2020 Strategic Plan: A Clear Vision for Rapid City’s Future
Update: Summer 2012
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The future should be by choice, not chance, and as such we must plan for its arrival.

The goal was to help develop a strategic plan that will help guide city government in preparing for the future.
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Two Questions were asked in the Fall and Winter of 2009:

How do you envision Rapid City looking in the year 2020? What would you like Rapid City to be in the year 2020?
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The Process

The two questions were asked of:

- Stakeholders in the community.
- The City Council.
- Department Heads.
- City Staff.
- The Rapid City Community (through the Rapid City website).
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Gathering Data: A Short History

Where and when data was gathered:

• Stakeholders’ meeting: September 2009
  • 80 respondents
• Mayor’s retreat for Rapid City Department Heads: September 2009
  • 15 respondents
• Meeting with City Council: October 2009
  • 10 respondents
• Public input via Rapid City web page: November 2009
  • 29 respondents
• Rapid City employee feedback: October- December 2009
  • 126 respondents

Total Respondents: 260
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The Process

- The responses were compiled.
- A Steering Committee of community stakeholders met four times.
- The Steering Committee used the responses from the 260 community members to determine five goals for Rapid City to focus on.
Goal #1 -- By 2020 Rapid City will be recognized as a leader in attracting, expanding and retaining diverse businesses that offer higher skilled positions and higher total compensation employment opportunities. This will be evidenced by growth that exceeds national economic standards.
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Goal #2 -- By 2020 Rapid City will develop and implement a beautification program beginning with the appearance of its entrances and expanding to the overall community that embodies a consistent theme which is welcoming, aesthetically pleasing and pedestrian friendly.
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Goal #3 -- By 2020 Rapid City will be nationally recognized by industry trade measures as a premier regional hub for healthcare, education, entertainment, tourism, retirement, business, technology, agriculture and transportation.
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Goal #4 -- By 2020 Rapid City will develop an interconnected parks, arts and recreation system that provides diverse opportunities for enjoyment and adds to our family friendly quality of life.
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Goal #5 – By 2020 Rapid City will have in place an accessible, affordable, convenient and safe transportation system that addresses community needs.
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- Rapid City Council approved the Five Strategic Goals in April of 2010.
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• The decision was made to begin by launching Goal One and Goal Two.

• The public was invited to join committees to work on creating strategies for accomplishing these first two goals.
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The Goal One committee was chaired by Jeff Carsud.

The Goal Two committee was chaired first by Linda Lea Viken followed by Pat Roseland.

A complete list of committee members can be found in the linked documented reports from Goal One and Two.
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- Committee members have worked together for a year.
- Presentations of Goal One and Goal Two were made to the Rapid City Council in February, May and June of 2011.
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Committee Recommendations

See Linked documents in Agenda
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Where are we now?  Goal One

• Goal One: Has created a baseline for where we were and where we currently are in the areas of wage per hour and diversity of industry, as well as other economic indicators.

• Goal One: Worked together in partnership with Black Hills Vision and Rapid City Economic Development to study current data to assist with creating the best strategies for the future. See link to report.
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- **Goal Two: Where are we now?**
  - The committee recommends the following:
    - Priority One: Construct Welcome Signs at Major entrances to Rapid City
    - Priority Two: Bury Overhead Utility Lines
    - Priority Three: Remove or Reduce Billboards
    - Priority Four: More Active Code Enforcement
    - Priority Five: Construct/Repair Sidewalks, Bike Lanes and Bike trails Connecting the City.
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Current Status:
Goal One and Three: Rapid City Economic Development Partnership is taking the lead with these two goals.
Goal Two: The Rapid City Beautification Committee is taking the lead with this goal.
Goal Four: Projected to be launched this fall.
Goal Five: To be announced in the future.