

THE ALLIANCE

SOUTH DAKOTA MILITARY HERITAGE ALLIANCE, INC.

Published
January 2025



2024 Annual Report

SOUTH DAKOTA MILITARY HERITAGE ALLIANCE, INC.
And the South Dakota Veterans Alliance, Inc.



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Sioux Falls, SD 57104

the **ALLIANCE**
South Dakota Military Heritage Alliance, Inc.

"Coming together is a beginning.
Keeping together is progress. Working
together is success."

– Henry Ford

What a privilege it is to write introductory comments for yet another Alliance annual report. Our whole organization, from Board of Directors to leadership and staff, are blessed by the involvement, heart, and generosity of our entire community.

The Alliance was founded upon prayer and the theme that “there is no limit to what we can accomplish if we do not care who gets the credit.” Even so, we sincerely want to honor and thank every single business, organization, and individual who helped push us through another successful year! 2024 was another year of proving we can do this together and, like I’ve said many times before, *it’s the most South Dakota thing ever.*

Within this report, you have information and details for how we make it work – and it starts with people. The Alliance Board of Directors is immensely proud of – and thankful for(!) – Brian and the team that performs the magic every day. Together, we are changing lives and, every day, striving to make the Alliance the community asset so many envision it to be. Again, “only in South Dakota.” Thank you for being such an integral part of it, and here's to a blessed, American 2025!

Stacy Kooistra
Chairman and Founder

501(C)(3) Board of Directors

- Stacy Kooistra – Founder/Chairman, Active SDANG
- Tony Bour – Retired Business Owner, Showplace Wood Product, Air Guard Veteran
- Chuck Nelson – Nelson/Nelson, CPAs, Air Guard Retiree
- Kendra Siemonsma- Sanford Health, Veteran Spouse
- Craig Hagen – NAI Realtor
- Commander or Officer VFW Post 628
- Commander or Officer American Legion Post 15

501(C)(7) Board of Directors

- Stacy Kooistra – Founder/Chairman, Active SDANG
- Chuck Nelson – Nelson & Nelson, CPAs, Air Guard Retiree
- Ken Teunissen – Military Order of the Purple Heart, Army Veteran
- Nikki Wajer – SDANG Family Services, Veteran Spouse
- Paul Weckman – Sanford Health Veteran Affairs, Navy Retiree
- J.J. Everist – L.G. Everist, Inc., Navy Veteran
- Commander or Officer American Legion Post 15
- Commander or Officer VFW Post 628



Button worn by the Alliance staff

I'm not okay; but it's all gonna to be alright."

Song Performed by Jelly Roll
The passionate staff at the Alliance spends countless hours to ensure our guests are part of the Alliance experience.



Message from Executive Director

Brian Phelps, CNE, CDE, CNC

*Certified Nonprofit Executive, Certified Development Executive,
Certified Nonprofit Consultant*



2024 - COLLABORATION

(new friends, new ventures, new resources, new growth, new future)

Collaboration is the heartbeat of a thriving community, especially as we rally together to support our veterans and active service members at the South Dakota Military Heritage Alliance! Picture a vibrant gathering where veterans, active-duty heroes, and enthusiastic civilians join forces, each contributing their unique stories and experiences, weaving a colorful tapestry of camaraderie and respect.

It's a beautiful bond that uplifts everyone involved, making our community stronger! We've witnessed the magic of this collaboration in action—through exhilarating community events that honor our heroes and heartwarming mentorship programs that connect generations. These success stories are a testament to the incredible impact we can achieve when we unite our efforts! So, let's not sit on the sidelines—jump in and be part of the action! Join us at our upcoming events and initiatives that pay tribute to service and sacrifice; together, we can create an unforgettable experience!

Remember, every individual carries a profound story, so let's come together at the Alliance to celebrate and preserve these narratives with warmth and gratitude. Don't miss out—let's make history together, one story at a time!

Sincerely
Brian Phelps



Partner Collaboration:

The Alliance collaborates with many in our community at several levels of support. Services we provide include, but are not limited to:

**Marketing – Team Building –
Veteran/Active Service Member Support –
Support of Service Organizations -
Concert/Event Ticketing – Employment
Connections – Facility Use – Management
Advice – Nonprofit Advice – Shared
Resources – Shared Experiences**

MISSION: *The Alliance is committed to uniting the military, veteran, and civilian communities through a holistic organization offering services, hospitality, and entertainment that celebrates military heritage in an environment welcoming to all, and with a dedication to benefiting military and veteran individuals, families, and organizations.*

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the **ALLIANCE**
South Dakota Military Heritage Alliance, Inc.
22 A Day is Too Many
Alliance Video



www.SouthDakotaAlliance.org
605-271-1582 or call/text 988

THE 13 ATTRIBUTES OF A THRIVING NONPROFIT (from the National Association of Nonprofit Organizations)

- The best nonprofit organizations are seen as ‘workplaces of choice.’
- The Executive Director is a visible, vocal, and effective public champion for the organization.
- Financial stability.
- Board is diverse and reflective of the community it serves.
- Board is clear about its responsibilities, takes them seriously, and executes well.
- Programs are mission-centric.
- Programs are evaluated to determine impact.
- The best nonprofit organizations have a clear, strong, and compelling external presence.
- An intelligent and integrated strategy for growing and engaging stakeholders in the work.
- Board and staff have a strong leadership pipeline and solid bench strength.
- A thoughtful long-term strategy developed jointly by board and staff.

THE **ALLIANCE**
SOUTH DAKOTA MILITARY HERITAGE ALLIANCE, INC.



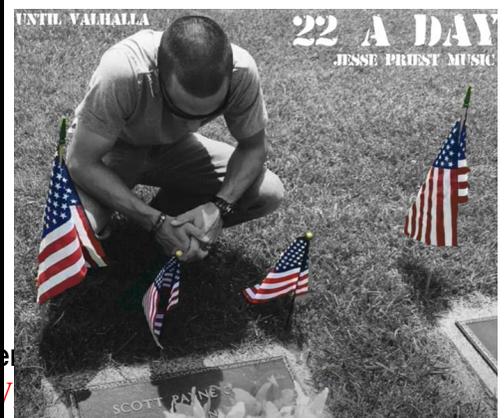
**22 Veterans
Commit Suicide
EVERY Day!**



**25 SD Veterans Commit
Suicide EVERY Year!**



**520+ Active Duty
Commit Suicide
EVERY Year!**



FIVE YEARS SINCE WE EMBARKED ON OUR JOURNEY. AS WE REFLECT ON THE PAST HALF-DECADE, WE ARE FILLED WITH IMMENSE GRATITUDE FOR THE OPPORTUNITY TO HAVE TOUCHED, CHANGED, AND IMPACTED SO MANY LIVES WITHIN OUR COMMUNITY.

Performance and Benchmarking:

Our analysis of the past year's performance demonstrates a high level of satisfaction and optimism. These comparisons reveal our performance is in line with or exceeds the industry average. We exceeded the performance of 2023 by 10%. We do have specific areas where we need to improve.

- **103,589 Guests**
- **1,303 Meeting & Events**

Brand Creation and Perception:

The past year witnessed significant efforts in building and strengthening our brand. Benchmarking against 2023 reveals that our brand awareness has grown by 5%. We have received positive feedback on our brand messaging, while we need to further enhance recognition amongst several demographics who reported still don't know about the Alliance.

- **8,097,265 Brand Impressions**
- **142 Trainings Held**
- **9,955 Social Followers**

Enhancing Experiences (Customer/User):

We are committed to delivering exceptional experiences for our Customers/Users. Our analysis of customer satisfaction surveys and user feedback indicates a very strong customer satisfaction level. We have identified areas where we excel and areas where we need to improve to match industry leaders.

- **4.8 Stars Average on Google Reviews**
- ★★★★★

In conclusion, our annual report review process provides us with valuable insights into our performance and areas for improvement. We are committed to building on our successes and addressing the challenges we have identified. By focusing on strategic revenue growth, impactful brand building, and delivering exceptional experiences, we are confident in our ability to achieve our goals in the upcoming year.

We welcome the opportunity to discuss these findings and our Organizational Development plan in more detail with you.

TRUTH NEVER FEARS A CHALLENGE.

Input Provided by 2024 Staff: 34 Employees (24 FTE) and 6 Managers, American Legion Post 15, Wings of Valor Lodge, Midwest Honor Flight, Rolling Thunder Chapter 1, Women of the Armed Forces, and VFW Post 628

Organizational Development (OD) Is Different from Strategic Planning

In 2024 the Alliance staff journeyed through the first Organizational Development. The purpose of an organizational development initiative is to determine the “as is” and define the “to be” not only in terms of programs and finances, but the whole culture of the organization. Every culture has strengths and weaknesses. Examining culture helps leverage strengths while, at the same time, reducing weaknesses.

Organizational development, when done correctly, is transformative. The Executive Director involves those who want to join on a journey forward; bless and release those who don’t; tackle systemic obstacles to success; including those not afraid of conflict and effect transformation.

The Executive Director sets the vision working with staff to define work goals and implementation plans. Critically important is the Board of Directors for **ADVICE** and **ACCOUNTABILITY!** Thank you to the 13 Alliance board members for their part in the success of 2024 and first 5 years.

ORGANIZATIONAL DEVELOPMENT GUIDE

PREPARED FOR: South Dakota Military Heritage Alliance, Inc.

“I pray for the strength, courage, and wisdom to do what’s right and needed.

Dear Lord, I pray for your guidance as I search for the strength to lead those who need it most – the courage to stay the course when times are at their toughest – and the wisdom to challenge, for the benefit of others, the roads unpaved.” Amen



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- I pledge to contribute my best effort and skills towards the success of the company.
- I commit to upholding the values, ethics, and standards of the organization in all my actions and decisions.
- I promise to work collaboratively with my colleagues, respecting their diversity and unique contributions.
- I will continuously seek opportunities for learning and development to enhance my professional growth.
- I will strive for excellence in all tasks and responsibilities assigned to me.
- I pledge to maintain a positive attitude, showing dedication and enthusiasm in fulfilling my role within the company.
- I commit to fostering a safe, inclusive, and respectful work environment for all employees.

The South Dakota Military Heritage Alliance proudly stands as a steadfast beacon of unwavering support for our veterans, embodying our profound commitment to honoring their service and sacrifices. This Alliance is not just a tribute; it is a vital pillar in our community, actively engaging veterans and their families to foster a spirit of camaraderie and shared values of patriotism. In every program and event, we invite you to join us in creating lasting connections that resonate with the heart and soul of our nation. Together, we can ensure that the sacrifices made for our freedom are never forgotten, and that our veterans feel the warmth of our gratitude.

So, let's unite in this noble cause—your participation is not just appreciated; it's essential. Join us in celebrating our heroes because when we stand together, we stand stronger!

	<u>2020</u>	<u>2021</u>	<u>2022</u>	<u>2023</u>	<u>2024</u>	
Office Space Rental	\$24,000	\$111,624	\$182,082	\$236,075	\$247,750	↑
Facilities Rental	\$1,500	\$205,212	\$116,498	\$106,188	\$119,482	↑
Gun Range	\$142,000	\$260,335	\$327,040	\$302,103	\$310,886	↑
Event Center	\$5,500	\$109,360	\$240,389	\$ 99,655	\$165,383	↑
Donations	\$577,700	\$2,594,172	\$2,319,421	\$833,411	\$846,712	↑
Grill/Club Lobo	\$161,000	\$359,864	\$232,085	\$517,704	\$489,122	↓
Other Income:	\$0	\$285,346	\$150,624	\$ 88,077	\$ 57,809	↓

2024 Snapshot Benchmark Comparison

<u>National Average</u>	<u>The Alliance</u>
	<u>Bar/Grill</u>
\$27,000/mo gross revenue 10% net margin	\$40,760/mo gross revenue 5.2% net margin
	<u>Event Venue</u>
\$2,500 to \$10,000/mo gross revenue 20-40% net margin	\$22,083/mo gross revenue 1.5% net margin
	<u>Indoor Gun Range</u>
\$100,000 to \$250,000/yr gross revenue 10-30% net margin	\$245,394 gross revenue 38.9% net margin

2024 Pictures in Review

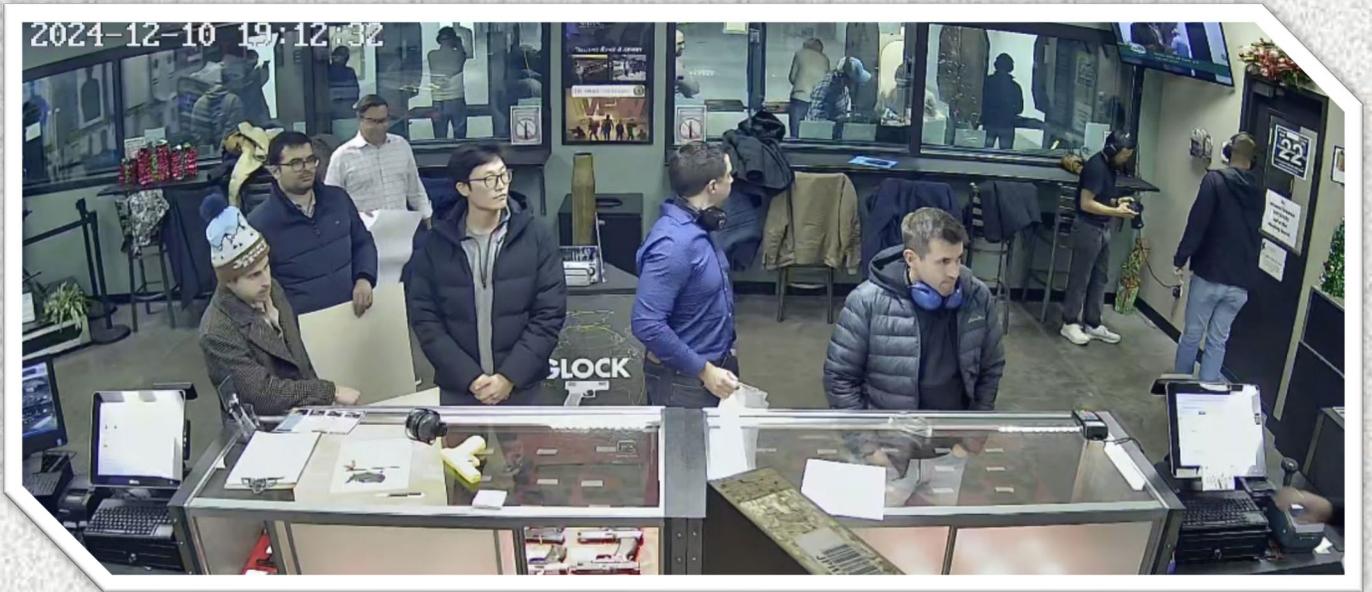


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2024 Miles & Lisa Beacom Concert Series:

Diamond Rio	Governor's Cup	Nitty Gritty Dirt Band
Lita Ford	Little Texas	Drowning Pool
Queensryche	Pam Tillis	

Other Alliance Events in 2024:

Harrisburg Winter Formal	Healthcare Decisions Day & PACT Act Event	The Governor's Cup Rodeo After Party
SD Wildlife Expo	Augustana Athletic Banquet	Midwest Honor Flight Fundraiser Event
Warriors Never Give Up Banquet	Fraternal Order of the Police Breakfast	South Dakota Rock & Roll Hall of Fame
Red Cross Blood Drives	Armed Forces Day	State Bar Leadership Summit
Wings of Valor Gala	Memorial Day Event	Marine Corps League Ball
USD Veterans Free Legal Clinic	Captain Charlie Plumb & 484 Army Reserve Band Event	America's Story Fundraiser
VetsAid SD -2024	New Sound Wrestling	Sioux Falls Development Annual Meeting
Sioux Falls City Election Polling Station	Boys & Girls Club of the Sioux Empire Event	Van Hove Concert
Primary Polling Station	LifeLight Youth Event	Chanukah Celebration
General Election Polling Station	SDDVA Benefits Conference	VFW Pancake Feeds
Home & Community Based Spring Forum by the VA	American Experience Exhibit	Legion Pancake Feeds
	Veterans Stand Down Event	The Table Ministry

Area Businesses and Organizations using the Alliance in 2024:

Manitou Group	Epicosity	Sanford Health
L.G. Everist, Inc.	SD Professional Towing Assoc	Interstate Power Systems
Diamond Mowers	Vermont Seeds	Design Tanks
Boy Scouts Sioux Council	Sioux Falls Dev. Foundation	Scheels
Carstensen Contracting	Quality & TriView Comm.	First PREMIER
Henry Carlson Co./ASCO	T & R Contracting	Bank/PREMIER Bankcard
Augustana Athletics	KELO TV	Siouxland Renaissance Assoc
Rosenbauer (Lyons, SD)	Prairie States	Warriors Never Give Up
Brevant Seeds	Bitgo	Wing of Valor Lodge
Sioux Steel	Sioux Falls Ballooning Assoc	Blackburn Foundation Repair
Pernell Insurance	Real Property Management Express	Sioux Falls Specialty Hospital
Pepper Entertainment	BX Civil & Construction	VFW Post 628
CCL Label	Nelson & Nelson CPAs LLP	American Legion Post 15
WestRock	Runge Enterprises	Marine Cops League
TSP Inc.	Creative Surfaces	Downtown Rotary
Claims Associates	Reliabank	Women of the Armed Forces
Hy-Vee	Roto-Rooter	The Table Ministry
TSA	Expansion Capital Group	MOAA
A & B Business Solutions	Weisser Distributing	MLRW
Dept. of Human Services	Chapter 237 NAWIC	Crime Stoppers
Ralco Nutrition	Classie Autos	Brandon PD
Prairie Farms Dairy	Sammons Financial Group	VA Security
BNI	Home Definition	Ag Acres
Redstone Law Firm		C&B Operations

♦ A Place for Freedom ♦ A Place to Remember ♦ A Place for All

CELEBRATING AMERICA AND THOSE WHO SERVED

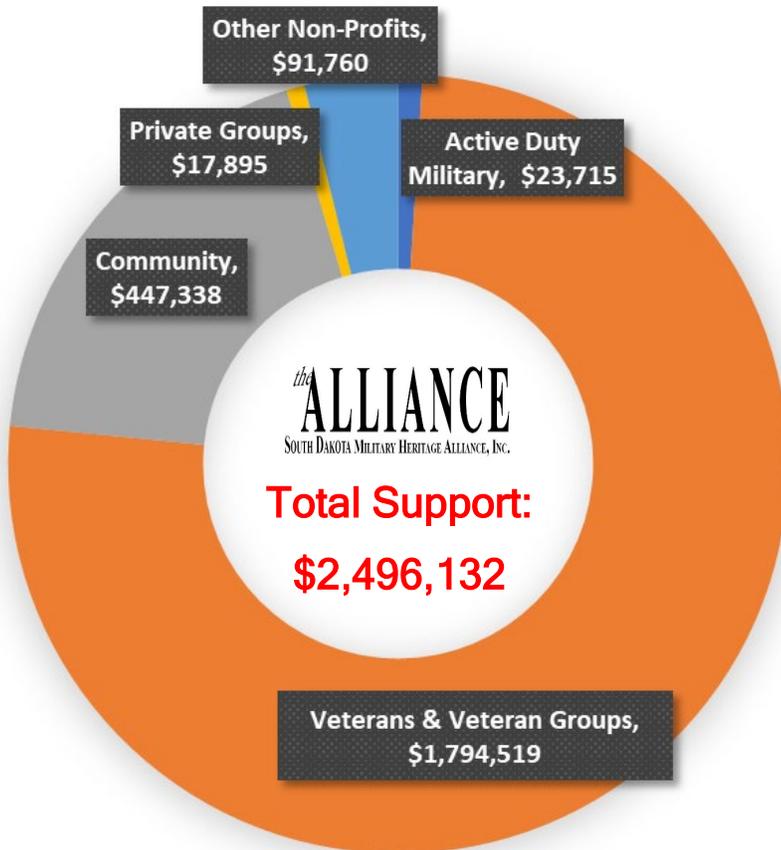
In 2024 we hosted:

787 Meetings ↑
115 Classes/Training ↑
6 Weddings ↓
19 Funerals ↑

18 Retirements ↑
263 Private Events ↑
164 Other Events ↑
76 Community Gatherings ↑

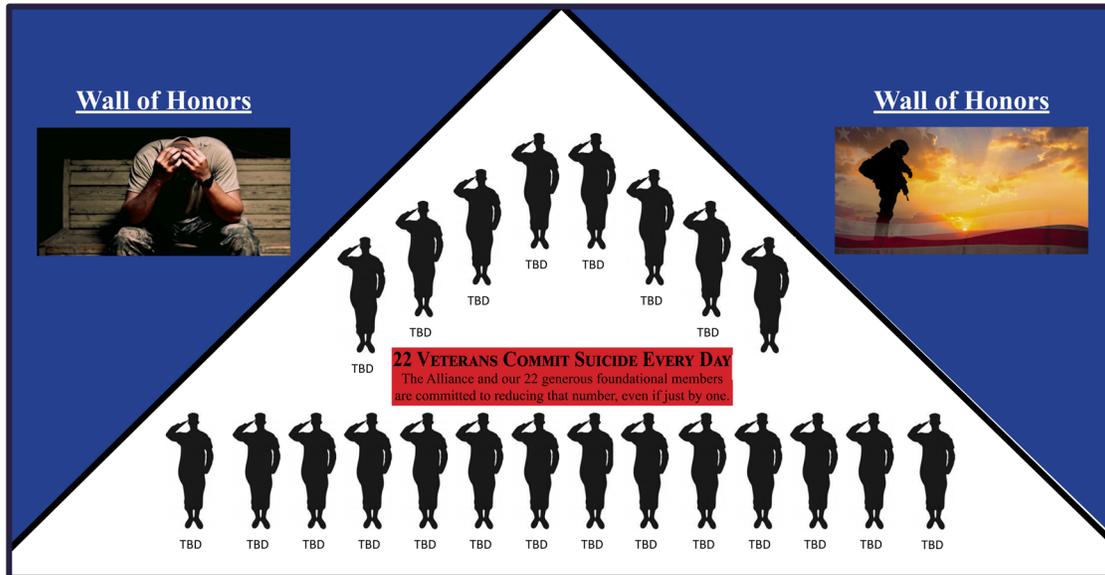
24 Military Events ↑
10,866 Gun Range Guests ↑
156 Classes ↑
Etc

Support Given by the Alliance



Support Given by the Alliance	
Corporate Partners	\$120,905
Active Duty Military	\$ 23,715
Veterans & Veteran Groups	\$ 1,794,519
Community	\$ 447,338
Private Groups	\$ 17,895
Other Non-Profits	\$ 91,760
Total:	\$ 2,496,132

ORGANIZATION	LifeTime Totals
114th FW FRG	\$3,350
Air and Space Force Association	\$1,185
Air Guard Coffee	\$49,700
Air Guard Event	\$2,095
Air Show Meeting	\$7,250
American Legion	\$150,755
ANG Team Building	\$2,930
Army Guard	\$4,405
Army vs Navy Game	\$1,500
Boys State Orientation	\$1,000
CAP	\$15,570
Christmas Party-Air Guard	\$1,330
Cooties	\$44,225
Folds of Honor	\$1,750
MCL	\$6,980
Memorial Day Event	\$5,503
Men's STAG	\$51,100
Midwest Honor Flight	\$12,565
MOAA	\$2,105
Purple Heart	\$1,615
Range Mil Vet Monday	\$50,220
Rolling Thunder	\$1,870
SD Vet's Cemetary Dedication	\$1,000
SD Vet's Council	\$2,090
SD Widows Sons	\$4,140
SD Women Veteren's Alliance	\$1,000
SDDVA	\$1,305
Stand Down	\$5,920
VA Care Givers	\$2,625
VA Suicide Prevention Resource Summit	\$1,000
VA - Whole Health	\$1,585
Vet Council/Chamber	\$1,470
Veterans Community Project	\$2,635
Veterans Community Project Town Hall	\$2,000
Veterans Day Program	\$4,480
Vet Legal Clinic	\$6,550
VFW	\$155,170
Vietnam Vets	\$3,190
Vietnam Vets/Legacy Vets	\$1,245
WOTAF	\$950
WNGU	\$2,580
Women's STAG	\$39,400



22 Veterans Commit Suicide Every Day

The Alliance and our generous foundational members are committed to reducing that number, even if just by one.

**Miles & Lisa Beacom Family
Rob & Joette Everist Family
Rick & Michal Everist Family
Pepper Entertainment
CCL Label
Paul & Nancy Shock
WestRock
Rosenbauer**

**Prairie Farms
Tony Bour
Lorraine Bour
Sioux Falls Specialty Hospital
Sammons Financial Group
Carstensen Construction
The Downtown Rotary**

VIP Gun Range Membership

We currently have 25 VIP Members for our exclusive 4 lanes.
And another 118 are individual/family memberships on the public lanes.

Pledge/Donations Funding Received in 2024:

Pledge for Original Building Purchase: \$270,000 received
Non-Profit General Donations: \$431,219 received
Miles & Lisa Beacom Concert Series: \$150,000 received

Gifts Received by Tiers Since 2019:

>\$1 million – 4 gifts	
\$500,000 to \$999,999 – 2 gifts	\$5,000 to \$24,999 – 91 gifts
\$100,000 to \$499,999 – 13 gifts	Under \$4,999 – 369 gifts
\$25,000 to \$99,999 – 18 gifts	

2024 CORPORATE SPONSORS:

Audibel-Northland Hearing	I Like That Story, LLC	Sanford Health
Benevity Community Impact Fund	Interstates	Scheels
Brady Martz, CPAS	JDS Industries	Sioux Falls Specialty Hospital
Capital Services	Nyberg's ACE Hardware	Sterling eMarketing
Carstensen Contracting, Inc.	Prairie Farms Dairy	Tim Hoggarth/Acres Away Ag
Century Business Products	First PREMIER Bank PREMIER	Two Men and A Truck
Expansion Capital Group	Bankcard	Wellmark South Dakota
First Dakota National Bank	Results Radio	WestRock
First Responders Foundation	Rosenbauer	Xcel Energy
Greater Horizons	Sammons Financial Group	



2024 INDIVIDUAL SPONSORS:

Amber Fountain	Dustin and Jacquelyn Johnson	Charles Schneider
Kevin Alishouse	Sandra Josko	Regina Schneider
Miles & Lisa Beacom	Thomas Kapusta	Paul and Nancy Schock
Anthony and Lorraine Bour	Christian Kieso	Melissa Shrieves
Jon and Wendy Brown	Stacy Kooistra	Angie Smith
Kathleen Brown	Ralph Lindner	Kathy Steiner
Trent Bruce	Gene Loos	Robert and Sandra Swanson
Pat and Shawn Costello	Gene Luke	Ken and Sharon Teunissen
Burdett E. DeBoer	Nicholas Magera	Steven and LeAnn Tinklenberg
Matt Ditmanson	Gerald Marrion	Howard and Edan Van De Vendel
Rick and Michal Everist	Joseph Marrowbone	Dale and Cheryl Van Zee
Rob and Joette Everist	Pat McVay	Rob & Sheryl Van Hove
Tom and Barb Everist	Mark and Cynthia Mickelson	Brian Vognild
Sumit Kumar Ghosh	Mark and Jessica Morrell	Thomas P. Walsh, Sr.
Joel Greene	Steven Neff	Paul and Penny Weckman
Yvonne Haas	Chuck Nelson	Robert and Kathleen Weisser
Craig & Lisa Hagen	Dar Nelson	Milt Wieland
Amy Harms	Dustin Olson	Ronald Williamson
Michael & Linda Haugan	Michael Perry	Joseph Wood
John and Karla Jackson	Brian and Brenda Phelps	
Kirley Jacobson	Debra Pieper	
Neil Jeske	Nicole Ryan	

TENANTS AT THE ALLIANCE

SD Education Alliance	Community Action for Veterans	National Mail Handlers
Charles Garcia Insurance	Plains Medical Staffing	American Postal Workers Union
SD Department of VFW	Daughters of the American	American Legion Post 15
MCL	Revolution	Midwest Honor Flight
Rolling Thunder	Sanford Health	Nebula Group USA, LLC
Purple Heart	SD Dept. of Veteran Affairs	The Blended Podcast
Music Lessons by Scot	Cornerstone Rescue Mission	
Warriors Never Give Up	VFW Post 628	

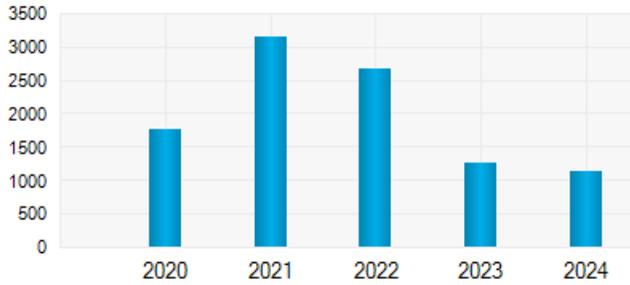
♦ A Place for Freedom ♦ A Place to Remember ♦ A Place for All

CELEBRATING AMERICA AND THOSE WHO SERVED

C3 SOUTH DAKOTA MILITARY HERITAGE ALLIANCE, INC.:

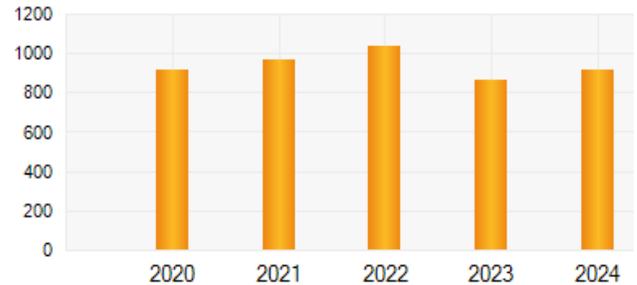
PREVIOUS YEAR INCOME COMPARISON

\$ in 1000s

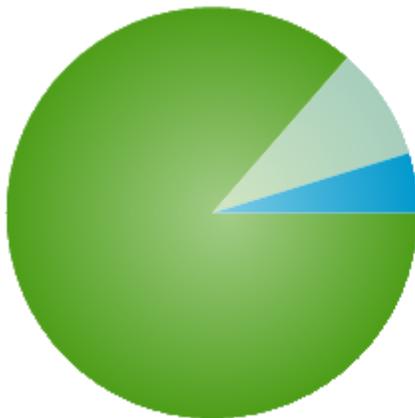


PREVIOUS YEAR EXPENSE COMPARISON

\$ in 1000s



INCOME BREAKDOWN



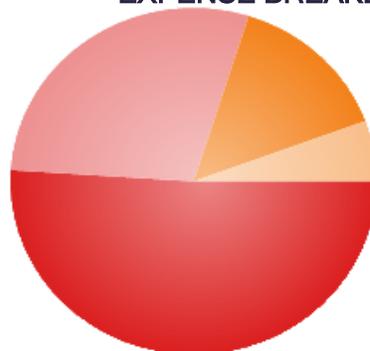
- Restricted Contributions
- Unrestricted Contributions
- Lease Rentals

Spotlight Lease Tenants:

30 Suites available for Lease

28 suites are Occupied

EXPENSE BREAKDOWN

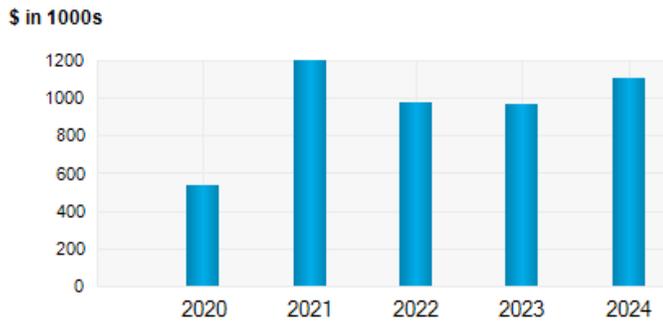


- Facility and Equipment
- Administrative Expenses
- Operations
- Other Accounts

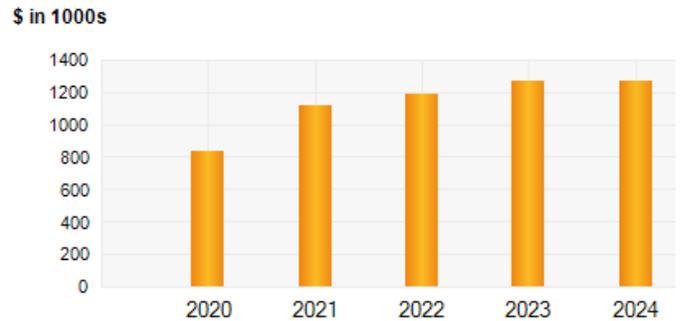
CELEBRATING AMERICA AND THOSE WHO SERVED

C7 SOUTH DAKOTA VETERANS ALLIANCE:

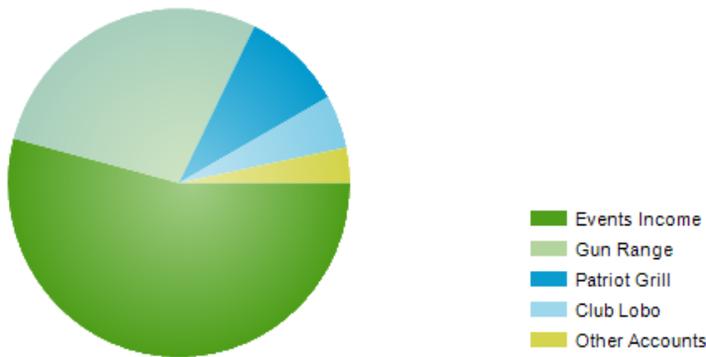
PREVIOUS YEAR INCOME COMPARISON



PREVIOUS YEAR EXPENSE COMPARISON



INCOME BREAKDOWN



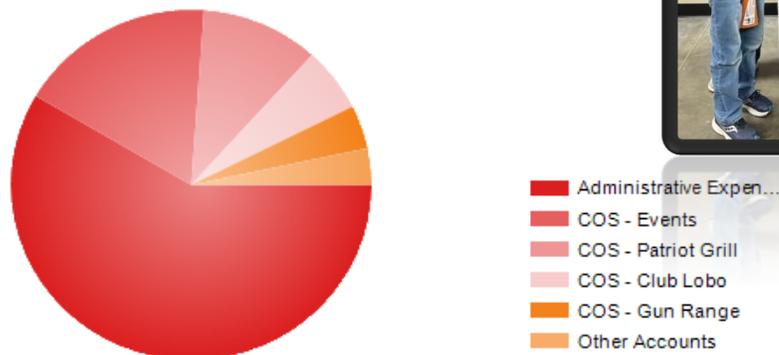
Spotlight Range Memberships:

25 VIP Suite Members

118 Other Memberships



EXPENSE BREAKDOWN



♦ A Place for Freedom ♦ A Place to Remember ♦ A Place for All
CELEBRATING AMERICA AND THOSE WHO SERVED

South Dakota Military Alliance Statement of Financial Position

As of December 31, 2024

	Dec 31, 24	Dec 31, 23	\$ Change	% Change
ASSETS				
Current Assets				
▶ Checking/Savings	1,233,513.06	1,283,156.92	-49,643.86	-3.9%
▶ Accounts Receivable	140,980.75	137,629.55	3,351.20	2.4%
▶ Other Current Assets	952,286.29	762,111.09	190,175.20	25.0%
Total Current Assets	2,326,780.10	2,182,897.56	143,882.54	6.6%
Fixed Assets				
▶ Auto and Truck	450.00	1,050.00	-600.00	-57.1%
▶ Building	7,667,304.46	7,888,908.46	-221,604.00	-2.8%
▶ Furniture and Fixtures	7,657.79	3,539.75	4,118.04	116.3%
▶ Improvements	119,871.83	124,963.83	-5,092.00	-4.1%
▶ Land	1,116,975.79	1,116,975.79	0.00	0.0%
▶ Machinery and Equipm...	10,326.41	12,308.41	-1,982.00	-16.1%
Total Fixed Assets	8,922,586.28	9,147,746.24	-225,159.96	-2.5%
TOTAL ASSETS	11,249,366.38	11,330,643.80	-81,277.42	-0.7%
LIABILITIES & EQUITY				
Liabilities				
▶ Current Liabilities	422,083.64	723,649.68	-301,566.04	-41.7%
Total Liabilities	422,083.64	723,649.68	-301,566.04	-41.7%
▶ Equity	10,827,282.74	10,606,994.12	220,288.62	2.1%
TOTAL LIABILITIES & EQU...	11,249,366.38	11,330,643.80	-81,277.42	-0.7%

South Dakota Veterans Alliance Inc. Statement of Financial Position

As of December 31, 2024

	Dec 31, 24	Dec 31, 23	\$ Change	% Change
ASSETS				
Current Assets				
▶ Checking/Savings	33,291.20	2,370.45	30,920.75	1,304.4%
▶ Accounts Receivable	11,817.50	16,341.22	-4,523.72	-27.7%
▶ Other Current Assets	56,807.40	26,741.59	30,065.81	112.4%
Total Current Assets	101,916.10	45,453.26	56,462.84	124.2%
Fixed Assets				
▶ Furniture and Equipm...	30,711.97	36,755.53	-6,043.56	-16.4%
Total Fixed Assets	30,711.97	36,755.53	-6,043.56	-16.4%
TOTAL ASSETS	132,628.07	82,208.79	50,419.28	61.3%
LIABILITIES & EQUITY				
Liabilities				
▶ Current Liabilities	1,008,279.16	805,544.81	202,734.35	25.2%
▶ Long Term Liabilities	14,037.50	6,487.50	7,550.00	116.4%
Total Liabilities	1,022,316.66	812,032.31	210,284.35	25.9%
▶ Equity	-889,688.59	-729,823.52	-159,865.07	-21.9%
TOTAL LIABILITIES & EQ...	132,628.07	82,208.79	50,419.28	61.3%

FINANCIAL POSITION

I wanted to share this with you, not to discourage, but rather to provide a realistic perspective.

While the timelines can certainly vary, and some businesses do flourish much more quickly, this five-year marker often serves as a general rule of thumb, particularly in the face of the initial challenges that most new ventures encounter (COVID).

Think of it as a period of learning, adjustment, and constant refinement. These first few years are likely to be filled with unexpected hurdles, pivots, and a whole lot of learning-by-doing. We've been testing our market, refining our products and services, building a robust team, and establishing our brand's identity. It's a marathon, not a sprint.

The reason for highlighting this is to underscore the importance of resilience and patience. Don't be disheartened by the slow burn or the occasional stumble. Success isn't often instantaneous; it's built incrementally, one step at a time. We've been focusing on developing a solid foundation, staying true to your vision, and adapting to the lessons along the way.

Things aren't always the way they first appear.

I've been doing a lot of thinking lately as I'm trying to summarize the Alliance's 2024 (and past 5 years) to the world, and it keeps circling back to this idea that things aren't always as they first appear. The flashy performances, the loud pronouncements, the exciting celebrations... and often, we completely miss the quiet nuances happening just beneath the surface.

It's like looking at a painting too closely. All you see are individual brushstrokes (the busy work of the Alliance as shown to the right in our Dashboard) or the image below. But step back a few paces or look at things a bit differently, and the entire work comes alive, revealing a completely different image. We sometimes get so locked in our initial judgment, our first impression, that we miss the richer, more complex truths.

I realize this is a bit philosophical, but it's been resonating with me deeply lately. I wanted to share it with you in the hopes that it might spark something within you as well.

Why does the Alliance have an event venue and host soooo many events - many with high-level entertainment?

A hit song originally performed by Simon and Garfunkel. The Sound of Silence is a song that expresses the theme of the inability of people to communicate with each other, especially emotionally.

The "sound of silence" can be deafening, especially for our veterans and active service members who often find themselves grappling with the weight of social isolation. The South Dakota Military Heritage Alliance stands as a beacon of hope and connection, dedicated to bridging the gap that can often leave feelings of isolation, being alone, and unheard. We understand the unique struggles faced by these individuals and their families, and we are committed to creating an empathetic community where stories can be shared, and camaraderie can flourish.



Score
B+

2024 Yearly Summary Dashboard	
	Status
NUMBER OF GUESTS	
Range & Armory	Light Green
Club Lobo	Green
Patriot Grill	Green
Other Guests	Green
RANGE & ARMORY	
Revenue	Green
Cost of Good	Green
Classes Held	Green
Revenue Per Employee	Green
PATRIOT GRILL / CLUB LOBO	
Revenue	Light Green
Cost of Goods	Light Red
Revenue Per Employee	Green
EVENTS / CONCERT/CONTRACTED	
Revenue	Green
Expenses	Green
Guests	Red
Revenue Per Employee	Green
SPACE RENTAL REVENUE	
Event Floor	Yellow
Meeting Rooms	Light Green
Other: Family Ctr, Armory, etc.	Green
# OF EVENTS / ACTIVITIES	
Mil/Vet	Green
Community/Public	Light Green
Private	Green
MARKETING	
Social Media Impressions	Green
E-Blasts Contacts	Green
Other: Google, etc	Green
REVENUE vs EXPENSES	
C3 Revenue	Yellow
C3 Expenses	Green
Donations	Yellow
C7 Revenue	Green
C7 Expenses	Green
SUCCESS / SUPPORT	
Memberships	Yellow
Gift Shoppe	Yellow
Rental Space Occupied	Light Green
ACCOUNTING / FINANCE	
AR - Gross Rev.	Green
AP - Gross Rev.	Green
PEOPLE & CULTURE	
Staff Training Held	Green
Customer Training Classes Held	Green

2025 BUDGETS - LOOKING FORWARD:

We must continue to maintain the separation of the non-profit 501(C)(3) and the 501(C)(7) as both entities are governed separately, financed separately, and provide unique/separate functions.

South Dakota Military Heritage Alliance, Inc.: 501(C)3

This entity is the non-profit for charitable donations. Businesses and individuals wanting the charitable deduction will choose to support this business.

South Dakota Veterans Alliance, Inc.: 501(C)7

The operational partner of the SDMHA, the Veterans Alliance, is modeled to make a profit via individual P&L tracking. Many businesses and individuals who are not attracted to the non-profit charitable donation will be open supporting these businesses. Also, foundations may be opening to operations support.

South Dakota Military Alliance Profit & Loss Budget Overview 2025

	<u>Alliance</u>	<u>Armory</u>	<u>Museum</u>	<u>TOTAL</u>
	<u>Jan - Dec 25</u>			
Ordinary Income/Expense				
Income	985,560.00	64,798.32		1,050,358.32
Gross Profit	985,560.00	64,798.32		1,050,358.32
Expense	841,629.00	43,250.00	51,573.00	936,452.00
Net Ordinary Income	143,931.00	21,548.32	-51,573.00	113,906.32
Net Income	<u>143,931.00</u>	<u>21,548.32</u>	<u>-51,573.00</u>	<u>113,906.32</u>

South Dakota Veterans Alliance Inc. Profit & Loss Budget Overview 2025

	<u>Club Lobo</u>	<u>Event Center</u>	<u>Family Center</u>	<u>Gift Certificates</u>	<u>Grill</u>	<u>Gun Range</u>	<u>Hangar Gift Shop</u>	<u>IMPACT Coffee</u>	<u>Machine Money</u>	<u>Membership</u>	<u>Operations</u>	<u>TOTAL</u>
	<u>Jan - Dec 25</u>	<u>Jan - Dec 25</u>	<u>Jan - Dec 25</u>	<u>Jan - Dec 25</u>	<u>Jan - Dec 25</u>	<u>Jan - Dec 25</u>	<u>Jan - Dec 25</u>	<u>Jan - Dec 25</u>	<u>Jan - Dec 25</u>	<u>Jan - Dec 25</u>	<u>Jan - Dec 25</u>	<u>Jan - Dec 25</u>
Ordinary Income/Expense												
Income	251,200.00	306,600.00	21,000.00	1,500.00	229,100.00	327,400.00	3,250.00	900.00	10,000.00	100.00	2,150.00	1,153,200.00
Cost of Goods Sold	19,880.00	252,400.00			90,150.00	68,200.00	2,500.00	800.00				431,930.00
Gross Profit	231,320.00	54,200.00	21,000.00	1,500.00	138,950.00	261,200.00	750.00	100.00	10,000.00	100.00	2,150.00	721,270.00
Expense	24,520.00	20,930.00	800.00		240,550.00	158,450.00					381,800.00	826,650.00
Net Ordinary Income	206,800.00	33,270.00	20,400.00	1,500.00	-101,600.00	102,750.00	750.00	100.00	10,000.00	100.00	-379,450.00	-105,380.00
Other Income/Expense												
Other Income											900.00	900.00
Net Other Income											900.00	900.00
Net Income	<u>206,800.00</u>	<u>33,270.00</u>	<u>20,400.00</u>	<u>1,500.00</u>	<u>-101,600.00</u>	<u>102,750.00</u>	<u>750.00</u>	<u>100.00</u>	<u>10,000.00</u>	<u>100.00</u>	<u>-378,550.00</u>	<u>-104,480.00</u>

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CELEBRATING AMERICA AND THOSE WHO SERVED

2025 Plans

As we move forward on this journey, let's acknowledge the path ahead. It's true that none of us possesses a way to see perfectly into the future and predict every outcome. We can't know for certain what challenges or triumphs lie ahead.

However, what we *do* possess are three incredibly powerful tools: our enthusiasm, our experience, and our insight. These are not magical shortcuts, but the building blocks of success. Our enthusiasm fuels our passion and dedication, driving us forward even when the road is unclear. Our experience provides a foundation of knowledge and lessons learned, guiding us away from past pitfalls and towards effective solutions. And our collective insight allows us to anticipate, adapt, and innovate in ways that no prediction ever could.

So, let us embrace the unknown with confidence, drawing on the strength of our shared capabilities. We will pursue our goals with vigor, learn from every step we take, and forge our own path towards a successful future.

Vision & Mission - Is it obvious? Is it compelling?

Values - Do individuals understand and uphold the values?

Leadership - Are all levels of roles and duties clearly defined?

Strategy - How can we prevail?

Structure - Do we have the appropriate capital, systems, and personnel?

Tactics - Are our people aware of what to do?

While asking ourselves, is it...

SIMPLE?

SCALABLE?

SUSTAINABLE?

2025 ALLIANCE WISH LIST:

- Pickup for pushing snow
- Parking lot resurfacing
- Handicap curb cutouts
- Large floor scrubber
- Large gas flat-top grill for kitchen
- Round table clothes
- New vacuums
- Permanent curtains around liquor cage
- Permanent walls in Family Center
- Rental guns for our gun range
- All service men and women to safely come home to their families



The Alliance is the local collaborator for these national organizations. Please contact us for more information.

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