



Deuel Area Development, Inc.: Achievements and Programs

The following is a summary of the current DADi programs in 2012. Currently, we are guided by a USDA grant Rural Business Enterprise Grant that was granted to Deuel Area Development in 2010. It began in January 2012 and will be completed in 2013. The funds of this grant, \$99,000 are designed to come back to the county as the work is completed and recorded. These goals need to be completed by August 2013. The Executive Director of Deuel Area Development works part-time (has since gone full-time until the grant expires) and was hired in 2011 and replaced her predecessor who had been there since DADi's inception in 2008. Local businesses can help with this grant to bring funds back to our county.

- DADi has contacted personally approximately 55 Deuel County entrepreneurs--existing businesses. This is ongoing and always changing.
- DADi has 7 local professionals on their Area Resource Team that are in place to give 'in-kind' time contribution to business start-ups or any business needing support. The professions covered are IT, marketing, financial, engineering, customer service, human resources, banking, construction, and sales.
- DADi has been contacted by 12 new start-up business Entrepreneurs. Currently DADi is working with 7.
- DADi is seeking input from business owners through a survey and through visiting and emails. We are available for any help they need in their business and will provide them with some financial assistance that is needed for their business. By using DADi, it helps bring funds back to DC.
- One of DADi's priorities to help create and save jobs in Deuel County.

<p>Goal 1 Community Awareness</p>	<ul style="list-style-type: none"> • <i>New website created and launched in July 2012. (www.deuearea.com)</i> • <i>To remain viable to the county, this website needs to be administered; up-dated, informative and news driven. One goal is to be a portal to businesses and/or individuals seeking to live in Deuel County or to relocate here.</i> • <i>Tools for Business Success is a state-of-the-art resource provided to DC residents and businesses on the webpage.</i> • <i>Newspaper articles and publicity is sought to keep DADi in front of the public.</i> • <i>One-page informative newsletters are sent via email, placed in businesses or included in mailings.</i> • <i>Continued efforts are made to inform the public of DADi's location. In time, the plan is to have signage on Highway 15.</i> • <i>Public Service Ads are used for community development and projects.</i> • <i>Digital media is a focus, besides the website; to include media groups such as Facebook, Twitter, LinkedIn, and more.</i> • <i>Used as speaker to civic organizations and city councils, et al.</i>
<p>Goal 2 Entrepreneur Programs & Resources</p>	<ul style="list-style-type: none"> • <i>Create and grow business in Deuel County.</i> • <i>Contact with area businesses providing assistance in various forms.</i> • <i>Listening to needs and providing workshops to help the workforce and business owners.</i> • <i>Small, customized financial technical assistant grants are available to help business owners with improvements.</i> • <i>Surveying of businesses to help and keep DADi informed.</i> • <i>On-going Workshops held and upcoming: Microsoft Excel, Microsoft Windows, Beginning Microsoft Word, Ag-Marketing and Analysis, Customer Service, Website Development, PowerPoint, Osha training, QuickBooks.</i> • <i>Business planning for start-up entrepreneurs</i> • <i>Business planning for Transitioning and Expanding businesses</i> • <i>Additional resources to aid county businesses.</i>

<p>Goal 3 Incubators</p>	<p><i>Incubators: Growing business in Deuel County.</i></p> <p>Business Resource Center:</p> <ul style="list-style-type: none"> • <i>Located in the DADi office in the County courthouse</i> • <i>Private Office provided to new entrepreneurs. At this time, no charge; in time a minimal fee. Launched October 2012. Perhaps a new start-up cannot afford to rent space and their home is not conducive; this office is provided for their use to get their business off the ground.</i> • <i>Grant provided for equipment (computers, privacy walls, wireless, printer, phone, et al.)</i> • <i>Plans are in process on how to utilize full this space: small (1-4 people) workshops to use BRC for training. Provide webinars for area business employee training, High School equivalency class (GED) usage, job seeking research, entrepreneurship group meetings, and more.</i> <p>Deuel Community Kitchen – Kitchen Incubator</p> <ul style="list-style-type: none"> • <i>Certified kitchen for start-up entrepreneurs located in DC.</i> • <i>Local kitchen used after hours for entrepreneurs to go further with their recipes: development and in time marketing.</i> • <i>Training ongoing for Director on state regulations, guidelines and policy.</i> • <i>Business Plan development for individuals.</i> • <i>Finding entrepreneurs.</i>
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<p>Goal 4 Sustainability</p>	<ul style="list-style-type: none"> • <i>Procure funding for Deuel Area Development.</i> • <i>Updates to stakeholders, businesses and government entities: City of Gary, City of Clear Lake, and Deuel County Commissioners.</i> • <i>Annual Fundraisers: We've held our 3rd Fundraising Event but are seeking other ideas.</i> • <i>Our DADi board consists of 8 Deuel County residents. (1 member representing our Deuel School System, 1 member representing Deuel County, 1 position is currently is unfilled.)</i> • <i>Chances are good that annual fund raising will never end. But we are hoping to begin building a locally controlled fund to provide both immediate and permanent funding for this work. We are seriously considering partnering with the SD Community Foundation and DC Community Foundation to create and capitalize on a DADi Field of Interest Fund.</i> <p><i>Community Development is a separate strategy for DADi. Each community within the county has their plans and desires to grow and process, change and progress. In time, DADi is in place to give assistance throughout the county by way of community development. Right now the goals of the RBEG are a priority.</i></p>
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Questions and Additional Information

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