

# Sicangu Lakota Strengths, Economic Needs, and Business Development Assessment

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FINAL REPORT – 8 DECEMBER 2014

SWEET GRASS  
CONSULTING, LLC



# Table of Contents

INTRODUCTION.....	3
METHODS.....	4
Survey Instrument.....	4
Community Meetings.....	4
Research Associates (RAs).....	5
Participant Incentive .....	5
Data Collection.....	5
ANALYSIS .....	6
Demographics .....	6
Participants’ Community.....	6
Age and Gender .....	7
Ethnicity and Tribal Affiliation.....	7
Education .....	7
Lakota Language .....	8
Income .....	8
Housing Needs .....	8
Adequacy of Living Space and Barriers to Adequate Housing .....	8
Credit.....	10
Housing Payments.....	10
Community Interest in Various Forms of Housing Programs .....	10
New Development .....	12
Business, Commercial Services .....	13
Education and Cultural Spaces.....	14
Site Elements.....	15
Entertainment and Recreation .....	16
Residential/Facility/Shelter.....	17
The 7 <sup>th</sup> Generation and Other Impacts .....	18
Barriers to Development.....	21
Consumer Information.....	23
Consumer Information Summary .....	24
Super Stores .....	25
Grocery Stores.....	25

Dollar/General Stores .....	26
Food Service Stores.....	27
Entertainment.....	28
Sporting Goods Stores .....	28
Hardware Stores .....	29
Retail Stores .....	29
Auto Shop/Mechanic/Services.....	30
Auto/Agricultural Parts Stores .....	30
Tax Service/Financial Institutions .....	31
Legal Services .....	32
REDCO and REDCO Businesses.....	33
Keya Wakpala Green Development .....	35
Buy Local Marketing.....	36
RECOMMENDATIONS .....	38
Transportation and Access.....	38
Education .....	39
Building Space and Homes.....	40
Consumer Choice .....	41
Energy and Sustainability.....	42
CONCLUDING REMARKS .....	43
GRATITUDE and SPECIAL THANKS.....	43
PHOTO CREDITS (IN ORDER OF APPEARANCE) .....	44
APPENDIX.....	45
Sicangu Lakota Strengths, Economic Needs, and Business Development Assessment Survey Instrument .....	45

## INTRODUCTION

The following report is a summary of the results from the Rosebud Economic Development Corporation (REDCO) survey entitled: *Sicangu Lakota Strengths, Economic Needs, and Business Development Assessment (Sicangu Strengths)*. The survey was administered to 284 individuals, both Native and non-Native, for 7 weeks in August and September 2014, on the Rosebud Reservation, home to the Sicangu Lakota. This survey was distributed in-person by 4 local Lakota Research Associates and circulated through email to tribal businesses. Results will be used to inform agencies, business owners, decision-makers, and community members on initiatives to enhance existing businesses and encourage new business, workforce, and economic development on the Reservation. Following a detailed account of the methods undertaken throughout the survey process, an analysis of final results are presented in this report as follows:

- Demographics
- Housing Needs
- New Development
- Barriers to Development
- Consumer Information
- REDCO and REDCO Businesses
- Keya Wakpala Green Development
- Buy Local Marketing

Following the analyses of results, a Recommendations section is provided. In addition to the *Sicangu Strengths* survey, another survey—the *Sicangu Lakota Business Assessment (Business Assessment)*—was administered to business owners and managers of businesses on the Reservation and in other nearby towns such as Valentine and Winner. A total of 75 business' surveys were collected. Those results will be presented in a separate report, complimenting this comprehensive report. The recommendations in this report, however, are derived from insight from both this report and the accompanying *Business Assessment Report*

# METHODS

## Survey Instrument

REDCO hired Sweet Grass Consulting, LLC (SGC)—a community development consulting firm based out of Fort Collins, Colorado—in May of 2014. SGC specializes in economic development in Indian Country. More specifically, SGC specializes in survey creation, data collection, monitoring and evaluation, and data analysis.

In collaboration with REDCO and Blue Star Studios, Inc. (BSS)—a Native owned contracting firm specializing in architectural design and community development in Indian Country—SGC created a 78 question survey in order to assess demographics; community knowledge of local businesses and new developments such as the planned community of Keya Wakpala Waicageyapi (Turtle Creek Green Development); community needs and wants concerning housing development, business development, and ‘going local’. In addition, consumer information—shopping patterns and monetary transactions patterns (where and how often locals spend money)—was assessed. The survey was viewed and tested by the Research Associates hired to administer it, providing insight which allowed SGC to further edit and refine the survey.

**SICANGU LAKOTA STRENGTHS, ECONOMIC NEEDS, and BUSINESS DEVELOPMENT ASSESSMENT**

**Demographics**

1. Participant ID: \_\_\_\_\_

2. Location Survey was taken (Please Specify the community):  
 Business  Community Meetings  Grocery or Convenience Store  Other: \_\_\_\_\_

3. If survey was taken during an event, which one?  
 a. Location of Home:  
 i. Town:  Rosebud  Alliance  Winner  Alerts  White River  Other:  
 ii. Community:  Rosebud  Clancy  Pampa  Rosebud  Deer Park  Spring Creek  
 Pine Grove  Little Ferry  Rose Creek  Plum Creek  Sycamore Creek  
 Lower Cut Mouth  King Thicket  Black Pipe  Bull Creek  Smith Spur  
 Kiowa Moor Lake  Abund  Le Dog  Horse Creek  
 c.  If Rural: What is the nearest town/community? \_\_\_\_\_

4. How long have you lived in this community or place?  
 a. Your Age:  Under 18  19-24  25-34  35-44  45-54  55-64  65-74  75+  
 b. Your Gender:  Male  Female  Identify as: \_\_\_\_\_

5. Your Race/Ethnicity (please mark all that apply):  
 American Indian or Alaska Native  
 Native Hawaiian  
 White  Black/African American  
 Asian  Hispanic or Latin  
 Other: \_\_\_\_\_

6. Do you reside in the Rosebud Sioux Tribe?  
 Rosebud Sioux Tribe  
 Sisseton Sioux Tribe  
 Cheyenne River Sioux Tribe  
 Other: \_\_\_\_\_

## Community Meetings

Prior to survey creation, BSS conducted several community gatherings in order to gain initial feedback from local residents concerning the development of Keya Wakpala Waicageyapi, located just west of Mission, SD off

**KEYA WAKPALA GREEN DEVELOPMENT**

TURTLE CREEK SUPERMARKET  
GAS STATION  
CITY OF MISSION, SD  
ANTHELOPE LAKE

HWY 16  
HWY 18  
HWY 83

**SITE PLAN** | 2000 FT | 500 FT

**INAKICKTAPO**  
LOOK OUT FOR ONE ANOTHER  
"Keya Wakpala Waicageyapi is a safe place for all Lakota people and their neighbors who seek a unique community embracing resilience, health, education, and hospitality while remaining a culturally meaningful way of life."  
- Project Vision Statement given by the People

**BLUE STAR STUDIO**  
VISION • DESIGN • SUPPORT • BUILD

**REDCO**  
Rosebud Economic Development Corporation  
George Lakota Dyer

**Keya Wakpala Waicageyapi**  
(Turtle Creek Green Development)  
FORMERLY KNOWN AS "KOSKIAN PROPERTY"

ROSEBUD INDIAN RESERVATION  
SICANGU LAKOTA NATION

Rosebud Economic Development Corporation  
101 Research Park Drive  
Mission, SD 57555  
Office: (605) 856-5090  
Fax: (605) 856-8403

of Highway 18 on the nearly 600 acres of land surrounding the pre-existing Turtle Creek Crossing Shopping Center. These gathering provided valuable input in general, but specifically toward community

values and community priorities for development. Questions administered at the gatherings focusing on community priorities for development were duplicated in the survey to gain further feedback from local residents who did not attend the community gatherings.

## Research Associates (RAs)

After the survey was created in collaboration with SGC, REDCO, and BSS, SGC sent out a job announcement for local Research Associates to conduct surveys. After an application and interview process, 4 RAs were hired for a temporary 7 week position to conduct surveys across the Reservation. Veronica and Reeta Nadeau of St. Francis, Jolene Arcoren of Horse Creek, and Sheila Young of Parmelee were hired. RAs were paid \$10 per hour; reimbursed \$.50 per mile traveled; and paid bonuses of \$10 per survey, if they completed 15 or more surveys in a 1 week period. In addition, RAs were given the option to receive 3 Internship Credits from Sinte Gleska University, paid for by SGC.

## Participant Incentive

The two local radio stations, KINI and KOYA, ran advertisements for the 7 week period encouraging locals to participate in the survey. As opposed to each individual receiving a small stipend (usually \$10-\$20), participants who filled out the survey had their name and contact information placed in a drawing pool. From the drawing pool, names were drawn each week. Each person whose name was drawn received a \$150 check from SGC. Names that weren't drawn were left in the drawing pool for the following weeks. In all, 19 \$150 winners were confirmed. The 20<sup>th</sup> winner was the grand prize winner and received a \$400 check.

## Data Collection

Data was collected in-person by RAs and online by an e-mailed survey and web link survey.

Initially, RAs were assigned to communities on the Reservation that they felt most comfortable with. After areas were assigned, RAs contacted community chairpersons to schedule times they could meet at the local community buildings and administer surveys. Once times were scheduled with local chairpersons, SGC created press releases for the local radio stations to notify locals that RAs would be conducting surveys in their communities during specific dates and times. RAs attempted to schedule two different times on separate days in each Reservation community, providing greater opportunity for employed or pre-occupied individuals to participate. This method proved to be successful. Of all the 20 Reservation communities, plus the 4 towns of Winner, Wood, Norris, and White Creek, O'kreek community was the only community that was not surveyed in this manner. However, our survey indicates that residents of O'kreek were still able to participate in the survey.

In addition to surveys being collected at local community buildings, surveys were also administered at the Parmelee Hometown Days Pow-wow and Rodeo, the annual Rosebud Fair in Rosebud, Sinte Gleska University library, various small grocery store/gas stations, and post offices—areas where community members frequently visit. On occasion, after hearing about the survey from local radio advertisements or from other community members, local residents would contact Michael Brydger, Project Coordinator from SGC or local RAs to request an opportunity to participate in the survey. In some of the smaller communities such as He Dog, Corn Creek, and Ideal, surveys were administered door-to-door. Additionally, during the fourth week of data collection, an e-version of the survey was distributed by email to all tribal offices and administrations.

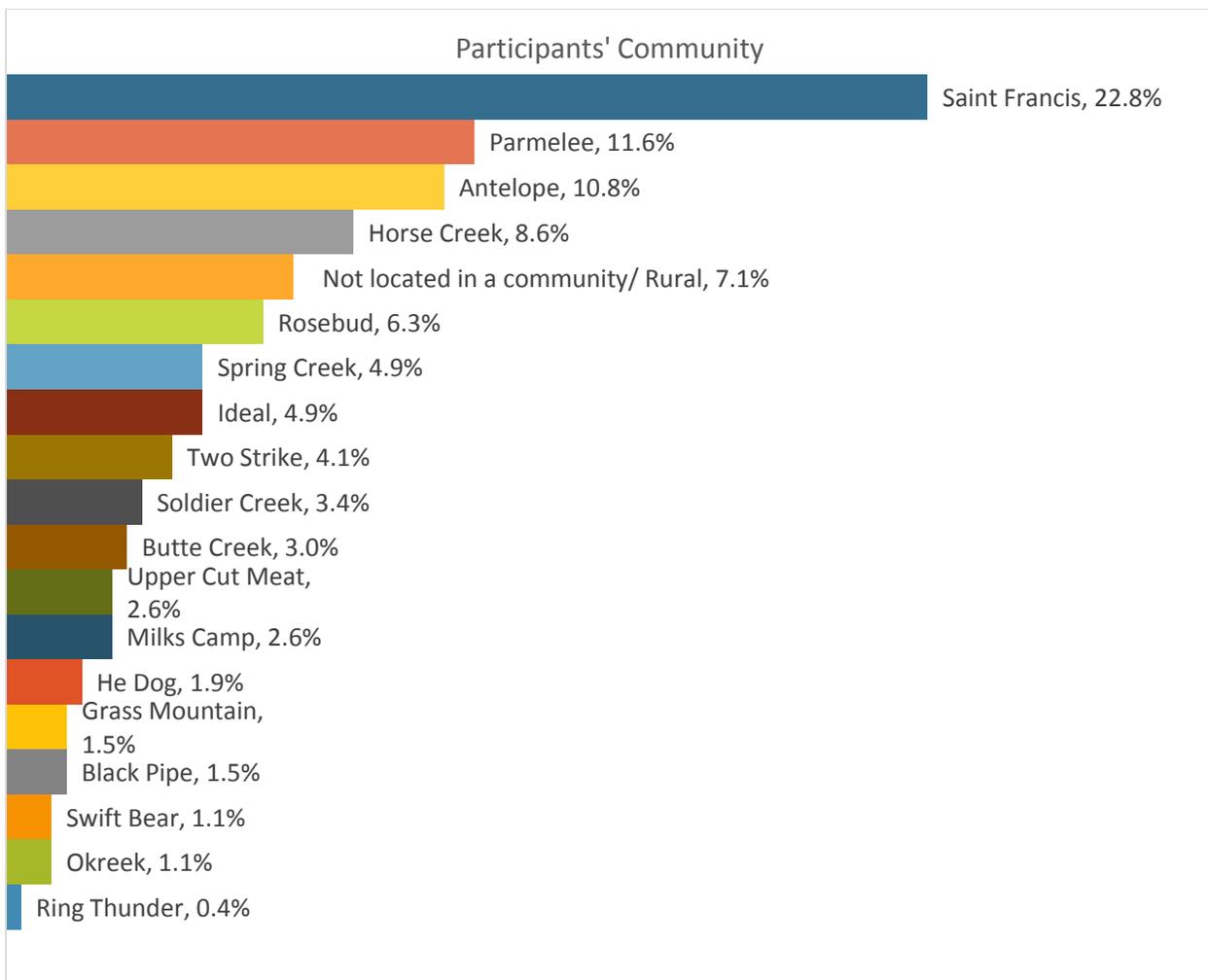
## ANALYSIS

All written copies and e-copies of the completed surveys were inserted into Survey Monkey, an online data collection service provider, by SGC. Qualitative and quantitative data from the surveys was then exported into Microsoft Excel for cleaning, coding, and analysis by SGC. All data is currently housed in Excel and stored by SGC. The remainder of this report details the findings and analyses of the survey results.

### Demographics

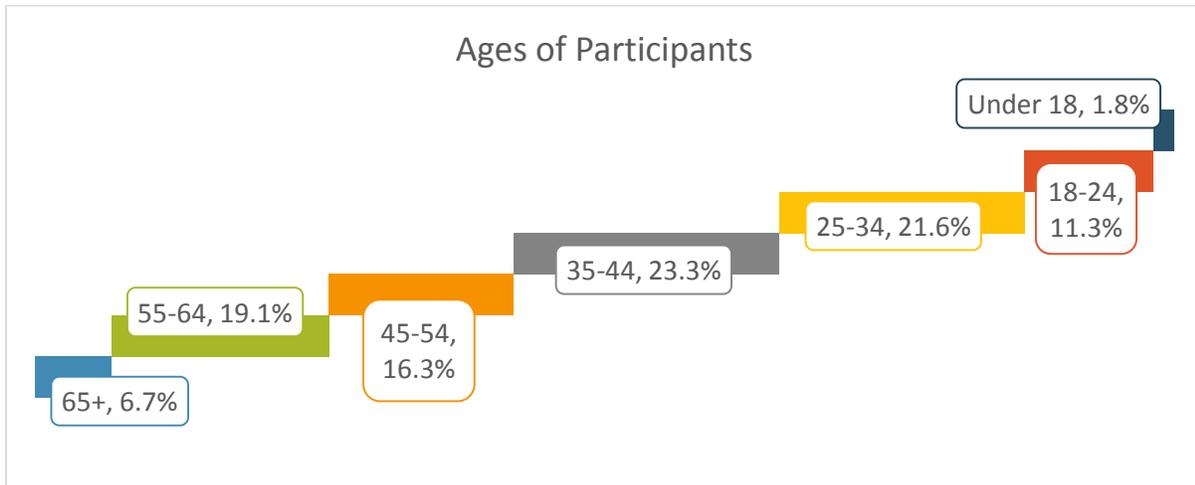
#### Participants' Community

The largest majority, nearly 23% of survey participants, were from St. Francis as indicated in the chart below. The skew most likely arose from 2 of the 4 RAs residing in or near St. Francis, one of which works at the St. Francis community building. Following St. Francis was Parmelee with nearly 12% and then Antelope with almost 11%. The only communities which participants did not reside in where Corn Creek and Bull Creek, though RAs attempted surveys in both of these small, sparsely populated communities. Participants who did not reside within a community were given an opportunity to express which community they lived most closely. The average number of years that participants lived in their current community of residence was 22.

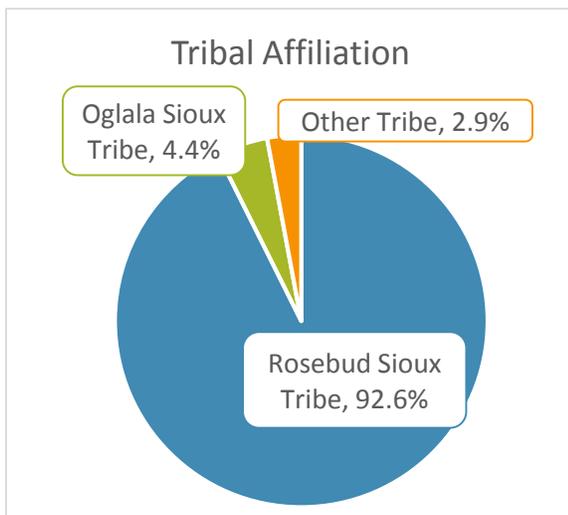


## Age and Gender

The age ranges of participants represents a fairly decent bell curve with nearly 22% being between the ages of 25-34 and 23% being between the ages of 35-44. The chart below details participant age ranges.



Of all participants, 68% identified as female and 31% identified as male. Additionally, 1% of participants identified as two spirited.



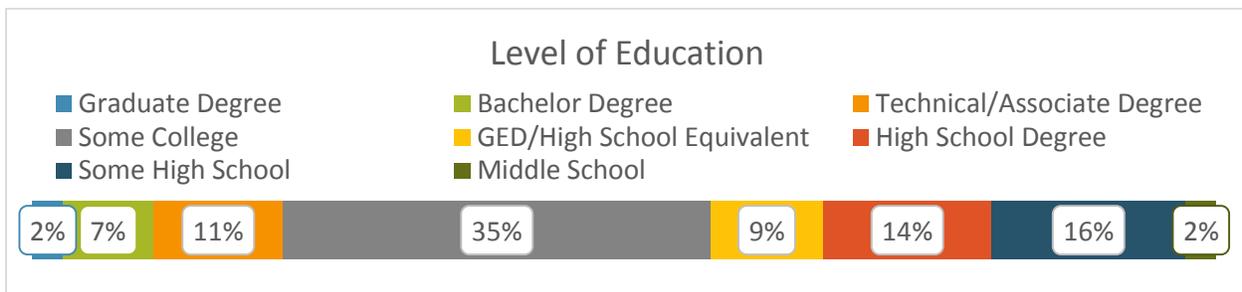
## Ethnicity and Tribal Affiliation

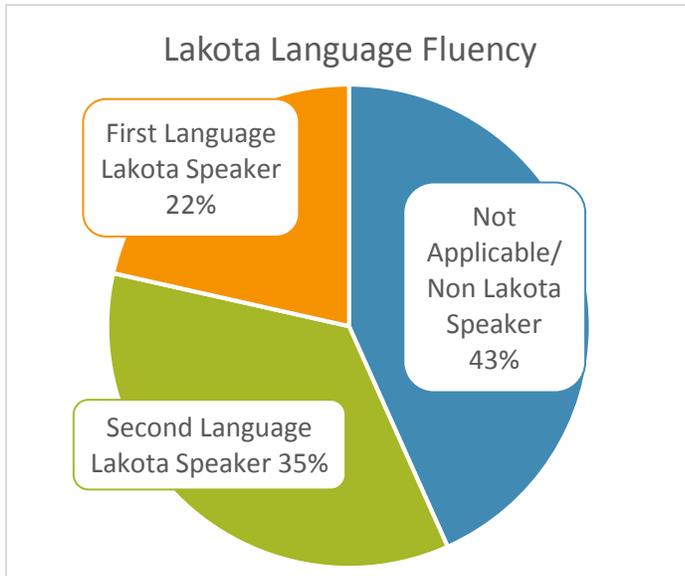
Nearly 97% of participants identified as being either American Indian or Alaskan Native and 3% identified as being white. The majority of those who identified as American Indian or Alaskan Native were Rosebud Sioux Tribal members. The chart to the left details participants' tribal affiliations.

## Education

When asked about the highest level of education they had received, 35% of participants indicated they had 'some college' education, as indicated in the chart below. Following that response was 'some high school' at 16%, a 'high school degree' at 14%, and

'GED/high school equivalent' at 9%. Of the participants, 54% had obtained some sort of college education or technical degree beyond high school. Four individuals held masters degrees and two held doctorates. Most post-high school education was obtained through Sinte Gleska University.





## Lakota Language

In addition to general demographics, REDCO was interested in the Lakota Language Fluency of the surveyed population. This is especially important, given that a high number of participants, as indicated later in the report, prefer various culturally relevant developmental initiatives in the future. Of the survey population, 22% were 'First Language Speakers (Native Speakers)', 35% were 'Second Language Lakota Speakers', and 43% checked 'Not Applicable/Non Lakota Speaker'. The chart to the left breaks down the level of fluency of Native Speakers and Second Language Lakota Speakers. The

categories used to assess Lakota Language Fluency originated from the Lakota Language Consortium.

For more information, visit their website at: <http://www.lakota.org/>

## Income

Participants were asked: 'What is your total approximate household income prior to taxes?' The majority, 75% made 'less than \$20,000 per year; 18% made between \$20,000 and \$50,000 per year; and 7% made 'More than \$50,000 per year.

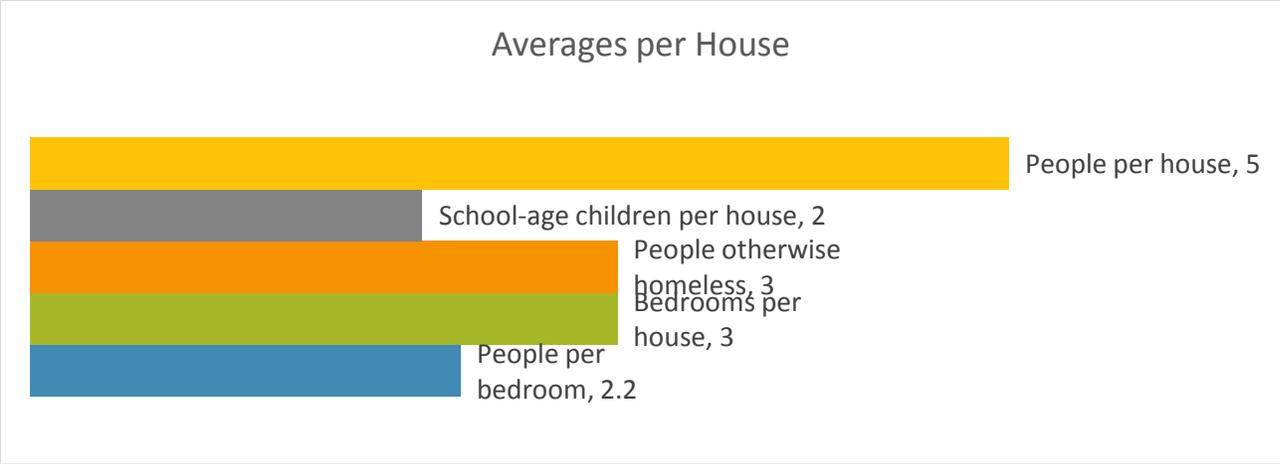


## Housing Needs

Questions related to housing needs sought to specifically further understand the adequacy of participants living space and barriers to adequate housing; credit; housing payments; and community interest in various forms of housing.

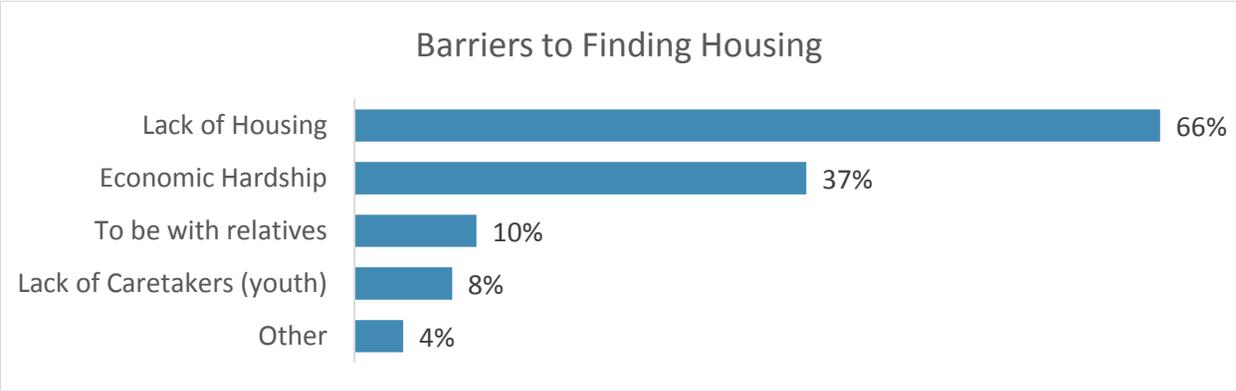
### Adequacy of Living Space and Barriers to Adequate Housing

Of the participants surveyed, there is an average of 5 people currently living in their household. The range is 0-20. Accordingly, each household has an average of 2 school aged children. Furthermore, there are 106 homes allowing a total of 291 people 'who would otherwise be considered 'homeless' or 'houseless' if [they] did not provide them with a place to stay.' These 'otherwise homeless or houseless' individuals account for a total of 251 families. Thus to accommodate the housing needs of this survey sample alone, 251 shelters would need to be created.

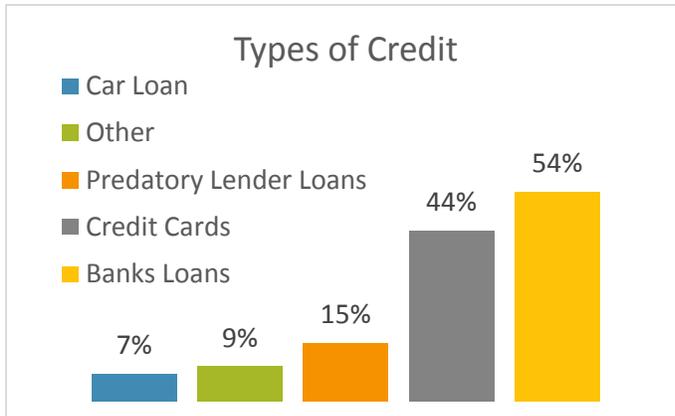


More questions were asked to assess homeless or houseless on the Reservation as well. Of the participants surveyed, 20% mentioned that ‘in the past year [. . .] residents in [their] home stayed in a place that is not a regular/permanent place to stay’. In total, 60 people have stayed in a place that was not regular or permanent ‘such as outdoors, in a car, in an abandoned or vacant building, public, or business place’. On average, those people stayed in that place for 13 months. When asked: ‘Why can’t those people find housing,’ the number one response, at 66%, was ‘lack of housing’ followed by ‘economic hardship’ at 37%. See the chart below for other responses.

Later on in the survey, a similar question was asked: ‘What are the greatest housing issues/challenges on Rosebud?’ Participants were able to pick multiple responses as opposed to limiting their answers to just one. Once again, lack of housing, far outweighed any other response at 66%.



In line with the issues knowingly associated with overcrowding on Reservations, and the issues raised by residents of the Rosebud Reservation, 42% of participants mentioned that their ‘home [does not] have the adequate space to meet the needs of everyone living there.’ Unfortunately, most participants opted not to explain their reasons for not having adequate space, however it appears that the majority who did respond, needed more bedrooms to allow privacy. Often times, Lakota women share bedrooms with their children due, in part, to a lack of bedrooms. Furthermore, 10% of participants mentioned the desire to be with relatives as creating a barrier to finding housing.



## Credit

When asked, 'Do you have credit,' 78% of participants did not. Only 22% had credit, which is staggering compared to the 72.2%<sup>1</sup> of Americans who had at least one credit card by the end of 2009. The chart to the left indicates the types of credit obtained by the 22% of individuals who had credit.

Only 13% of those with credit knew their credit score. The average credit score was 594.

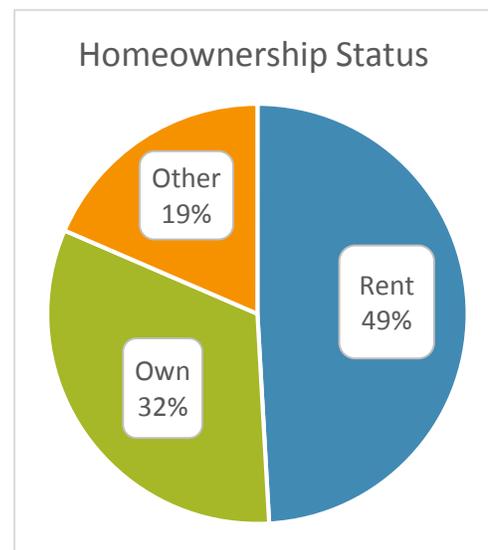
## Housing Payments

Renters made up 49% of the survey participants while 32% of participants own their own home. Those who selected 'other' had various living situations such as 6 participants who identified themselves as homeless and most lived with their mother or other family members.

Of those who responded to the question, 'How much do you pay for housing per month,' they paid an average of \$203.

## Community Interest in Various Forms of Housing Programs

Participants were asked to gauge their interest in a rent-to-own program. Of those participants, 62% would be interested or very interested in a rent-to-own program. Participants were also asked about their interest in elder, veteran, and single-parent housing. Elders comprised 27% of the surveyed population. Of those elders, 40% showed interest in living in a 'Supportive Housing/Home, now or in the future.' However, like most anything, location is critical. 49% of elders mentioned that they would 'want a relative to live with [them] or nearby.'



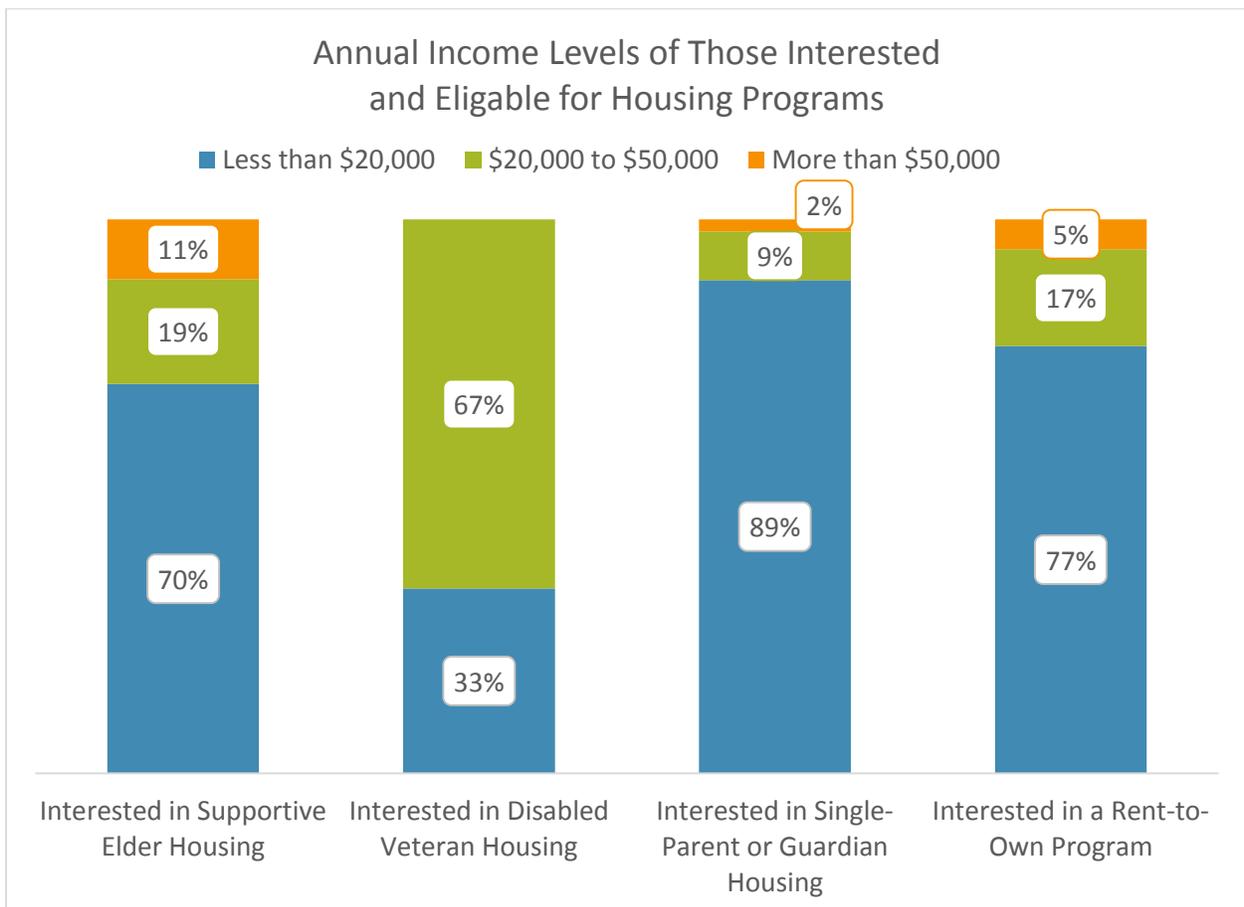
Veterans comprised 7% of the surveyed population and of that 7%, 14% identified themselves as disabled. Two-thirds of the disabled veterans from the surveyed population signified that they would live in disabled veteran housing if it were available. One individual expressed his concern of still hauling water and using an outhouse, while another disabled veteran stated they would live in disabled veteran housing "if it was the same as low rent housing."

<sup>1</sup> Foster, Kevin, Eric Meijer, Scott Schuh, and Michael A. Zabek. 2011. The 2009 Survey of Consumer Payment Choice. P. 41. Public Policy Discussion Papers. Federal Reserve Bank of Boston. Accessed 11/8/2014 online: <http://www.bostonfed.org/economic/ppdp/2011/ppdp1101.pdf>

Single-parents comprised 44% of the surveyed population and 78% of those single parents expressed they would live in single-parent or guardian housing if it were available on the Reservation. One single parent stated emphatically: “Any single-parent household would not pass up the opportunity to have a place of their own.” Having a place of their own was reiterated by several other single parents who expressed their concerns with relying on family for housing or being kicked out any time a significant other becomes emotional. Others generally mentioned that having housing would provide greater security and stability for their children as well as teach independence. One mother mentioned the opportunity to associate and build community around other single-parents.

Those who prefer not to live in single-parent housing, 66%, mentioned the noise and crime issues that often accompany housing which caters to single-parents or that they already had their own home. Thus, one of the most common response to those not concerned with single-parent housing was iterated by an individual that stated: “I would rather live in my own community.” Likewise, cost was also an issue.

The majority, 89% of those interested in single-parent or guardian housing indicated that their current household income before taxes was less than \$20,000. Of the 93 single parents who would live in single parent housing, 81 make less than \$20,000/year, 8 make \$20,000 to \$50,000/year, 2 make more than \$50,000/year, and 2 did not respond. This indicates that the possibility of single-parents or guardians actually affording single-parent or guardian housing is unlikely, without some form of assistance. The chart below details annual income levels of those interested and eligible for various housing programs. Housing, however, is only one of the ideas for future development on the Rosebud Reservation.



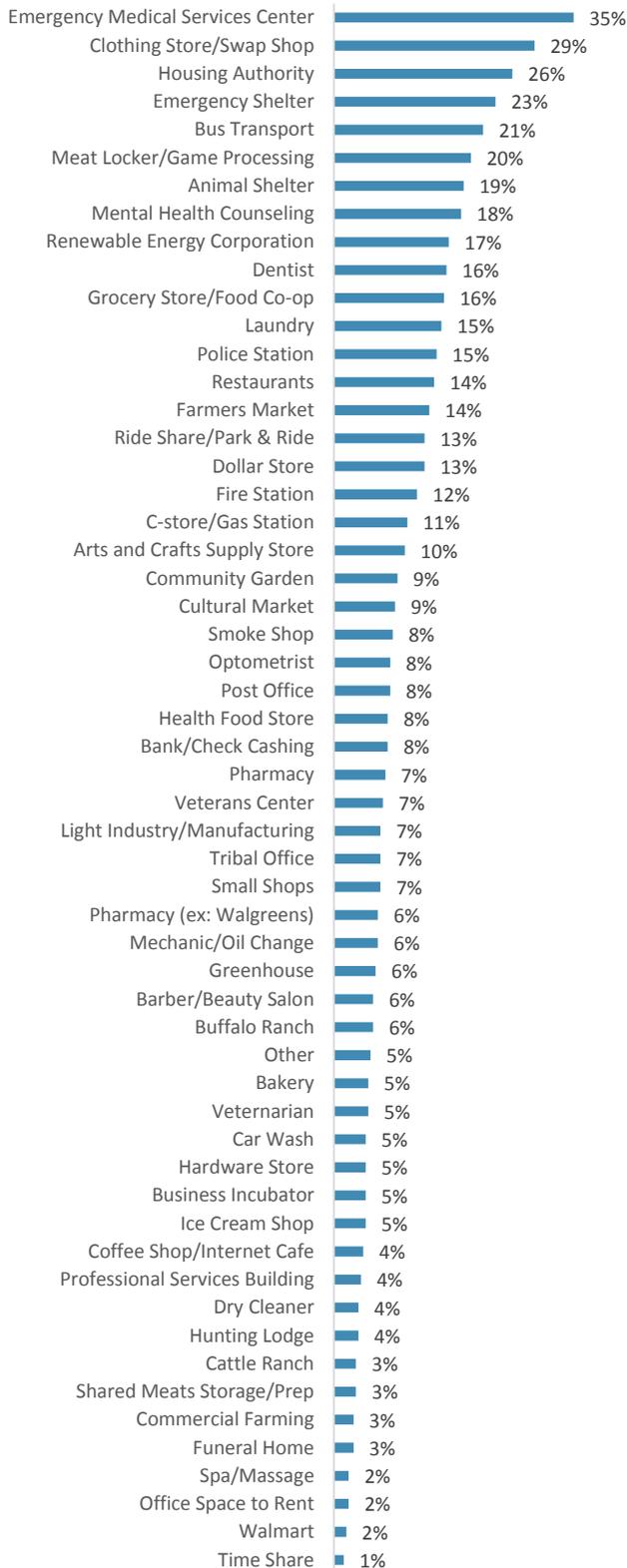
## New Development

The 'New Development' section of the survey asked questions to gauge what types of development participants think would be best for their communities and where they think money should be spent to enhance economic development on the Reservation. To begin, participants were given extensive lists of development options: anything from 'Ice Cream Shop' to 'Wind Turbines'. This section of the survey was broken into subsections as follows:

- Business, Commercial Services (ie. Fire Station, Optometrist, Car Wash)
- Education and Cultural Spaces (ie. Sweat Lodge, Library)
- Site Elements (ie. Parking, Bus Stops/Transit, Buffalo Pasture)
- Entertainment and Recreation (ie. Ball Field, Casino, Skate Park)
- Residential/Facility/Shelter (ie. 2 to 3 bedroom duplex, Hotel/Motel)

From each of these 5 extensive lists, participants were asked to check a certain number of elements that they thought were priorities for development. It should be noted that these lists were derived from Blue Star Studio, Inc. to mirror the questions they asked at community gatherings prior to the SGC survey collection period. The same lists were used, though slightly modified, so we could add to the data BSS previously collected.

## Business, Commercial and Services



## Business, Commercial Services

Participants were asked to pick 5 elements from this list. It should be noted, however, that some participants picked more than 5. In cases where participants picked more than 5, all of their answers were still included because there was no way for data analysts to assess the participant's individual priorities. In other words, if participants were asked to pick 5, but they picked 7, analysts were unable to decipher which 5 of those 7 were the top 5 pick.

'Emergency Medical Services Center' was the top pick at 35%. Despite having 55 options to choose from, it is not a surprise that this was the top option due to the inadequacies, under staffing, and under funding of Indian Health Services. Stories on Reservations continually arise of inadequate health services as doctors and nurses often move to Reservation communities for a short 2 or 4 year period, as part of a deal to have their student loans paid off. An Emergency Medical Services Center would be expensive, for sure, but a service of this type would provide a need for greater health related employees and administrators that require college degrees. Thus, Sinte Gleska University would receive benefits from an Emergency Medical Services Center as well. Not to mention the environmental technician and other janitorial and service related jobs that would be needed to maintain a medical center.

The second most popular response, at 29%, was the need for a 'Clothing Store/Swap Shop'. On other reservations, swap shops have come and gone, in part due to the amount of free clothing that floods onto Reservations on a daily basis, people don't need access to a swap shop. Many Reservation families wear second hand

clothing, generally referred to as ‘rummage’ by Lakota. There is a need to inspect and sort clothing though. Often times, donated clothes are thrown away due to the lack of preparation by outside donors to ensure that there is a place to store donated clothing on the Reservation. Also, people continually ‘donate’ clothes that are decades out of date, stained, and ultimately an offensive gesture toward human dignity and compassion. An organized Clothing Store/Swap Shop could help streamline donations, provide inspection and sorting of clothes, and thus provide a reliable source for second hand clothing on the Reservation. The same store could also provide brand new clothing as well, creating greater options and meeting the needs of all community members on the Reservation.

The third most popular response, at 26%, was ‘Housing Authority.’ A lack of follow up by participants made it unclear as to why this was such a priority, given that Rosebud already has a Housing Authority —SWA. However, the 26% does indicate that there is a concern by locals for money to be spent toward housing.

The fourth most popular response was ‘Emergency Shelter,’ at 23%. This would do little to enhance the local economy, but it is needed given the street people and domestic violence occurrences on the Reservation.

Coming in as the fifth most popular response was ‘Bus Transport,’ with 21% of participants selecting this option. Many participants stated throughout the survey that distance and/or a lack of a vehicle were a concern to many on the Reservation.

The sixth most popular response, at 20%, was ‘Meat Locker/ Game Processing’. Locals and hunters from off the Reservation assist the local economy through hunting: the purchasing of licenses, paying local guides, lodging, meals, and other amenities. However, these hunters do not have a local place on the Reservation to process meat. A meat locker/game processing would be useful because of the high amounts of cattle ranchers on the Reservation as well as the tribal buffalo herd. Other South Dakota tribes usually pay off-Reservation processors to assist with their buffalo processing. However, with a meat locker/game processing, the Sicangu Lakota could keep the money used for processing within the tribe as opposed to exporting their meats elsewhere for processing off-Reservation

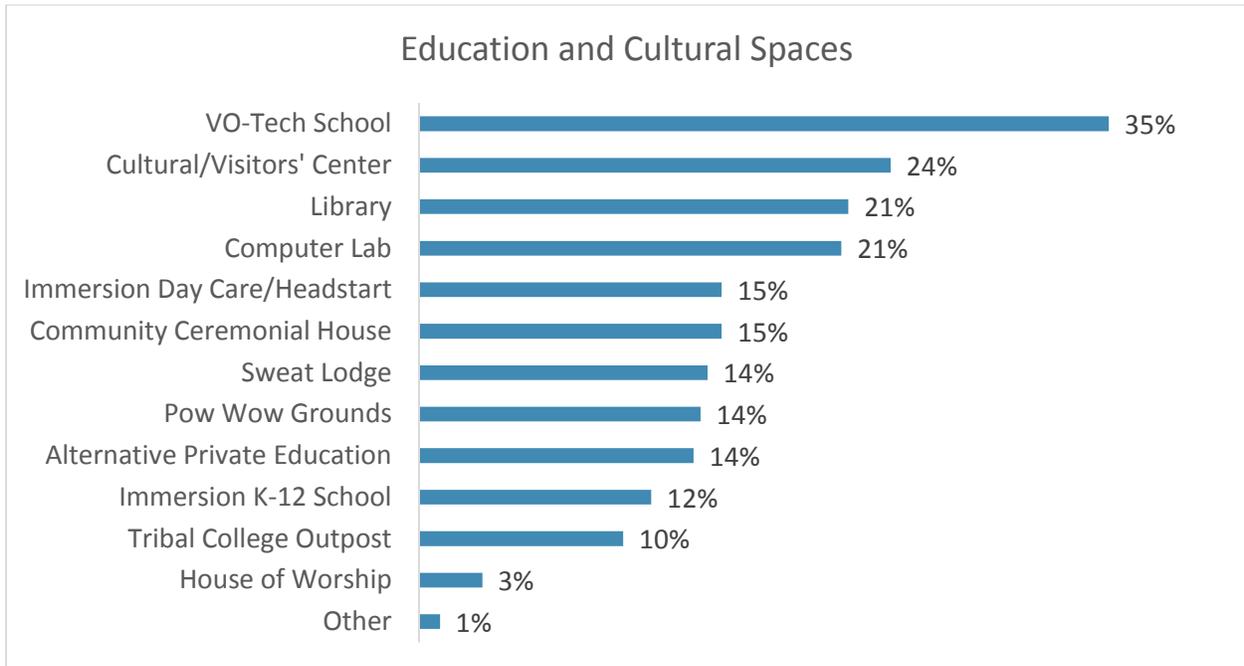
## Education and Cultural Spaces

Participants were asked to pick 2 elements from this list. It should be noted, however, that some participants picked more than 2. In cases where participants picked more than 2, all of their answers were still included because there was no way for data analysts to assess the participant’s individual priorities.

At 35%, ‘VO-Tech School’ was the most popular response among participants, with many stating that such a school would greatly benefit younger generations. VO-Tech Schools are popular among rural and agricultural communities, teaching the youth and adults applicable life skills and development skills that are applicable to local communities and enhancing wellbeing, for example residential wiring, carpentry, and auto mechanics. The second most popular response was ‘Cultural/Visitors’ Center,’ with 24% of participants selecting this option. One participant mentioned the amount of space the tribe owns along HWY 18, which includes Keya Wakpala, as being an excellent space to draw interested tourists.

‘Library’ and ‘Computer Lab’, both at 21%, tied for the third most popular response, followed by ‘Immersion Day Care/Headstart, at fourth with 15%.

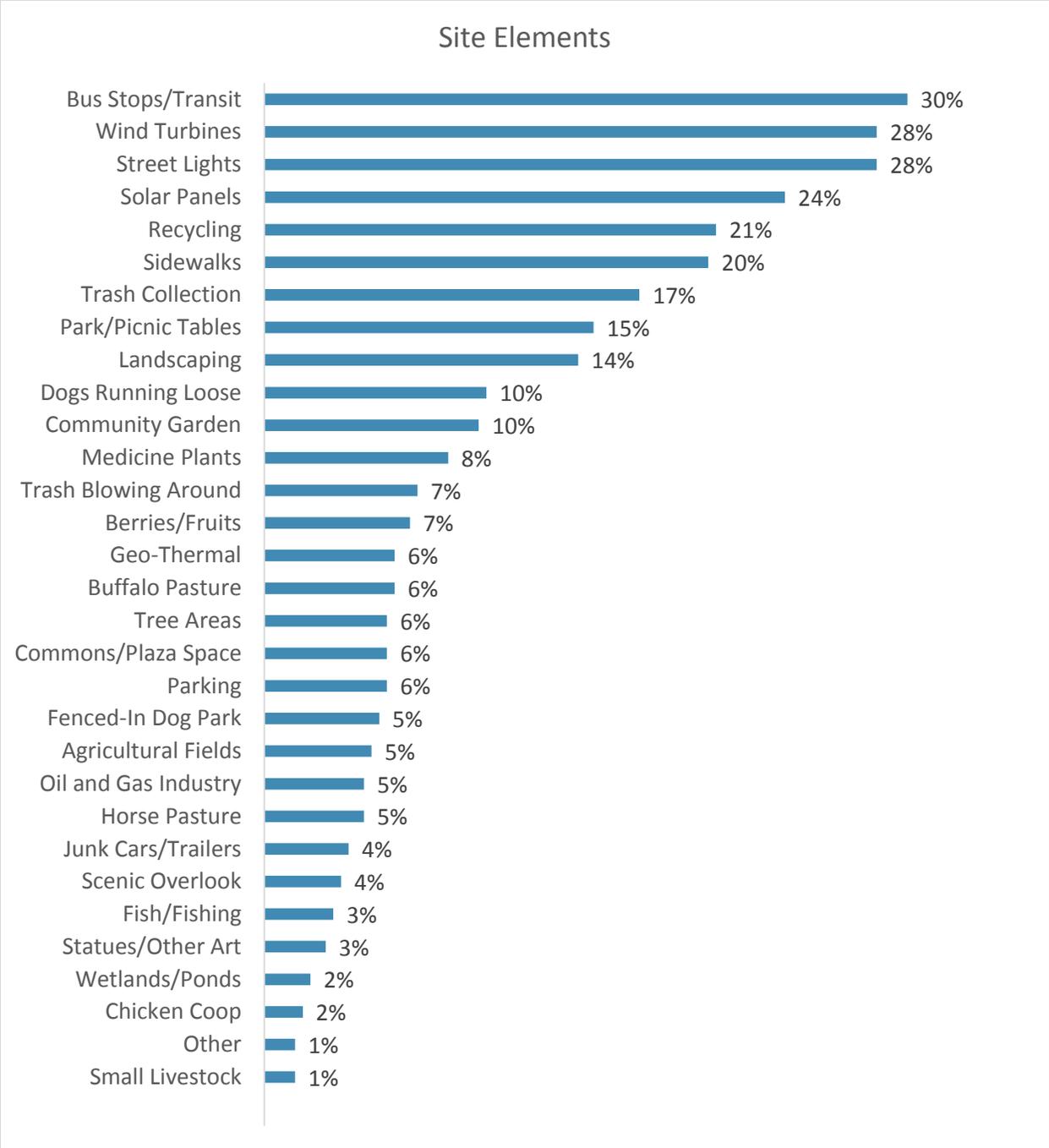
The adherence to ‘VO-Tech School’, ‘Library’, and ‘Computer Lab’ are excellent choices, especially concerning the 18% of the survey population who have not received a high school education, the Reservation residents who are wishing to further their education and knowledge, and the 34% of respondents in the accompanying *Business Assessment* that indicated that a ‘lack of skills’ is the ‘greatest barrier to employees doing a good job’. Space such as the ones mentioned here are necessary to build community interest and capacity while exploring current community assets.



### Site Elements

Participants were asked to pick 3 elements from this list. It should be noted, however, that some participants picked more than 3. In cases where participants picked more than 3, all of their answers were still included because there was no way for data analysts to assess the participant’s individual priorities.

‘Bus Stop/Transit’ was the most popular response with 30% of respondents choosing it. This ties in well with the response in the previous section wherein 21% of participants selected ‘Bus Transit’. The second most popular response was a tie between ‘Wind Turbines’ and ‘Street Lights,’ with 28% of participants selecting these options, followed by the third most popular response, ‘Solar Panels,’ at 24%. Aligned with Keya Wakpala being a green community, ‘Recycling’ was the fourth most popular response at 21%. A state-of-the art recycling center would give Rosebud a leading edge among other South Dakota tribes, and would tie in well with the wind and solar that participants are concerned with in their communities. These types of developments connect timeless, sacred Lakota values with 21<sup>st</sup> century innovations. One participant spoke of wind turbine innovation and cooperation, as perfected by ranchers in Minnesota: “I would like to see our tribe invest in wind turbines. This would help our economy. Five ranches in MN have a co-op with turbines. The electric company buys electricity from them.”

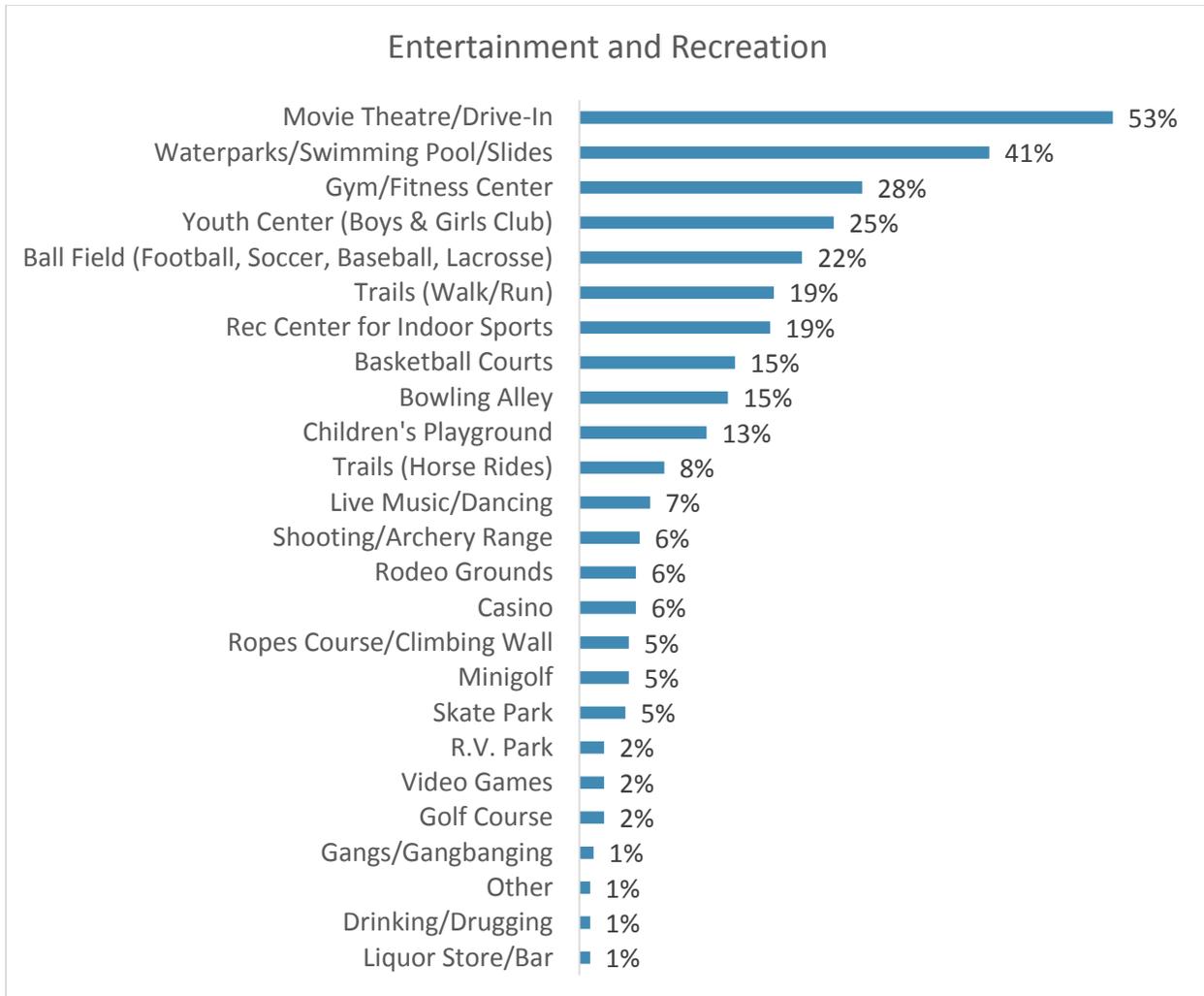


### Entertainment and Recreation

Participants were asked to pick 3 elements from this list. It should be noted, however, that some participants picked more than 3. In cases where participants picked more than 3, all of their answers were still included because there was no way for data analysts to assess the participant’s individual priorities.

The most popular response by far was ‘Movie Theatre/Drive-In,’ at 53%, followed by ‘Waterparks/Swimming Pools/Slides’, at 41%. The third most popular response, at 28%, was

'Gym/Fitness Center', followed by 'Youth Center (Boys & Girls Club)' as the fourth most popular response, at 25%. These selections, accompanied by locals desire for 'Healthy Sandwich Shops' as indicated later, further highlight the Reservations desire to promote and maintain cultural, individual, and community fitness.

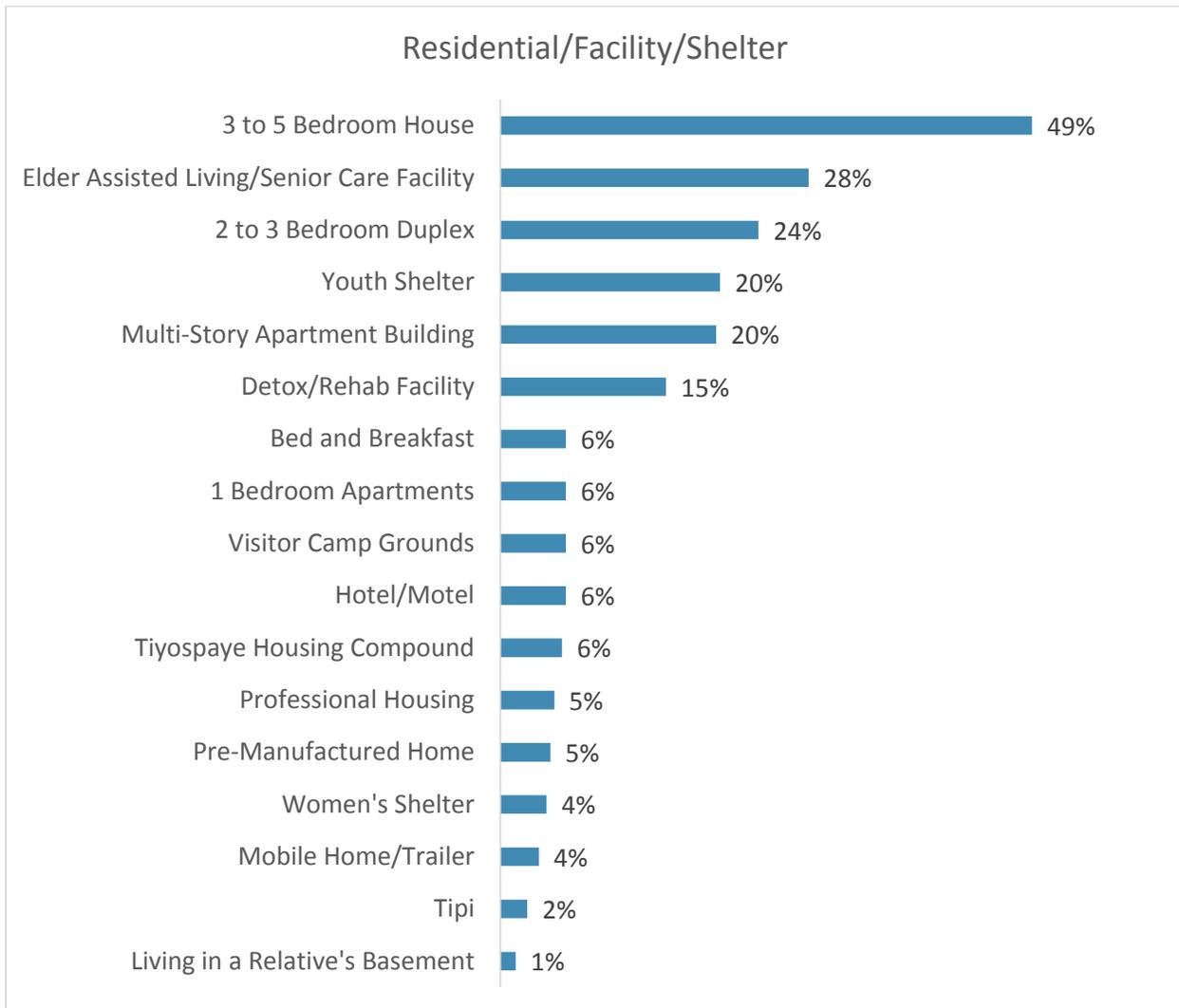


### Residential/Facility/Shelter

Participants were asked to pick 2 elements from this list. It should be noted, however, that some participants picked more than 2. In cases where participants picked more than 2, all of their answers were still included because there was no way for data analysts to assess the participant's individual priorities.

By a large margin, the most popular response was '3 to 5 Bedroom House,' at 49%. A lack of housing is often an issue on the Reservation, with many families having to share a house with other families. When asked how these options would benefit the Tribe and local area, the overwhelming response given by participants was the positive effects related with more housing. The second most popular response, at 28%, was 'Elder Assisted Living/Senior Care Facility', followed by '2 to 3 Bedroom Duplex', at 24%, again addressing the need for more housing on the reservation.

The fourth most popular response was ‘Youth Shelter,’ at 20%. Many participants expressed hope that these services would benefit younger generations. The desire to keep the youth occupied with healthy entertainment and activities instead of gangs, drugs or alcohol was frequently stated.



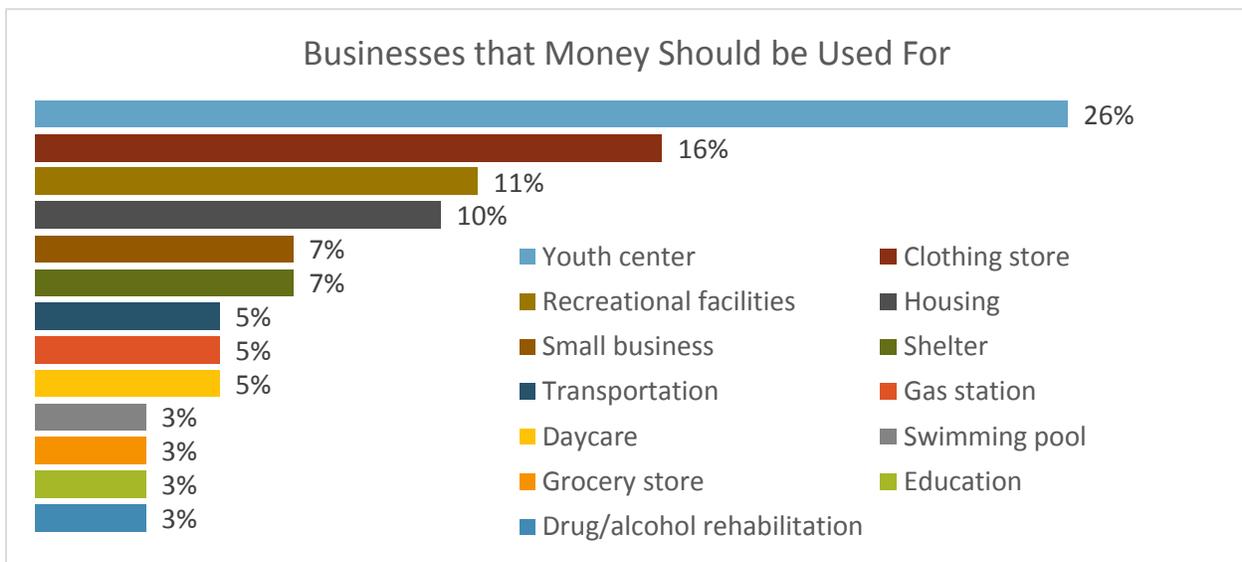
### The 7<sup>th</sup> Generation and Other Impacts

As indicated, there is a diverse array of priorities from Reservation residents as to what should be developed in their local communities during the upcoming years.

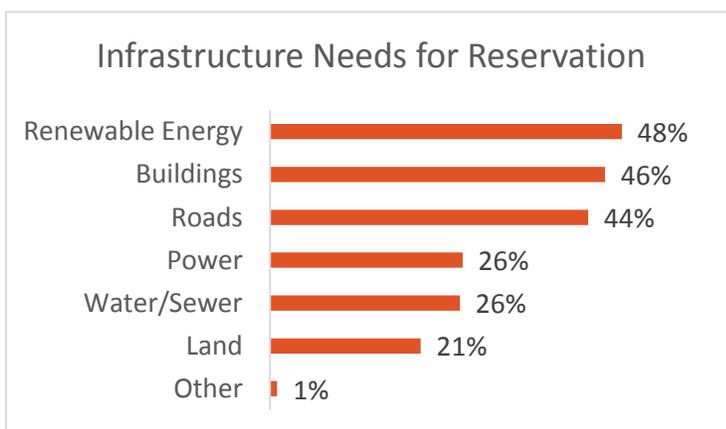
When asked, ‘Would you pay more for the services you listed above if the companies were more careful toward the environment and toward the next 7 Generations?’, 65% responded that they would. One participant’s quote that mirrored many others was: “I think it would be great for our younger generation to have something to look forward to. That would be worth investing in.” For the 35% who stated otherwise, the response: “I would like to, but a lot of us live on fixed income and it is very hard,” explained their sentiment.

“I think it would be great for our younger generation to have something to look forward to. That would be worth investing in.”

Alcohol, bars, and liquor stores were by far the most common responses when participants were asked to provide information on what ‘would have a negative impact on Reservation Development’. The two questions: ‘If funds were to be provided for enhancing existing businesses, how should those funds be used?’ and ‘Are there specific businesses that you think the money should be used for?’ provided further insight into participants perceptions of future development and the possible impacts of development [See chart below]. Some participants spoke specifically about types of businesses, as indicated by the response: ‘A large clothing store so people don’t have to travel so far.’ Accordingly, many participants connected their responses to the youth, expressed in the following comment: ‘Expand Turtle Creek deli to a full restaurant open through the evening and weekends with a full menu. Build an arcade for youth at Turtle Creek and also build an ice skating rink.’ Similar to business expansion, as previously mentioned with the Turtle Creek deli, the response: ‘They should be used to upgrade [businesses],’ was mirrored by 49 participants. The following graph indicates the top businesses that were mentioned for ‘specific businesses that [. . .] the money should be used for’.



Similarly, participants were asked to express their opinions on ‘the most pressing infrastructure needs for the Reservation’. Reinforcing previous assertions regarding the importance of the 7<sup>th</sup> Generation, and continually emphasizing respondents desire to see wind and solar energy as well as recycling, ‘Renewable Energy’ was the most common response at 48%. Then, as previously indicated by the responses above, ‘Buildings’ was the second most popular response at 46%, followed by ‘Roads’ at 44%.

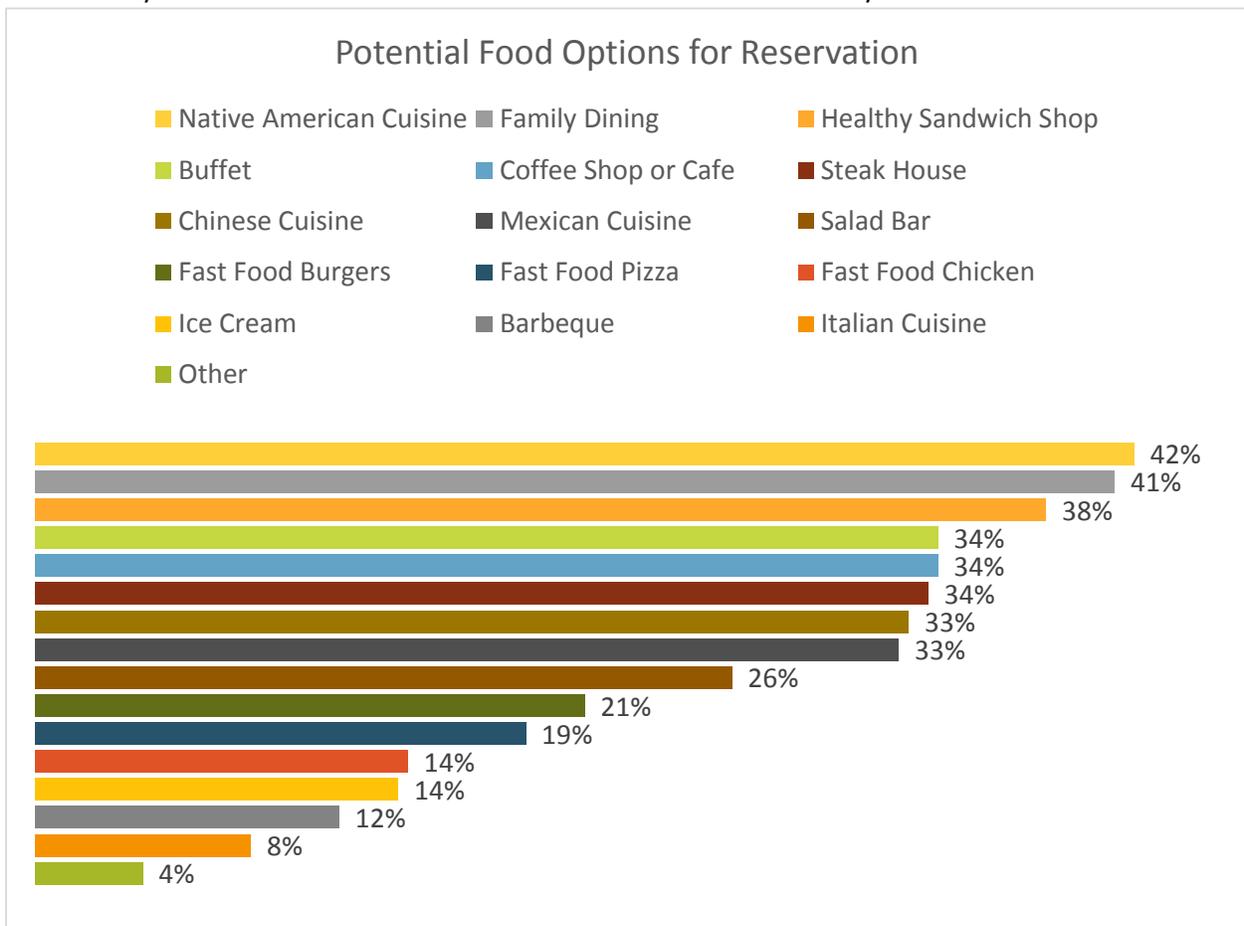


After participants expressed their preferences for development initiatives and provided their thoughts on future impacts, participants were asked about their priorities concerning food service related development. The chart below indicates ‘What types of food options [participants would] like to see come to the reservation?’ ‘Native American Cuisine’, followed by ‘Family Dining’ were the most popular options.

The third most popular response was 'Healthy Sandwich Shop' which amplifies recent Native American advertisements and marketing strategies that highlight 21st century Native Americans commitment to individual and community health.

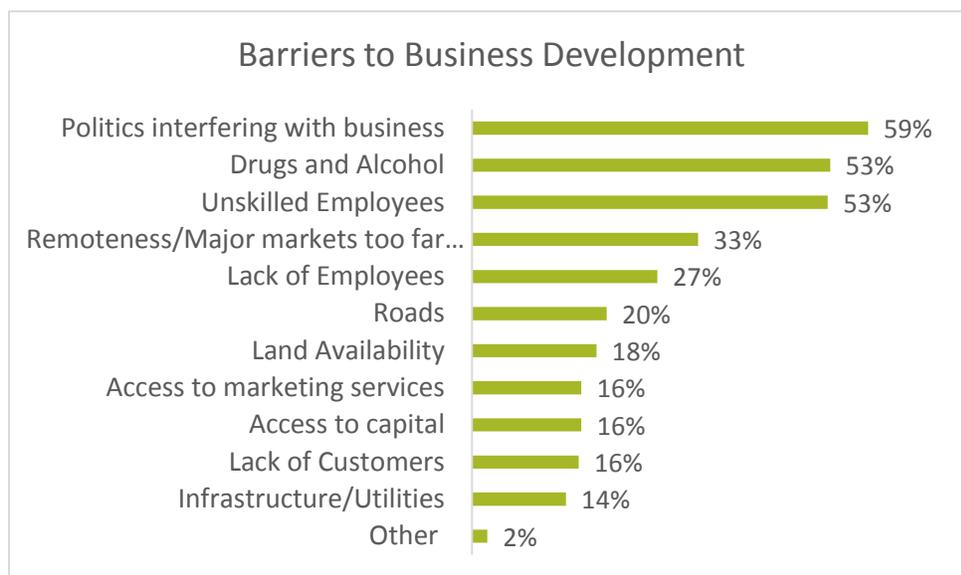
The success of Native American restaurants for drawing tourists, as indicated by recent openings in Denver, CO and Minneapolis, MN as well as Lakota excitement and appetite toward cultural foods provides both cultural and economic reasons for seriously considering the development of a 'Native American Cuisine' restaurant. Likewise, with Lakota maintaining a high priority toward family and family events, an affordable family dining restaurant could provide local entertainment, instead of the

alternative—traveling to Pierre or Valentine. The third most popular response was 'Healthy Sandwich Shop' which amplifies recent Native American advertisements and marketing strategies that highlight 21st century Native Americans commitment to individual and community health.



## Barriers to Development

Not only were residents asked to explain what they thought about ‘new development’, they were also asked to explain the barriers to business development on the Reservation. First, residents were asked to check from a list ‘the greatest barriers to business development on the Rosebud Reservation’. The chart below indicates their responses.



‘Politics interfering with business’ was the number one response at 59%. When asked to further explain their responses, 37% of respondents cited elements related to poor leadership, nepotism, and corruption as indicated by one concerned local: “Educated natives

can't get those jobs whereas the unskilled employee keeps their job because they are related to someone in council. Council will just want the money for their own pockets.” Other sentiments were mirrored by a concerned person who wrote: “If our tribal council would just do their job and make this place better and stay out of everything else, the tribe could probably get some place. [There is] no jobs for everyone except if you know someone and there is no room to advance. [We are] always on a budget and then the council takes it.” One critical respondent offered direction to solving the problem of political interference: “In most studies, politics is one of the biggest obstacle to development. Laws need to be accessible, separation of powers in the legal system is important.” Concerning the more social side of politics, nepotism—it’s all who you know—is a concern among many reservations and even within the Federal Government. However, the term is frequently used on reservations concerning unskilled workers who both keep jobs and receive jobs because of family members on Tribal Council. This concern was emphasized by one respondent who professed with disgust: “Family members usually run things around here. It’s not what you know, it’s who you know, so nothing is professional.”

‘Drugs and Alcohol’ and then ‘Unskilled Employees’, both at 53%, were the second most cited responses concerning barriers to business development. Community developers, economic developers, social workers, academics, engaged community members and many others have recognized the connection between skills leading to increased esteem, a sense of self-worth, a greater vision for tomorrow, and a greater sense of belonging within a community. People begin to see themselves as an asset to their community. Thus, the solutions to these two selections, ‘Drugs and Alcohol’ and ‘Unskilled Employees’ in some ways go hand-in-hand. More trainings—meaningful and thorough trainings—to provide needed skills to the Reservation, should also help decrease drug and alcohol use. As humans understand their

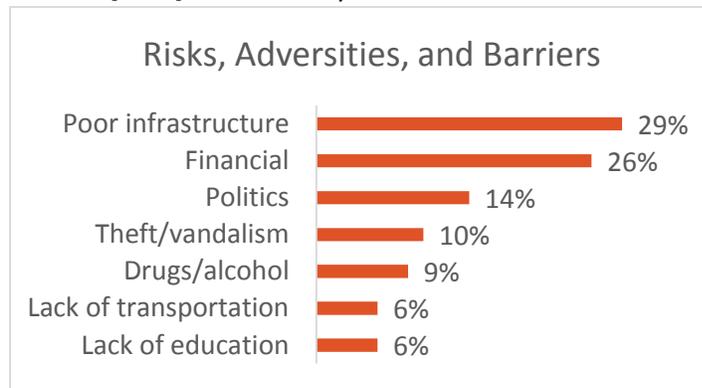
full potential, as individual assets are enhanced and further developed, people are more clearly able to see themselves as useful. Then the pangs and hopelessness associated with drugs and alcohol are more easily discerned as conquerable by both individuals and communities.

‘Remoteness/Major markets too far away’ was the third most popular response at 33%, providing greater credibility to responses related to ‘bus transit’ and ‘transportation’ earlier in the study. Furthermore, this sentiment lends credibility to enhancing local markets and developing the 590 acre Keya Wakpala site to begin establishing a local ‘major market’ area within lands owned by the Sicangu Lakota.

The fifth most cited response was a general ‘Lack of Employees’ at 27%. This ‘lack of employees’ was also connected to education, similar to the ‘Unskilled Employees’ responses. One respondent noted: “We have a university on our reservation but not all individuals finish their degree, and have social skills to show and help our community.” Another respondent pointed to the issue of not having youth—the leaders of the future—involved with employment opportunities: “Businesses need to hire our youth!”

In an area with high drop-out rates, more programs should be implemented to ensure people are being educated not only in general studies, but also in job and entrepreneurial skills that will enhance the ‘workforce readiness’ of Reservation residents. The above responses concerning ‘Unskilled Employees’ and a ‘Lack of Employees’ further highlights the importance of a VO-Tech School, or something similar, as indicated earlier in the report.

Respondents were also asked an open ended question to ‘describe any risks, personal adversities or barriers [their] business may need to overcome. The chart below is a synthesis of responses. The most



cited response pertained to poor infrastructure. One respondent articulated this problem particularly well: “The majority of our programs are operating in old, condemned or shared buildings located all across the Reservation. This creates a hardship on the people who have limited or no transportation.” A respondent who felt similarly about the conditions of preexisting buildings mentioned: “If we get more land we can

have more opportunities,” insinuating that greater access to land will allow for updated, more efficient infrastructure.

‘Financial’ reasons were cited by 26% of respondents explaining their ‘risks, personal adversities, or barriers’ that they need to overcome. If the tribe or tribal entities do not already offer small business grants or loans to small business owners and emerging entrepreneurs, this area is worth exploring.

‘Politics’ at 14% was mentioned in open-ended responses, mirroring previously stated concerns of politics interfering with business development.

## Consumer Information

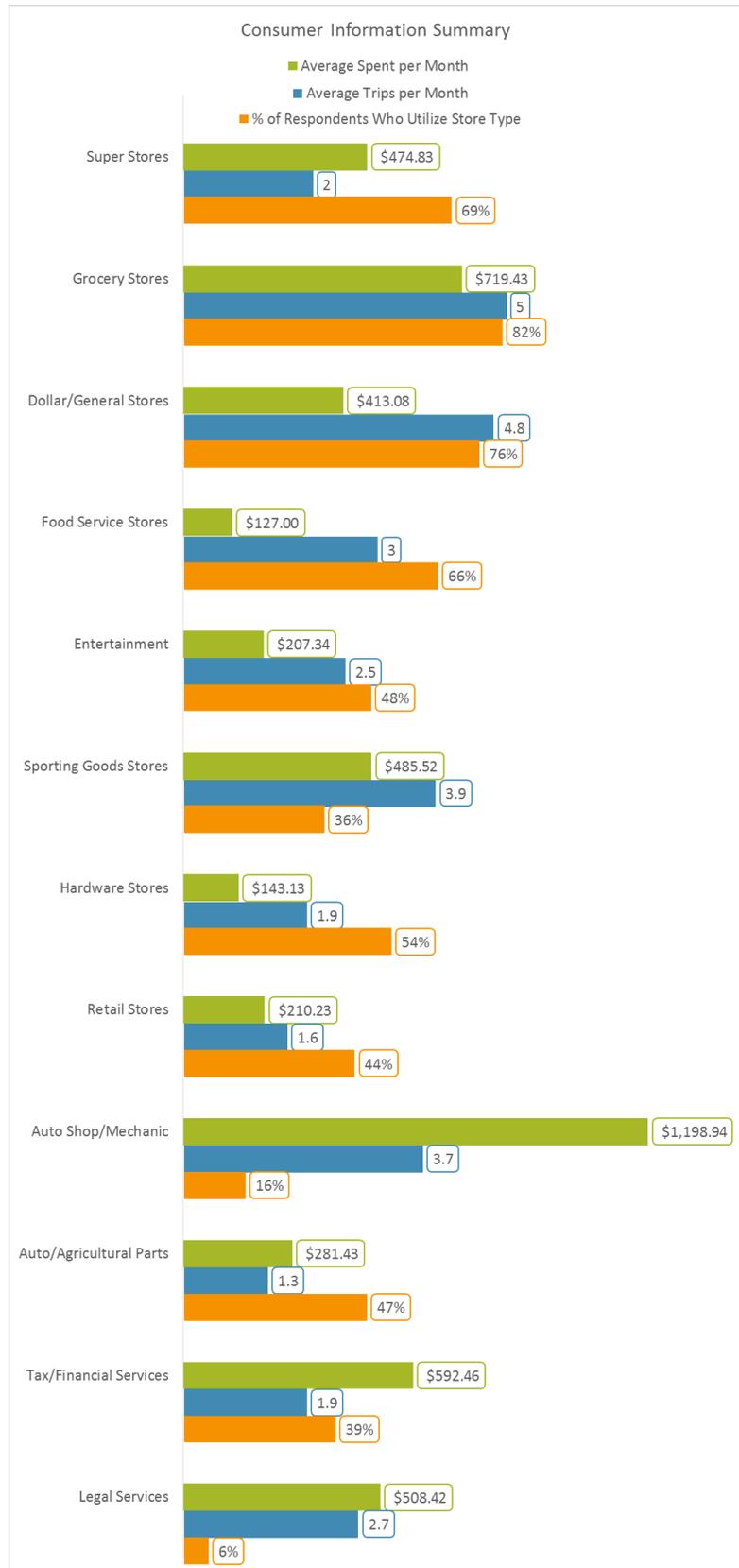
After explaining preferences for business and food development on the Reservation, participants were asked a series of questions to assess consumer trends— where they shop, how often they shop there, and how much money they spend at the establishments they visit. Responses from these questions can be used 1) to assess which types of establishments are important to Reservation residents and 2) to calculate the estimated dollar amounts that are spent at those establishments by Reservation residents. This information could be useful to entice corporations to locate onto the Reservation or entice the tribe to allocate funding toward various businesses that would offer positive competition toward the corporate businesses that Reservation residents frequently visit off-Reservation.

To assess consumer trends from Reservation residents, questions were broken down into separate sections by the following store type:

- Super Stores (ie. Wal-Mart)
- Grocery Stores (ie. Turtle Creek Crossing)
- Dollar/General Stores (ie. Family Dollar)
- Food Service Stores (ie. Fast Food Restaurants)
- Entertainment (ie. Casino)
- Sporting Goods Stores (ie. Stadium Sports)
- Hardware Stores (ie. True Value)
- Retail Stores (ie. Young Western Wear)
- Auto Shop/Mechanic/Services (ie. Computer Lighthouse)
- Auto/Agricultural Parts Stores (ie. NAPA)
- Tax Service/Financial Institutions (ie. Tax Express)

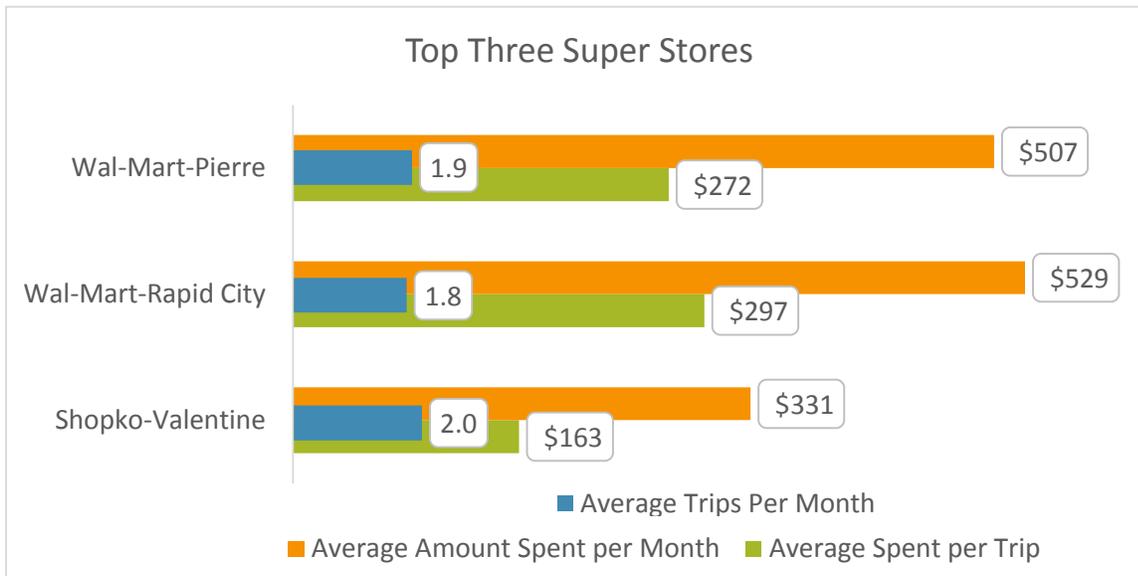
## Consumer Information Summary

The chart to the right depicts the number of participants who shopped at each category of store, the average trips per month they take, and the average they spend per month at each store type. In the following pages each store category is discussed in more detail.



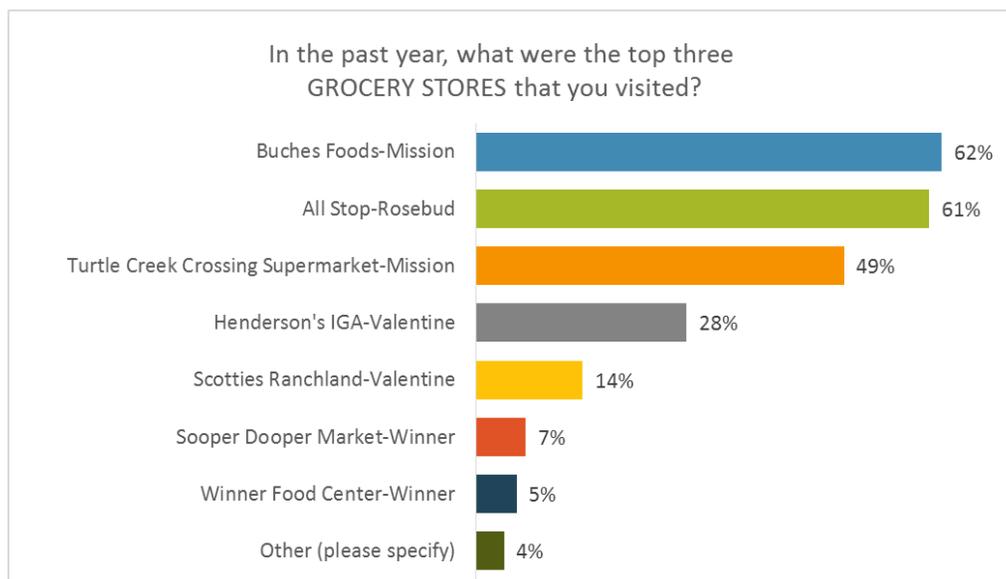
## Super Stores

Of the 'Super Stores' mentioned, the top visited was the Wal-Mart in Pierre, followed by the Wal-Mart in Rapid City, and then Shopko in Valentine. Reservation residents who participated in the survey visit 'Super Stores' an average of 2 times per month and spend, on average, \$474.83 per month. The chart below demonstrates the average trips per month, average amount spent per trip, and the average amount spent per month for the top 3 visited 'Super Stores'.



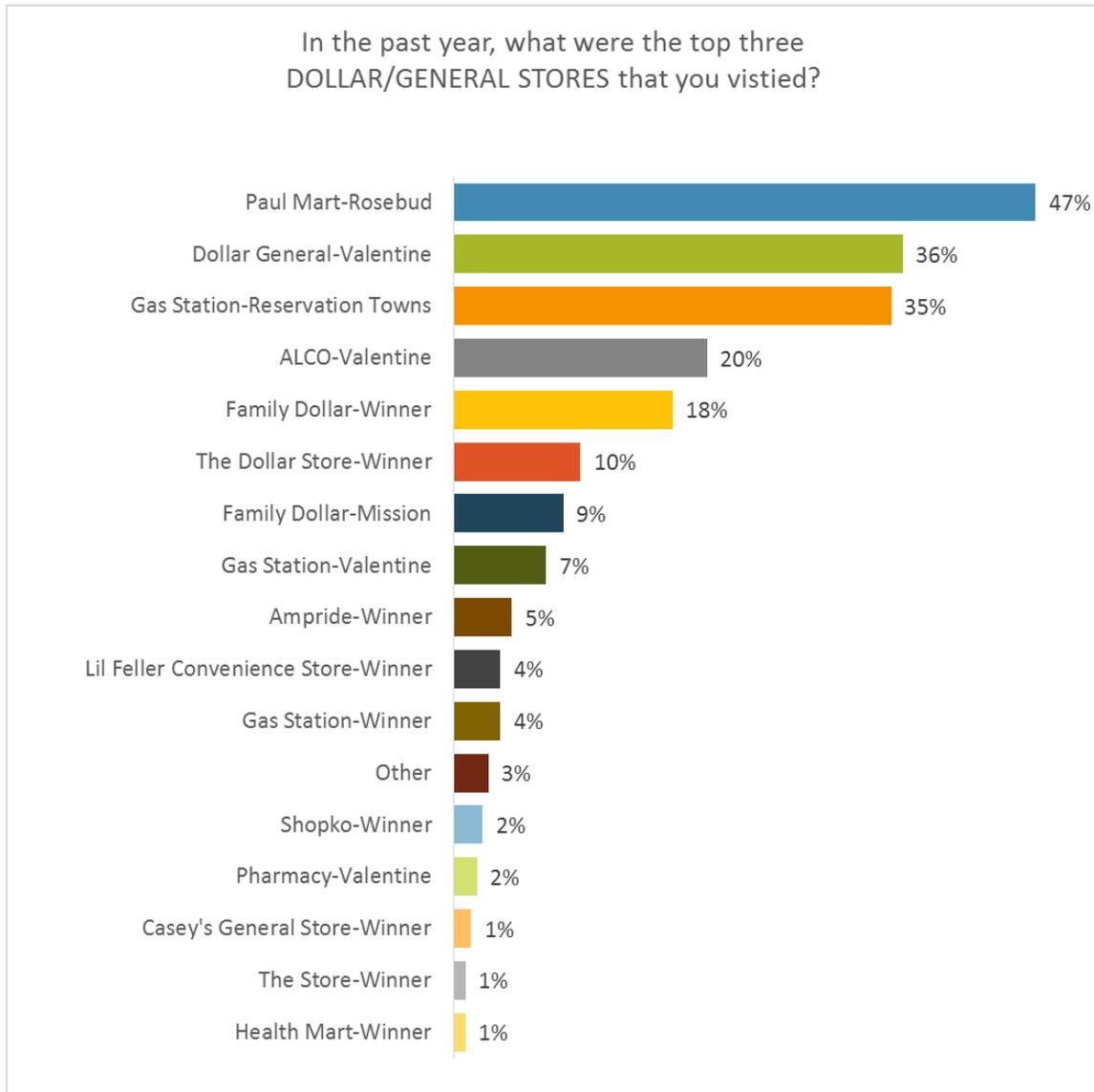
## Grocery Stores

Of the 'Grocery Stores' mentioned, the top visited was Buche's Foods in Mission, followed by All Stop, and then Turtle Creek Crossing Supermarket In Mission. Reservation residents who participated in the survey visit 'Grocery Stores' an average of 5 times per month and spend on average, \$719.43 per month.



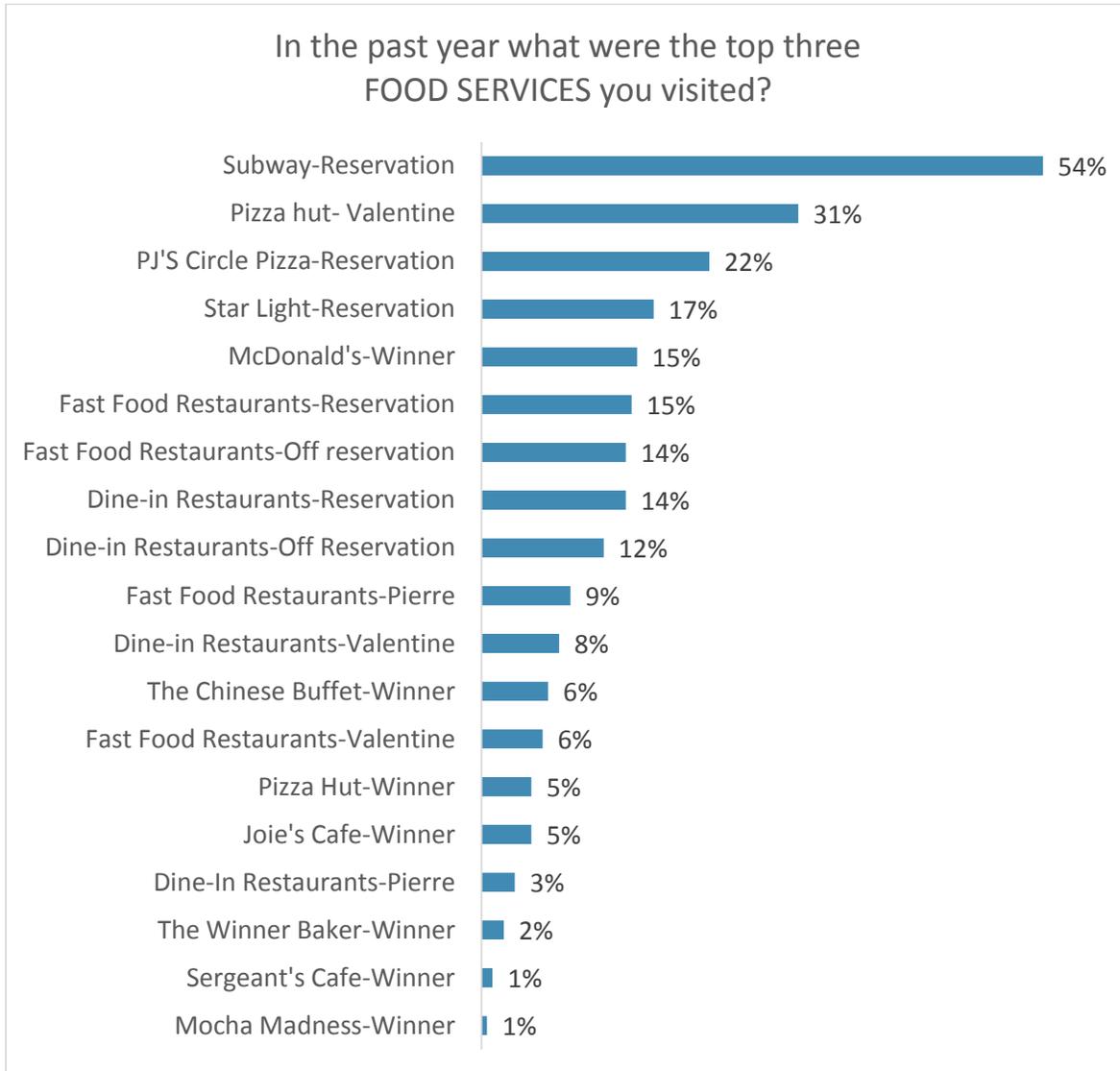
## Dollar/General Stores

Of the 'Dollar/General Stores' mentioned, the top visited was Paul Mart, followed by the Dollar General in Valentine, and then Gas Stations within Reservation towns. Reservation residents who participated in the survey visit 'Dollar/General Stores' an average of 4.8 times per month and spend on average, \$413.08 per month.



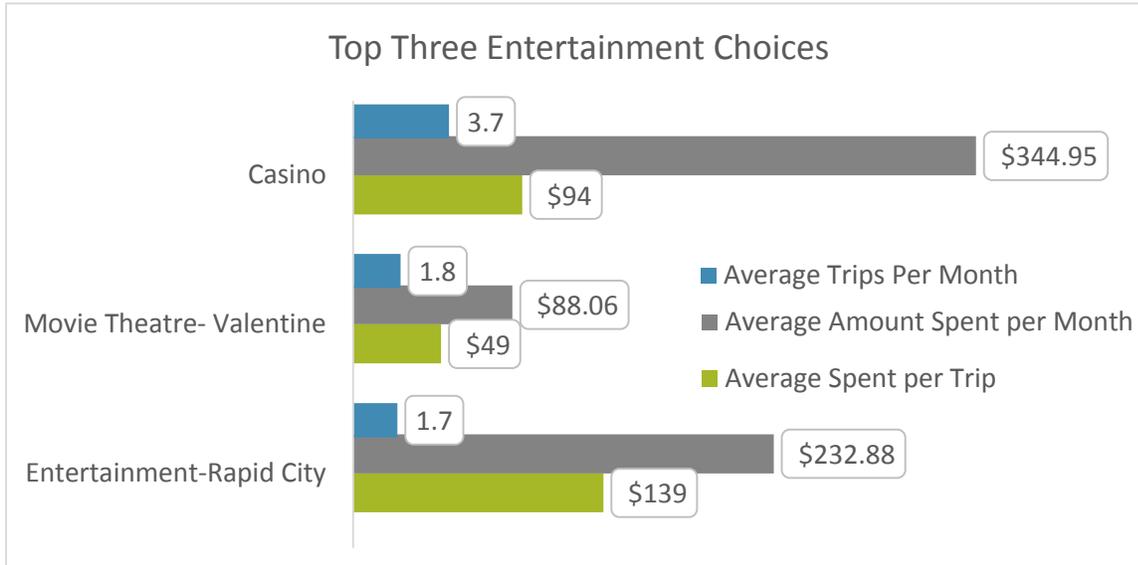
## Food Service Stores

Of the 'Food Service Stores' mentioned, the top visited was the Subway on the Reservation, followed by the Pizza Hut in Valentine, and then PJ's Circle Pizza. Reservation residents who participated in the survey visit 'Food Service Stores' an average of 3 times per month and spend on average, \$127.00 per month.



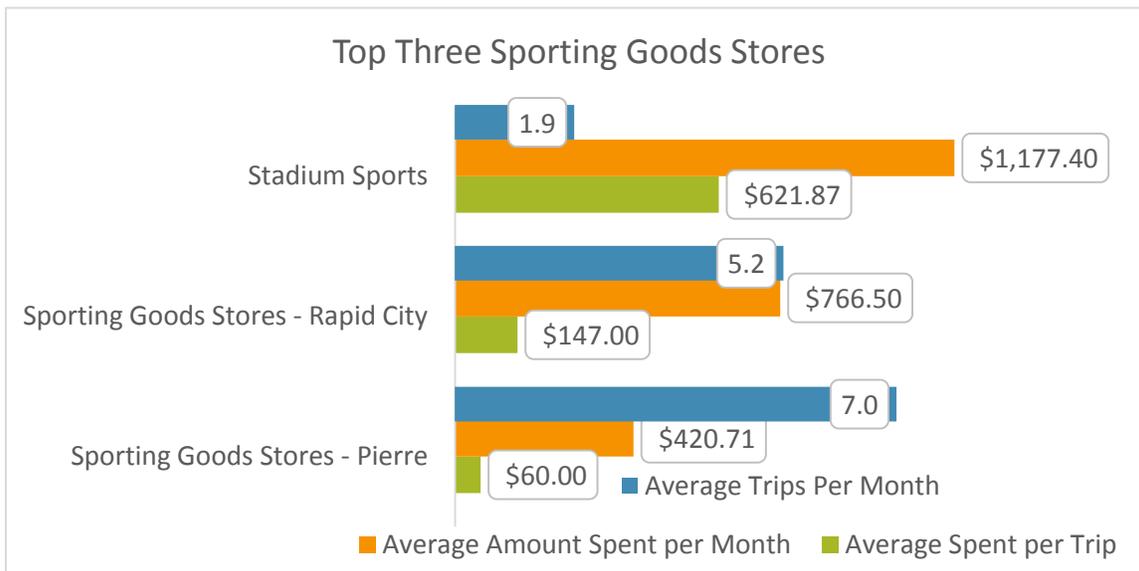
## Entertainment

Of the 'Entertainment' establishments mentioned, the top visited was the Rosebud Casino, followed by the Movie Theatre in Valentine, and lastly residents visited various entertainment establishments in Rapid City. Reservation residents who participated in the survey visit 'Entertainment' establishments an average of 2.5 times per month and spend on average, \$207.34 per month. The chart below demonstrates the average trips per month, average amount spent per trip, and the average amount spent per month for the top 3 visited 'Entertainment' establishments.



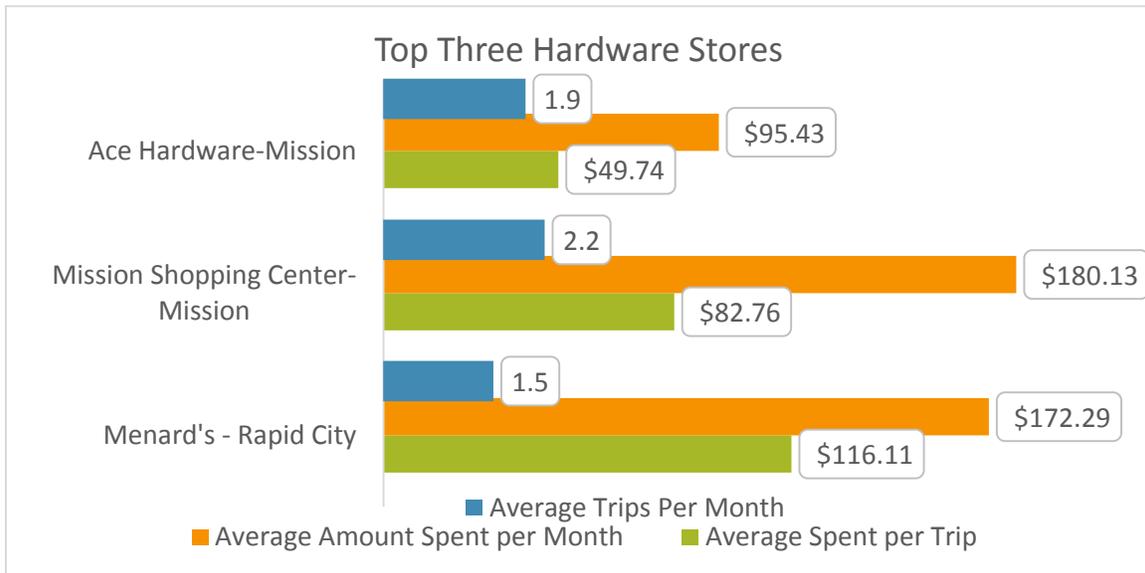
## Sporting Goods Stores

Of the 'Sporting Goods Stores' mentioned, the top visited was Stadium Sports, followed by Sporting Goods Stores in Rapid City, and then Sporting Goods Stores in Pierre. Reservation residents who participated in the survey visit 'Sporting Goods Stores' an average of 3.9 times per month and spend on average, \$485.52 month. The chart to the right demonstrates the average trips per month, average amount spent per trip, and the average amount spent per month for the top 3 visited 'Sporting Goods Stores'.



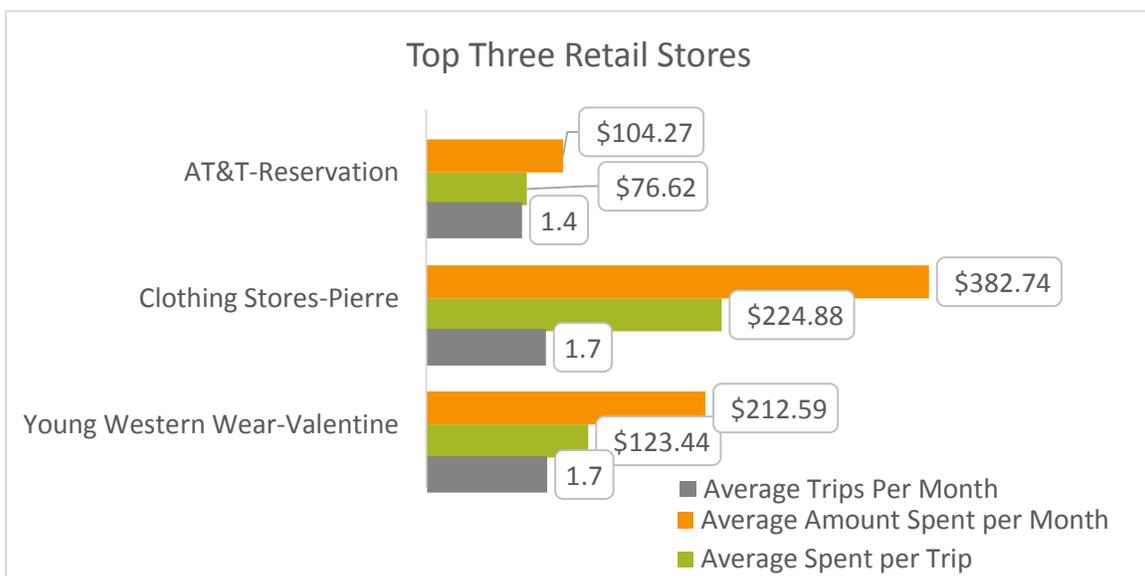
## Hardware Stores

Of the 'Hardware Stores' mentioned, the top visited was Ace Hardware in Mission, followed by Mission Shopping Center, and then Menards in Rapid City. Reservation residents who participated in the survey visit 'Hardware Stores' an average of 1.9 times per month and spend on average, \$143.13 per month. The chart below demonstrates the average trips per month, average amount spent per trip, and the average amount spent per month for the top 3 visited 'Hardware Stores'.



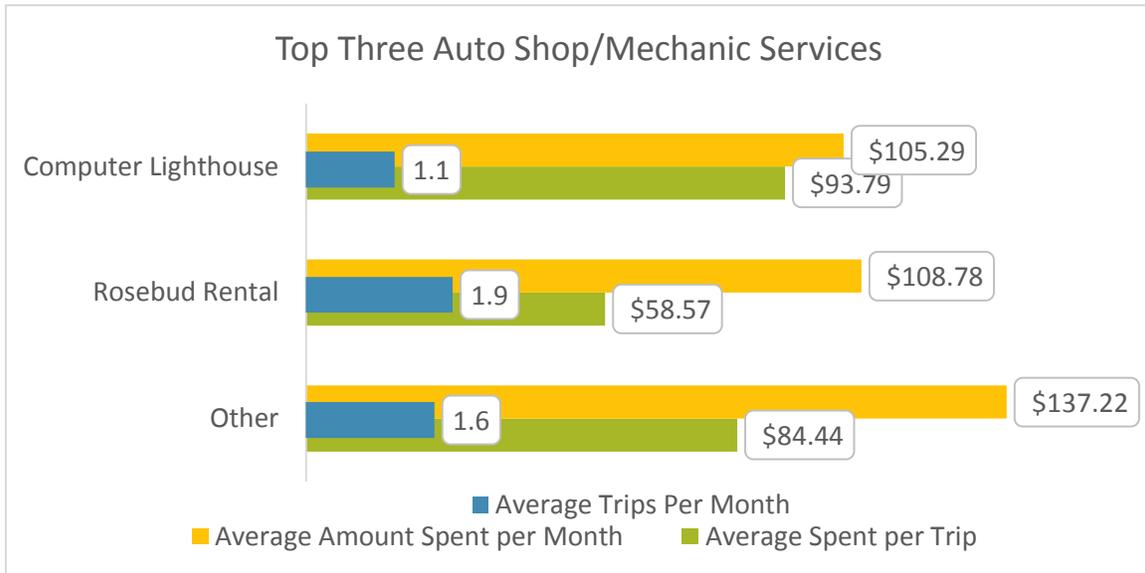
## Retail Stores

Of the 'Retail Stores' mentioned, the top visited was the AT&T store on the Reservation, followed by Clothing Stores in Pierre, and then Young Western Wear in Valentine. Reservation residents who participated in the survey visit 'Retail Stores' an average of 1.6 times per month and spend on average, \$210.23 per month. The chart below demonstrates the average trips per month, average amount spent per trip, and the average amount spent per month for the top 3 visited 'Retail Stores'.



### Auto Shop/Mechanic/Services

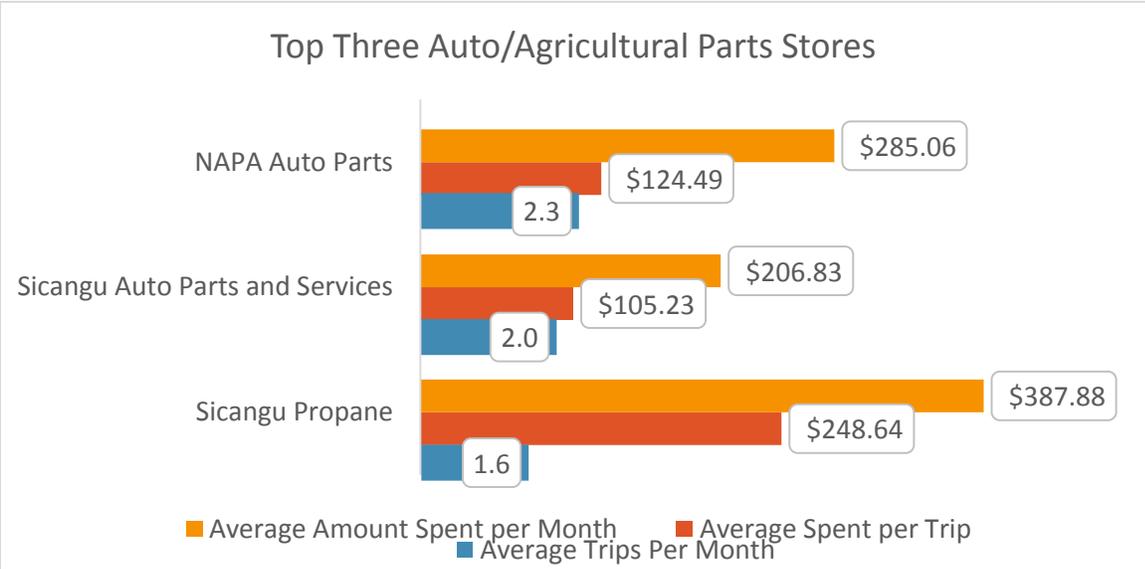
Of the 'Auto Shop/Mechanic/Services' mentioned, the top visited was Computer Lighthouse, followed by Rosebud rentals, and then 'Other'. Reservation residents who participated in the survey visit 'Auto Shop/Mechanic/Services' an average of 3.7 times per month and spend on average, \$1,198.94 per month. The chart to the left demonstrates the average trips per month, average amount spent per trip, and the average amount spent per month for the top 3 visited 'Auto Shop/Mechanic/Services' establishments.



### Auto/Agricultural Parts Stores

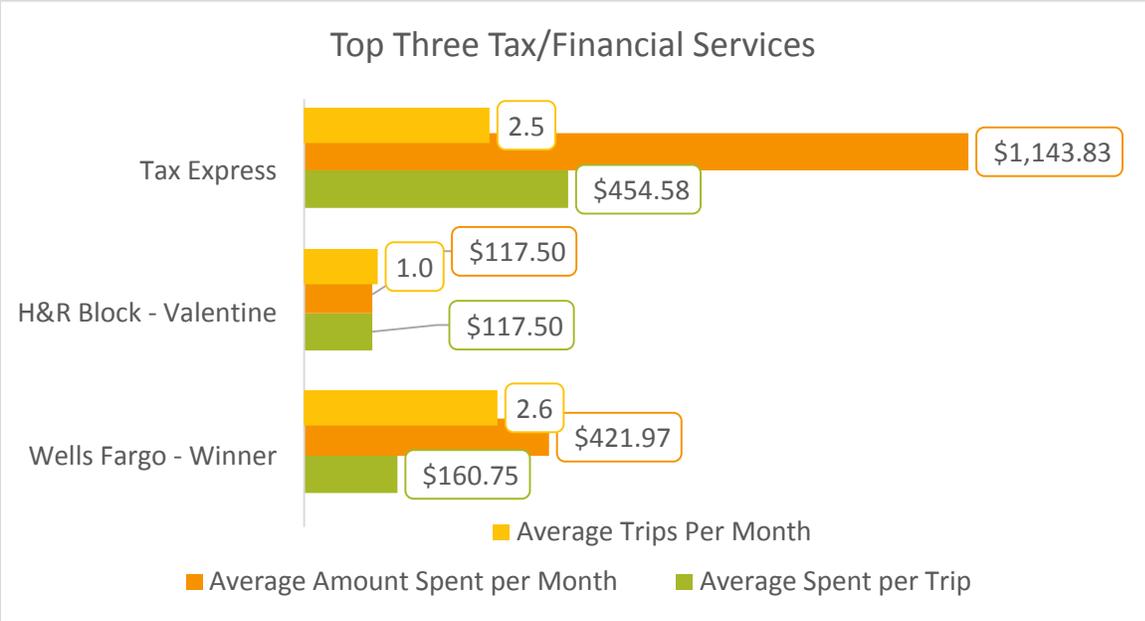
Of the 'Auto/Agricultural Parts Stores' mentioned, the top visited was NAPA Auto Parts on the Reservation, followed by Sicangu Auto Parts and Services, and then Sicangu Propane. Reservation residents who participated in the survey visit 'Auto/Agricultural Parts Stores' an average of 1.3 times per month and spend on average, \$281.43 per month. The chart below demonstrates the average trips per month, average amount spent per trip, and the average amount spent per month for the top 3 visited 'Auto/Agricultural Parts Stores'.





### Tax Service/Financial Institutions

Of the 'Tax Service/Financial Institutions' mentioned, the top visited was Tax Express on the Reservation, followed by H&R Block in Valentine, and then Wells Fargo In Winner. Reservation residents who participated in the survey visit 'Tax Service/Financial Institutions' an average of 1.9 times per month and spend on average, \$592.46 per month. The chart below demonstrates the average trips per month, average amount spent per trip, and the average amount spent per month for the top 3 visited 'Tax Service/Financial Institutions'.



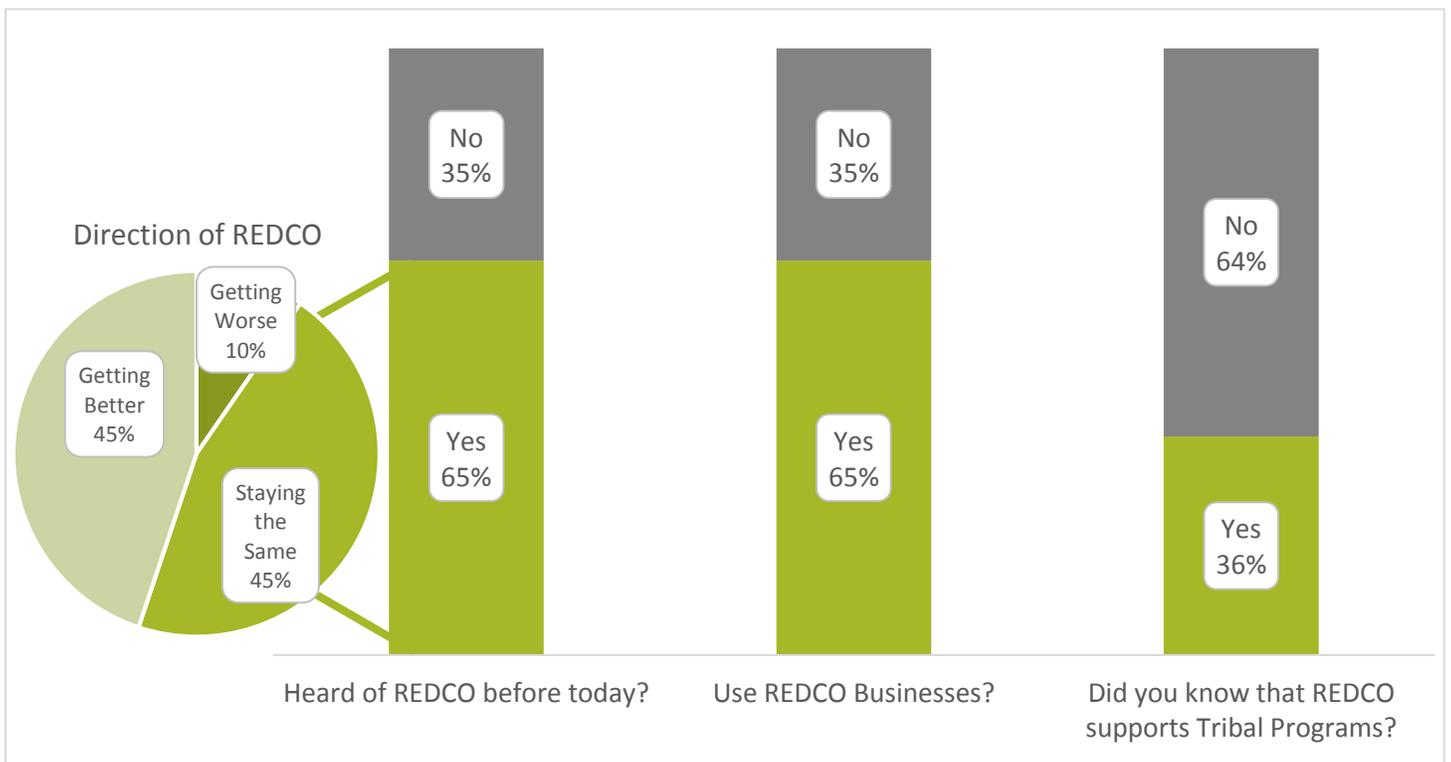
## Legal Services

In the past year, 7% of participants utilized 'Legal Services'. Of those who utilized 'Legal Services' 50% utilized 'Off Reservation' services, indicating that money could be spent securing more applicable 'On Reservation' 'Legal Services'. Participants utilized 'Legal Services' an average of 2.7 times per month and spend on average, \$508.42 per month.

## REDCO and REDCO Businesses

As noticed, consumer information was gathered on REDCO businesses as well. However, in addition, questions were asked to provide Reservation residents the opportunity to provide input on ‘REDCO and REDCO Businesses’. As the principal investigator or general contractor of the *Sicangu Lakota Strengths, Economic Needs, and Business Development Assessment* initiative, and thus the primary organization that will implement development based on survey results, REDCO felt it important to provide Reservation residents with this opportunity. These results will give REDCO first-hand information on how to better meet the needs of their clientele and the communities they serve.

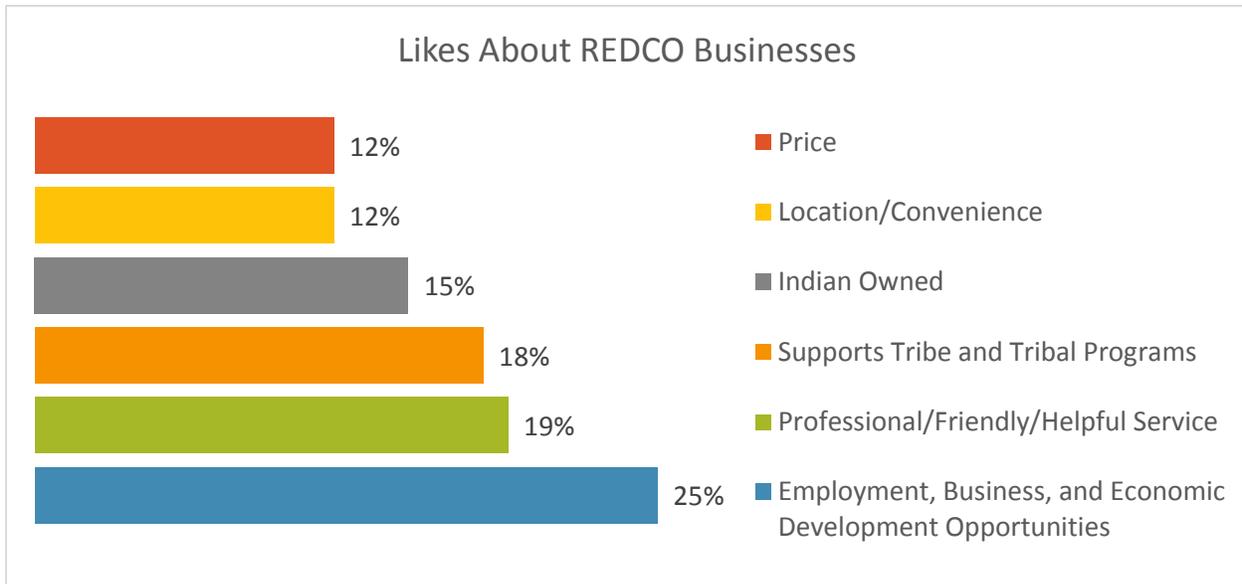
According to the survey, 65% of participants had heard of REDCO, and of that 65%, 45% felt that the ‘direction of the organization’ was ‘Staying the Same’ while an equal 45% believed the ‘direction of the organization’ was ‘Getting Better’. Despite, 65% of participants having heard of REDCO, only 41% actually knew which business were REDCO businesses. When provided a list of REDCO businesses though, 65% indicated that they utilized those businesses. However, 64% of participants were unaware that ‘spending at REDCO businesses supports the tribe and tribal programs like the Low Income Housing Energy Assistance Program (LIHEAP)’. Thus, RAs were able to inform the public, through the surveys, of the importance of utilizing tribal businesses—in general to enhance the economic multiplier effect, but also specifically to support other tribal programs.



When asked ‘What do you like about REDCO businesses?’ one respondent exclaimed: “REDCO is making some positive advancements!” Another respondent was proud of “the services and business start-up [REDCO] is offering people.” Specifically, participants mentioned that REDCO is “Indian owned” and “tribal”. Concerning employees, one participant stated that: “They are very professional now,” while

another participant further explained: “Employees are courteous and polite. They act in a professional manner.” Directly relating to employees’ helpfulness and promptness, one participant said, “They are there when you need a mechanic, when you need groceries, and propane.” Similarly, one participant stated: “REDCO administrative personnel greet the public and make them feel they are there for them.” These statements should not be taken lightly. Recent surveys from other Lakota reservations mentioned that customer service is much needed on local reservations. It appears, from these REDCO customers, that REDCO businesses have taken the call for customer services seriously and proactively.

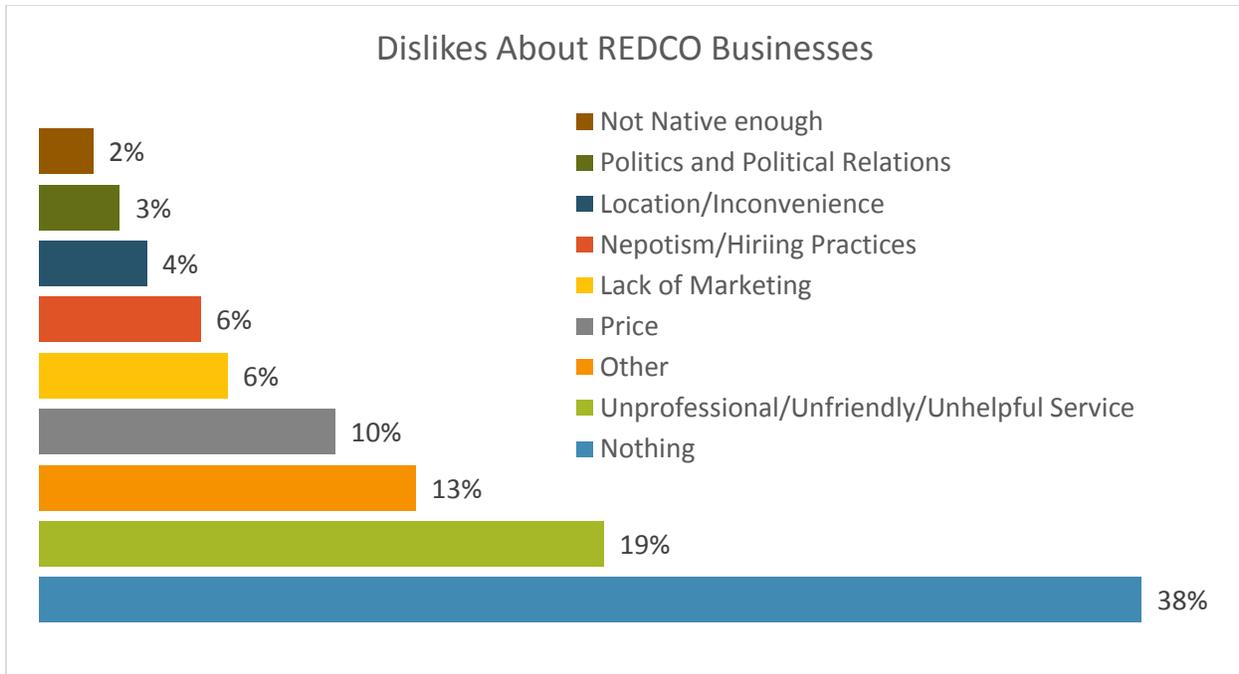
“Employees are courteous and polite. They act in a professional manner.”



However, contrary to some of the positive statements, other REDCO customers were not so pleased with their services from REDCO. Unlike some participants who mentioned REDCO being “Indian owned” or “tribal” some participants mentioned that there was too much “nepotism” at REDCO businesses, which is an element that affects development, both positively and negatively on reservations and rural areas. The most common response, though, about dislikes of REDCO businesses was based on unprofessional, unfriendly, or unhelpful service. One customer stated that REDCO businesses were “insensitive” while another was more direct saying they had “crabby employees” and another still was a bit more explanatory, stating: “[They are on] Indian time, self-centered, and lack good customer service. [They] negotiated Turtle Creek Crossing Shopping Center for 7% to the tribe!”

Customers of REDCO businesses were also able to comment on what REDCO could ‘do to improve their businesses’. The majority of similar responses involved “lowering prices.” Others addressed location as well, as mirrored by this statement: “Find good locations where a lot of traffic comes here.” Still some recommendations for improvements were related to some of the negative comments about employees discussed earlier. One participant recommended REDCO “[h]ire business minded people who know how to run a business.” Several progressive individuals simply asked that REDCO “keep doing what they are doing” and “start more businesses.” Others provided insight on avoiding nepotism, evaluating to ensure success, and separating politics from the equation. One participant stated: “Put honest and qualified persons on the Board of Directors,” while another explained: “Evaluate its tribal members for strengths

and weaknesses and placing the appropriate jobs, keeping politics out. Hire on the strength of competence.” Some other practical suggestions were to: “hire more employees,” “advertise,” “develop a Tribal Bank,” “pay attention to entrepreneurs and small business development,” and “get more involved or spread the word so our people know what this business is doing for us and our people.”

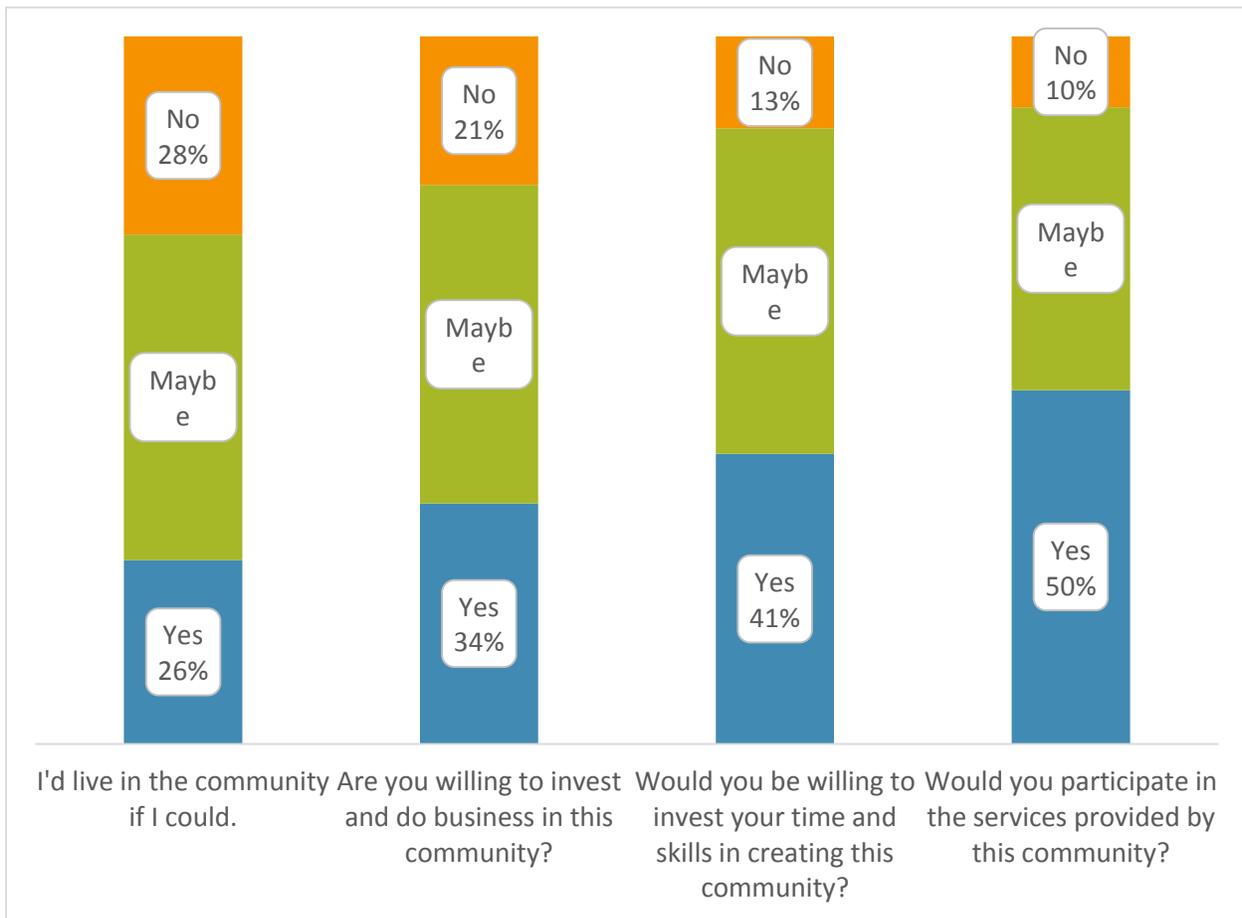


One other, possibly more cautious, observer mention their positive sentiments of REDCO with a touch of criticism: “It’s a beginning, but still inside the box thinking.” Perhaps one of REDCO’s many moves away from “inside the box thinking” is their partnership with Blue Star Studio, Inc. and their inclusive plans for Keya Wakpala Waíčageyapi.

### Keya Wakpala Green Development

Before taking this survey only 14% of survey participants had heard of Keya Wakpala Green Development, indicating that greater advertisement, publicity, and calls for community involvement would enhance visibility and possibly community involvement. During surveys, RAs distributed pamphlets, provided by BSS, and showed community members preliminary maps of possible development options at Keya Wakpala. According to RAs, community members were very excited about Keya Wakpala Green Development especially after having a chance to look over the maps, pamphlets, and hearing RAs explain to them, “this is your chance to let your voice be heard for this new development in our community.”

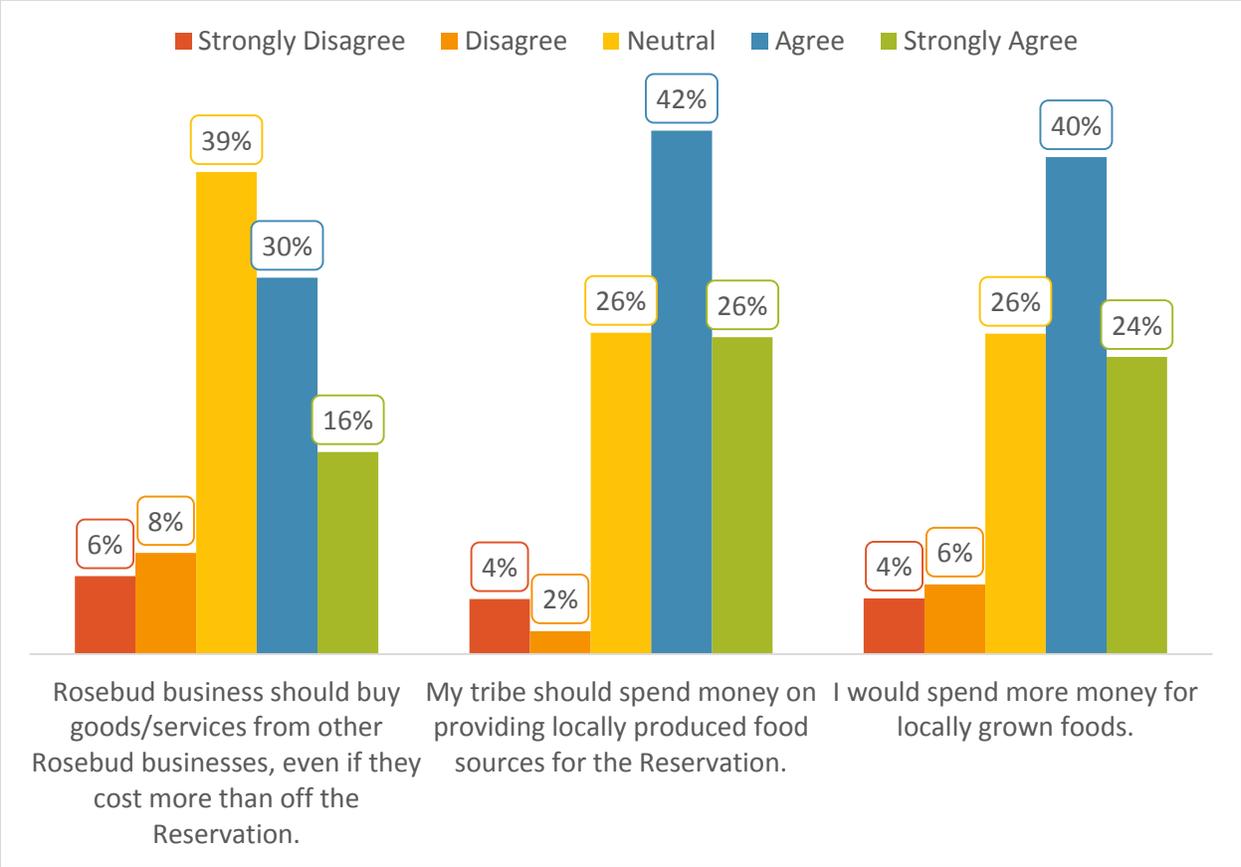
As indicated in the chart below, participants were asked to gauge their interest in living at Keya Wakpala Green Community, investing and doing business with community businesses, investing skills time and energy into developing a green community, and participating in the services provided by a green community. The chart highlights their responses.



The chart indicates that the majority of participants are unclear of whether or not they would live in the Keya Wakpala Green Community. Some of the participants who were unsure cited that they “liked [their] community” while others expressed that the price might be too high. The majority of respondents who were unsure, did not elaborate their reasons for being unsure. However, as mentioned, 50% of the participants indicated that they would participate in the services provided by the community.

### Buy Local Marketing

Given REDCO’s desire to enhance local development and marketing, the survey concluded with a few questions to gauge Reservation resident’s ideas toward ‘Buy Local Marketing’. The chart below indicates that 47% of participants either agree or strongly agree that ‘Rosebud businesses should buy goods/services from other Rosebud businesses, even if they cost more than off the Reservation’. Likewise, 64% of participants mentioned that they ‘would spend more money for locally grown foods’, signifying that they would act out their values of supporting local business. Furthermore, they mentioned holding the tribe accountable given that 68% agreed or strongly agreed that the ‘tribe should spend money on providing locally produced food sources for the Reservation’. It is suitable to end on this note, given the sole desire for enhancing Rosebud business, economics, and assets is to provide an even more culturally rich, economically thriving, and environmentally sustainable local area for people both on and off the Reservation.



## RECOMMENDATIONS

These Recommendations are based on: insights from the 284 respondents of *Sicangu Strengths*; additional insights from 75 employees, managers, and business owners from the *Business Assessment*; and Sweet Grass Consulting's combined 14 years of development in Indian Country, including collaborating with tribal entities to initiate, employ, and assess over 25 community and economic development initiatives. For more information about SGC's past, present, and future involvement in community and economic development, please visit: [www.sweetgrassconsulting.net](http://www.sweetgrassconsulting.net).

Though endless recommendations may be derived from the data collected, the top recommendations will be presented. The recommendations are centered on the 5 following themes:

- 1) Transportation and Access
- 2) Education
- 3) Building Space and Homes
- 4) Consumer Choice
- 5) Energy and Sustainability

### Transportation and Access

For even the most sedentary of people groups, mobility has always been important. Mobility is essential for social networking, to access resources, and to communicate and initiate actions and ideas. Mobility was even more important for more mobile bands and tribes, such as the Lakota generally, but specifically to this initiative, the Sicangu. However, due to a history and present of harsh political and economic barriers, along with various social and personal factors, economic and community development is often stifled by a lack of transportation. This topic surfaced approximately 5 different times in the *Sicangu Strengths* study and *Business Assessment*. Though transportation may not appear directly related to economic development, buildings, programs, initiatives, and businesses will continue to be hindered unless the issue of transportation and access to those services is addressed.

Data analyses in the *Business Assessment* indicated that major complaints of low-functioning employees included: 'Poor Attendance' at 21%, 'Repetitive Tardiness' at 15%, and 'Family Issues' at 13%. Given that 'Poor Attendance', 'Repetitive Tardiness', and 'Family Issues' ranked so highly on the list of major complaint about low-functioning employees, it makes sense that 37% of participants mentioned 'Transportation' as 'the greatest barrier to employees doing a good job'. Reliable and personal transportation is critical for attendance, and specifically, timely attendance. Likewise, when there are many family issues, and only one transportation option, difficulties making it to work on time can arise.

In correlation with the *Business Assessment*, this report indicates that 'bus transport', at 21% was the number 5 need out of a list of 55 'Business, Commercial and Services'. Furthermore, 'Bus transit', at 30% was selected as the number 1 overall needed 'Site Elements', a list which also included other possible selections such as: 'Sidewalks'; 'Landscaping', 'Buffalo Pasture'; 'Parking'; 'Oil and Gas Industry'; and more. The continual occurrence of 'bus transit' and 'Transportation' related responses, suggests that punctual and reliable public transportation needs to be a major focus for economic

. . . punctual and reliable transportation needs to be a major focus for economic development . . .

development, providing Reservation residents with greater mobility and access to goods and services.

## Education

It is noticed among community developers that processes are often more important than expected outcomes. Outcomes of an initiative may include a building or a business. However, if during the process individuals are not educated, empowered, and enthusiastic, those buildings will become useless and businesses will continue to fail. Education, skill development, and the recognition of personal and community assets are imperative to sustainable business creation and economic development.

The *Business Assessment* found that ‘the [second] greatest barrier to employees doing a good job’ was ‘Lack of Skills’ at 34%, Similarly a ‘Lack of Job Skills’, at 12% was listed as one of ‘the major complaints of low-functioning employees’. From the *Sicangu Strengths* survey, ‘Drugs and Alcohol’ and then ‘Unskilled Employees’, both at 53%, were the second most cited responses concerning barriers to business development. Though, 18% of the surveyed population have not received a high school education, 54% have obtained at least some college education or technical degree, indicating that residents are interested in furthering their education and advancing their technical skills. These assertions align with respondents desire to see a Vocational/Technical on the Reservation. At 35% ‘VO-Tech School’ was the most common response for ‘Cultural and Educational’ needs. Furthermore, other facilities, such as ‘Library’ and ‘Computer Lab’, both at 21%, tied for the third most popular response.

Whether or not an actual building is constructed for a vocational school, or vocational trainings are conducted through existing buildings (ie. SGU) and programs, there is a clear need for greater job preparedness, workforce development, and vocational skills. Vocational skills such as auto and diesel mechanics, carpentry, residential

... there is a clear need for greater job preparedness, workforce development, and vocational skills.

wiring, plumbing, accounting, nursing, and others would assist greatly in economic development of the local area. Likewise, trainings emphasizing: job readiness; customer service; business start-up; business accounting; advertising and marketing; and home ownership would be influential. Similar trainings are

... trainings emphasizing: job readiness; customer service; business start-up; business accounting; advertising and marketing; and home ownership would be influential.

being conducted in other South Dakota reservations and positive results have been noticed and are still being recorded. Specific to this initiative, the *Business Assessment* found that 21% of respondents felt that above all, greater skills in the realm of ‘advertising and marketing’ ‘would help increase the growth and sustainability of their business. This theme reoccurs throughout this report as well. Likewise, the top 3 responses for training needs for businesses were ‘Marketing’, ‘Bookkeeping/Accounting/Financial Planning’, and ‘Customer Service’.

Caution should always be taken when developing or implementing trainings though. Often, organizations receive grants to conduct trainings as part of a development initiative. In some cases, inapplicable, unnecessary trainings are conducted, in order to meet the guidelines of the grant. These trainings leave participants with a certificate of completion yet little to no skills have been developed, or the trainings were often lofty and irrelevant to the participants to being with.

As noted earlier, the connection between skills leading to increased esteem, a sense of self-worth, a greater vision for tomorrow, and a greater sense of belonging within a community is imperative. Trained people begin to further see themselves as an asset to their community. As humans understand their full potential and as individual assets are enhanced and further developed, people are more clearly able to see themselves as an important asset to their communities and families. Individual development is a critical process to sustainable economic and community development.

. . . skills leading to increased esteem, a sense of self-worth, a greater vision for tomorrow, and a greater sense of belonging within a community is imperative.

## Building Space and Homes

Infrastructure needs for both businesses and housing were reiterated through this initiative.

As indicated in the *Business Assessment*, 57% of participants stated that they would relocate ‘their business if a better opportunity or more attractive office space was built’. The most pressing infrastructure need for businesses was ‘Buildings/Office Space’ at 38%. This finding is not surprising given that 59% of participants indicated that they did not have ‘enough space to properly conduct [their] business out of’.

Business incubator space and retail space in an easily accessible area, such as that of Keya Wakpala, would influence entrepreneurial success and local customer patronage on the Reservation as well as more efficiently market to tourists and visitors during summer. ‘Adequate Place/Space was cited by 19% of businesses as the element that would make their business more sustainable. When asked, business owners and managers indicated that ‘arts, crafts, and beadwork’ related businesses should be developed above all other businesses and their third most popular response was ‘Tourist

Business/Hotel’. Coupled with ‘Cultural/Visitors’ Center’—the second most cited response for ‘Education and Cultural Spaces’—these findings strongly suggest the need for a facility that simultaneously addresses the needs of local artists and tourists—a place to purchase supplies, produce art, and to sell art.

. . . these findings strongly suggest the need for a facility that simultaneously addresses the needs of local artists and tourists—a place to purchase supplies, produce art, and to sell art.

Buildings and space for homes however, are also important for development and was reiterated in responses to the *Sicangu Strengths* survey. ‘Lack of housing’ was cited by 66% of respondents as the most prominent barrier to obtaining a home.

Furthermore, there are 106 homes allowing a total of 291 people ‘who would otherwise be considered ‘homeless’ or ‘houseless’ if [they] did not provide them with a place to stay.’ These ‘otherwise homeless

or houseless' individuals account for a total of 251 families. To accommodate the housing needs of this survey sample alone, 251 shelters would need to be created.

This report indicated that 62% of participants are interested in a rent-to-own housing program. This option would be worth pursuing given the lack of credit and lack of income, particularly for the 89% of single-parents who are interested in 'Single-Parent or Guardian Housing' yet make less than \$20,000 per year. It should be noted though, that 17% of individuals interested in a rent-to-own program make \$20,000-\$50,000 and 5% make more than \$50,000. Likewise, a large portion of elders are interested in 'Supportive Elder Housing'. Of those interested, 19% make \$20,000-\$50,000 and 11% make more than \$50,000. These numbers suggest that the elder population and single-parent population both desire housing and segments of those populations could afford the housing without grants and subsidies. This is the same with disabled veterans, however, they made up a very small portion of the population.

Of the surveyed population, 49% of responses indicate that '3 to 5 Bedroom House[s]' are needed, followed by 'Elder Assisted Living' at 28%, and then '2-3 Bedroom Duplex' at 24%. Due to barriers accessing credit and an expressed interest in rent-to-own programs, rent-to-own programs would provide a safer option for the tribe and individuals in those programs. Likewise, these home ownership programs could mandate trainings to provide individuals with greater homeownership literacy, financial literacy, and financial security. Various types and sizes of housing should be built to accommodate the multiple types of families and a rent-to-own option for each type is suggested.

Various types and sizes of housing should be built to accommodate the multiple types of families and a rent-to-own option for each type is suggested.

## Consumer Choice

In order to maximize the dollars spent on the Reservation, residents need greater options. This report highlights where and how much money is spent at different types of establishments. The money spent off-Reservation at various stores, coupled with the tribal taxes not being collected by off-Reservation purchases is one of the largest economic deficits on the Reservation. Respondents spend a lot of money at the Pierre and Rapid City Wal-Marts, however, more money is spent at 'Grocery Stores'. Between Buche's and Turtle Creek, the Reservation has greater access to foods than many sparse rural and dense urban area (even considering Turtle Creek's reputation of unstocked shelves). However, greater collaboration and cooperation could be utilized to network for cheaper food prices.

. . . a large retail store or several smaller specialty stores . . . would incentivize on-Reservation shopping.

Residents spend considerable amounts of money at retail stores, specifically clothing related stores in Valentine, Pierre, and Rapid City. The amount of money residents spend on 'Dollar/General Stores', 'Sporting Goods Stores', and 'Retail Stores', coupled with 'Clothing Store' being the second most favored option for 'Business, Commercial and Services' suggests that a large retail store or several smaller

specialty stores for clothing, household goods, and entertainment options would incentivize on-Reservation shopping.

It is well known through various studies, though, that part of the reason locals travel to Pierre and particularly to Rapid City is for mini-vacations, to visit relatives, go out to eat, and enjoy the weekend while they purchase needed items such as groceries or clothing and attend important appointments. Thus, attention and financing must be geared toward consumer choices related to healthy family entertainment and appointments related to health and well-being.

Healthy, 'Family Dining' and 'Native American Cuisine' food choices were favored by the responses in this study. Likewise, 53% of responses indicated that a 'Movie Theatre/Drive-In' along with 41% that mentioned 'Water Parks/Swimming Pool/Slides', making these plausible food related, leisurely, and physically active entertainment options that could also appeal to off-Reservation communities.

Relating food sources, physical activity, and local jobs is the option of creating a local 'Meat Locker/Game Processing' facility. Given the extensive amount of hunters both living on and traveling to the Reservation, cattle ranchers, buffalo ranchers, buffalo caretakers, and the tribal buffalo herd; a storage, processing, packaging, and perhaps even retail center for meats, would address multiple needs. People would have greater access to healthy foods, artisan and spiritual materials from animal by-products, and employment opportunities with a small-scale, culturally compliant meat locker and processing facility.

People would have greater access to healthy foods, artisan and spiritual materials from animal by-products, and employment opportunities with a small-scale, culturally compliant, meat locker and processing facility.

Of the 55 options for 'Business, Commercial and Services', 'Emergency Medical Services Center' was number one at 35%. This responses, along with participant insights suggests that great emphasis needs placed on medical services, aside from IHS. Accordingly, a medical related center, even the likes of mental health counseling, as indicated by 18% of the responses; optometry, as indicated by 16% of responses; and dentistry, as indicated by 8% of responses would provide residents with local preventative health options. As mentioned in a prior section, medical centers of this type would provide jobs for both college graduates, such as doctors, nurses and nurses assistants, as well as skilled labor positions that do not require a college degree.

. . . a medical related center . . . would provide residents with local preventative health options.

All-in-all, a holistic approach to development, providing a local, affordable market for services in multiple sectors (ie. household goods, food, entertainment, and health) is essential. Among other cultural, environmental, and personal effects, this would also increase the multiplier effect of the dollar, increase jobs, decrease money spent on traveling, and increase the amount of revenue from tribal taxes.

## Energy and Sustainability

The economic development strategies from this report must sustain for the long term, akin to the 7<sup>th</sup> generation approach within Lakota ways of thinking about the world. The consistency of respondent concerns with sustainability insinuates that environmental concerns and future sustainability should be a top priority during the development of new and existing businesses, homes, and communities. Even

as the counties that comprise the Rosebud Reservation are some of the most economically impoverished in the nation, 65% of respondents would pay for services ‘if the companies were more careful toward the environment and toward the next 7 Generations’. ‘Wind Turbines’, ‘Solar Panels’, ‘Recycling’, and ‘Trash Collection’ were all four cited in the top 10 ‘Site Elements’ from a list of 31 items. ‘Community Garden’ and ‘Medicine Plants’ were the 11<sup>th</sup> and 12<sup>th</sup> most cited response. Likewise, ‘Renewable Energy Corporation’ was listed 17% of the time, for ‘Business, Commercial, and Services’ and when asked what is the most pressing infrastructure need for the Reservation, ‘Renewable Energy’ was the most commonly selected choice at 48%.

Utilizing solar panels and wind turbines is an excellent option for locations surrounding Mission, SD. The Rosebud Sioux Tribe is already actively pursuing wind farm options, so Keya Wakpala may not be their optimal selection for a wind farm, however, being powered from a wind farm, or having smaller wind turbines to provide energy for the local buildings is plausible. Likewise, solar panels would be effective, provided employees are available for snow removal during the winter months. Though, South Dakota does not receive the vast amount of energy from the sun as southwestern states, it should be noted that Germany, with overcast days similar to South Dakota, is one of the most solar powered countries in the world.

Efficient and reliable trash cleanup and disposal, along with alternative energy sources will provide Rosebud communities, economics, and ecosystems with greater health and wellbeing for future generations. Operating in this manner would allow Lakota communities to innovatively model their traditional values in the 21<sup>st</sup> century.

Operating in this manner would allow Lakota communities to innovatively model their traditional values in the 21<sup>st</sup> century.

## CONCLUDING REMARKS

This report provides a detailed analysis of 284 Reservation residents’ thoughts, opinions, practices, and insights regarding development on the Rosebud Indian Reservation. These analyses should be used to inform developers, investors, business owners, upcoming entrepreneurs, and community members of development ideas and directions for their communities. Community meetings and other arenas for community input should still be considered throughout the upcoming months and years in order to remain inclusive and to entice, encourage, and welcome participation and collaboration from the diverse array of Lakota and non-Lakota throughout Reservation communities. It is clear that, as human beings, the participants in this survey felt dignified and honored to be included. Likewise, as human beings, they had a vast array of ideas toward development. The above analyses solidified some of the main points from these vast array of ideas which should be used to promote positive development decision-making.

## GRATITUDE and SPECIAL THANKS

Sweet Grass Consulting, LLC wishes to thank REDCO for making community voices a main priority in carrying development to the next generation. We specifically would like to thank Stephanie White Eyes, Mindi Vavra, and Wizipan Little Elk for being those helpful, healthy, and courteous employees of REDCO

that survey participants mentioned. Likewise, a special thanks is extended to Scott Moore y Medina of Blue Star Studio, Inc. for his prior and future development presence on the Rosebud Reservation. We extend a huge thanks to Veronica and Reeta Nadeau, Jolene Arcoren, and Sheila Young. Without them working on the ground, in communities as Research Associates and advocates for positive development, this report would not have been possible. Lastly, SGC wants to thank Marshall Cremeens, Thomas Bell, Savannah Leon, and Josh Shaughnessy for contributing to this report.

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# APPENDIX

## Sicangu Lakota Strengths, Economic Needs, and Business Development Assessment Survey Instrument



### SICANGU LAKOTA STRENGTHS, ECONOMIC NEEDS, and BUSINESS DEVELOPMENT ASSESSMENT

#### Demographics

<b>Demographics</b>	
1. Participant Id#	
2. Location Survey was taken (Please Specify the community): <input type="checkbox"/> Business: <input type="checkbox"/> Community Meetings: <input type="checkbox"/> Grocery or Convenience Store: <input type="checkbox"/> Other:	
3. If survey was taken during an event, which event:	
4. Location of Home: <ul style="list-style-type: none"> <li>a. Town:      <input type="checkbox"/> Rosebud   <input type="checkbox"/> Mission   <input type="checkbox"/> Winner   <input type="checkbox"/> Norris   <input type="checkbox"/> White River   <input type="checkbox"/> Other:</li> <li>b. Community: <input type="checkbox"/> Antelope   <input type="checkbox"/> Okreek   <input type="checkbox"/> Parmelee   <input type="checkbox"/> Rosebud   <input type="checkbox"/> Saint Francis   <input type="checkbox"/> Spring Creek  <input type="checkbox"/> Two Strike   <input type="checkbox"/> Milks Camp   <input type="checkbox"/> Corn Creek   <input type="checkbox"/> Butte Creek   <input type="checkbox"/> Soldier Creek  <input type="checkbox"/> Upper Cut Meat   <input type="checkbox"/> Ring Thunder   <input type="checkbox"/> Black Pipe   <input type="checkbox"/> Bull Creek   <input type="checkbox"/> Swift Bear  <input type="checkbox"/> Grass Mountain   <input type="checkbox"/> Ideal   <input type="checkbox"/> He Dog   <input type="checkbox"/> Horse Creek</li> <li>c. <input type="checkbox"/> If Rural. What is the nearest town/community?</li> </ul>	
5. How long have you lived in this community or place?	
6. Your Age: <ul style="list-style-type: none"> <li><input type="checkbox"/> Under 18      <input type="checkbox"/> 45-54</li> <li><input type="checkbox"/> 18-24        <input type="checkbox"/> 55-64</li> <li><input type="checkbox"/> 25-34        <input type="checkbox"/> 65-74</li> <li><input type="checkbox"/> 35-44        <input type="checkbox"/> 75+</li> </ul>	7. Your Gender: <ul style="list-style-type: none"> <li><input type="checkbox"/> Male</li> <li><input type="checkbox"/> Female</li> <li><input type="checkbox"/> Identify as:</li> </ul>
8. Your Race/Ethnicity (please mark all that apply) <ul style="list-style-type: none"> <li><input type="checkbox"/> American Indian or Alaska Native</li> <li><input type="checkbox"/> Native Hawaiian</li> <li><input type="checkbox"/> White   <input type="checkbox"/> Black/African American</li> <li><input type="checkbox"/> Asian   <input type="checkbox"/> Hispanic or Latino</li> <li><input type="checkbox"/> Other:</li> </ul>	9. Are you enrolled in the Rosebud Sioux Tribe? <ul style="list-style-type: none"> <li><input type="checkbox"/> Rosebud Sioux Tribe</li> <li><input type="checkbox"/> Oglala Sioux Tribe</li> <li><input type="checkbox"/> Cheyenne River Sioux Tribe</li> <li><input type="checkbox"/> Other:</li> </ul>
10. Your Highest Level of Education/Vocational Training:	

<input type="checkbox"/> Elementary School	<input type="checkbox"/> Some College	If Graduate Degree or Doctorate please identify your field (example: MBA, or Doctorate in Psychology)
<input type="checkbox"/> Middle School	<input type="checkbox"/> Associates Degree	
<input type="checkbox"/> Some High School	<input type="checkbox"/> Technical Degree	
<input type="checkbox"/> High School Diploma	<input type="checkbox"/> Bachelor's Degree	
<input type="checkbox"/> GED	<input type="checkbox"/> Other:	

Master's Degree:  
 Doctorate:

11. If you attended High School, where did you receive your education?  Not Applicable

12. If you attended College or Higher, where did you receive your education?  Not Applicable

13. What is your level of Lakota Language Fluency?  
 First Language Lakota Speaker (Native Speak)  
 Second Language Lakota Speaker (Learner)  
 Not Applicable/Non Lakota Speaker

a. If you selected First Language Lakota Speaker (Native Speak) which one of the following applies to you:

- Passive (can understand but don't speak)
- Limited Fluency speaker
- Semi-fluent speaker
- Fluent speaker
- High Competence speaker
- Not Applicable

b. If you selected Second Language Lakota Speaker (Learner) which of the following applies to you:

- Beginner
- Elementary
- Pre-Intermediate
- Intermediate
- Post-Intermediate
- Pre-advanced
- Advanced
- Post-Advanced
- Not Applicable

14. What is your total *approximate* household income prior to taxes?  
 Less than \$20,000/year  \$20,000/year to \$50,000/year  Over \$50,000/year

## Housing Needs

15. How many people total live in your household?

16. How many school-age children live in your household?

17. How many bedrooms total are in your household?

18. How many people are you allowing to stay at your home who would otherwise be considered 'homeless' or 'houseless' if you did not provide them with a place to stay?

19. Why can't those people find housing?  
 Economic Hardship  Lack of Housing  Lack of Caretakers (youth)  To be with Relatives  Other:

20. Those adults, youth, and children would make up how many families? (In this instance, a family would be any individual or couple, age 18 or older, and the children or young adults that depend on them).

21. Does your home have the space to meet the needs of everyone living there?  YES  NO  
a. Why or why not?

22. In the past year, have any of the residents in your home stayed in a place that is not a regular or permanent place to stay, such as outdoors, in a car, in an abandoned or vacant building, or in a public place or place of business?  
 YES  NO

a. If yes, how many people?  
b. For how long?

23. Do you have credit? <input type="checkbox"/> Yes <input type="checkbox"/> No
a. If so, what types of credit? <input type="checkbox"/> Bank Loans <input type="checkbox"/> Predatory Lender Loans <input type="checkbox"/> Credit Cards <input type="checkbox"/> Other:
24. Do you know what your credit score is? <input type="checkbox"/> YES <input type="checkbox"/> NO
a. If so, what is it?
25. Do you rent or own the place where you live? <input type="checkbox"/> RENT <input type="checkbox"/> OWN <input type="checkbox"/> Neither (please describe):
26. How much do you pay for housing per month? <input type="checkbox"/> Not Applicable
27. What are the greatest housing issues/challenges on the Rosebud Reservation? <input type="checkbox"/> Lack of housing <input type="checkbox"/> Quality of housing <input type="checkbox"/> Price of Housing <input type="checkbox"/> Housing in Disrepair <input type="checkbox"/> Limited "other" housing types to choose from (i.e. apartments, townhomes, duplexes, etc.) that may fit a certain age or social group
28. How interested are you in a rent-to-own program? <input type="checkbox"/> Very Disinterested <input type="checkbox"/> Disinterested <input type="checkbox"/> Neutral <input type="checkbox"/> Interested <input type="checkbox"/> Very Interested
29. Do you consider yourself to be an elder? <input type="checkbox"/> YES <input type="checkbox"/> NO a. If yes, would you live in a Supportive Housing / Home, now or in the future? <input type="checkbox"/> YES <input type="checkbox"/> NO b. If yes, would you want a relative to live with you or very close nearby? <input type="checkbox"/> YES <input type="checkbox"/> NO
30. Are you a veteran? <input type="checkbox"/> YES <input type="checkbox"/> NO a. If yes, are you a disabled veteran? <input type="checkbox"/> YES <input type="checkbox"/> NO
31. If disabled veteran housing were available on the Reservation, would you live there? <input type="checkbox"/> YES <input type="checkbox"/> NO a. Why or why not?
32. Are you a single parent or guardian? <input type="checkbox"/> YES <input type="checkbox"/> NO a. If yes, what is your relation to the child you take care of?
33. If single parent or guardian housing were made available on the Reservation, would you live there? <input type="checkbox"/> YES <input type="checkbox"/> NO a. Why or why not?

## New Development

34. Of the industries and services listed below, please select the amount specified from each section, that you believe would impact the Tribe and local area in a ***good way***.

Section 1- Business, Commercial and Services

Of the industries and services listed below, please select ***(5)*** that you believe would impact the Tribe and local area in a ***good way***.

<input type="checkbox"/> Emergency Medical Services Center <input type="checkbox"/> Fire Station <input type="checkbox"/> Housing Authority <input type="checkbox"/> Veterans Center <input type="checkbox"/> Animal Shelter <input type="checkbox"/> Police Station <input type="checkbox"/> Ice Cream Shop <input type="checkbox"/> Funeral Home <input type="checkbox"/> Business Incubator <input type="checkbox"/> Post Office <input type="checkbox"/> Farmers Market <input type="checkbox"/> Cultural Market <input type="checkbox"/> Mental Health Counseling <input type="checkbox"/> Mechanic/Oil Change <input type="checkbox"/> Pharmacy <input type="checkbox"/> Dentist <input type="checkbox"/> Renewable Energy Corporation <input type="checkbox"/> Hunting Lodge <input type="checkbox"/> Meat Locker/Game Processing	<input type="checkbox"/> Grocery Store/Food CO-OP <input type="checkbox"/> C-store/ Gas Station <input type="checkbox"/> Coffee Shop/Internet Café <input type="checkbox"/> Restaurants <input type="checkbox"/> Small Shops <input type="checkbox"/> Arts and Crafts Supply store <input type="checkbox"/> Hardware Store <input type="checkbox"/> Laundry <input type="checkbox"/> Dry Cleaner <input type="checkbox"/> Office Space to Rent <input type="checkbox"/> Greenhouse <input type="checkbox"/> Shared Meats Storage/ Prep <input type="checkbox"/> Pharmacy (ex. Walgreens) <input type="checkbox"/> Emergency Shelter <input type="checkbox"/> Optometrist <input type="checkbox"/> Veterinarian <input type="checkbox"/> Buffalo Ranch <input type="checkbox"/> Cattle Ranch	<input type="checkbox"/> Bank/ Check Cashing <input type="checkbox"/> Car Wash <input type="checkbox"/> Dollar Store <input type="checkbox"/> Spa/ Massage <input type="checkbox"/> Bakery <input type="checkbox"/> Barber/ Beauty Salon <input type="checkbox"/> Clothing Store/ Swap Shop <input type="checkbox"/> Smoke Shop <input type="checkbox"/> Tribal Office <input type="checkbox"/> Health Food Store <input type="checkbox"/> Bus Transport <input type="checkbox"/> Ride Share/ Park & Ride (to a big city like Rapid City) <input type="checkbox"/> Time Share <input type="checkbox"/> Community Garden <input type="checkbox"/> Commercial Farming <input type="checkbox"/> Light Industry/ Manufacturing <input type="checkbox"/> Professional Services Building <input type="checkbox"/> Other:
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**Section 2- Education and Cultural Spaces**

Of the industries and services listed below, please select **(2)** that you believe would impact the Tribe and local area in a **good way.**

<input type="checkbox"/> Community Ceremonial House <input type="checkbox"/> Pow Wow Grounds <input type="checkbox"/> Sweat Lodge <input type="checkbox"/> Cultural/ Visitors Center	<input type="checkbox"/> VO- Tech School <input type="checkbox"/> Alternative Education such as Charter School, Waldorf, or Montessori School <input type="checkbox"/> House of Worship <input type="checkbox"/> Tribal College Outpost	<input type="checkbox"/> Immersion K-12 School <input type="checkbox"/> Library <input type="checkbox"/> Computer Lab <input type="checkbox"/> Immersion Day Care/ Headstart <input type="checkbox"/> Other:
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**Section 3- Site Elements**

Of the industries and services listed below, please select **(3)** that you believe would impact the Tribe and local area in a **good way.**

<input type="checkbox"/> Parking <input type="checkbox"/> Sidewalks <input type="checkbox"/> Street Lights <input type="checkbox"/> Wetlands/ Ponds <input type="checkbox"/> Park/ Picnic Tables <input type="checkbox"/> Trash Collection <input type="checkbox"/> Statues/ Other Art <input type="checkbox"/> Junk Cars/ Trailers <input type="checkbox"/> Commons/ Plaza Space <input type="checkbox"/> Solar Panels	<input type="checkbox"/> Bus Stops/ Transit <input type="checkbox"/> Community Garden <input type="checkbox"/> Scenic Overlook <input type="checkbox"/> Fish/ Fishing <input type="checkbox"/> Chicken Coop <input type="checkbox"/> Recycling <input type="checkbox"/> Tree Areas <input type="checkbox"/> Agricultural Fields <input type="checkbox"/> Berries/ Fruits <input type="checkbox"/> Wind Turbines <input type="checkbox"/> Oil and gas Industry	<input type="checkbox"/> Horse Pasture <input type="checkbox"/> Buffalo Pasture <input type="checkbox"/> Fenced in Dog Park <input type="checkbox"/> Dogs Running Loose <input type="checkbox"/> Small Livestock <input type="checkbox"/> Raised Wetlands Path <input type="checkbox"/> Landscaping <input type="checkbox"/> Trash Blowing Around <input type="checkbox"/> Medicine Plants <input type="checkbox"/> Geo-Thermal <input type="checkbox"/> Other:
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**Section 4 – Entertainment and Recreation**

Of the industries and services listed below, please select **(3)** that you believe would impact the Tribe and local area in a **good way.**

<input type="checkbox"/> Ball Field (Football, Soccer, Baseball, Lacrosse) <input type="checkbox"/> Trails (Walk/Run) <input type="checkbox"/> Movie Theater/ Drive-in movies <input type="checkbox"/> Minigolf <input type="checkbox"/> Golf Course <input type="checkbox"/> Ropes Course/ Climbing wall <input type="checkbox"/> Live Music/ Dancing <input type="checkbox"/> Gangs/ Gangbanging	<input type="checkbox"/> Waterparks/ Swimming Pool/ Slides <input type="checkbox"/> Trails (Horse Rides) <input type="checkbox"/> Rec Center for Indoor Sports <input type="checkbox"/> Gym/ Fitness Center <input type="checkbox"/> Casino <input type="checkbox"/> Children's Playground <input type="checkbox"/> Liquor Store/ Bar <input type="checkbox"/> Skate Park	<input type="checkbox"/> Basketball Courts <input type="checkbox"/> Video Games <input type="checkbox"/> Shooting/ Archery Range <input type="checkbox"/> Bowling Alley <input type="checkbox"/> R.V. Park <input type="checkbox"/> Youth Center (Boys & Girls Club) <input type="checkbox"/> Drinking/ Drugging <input type="checkbox"/> Rodeo Grounds <input type="checkbox"/> Other:
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**Section 5 – Residential/ Facility/ Shelter**  
 Of the industries and services listed below, please select **(2)** that you believe would impact the Tribe and local area in a **good way**.

<input type="checkbox"/> 3 to 5 Bedroom House <input type="checkbox"/> Elder Assisted Living/ Senior Care Facility <input type="checkbox"/> Multi-Story Apartment Building <input type="checkbox"/> Hotel/ Motel <input type="checkbox"/> Mobile Home/ Trailer <input type="checkbox"/> Visitor Camp Grounds	<input type="checkbox"/> 2 to 3 Bedroom Duplex <input type="checkbox"/> Tiyospaye Housing Compound <input type="checkbox"/> Living in a Relatives Basement <input type="checkbox"/> Tipi <input type="checkbox"/> Detox/ Rehab facility	<input type="checkbox"/> 1 Bedroom Apartments <input type="checkbox"/> Professional Housing <input type="checkbox"/> Pre-Manufactured Home <input type="checkbox"/> Bed & Breakfast <input type="checkbox"/> Youth Shelter <input type="checkbox"/> Women's Shelter <input type="checkbox"/> Other:
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35. In the space provided, please explain some of the reasons why the industries and services you selected would impact the Tribe and local area in a good way.

36. Would you pay more money for the services you listed above, if the companies were more careful toward the environment and toward the next 7 Generations?  YES  NO  
 Please Explain Why or Why Not?

37. Please provide five things or new businesses that you think would have a negative impact on the Reservation's Development?

i. \_\_\_\_\_ : Why?

ii. \_\_\_\_\_ : Why?

iii. \_\_\_\_\_ : Why?

iv. \_\_\_\_\_ : Why?

v. \_\_\_\_\_ : Why?

38. If funds were to be provided for enhancing existing businesses, how should those funds be used? (please explain)

39. Are there specific businesses that you think the money should be used for?

40. What types of food options would you like to see come to the reservation?

<input type="checkbox"/> Healthy Sandwich Shop <input type="checkbox"/> Fast Food Burgers <input type="checkbox"/> Fast Food Chicken <input type="checkbox"/> Fast Food Pizza <input type="checkbox"/> Ice Cream <input type="checkbox"/> Italian Cuisine <input type="checkbox"/> Salad Bar	<input type="checkbox"/> Chinese Cuisine <input type="checkbox"/> Mexican Cuisine <input type="checkbox"/> Steak House <input type="checkbox"/> Native American Cuisine <input type="checkbox"/> Family Dining <input type="checkbox"/> Barbeque <input type="checkbox"/> Buffet
--	--

<input type="checkbox"/> Coffee Shop or Cafe	<input type="checkbox"/> Other:
--	---------------------------------

41. Making as much money as possible should be the main focus of tribal and local economic and business development efforts.

Strongly Disagree   
 Disagree   
 Neutral   
 Agree   
 Strongly Agree

Please Explain:

42. What are the greatest barriers to business development on the Rosebud Reservation? (please mark all that apply)

<input type="checkbox"/> Politics Interfering with Business <input type="checkbox"/> Access to capital <input type="checkbox"/> Roads <input type="checkbox"/> Infrastructure/ Utilities <input type="checkbox"/> Land Availability <input type="checkbox"/> Drugs and Alcohol	<input type="checkbox"/> Unskilled Employees <input type="checkbox"/> Lack of Employees <input type="checkbox"/> Lack of customers <input type="checkbox"/> Access to marketing services <input type="checkbox"/> Remoteness/ major markets too far away <input type="checkbox"/> Other:
---	---

43. Please explain your answers regarding barriers related to business development:

44. What are the most pressing infrastructure needs for the reservation? (please mark all that apply)

Roads   
 Water/Sewer   
 Power   
 Renewable Energy   
 Buildings   
 Land   
 Other:

45. Please describe any risks, personal adversities or barriers you or your business may need to overcome:

46. How confident are you in your ability to overcome these risks/adversities/barriers?

Very Unconfident	Unconfident	Neutral	Confident	Very Confident
<input type="checkbox"/>				

## Consumer Information

47. In the past year, what were the top 2 *Super Stores* (Walmart, Target, etc..) that you visited, how many times a month would you say you visited there, and how much money did you spend per visit?

<input type="checkbox"/> Shopko-Valentine	Times/Month: _____ \$/Visit: _____
<input type="checkbox"/> Wal-Mart-Pierre	Times/Month: _____ \$/Visit: _____
<input type="checkbox"/> Wal-Mart-Rapid City	Times/Month: _____ \$/Visit: _____
<input type="checkbox"/> Target-Rapid City	Times/Month: _____ \$/Visit: _____
<input type="checkbox"/> Other:	Times/Month: _____ \$/Visit: _____
<input type="checkbox"/> Not Applicable	

48. In the past year, what were the top 3 *Grocery Stores* (Family Thrift Center, Safeway, etc..) that you visited, how many times a month would you say you visited there, and how much money did you spend per visit?

- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Turtle Creek Crossing Supermarket-Mission | Times/Month: _____ \$/Visit: _____ |
| <input type="checkbox"/> All Stop-Rosebud                          | Times/Month: _____ \$/Visit: _____ |
| <input type="checkbox"/> Buches Foods-Mission                      | Times/Month: _____ \$/Visit: _____ |
| <input type="checkbox"/> Henderson's IGA-Valentine                 | Times/Month: _____ \$/Visit: _____ |
| <input type="checkbox"/> Winner Food Center-Winner                 | Times/Month: _____ \$/Visit: _____ |
| <input type="checkbox"/> Sooper Dooper Market-Winner               | Times/Month: _____ \$/Visit: _____ |
| <input type="checkbox"/> Scotties Ranchland-Valentine              | Times/Month: _____ \$/Visit: _____ |
| <input type="checkbox"/> Other:                                    | Times/Month: _____ \$/Visit: _____ |
| <input type="checkbox"/> Not Applicable                            |                                    |

49. In the past year, what were the top 3 *Dollar/General Stores* that you visited, how many times a month would you say you visited there, and how much money did you spend per visit?

- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Paul Mart-Rosebud                   | Times/Month: _____ \$/Visit: _____ |
| <input type="checkbox"/> Gas Station-Reservation Towns       | Times/Month: _____ \$/Visit: _____ |
| <input type="checkbox"/> ALCO-Valentine                      | Times/Month: _____ \$/Visit: _____ |
| <input type="checkbox"/> Dollar General-Valentine            | Times/Month: _____ \$/Visit: _____ |
| <input type="checkbox"/> Pharmacy-Valentine                  | Times/Month: _____ \$/Visit: _____ |
| <input type="checkbox"/> Gas Station -Valentine              | Times/Month: _____ \$/Visit: _____ |
| <input type="checkbox"/> Gas Station-Winner                  | Times/Month: _____ \$/Visit: _____ |
| <input type="checkbox"/> Family Dollar-Winner                | Times/Month: _____ \$/Visit: _____ |
| <input type="checkbox"/> The Dollar Store-Winner             | Times/Month: _____ \$/Visit: _____ |
| <input type="checkbox"/> Lil Feller Convenience Store-Winner | Times/Month: _____ \$/Visit: _____ |
| <input type="checkbox"/> Casey's General Store-Winner        | Times/Month: _____ \$/Visit: _____ |
| <input type="checkbox"/> Ampride-Winner                      | Times/Month: _____ \$/Visit: _____ |
| <input type="checkbox"/> Shopko-Winner                       | Times/Month: _____ \$/Visit: _____ |
| <input type="checkbox"/> Health Mart-Winner                  | Times/Month: _____ \$/Visit: _____ |
| <input type="checkbox"/> The Store-Winner                    | Times/Month: _____ \$/Visit: _____ |
| <input type="checkbox"/> Rosco's Liquor Store-Winner         | Times/Month: _____ \$/Visit: _____ |
| <input type="checkbox"/> Other:                              | Times/Month: _____ \$/Visit: _____ |
| <input type="checkbox"/> Not Applicable                      |                                    |

50. In the past year, what were the top 3 *Food Service Stores* (dine-in, fast food, bar, etc) that you visited, how many times a month would you say you visited there, and how much money did you spend per visit?

- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Dine-in Restaurants-Reservation       | Times/Month: _____ \$/Visit: _____ |
| <input type="checkbox"/> Fast Food Restaurants-Reservation     | Times/Month: _____ \$/Visit: _____ |
| <input type="checkbox"/> Dine-in Restaurants-Off Reservation   | Times/Month: _____ \$/Visit: _____ |
| <input type="checkbox"/> Fast Food Restaurants-Off Reservation | Times/Month: _____ \$/Visit: _____ |
| <input type="checkbox"/> Subway-Reservation                    | Times/Month: _____ \$/Visit: _____ |
| <input type="checkbox"/> Star Light-Reservation                | Times/Month: _____ \$/Visit: _____ |
| <input type="checkbox"/> PJ's Circle Pizza-Reservation         | Times/Month: _____ \$/Visit: _____ |
| <input type="checkbox"/> Dine-in Restaurants-Valentine         | Times/Month: _____ \$/Visit: _____ |
| <input type="checkbox"/> Fast Food Restaurants-Valentine       | Times/Month: _____ \$/Visit: _____ |
| <input type="checkbox"/> Pizza Hut-Valentine                   | Times/Month: _____ \$/Visit: _____ |
| <input type="checkbox"/> The Winner Bakery-Winner              | Times/Month: _____ \$/Visit: _____ |

- The Pheasant Bar-Winner Times/Month: \_\_\_\_\_ \$/Visit: \_\_\_\_\_
- Dick's Bar-Winner Times/Month: \_\_\_\_\_ \$/Visit: \_\_\_\_\_
- Peacock Bar-Winner Times/Month: \_\_\_\_\_ \$/Visit: \_\_\_\_\_
- The Elk's Club-Winner Times/Month: \_\_\_\_\_ \$/Visit: \_\_\_\_\_
- Mocha Madness-Winner Times/Month: \_\_\_\_\_ \$/Visit: \_\_\_\_\_
- Joie's Café-Winner Times/Month: \_\_\_\_\_ \$/Visit: \_\_\_\_\_
- Sargeant's Café-Winner Times/Month: \_\_\_\_\_ \$/Visit: \_\_\_\_\_
- The Coffee Shop-Winner Times/Month: \_\_\_\_\_ \$/Visit: \_\_\_\_\_
- Wild West Steakhouse and Saloon-Winner Times/Month: \_\_\_\_\_ \$/Visit: \_\_\_\_\_
- Pizza Hut-Winner Times/Month: \_\_\_\_\_ \$/Visit: \_\_\_\_\_
- McDonald's-Winner Times/Month: \_\_\_\_\_ \$/Visit: \_\_\_\_\_
- The Chinese Buffett-Winner Times/Month: \_\_\_\_\_ \$/Visit: \_\_\_\_\_
- Dine-in Restaurants-Pierre Times/Month: \_\_\_\_\_ \$/Visit: \_\_\_\_\_
- Fast Food Restaurants-Pierre Times/Month: \_\_\_\_\_ \$/Visit: \_\_\_\_\_
- Other: Times/Month: \_\_\_\_\_ \$/Visit: \_\_\_\_\_
- Not Applicable

51. In the past year, what were the top 3 *Entertainment Options* that you visited, how many times a month would you say you visited there, and how much money did you spend per visit?

- Rosebud Casino-Reservation Times/Month: \_\_\_\_\_ \$/Visit: \_\_\_\_\_
- Movie Theater –Valentine Times/Month: \_\_\_\_\_ \$/Visit: \_\_\_\_\_
- Pix Theatre-Winner Times/Month: \_\_\_\_\_ \$/Visit: \_\_\_\_\_
- KWYR Radio Station-Winner Times/Month: \_\_\_\_\_ \$/Visit: \_\_\_\_\_
- Movie Theater-Pierre Times/Month: \_\_\_\_\_ \$/Visit: \_\_\_\_\_
- Entertainment-Rapid City Location: \_\_\_\_\_ Times/Month: \_\_\_\_\_ \$/Visit: \_\_\_\_\_
- Other: Times/Month: \_\_\_\_\_ \$/Visit: \_\_\_\_\_
- Not Applicable

52. In the past year, what were the top 3 *Sporting Goods Stores* that you visited, how many times a month would you say you visited there, and how much money did you spend per visit?

- Stadium Sports-Reservation Times/Month: \_\_\_\_\_ \$/Visit: \_\_\_\_\_
- Gary's Gun Shop-Valentine Times/Month: \_\_\_\_\_ \$/Visit: \_\_\_\_\_
- Sports Authority-Winner Times/Month: \_\_\_\_\_ \$/Visit: \_\_\_\_\_
- The Bait Shop-Winner Times/Month: \_\_\_\_\_ \$/Visit: \_\_\_\_\_
- Gary's Guns-Winner Times/Month: \_\_\_\_\_ \$/Visit: \_\_\_\_\_
- Sporting Goods Stores-Pierre Times/Month: \_\_\_\_\_ \$/Visit: \_\_\_\_\_
- Sporting Goods Stores-Rapid City Times/Month: \_\_\_\_\_ \$/Visit: \_\_\_\_\_
- Other: Times/Month: \_\_\_\_\_ \$/Visit: \_\_\_\_\_
- Not Applicable

53. In the past year, what were the top 3 *Hardware Stores* (Menards, Ace, etc..) that you visited, how many times a month would you say you visited there, and how much money did you spend per visit?

- Mission Shopping Center-Mission Times/Month: \_\_\_\_\_ \$/Visit: \_\_\_\_\_
- ACE Hardware-Mission Times/Month: \_\_\_\_\_ \$/Visit: \_\_\_\_\_
- D&S Jones Lumber and Hardware-Mission Times/Month: \_\_\_\_\_ \$/Visit: \_\_\_\_\_
- True Value-Valentine Times/Month: \_\_\_\_\_ \$/Visit: \_\_\_\_\_
- True Value-Winner Times/Month: \_\_\_\_\_ \$/Visit: \_\_\_\_\_
- ACE Hardware-Winner Times/Month: \_\_\_\_\_ \$/Visit: \_\_\_\_\_

- Home Depot-Pierre Times/Month: \_\_\_\_\_ \$/Visit: \_\_\_\_\_
- Lowes-Pierre Times/Month: \_\_\_\_\_ \$/Visit: \_\_\_\_\_
- Menards-Pierre Times/Month: \_\_\_\_\_ \$/Visit: \_\_\_\_\_
- Lowes-Rapid City Times/Month: \_\_\_\_\_ \$/Visit: \_\_\_\_\_
- Menards-Rapid City Times/Month: \_\_\_\_\_ \$/Visit: \_\_\_\_\_
- Other: Times/Month: \_\_\_\_\_ \$/Visit: \_\_\_\_\_
- Not Applicable

54. In the past year, what were the top 3 *Retail Stores* that you visited, how many times a month would you say you visited there, and how much money did you spend per visit?

- Sicangu Business Products-Reservation Times/Month: \_\_\_\_\_ \$/Visit: \_\_\_\_\_
- AT&T-Reservation Times/Month: \_\_\_\_\_ \$/Visit: \_\_\_\_\_
- Young Western Wear- Valentine Times/Month: \_\_\_\_\_ \$/Visit: \_\_\_\_\_
- Schramm Furniture-Winner Times/Month: \_\_\_\_\_ \$/Visit: \_\_\_\_\_
- The Antique Store-Winner Times/Month: \_\_\_\_\_ \$/Visit: \_\_\_\_\_
- Radio Shack-Winner Times/Month: \_\_\_\_\_ \$/Visit: \_\_\_\_\_
- The Hearing Center-Winner Times/Month: \_\_\_\_\_ \$/Visit: \_\_\_\_\_
- Clothing Stores-Pierre Times/Month: \_\_\_\_\_ \$/Visit: \_\_\_\_\_
- Other: Times/Month: \_\_\_\_\_ \$/Visit: \_\_\_\_\_
- Not Applicable

55. In the past year, what were the top 3 *Autoshop/Mechanic/Services* that you visited, how many times a month would you say you visited there, and how much money did you spend per visit?

- Computer Lighthouse-Reservation Times/Month: \_\_\_\_\_ \$/Visit: \_\_\_\_\_
- Rosebud Rental-Reservation Times/Month: \_\_\_\_\_ \$/Visit: \_\_\_\_\_
- Mel's Automotive-Winner Times/Month: \_\_\_\_\_ \$/Visit: \_\_\_\_\_
- Kucera's Electric-Winner Times/Month: \_\_\_\_\_ \$/Visit: \_\_\_\_\_
- Anderson Repair-Winner Times/Month: \_\_\_\_\_ \$/Visit: \_\_\_\_\_
- Country Club Motel-Winner Times/Month: \_\_\_\_\_ \$/Visit: \_\_\_\_\_
- Brown Oil-Winner Times/Month: \_\_\_\_\_ \$/Visit: \_\_\_\_\_
- Other: Times/Month: \_\_\_\_\_ \$/Visit: \_\_\_\_\_
- Not Applicable

56. In the past year, what were the top 3 *Auto/Agricultural Parts Stores* that you visited, how many times a month would you say you visited there, and how much money did you spend per visit?

- NAPA Auto Parts-Reservation Times/Month: \_\_\_\_\_ \$/Visit: \_\_\_\_\_
- Sicangu Auto Parts and Services-Reservation Times/Month: \_\_\_\_\_ \$/Visit: \_\_\_\_\_
- Sicangu Propane Times/Month: \_\_\_\_\_ \$/Visit: \_\_\_\_\_
- Pronto Auto Parts -Valentine Times/Month: \_\_\_\_\_ \$/Visit: \_\_\_\_\_
- Grossenburgs Implement-Winner Times/Month: \_\_\_\_\_ \$/Visit: \_\_\_\_\_
- Mathis Implement-Winner Times/Month: \_\_\_\_\_ \$/Visit: \_\_\_\_\_
- Frontier Motors -Winner Times/Month: \_\_\_\_\_ \$/Visit: \_\_\_\_\_
- Harry K. Ford-Winner Times/Month: \_\_\_\_\_ \$/Visit: \_\_\_\_\_
- Other: Times/Month: \_\_\_\_\_ \$/Visit: \_\_\_\_\_
- Not Applicable

57. In the past year, what were the top 3 *Tax Service/Financial Institutions* that you visited, how many times a month would you say you visited there, and how much money did you spend per visit?

- Tax Express-Reservation Times/Month: \_\_\_\_\_ \$/Visit: \_\_\_\_\_

<input type="checkbox"/> H&R Block-Valentine	Times/Month: _____ \$/Visit: _____
<input type="checkbox"/> Bank of the West-Valentine	Times/Month: _____ \$/Visit: _____
<input type="checkbox"/> The Insurance Center-Winner	Times/Month: _____ \$/Visit: _____
<input type="checkbox"/> Fenenga DeSmet Accounting-Winner	Times/Month: _____ \$/Visit: _____
<input type="checkbox"/> Wells Fargo-Winner	Times/Month: _____ \$/Visit: _____
<input type="checkbox"/> First Fidelity Bank-Winner	Times/Month: _____ \$/Visit: _____
<input type="checkbox"/> Sentinel Credit Union-Winner	Times/Month: _____ \$/Visit: _____
<input type="checkbox"/> BankWest-Winner	Times/Month: _____ \$/Visit: _____
<input type="checkbox"/> Other:	Times/Month: _____ \$/Visit: _____
<input type="checkbox"/> Not Applicable	

58. In the past year, did you use *Legal Services*?  YES  NO  
 a. If so, was the service:  On Reservation  Off Reservation  
 b. How many times a month would you say you visited there, and how much money did you spend per visit?  
 Times/Month: \_\_\_\_\_ \$/Visit: \_\_\_\_\_

### REDCO & REDCO BUSINESSES

59. Have you heard of the Rosebud Economic Development Corporation (REDCO) before today?  YES  NO  
 60. If you know about REDCO, what do you think about the direction of the organization?  
 Getting Worse  Staying the Same  Getting Better

61. Do you know which businesses on the Reservation are REDCO businesses?  YES  NO

62. Did you know that spending at REDCO businesses supports the tribe and tribal programs like the Low Income Housing Energy Assistance Program (LIHEAP)?  YES  NO

63. REDCO businesses are Turtle Creek Crossing Supermarket; Sicangu Auto Parts and Services for tire sales, auto services, and auto parts; and Sicangu Business Products. Do you use these businesses?  YES  NO

64. Why or Why not?

65. What do you like about REDCO businesses?

66. What do you dislike about REDCO businesses?

67. What can REDCO do to improve their businesses?

### KEYA WAKPALA GREEN DEVELOPMENT

*“Keya Wakpala Waíčageyapi is a safe place for all Lakota people and their neighbors who seek a unique community encouraging resilience, health, education, and helpfulness while renewing a culturally meaningful way of life.”*

68. I have heard of the Keya Wakpala Green Development before today.  YES  NO

69. I'd live in the Keya Wakpala Green Community if I could.  YES  NO  Maybe  
 a. Why or why not?

70. Are you willing to invest in, and do business in this community?  YES  NO  Maybe  
 b. Why or why not?

71. Would you be willing to invest your skills, time, and energy to help create this type of community?  
 YES  NO  Maybe  
 c. Why or why not?

72. As a community member, would you participate in the services provided by this community?  
 YES  NO  Maybe  
 d. Why or why not?

## BUY LOCAL MARKETING

[Read this sentence to Reservation residents only.] For every \$1 spent in sales tax on the Reservation, \$0.87 returns back to the tribe. So, for every \$1 spent in sales tax off the reservation. That is \$0.87 that the reservation will never see.

73. Rosebud businesses should buy goods/services from other Rosebud businesses, even if they cost more than buying off the reservation.

Strongly Disagree    Disagree    Neutral    Agree    Strongly Agree

74. My tribe should spend money on providing locally produced food sources for the Reservation.

Strongly Disagree    Disagree    Neutral    Agree    Strongly Agree

75. I would spend more money for locally grown foods.

Strongly Disagree    Disagree    Neutral    Agree    Strongly Agree

76. If you were to recommend a 'buy local' marketing 'brand' what would it look like or what would be on it?

77. If you enjoy drawing, go ahead and sketch it out here.

78. Additional comments and suggestions:

Thank You!

# Pilamayaye!

Any other questions or comments beyond the survey?  
Call REDCO at (605) 856-5090.