



2024 Best Practices Conference

July 17-19, 2024

Sioux Falls, South Dakota



Join us in Sioux Falls for the 2024 Best Practices Conference! The Best Practices Conference is the annual spring/summer conference for Mid-America EDC. This conference rotates throughout the states in the region, and we are thrilled to have South Dakota as this year's host state!

You won't want to miss this opportunity to learn best practices from industry professionals and experts. There will also be plenty of opportunities for networking with your Midwest colleagues!

Register today at www.midamericaedc.org!

THANK YOU TO OUR ANNUAL SPONSORS



PLATINUM LEVEL SPONSORS



GOLD LEVEL SPONSORS



Schedule of Events

Thank you to our conference presenting sponsors!



Wednesday, July 17th

Thank you to our conference Wednesday daily sponsor!



- | | |
|------------------|---|
| 9:30-11:00 am | Mid-America EDC Board of Directors Meeting |
| 11:30 am-3:00 pm | Best Practices Conference Registration Check In |
| 11:30 am-3:00 pm | Visit with Vendors
<i>Be sure to visit our vendors to check out awesome products and services available to assist in your economic development success!</i> |
| 12:45-1:00 pm | Conference Welcome
Presenters: Matt Marshall, Mid-America EDC President & City of Sioux Falls Mayor Paul TenHaken |

1:00-2:00 pm

Horizontal to Vertical: Redeveloping the Sioux Falls Railyard

Panelists: Mark Cotter, City of Sioux Falls Public Works & Dustin Powers, City of Sioux Falls Business Development Coordinator

Moderator: Erica Beck, City of Sioux Falls Chief of Staff

2:00-2:15 pm

Networking Break/Visit with Vendors

Be sure to visit our vendors to check out awesome products and services available to assist in your economic development success!

2:15-3:00 pm

The Sanford Sports Complex: Building Community through Athletics

Sanford Sports President Steve Young will give participants the genesis story of the Sanford Sports Complex and the important role it plays in the region for everything athletic. The 500 acre campus hosts more than 2.4 million visitors annually serving not only as an important economic development driver for the region, but also a place of wellness, training and personal growth for people of all ages and walks of life.



3:30 pm

Board Buses/Depart for Offsite Tour & Reception

Boarding Location: TBA

4:00-7:00 pm

Tour of The Sanford Sports Complex & Reception at Great Shots

Location: 2405 W Benson Rd, Sioux Falls

Representatives from Sanford Sports will lead participants on a tour of the 500 acre athletic campus. Stops along the tour will include The Pentagon (160,000 sq ft multi-purpose athletic and concert venue), The Fieldhouse (multi-use athletic facility home to top training and fitness programs), The Diamonds (synthetic turf fields) and more. The tour will end with a reception at Great Shots, a full-service restaurant, bar and 250 yard interactive golf driving range where participants of all skill levels can test their golf skills and enjoy food and drinks in a fun and engaging atmosphere.

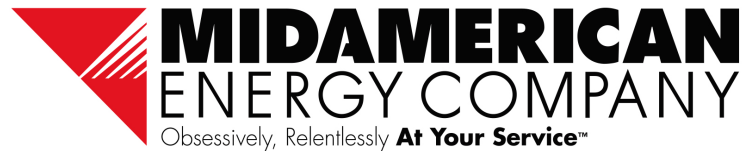
Please note: *Bus/shuttle transportation will be provided, but you may drive to the location if preferred. Please be sure to select your preference when you register for the conference.*

Thank you to our Wednesday reception sponsor!



Thursday, July 18th

Thank you to our conference Thursday daily sponsor!



7:30 am-5:30 pm

Best Practices Conference Registration Check In

8:00-9:00 am

Networking Breakfast

9:00-9:45 am

Forward Sioux Falls: The Secret Sauce

Panelists: City of Sioux Falls Mayor Paul TenHaken; Dave Rozenboom, President, President, First Premier Bank; Tom Difiore, President & CEO, National Community Development Services

Moderator: Jodi Schwan, Founder/Owner, Align Content Studio

Forward Sioux Falls is the premier economic development program in the Sioux Falls area. Created in 1987 by the Greater Sioux Falls Chamber of Commerce and the Sioux Falls Development Foundation, the purpose is to advance the region's economy through vision, strategy and collaboration. Every five years, a new program is strategically ideated to provide the greatest impact. Subsequently, serving as investors, the private and public sectors fund a series of program initiatives to attract, develop and retain both talent and businesses. This collective impact enhances the overall return on investment for both the overall economy as well as to the 325 investors who see the value to support this transformational program.

9:45-10:00 am

Networking Break/Visit with Vendors

Be sure to visit our vendors to check out awesome products and services available to assist in your economic development success!

10:00-10:45 am

Megasites: Thinking Big

Presenters: Dean Dzedzic, Vice President of Economic Development, Sioux Falls Development Foundation & Sam Wagner, Business and Community Development Manager, MidAmerican Energy

This session will include a tale of two megasites. Hear how and why the decision was made to go all in. Partnering with community stakeholders. Investing in infrastructure and the importance of site certification.

10:45-11:00 am

Networking Break/Visit with Vendors

Be sure to visit our vendors to check out awesome products and services available to assist in your economic development success!

11:00-11:45 am

Le Mars, IA: The Power of a Community Development Plan

Panelists: Rob Bixenman, Mayor, City of Le Mars; Mark Gaul, Community Development Director, City of Le Mars; Dr. Steve Webner, Superintendent, Le Mars Community School District; Dustin Wright, CEO, Floyd Valley Health System & President of Le Mars Area Betterment Foundation

Participants will learn the proactive, and inclusive steps leaders in Le Mars, IA used to create a comprehensive community development plan. The community is already seeing results by executing the plan. New housing, industrial park expansion, parks and recreation investments, and unprecedented and positive engagement on important topics and needs related to daycare, education and more are moving Le Mars closer to reaching its Vision 2045 goals.

11:45 am-12:45 pm

Networking Luncheon

12:45-1:45pm

Positioning for Growth, Building off Strengths - South Dakota's Infrastructure First Initiative

Presenters: Joe Fiala, Director, Partner Relations, South Dakota Governor's Office of Economic Development & Steve Watson, Development Strategist, ISG

Participants will learn about a unique statewide economic development initiative that is helping small communities plan for and prioritize investments that can facilitate growth and future economic development success through five year capital improvement planning. South Dakota's Infrastructure First initiative is also helping various regions of South Dakota identify core infrastructure strengths related to specific high growth industry sectors. Presenters from the South Dakota Governor's Office of Economic Development and engineering firm ISG will share the data driven approach that is being used to identify the 16 best sites across the State for economic development and how this information and approach can support future decision making related to site acquisition, marketing, and strategic investment.

1:45-2:00 pm

Networking Break/Visit with Vendors

Be sure to visit our vendors to check out awesome products and services available to assist in your economic development success!

2:00-3:00 pm

Navigating the Ecosystem: Building Entrepreneurial Success with Startup Sioux Falls

Join Brienne Maner, President of Startup Sioux Falls, as she explores the dynamic landscape of entrepreneurship and the pivotal role played by Startup Sioux Falls in fostering innovation and growth. Discover the essential strategies for navigating the entrepreneurial ecosystem, unlocking opportunities, and achieving sustainable success in today's competitive market. Whether you're an aspiring entrepreneur or a seasoned business leader, this talk promises valuable insights and actionable steps to propel your entrepreneurial journey forward.

3:45-5:30 pm

Walking Tours of Downtown Sioux Falls: Celebrating Growth and Vibrancy

*Explore the vibrant heart of Sioux Falls on our guided walking tour! We will witness the completion of two \$250M development projects featuring panoramic views of the cityscape, stroll the famous Sculpture Walk, discover the city's bustling retail and dining scene, and experience the harmonious blend of modern development with revitalized historical structures – all while soaking in the lively atmosphere that defines downtown Sioux Falls. Join us and discover the dynamic spirit of this thriving city center! **Attendees will have the opportunity to tour two major development projects: [Cherapa Place](#) and [The Steel District](#). Tours will begin/end at the Cherapa building main entrance.***

5:00-7:00 pm

Networking Reception

Join us for networking with your peers and to check out amazing views of Sioux Falls from the Cherapa building rooftop! Entertainment will be provided by "The Brass Holes"! The Brass Holes play music for people from every walk of life! This promising local band features music educators, hoteliers, mechanics, journalists, bartenders, oh, and even an ECONOMIC DEVELOPER! Check out more at www.brassholessf.com!

Thank you to our Thursday reception sponsor!



Friday, July 19th

- 7:30-10:15 am** **Best Practices Conference Registration Check In**
- 7:30-10:15 am** **Visit with Vendors**
Be sure to visit our vendors to check out awesome products and services available to assist in your economic development success!
- 8:00-8:30 am** **Networking Breakfast**
- 8:30-10:00 am** **Community Development Table Talks – Housing, Childcare, Transportation, and Mental Health & Addiction**
*Presenters/Group Leaders: **Housing** – Keith Gillenwater, President/CEO, The Enterprise Group of Jackson, Inc.; **Childcare** – Mike Bockorny, Chairman, Economic Development Professionals Association of South Dakota; **Transportation** – Jeff Eckhoff, Director of Planning & Development Services, City of Sioux Falls; **Mental Health & Addiction** – Michelle Treasure, Homelessness Services Coordinator, City of Sioux Falls*
Moderator: Mike Gray, Director of Business Development, Sioux Falls Development Foundation
During the first hour of this session you will hear four 15-minute overviews of the four topics above that impact community development. Then, the four speakers will go to different corners of the room for 30 minute roundtable-style conversations where attendees can engage in discussions with the topic leaders and peers to learn more, ask questions, and talk amongst the table.
- 10:00-10:15 am** **Networking Break/Visit with Vendors**
Be sure to visit our vendors to check out awesome products and services available to assist in your economic development success!
- 10:15-11:00 am** **Leveraging AI for Economic Developers**
Presenter: Aaron Brossoit, Chief Executive Officer, Golden Shovel Agency
In the rapidly evolving landscape of economic development, Artificial Intelligence emerges as a powerful tool for enhancing the effectiveness and efficiency of economic developers. This presentation, centered on practical applications of AI, explores ways through which AI and ChatGPT can be harnessed, making economic developers more insightful and impactful in their roles as community leaders.
- 11:00 am** **Conference Closing Remarks**
Presenter: Dean Dziedzic, Vice President of Economic Development, Sioux Falls Development Foundation

Thank you to our conference partner sponsors!



**National
Community
Development
Services**

**NorthWestern[®]
Energy**
Delivering a Bright Future

Thank you to our conference supporting sponsor!



Best Practices Conference Location & Hotel Information

This year's Best Practices Conference will be held at the new *Cherapa Place* development!

**Cherapa Place - Bancorp Building
345 N. Reid Place, Sioux Falls, SD 57103**

The conference will be held in the 3rd floor Interconnect Conference Center, and you may enter the Bancorp Building at the main entrance. Onsite complimentary parking is available.



Hotel Reservations:

You may reserve your hotel room now through July 3, 2024 at the Hilton Garden Inn Sioux Falls Downtown by visiting [2024 Best Practices Hotel Room Reservations](#). A limited number of hotel rooms are available at the discounted rate of \$169/\$179 for king/double rooms. Reservations at the discounted rate are available for the nights of July 16, 17, and 18. Self-parking is available onsite at the hotel at the rate of \$8 per day. *The Hilton Garden Inn is located just a short (3 minute) walk from Cherapa Place.*



The 2024 Best Practices Conference is recognized by the International Economic Development Council (IEDC) as a professional development event that counts toward recertification of Certified Economic Developers (CECd).

2024 Best Practices Conference Registration

Register online through July 1st via check OR credit card at

<https://maedc5.wildapricot.org/event-5614610>

Registration Options:

- **MID-AMERICA EDC Member Conference Registration - \$399**
- **Non-Member Conference Registration - \$499**
- **MID-AMERICA EDC New SOUTH DAKOTA Member Package - \$549**
New SOUTH DAKOTA Members Only! (\$799 Value: Membership Valued at \$300 plus non-member Conference Registration \$499) Join MID-AMERICA EDC now AND register for the Best Practices Conference for only \$50 more than the non-member conference registration! Because South Dakota is the host state for the 2024 Annual Best Practices Conference, new MID-AMERICA EDC members from South Dakota receive this special membership discount for the remainder of 2024! For full details about membership benefits visit <https://www.midamericaedc.org/membership/join-us>.
- **One-Day Member Conference Registration (\$169-Weds, \$249-Thurs, \$149-Fri)**
- **One-Day Non-Member Conference Registration (\$219-Weds, \$299-Thurs, \$199-Fri)**

Policies:

Deadline for online registration is July 1, 2024. You may register onsite only after this date. (Conference registration/check in opens on Wednesday morning, July 17th at 11:30 a.m. in the meeting room foyer in the 3rd Floor Interconnect Conference Center.

If you are an established Mid-America EDC Annual Sponsor or Best Practices Sponsor receiving a complimentary registration as a sponsorship benefit, you may register online. Your main sponsorship contact will be sent an email with a Registration Code. Once you have the code you can register online by selecting the "SPONSOR" registration option. After you have selected your desired "SPONSOR" registration option, you will then be asked for the registration code. Once you enter the code you, will then enter your registration information and click next. You will then be asked to review and confirm your information, if everything is correct select "Confirm" and your registration will be submitted without any payment due.

With written cancellation notice, received by July 1st, you will receive a full refund. Cancellations after July 1st are nonrefundable. Notices of cancellation must be emailed to the Mid-America EDC office at karla@assnoffices.com. Sorry, no-shows are not eligible for refunds and are responsible for the full amount due.