair. I had a wonderful time, and although we had some tough competition from some great Fall weather, the event seemed successful and a help to the technologically-challenged in the audience. I also appreciated the opportunity of seeing your beautiful state, and look forward to the chance to return for a longer visit.

With warmest regards,



Brian Nelson

The CNN Computer Connection

"HOME TOWN" Magazines

Prestige Publishing • 920 Tenth Street, Suite 11 • Spearfish, SD 57783
Phone (605) 642-8432 • Pager (605) 355-1112

November 4, 1996

Patricia Pummel
Executive Director
3209 Hall Street
Rapid City, SD 57702

Dear Ms. Pummel,

I want to congratulate you on a very successful Future Fair this last weekend. I attended several of the presentations, which were well done, visited every booth in the exhibitions, and learned a great deal.

As our firm is about to begin offering our advertisers (and others) their own Internet pages, I was especially pleased to be able to find out so much about the Internet. I am only a beginner with computers, and knew almost nothing about the Internet, all the exhibitors who were involved with it were very patient and understanding, and took the time to explain things to me. I left the Fair feeling that I was much better equipped to approach our clients.

Therefore, I want to thank you again for presenting the Future Fair, and for selecting a very able group of exhibitors and speakers. I enjoyed every minute of the several hours I spent there and, as I said, learned a great deal very easily. I really appreciated the opportunity the Fair presented.

Sincerely,



Clifford Nall, Publisher

P.S.: If you are interested in a web page, let me know and I'll show you what we have to offer.



Attendee Evaluation SD Future Fair '96

What interested you most about this event?

- DNA expert.
- Future tren/ls speaker.
- Computer stuff.
- The advertisement made it sound like there would be interesting future technology demonstrations.
- The variety of the businesses that were here to help students learn.
- The many different types of booths here.
- Computers.
- Internet advertising.
- SDSM&T's museum of motion, the free things, "Newton's Apple". Not necessarily in that order.
- EROS Data Center, Black Hill Eye Institute, SDSMT displays, USD Business Resources, TelServ, Michael Mullane and Michael Monroe Kiefer.
- I enjoyed the presentations by science / technology / business people.
- Internet!!!
- David Heil presentation and other presentations.
- Internet info, chance to try . Internet through "WOW". Other technology info.
- The speakers - especially Michael M Kiefer and Harry Dent. Very Good!!!!

What would you like to see at our next event in January '98?

- Bigger & better.
- The advertisements made it sound like there should be interesting future technology demonstrations.
- More College exhibits.
- More interesting booths.
- More Computers / Music Composition.
- More booths with hands - on.
- Basically more of the same - show us where we are, give us a glimpse of where we are going.
- Showcase for local entrepreneur. Need to showcase technology education.
- More of the same.
- Electric Cars.
- David Heil and others like or similar to him. More hands, feet and heads on activities!!
- Variety of short internet "classes". Info booths regarding technology ... include more phone companies, more education such as science curriculums, etc. Also computer upgrading, classes and educational programs.
- More booths presenting more science and / or technical applications available in RC and general Hills area.
- Have the booths closed when speakers are presenting, so exhibitors can listen and gain knowledge, too.

Overall, how would you rate the South Dakota Future Fair '96?

- 8 ✓d I really enjoyed the South Dakota Future Fair '96 and will definitely attend your January '98 event.
- 6 ✓d I think South Dakota Future Fair '96 was 'OK'. I will probably attend the January '98 event.
- 1 ✓d I didn't feel that South Dakota Future Fair '96 was worth the trip. I will probably not attend in January '98.

Page 2 Attendee Evaluations

Additional Comments:

- The two speakers I saw were great. More (and a bigger variety) booths would be good.
- If you pay admission at 4 PM to get in and everybody's packing up before the advertised time, it's not worth paying to get in.
- The displays were advertisements, not interesting demonstrations. Many were closed before start time. I was disappointed.
- I felt that this event should be good for high school students to attend.
- The admission fee was too high.
- Good Job! Thank you - much better than sporting goods?
- I think you ran a great PR Campaign. I think all of the schools should have been there. I wonder how many schools were there. I was disappointed that no one at my son's school even talked about it. Great Job!
- Thanks to all of the Sponsors. Good ideas for all ages!!!! Wes Storms
- Though Friday was for children, there were so many of them monopolizing the various computer exhibitors on Saturday, that there was no chance for adults to query those demonstrating computers. How about an evening just for adults???
- Might eventually coordinate with District Science Fairs through secondary schools? Anne Cassens (605) 662-7554
- Need more pre-Fair publicity. Many people who don't take the RC Journal missed this event. How about radio ads in addition to newspaper.
- Info needs to go out much earlier so schools and staff can plan to attend. Seemed a little disorganized in advertising and getting details out to schools. Nat'l Guard Youth Program 801 Nat'l Guard Dr., Sioux Falls, SD 57104

Exhibitor Evaluation SD Future Fair '96

What interested you most about exhibiting at this event?

- Opportunity to show off to the public our accomplishments the last couple of years.
- Informing the public about our projects.
- Presenting the media to the public and answering / interfacing with people.
- To share with the community the health care technology available locally.
- Good publicity for the Solar Motion Team & Solar Car. Good educational display opportunity.
- Having an opportunity to meet people interested in the exciting future of technology.
- We had fun talking to people from the local community and answering their questions.

On a 1 - 5 scale (5 high), how would you rate the quality of the South Dakota Future Fair '96?

1
2
3 1
4 4
5 2

Comments:

- Very enjoyable. Easy appearance and staff was very helpful. SD Solar Motion Team
- Very well organized, well publicized. UPS
- The Fair itself was excellent - well organized and promoted to the extent expected. High Plains Center for Technology

Please check appropriate statement (add comments if you wish):

- 4 I would definitely like to exhibit at the next SD Future Fair scheduled for January '98.
- 2 I think South Dakota Future Fair '96 was 'OK'. I would like information about your next January '98 event.
- 0 I didn't feel that South Dakota Future Fair '96 was worth the time. I will probably not exhibit in January '98.

Additional Comments:

- It was really fun working with the other exhibitors. SDSMT
- This was an excellent opportunity to present our services to the public. Interaction was excellent ... good questions and responses. RDT Network
- I would like to have different exhibit space. Our exhibit faced the wall and was not in a high traffic area. RC Regional Hospital
- We had many people say that they would have liked to see more exhibitors. UPS
- There was one major down side which was beyond the control of the organizers. At our booth, we were demonstrating different applications of the World Wide Web portion of the Internet. One of our main selling features that we impress on potential customers is the fact that you can access our system from your home or office by simply using the local telephone system. This is where the problem arose at the Civic Center during the show. (.... next 4 paragraphs diagnose the problem with the lack of technology at the city owned Civic Center) The event's smooth operation really demonstrated the hard work and dedication of Patricia Pummel and the Board of Directors. We extend our congratulations for a job well done. In addition, the staff from the Civic Center were more than helpful and courteous. It was a pleasure to work with them. Del McDonald, High Plains Ctr. for Technology

SOUTH DAKOTA



FUTURE FAIR

A VISION OF TOMORROW



You are cordially invited to join us for the

1996 South Dakota
Future Fair
V.I.P. Reception

Friday, November 1, 1996
5:00PM - 7:00PM
Locke's Hall South Entrance
Rushmore Plaza City Center

Special Guests Include

David Heil
Host of Emmy Winning PBS Science Series
"Newton's Apple"

Brian Steinhilber
Host of "The CNN Computer Connection"

Michael Monroe Karler
Expert in DNA, Fingerprinting, Forensic Engineering
and Laboratory Management

Please RSVP by Tuesday, October 29, 1996,
by calling 605/594-8401. Leave a voice message
including your name and the number of guests
who will be attending with you.

The South Dakota Future Fair is sponsored by
Black Hills Power & Light, The Rapid City Journal,
Rapid City Regional Hospital, South Dakota School of
Mineral Technology and K-SB 3.1.

SOUTH DAKOTA FUTURE FAIR

FUTURE LEADERS AWARD

SCHOLARSHIP APPLICATION



SCHOLARSHIP OVERVIEW

South Dakota Future Fair will be held November 1-3, 1996, at the Rushmore Plaza Civic Center. The Future Fair will host business and educational displays from throughout the nation which offer attendees the opportunity to learn about new technology and communication systems through exhibits, programs and presentations at the event. Admission proceeds will be designated for a higher education scholarship fund. This scholarship fund is the Future Leaders Award. **This year a minimum of 4 awards ranging from \$250 to \$1000 will be awarded to South Dakota residents entering a South Dakota post-secondary institution in the Fall of 1997 and pursuing a major involving technology.** The Future Leaders Award recipients will be selected based on Academic achievement, extracurricular activities/leadership, letters of recommendation, and demonstrated involvement in technology.

Please Type or Print in Ink

SECTION 1: PERSONAL DATA (please print)

_____ Last Name	_____ First	_____ Middle Initial
_____ Social Security Number	_____ Birthdate	_____ Phone Number
_____ Home Address	_____ City	_____ State
		_____ Zip Code

SECTION 2: EDUCATIONAL BACKGROUND

_____ High School Attended	_____ Expected Date of Graduation
-------------------------------	--------------------------------------

Anticipated college major(s): _____

Cumulative high school GPA: _____ Class Rank: _____ out of _____

SAT Test Date: (_____ / _____) Scores: V _____ M _____

ACT Test Date: (_____ / _____) Scores: E _____ M _____ R _____ N _____ C _____

NOVEMBER 1 - 3, 1996

SOUTH DAKOTA



FUTURE FAIR

RUSHMORE PLAZA CIVIC CENTER

THE 1996 South Dakota Future Fair provides an opportunity for progressive companies to showcase their cutting-edge products and services to thousands of attendees. This three-day event will highlight future products and services from numerous fields, including: agriculture, communication, education, energy, entertainment, environment, industry, recycling, and transportation. The event will also feature well-known, visionary speakers.

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Schedule of
Events

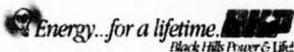
Exhibitors

Scholarships

Registration

Home

Patricia Pummel
Executive Director
3209 Hall Street
Rapid City, SD 57702
T:(605) 348-8586
F:(605) 348-1448



BLACK HILLS POWER & LIGHT

ECONOMIC DEVELOPMENT PROGRAM MONUMENTAL OPPORTUNITIES

A Conductive Environment
Community Involvement
Business Attraction,
Expansion and
Retention Opportunities
Site Development
Financial Assistance
Attractive Electric Pricing
Options

THE POWER TO REACH YOUR GOALS...

When a business sets out to climb higher, choosing the right location is critical. **A key prerequisite is the availability of reliable, affordable electric power with capacity to meet your needs.** Simply stated, you demand an electric utility that's with you...all the way.

In the beautiful Black Hills of South Dakota and Wyoming, Black Hills Power and Light (BHP) is the sort of partner your business demands:

BHP Home Page
Results of Operation
Commercial and
Industrial
Electric Service
Options
Economic Development
Neil Simpson II Tour
Safety
History
Glossary
Contact Us
Just for Kids
Doorway to the Black
Hills
Website Map

- ☐ With five power plants, BHP has the capacity to meet your power requirements today, and into the future.
- ☐ Through its parent company, **Black Hills Corporation**, BHP owns vast supplies of clean, low-sulfur Western coal, guaranteeing **abundant, cost-stable power**, independent of foreign affairs.
- ☐ With a service record spanning more than half a century, BHP is a **seasoned veteran** at supplying commercial and industrial power to a growing region.
- ☐ Through twelve **district offices**, BHP maintains **nearby, responsive service** for its commercial customers.
- ☐ BHP has a strong track record of active, aggressive involvement and **support of economic development** groups throughout the region.
- ☐ BHP offers a variety of **incentives and support** for new business development in our service area. Both financial programs and support personnel are dedicated to helping businesses carve a bright future in the Black Hills.

A CONDUCTIVE ENVIRONMENT:



Energy For A Lifetime...

Black Hills Power and Light Company is an investor-owned utility company serving over 55,000 customers throughout a 9,300 square mile area in Western South Dakota, Eastern Wyoming, and Southeastern Montana. Its parent company, **Black Hills Corporation**, has diversified operations in coal mining through **Wyodak Resources Development Corp.**, and oil and gas production through **Western Production Company**. Black Hills Corporation has paid continuous dividends since incorporation in 1941.

The **economic prosperity** of our service area is vitally important to us and the customers and communities we serve. BHP has developed programs and services to assist both existing businesses and potential customers in our service territory. Since each community is unique, we offer flexible packages of economic development programs. This support is through:

- ☐ **Community involvement**
- ☐ **Business attraction, retention and expansion programs**
- ☐ **Site development**
- ☐ **Financial assistance**
- ☐ **Attractive electricity pricing**



COMMUNITY INVOLVEMENT:

Through community involvement, BHP promotes the economic development of our states and communities by establishing and maintaining partnerships with economic development groups in order to achieve locally established and supported goals that will enhance both the region and BHP's continued growth. This partnership uniquely positions BHP to be your company's "man in the field" during the search and selection process. Your BHP contact person is able to knowledgeably and objectively steer you toward the communities or regions that best suit your parameters.

BHP's community involvement extends beyond the context of economic development. BHP people are active in the entire spectrum of civic, charitable, religious and governmental affairs of our communities. There is a strong caring presence, and it shows in everyone you meet at BHP. We are proud of what we do and where we live. Because of this, we work hard to protect and enhance the high quality of life the Black Hills region is known for.



BUSINESS ATTRACTION, EXPANSION, AND

RETENTION OPPORTUNITIES:

Black Hills Power and Light offers opportunities for manufacturing and businesses to locate or expand within BHP's service territory area through special economic development incentives...

Economic Development Electricity Pricing Incentive:

BHP's **Business Development Service** Program offers qualified prospective new manufacturers and businesses the opportunity to contract for special electricity prices. Customers requesting the Business Development Service will be considered upon written application to BHP if one or more of the following conditions is shown to exist:

- ☐ The customer accepts non-standard electric service for new or existing load.
- ☐ The customer has unique requirements for new load.
- ☐ The customer intends to acquire its electric service for new or existing load from a source other than BHP absent service under this rate by showing:
 - ☐ The customer demonstrates a competitive alternative, energy source or business location, to BHP's standard tariff rates.
 - ☐ The comparative economics, including but not limited to availability of capital, environmental impacts and assessment of risk, of the alternative over BHP's standard tariffed rates are material.
 - ☐ The alternative is demonstrated to be technologically feasible and legally permissible.
 - ☐ The customer has taken substantial steps to fairly evaluate the alternative sufficient to establish the customer's actual ability to utilize the alternative within a reasonable period of time.

For more information about the Business Development Service Program, see BHP's **Attractive Electric Pricing Options**.

The Power of Teamwork:

Through shared expertise and financial support, BHP will work with you to make your relocation or expansion as energy efficient as possible. With proper planning and execution, such measures can lower peak demands, reduce energy costs, and enhance production.

BHP's **Resource Team** is your direct link to local knowledge and specialized engineering support. Our Team can assist in gathering information and/or research, as well as connecting you with the expertise you need in system demand, power quality, power line expansion, and electric pricing options.

Our Resource Team is made of BHP staff from many departments, including Customer Service, Marketing, Energy Sales, and Engineering. We will visit your facilities to develop proposals which will be competitive in power availability, reliability, and pricing.

TYPICAL
PAGE

SITE DEVELOPMENT:

If you are interested in selecting properties within BHP's service territory, we can assist you in that selection process through real estate networking and the economic development agencies within the community you are interested in. BHP is very involved in industrial parks within its service territory through community development organizations and private industrial park developers.

TYPICAL
PAGE

FINANCIAL ASSISTANCE:

BHP offers energy efficient grants and incentives, up to \$50,000, to commercial and industrial companies interested in purchasing and enhancing their power quality, power factor and energy efficient electric equipment including: energy efficient heating and cooling technologies, energy storage technologies, lighting, and electric motors.

TYPICAL
PAGE

ATTRACTIVE ELECTRICITY PRICING OPTIONS:

BHP offers a variety of attractive price options for manufacturers or businesses located within its service territory. Our cost containment efforts and customer load growth have provided our customers with electricity prices that are declining in real terms, and are guaranteed at current levels until **at least** the year 2000. The following service options are available to our commercial and industrial customers:

- ☐ **General Service** - For customers using electric service supplied at one point of delivery and for which no specific schedule is provided.
- ☐ **General Service - Total Electric** - For customers supplied at one point of delivery for general use including electric heating and cooling, where electric service is the only source of energy at the service location and whose heating load is not less than thirty percent (30%) of the total energy load.
- ☐ **General Service - Large** - For large power users contracting for their entire electric service requirements supplied at one

point of delivery with a minimum billing capacity of at least 125 kilovolt amperes (kVA).

- ❑ **Small Interruptible General Service** - At the customer's election, to customers receiving firm service under provisions of the General Service rate; provided, the customer agrees to allow BHP to interrupt, at any time, a minimum of 4 kw of BHP-approved permanently connected customer designated load which can be separately metered.
- ❑ **Energy Storage Service** - At the customer's election, customers who operate BHP approved energy storage facilities for the purpose of utilizing off-peak electric energy for space conditioning. Electric energy will be supplied through a separately metered circuit at the same voltage and phase utilized to service the balance of the customer's electrical load.
- ❑ **Industrial Contract Service** - For large industrial power users whose actual use of electric energy requires BHP's installation of delivery facilities of not less than 8,000 kVA capacity supplied at one point of delivery. Service is by Industrial Contract Service Agreement only.
- ❑ **Large Demand Curtailable Service** - At the customer's election, to any General Service - Large customer's entire service requirements supplied at one point of delivery when the customer agrees to curtail a minimum designated load. Service is by Large Demand Curtailable Service Agreement only.
- ❑ **Business Development Service** - Qualifying prospective new manufacturers and businesses are provided the opportunity to contract for specially designed electric pricing and services.

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Visitors to this page since 11/12/96.

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This page last modified 10/20/96



RAPID CITY AREA ECONOMIC DEVELOPMENT PARTNERSHIP

May 9, 1996

Mutch Usera
Director of Economic Development Programs
Black Hills Corporation
P.O. Box 1400
Rapid City, SD 57709-1400

Dear Mutch:

In recent months we have decided to take a more aggressive approach to the marketing and development of South Creek Industrial Park. We feel a more effective marketing program could be instituted if we would undertake some site planning in several parts of South Creek Industrial Park.

The Economic Development Foundation is not in a financial position to finance this planning effort and appreciate very much if Black Hills Corporation would consider assisting us in this preliminary planning effort. We feel what we need done on the two sites that the plan could be produced for under \$5,000.

Please consider assisting us in this effort. Thank you for your help.

Sincerely,

Robert P. DeMersseman
President

0141-8-1119

BLACK HILLS POWER AND LIGHT COMPANY

P.O. BOX 1400 409 DEADWOOD AVENUE
RAPID CITY, SOUTH DAKOTA 57709

MUTCH USERA
MANAGER, MARKETING SERVICES

TELEPHONE
(605) 342-3200
FAX (605) 342-4061

September 24, 1996

Robert DeMersseman
President
Rapid City Area Economic
Development Partnership
P.O. Box 747
Rapid City, SD 57709-0747

Dear Bob:

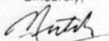
Enclosed are two copies of the conceptual development plans for Tract A and the balance of Block 1 at South Creek Industrial Park in Rapid City. The conceptual plan will be beneficial to your organization as you move forward to securing a manufacturing company to locate in the available sites.

As we discussed at our May 9, meeting, Black Hills Power and Light (BHP) will sponsor the costs of the conceptual plans designed by FMG, Inc, Rapid City at a cost of \$4,000.

We, at BHP, believe the support to develop the South Creek Industrial Park will increase the economic outlook in our community through manufacturing jobs and businesses that have a positive impact in the growth of Rapid City.

If you have any questions about the Conceptual Development Plans, please contact me or Rich Wells, Professional Engineer, FMG, Inc..

Sincerely,


Mutch Usera

c: E. Hoyt

01418128

rapid city area



chamber of commerce

P.O. Box 747, Rapid City, South Dakota 57709-0747
Phone: 605/343-1744 • FAX: 605/343-1916

February 23, 1996

Mr. John Twiss
Black Hills National Forest
RR 2, Box 200
Custer, SD 57730

Dear Mr. Twiss:

The Rapid City Chamber of Commerce is very interested in the management of the Black Hills National Forest. A number of Rapid City area Businesses, including Merillat Industries, Forest Products Distributors, Timberline and Black Hills Moulding rely directly on the Black Hills National Forest's management programs: many other businesses such as Butler Machinery, Reel Industrial Supply, Black Hills Power and Light, and Great Western Tire supply products or services to sawmills and loggers. Pennington County also receives a significant amount of 25% payments, which in FY 94 amounted to 1,035,000.

The Chamber supported The People and the Land Alternative submitted by the Black Hills Regional Multiple Use Coalition. We especially support the concept that the local residents, i.e., the ones who live, work and play in the Black Hills National Forest and will be most affected by decisions on the management of the Forest, deserve the strongest say in determining the future management of the Forest.

We appreciate your meeting with our Agriculture/Natural Resource Committee on January 3, 1996. However, we were surprised that some of your District Rangers have apparently recommended a timber harvest level of only 50 million board feet a year. A timber program of that level would have a very serious impact on local communities and businesses.

We support the concept that the timber management program on the Black Hills National Forest must be sustainable and must be compatible with multiple use objectives. Naturally, we feel strongly that decisions about the program should also consider the nation's demand for lumber and wood products, the need to maintain forest health, and the needs of local businesses and communities. If the Black Hills National Forest is currently growing 131 million board feet of sawtimber volume each year on the suitable timberlands, cutting only 50 million board feet seems incredibly low. In our comments on the draft forest plan revision, the Chamber supported the People and the Land Alternative which contained a sustainable timber harvest level of 108 million board feet. This letter reaffirms that position.



Offices Located in Rushmore Plaza Civic Center

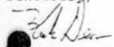
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We are also concerned about plans to increase the use of prescribed burning. We understand that there are benefits associated with prescribed burning, but frankly there is a certain level of public concern for the level of prescribed burning because of past failures (Horse Creek Burn, Bighorn Sheep Burn). Also, weather patterns in the Black Hills provide only a narrow window to safely accomplish prescribed burns. Your suggestion of a 20 to 30 year cycle is hard for us to relate to when other methods are available, including gaining some economic benefit by using the resource rather than burning it. We ask you to carefully consider these points.

You stated that the Black Hills National Forest is one of the best, if not the best, managed Forests in the Forest Service. You also stated that it was refreshing to come to a Forest and not be faced with the huge forest health issues, because they simply don't exist here. We appreciate your observations, and we too are very proud of the Forest. We can only conclude that the lesson to be learned is "stay the course" on the management programs that have worked so well in the past. We applaud your efforts.

We look forward to working with you to improve the Forest and would also like to help in educating the public about forest management issues. You can be assured of our full support for a decision which maintains the forest management program as close to the current level as possible. We are also concerned about the possibility of a 30% reduction in the Forest's budget, and we would like to work closely with you to ensure that the Forest receives the necessary funding to implement the revised forest plan programs. We want to maintain an open and constructive dialogue with you and we would like to meet with you at one of our Board meetings in the near future.

Sincerely,


Mark Dean, Chair of the Board
RAPID CITY AREA
CHAMBER OF COMMERCE
(Norwest Bank)


Steve Zellmer, Chair of the Board
RAPID CITY AREA
ECONOMIC DEVELOPMENT PARTNERSHIP
(Dacotah Cement)

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Dennis Catron, Catron Corp
Bob DeMersseman, President
RC Area Economic Development
Partnership

cc: South Dakota Congressional Delegation
Governor of South Dakota
Rapid City Area Legislatures
Council of Governments
County Commissioners
Rapid City Common Council
Black Hills Regional Multiple Use Coalition
State Department of Agriculture
South Dakota Department of Tourism
South Dakota Department of Game Fish & Parks
Black Hills Business Council
Black Hills Homebuilders Association
Ag/Natural Resource Committee, RC Chamber of Commerce

01418123

BLACK HILLS POWER AND LIGHT COMPANY EL 97-002

P.O. BOX 1400

409 DEADWOOD AVENUE

RAPID CITY, SOUTH DAKOTA 57709

MUTCH USERA

MANAGER, MARKETING SERVICES

TELEPHONE

(605) 342-3200

FAX: (605) 342-4991

RECEIVED

MAR 17 1997

SOUTH DAKOTA PUBLIC
UTILITIES COMMISSION

March 10, 1997

Mr. William Bullard, Jr.
Executive Director
South Dakota Public Utilities Commission
State Capitol Building
500 East Capitol Avenue
Pierre, SD 57501

SUBJECT: 1997 ECONOMIC DEVELOPMENT PLAN

Dear Mr. Bullard:

In accordance with Paragraph 7 of the settlement for Black Hills Power and Light Company's rate case under SDPUC Docket EL95-003, enclosed is the 1997 plan which indicates the areas of economic development support we intend to offer.

We have developed new programs for 1997 which will create opportunities for communities and businesses to request support in order for them to achieve their goals and objectives.

Some of the program activities include:

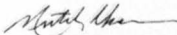
- Financial Assistance
- Business Development Service Program
- Energy Efficient Incentives and Grants
- Small Business Kick-Start Grants
- Site and Speculative Building Development
- Cooperative Advertising and Marketing
- South Dakota GOLD Community Grants
- GOLD Community Achievement Award Sponsorship
- South Dakota Future Fair Sponsorship
- Small Business Development Center Contribution
- SCORE Contribution
- BHP's Internet Homepage: Economic Development Page

It is also very important to note the many talents of employee volunteers and company support, through the utilization of Community Economic Development Board of Directors, Tourism Committees, and other task forces and committees. Our employees are a great asset in support of their communities. Black Hills Power and Light is proud to have them as part of our Economic Development Plan.

Our budget for 1997 will meet our goal of \$100,000, but because economic development is dynamic and requires immediate attention as activities are requested, where the dollars will actually be spent for some programs is unknown to us at this time.

If you have any questions, please call me or Kyle White at (605) 342-3200.

Sincerely,



Mutch Usera, Manager
Marketing Services Department

cc: Kyle White, Director
Strategic Marketing & Sales

Jim Mattern, Vice-President
District Administration

BLACK HILLS POWER AND LIGHT COMPANY

1997 Economic Development Plan



"To promote the economic growth of our states and communities by establishing and maintaining partnerships with economic development groups in order to achieve locally established and supported goals that will enhance the profitable growth of BHP and the communities we serve."

1997 Economic Development Plan

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APPENDIX:

Economic Development Organizational Profiles

BLACK HILLS POWER AND LIGHT COMPANY
1997 Economic Development Plan

INTRODUCTION

Black Hills Power and Light Company (BHP) is an investor-owned utility company serving approximately 55,600 customers throughout a 9,000 square mile area in Western South Dakota, Eastern Wyoming, and Southeastern Montana.

The economic prosperity of our service territory is vitally important to us and the customers and communities we serve. BHP has developed programs and services to assist both existing businesses and potential customers in our service territory. Since each community is unique, our intent is to offer a flexible package of economic development programs that benefit the community, our customers, and BHP. Our support will be through:

- Economic Development Goals
- Financial Assistance
- Business Development Service Program
- Business Enhancement Program
- Small Business Kick-Start Grants
- Site and Spec Building Development
- Residential Housing Development
- Marketing Support
- Cooperative Advertising and Marketing
- Community Involvement

BHP's Economic Development Support Requirements:

BHP encourages the development of all business including minority owned businesses. To qualify for BHP's Business Development Service program, BHP energy efficiency grants and incentives, financial or joint venture assistance from BHP, there are several requirements that must be met and reviewed for approval by BHP's Economic Development Committee:

1. The business, manufacturer or development project must be located within BHP's service territory.
2. The project or manufacturer must be able to stimulate the economy through new, good paying jobs created by the development activity.
3. The local support must be evident through such vehicles as REVIVING LOAN FUND, Site Assistance Programs, Community Redi-Funds, Tax Credits, and the efforts of local financial and utility companies.
4. The new company or proposed development is able to present a business profile or plan which shows potential employment and economic growth for the

- community it plans to reside in.
5. The manufacturer or development electric usage as well as load factor/peak coincidence can be projected.

Economic Development Committee:

BHP's Economic Development Committee will review requests made by communities and development organizations requesting financial assistance. The Area Manager will participate on the committee when the request or presentation for request is from the specific area of interest. The Area District Manager will also screen applicants from their area before presenting or recommending that the committee review the request. Rapid City will be represented by the Manager of Marketing Services, who will also be a full-time member of the Committee.

Each request will be reviewed as unique opportunities and presented based on the economic growth and activity of the proposal.

The Committee members are:

Dan Landguth, BHP President & CEO
Ev Hoyt, BHP President & COO
Jim Mattern, BHP Vice President-District Administration
Kyle White, BHP Director-Strategic Marketing & Sales
Mutch Usera, BHP Manager-Marketing Services

Industry Resource Team:

BHP's Resource Team will be available to work with new and existing industrial and commercial businesses which are in our service territory. The Resource Team will focus on various areas of interest such as electric rates, system demand, power line relocation, new power line planning, site development, and national trade information.

The Resource Team will consist of experts from the various departments of BHP (Customer Service, Marketing, Engineering Dept., etc.) depending on the needs of the perspective customer. Coordinated by the Manager of Marketing Services, the Resource Team will be activated in response to a request by the customer or an economic development organization in order to assist in gathering information and/or research for the customer interested in locating a business in BHP's service territory.

ECONOMIC DEVELOPMENT GOAL

To promote the economic growth of our states and communities by establishing and maintaining partnerships with economic development groups in order to achieve locally established and supported goals that will enhance the profitable growth of BHP and the communities we serve.

FINANCIAL ASSISTANCE

BHP supports economic development loan funds available in BHP communities. These loans are established by the economic development corporations and have received contributions in communities served by BHP.

BHP's goal is to encourage growth through leveraged financial packaging. Realizing that each community is unique, our assistance must stay flexible to meet the various needs of the community.

BUSINESS DEVELOPMENT SERVICE PROGRAM

The goal is to continue support and assistance for existing and new businesses through loan programs and other activities which are available through the economic development corporations and BHP's Business Development Service Program.

BHP's Economic Development rate structures, incentives or adjustments for new manufacturers and developments must meet the Business Development Service requirements. The Business Development Service was approved by the South Dakota Public Utility Commission on August 1, 1995. Tariff eligibility requirements include:

Available:

At points on the Company's existing transmission or distribution facilities supplied by its interconnected transmission system within Butte, Custer, Fall River, Lawrence, Meade, and Pennington Counties of South Dakota.

Applicable:

To customers requiring an appropriate response to non-standard, unique or specialized electric services and/or to meet competitive forces in the energy services markets in a manner that satisfies the needs of participating customers while balancing the interests of the participating customer, the non-participating customers, and the Company.

Character of Service:

Alternating current, 60 hertz, at the voltage and phase of the Company's established transmission or distribution system most available to the location of the customer.

Eligibility:

Customers requesting Business Development Service (BDS) will be considered upon written application to the Company if one or more of the following conditions is shown by the customer to exist:

1. The customer accepts non-standard electric service for new or existing load;
2. The customer has unique requirements for new load;
3. The customer intends to acquire its electric service for new or existing load from a source other than the Company absent service under this rate by showing:
 - a. The customer demonstrates a competitive alternative, energy source or business location, to the Company's standard tariff rates; and
 - b. The comparative economics, including but not limited to availability of capital, environmental impacts and assessment of risk, of the alternative over the Company's standard tariff rates are material; and
 - c. The alternative is demonstrated to be technologically feasible and legally permissible; and
 - d. The customer has taken substantial steps to fairly evaluate the alternative sufficient to establish the customer's actual ability to utilize the alternative within a reasonable period of time.

Upon receipt of the customer's written application, and such additional information as the Company may require, the Company and the applying customer may, at the sole discretion of either party, commence negotiation of rates and terms and conditions of service under this tariff. If a mutually acceptable agreement is reached, the agreement and full support for it shall be forwarded to the Commission for their file of contracts with deviations as authorized by this rate schedule.

Contract Provisions:

All mutually acceptable service agreements will meet these minimum standards:

1. The initial service term shall not be less than three years; and
2. No service term shall exceed 7 years without the inclusion of language providing for renegotiation by the Company.
3. The minimum written notice of cancellation by either party shall be nine months; and
4. The customer shall not be eligible for any discounts or service conditions except as provided for in the service agreement; and
5. The compensation to be received under the service agreement during its term shall exceed the marginal cost to the Company of performance under the contract; and

6. The rate for metered service will be designed to encourage the customer to improve load factor, calculated using the customer's on-peak kVA; and
7. Minimum contract demand is 250 kVA; and
8. The terms and conditions of service shall be those contained in the service agreement between the Company and the customer; and
9. Identification of the rate schedule that customer would have received service under in lieu of BDS.

Rate:

All charges for service under this rate shall be the charges contained in the contract between the Company and the customer.

Confidentiality:

Upon request of the Company or the customer, upon good cause shown by affidavit, all terms and conditions of any service agreement under this rate schedule and any supporting information shall be protected from disclosure as confidential in accordance with the Commission's Administrative Rules provided for at Section 20:10:01.41 and 20:10:01.42.

BUSINESS ENHANCEMENT PROGRAM

The purpose of BHP's Business Enhancement Program is to help our Commercial and Industrial electric customers gain a competitive edge in their area of business through the use of Electro-technologies. In return for our support, BHP expects the customers to sign a 3-5 year contract with BHP for their future electrical needs.

Economic development incentives through the implementation of new "Electro-technologies" will help BHP implement its long term contracting strategies. The new Electro-technologies will aid our customers in reducing their electrical costs as well as upgrading their older electrical equipment.

Through the use of energy efficient electro-technologies and power quality support, C & I customers will improve productivity in their operations and lower their cost in energy usage. This allows a long-term investment in equipment that helps reduce peak demand for BHP while reducing operational costs for the C & I customer.

Program Benefits:

BHP benefits from the Business Enhancement Program in many ways:

- Customer loyalty
- Brand Identity

- Attraction of new businesses
- Securing of long term contracts
- Development of a working relationship with our trade allies
- Customer comfort and satisfaction (may use additional energy as a result)

Types of Incentives:

Lighting

\$500 maximum rebate per account per year. Customer can negotiate additional rebates equivalent to the 1996 Lighting Rebate program by signing a three year GS Large contract extension or, for smaller customers, signing a five year all requirements electric power service contract.

Motors

\$500 maximum rebate per account per year. Customer can negotiate additional rebates equivalent to the 1996 Motor Rebate program by signing a three year GS Large contract extension or, for smaller customers, signing a five year all requirements electric power service contract.

In addition, adjustable speed drives will now qualify for rebates at the same levels as the energy efficient motors (\$5/HP-working motor, \$2/HP-nonworking motor).

Power Factor Improvement

Reduced demand charges are the primary incentive for power factor improvement. Customer savings have amounted to \$104,600 in 1996, \$64,700 in 1995 and \$37,100 in 1994 as a result of PF correction projects in those respective years.

Most of the first year cost savings and a significant portion of the cost savings each year thereafter is a result of BHP lowering the Customer's contract capacity and treating the 11 month ratchet as if the PF improvement had always been in place. In 1997, BHP will require the customer to sign a three year Electric Power Service contract extension in order to lower their contract capacity.

Custom Packages

There are other electro-technologies in addition to those stated above that may qualify for an economic development incentive including water loop heat pumps, geothermal loop fields, heating or air conditioning systems, water heating systems, power quality equipment and energy management systems. Financing, project design assistance or an economic development rate may also be options to consider.

These economic development incentives would be negotiated on a case-by-case basis and BHP would expect the customer to sign at least a three year contract extension or, if a smaller customer, sign a five year all-requirements contract for electric service. Economic development rates would require a negotiated contract for up to seven years.

1997 Budget Plan for Business Enhancement Program:

Lighting

In the last twelve months, 41 lighting rebates were issued. 21 of the rebates were less than \$500 and totalled \$5,670 while the other 20 rebates were over \$500 and totalled \$67,550.

Electric power service contracts will be negotiated with those customers who would qualify for incentives greater than \$500. Once the \$50,000 budget is reached, lighting incentives will cease for the year. A customer may spread their work out over several years (RC School District, City of RC, etc.). BHP will continue to provide customer assistance in evaluating the energy savings with lighting retrofit projects.

Motors

Very few energy efficient motors have been rebated in the last year. Including Adjustable Speed Drives under the incentive program will increase activity in this area. Once the \$6,000 budget is reached, motor incentives will cease for the year.

Custom Packages

The custom package incentives will be negotiated on a case by case basis. Business attraction and innovative solutions to a customer's electrical needs will be the focus of the custom packages.

The Business Enhancement Program is an Economic Development tool BHP can use to attract new businesses or to make existing businesses more productive.

SMALL BUSINESS DEVELOPMENT KICK-START GRANT PROGRAM:

The program is designed for qualified small businesses located in BHP's small communities with populations of under 10,000. The Kick-Start amount may range from \$500 to \$2,500 per customer applicant.

Qualifications for the cash grant:

- * Applicant's business facilities must be a customer of BHP electric services.
- * Applicant must have good credit standing with all local loan agencies.
- * Grant is available to new or existing small businesses less than 2 years old. Small business is defined as a business with under 25 employees.
- * Business must meet all qualified licensing for the operation their establishment.

BHP's Kick-Start Grant is available for new small businesses needing assistance in starting their businesses through a small grant for support in employee training, electric

business equipment, or facility enhancements for energy efficiency improvements. Grants will not be used for business debt or employee compensation.

Process:

- * All applications will be available at the Small Business Development Center's Rapid City Office in Room 208 of the Rushmore Plaza Civic Center, 444 Mt. Rushmore Road. Applicants can also call SBDC at (605) 394-5311.
- * Completed applications will be faxed to Mutch Usura at Black Hills Power and Light at (605) 342-4891.
- * The applicant's request will be reviewed by the District Manager, Manager-Marketing Services, and Director of Strategic Marketing. The Small Business Development Center, Western South Dakota Region, will also be available for reference and consultation of the approval review.
- * SBDC will mention the grant program to clients that have a good possibility of economic viability, as defined by:
 1. Having future profit potential and cash flow sufficient enough to support the liabilities and the operating cycle of the business.
 2. A well-defined, substantial, and accessible market for their products or services.
 3. Management with skills and capabilities in the industry they serve as well as a sufficient level of business skills

When approved, the BHP District Manager will present a check in the amount of the funding request to the applicant or supplier. A press release will be developed and mailed to the local media for grant recognition. A financial request application form is included in this plan.

SITE AND SPECULATIVE BUILDING DEVELOPMENT

BHP supports and encourages the development of commercial and residential sites and speculative buildings which can produce a positive economic climate as well as meet the development standards and support of the city, county, and state.

BHP will participate in a land development study conducted by the Rapid City Area Partnership Board, which will focus on potential properties for industrial development within BHP service area.

Areas that will be studied and evaluated are properties along: Deadwood Avenue, South Hi-Way 16 commercial strip, Expansion of South Creek Industrial Park, North of Rushmore Mall area, and South Hi-Way 79.

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This project has opened the door for consumers to now reach us through their computer in any home or business that has Internet access. Our strategy is to utilize the Home Page as an added value service for our customers as well as consumers across the country. The main home page is Black Hills Corporation, which highlights the financial and management information ideal for investors and consumers interested in knowing about our parent company.

The Home Page is then divided into home pages for each subsidiary of Black Hills Corporation. You can now reach information pertaining to the Wyodak Coal Mine, Western Production's oil operations, DakSoft, Enserco and Black Hills Power and Light. Each company also has its own Home Page address for easy direct access.

Home Page addresses are:

Black Hills Corporation:	http://www.blackhillscorp.com
Black Hills Power and Light:	http://www.blackhillspower.com
Wyodak Resource Development:	http://www.wyodak.com
Western Production Company:	http://www.westernproduction.com
DAKSOFT, Inc:	http://www.daksoft.com
Enserco Energy, Inc:	http://www.enserco.com

The Home Page will be periodically updated for user interest and interaction. 1997 marketing and service information will also be updated, along with special features like Economic Development, "Sparky and Buzz", "The Doorway To The Black Hills", and "FAQ" Frequently Asked Questions.

BHP's Home Page:

BHP's Home Page was primarily developed for promoting our products, services, electricity pricing, electric generation, and economic development programs. Also included are unique features such as "The Doorway To The Black Hills." This feature allows users to access information about tourism, business, education, and other Black Hills organizations of interest to users. It was developed as a Directory of "Who's-Who" on the Internet in the Black Hills. It is intended to make it easy for individuals to "evaluate" the Black Hills from their computer.

The Economic Development page features BHP's programs and services available to our commercial and industrial customers. It is also available to prospective companies interested in knowing more about BHP's service area and programs. The page also lists all of BHP's commercial and industrial rate tariffs.

The section called "Frequently Asked Questions" will answer common questions about BHP's products and services as well as other utility issues and consumer questions about electric products and safety tips.

COOPERATIVE ADVERTISING AND MARKETING

BHP will participate in cooperative advertising, promotional, and direct marketing

activities which promote and inform companies of the positive lifestyle and economic growth within BHP's service territory within South Dakota and Wyoming. Activities include support and sponsorship of area economic development videos, brochures, and trade shows including the Future Fair.

The cooperative advertising request will be presented to the marketing and economic development manager and the area district manager for review and approval based on the following guidelines:

- The advertisement promotes BHP's service territory.
- Involvement of other Businesses and Utilities.
- BHP receives the list of company contacts from the Coop Advertisement.
- BHP is recognized as a participating sponsor.
- BHP cost does not exceed 1/4 of the total cost of the promotional campaign.

COMMUNITY INVOLVEMENT

Community involvement is the key to BHP's economic development strategies and goals. There are 19 communities in which BHP is presently an active member which includes payment of annual membership dues. Some communities have combined their efforts to achieve success in meeting their economic development goals. For specific information regarding the economic development organizations that are represented in each community, refer to the Economic Development Organizational Profile section of the plan.

The goal for community involvement is to strengthen the communities by supporting strategically planned projects which are located within BHP's service territory. Although financial contributions are often requested, a personal commitment by key employees can often have as great or greater impact.

Part of our support for the economic development organizations in each community will be that key BHP employees will participate on boards, committees, and task forces on a regular basis. This will ensure continued communication of the economic development activities in each district as well as focus on key projects and goals that can impact BHP's load forecast and customer growth.

BHP district manager or assigned employee will represent BHP as part of the economic development organization in their district. This will develop support for the organization from BHP and maintain an active communication link for participating in the activities related to economic development.

BHP employees are encouraged to support and attend local and area activities which promote economic development through workshops, conferences, tradeshow, and seminars.

Economic development activities will be included in the district monthly and quarterly reports. The marketing and economic development staff will monitor the activities and assist with the districts as support staff.

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BHP's GOLD Community Grant Program:

The GOLD Program is designed to encourage all South Dakota communities, regardless of size, to plan, initiate and carry out a program for complete community and economic development. Through this program it is possible for all activities to be carried out by members of the community at the local level.

Members of each local community determine the success of the GOLD Program. Through their own initiative, community members can improve the economic development potential of their community. Each community will develop a program tailored to the needs of that community. Particular facets of the community's local program, along with the community's goals and objectives, will be based on the needs within that community.

The program assists communities by taking them through a series of phases:

- * Identify a development organization.
- * Research and gather information about the community.
- * Identify opportunities and establish goals.
- * Create a working plan for the first twelve months.
- * Evaluate first 12 months of progress, and establish a plan for the second 12 months.

GOLD community members located within BHP's service territory include:

- | | |
|-----------------|---------------|
| * Belle Fourche | * Custer |
| * Deadwood | * Edgemont |
| * Hill City | * Hot Springs |
| * Keystone | * Lead |
| * Spearfish | * Sturgis |

Black Hills Power and Light will offer the Black Hills Gold communities a grant program designed to assist communities in need of financial assistance in order to complete their community project or goal. The grant request must be submitted no later than April 1, 1997.

Benefits:

- * BHP will demonstrate a presence and support in community projects that encourage or create economic development and beautification of the community.
- * BHP may receive media coverage which will display a positive perception for BHP.
- * BHP will have development plans for review regarding communities within their service territories. This will allow BHP to develop action plans to meet the individual community's projects.

The community may apply for only one grant within their GOLD community membership. BHP will send out information about the Grant Program in early March, 1997. To qualify for BHP Grant support, a community must be a member of the GOLD program. They must complete a BHP GOLD Community Grant Program application, which is available at the community's local BHP district office or they may contact BHP's Marketing Services Department.

Process:

- * Applications must be submitted by April 1, 1997. Community action plan must be included.
- * Maximum Grant amount awarded to a qualified community is \$2,000.
- * BHP's GOLD Grant Committee will review each application to determine the level of the grant to be awarded to the community.

Grant Committee members include:

- Director, Strategic Marketing & Sales
 - Northern Hills Manager
 - Southern Hills Manager
 - Manager-Governmental & Public Affairs
 - Manager-Marketing Services.
- * The District Manager and Marketing Services Manager will present the Grant to the community during a scheduled meeting presentation. Media coverage will also be requested for the presentation.

The GOLD Community Achievement Award Program:

The South Dakota GOLD Community Achievement Award Program is a new program designed by the Governor's Office Of Economic Development to recognize the unique and progressive community projects being implemented in GOLD communities across the State of South Dakota.

The program is similar to the GOED's Community of the Year program; however, this award program focuses on individual projects. The program is solely sponsored by utility companies from across the State. Each Utility company contributed \$1,000 to the program. The money is then allocated based on one Excellence Award and two Merit Awards. During 1996, seven utility companies contributed to the award program. They were Black Hills Power and Light, Northern States Power, Northwestern Public Service, South Dakota Rural Electric Association, Mid American Energy Company, Otter Tail Power Company, and Montana Dakota Utilities.

Black Hills Power and Light will continue to sponsor the program with a \$1,500 sponsorship gift based on equal sponsorship by other utilities. The awards are presented to communities during the GOED's Annual Conference and Awards Banquet. Award winners from BHP's service territory during 1996 were Deadwood, Spearfish, Custer, and Edgemont.

Small Business Development Center:

Black Hills Power and Light supports and recognizes organizations which work to enhance and assist businesses in need of business development. The Small Business Development Center (SBDC) is an organization which has a proven track record of doing just that.

Over the past 11 years, the SBDC has provided management and technical assistance through one-on-one professional consulting. As part of a national network, this service is provided free of charge to both existing and prospective small businesses in our service area through the SBDC's Western Regional Office in Rapid City.

In the past, funding of the SBDC has been provided by federal dollars matched by state funds. Although some funding is provided by USD's School of Business, the principal source of matching funds at the state level has been the GOED. In August of 1995, GOED informed SBDC that it will no longer provide any funding of this proven program, and suggested SBDC seek alternate sources of funding.

SBDC has collected its needed funding through businesses from across the state. BHP contributed \$5,000 during 1996 and will again contribute \$5,000 for the 1997 program year. Funding provided by BHP to the SBDC is leveraged with matching federal funds to yield between \$3 and \$4 of total program funding for each \$1 invested by BHP. BHP requests that the funding be used to keep the Rapid City Office operational and to allow for staffing support for the Black Hills area.

During the first six months of 1996, the SBDC extended services to 187 clients in the six county BHP service area alone. Some of those clients went on to start or expand their businesses in our service area, obtaining at least \$1,379,241 in capital with SBDC assistance which would not have been possible without the contribution support of BHP and other businesses from the Black Hills area.

The SBDC in Rapid City will also assist BHP in our new Kick-Start Grant Program designed for small businesses in rural communities of population under 10,000.

South Dakota Future Fair:

South Dakota Future Fair provides an opportunity for progressive companies to showcase their cutting-edge products and services to area residents excited by the latest technological advances in a variety of areas. Exhibits will be explained and demonstrated so average citizens can understand them.

Nationally known speakers are also planned for this event. Speakers present topics of national and regional interest in areas of technology and education. Proceeds of Future Fair will go to two \$1,000 scholarships to be used for any college, university or technical institute across the state. The event is scheduled for January 16-18, 1998 at the Rushmore Plaza Civic Center.

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BHP will continue to be a major sponsor of Future Fair, along with other businesses (Rapid City Journal, US West, Rapid City Regional Hospital, SDSM&T, Norwest Bank, Black Hills State University, and KOTA Broadcast Company). Major sponsorship consists of a \$5,000 investment per event and active participation in the coordination and planning of the event.

Major sponsors receive headline recognition as a major sponsor along with 2 booths to display their technology and services to the public. The event will be managed by the Rapid City Chamber of Commerce and the South Dakota School of Mines & Technology in 1997. This will ensure administrative support for the event, as well as develop a direct tie to an organization that involves community support and awareness towards economic development and education.

Service Corps of Retired Executives:

The Service Corps of Retired Executives (SCORE) is a volunteer member association sponsored by the U.S. Small Business Administration. Since 1964, the association has matched volunteer business-management counselors with clients in need of expert advice.

SCORE volunteers consist of senior members of the community with professional expertise to consult and mentor businesses in need of organizational and business enhancement in areas of marketing, accounting, personnel, leadership, and management.

BHP receives benefits from the assistance of SCORE volunteers. Through SCORE's efforts businesses are more likely to become profitable. This avoids delinquency procedures, including electric shut-offs by BHP.

BHP will contribute \$1,000 to the SCORE of Western South Dakota to assist in promoting their local chapter as well as to communicate their services to communities within BHP's service area. The SCORE office is located in Rapid City.

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BLACK HILLS POWER AND LIGHT COMPANY

Kick Start Grant Program

Financial Request Application Form

Organization (Name): _____ Customer Acct. # _____
 Contact Person: _____ Position: _____ Phone: _____
 Address: _____ City: _____ State: _____ Zip: _____
 Type of Business Requesting Funding: _____
 Number of Employees: _____ Last Year's Total Revenues: _____ Date Business Started: _____

Amount Requested: \$ _____

Amount Approved: \$ _____

Purpose of Project/Funding: _____

Planned Start Date: _____ Project Completion Date: _____

How will the project's success be measured? _____

What benefit will this project have to BHP? _____

Other funding/organization assisting in the project: _____

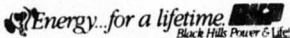
What type of products/services do you sell?: _____

Who is your target market? _____

Submitted by: _____ Position: _____ Date: _____

Financial Request Authorization:

SBDC Representative: _____ Position: _____ Date: _____
 BHP District Manager: _____ District: _____ Date: _____
 Approved by Manager Marketing: _____ Date: _____
 Approved by Director Marketing: _____ Date: _____



BLACK HILLS POWER AND LIGHT COMPANY
GOLD Community Grant Program
Financial Request Application Form

Community: _____ Population: _____

Organization Applying For Grant: _____

Contact Person: _____ Telephone: _____

Mailing Address: _____ Date: _____

Please answer the following questions as completely as possible regarding your community.

Feel free to include references and any supporting documentation with your application.

Deadline for Grant Request is March 31, 1997. Grants will be awarded by April 15, 1997.

Please include your GOLD Community Action Plan and your application form.

Mail applications to: BHP&L, C/O: Marketing Services, P.O. Box 1400, Rapid City, SD 57709

Amount Requested: \$ _____

Amount Approved: \$ _____

1. Does your action plan address a pressing need for your community?
2. If no, what are those needs?
3. What are the benefits of your GOLD community improvements?
4. Are there other organizations contributing to your project plans?
5. If yes, please list them and their involvement or contribution?
6. Will this plan affect your community long-term (over 5 years)? How?
7. Will there be a continuous need for assistance based on your action plan? Why?
8. How will you achieve that support?
9. In summary why do you believe your community needs Grant Program assistance?

Financial Request Authorization:

Submitted by: _____ Position: _____ Date: _____

BHP District Manager Approval: _____ Date: _____

Marketing Manager Approval: _____ Date: _____

Director-Marketing Approval: _____ Date: _____

 *Energy...for a lifetime* 
Black Hills Power & Light

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ECONOMIC DEVELOPMENT

ORGANIZATIONAL

PROFILES

BELLE FOURCHE DEVELOPMENT CORPORATION

510½ National Street
Belle Fourche, SD 57717

BUTTE COUNTY 605-892-2494

Vern Bills, Chairman

Type of Organization: Development Corporation
Service Area: Belle Fourche Area
Main Activities: Enhance economic well-being of community and promote
industrial development
Target Constituencies: No specific socio-economic focus

SERVICES DIRECTLY PROVIDED:

Community Economic Development Training
Financial Management Assistance
Business Financing
Import or Export Assistance
Procurement Assistance
Site Selection
Marketing Assistance
Grant Application Assistance

SERVICE FOCUS:

Business Recruitment	25%
Business Start-Ups	75%

TYPE OF BUSINESS CLIENTS:

The organization's business clients are generally distributed as follows;

Industrial or Manufacturing Firms - 100%

FINANCIAL ASSISTANCE PROGRAMS:

Revolving Loan Fund:

The purpose of the loan program is: Business or commercial development

Loan Fund Parameters:

Amount Available to Lend	\$80,000
Average Interest Rate	13.5%
Average Term	7 Years

BHP Representative: Tony Hay

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BELLE FOURCHE, CITY OF

606 6th Avenue
Belle Fourche, SD 57717

BUTTE COUNTY: 605-892-2494
FAX: 605-892-2784

Bill Noziska, Treasurer

Type of Organization: City
Service Area: Belle Fourche Area
Main Activities: City government; pass-through funding agent for local
development corporation
Target Constituencies: No specific socio-economic focus

SERVICES DIRECTLY PROVIDED:

Business Financing
Procurement Assistance
Site Selection
Marketing Assistance
Business Planning Assistance
Grant Application Assistance

SERVICE FOCUS:

Business Recruitment 25%
Business Start-Ups 75%

TYPE OF BUSINESS CLIENTS:

The organization's business clients are generally distributed as follows;

Industrial or Manufacturing Firms - 100%

BELLE FOURCHE, CITY OF

page 2

FINANCIAL ASSISTANCE PROGRAMS:

Grants:

The purpose of the grant program is: CDBG Programs

Revolving Loan Fund:

The purpose of the loan program is: Business or commercial development

Loan Fund Parameters:

Amount Available to Lend \$	0
Average Interest Rate	0%
Average Term	5 YEARS

Percentage of Loans made for:

Fixed Assets	100%
Working Capital	0%

BHP Representative: Tony Hay

**CUSTER CHAMBER OF COMMERCE
ECONOMIC DEVELOPMENT COMMITTEE**

447 Crooks Street
Custer, SD 57700

CUSTER COUNTY: 605-673-2244

Mike Chase, Chair

Type of Organization: Chamber of Commerce
Service Area: Custer County
Main Activities: The main purpose of the Economic Development Committee is to attract light industry, retention of current businesses and upgrading or adding to infrastructure.

Target Constituencies: No specific socio-economic focus

SERVICES DIRECTLY PROVIDED:

Community Economic Development Training
Business Financing
Employee Training
Procurement Assistance
Site Selection
Marketing Assistance
Business Planning Assistance
General Management Assistance
Grant Application Assistance

SERVICE FOCUS:

Business Recruitment	25%
Business Start-Ups	25%
Retirement Recruitment	50%

TYPE OF BUSINESS CLIENTS:

The organization's business clients are generally distributed as follows:

Tourism-related businesses (existing and proposed)
Retiree Re-location
Light Manufacturing

BHP Representative: Kristy Schmitz

DEADWOOD ECONOMIC DEVELOPMENT CORPORATION

PO Box 532

Deadwood, SD 57732

LAWRENCE COUNTY: 605-578-2082

Kevin Cummings - Chairman

Type of Organization: Development Corporation
Service Area: Deadwood
Main Activities: Developing a parcel acquired from Burlington Northern Railroad; historic preservation; rebuilding the city as a national historic landmark; processing loans made by the Deadwood Historic Preservation Foundation
Target Constituencies: No specific socio-economic focus

SERVICES DIRECTLY PROVIDED:

Referrals only

SERVICE FOCUS:

Other Infrastructure 100%

TYPE OF BUSINESS CLIENTS:

The organization's business clients are generally distributed as follows;

Service Firms - 100%

FINANCIAL ASSISTANCE PROGRAMS:

No locally administered funding assistance

BHP Representative: Jim Jeffery

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EDGE MONT, CITY OF

P O Box A

Edgemont, SD 57735

FALL RIVER COUNTY: 605-662-7422

Connie Andersen, Finance Officer

Type of Organization: City
Service Area: Edgemont
Main Activities: Retain the vitality of the ranching industry; improving solid waste treatment; retirement services; tourism
Target Constituencies: Ranchers

SERVICES DIRECTLY PROVIDED:

Business Financing
Site Selection
Grant Application Assistance

SERVICE FOCUS:

Business Recruitment	5%
Business Retention	5%
Business Expansion	5%
Business Start-Ups	5%
Water or Sewer Systems	60%
Other Infrastructure	5%
Affordable Housing	10%
Other Purposes	5%

TYPE OF BUSINESS CLIENTS:

The organization's business clients are generally distributed as follows;

Industrial or Manufacturing Firms - 50%
Service Firms - 50%

EDGEMONT, CITY OF

page 2

FINANCIAL ASSISTANCE PROGRAMS:

Revolving Loan Fund:

The purpose of the loan program is: Business or commercial development

Loan Fund Parameters:

Amount Available to Lend \$	0
Average Interest Rate	3%

Percentage of Loans made for:

Fixed Assets	100%
Working Capital	0%

Other Programs

Venture capital

BHP Representative: Robert Foster

**HOT SPRINGS CHAMBER OF COMMERCE
ECONOMIC DEVELOPMENT COMMITTEE**

c/o Mueller Civic Center
801 S. 6th Street
Hot Springs, SD 57747

FALL RIVER COUNTY: 605-745-4140

Brian Gonzales - Director

Type of Organization: Chamber of Commerce
Service Area: Hot Springs Area
Main Activities: Business District revitalization, improvement and beautification
Target Constituencies: No specific socio-economic focus

SERVICES DIRECTLY PROVIDED:

Community Economic Development Training
Business Financing
Employee Training
Procurement Assistance
Site Selection

SERVICE FOCUS:

Business Recruitment	30%
Business Retention	20%
Business Start-Ups	10%
Micro-enterprises	15%
Other Infrastructure	10%
Affordable Housing	5%

TYPE OF BUSINESS CLIENTS:

The organization's business clients are generally distributed as follows;

Industrial or Manufacturing Firms -	10%
Retail Firms -	35%
Service Firms -	35%
Other Types of Firms-	20%

BHP Representative: Robert Foster

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(LEAD)TWIN CITY AREA DEVELOPMENT CORPORATION

P O Box 735
Lead, SD 57754

LAWRENCE COUNTY: 605-584-3546

LeAnn Johns, Executive Director

Type of Organization: Development Corporation
Service Area: Lead, Deadwood & Central City
Main Activities: Lead Lot Sale Program and promote and encourage new
industry and business.
Target Constituencies: No specific socio-economic focus

SERVICES DIRECTLY PROVIDED:

Assistance for new and old business.

SERVICE FOCUS:

Other Infrastructure 100%

TYPE OF BUSINESS CLIENTS:

The organization's business clients are generally distributed as follows;

Service Firms - 100%

FINANCIAL ASSISTANCE PROGRAMS:

Has revolving loan fund of \$50,000

BHP Representative: Jim Jeffery

NORTHERN HILLS COMMUNITY DEVELOPMENT, INC.

P O Box 218

Sturgis, SD 57785-0218

MEADE COUNTY: 605-347-5837

FAX: 605-347-5223

Ron Rosenboom, Executive Director

Type of Organization: Development Corporation
Service Area: Counties of Lawrence, Meade, Butte, and Pennington
Main Activities: Coordinate and facilitate development efforts of
communities in Northern Black Hills Region
Target Constituencies: Low income, unemployed

SERVICES DIRECTLY PROVIDED:

Community Economic Development Training
Financial Management Assistance
Business Financing
Site Selection
Business Planning Assistance
General Management Assistance
Grant Application Assistance

SERVICE FOCUS:

Business Recruitment	40%
Business Retention	10%
Business Expansion	15%
Business Start-Ups	20%
Water or Sewer Systems	5%
Other Infrastructure	10%

TYPE OF BUSINESS CLIENTS:

The organization's business clients are generally distributed as follows:

Industrial or Manufacturing Firms -	70%
Retail Firms -	15%
Service Firms-	15%

NORTHERN HILLS COMMUNITY DEVELOPMENT

page 2

FINANCIAL ASSISTANCE PROGRAMS:

Revolving Loan Fund:

The purpose of the loan program is: Start-up & expansion

Loan Fund Parameters:

Amount Available to Lend \$ 0

Average Interest Rate 8%

Percentage of Loans made for:

Fixed Assets 100%

Working Capital 0%

Other Programs

Loan Guarantees

BHP Representative: Tony Hay

RAPID CITY AREA ECONOMIC DEVELOPMENT PARTNERSHIP

444 Mount Rushmore Road
Rushmore Plaza Civic Center
Rapid City, SD 57709

PENNINGTON COUNTY: 605-343-1880
FAX: 605-343-1916

Bob DeMersseman, President
Julie Gregg, Vice-President

Type of Organization: Development Partnership
Service Area: Pennington
Main Activities: To improve the quality of life and increase personal income levels in the greater Rapid City area by fostering a vital business climate which provides quality new jobs, attracts new business, helps existing businesses and promotes entrepreneurship
Target Constituencies: No specific socio-economic focus
Manufacturers, Processors, Wholesalers/Dist., &
Service Exporters: Primary employees

SERVICES DIRECTLY PROVIDED:

Financial Management Assistance
Business Financing
Import or Export Assistance
Site Selection
Marketing Assistance
Business Planning Assistance
Grant Application Assistance

SERVICE FOCUS:

Business Recruitment	25%
Business Retention/	
Business Expansion	25%
Business Start-Ups	25%
Administrative, Etc.	25%

RAPID CITY AREA ECONOMIC DEVELOPMENT PARTNERSHIP

page 2

TYPE OF BUSINESS CLIENTS:

The organization's business clients are generally distributed as follows;

Industrial or Manufacturing Firms - 80%

Service Firms - 20%

FINANCIAL ASSISTANCE PROGRAMS:

No locally administered funding assistance

Pennington County Economic Development Fund

Rapid Fund Revolving Loan Fund being established

BHP Representative: Mutch Usera

SPEARFISH CHAMBER OF COMMERCE

P O Box 550
Spearfish, SD 57783

Lawrence County: 605-642-2626
FAX: 605-642-5502

Diana Nielson, Executive Director

Type of Organization: Chamber of Commerce
Service Area: County side
Main Activities: Chamber of Commerce
Target Constituencies: No specific socio-economic focus

SERVICES DIRECTLY PROVIDED:

Community Economic Development Training
Employee Training
Site Selection
Marketing Assistance
Business Planning Assistance
General Management Assistance

SERVICE FOCUS:

Business Recruitment	15%
Business Retention	50%
Business Expansion	10%
Business Start-Ups	10%
Other Infrastructure	10%
Affordable Housing	5%

TYPE OF BUSINESS CLIENTS:

The organization's business clients are generally distributed as follows;

Industrial or Manufacturing Firms -	25%
Retail Firms -	25%
Service Firms -	25%
Other types of Firms -	25%

FINANCIAL ASSISTANCE PROGRAMS:

No locally administered funding assistance

BHP Representative: Mike Shultz

SPEARFISH ECONOMIC DEVELOPMENT CORPORATION

P O Box 550

Spearfish, SD 57783

LAWRENCE COUNTY: 605-642-2626

Brian Walker, Executive Director

Type of Organization: Development Corporation

Service Area: Spearfish Area

Main Activities: Expand diversity of the tax base by creating jobs in lumber
and mining industries

Target Constituencies: No specific socio-economic focus

FINANCIAL ASSISTANCE:

Revolving funding for loans are available, similar to the REDI provided by the state, except city monies are used.

BHP Representative: Mike Shultz

CAMPBELL COUNTY ECONOMIC DEVELOPMENT CORPORATION

P O Box 3948

Gillette, Wyoming 82717

CAMPBELL COUNTY: 307-686-2603

FAX: 307-686-7268

Susan Bigelow, Executive Director

Type of Organization: Development Partnership
Service Area: Campbell County, Wyoming and limited service to Crook County as well.
Main Activities: Local Business Development
Economic Research/Publications
Industrial Recruitment/Marketing
Target Constituencies: In the area of local business development, assistance is provided to all who request it and typically consists of business counseling, the provision of information and financial packaging. Targeted marketing for industrial recruitment is primarily in manufacturing with specific emphasis on precision machining, tool and die, plastics and ceramics.

SERVICES DIRECTLY PROVIDED:

Financial Packaging	Financial Analysis
Business Plan Assistance	Economic Research
Publications	Economic Impact Analysis
Information Clearinghouse	Project Development Assistance
Grant Writing Assistance	Business Counseling
Involvement in State and Regional ED Planning	

SERVICE FOCUS:

Local Business Development	30%
Research and Publications	20%
BHPL Questionnaire Responses	
Industrial Recruitment	20%
General	30%

CAMPBELL COUNTY ECONOMIC DEVELOPMENT CORPORATION

page 2

TYPE OF BUSINESS CLIENTS:

Client base varies from large multi-national corporations to micro-business enterprise. Energy companies, manufacturing concerns, service companies and even retail operations on occasion. CCEDC is widely recognized as an excellent source of information and everyone including private and public entities utilizes this service and our publications.

FINANCIAL ASSISTANCE PROGRAMS:

Direct financial assistance not available.

BHPL REPRESENTATIVE: Dick Bratton

WESTON COUNTY DEVELOPMENT BOARD

P O Box 7

Newcastle, Wyoming 82701

WESTON COUNTY: 307-746-2705

Richard D. "Dan" Epperson

Type of Organization: Development Partnership
Service Area: Weston County, Wyoming
Main Activities: Work to retain and expand existing business.
Attempt to attract new businesses.
Work to expand tourism in the area by development and promotion of local points of interest.
Assist and cooperate with local Chambers of Commerce
Target Constituencies: City of Upton
City of Newcastle
Weston County

SERVICES DIRECTLY PROVIDED:

Consultation
Assistance with development of business and marketing plans
Referral to lending institutions, government programs, and other forms of financial backing
Promotional advertising of area

SERVICE FOCUS:

In a small populated area such as Weston County, no definitive percentage of time or involvement can be established realistically. "Do what needs to be done when it needs to be done" probably best describes the activities.

WESTON COUNTY DEVELOPMENT BOARD

page 2

TYPE OF BUSINESS CLIENTS:

Mostly would be start-ups followed by general existing businesses.

FINANCIAL ASSISTANCE PROGRAMS:

Our board does not have the revenues to become involved in providing direct financial assistance to our clients. We do direct clients to lending institutions, loan/grant programs provided by Federal and State governments as well as private and corporate programs.

BHPL REPRESENTATIVE: Jim Bunch



Energy...for a lifetime.

Black Hills Power & Life!

www.blackhillspower.com

BLACK HILLS POWER AND LIGHT COMPANY**ECONOMIC DEVELOPMENT PROGRAM****Actual 1996 Expenses**

Rapid City Area Economic Development	\$7,980.41
Site Development Design by FMG, Inc.	\$4,240.00
Spearfish Economic Development	500.00
Northern Hills Community	525.00
Custer County Chamber of Commerce	500.00
Governor's Office of Economic Development	2,025.00
Econ. Research Institute (Geographic Directory)	192.50
Black Hills Business Council	50.00
South Dakota Future Fair	7,664.20
Friends of the Mickelson Trail	5,000.00
SD Chamber of Commerce	120.00
BH Visitor Info Center Development	250.00
ND Going Places Magazine - COOP Advertising	100.00
SD Small Business Development	5,000.00
TOTAL:	\$34,147.11

BLACK HILLS POWER AND LIGHT COMPANY**ECONOMIC DEVELOPMENT PROGRAM**

Potential 1997 Budget

NON-COMMITTED FUNDS	
Business Development Service Program **	\$125,000.00
Business Enhancement Program	50,000.00
Small Business Development - Kick Start	25,000.00
Site and Speculative Building Development	10,000.00
Residential Housing / Subdivision Development	25,000.00
COMMITTED FUNDS	
Marketing Support	10,000.00
Cooperative Advertising and Marketing	2,500.00
BHP's Gold Community Grant Program	10,000.00
Gold Community Achievement Award Program	1,500.00
Small Business Development Center	5,000.00
South Dakota Future Fair, Inc.	5,000.00
Service Corp. of Retired Executives	1,000.00
Economic Development Membership Dues	9,000.00
TOTAL :	\$279,000.00

** \$75,000 is committed to OEM, Worlwide, Inc., which is being located in Spearfish, SD

Note: Non-committed funds will be used at the time of request by qualifying companies.

BLACK HILLS POWER AND LIGHT COMPANY

P.O. BOX 1400

409 DEADWOOD AVENUE

RAPID CITY, SOUTH DAKOTA 57709

BRUTCH USERA

MANAGER, MARKETING SERVICES

TELEPHONE

(805) 342-3200

FAX: (805) 342-4001

ECONOMIC DEVELOPMENT ORGANIZATIONS ANNUAL MEMBERSHIP DUES	
Rapid City Area Economic Development Partnership	\$5,000.00
Northern Hills Community Development, Inc.	\$1,000.00
Belle Fourche Development Corporation	\$ 500.00
Twin City Economic Development	\$1,000.00
Spearfish Economic Development Corporation	\$ 500.00
Sturgis Industrial Development	\$ 500.00
Newell Community Development	\$ 250.00
Hot Springs Economic Development Committee	\$ 250.00
GRAND TOTAL	\$9,000.00



You should see the Hills from here!

April 8, 1997.

RECEIVED
APR 10 1997
SOUTH DAKOTA PUBLIC
UTILITIES COMMISSION

Public Utilities Commission
State Capital Building
Pierre, SD 57501

Dear Commissioners:

I am writing to express support of the 1997 Economic Development Plan prepared and presented by Black Hills Power and Light Company.

As a chamber, we rely on the corporate sponsorship of Black Hills Power and Light to support many worthwhile community projects and programs. In addition to their financial contributions, Black Hills Power and Light also commits the time and talents of their employees to service on local boards and involvement in many service organizations. On April 1, 1997, Custer was awarded first place and \$900 in the GOLD Community Achievement Awards for community promotion and marketing. Black Hills Power and Light Company was a major financial contributor and promoter in increasing the cash awards for this state program which recognizes local improvement efforts emphasizing teamwork in fulfilling community goals. Also recently, Black Hills Power and Light committed to sponsorship of a motivational speaker for our chamber's annual Spring Fling, a kick-off event for the tourism season and our hospitality training program.

By attending a meeting with Black Hills Power and Light Company representatives, we also learned of economic development programs sponsored by the company that could prove beneficial to our community. The Small Business Development Kick-Start Grant Program and the Business Enhancement Program were of particular interest. As a result of the meeting, a request was submitted by the Custer County Chamber of Commerce for GOLD Community Grant funding for computer equipment to provide Internet access for visitor and relocation information.

CUSTER COUNTY CHAMBER OF COMMERCE

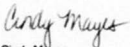
447 Crook Street • Custer, South Dakota 57730 • In SD (605) 673-2244 • National 1-800-992-9618

Page 2
April 8, 1997

While our community may never be able to utilize all of Black Hills Power and Light's incentives for the relocation of industries and manufacturers, we do believe that their new program does address needs of smaller communities within their service territory.

Sincerely,

CUSTER COUNTY CHAMBER OF COMMERCE



Cindy Mayes
Executive Director

BEFORE THE PUBLIC UTILITIES COMMISSION
OF THE STATE OF SOUTH DAKOTA

IN THE MATTER OF THE FILING BY BLACK)	ORDER APPROVING 1996
HILLS POWER & LIGHT COMPANY FOR)	ECONOMIC DEVELOPMENT
APPROVAL OF ITS 1996 ECONOMIC)	REPORT AND 1997
DEVELOPMENT ANNUAL REPORT AND ITS)	ECONOMIC DEVELOPMENT
1997 ECONOMIC DEVELOPMENT PLAN)	PLAN
)	EL97-002

On February 12, 1997, the Public Utilities Commission (Commission) received Black Hills Power & Light Company's (BHP&L's) 1996 Economic Development Annual Report. On March 12, 1997, the Commission received BHP&L's proposed Economic Development Plan for 1997. The report and proposed plan were filed in accordance with the settlement agreement reached between BHP&L and Commission Staff, and approved by the Commission in the company's most recent rate case filing, Docket EL95-003. The Commission approved BHP&L's Economic Development Plan for 1996 on December 5, 1995.

For 1997, BHP&L's proposed economic development plan budget is \$279,000. The actual expenditures for the 1996 economic development plan were \$34,147.11.

At its regularly scheduled April 15, 1997, meeting, the Commission reviewed BHP&L's 1996 Economic Development Annual Report and Economic Development Plan for 1997. The Commission has jurisdiction over this matter pursuant to SDCL Chapter 49-34A. After review of the report and plan, the Commission found that they are just and reasonable and voted to approve them. It is therefore

ORDERED, that BHP&L's 1996 Economic Development Annual Report and Economic Development Plan for 1997 are approved as filed.

Dated at Pierre, South Dakota, this 28th day of April, 1997.

CERTIFICATE OF SERVICE

The undersigned hereby certifies that this document has been served today upon all parties of record in this docket, as listed on the docket service list, by facsimile or by first class mail, in properly addressed envelopes, with charges prepaid thereon.

By Silvia Kicks

Date 4/28/97

(OFFICIAL SEAL)

BY ORDER OF THE COMMISSION:

James A. Burg
JAMES A. BURG, Chairman

Pam Nelson
PAM NELSON, Commissioner

Laska Schoenfelder
LASKA SCHOENFELDER, Commissioner