



# **Growing Tribal Economies: Planting the Seed**

Session 2 Report (April 13, 2017)

Completed: April 19, 2017

—

Megan Laudenschlager  
Strengthen ND  
1905 2nd St. SE  
P.O. Box 982  
Minot, ND 58702-0982



**StrengthenND<sup>®</sup>**

### **Introduction and Overview**

On April 13th, 2017, representatives of the Standing Rock community and region-wide stakeholders met with members of the Standing Rock Tribal Council to engage in a follow up session to the first Growing Tribal Economies meeting and Rez Cafe. The goal of the session was to identify the top five (5) goals for the community that can be facilitated by the work of the Oyate Community Development Corporation (Oyate CDC) and Standing Rock Sioux Tribe (SRST). Throughout the second Growing Tribal Economies session, participants worked to build off of the foundation of ideas and needs already-identified to create tangible, achievable actions plans to move forward. The raw data collected at both sessions can be found in the report's appendices.

### **Methodology**

In order to make the best utilization of the time allotment, a modified Strategic Planning approach was utilized through the following outline:

- Review of Session 1 and Rez Cafe Results
- Prioritization of Top 5 Focus Areas
- Discussion and Creation of Top 5 Goals
- Mapping the Next Steps Forward

### **REVIEW OF SESSION 1 AND REZ CAFE RESULTS**

The planning session began with a review of the business needs and opportunities, tourism needs and opportunities, and community priorities that had been previously identified. Throughout the review, recurring themes began to be established, including:

- Barriers to business growth due to prohibitive infrastructure and zoning practices;
- Lack of staple businesses, including a laundromat, funeral home, theater, and Native Arts retail spaces;
- Low awareness and marketing of Native-owned businesses and Standing Rock assets;
- Difficulty recruiting a financial institution to provide banking services in Standing Rock;
- Need for housing opportunities for varying income levels; and
- Springboard opportunity to promote Standing Rock's history, culture, and *#NoDAPL Movement* story through a cultural center effort.

### **PRIORITIZATION OF TOP 5 FOCUS AREAS**

Once the review and discussion of Session 1 and the Rez Cafe had subsided, participants were asked to identify what they felt should be the top 5 areas of focus from which to create goals. Once the results were tabulated, further discussion ensued. The final list of top 5 focus areas were identified as follows:

1. Constructing a Stripmall for Business Development
2. Creating a Cultural Museum and Effectively Utilizing *Stand with Standing Rock* and *#NoDAPL Movement*
3. Developing Opportunities for a Bank/Credit Union to Provide Services in Standing Rock
4. Marketing Local Assets



## 5. Enhancing the Shoreline for Tourism and Economic Growth

During the discussion of forward progress for Standing Rock, a separate recommendation was made specifically for Standing Rock Tribal Council. Although this recommendation was out of the scope of authority for the group itself to address, it is a critical component to be addressed. **The recommendation is for the Standing Rock Tribal Council to address and create next steps for a streamlined zoning process and increased access to infrastructure aside from the efforts to establish a stripmall for increased economic development opportunities.**

### **DISCUSSION AND CREATION OF TOP 5 GOALS**

With the top 5 priorities identified, participants then began to think through the specific elements and characteristics of each priority in order to add to the realism of each goal. The summarized discussion points for each priority can be found below.

#### **Stripmall for Business Development**

- Within the stripmall concept, there are two clear delineations of responsibility:
  - Standing Rock Tribal Council: Identifying and executing the specific logistic issues associated with the property.
  - Oyate CDC: Identifying, recruiting, and supporting the businesses that would be a good fit for the stripmall spaces.
- The feasibility study for the stripmall has already been completed, but dollars need to be secured to create the architectural and engineering work.
- The prime location identified to date is near Sitting Bull College, with the stripmall working well with the Sitting Bull College's Entrepreneurial Center.
- The ideal space would include a mixed use layout with offices for professionals, retail storefronts, and retail space.
  - It was recommended to seek advice from Lakota Mowrer of the Four Bands Community Fund as they have done this concept successfully in the past.

#### **Cultural Center & #NoDAPL/Stand with Standing Rock Movement**

- With the cultural center concept, the goal is to capture the history of the Standing Rock Tribe and leverage the momentum created by the *#NoDAPL Movement* and *Stand with Standing Rock* efforts.
  - The phasing of the construction of a physical space and capitalization on the movement needs to be done thoughtfully and intandem.
    - Capitalize on movement efforts now while planning for a full scale center in the future.
- It was recommended that the current efforts of the Turtle Mountain Band of Chippewa Indians be reviewed as they are working on a similar concept.



## StrengthenND®

- The cultural center is visioned as a mixed use facility, with potential appropriate tribal administration offices or the Immersion Nest located within it as anchor tenants for building sustainability.
  - Potential Design - Multiple wings showcasing:
    - #NoDAPL Movement
    - Standing Rock's Veterans & Code Talkers
    - History & Culture of the Standing Rock Tribe
    - Retail Space for Native Arts
    - Children's Museum or Playspace

### Developing Opportunities for Bank/Credit Union

- How can a current financial institution be incentivized?
  - Perhaps with a space in the stripmall.
- Security for the financial institution needs to be a consideration
  - Not only building security, but also lending security. Currently, the court system is not able to effectively enforce loans and financial contracts.
- How can the Oyate CDC partner with a potential financial institution for lending?
- What about creating a co-op bank/credit union with capital from tribal members?
  - SBA and USDA could guarantee the loans.
  - Models for this concept already exist.
    - Lakota Funds Credit Union
  - The administrative and legal framework would need to be deeply invested in for effective execution (no appraisers or lenders currently in Standing Rock).
  - If tribal members were to create their own bank outside of the Federal Reserve, more money would be kept in Standing Rock through access to capital for lending.

### Marketing Local Assets

- Efforts have been attempted in the past.
  - I.e. Visitors Guide was started but couldn't be completed due to a lack of funds.
- How can we effectively market local businesses?
- Potential "Buy Native" program
  - NDIBA has the foundation built for this.
  - This would need to be adopted and enforced by the Standing Rock Tribal Council.
- Opportunities exist to create a collective marketing effort with businesses.
  - Similar to a chamber of commerce where a sliding scale fee is charged with the funds going to create joint marketing materials.



## StrengthenND®

- How can we utilize the social media presence built during the *#NoDAPL Movement*?
- How can traditional media be leveraged? Is it worthwhile to create a Standing Rock TV station?
  - Can we utilize screens at all IHS or tribal administrative offices for ads?

### Enhancing the Shoreline

- Ideal Vision: Create a riverboat tour with Lake Oahe as a tourism destination and a shoreline boardwalk.
  - The riverboat tour could begin in Cannonball, continue down through the Prairie Knights Casino marina, sail by and stop at a boardwalk in Fort Yates with a townsquare and cultural center as destinations, continue through Fort Manuel, and culminate at the Bay at Grand River in South Dakota.
  - The riverboat could be tailored to a target audience with opportunities for gaming, dining, and conference spaces.
- If the riverboat concept is pursued, who would develop it?
  - Perhaps the Standing Rock Tribe or private entrepreneurs
- It was recommended to reach out to the Three Affiliated Tribes and Vision West as they both have been working on a ferry concept.

### MAPPING THE NEXT STEPS FORWARD

After outlining each of the top 5 priorities, the participants began discussing how to move forward with each of the priorities. A roadmap illustration was utilized to identify specific steps, needed funding and partnerships, and potential committee members to be involved with moving the goals forward. During the discussion of each of the priorities, the scope of some of the goals shifted to become multi-layered efforts. Because of scope shifts and upon further analysis, 7 goals were identified out of the top 5 identified priorities. Below is a summary of the road map discussion with potential goals and objectives; specific action plans in the appendices.

**Goal 1: Standing Rock Sioux Tribe and the Oyate CDC will work together to support the construction and management of a stripmall in Fort Yates to create opportunities for business development in Standing Rock.**

**Objective 1:** Identify an appropriate location and receive site permission and Tribal Council approval (completed).

**Objective 2:** Secure funding for and complete needed architectural and engineering renderings and planning.

**Objective 3:** Conduct outreach efforts to Standing Rock Sioux Tribe members to receive buy-in, assess the needs in the business community, and identify potential business opportunities.

**Objective 4:** Complete a business plan for the overall sustainability of the stripmall, including identifying anchor businesses.



**Objective 5:** Identify potential funders (government, private entrepreneurs) for the construction of the stripmall.

**Objective 6:** Prepare for the construction of the stripmall by selecting the appropriate project manager and construction team.

**Objective 7:** Recruit and sign identified businesses with lease agreements and begin stripmall operations.

**Resources to Leverage:** USDA-Rural Development Funding & EB5 Program, ND Department of Commerce, Lewis & Clark Regional Planning Council, and Private Developers

**Identified Potential Committee Members:** Joe Dunn (**Preliminary Committee Chair**), Standing Rock Tribal Council; Gillard White, Indian Community Development Block Grant; Harvey VanSciver, USDA-Rural Development; Cynthia Antelope, Native American Development Corporation; SRST Tribal Planner; SRST Economic Development Director; Oyate CDC Staff & Board of Directors; and Bonnie Malo, ND Department of Commerce

**Goal 2: Standing Rock Sioux Tribe and the Oyate CDC will work together to create a historical accounting of the #NoDAPL Movement.**

**Objective 1:** Engage partners, activists, and organizations critical to the movement in creating an event timeline and crafting the narrative.

**Objective 2:** Obtain personal accounts, videos, pictures, and mementos from the movement for a visual history.

**Objective 3:** Create a comprehensive storytelling medium to be utilized for historical documentation and education.

**Resources to Leverage:** Tribal Historic Preservation Office; Dakota Resource Council's Water Protectors Archive; Sitting Bull College; and Drone Footage from Individuals at the Camp

**Identified Potential Committee Members:** Jennifer Martel (**Preliminary Committee Chair**), Standing Rock Visitor's Center; Youth Council Representatives; Joe McNeil, SRST Member; and Natives and Non-Natives involved in the Movement

**Goal 3: Standing Rock Sioux Tribe and the Oyate CDC will work together to reclaim and leverage *Stand with Standing Rock* momentum as an avenue for revenue generation for SRST.**

**Objective 1:** Trademark *Stand with Standing Rock*.

**Objective 2:** Identify potential revenue generating endeavors featuring the phrase.

**Objective 3:** Select and execute the most feasible and cost-effective endeavors.

**Resources to Leverage:** None Needed

**Identified Potential Committee Members:** Jennifer Martel (**Preliminary Committee Chair**), Standing Rock Visitor's Center and Joe McNeil, SRST Member



**StrengthenND<sup>®</sup>**

**Goal 4: Standing Rock Sioux Tribe and the Oyate CDC will work together to create a mixed use cultural center to celebrate SRST's history and culture, encourage tourism, and serve as an educational facility.**

**Objective 1:** Create a community committee to serve as the cultural center's founding board of directors and guide its theme, construction, and activities.

**Objective 2:** Complete a feasibility study with an associated sustainability plan.

**Objective 3:** Assemble a capital campaign committee and execute a fundraising plan to construct and support the cultural center (depending on the results of the feasibility study).

**Objective 4:** Begin and implement operations in accordance with the sustainability plan to ensure viability and use of the cultural center.

**Resources to Leverage:** Tribal Historic Preservation Office; Sitting Bull College; Bush Foundation's Community Innovation Grant Program for Planning Resources; Native American Scenic Byway; ND Tourism; ND Department of Transportation; ND Council on the Arts

**Identified Potential Committee Members:** Jennifer Martel (**Preliminary Committee Chair**), Standing Rock Visitor's Center; Youth Council Representatives; Joe McNeil, SRST Member; Elders within the SRST Community; Jerl Thompson, Standing Rock Child Support Enforcement Agency; and Joe Dunn, Standing Rock Tribal Council

**Goal 5: Standing Rock Sioux Tribe and the Oyate CDC will work together to increase community understanding of and access to banking services and capital.**

**Objective 1:** Utilize a multi-tiered approach through employers and community convenings to conduct culturally appropriate financial literacy trainings.

**Objective 2:** Recruit a financial institution to be located in the (to be constructed) stripmall to meet the immediate need of banking services in Standing Rock.

**Objective 3:** Research, select, and execute a replicable model (Native-owned bank; credit union) that can be utilized to meet the long-term financial services needs of SRST members.

**Resources to Leverage:** Brek Maxon, MBDA Business Center; Lance Morgan, Ho Chunk Inc.; James Laducer, Turtle Mountain State Bank; Small Business Administration; USDA-Rural Development; and Oyate CDC

**Identified Potential Committee Members:** Sidney Eagleshield (**Preliminary Committee Chair**), Oyate CDC; Terry Lee, FDIC; Jerome Long Bottom, SRST CFO; and Joe Dunn, Standing Rock Tribal Council



**StrengthenND®**

**Goal 6: Standing Rock Sioux Tribe and the Oyate CDC will work together to enhance the local economy through tourism and local business promotion.**

**Objective 1:** Create and implement an annual marketing plan, featuring strategies for social, radio, TV, and print media.

**Objective 2:** Create and disseminate a comprehensive Visitors Guide and promote local events to encourage tourism.

**Objective 3:** Create an all-inclusive directory of Native-owned businesses and a Buy Native campaign to encourage local commerce.

**Resources to Leverage:** MABU; Sitting Bull College's "Buy Local Campaign" Resources Developed; ND Department of Commerce; ND Tourism; ND Native Tourism Alliance; and Standing Rock School Consortium (event calendar)

**Identified Potential Committee Members:** Stacey LaCompte (**Preliminary Committee Chair**), NDIBA; Sidney Eaglesfield, Oyate CDC; Steve Sitting Bear, SRST Tribal Affairs; Jennifer Martel, SRST Visitors Center; and Dave Schneider, Prairie Knights Casino Marketing Director

**Goal 7: Standing Rock Sioux Tribe and the Oyate CDC will work together to create business and tourism opportunities through the establishment of a riverboat and boardwalk attraction along Standing Rock's shoreline.**

**Objective 1:** Research and identify applicable waterway and shoreline development issues that may become barriers.

**Objective 2:** Complete a feasibility study to assess likelihood of success for both the riverboat concept and boardwalk.

**Objective 3:** Implement a phased fundraising and construction campaign in accordance with the results of the feasibility study.

**Resources to Leverage:** Prairie Knights Casino; Grand River Casino; ND Tourism; ND Native Tourism Alliance; Vision West Data; Four Bears Casino Yacht Data; Replicable Riverboat Models like Sioux City, IA; and Private Investors

**Identified Potential Committee Members:** Jerl Thompson (**Preliminary Committee Chair**) Standing Rock Child Support Enforcement Agency; Jennifer Martel, SRST Visitors Center; Representatives of Prairie Knights Casino; Representatives of Grand River Casino; Representatives of the Army Corps of Engineers; Representatives of ND Tourism; Representatives of ND Native Tourism Alliance; and Oyate CDC Staff & Board Members

**FINAL THOUGHTS**

Please consider the information, including the goals and objectives, laid out in this report as a snapshot of the planning session - certainly not everything could be captured. Add to it, revise it, and review it regularly to avoid this becoming a report that sits on the proverbial shelf.



**StrengthenND<sup>®</sup>**

**APPENDIX A  
PRIORITIZATION EXERCISE RAW DATA**



## **FOCUS AREA PRIORITIZATION**

- Bank/Credit Union/Financial Institution - 8
- Stripmall - 14
- Theater - 2
- Meat Processing Plant - 1
- Laundromat - 3
- Marketing Local Assets - 5
- Cultural Museum & Stand with Standing Rock - 11
- Marina Enhancement - 4
- Mobile Mechanic - 2
- Food & Craft Sales (Online & Brick/Mortar) - 2
- Develop Infrastructure for Business Development - 2
- Expediting Leasing of Vacant Buildings - 1
- Amphitheater - 2
- Riverboat - 1
- Parks & Point of Interest Development - 1
- Concrete Plant - 2
- Living Indian Village - 1
- Elder Care Center - 1
- Bowling Alley - 1
- Food Truck - 1
- Truckstop - 1
- Enhanced Housing Opportunities (Low-High) - 1
- Strengthen Oyate CDC - 1
- Zoning - Housing & Industry Complex - 1



**StrengthenND<sup>®</sup>**

**APPENDIX B  
ACTION PLANS FOR GOALS**

*\*The actions plans included are meant to be living documents and completed through the planning and work of each goal's individual committees; therefore, timelines and persons responsible sections have been left blank for committee assignments.*

*Standing Rock Sioux Tribe & Oyate Community Development Corporation*  
**GROWING TRIBAL ECONOMIES: ACTION PLAN**

**Goal 1: Standing Rock Sioux Tribe and the Oyate CDC will work together to support the construction and management of a stripmall in Fort Yates to create opportunities for business development in Standing Rock.**

Objectives	Timeline	Person(s) Responsible	Progress To Date
<i>Objective 1:</i> Identify an appropriate location and receive site permission and Tribal Council approval.			<b>COMPLETE</b>
<i>Objective 2:</i> Secure Funding for and complete needed architectural and engineering renderings and planning.			
<i>Objective 3:</i> Conduct outreach efforts to SRST members to receive buy-in, assess the needs in the business community, and identify potential business opportunities.			
<i>Objective 4:</i> Complete a business plan for the overall sustainability of the stripmall, including identifying anchor businesses.			
<i>Objective 5:</i> Identify potential funders (government, private entrepreneurs) for the construction of the stripmall.			
<i>Objective 6:</i> Prepare for the construction of the stripmall by selecting the appropriate project manager and construction team.			
<i>Objective 7:</i> Recruit and sign identified businesses with lease agreements and begin operations.			

**Standing Rock Sioux Tribe & Oyate Community Development Corporation**  
**GROWING TRIBAL ECONOMIES: ACTION PLAN**

<b>Goal 2: Standing Rock Sioux Tribe and the Oyate CDC will work together to create a historical accounting of the #NoDAPL Movement.</b>			
Objectives	Timeline	Person(s) Responsible	Progress To Date
<i>Objective 1:</i> Engage partners, activists, and organizations critical to the movement in creating an event timeline and crafting the narrative.			
<i>Objective 2:</i> Obtain personal accounts, videos, pictures, and mementos from the movement for a visual history.			
<i>Objective 3:</i> Create a comprehensive storytelling medium to be utilized for historical documentation and education.			

**NOTES:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Standing Rock Sioux Tribe & Oyate Community Development Corporation**  
**GROWING TRIBAL ECONOMIES: ACTION PLAN**

**Goal 3: Standing Rock Sioux Tribe and the Oyate CDC will work together to reclaim and leverage Stand with Standing Rock momentum as an avenue for revenue generation for SRST.**

Objectives	Timeline	Person(s) Responsible	Progress To Date
<i>Objective 1: Trademark Stand with Standing Rock.</i>			
<i>Objective 2: Identify potential revenue generating endeavors featuring the phrase.</i>			
<i>Objective 3: Select and execute the most feasible and cost-effective endeavors.</i>			

**NOTES:** \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**Standing Rock Sioux Tribe & Oyate Community Development Corporation**  
**GROWING TRIBAL ECONOMIES: ACTION PLAN**

<b>Goal 4: Standing Rock Sioux Tribe and the Oyate CDC will work together to create a mixed use cultural center to celebrate SRST's history and culture, encourage tourism, and serve as an educational facility.</b>			
Objectives	Timeline	Person(s) Responsible	Progress To Date
<i>Objective 1:</i> Create a community committee to serve as the cultural center's founding board of directors and guide its theme, construction, and activities.			
<i>Objective 2:</i> Complete a feasibility study with an associated sustainability plan.			
<i>Objective 3:</i> Assemble a capital campaign committee and execute a fundraising plan to construct and support the cultural center (depending on the results of the feasibility study).			
<i>Objective 4:</i> Begin and implement operations in accordance with the sustainability plan to ensure viability and use of the cultural center.			

**NOTES:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Standing Rock Sioux Tribe & Oyate Community Development Corporation**  
**GROWING TRIBAL ECONOMIES: ACTION PLAN**

<b>Goal 5: Standing Rock Sioux Tribe and the Oyate CDC will work together to increase community understanding of and access to banking services and capital.</b>			
Objectives	Timeline	Person(s) Responsible	Progress To Date
<i>Objective 1:</i> Utilize a multi-tiered approach through employers and community convenings to conduct culturally appropriate financial literacy trainings.			
<i>Objective 2:</i> Recruit a financial institution to be located in the stripmall to meet the immediate need of banking services in Standing Rock.			
<i>Objective 3:</i> Research, select, and execute a replicable model that can be utilized to meet the long-term financial services needs of SRST members.			

**NOTES:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Standing Rock Sioux Tribe & Oyate Community Development Corporation**  
**GROWING TRIBAL ECONOMIES: ACTION PLAN**

**Goal 6: Standing Rock Sioux Tribe and the Oyate CDC will work together to enhance the local economy through tourism and local business promotion.**

Objectives	Timeline	Person(s) Responsible	Progress To Date
<i>Objective 1:</i> Create and implement an annual marketing plan, featuring strategies for social, radio, TV, and print media.			
<i>Objective 2:</i> Create and disseminate a comprehensive Visitors Guide and promote local events to encourage tourism.			
<i>Objective 3:</i> Create an all-inclusive directory of Native-owned businesses and a Buy Native campaign to encourage local commerce.			

**NOTES:**

---



---



---



---

**Standing Rock Sioux Tribe & Oyate Community Development Corporation**  
**GROWING TRIBAL ECONOMIES: ACTION PLAN**

<b>Goal 7: Standing Rock Sioux Tribe and the Oyate CDC will work together to create business and tourism opportunities through the establishment of a riverboat and boardwalk attraction along Standing Rock's shoreline.</b>			
Objectives	Timeline	Person(s) Responsible	Progress To Date
<i>Objective 1:</i> Research and identify applicable waterway and shoreline development issues that may become barriers.			
<i>Objective 2:</i> Complete a feasibility study to assess the likelihood of success for both the riverboat concept and boardwalk.			
<i>Objective 3:</i> Implement a phased fundraising and construction campaign in accordance with the results of the feasibility study.			

**NOTES:**

---



---



---



---



**StrengthenND<sup>®</sup>**

**APPENDIX C  
GROWING TRIBAL ECONOMIES SESSION 1 & REZ CAFE**

## GROWING TRIBAL ECONOMIES: PLANTING THE SEED

### Business Needs / Opportunities:

- Laundromat
- Beauty Salon/Barber
- Mobile Mechanic
- Mobile Businesses
- Truck stop & C-Store
- Retail Store
- Outdoor Sports Store
- Rec Center
- B & B's
- Awesome Restaurant
- Pharmacy
- Gift Shop
- Banks / Credit Unions
- Mobile Banking
- Bookie
- Office Supply store
- Lumberyard
- Auto shop/ More Auto Repair
- Elder care center/service/hospice / Assisted living
- Storage Units
- Heavy Equipment / Rental Agency
- Meat Processing
- Plumbing / Electricians
- Sporting Goods
- Hardware Store
- Janitorial Services
- Insurance Agents
- Theater
- Native Cuisine Restaurant
- Nursing Home
- Grocery Store
- Tire Repair
- Dairy
- Bakery
- Funeral Home
- Marina & Boardwalk
- Golf Course

- **Online Art Market – Standing Rock Native Art**
- **Bowling Alley**
- **Vet Clinic**
- **Chiropractor**
- **Strip Mall**
- **Flower Shop**
- **Concrete Plant**
- **Tipi Manufacturing**
- **Race Track (car)**
- **Tow Truck**
- **Marijuana Farm**
- **Walk way – touring along the river**
- **Mini Mall**
- **Recreation for Children**



## Growing Tribal Economies: Planting the Seed

### HARVEST

#### Introductions: "What would like you like to get out of this session?"

"A City from Scratch" – Potentially not being tapped

Workforce tools: Electrician, plumbing, welding

Keep Economies in Standing Rock

Bring Back the Economy – Economic Engine

Infrastructure needs capital & collateral

Businesses need help from the Tribe to be successful. Tribes invest in Small businesses and development

Shape legal infrastructure to make it fit the needs/projects.

Identify impediments

Access to funds – Focus on eligible guidelines

Need a laundry mat

Lack of casino revenue due to Highway 1806 closure

Tribal Code update on housing

Financial education on sudden money (income tax refunds)

Grant writers

Truck stop in McLaughlin

Identify the problem then find the solution; Focus on ideas that can make a difference. Find a need and fill it.

Trying to run a Business like a Program doesn't work, we need to rethink.

Business owners should never buy more than they can use. Cost efficient.

Soft skills / Hard skills

Make a list of opportunities

Challenge – How we can connect to leverage resources

Advertise / Market what is on Standing Rock

What businesses needs / opportunities exist on Standing Rock

Each community has an opportunity - Each community has its specific skillsets although battling workforce

## HARVEST – NEXT STEPS:

### Infrastructure Needs:

- Engineering
- Facility for Small Businesses
- Access for Capital
- Access to traffic
- Lack of infrastructure for small businesses (locations) – make business not feasible
- Too many OLD Businesses / OLD Structure. Not usable
- NEED STRIP MALL (land at Sitting Bull College)
- Barriers (outside organizations) – Landownership

### Opportunity:

- Other Tribes gained economic success like housing development on trust land
- Rent to Own
- Construction companies
- Farming (Produce – beef, etc)

### Strategy on Investment:

- Interest in Tribe expanding and investing in small businesses or a Tribal venture. (response: Both)
- Tribe depends on gaming too much

### Jumpstart the Economy:

- Need Wealth Generating Ideas
- Land Based Wealth
- Land Buy Back Program – did the Tribe get full tracts of land? (Need to find out and where) (They are waiting on the data for this)
- Community skills: We need to teach and educate the people on skillsets

### Kickstart Standing Rock – Here and now:

- Maximize Standing Rock Sioux Tribe
- Prioritize Actions
- Losing opportunity now – we need to protect our identity
- What can we focus on with next steps?
- Copyright Standing With Standing Rock. Tribal Council will be addressing this with a Resolution next week.
- Create a memorial site / tours / Historical movement
- Choose a design, make it competitive, establish a RFP
- Topic of Water is a Top Market, right now.
- Mobile art
- Create an Action Plan

### **Infrastructure needs and recommendations:**

- **The inability or difficulty in using trust or restricted land as collateral to access financing business development.**
- **Some of the Infrastructure needs identified: Building facilities for businesses, strip mall, and business incubators. Underdeveloped infrastructure in tribal communities remains a barrier to small business development.**
- **Engage Tribal partnerships for funding and training to develop and establish a strip mall.**
- **Create a list of businesses**
- **Partner with Casinos to provide marketing for businesses**
- **Expedite the leasing or other use of vacant building.**
- **Keep Economies in Standing Rock "Buy Local Campaign"**

## GROWING TRIBAL ECONOMIES: PLANTING THE SEED

### Tourism Needs / Opportunities:

- Story tellers / Interpreters
- Amphitheatre
- Fishing Guiders
- Walking Path
- Marina with boardwalk
- Campground with RV hookups
- Photographers
- Missouri River Boat Tour / Riverboat / Ferry
- Buffalo
- Traditional Medicine Classes
- Something for Veterans (to honor them)
- Cultural Museum
- Rest area along 1806
- Tribal tourism trolley
- Tourism/hospitality classes
- More partnerships with casinos
- Living Indian Village
- Hunting Guide
- Hunting outfitters
- Rafting & Kayaking & Canoe
- Ski
- Native American food
- Night Sky – Observatory
- Capitalize on Sitting Bull
- Outdoor concert venue
- Hot Air Balloon Fest
- Fishing Tournaments
- Hiking trails
- Bike Rental
- Suicide Ride Race
- Local Craft / Arts Sales
- Stand with Standing Rock Interpretive Center / Park
- Year Round Cabin Rentals
- Trail Rides with Horses
- Events

	RED	GREEN
<b>TOURISM</b>		
Cultural Museum	10/22	3/7
Local Craft/Art Sales	4/8	5/8
Stand with Standing Rock Interpretive Center/Park	3/5	
More Partnerhsip with Casino	3/7	3/6
Amphitheatre	2/5	
Guides / Interpeters / Storytelling	1/3	2/4
Fishing Tournament	1/2	
Rest Areas along Highway 186	1/2	
Night Sky Observatory	1/2	
Campgrounds	1/1	1/1
Hiking Trails	1/1	1/1
Trailrides with Horses	1/1	
Tribal Tourism Trolley	1/1	3/9
Marina with Boardwalk		4/10
Living Indian Village		3/5
Native American Foods		2/3
<b>BUSINESS NEEDS</b>		
Stripmall	8/22	7/13
Meaqt Processing	6/14	1/2
Banks/Credit Union / Mobile Banking/Bookie	4/7	6/17
Funeral Home	3/3	1/1
Theater	2/2	
Laurdromat	1/3	1/2
Online Art Market / Standing Rock Native Arts	1/2	2/4
Flowershop	1/2	
Food Truck	1/2	
Beauty Salon	1/1	
Insurance Agents	1/1	
Bowling Alley	1/1	
Elderly Care Center		2/5
Tipi Manufactory		2/3
Concrete Plant		2/2
Grocery Stores		1/2
Mobile Mechanic		1/1
Golf Course		1/1