Vision

We are an inclusive, diverse, connected community that fuels the creative class, embraces sustainability and pursues a complete lifestyle. We are committed to building a bright future through dedication, generosity and authenticity. Bring your dreams!

Mission

The City of Brookings is committed to providing a high quality of life for its citizens by fostering a diverse economic base, innovative thinking, strategic planning, and proactive, fiscally-responsible municipal government.
A. City of Brookings Operational Initiatives

**STORMWATER:**
Prioritization of the stormwater system and invest in existing/future developments to address quantity and quality goals.

GOAL 1: Ensure appropriate routine maintenance throughout the system.

GOAL 2: Improve existing stormwater system through systematic prioritization.

GOAL 3: Update the Stormwater Master Plan.

GOAL 4: Increase public education and opportunities for residents/developers.

GOAL 5: Utilize best management practices in public and private endeavors through code and incentives.

GOAL 6: Engage the County and State for identified opportunities.

**FUTURE DEVELOPMENT:**
Protect and secure Brookings identity and sense of community through placemaking and continuation of existing culture with proper development standards and resilient, sustainable growth.

GOAL 1: 6th Street overlay district.

GOAL 2: Determine new water plant location and future residential development viability.
EXISTING/NEW AMENITIES:
Plan for the comprehensive re-development/refurbishment of existing city amenities; identify new amenities.

GOAL 1: Determine fate of Armory building.

GOAL 2: Maintain facilities with a sustainable plan.

GOAL 3: Investigate feasibility of consolidated law enforcement center with Brookings County Sheriff’s Office.

GOAL 4: Adopt plan and provide for refurbishment of Bob Shelden Field. Provide for refurbishment of Dwiggins/Medary Athletic Complex and identify opportunities for more softball fields.

GOAL 5: Develop and implement a new Parks Master Plan.

GOAL 6: Develop and implement a Downtown Master Plan.

GOAL 7: Finalize plans for indoor recreation complex.

GOAL 8: Identify/plan for extensions/connections of trail/pathway system pursuant to Park & Trail Master Plan.

GOAL 9: Identify/budget next prioritized projects in Bicycle Master Plan.

GOAL 10: Provide for expanded conference/meeting facilities at Swiftel Center to position Brookings as major destination for such events.

AFFORDABLE HOUSING:
Identify, develop, and implement program/projects to advance the creation and availability of affordable housing for low to moderate income households for rental and owner-occupied units.

GOAL 1: Undertake a comprehensive review/evaluation of zoning ordinances and make changes that eliminate any barriers to development of affordable housing.

STREET INFRASTRUCTURE:
Provide for the planning, financing, and construction of East 20th Street South Interchange with I-29.

GOAL 1: Protect and ensure proper development through engagement with proper zoning and potential specialized overlay district.
**SUSTAINABILITY COUNCIL:**
Identify and implement initiatives aimed to improve the local environment that meets the needs of present generation without compromising the ability of future generations through economic prosperity, environmental integrity, and social/cultural vibrancy.

**GOAL 1:** Adopt a Sustainability Plan.

**GOAL 2:** Support and assist in the development of an Equity Lens Plan.

**GOAL 3:** Consider creating a staff position of Sustainability Coordinator; possibly combining duties with a Bicycle Coordinator.

**GOAL 4:** Department heads and Brookings Municipal Utilities attend sustainability training.

**HUMAN RIGHTS:**
Continue to promote the advancement of human rights, inclusivity, and cultural diversity.

**GOAL 1:** Continue to engage, and modify where necessary, education, outreach, and collaborations fostering respect for social equity, and civil and human rights through events and programs. Conduct mandatory employee diversity and inclusion training programs.

**GOAL 2:** Maintain strategic Human Rights Commission liaisons and engage in cooperative endeavors with other community stakeholder groups that support human rights and social equity through initiatives, programs, and special events.

**GOAL 3:** Promote and assist in developing an environment of fairness and respect among citizens by ensuring responses to acts of exclusion, bias, and discrimination are meaningful and consistent. These include but not limited to: adoption of the Equity Lens Plan; continued attainment of 100 percent score of the Municipal Equality Index; and public education of the City’s discrimination complaint process.
**HISTORIC PRESERVATION COMMISSION:**
*Continue to advance efforts that support the appreciation, documentation, preservation, and promotion of historic structures.*

**GOAL 1:** Support educational efforts to raise community awareness and appreciation about the importance of historic preservation through current and new initiatives and special events.

**GOAL 2:** Continue efforts to provide education and assistance for the historic district review process and seek opportunities for process improvement.

**GOAL 3:** Encourage the preservation of historic resources and reinvestment of established neighborhoods. Adopt strategies to assure the stability and livability of such neighborhoods will help to preserve the culture, history, and identity of the community.

**GOAL 4:** Encourage preservation of the historic character of the downtown central business district, while encouraging appropriate infill development to enhance the economic viability and residential diversity of the area. Consider creation/revision of downtown central business district design guidelines in compliance with National Park Service standards and the South Dakota Certified Local Government program.

**GOAL 5:** Update the City Historic Preservation Plan to comply with the National Park Service standards and South Dakota Certified Local Government program.

**PUBLIC ARTS COMMISSION & ART COUNCIL:**
*Identify and implement initiatives aimed at advancing the presence and community appreciation of public art.*

**GOAL 1:** Require consideration of public art in all capital projects.

**GOAL 2:** Achieve membership in the South Dakota Sculpture Trail program.

**GOAL 3:** Actively seek opportunities to collaborate with regional, statewide or national art initiatives.

**GOAL 4:** Adopt a Public Arts Plan for the City of Brookings.

**GOAL 5:** The Parks Department and Arts Council work together to provide more visual arts programs for youth.
C. City of Brookings Partner Agency Initiatives

**ECONOMIC DEVELOPMENT** *(Research Park, Brookings Economic Development Corporation, Chamber of Commerce initiative)*:  
*Promote* economic expansion of retail, commercial, industrial, and tech-related development of new and existing businesses.

**GOAL 1:** Recruit businesses to Research Park at South Dakota State University.

**GOAL 2:** Assist with retail development at Brookings Marketplace, Prairie Hills, and Wilbert Square.

**GOAL 3:** Provide for development plan for Wiese Business Park.

**GOAL 4:** Recruit industrial businesses for build-out of Svennes Park.

**GOAL 5:** Assist new business expansion within the downtown central business district and encourage renovation.

**FOSTER CULTURE OF INNOVATION & ENTREPRENEURSHIP** *(Brookings Economic Development Corporation initiative)*:  
*Develop a culture of innovation and entrepreneurship that provides a support system network and pipeline of entrepreneurs to help increase small business start-ups.*

**GOAL 1:** Develop an exceptional entrepreneur support system and network.

**GOAL 2:** Build the pipeline of Brookings area entrepreneurs and increase small business start-ups.

**WORKFORCE DEVELOPMENT** *(Brookings Economic Development initiative)*:  
*Connect people with career opportunities by establishing a workforce development and supply system.*

**GOAL 1:** Establish a workforce development and supply system.

**GOAL 2:** Support housing and amenity development initiatives needed for workforce sustainability and stability.
VISITOR PROMOTION (Convention and Visitors Bureau initiative): Further develop Brookings as a major tourism destination for visitors to benefit local hospitality industry.

**GOAL 1:** Continue to renew and refresh the marketing and promotion initiatives/campaigns using the adopted brand as a staple achieving an ROI of $80-$100 per $1 invested.

**GOAL 2:** Sponsor/support special events and activities to increase visitor traffic.

**GOAL 3:** Recruit conference/meeting/small convention events; establish targets and metrics.

**GOAL 4:** Work with Convention and Visitors Bureau on a visitor center and new location for Convention and Visitors Bureau.

**GOAL 5:** Continue to re-evaluate/improve the South Dakota State University Student Association visitor promotion initiatives, specifically targeting students and university-related tourism events.