

Partnership For Success



*Lincoln and Minnehaha County
Economic Development Associations*



Community pride BUILDS regional strength

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Partnership has long been the core principle of the Minnehaha and Lincoln County Economic Development Associations. Working together—combining our strengths to achieve an even more powerful growth strategy—has served our counties and our regional economy well for nearly a quarter century. But equally important is our **individuality**, the unique elements that make each community, each utility and each company different from every other.

Community pride is an essential part of that individuality, expressed in community celebrations and the friendly rivalry of local sports teams. Summer is a great time to observe community pride—and we can learn a lot about our own communities by checking out the local summer festivals of our neighbors. We can pick up a few good ideas, and observe for ourselves the pride and the strong sense of place that is represented in those community-wide celebrations.

Just as diversity makes companies and states stronger, more innovative and more successful, having distinctive communities makes regional economic development thrive. When corporate executives visit our region to explore locations for a business expansion, we can show them a range of options, with individual industrial park sites in a variety of different communities. Meeting with people who have invested in their hometowns and feel a strong sense of local pride encourages new companies to make that investment, too.

Communities that are distinct from each other also provide choices for the new families that move to our region each year. When new people explore our communities, they find local retail options, civic organizations and consistently excellent schools that give them strong reasons to make a home here.

As we plan the future of regional economic development through our current community input meetings and our strategic planning initiative, we have the opportunity to discuss the importance of maintaining the identity of each community. Our conversations can focus not just on the ways in which we are similar, but also on the ways in which each community in our region is unique—and how that makes us stronger and poised for even more economic growth.