**FOREWORD**

Dear Black Hills Community Members,

Our mission is to support programs and services that provide solutions to community needs in the areas of education, health, and financial stability. The purpose of this community needs assessment is to help us identify specific needs in these areas based on the input of local community leaders and advocates in our region. This is an opportunity for everyone to join in our fight for advancing the common good of our Black Hills community.

We believe the solutions to our community needs require collaboration, resource sharing, and innovation among organizations to maximize resources for the improvement of our community. This 2019 needs assessment is the third study commissioned by United Way Black Hills in the last 15 years. In order to foster a collaborative spirit, the full report will be available to all so that they can use the information to improve the Black Hills Community.

We greatly appreciate the efforts of our Board of Directors in this assessment and acknowledging the importance of gathering this information to ensure that our funds are utilized effectively and invested wisely in the future of our community. In addition, we thank the Black Hills Knowledge Network for their valuable research towards this project. Thank you to our partners, community members and local professionals for their insight and advocacy to improve the quality of life for residents of our Black Hills community.

Sincerely,

[Signature]

Thank you to the following sponsors who helped make this report possible:

---

**INTRODUCTION**

In order to help UWBH prioritize its program intent and resource allocations, UWBH hired the Black Hills Knowledge Network (BHKN) to conduct a needs assessment. The purpose of this assessment was twofold: 1) initiate ways in which to gain meaningful community-level input regarding community needs across the UWBH service area and 2) aggregate trends and patterns of community needs across the Black Hills Region.

This needs assessment employed a community conversations methodology which generates valuable insights by inviting community partners to react to collected data and participate in conversations held in their own communities. BHKN implemented this methodology in two phases beginning with collecting data from state and federal secondary sources. BHKN then prepared these infographics to summarize the collected data in a clear and engaging matter. Data presented below was current as of March 2019.

The second phase involved collecting primary data through the community conversations. These conversations began with a presentation of these infographics, then a group ranking activity and discussion, followed by an individual funding allocation activity. The resulting needs assessment report can be found on the UWBH website.
**POPULATION**

6,908 people lived in Sturgis in 2017

- 80+ Years: 7.4%
- 70-79 Years: 5.9%
- 60-69 Years: 13.8%
- 50-59 Years: 11.9%
- 40-49 Years: 11.9%
- 30-39 Years: 14.1%
- 20-29 Years: 9.0%
- 10-19 Years: 13.0%
- Under 10 Years: 13.0%

Sturgis population grew by 4.2% from 2010 to 2017

Of Sturgis residents...

- 93% were White
- 4% were two or more races
- 2% were some other race
- 1% were Native American
- 13% were veterans

Sturgis represents 4% and Meade County 15% of the total population served by the United Way of the Black Hills

**EDUCATION**

Of the 2,812 K-12 students enrolled in the Meade County School District...

- 35% of students qualified for Free and Reduced School Lunch
- 122 students graduated in 2017-2018
- 2% of students dropped out in 2017-2018

- 57% of 3rd graders were proficient in English
- 51% of 8th graders were proficient in Math
- 73% of high school graduates were prepared for college in English
- 53% of high school graduates were prepared for college in Math
**Education**

Of Sturgis residents...

- **91.7%** have a high school diploma
- **21.5%** have a bachelor's degree or higher

There are

- 6 licensed childcare providers and
- 0 licensed before and after school providers in Sturgis

**Incomes**

$37,388 Median Household Income in Sturgis

- $100,000 or more 12%
- $50,000-$99,999 27%
- $25,000-$49,999 32%
- Less than $25,000 29%

Median Household Income decreased 10.7% from 2010 to 2017

29% of Sturgis households earned less than $25,000 annually

In Meade County...

- 183 women and children receive WIC benefits
- 5% of residents rely on SNAP benefits including 768 adults and 646 children

**Poverty Rates**

- Sturgis: 11.9%
- Meade County: 8.8%
2,965 total housing units in Sturgis

Of the homes in Sturgis...

- 37% were renter-occupied
- 33% were owner-occupied without a mortgage
- 30% were owner-occupied with a mortgage

2,390 jobs in Sturgis in 2015

2.8% unemployment in Meade County, lower than the 10 year average of 3.98%

54% of Sturgis families have 2 or more workers in the household

18.9% Education

15.0% Accomodation/Food Services

13.2% Public Administration

13.0% Retail Trade

9.6% Healthcare

* The most current detailed job estimates at the city level are for the year 2015.

Total jobs in Sturgis dropped by 12% from 2005 to 2015

Healthcare was the fastest shrinking industry, losing 110 jobs from 2005

Accommodation/Food Service was the fastest growing industry, increasing by 51 jobs

Monthly Housing Costs

- 25%* for $0 to $399
- 39% for $400 to $799
- 20% for $800 to $1,249
- 16% for $1,250 or more

* estimates are based on survey responses. When there are very few responses, we cannot be assured of the estimates. The true number of homes with costs in this price range are likely less than reported.
**Health**

84% of Sturgis residents have health insurance

89% of Meade County residents have health insurance

**Meade County has [**HIGHER**]** rates of...

- Mothers who breastfeed
- Deaths from chronic lower respiratory diseases

*Mortality and natality data is only available at the county level. The above data is for 2016.*

**Meade County has [**LOWER**]** rates of...

- Percent WIC births
- Percent Medicaid payments for births
- Births by C-Section
- Deaths from Alzheimer’s Disease
- Deaths from Diabetes

*Mortality and natality data is only available at the county level. The above data is for 2016.*

**Sturgis Hospital patients reported...**

- 3.1% using illicit drugs in the past year
- 38% being negatively affected by substance abuse in the past year
- 21% excessive drinking in the past year
MENTAL HEALTH

In Meade County...

**SUICIDE**
was the 6th leading cause of death

41
number of mental health providers recognized by CMS

675 to 1
ratio of residents to mental health providers

In Meade County,
13 out of every 100 prescriptions are **opioids**

For Sturgis Regional Hospital...

4 of 20 patients were diagnosed with a depressive disorder

**HOWEVER**
6 of 20 patients showed symptoms of chronic depression

Patients with reported symptoms of chronic depression increased over the past three years

<table>
<thead>
<tr>
<th>Year</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>22.5%</td>
</tr>
<tr>
<td>2018</td>
<td>31.1%</td>
</tr>
</tbody>
</table>
SOURCES

Unless otherwise noted, the infographic represents data from 2017.

POPULATION
U.S. Census Bureau American Community Survey 5-year estimates 2013-2017

EDUCATION
South Dakota Department of Education 2017-2018 Statistical Digest
South Dakota Department of Social Services. 2018 Licensed Childcare Providers Database

INCOMES
U.S. Census Bureau American Community Survey 5-year estimates 2013-2017
South Dakota WIC Program Annual Report. Federal Fiscal Year 2017
South Dakota Department of Social Services. SNAP Data 2017

JOBS

HOUSING
U.S. Census Bureau American Community Survey 5-year estimates 2013-2017
U.S. Office of Policy Development and Research. Assisted Housing Database

HEALTH
2018 Rapid City Regional Community Health Needs Assessments
Centers for Medicaid and Medicare Services National Provider Index
U.S. Centers for Disease Control and Prevention. Division of Unintentional Injury Prevention. Opioid Prescription Rates Database
Substance Abuse and Mental Health Services. 2014-2016 National Survey on Drug Use and Health

Photo by Stephen Walker, Unsplash