



rushmore region



BLACK HILLS
COMMUNITY ECONOMIC DEVELOPMENT

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Contents

Report Parameters	1
Economy Overview	2
Historic & Projected Trends	4
Population Characteristics	8
Industry Characteristics	10
Business Characteristics	16
Workforce Characteristics	18
Educational Pipeline	26
In-Demand Skills	27

Report Parameters

6 Counties

46019	Butte County, SD
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46033	Custer County, SD
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46047	Fall River County, SD
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46081	Lawrence County, SD
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46093	Meade County, SD
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46103	Pennington County, SD
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Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen geographical areas.

Economy Overview

193,229

Population (2019)

Population **grew by 8,743** over the last 5 years and is projected to **grow by 7,508** over the next 5 years.

98,800

Total Regional Employment

Jobs **grew by 3,591** over the last 5 years and are projected to **grow by 3,683** over the next 5 years.

\$49.3K

Avg. Earnings Per Job (2019)

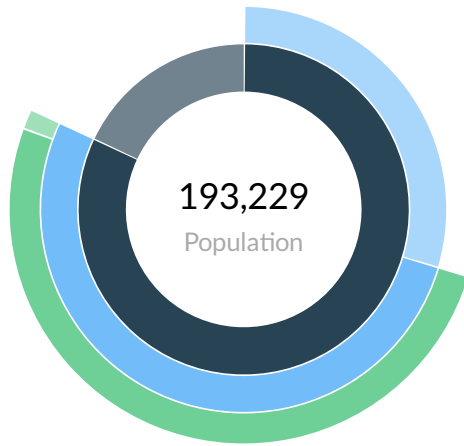
Regional average earnings per job are **\$18.0K below** the national average earnings of \$67.3K per job.

Takeaways

- As of 2019 the region's population **increased by 4.7%** since 2014, growing by 8,743. Population is expected to **increase by 3.9%** between 2019 and 2024, adding 7,508.
- From 2014 to 2019, jobs **increased by 3.8%** in rushmore region from 95,208 to **98,800**. This change **fell short of the national growth rate of 6.9% by 3.1%**. As the number of jobs increased, the **labor force participation rate increased from 63.3% to 63.9% between 2014 and 2019**.
- Concerning educational attainment, **18.7% of the selected regions' residents possess a Bachelor's Degree** (0.1% below the national average), and **10.6% hold an Associate's Degree** (2.5% above the national average).
- The top three industries in 2019 are Restaurants and Other Eating Places, Education and Hospitals (Local Government), and General Medical and Surgical Hospitals.

	Population (2019)	Labor Force (2019)	Jobs (2019)	Cost of Living	GRP	Imports	Exports
Region	193,229	101,183	98,800	99.0	\$10.02B	\$11.40B	\$13.63B
State	889,732	476,183	497,569	100.5	\$52.37B	\$56.59B	\$69.20B

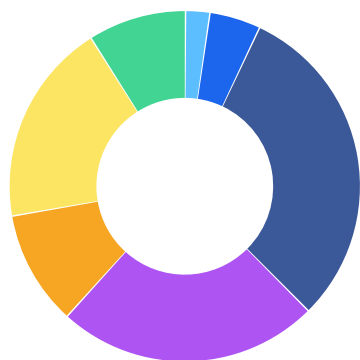
2019 Labor Force Breakdown



	Population
● Total Working Age Population	158,289
● Not in Labor Force (15+)	57,106
● Labor Force	101,183
● Employed	98,506
● Unemployed	2,677
● Under 15	34,940

Educational Attainment

Concerning educational attainment, **18.7%** of the selected regions' residents possess a **Bachelor's Degree** (0.1% below the national average), and **10.6%** hold an **Associate's Degree** (2.5% above the national average).

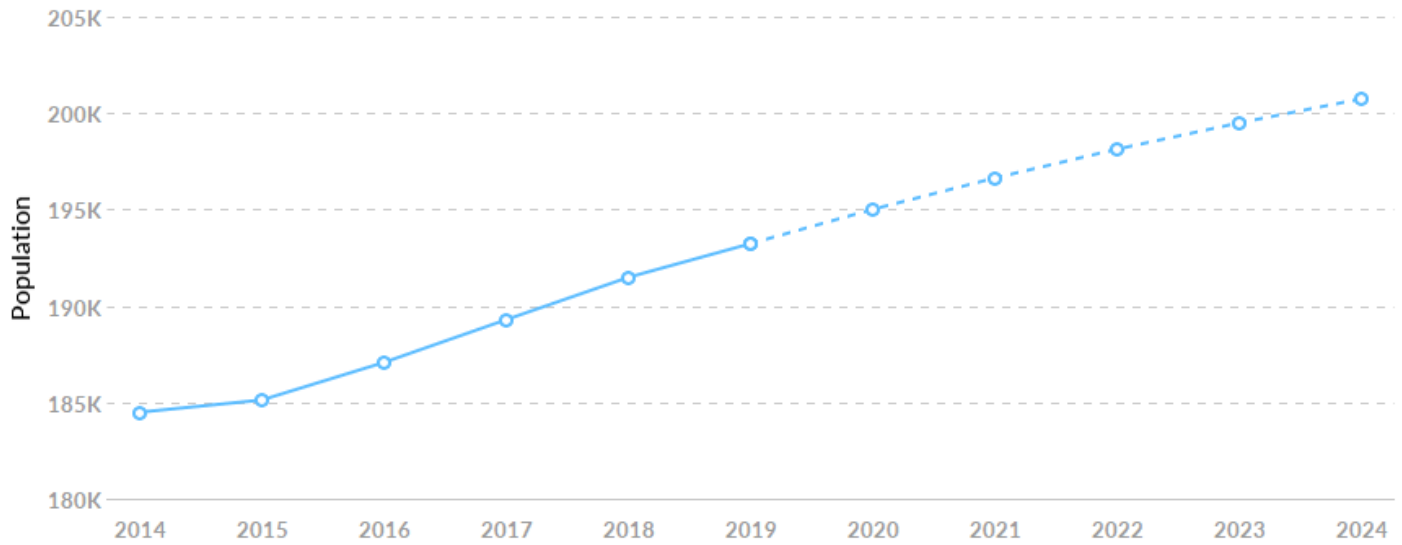


	% of Population	Population
● Less Than 9th Grade	2.2%	3,011
● 9th Grade to 12th Grade	4.7%	6,355
● High School Diploma	30.5%	41,181
● Some College	24.1%	32,546
● Associate's Degree	10.6%	14,248
● Bachelor's Degree	18.7%	25,277
● Graduate Degree and Higher	9.1%	12,203

Historic & Projected Trends

Population Trends

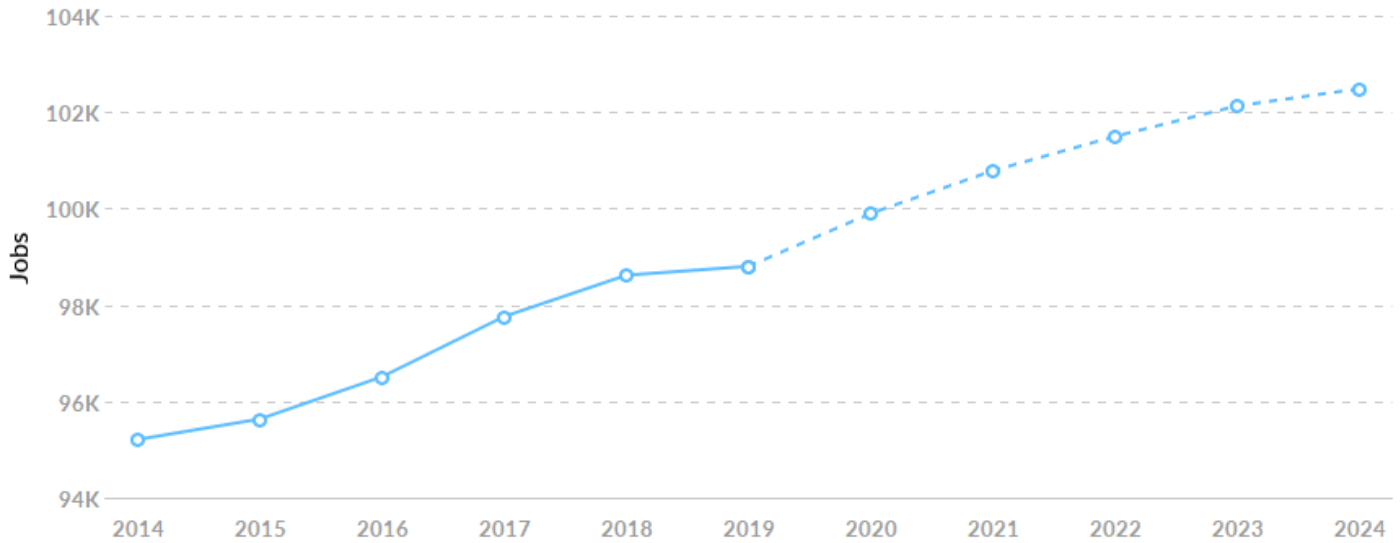
As of 2019 the region's population increased by 4.7% since 2014, growing by 8,743. Population is expected to increase by 3.9% between 2019 and 2024, adding 7,508.



Timeframe	Population
2014	184,486
2015	185,119
2016	187,070
2017	189,285
2018	191,481
2019	193,229
2020	195,005
2021	196,634
2022	198,128
2023	199,491
2024	200,737

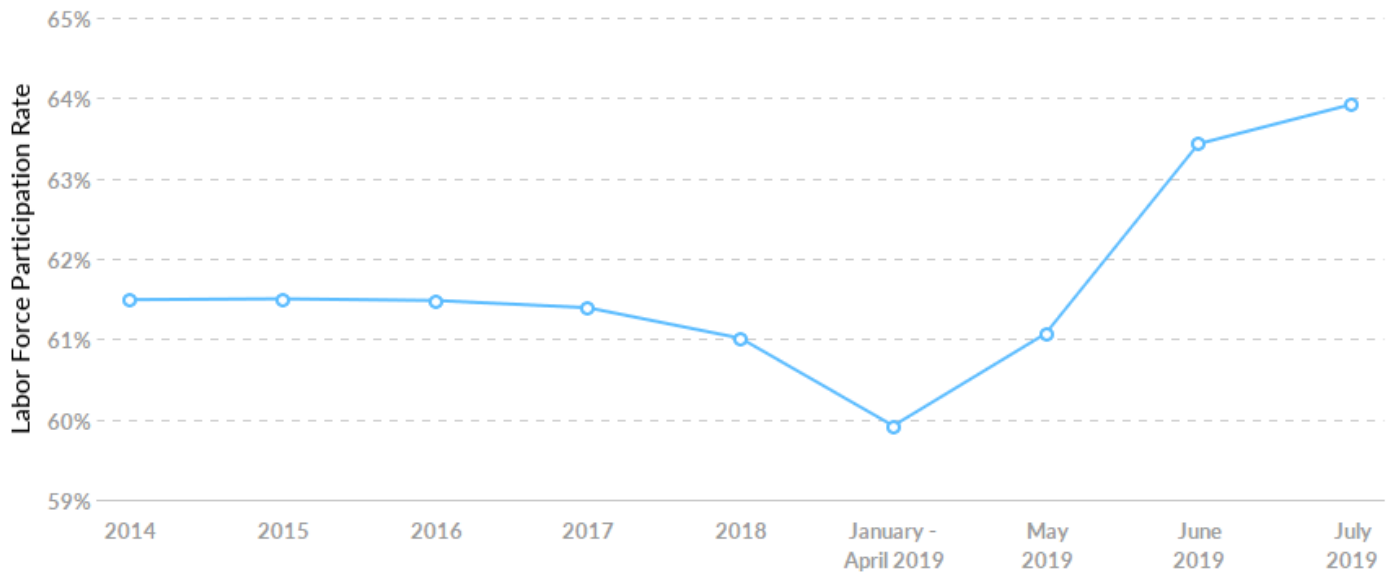
Job Trends

From 2014 to 2019, jobs increased by 3.8% in rushmore region from 95,208 to 98,800. This change fell short of the national growth rate of 6.9% by 3.1%.



Timeframe	Jobs
2014	95,208
2015	95,632
2016	96,509
2017	97,759
2018	98,616
2019	98,800
2020	99,898
2021	100,784
2022	101,496
2023	102,129
2024	102,483

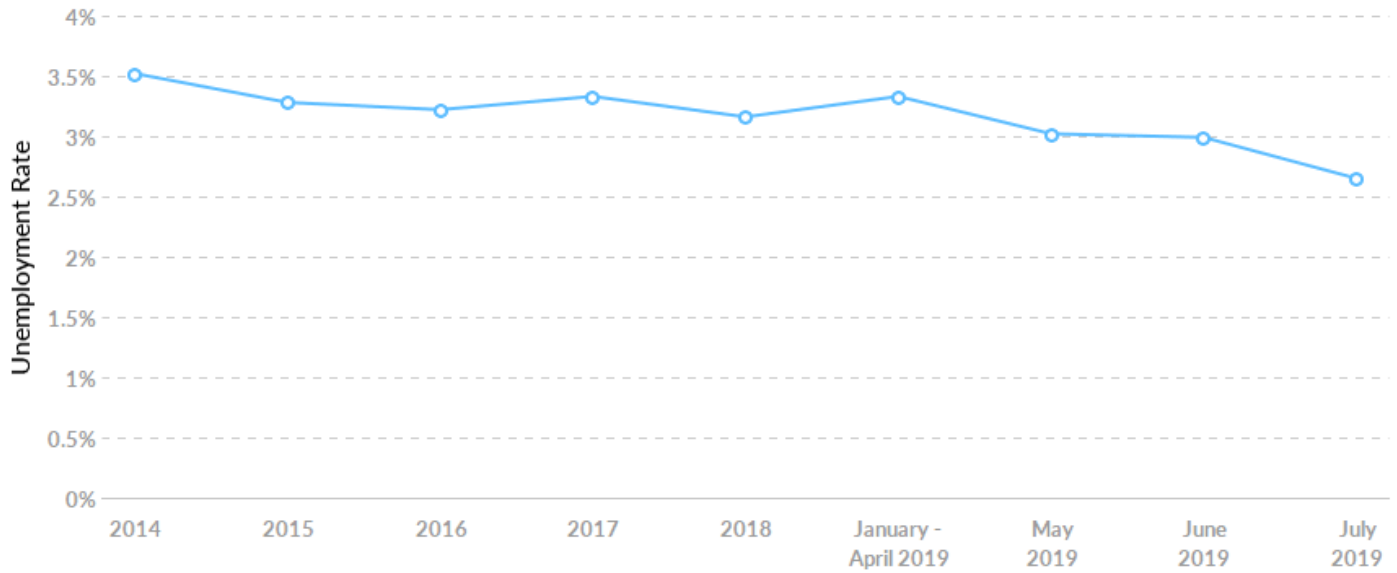
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2014	61.49%
2015	61.50%
2016	61.48%
2017	61.39%
2018	61.01%
January - April 2019	59.92%
May 2019	61.07%
June 2019	63.43%
July 2019	63.92%

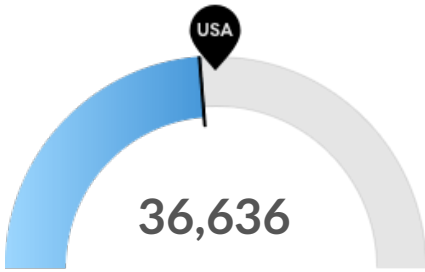
Unemployment Rate Trends

Your areas had a July 2019 unemployment rate of 2.65%, decreasing from 3.52% 5 years before.



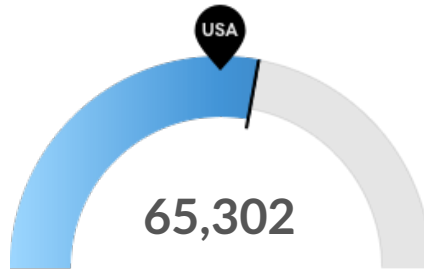
Timeframe	Unemployment Rate
2014	3.52%
2015	3.28%
2016	3.22%
2017	3.33%
2018	3.16%
January - April 2019	3.33%
May 2019	3.02%
June 2019	2.99%
July 2019	2.65%

Population Characteristics



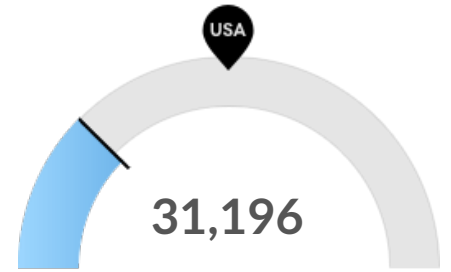
Millennials

Your area has 36,636 millennials (ages 25-39). The national average for an area this size is 39,366.



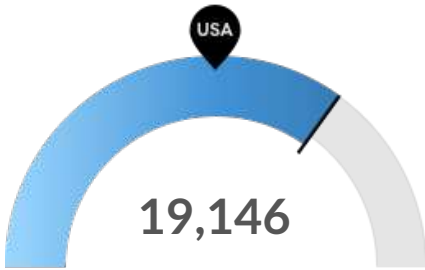
Retiring Soon

Retirement risk is high in your area. The national average for an area this size is 55,427 people 55 or older, while there are 65,302 here.



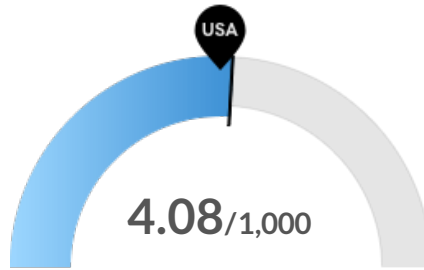
Racial Diversity

Racial diversity is low in your area. The national average for an area this size is 75,863 racially diverse people, while there are 31,196 here.



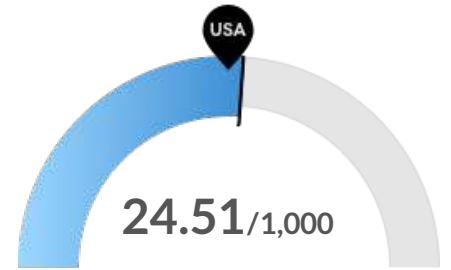
Veterans

Your area has 19,146 veterans. The national average for an area this size is 11,025.



Violent Crime

Your area has 4.08 violent crimes per 1,000 people. The national rate is 3.87 per 1,000 people.

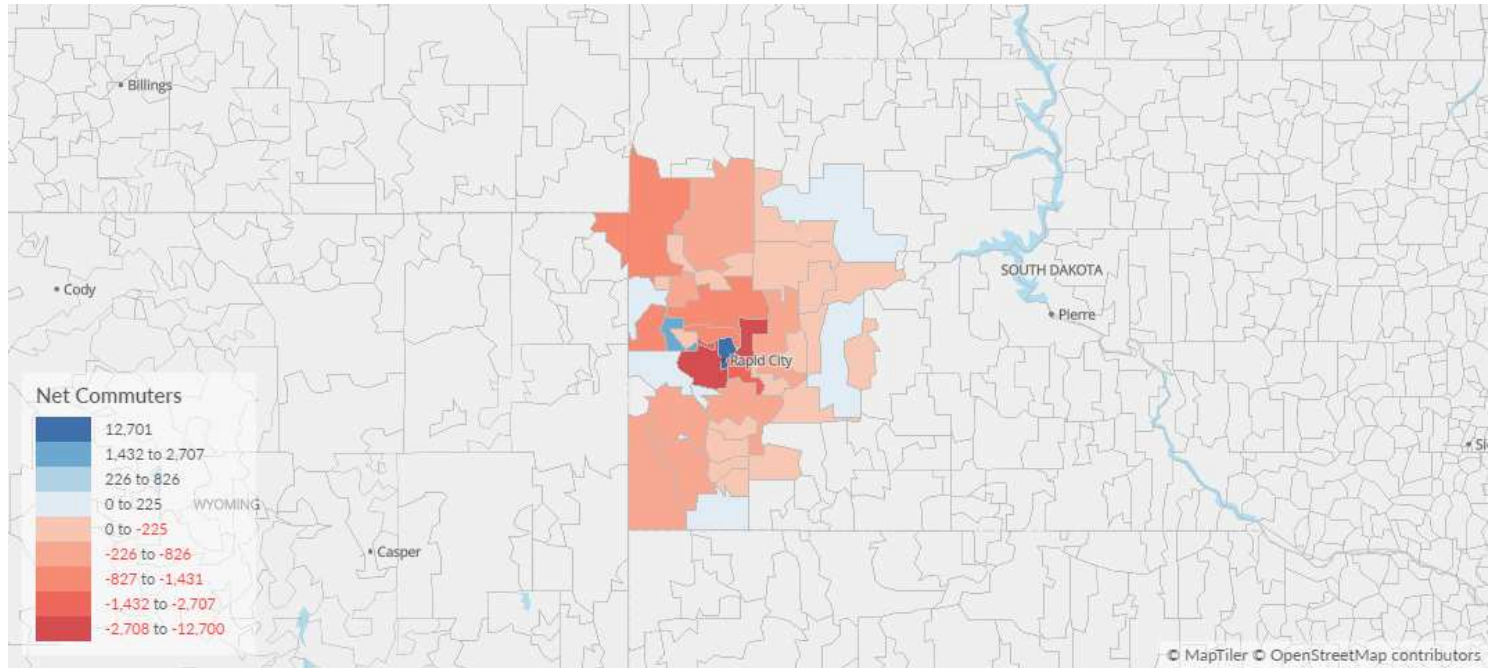


Property Crime

Your area has 24.51 property crimes per 1,000 people. The national rate is 22.98 per 1,000 people.

Place of Work vs Place of Residence

Understanding where talent in the region currently works compared to where talent lives can help you optimize site decisions.



Where Talent Works

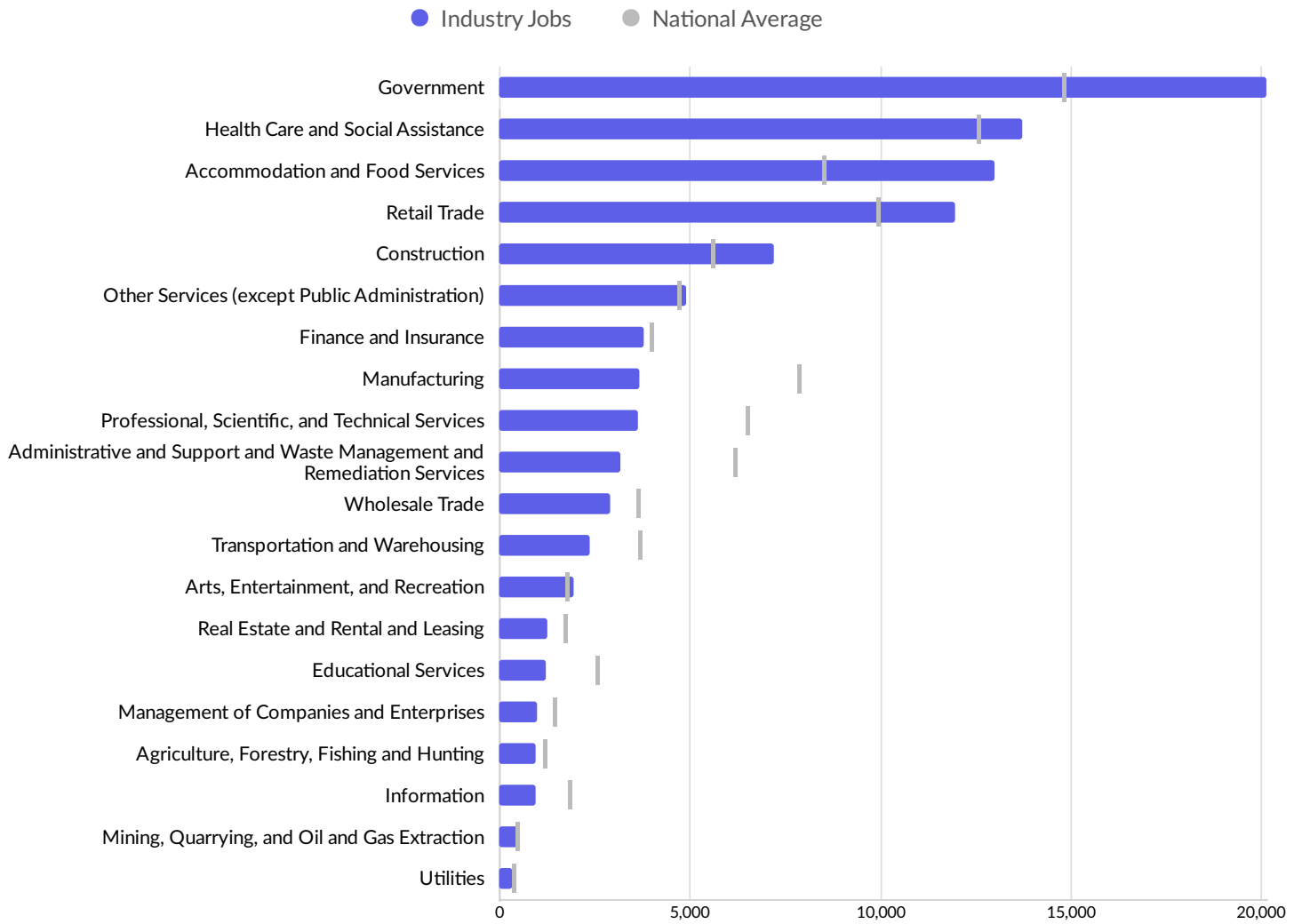
ZIP	Name	2019 Employment
57701	Rapid City, SD (in Penni...	36,247
57702	Rapid City, SD (in Penni...	16,197
57783	Spearfish, SD (in Lawren...	7,817
57703	Rapid City, SD (in Penni...	7,667
57785	Sturgis, SD (in Meade c...	4,290

Where Talent Lives

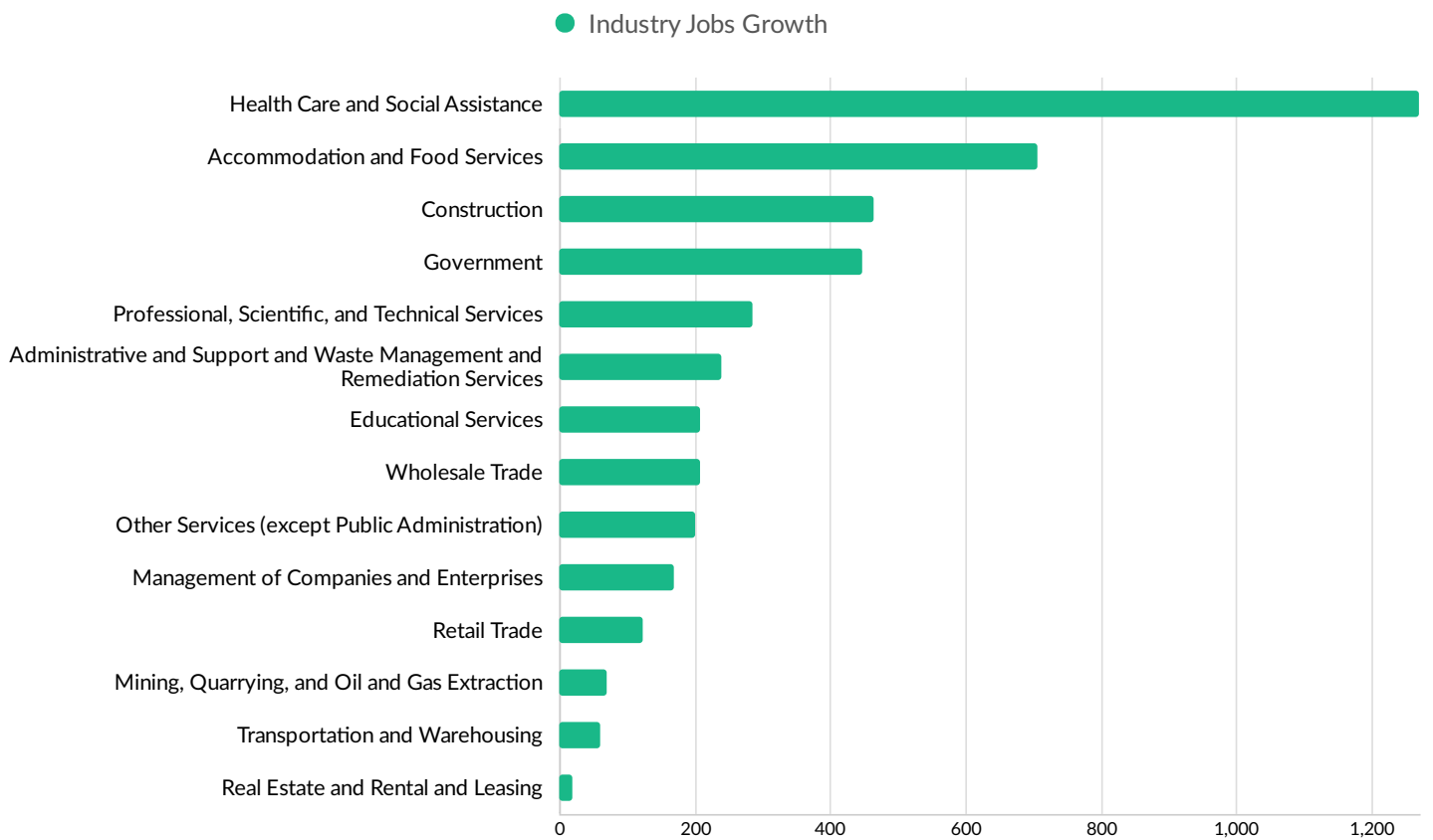
ZIP	Name	2019 Workers
57701	Rapid City, SD (in Penni...	23,546
57702	Rapid City, SD (in Penni...	18,906
57703	Rapid City, SD (in Penni...	9,099
57783	Spearfish, SD (in Lawren...	7,803
57785	Sturgis, SD (in Meade c...	5,158

Industry Characteristics

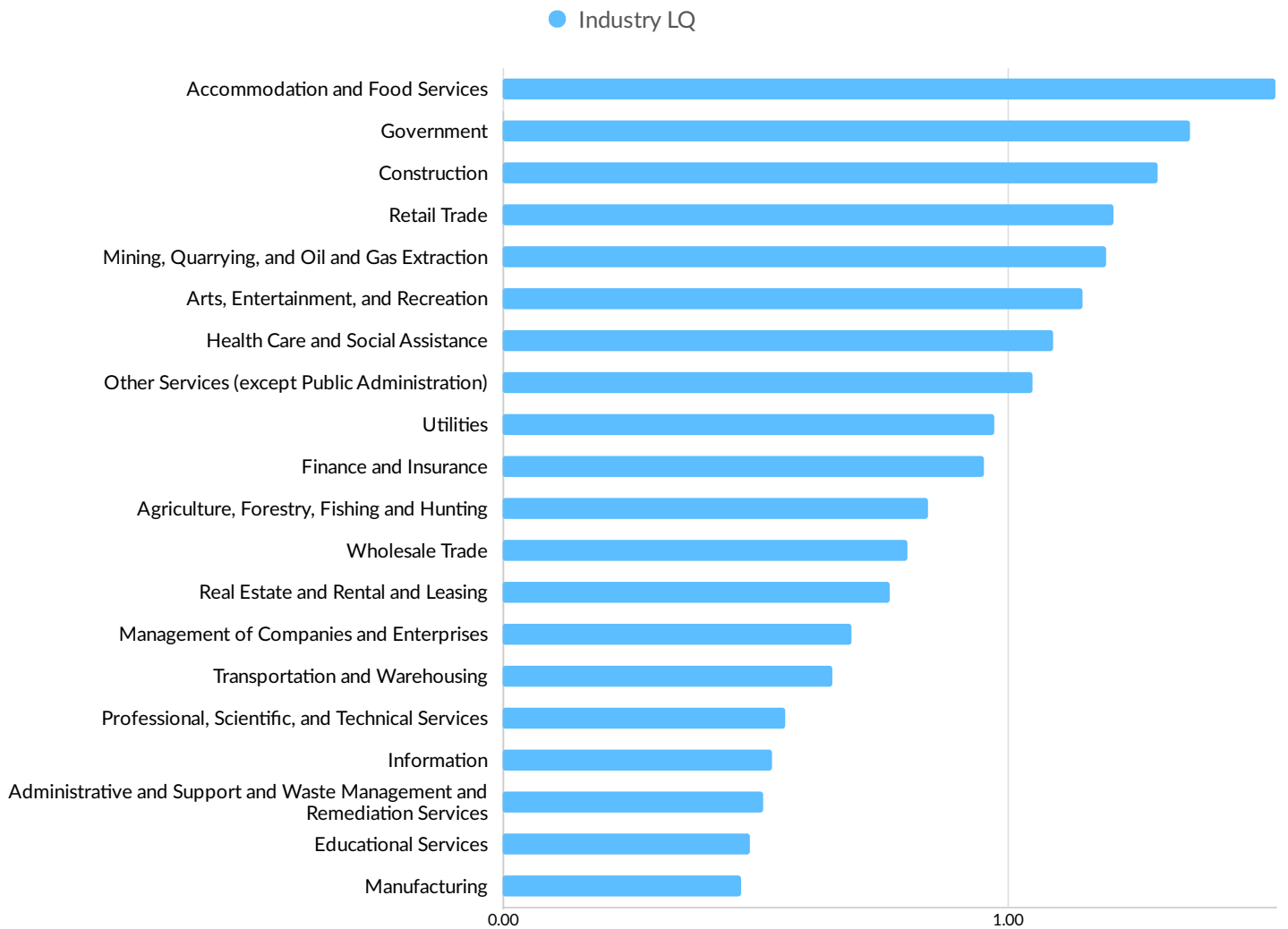
Largest Industries



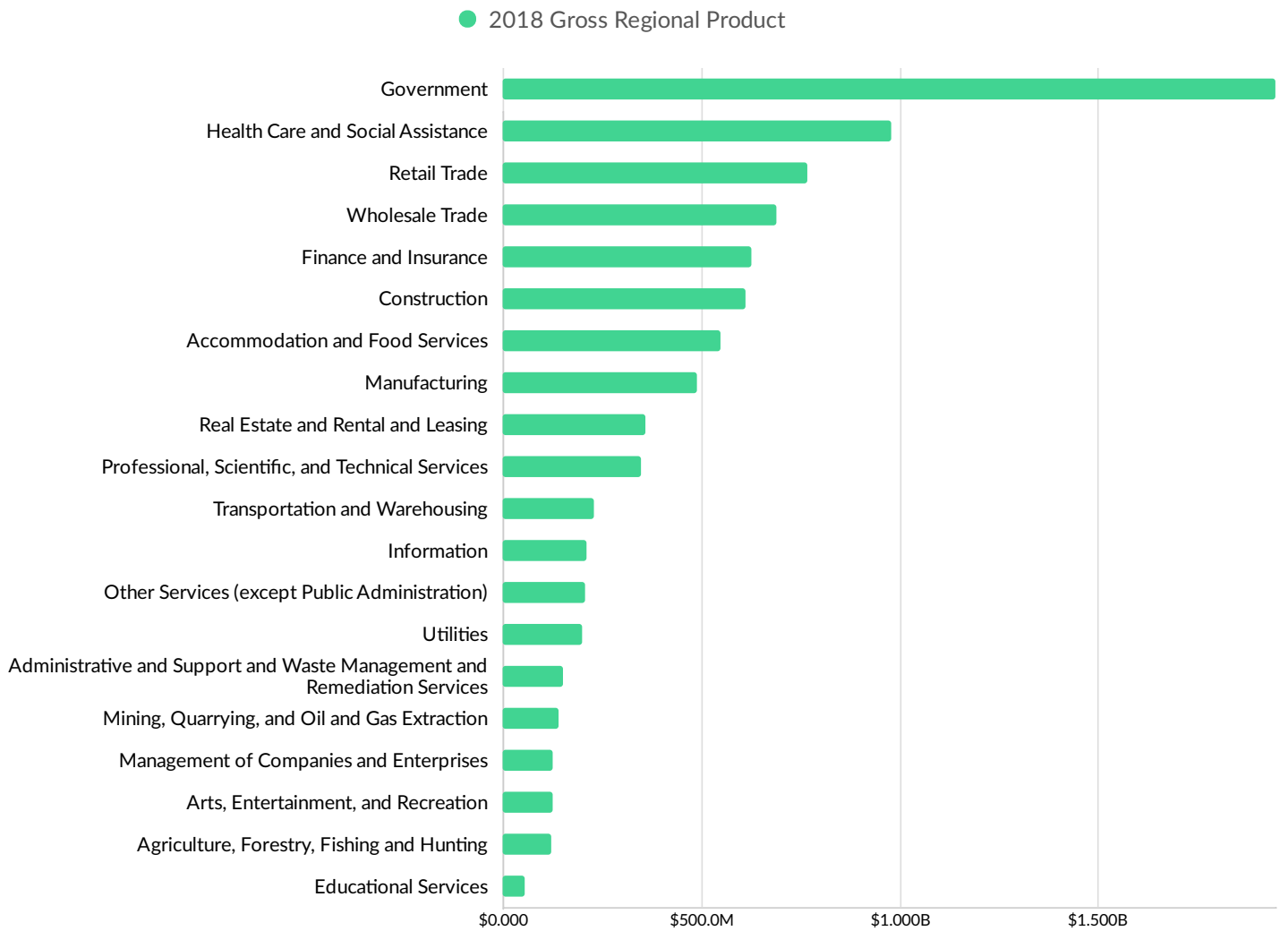
Top Growing Industries



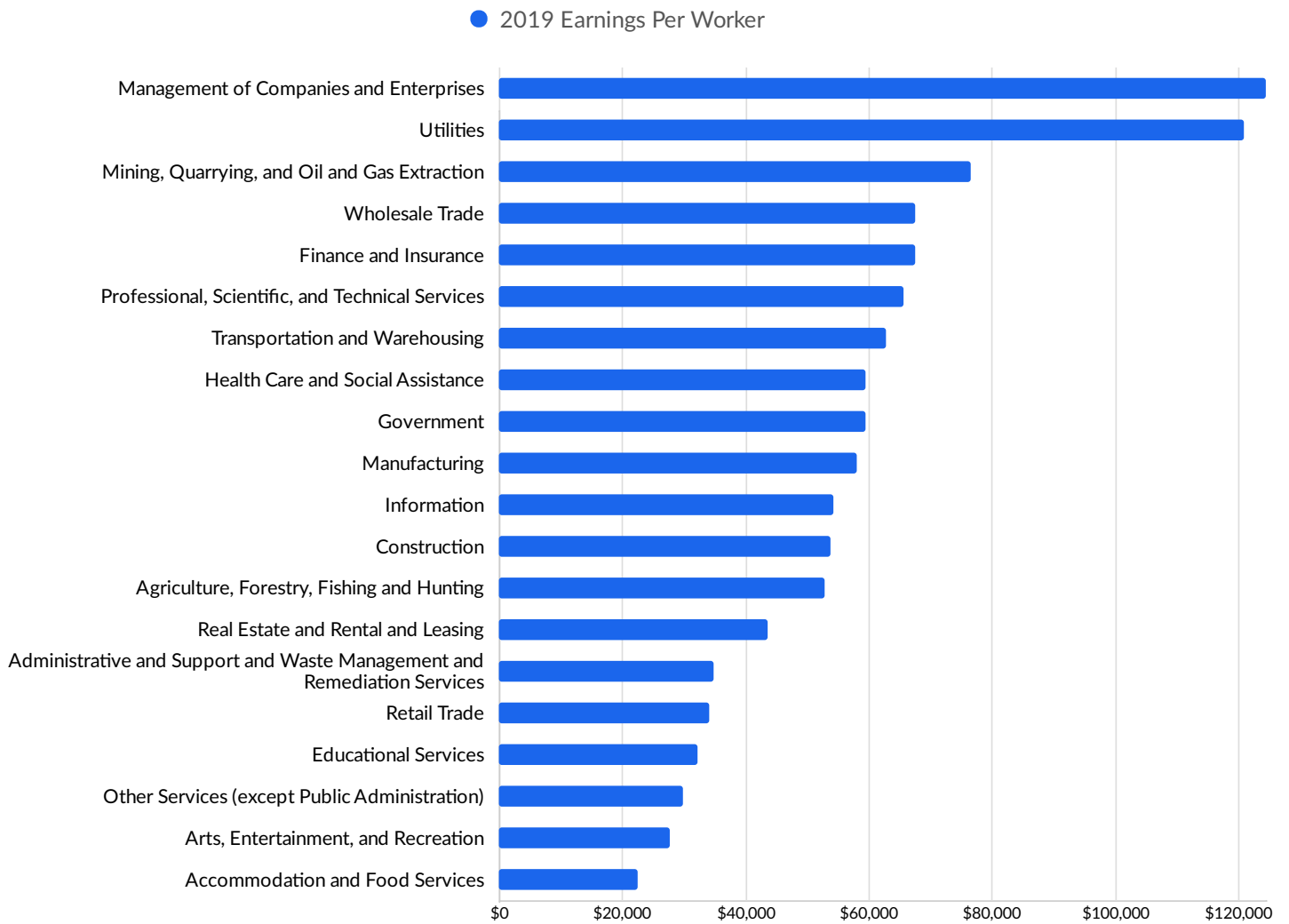
Top Industry LQ



Top Industry GRP



Top Industry Earnings























Industry	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2019 Earnings Per Worker	2018 GRP
Government	19,691	20,139	448	+2%	1.36	\$59,498	\$1.95B
Health Care and Social Assistance	12,449	13,719	1,270	+10%	1.09	\$59,529	\$977.60M
Accommodation and Food Services	12,306	13,013	707	+6%	1.53	\$22,601	\$550.30M
Retail Trade	11,858	11,981	123	+1%	1.21	\$34,069	\$766.29M
Construction	6,760	7,224	464	+7%	1.30	\$53,880	\$610.83M
Other Services (except Public Administration)	4,718	4,919	201	+4%	1.05	\$29,794	\$207.90M
Finance and Insurance	4,048	3,784	-264	-7%	0.96	\$67,579	\$628.35M
Manufacturing	3,826	3,689	-137	-4%	0.47	\$58,150	\$488.75M
Professional, Scientific, and Technical Services	3,341	3,626	285	+9%	0.56	\$65,648	\$346.94M
Administrative and Support and Waste Management and Remediation Services	2,940	3,179	239	+8%	0.52	\$34,847	\$153.24M
Wholesale Trade	2,696	2,903	207	+8%	0.80	\$67,637	\$689.03M
Transportation and Warehousing	2,321	2,381	60	+3%	0.65	\$62,846	\$228.83M
Arts, Entertainment, and Recreation	2,211	1,976	-235	-11%	1.15	\$27,751	\$124.49M
Real Estate and Rental and Leasing	1,263	1,282	19	+2%	0.77	\$43,747	\$359.50M
Educational Services	1,038	1,246	208	+20%	0.49	\$32,317	\$57.17M
Management of Companies and Enterprises	815	985	170	+21%	0.69	\$124,503	\$124.91M
Agriculture, Forestry, Fishing and Hunting	1,002	963	-39	-4%	0.84	\$52,813	\$122.52M
Information	1,130	963	-167	-15%	0.53	\$54,417	\$210.24M
Mining, Quarrying, and Oil and Gas Extraction	431	500	69	+16%	1.20	\$76,652	\$139.93M
Utilities	362	328	-34	-9%	0.98	\$120,847	\$199.96M

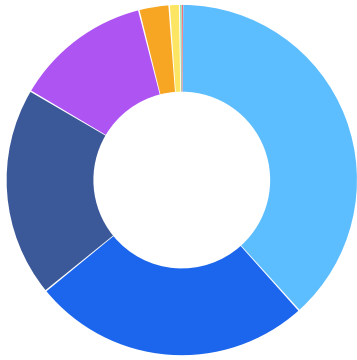
Business Characteristics

11,969 Companies Employ Your Workers

Online profiles for your workers mention 11,969 companies as employers, with the top 10 appearing below. In the last 12 months, 3,674 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Rapid City Regional Hospital, Inc.	1,091 	Rapid City Regional Hospital, Inc.	1,877 
United States Department of th...	742 	Platinum Supplemental Insuranc...	1,257 
Black Hills Corporation	425 	HealthCare Employment Netwo...	910 
South Dakota School of Mines a...	337 	HomeAdvisor, Inc.	617 
South Dakota Department of Co...	287 	Teach For America, Inc.	617 
Black Hills State University	281 	Ef Education First, Inc.	589 
Wal-Mart Stores, Inc.	180 	Mass Marketing, Inc.	454 
Rapid City Area Schools	172 	Aureus Medical Management S...	451 
Department of Veterans Affairs	154 	Telereach Inc	413 
National American University	148 	J.B. Hunt Transport Services, Inc.	407 

Business Size

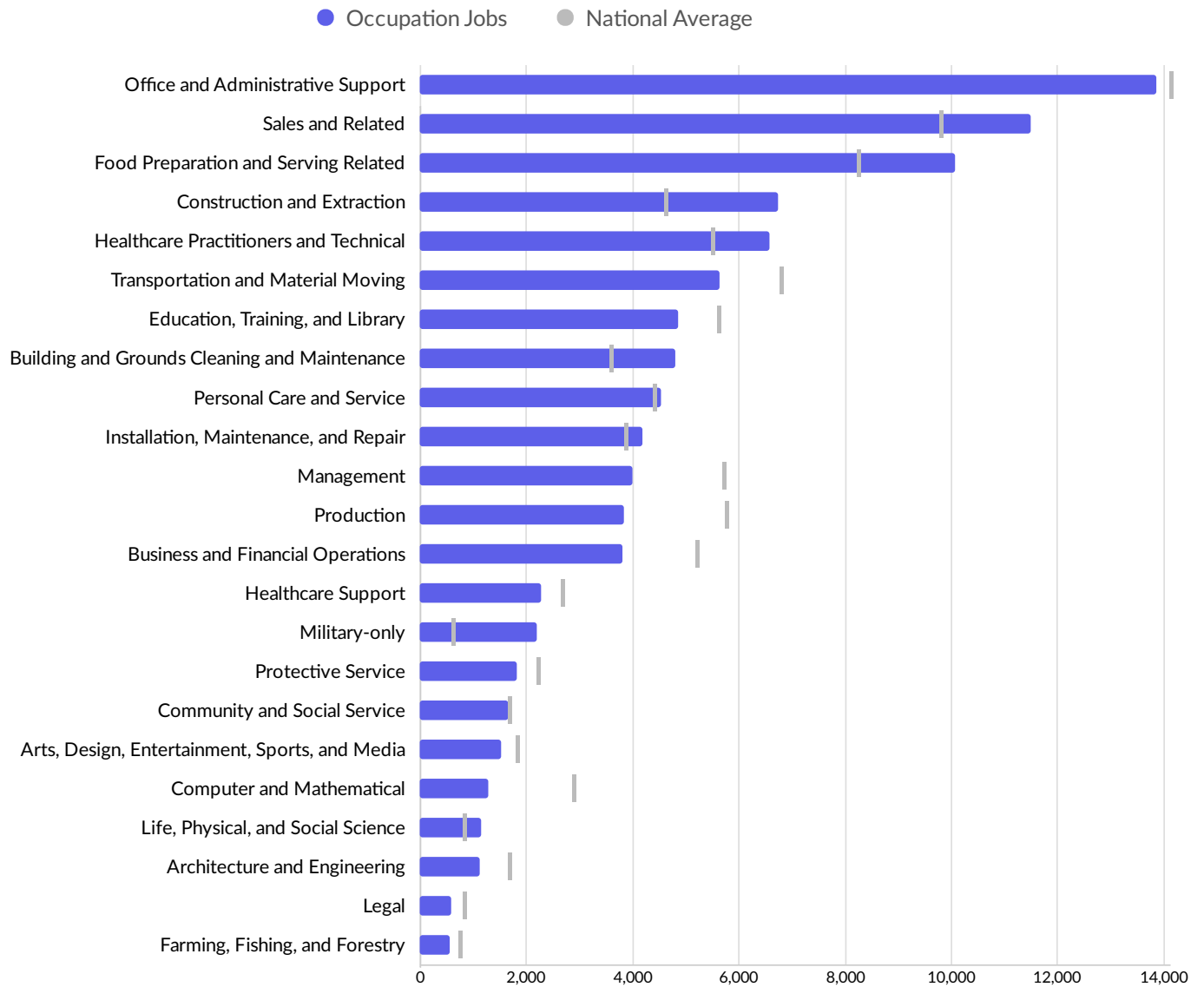


	Percentage	Business Count
1 to 4 employees	38.3%	3,450
5 to 9 employees	25.8%	2,324
10 to 19 employees	19.3%	1,744
20 to 49 employees	12.6%	1,135
50 to 99 employees	2.8%	252
100 to 249 employees	1.0%	86
250 to 499 employees	0.2%	20
500+ employees	0.0%	4

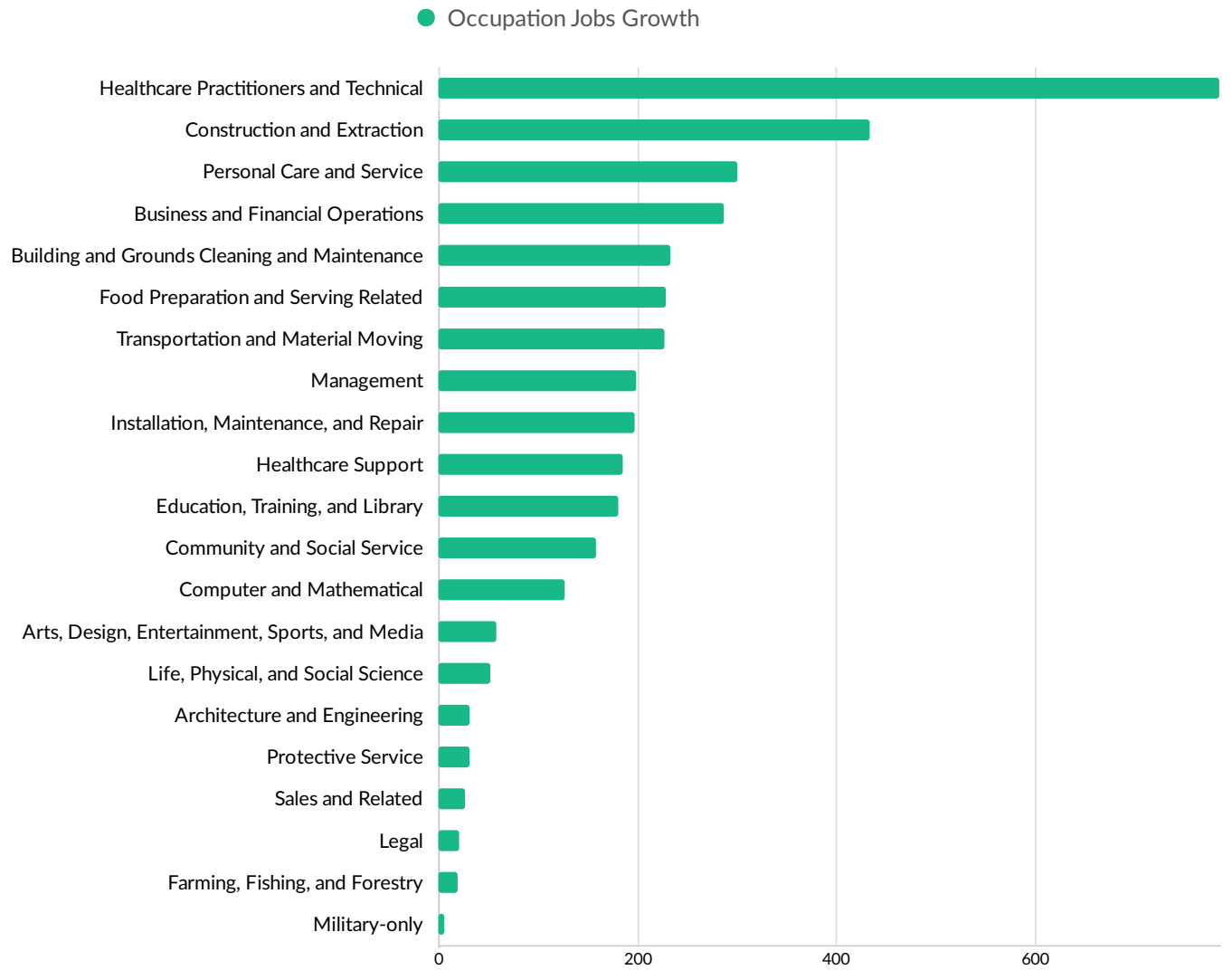
*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

Workforce Characteristics

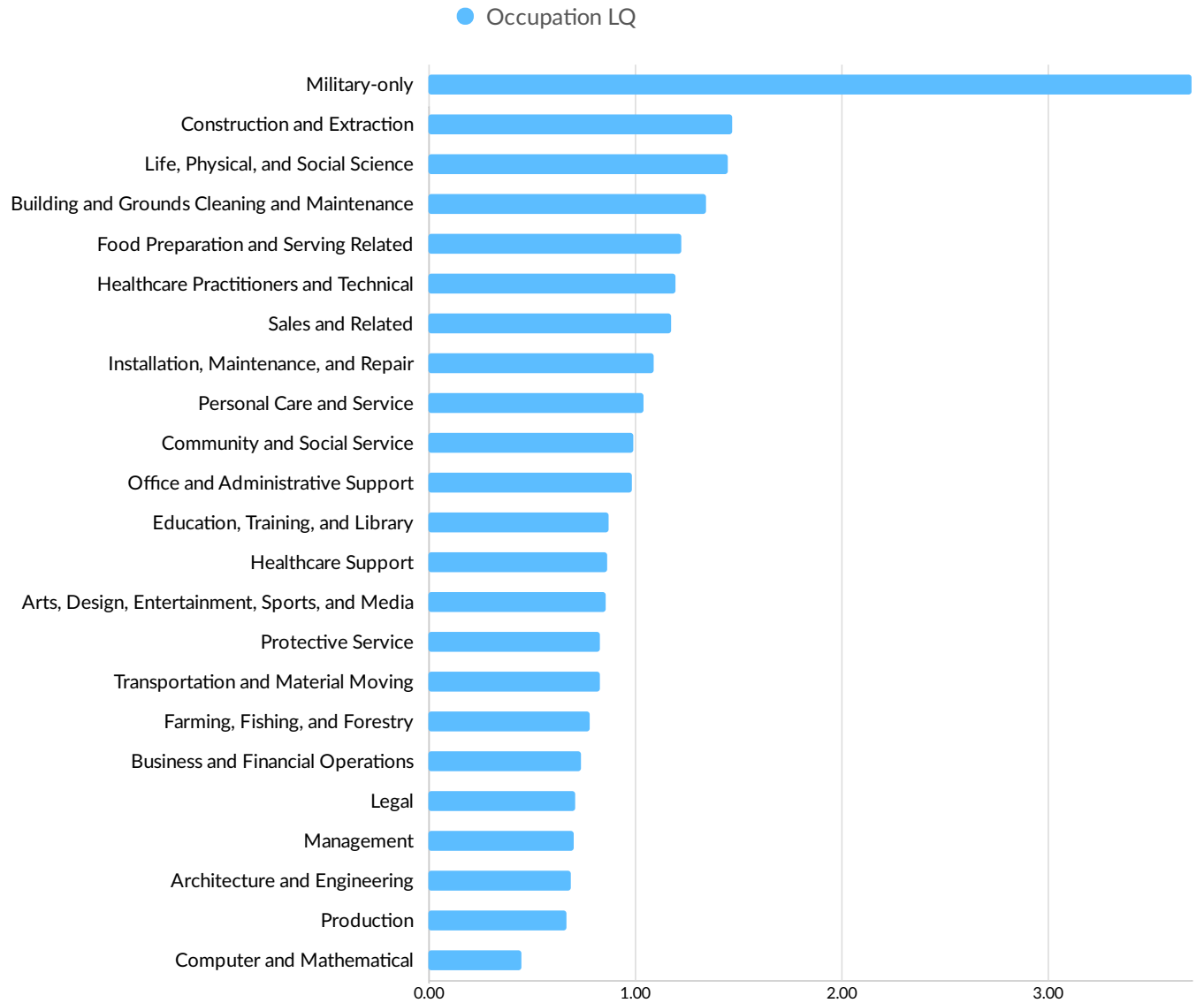
Largest Occupations



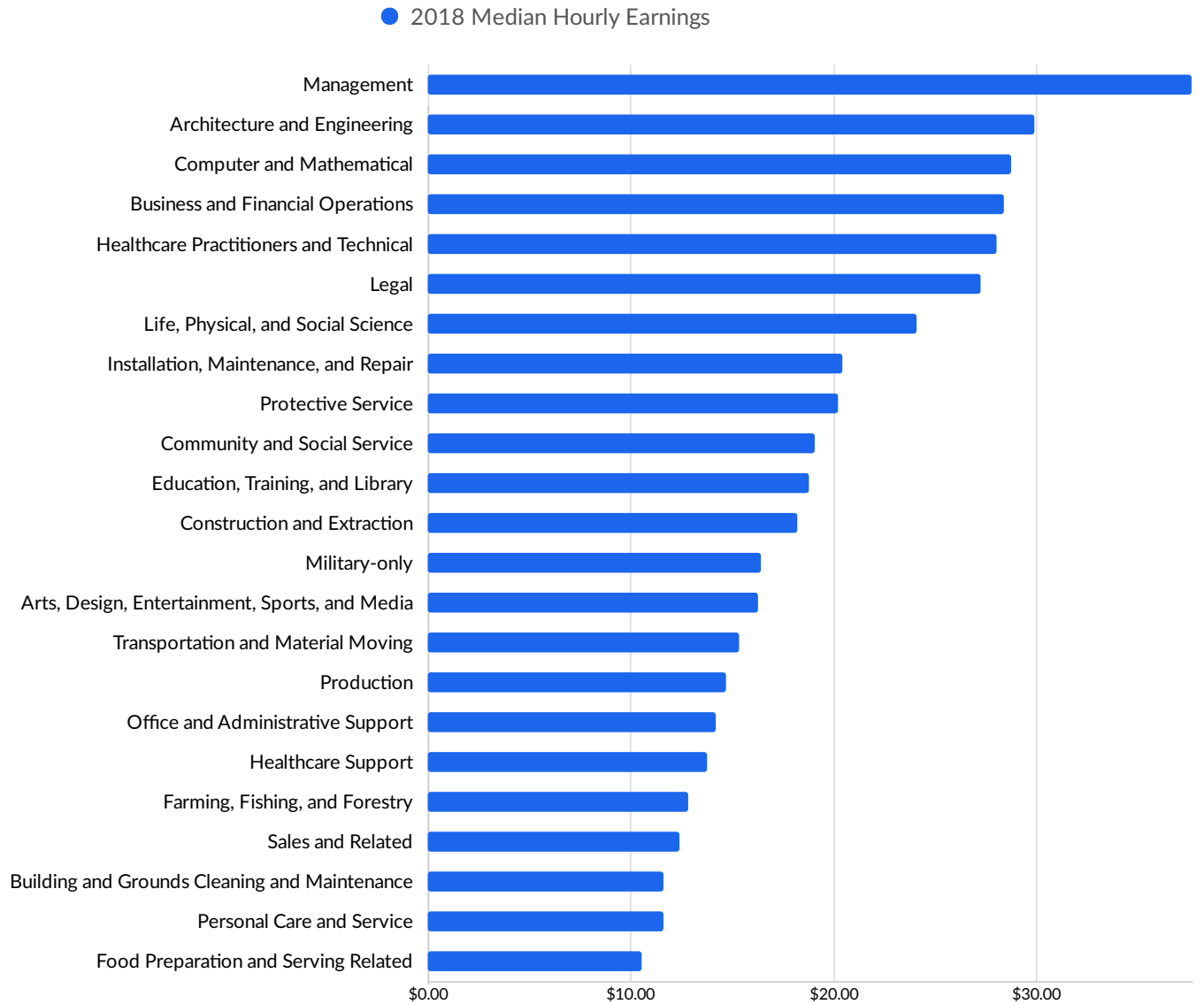
Top Growing Occupations



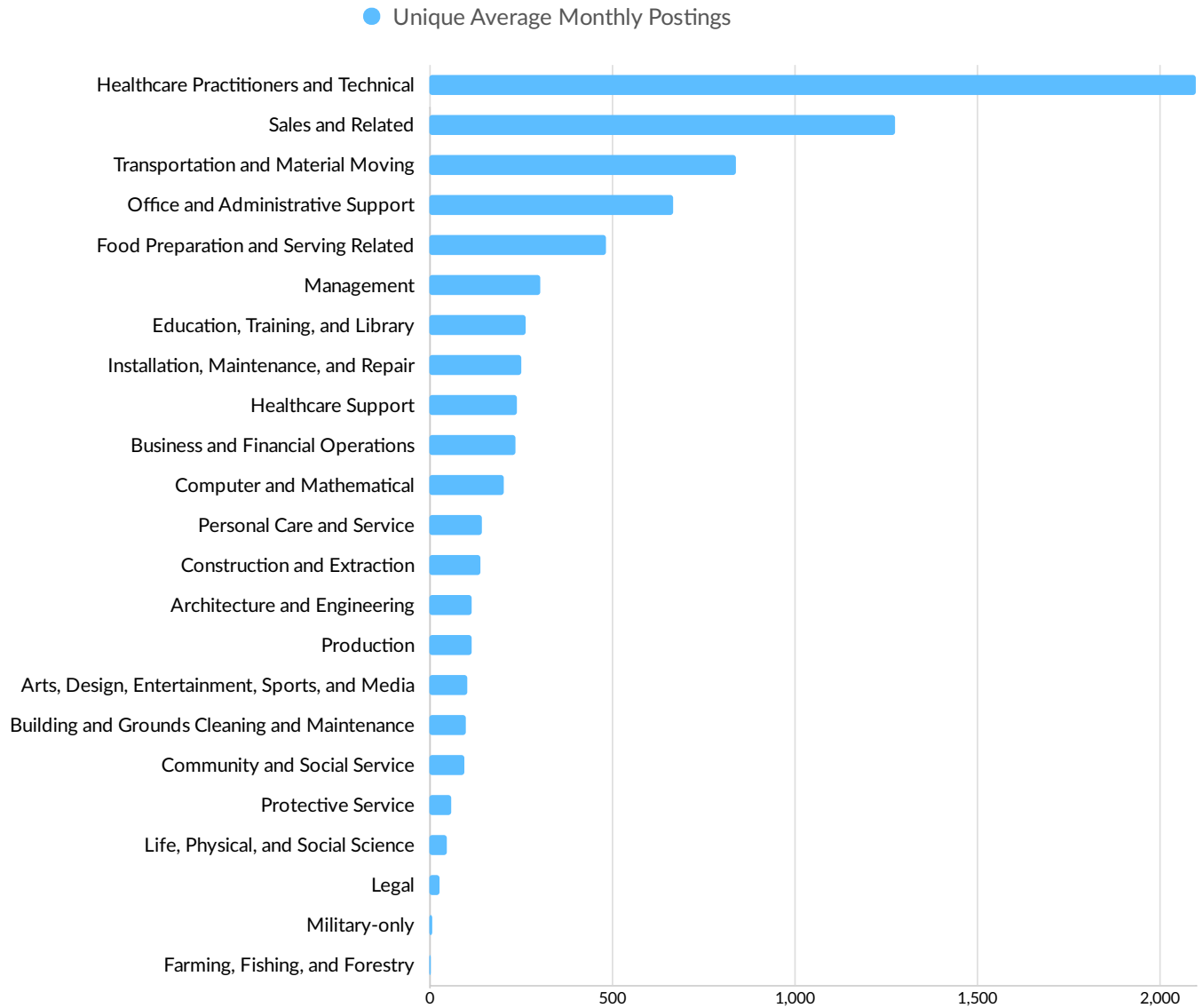
Top Occupation LQ



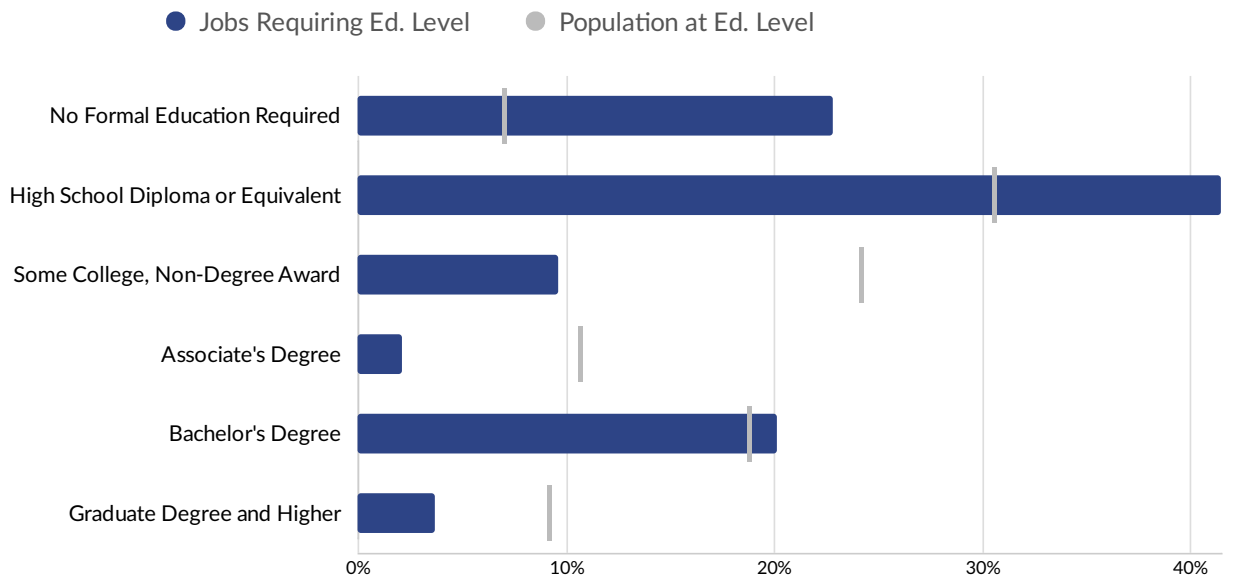
Top Occupation Earnings



Top Posted Occupations



Underemployment

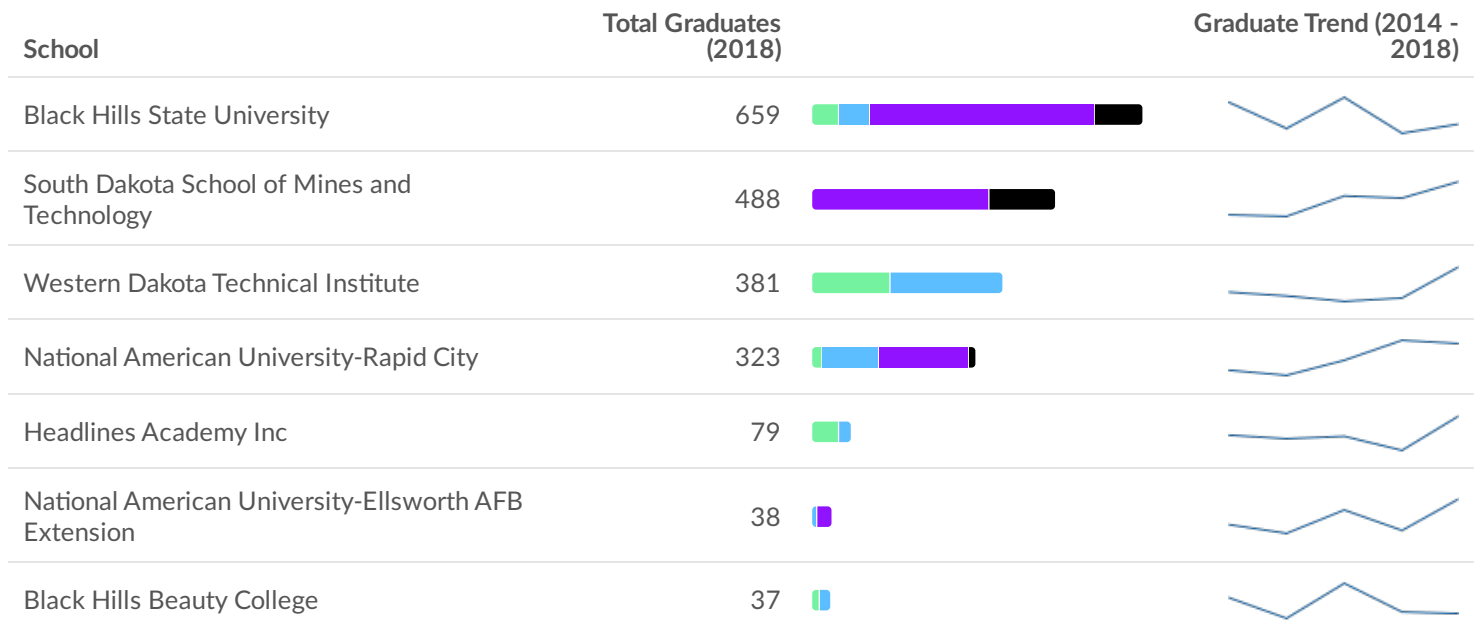


Occupation	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2018 Median Hourly Earnings	Nov 2018 - Oct 2019 Unique Average Monthly Postings
Office and Administrative Support	14,027	13,866	-161	-1%	0.98	\$14.19	669
Sales and Related	11,471	11,498	27	+0%	1.18	\$12.43	1,276
Food Preparation and Serving Related	9,844	10,073	229	+2%	1.22	\$10.58	485
Construction and Extraction	6,304	6,738	434	+7%	1.47	\$18.23	140
Healthcare Practitioners and Technical	5,797	6,583	786	+14%	1.20	\$28.03	2,099
Transportation and Material Moving	5,415	5,643	228	+4%	0.83	\$15.36	840
Education, Training, and Library	4,686	4,867	181	+4%	0.87	\$18.81	263
Building and Grounds Cleaning and Maintenance	4,577	4,811	234	+5%	1.34	\$11.64	101
Personal Care and Service	4,254	4,555	301	+7%	1.04	\$11.60	145
Installation, Maintenance, and Repair	4,009	4,206	197	+5%	1.09	\$20.49	254
Management	3,803	4,002	199	+5%	0.70	\$37.67	304
Production	3,893	3,849	-44	-1%	0.67	\$14.70	114
Business and Financial Operations	3,541	3,829	288	+8%	0.74	\$28.45	238
Healthcare Support	2,104	2,290	186	+9%	0.86	\$13.78	239
Military-only	2,187	2,193	6	+0%	3.70	\$16.44	9
Protective Service	1,806	1,837	31	+2%	0.83	\$20.21	62
Community and Social Service	1,497	1,656	159	+11%	0.99	\$19.09	96
Arts, Design, Entertainment, Sports, and Media	1,485	1,543	58	+4%	0.86	\$16.31	105

Occupation	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2018 Median Hourly Earnings	Nov 2018 - Oct 2019 Unique Average Monthly Postings
Computer and Mathematical	1,174	1,302	128	+11%	0.45	\$28.75	205
Life, Physical, and Social Science	1,104	1,157	53	+5%	1.45	\$24.12	47
Architecture and Engineering	1,110	1,142	32	+3%	0.69	\$29.94	117
Legal	564	585	21	+4%	0.71	\$27.30	30
Farming, Fishing, and Forestry	555	575	20	+4%	0.78	\$12.84	4

Educational Pipeline

In 2018, there were 2,005 graduates in rushmore region. This pipeline has grown by 13% over the last 5 years. The highest share of these graduates come from "Business Administration and Management, General", Mechanical Engineering, and Elementary Education and Teaching.



● Certificate
 ● Associate's
 ● Bachelor's
 ● Master's or Higher

In-Demand Skills

