



Position Summary
President & Chief Executive Officer
Sioux Falls Development Foundation
Sioux Falls, South Dakota

Sioux Falls Development Foundation

The Sioux Falls Development Foundation (“the SFDF”) is a 501(c)(6) public-private economic development organization serving a 260,000+ regional population in the Sioux Falls, South Dakota MSA. The SFDF is dedicated to expanding the economic base of the Sioux Falls regional community, enhancing the earning opportunities of area residents by retaining and expanding existing business and industry as well as attracting desirable new employers that are consistent with the region’s highly engaged corporate community. The mission of the Sioux Falls Development Foundation is to lead the Sioux Falls region in creating quality economic growth through business attraction, retention and expansion, entrepreneurial development and workforce development.

The SFDF’s \$1.4MM budget is generated from private sector and public-sector investment, funds from the Forward Sioux Falls campaign, contracts and government grants and revenue from various properties, including Foundation Park, an 820-acre planned industrial park, located in the northwest quadrant of the intersection of Interstates 29 and 90. The Park is served by BNSF railway and offers contiguous sites ranging from five acres to 390 acres. The SFDF has a 22-member Board of Directors and a 10-member staff.

The Foundation works in close alignment with several other entities:

- **Forward Sioux Falls:** a joint venture nonprofit economic development partnership between the SFDF and the Sioux Falls Area Chamber, launched 30 years ago. FSF has witnessed the creation of nearly 70,000 new jobs, \$7.4BB in construction and over 30,800 new housing units since 1990. FSF’s current efforts are focused on workforce; development of 820-acre Foundation Park; the USD Discovery District; entrepreneurship; quality of place enhancement; business recruitment, retention and expansion; and air service and international trade.
- **Zeal Center for Entrepreneurship** (formerly South Dakota Technology Business Center): a nonprofit organization owned 50-50 by the SFDF and the Chamber. The Zeal Center includes 45,000 sq.ft. of lab and office spaces and provides support and networking services for area entrepreneurs and works closely with universities, venture capital and civic and government agencies to support early stage companies.

The previous SFDF President & Chief Executive Officer served for over 9 years and recently left the organization. The Board of Directors has appointed a staff member to serve as Interim President and has embarked on a national search to recruit a new CEO who will guide the Foundation and continue to lead its significant economic development activities in the Sioux Falls region.

More information on the SFDF can be found on its website: www.siouxfallsdevelopment.com

Sioux Falls, South Dakota

Sioux Falls is the largest city in South Dakota, with a population of over 180,000. Located in the southeastern corner of the state at the intersection of I-29 and I-90, the Sioux Falls MSA includes Minnehaha, Lincoln, McCook and Turner Counties, with a total population of over 260,000.

The Sioux Falls region is the State of South Dakota’s economic engine and benefits from a diverse business climate. Key industries include healthcare, food processing, financial services, agri-business, manufacturing and services along with small businesses and start-up companies. Major employers in the area include Sanford Health, Avera Health, Wells Fargo, Citigroup, Smithfield (formerly John Morrell & Co.) and the Evangelical Lutheran Good Samaritan Society. The area’s educational institutions include the University of Sioux Falls, Augustana University,

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Southeast Technical Institute, South Dakota Public Universities and Research Center (University Center) and the Sioux Falls campus of the University of South Dakota's Sanford School of Medicine. Sioux Falls is the regional hub for business, education, healthcare, retail, services and entertainment.

Sioux Falls offers an outstanding quality of life based on education, affordable homes, an increasingly diverse population and green space. There are numerous choices for K-12 education including outstanding public and private schools in the region. Arts and culture include galleries, community festivals, restaurants, museums and live performances. The Downtown River Greenway includes the Big Sioux River Recreation Trail along with entertainment and restaurant venues and the Washington Pavilion, one of only a few facilities in the world to bring together under one roof the performing and visual arts, interactive science and educational opportunities. The Denny Sanford PREMIER Center, Sioux Falls Convention Center and Sanford Pentagon are first-class facilities for major concerts, sports, conventions and other types of meetings and events. Sioux Falls is also home to beautiful parks, golf courses, the Great Plains Zoo, the Canaries minor league baseball team, the Skyforce NBA G League basketball team, Sioux Falls Storm Indoor Football team, Sioux Falls Stampede hockey team and collegiate athletic teams. Sioux Falls successfully hosts several NCAA Division I and II tournaments, including the Division I Summit League Basketball tournament annually.

More information on Sioux Falls can be found on the following websites:

- Sioux Falls Area Chamber: www.siouxfallschamber.com
- Sioux Falls Convention & Visitors Bureau: www.visitsiouxfalls.com
- City of Sioux Falls: www.siouxfalls.org
- Minnehaha County: www.minnehahacounty.org
- Lincoln County: www.lincolncountysd.org

The Position

Location

The President & Chief Executive Officer position is located in the Commerce Center building, 200 N. Phillips Avenue, Suite 101, Sioux Falls, South Dakota 57104; telephone 605.339.0103.

Reporting Relationships

The President & Chief Executive Officer ("CEO") of the Sioux Falls Development Foundation reports to the Chair of the 5-member Executive Committee of the SFDF's 22-member Board of Directors, which meets monthly.

The CEO will lead the SFDF staff: Vice President-Economic Development, Vice President-Workforce Development (position currently vacant), Executive Director-MCDEDA/LCEDA (Minnehaha and Lincoln Counties Economic Development Associations), Director-Finance & Accounting, Director-International Marketing, Director-Research & Communication Services, Manager-Workforce Development, Digital Marketing Associate, Administrative Assistant and International Marketing Intern.

Other important interactions include: executives and employees of SFDF members and FSF investors; elected/appointed officials and their staffs; owners/executives of businesses with current operations in the local/regional marketplace; representatives of target and prospect businesses domestically and internationally; representatives and leaders of other community, business and academic organizations in the community and region; site selectors and other economic development consultants; members of the media.

Position Charter

The President & Chief Executive Officer (“CEO”) serves as the Chief Administrative and Executive Officer of the Sioux Falls Development Foundation. This executive manages and directs programs for the promotion of economic development within the Sioux Falls area with an emphasis on expanding and diversifying the economic base. The CEO leads meetings of the SFDF Board as well as attends key Committee meetings and is also an ex-officio member of the 15-member Joint Venture Management Committee of Forward Sioux Falls.

Major Duties and Responsibilities

Economic Development Planning & Strategy

- Serve as the principle economic strategist for the Sioux Falls MSA, developing plans and recommendations to the greater community and our allies to achieve our Mission.

Marketing

- Supervise the development and execution of the advertising and marketing efforts for the SFDF.
- Promote and direct community visitations for industrial prospect representatives.
- Promote the expansion of existing area industries by providing technical assistance and support.
- Coordinate the SFDF marketing effort with other state and local economic development marketing programs to maximize its effectiveness.
- Direct the research program for the Foundation delegating responsibility for maintaining data relevant to site selectors such as demographics, labor availability and costs, taxes, business climate factors, available buildings and land for development.
- Cooperate and consult with other economic development organizations in the region to promote economic development within the Sioux Falls MSA.
- Encourage and promote economic development and job creation projects throughout the Sioux Falls MSA.

Park, Land and Building Development

- Coordinate and manage the Sioux Empire Development Parks, including land acquisition, land use planning, installation of streets and utilities, property management and development.
- Develop and coordinate the marketing and sales efforts for the business/industrial parks.
- Act as agent for the SFDF in land acquisition and disposition activities including preparing closing documents, purchasing title insurance, etc.
- When appropriate, encourage the construction of speculative buildings.
- Work with the Parks Committee to review building plans, construction projects, land pricing, park management, land acquisition and land use planning.
- When appropriate and with the approval of the Board of Directors, develop or co-develop commercial and/or industrial buildings to attract business prospects.

Communications and Membership Services

- Assume a leadership role in communications with the City of Sioux Falls, Minnehaha and Lincoln counties, and State Government (particularly GOED), community business organizations and local business leaders in all economic development activities.
- Coordinate the public relations effort for the SFDF. Act as a spokesperson for the Foundation with local, national, and international media.
- Direct the ongoing communication with SFDF members.
- Direct membership recruitment and retention activities.
- Coordinate communications with existing industries and new business prospects to encourage and promote economic development.

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Financial

- Prepare and submit an annual budget, monitor expenditures and coordinate with the Treasurer to maintain financial control.
- Review the budget comparison quarterly with the Board of Directors and the Executive Committee.
- Report the financial status of the SFDF to the Board of Directors at each regularly scheduled monthly Board Meeting.
- Work with new and expanding industries to assist in financial packaging and establishing innovative financing techniques.

Administrative

- Ensure the selection, development and direction of a staff competent to meet current and future SFDF objectives and commitments. Assess and evaluate each subordinate's performance, providing counsel and motivation as appropriate. Responsible for recommendation of salary adjustments and staffing decisions.
- Direct the operational activities of the organization and administer the annual operating budget.
- Supervise the property management activities of the Foundation including the Sioux Empire Development Parks and/or any buildings in which the SFDF holds an interest.
- Coordinate the development and execution of a strategic plan for the SFDF, working with the Executive Committee and the Board of Directors.

Forward Sioux Falls

Ensure the development and implementation of SFDF management responsibilities relative to the Forward Sioux Falls economic development and marketing program, working cooperatively with the Chair of Forward Sioux Falls and its 15-member Management Committee, and the President & CEO of the Sioux Falls Area Chamber. These responsibilities include:

- **Business Climate-Leadership and Advocacy:** Lead and advocate the preservation of a positive and business-friendly climate in Sioux Falls and the State of South Dakota, working closely with the Chamber and other organizations on advocacy activities at the local and state level.
- **Quality of Life-Enhancement and Preservation:** Help enhance and preserve the quality of life of the area through the development of affordable housing programs and initiatives, support for economic development, neighborhood revitalization and community improvement projects that will establish and maintain Sioux Falls as a regional center. Management and day-to-day administration of Forward Sioux Falls affordable housing development programs is the responsibility of the Executive Director of the Sioux Empire Housing Partnership with the policy direction and approval of the Partnership's Board of Directors.
- **Investor Relations:** Develop and implement an ongoing investor relations, communications and retention program working with the Joint Venture Management Committee.

Perform other tasks and duties as may be assigned from time to time by the SFDF Board and FSF Joint Venture Management Committee.

Compensation:

The President & Chief Executive Officer is expected to earn an attractive compensation package; appropriate benefits and some relocation assistance will be provided.

The Candidate

Education

A Bachelor's degree in public administration, business administration, economic development, public policy, or related fields is required; an advanced degree in business, law, public administration or related discipline is preferred. Demonstrated commitment to continued professional development. (through the University of Oklahoma Economic Development Institute or Certified Economic Developer designation is strongly preferred.)

Professional Qualifications

The ideal candidate is functioning as the top executive of an economic development focused organization such as a local, county or regional economic development organization, chamber of commerce, a private sector manufacturing or development company, municipality or a major utility. Alternative experience as a “#2” or other senior-level executive within an organization as noted above is also acceptable. The successful candidate will have the ability to gain instant credibility with the local business, political, education and community leadership and will have specific experience working with both the public and private sector. Successful track record of progressively responsible career growth, with at least 5 to 10 years focused in economic development, is strongly preferred.

Preferred Knowledge and Skills

- **Economic development** (has coordinated with public sector delivery systems and private sector resources to effectively promote the economic development of a community, county or region).
- **Land development** (experience in the acquisition, development and disposition of industrial parks).
- **Public/private relationships** (demonstrated track record of developing effective partnerships between the public and private sector).
- **Financial acumen/management** (experience in various financial tools including lines of credit, TIF and other economic development incentives; able to manage SFDF financial affairs; good investor relations).
- **Industry knowledge** (current in economic development trends including financing tools, governmental planning, zoning, economic development and redevelopment).
- **Planning** (experience in developing and implementing tactical and strategic plans).
- **Educational institutions** (demonstrated collaboration with leaders of public and private secondary and technical schools and colleges and universities).
- **Varied industries** (experience within a business environment with diverse industries including technology, financial services, manufacturing, agriculture, healthcare, retail, and education).
- **Board relationships** (experience with governance issues and Board of Director interactions).
- **Leadership experience** (strong human resource and staff development skills; can effectively coach, mentor and empower a staff and create a team focus).
- **Workforce development** (experience in community and regional interconnected solutions to meet employment needs through training, education, career paths and workforce learning).
- **Established contacts** (has developed and maintained regional connections with business, government and other public-sector organizations; has fostered relationships with site selection and real estate professionals).
- **Media/public relations** (ability to effectively articulate goals, objectives and accomplishments of SFDF to the media and the community).

Desired Personal Traits:

- **Leadership** (a take charge individual; can manage, motivate, challenge and delegate to others).
- **Communication skills** (excellent listener; outstanding written and oral communication skills; effective presentation skills to multiple audiences).
- **Collaborative** (demonstrates a willingness and ability to work with and through others).
- **Entrepreneurial** (takes initiative; a proactive person who demonstrates leading edge thinking).
- **Analytical** (can collect, analyze and apply data to various economic development and redevelopment projects.)
- **Energetic** (pro-active; a self-starter; genuinely enthusiastic; strong personal work ethic).
- **Organizational skills** (results oriented; meets established goals and objectives).
- **Adaptable/flexible** (able to adjust quickly to fluid situations).
- **Political savvy** (can maneuver through complex situations effectively and quietly).
- **Multitask/focus** (can manage and carry out multiple and complex assignments often with very short time frames).
- **Confidence/credibility** (can command respect of Board, staff, business, government and community leaders).
- **Strategic thinker** can see beyond daily operations toward broader strategic goals; “the big picture”).

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- **Persuasive** (synthesizes various viewpoints and mobilizes support to accomplish key projects and objectives).
- **Ethical** (possesses honesty, integrity and the highest ethical and moral standards).
- **Human relations skills** (relates well to people; builds constructive and effective relationships).
- **Sales orientation** (experience in marketing and selling a community, county or region).
- **Executive presence** (polished; self-confident).

Challenges and Opportunity

The projected first year accomplishments for the new President & Chief Executive Officer of SFDF include:

- Become completely familiar with all operating aspects of the SFDF and FSF organizations including staff, finances, programs and services, Board members and investors. Establish effective working relationships with all constituents including business and education leaders, local elected and appointed community leaders and others in the Sioux Falls community.
- Work collaboratively with the Board, staff and community partners to achieve SFDF's strategic mission and metrics associated with its success.
- Engage with Sioux Falls Area Chamber executive leaders and other community partners on launching a community branding initiative, along with evaluating opportunities for continued collaboration and functional alignment.
- Continue the forward progress of business development efforts with particular emphasis on pro-active marketing and business recruitment efforts for the attraction of companies to Foundation Park. Work to proactively seek new business recruitment opportunities and develop a strong and ongoing prospect pipeline.

The President & Chief Executive Officer position of the Sioux Falls Development Foundation is an outstanding opportunity for an economic development, chamber, municipal leader or private sector executive to step in and lead a well-respected organization committed to the success of the business sector in Sioux Falls. The community's public and private sectors work effectively together, combining resources to accomplish great things while overcoming traditional challenges other communities might face. Developing and sustaining an exceptionally well-educated labor pool, desirable central location, a high quality of life, a "can do" attitude and Midwest work ethic and sensibilities, Sioux Falls stands as a hidden gem poised to move to the next level of success. The new executive will work with an engaged and committed Board of Directors and professional colleagues in the community who are eager to move SFDF's objectives forward. With this support from community leadership, the CEO has an opportunity to make an immediate and lasting impact in terms of shaping the Sioux falls regional community for years to come.

Contact

If you are aware of an outstanding economic development executive who meets these requirements and would be interested in evaluating this dynamic opportunity, please email SiouxFalls@Waverly-Partners.com or contact WAVERLY PARTNERS, the executive search firm retained by the SFDF Board on this search.

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WAVERLY PARTNERS

Executive Search Consultants

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