



# QUARTER 1 REPORT

# 2025

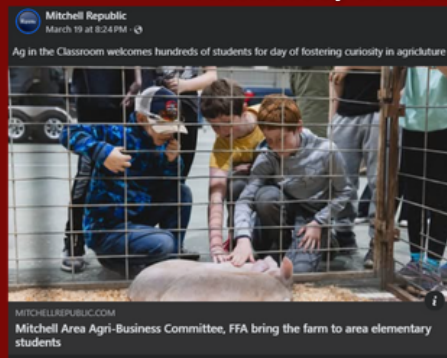
# Mitchell Area Chamber of Commerce

## New members

- Elite Lawn Solutions
- Big Dog Concrete
- Toothology
- Ace Realty
- USPS
- Greenway Farms
- B&G Milkyway
- Wild Oak Golf Course
- EOS Worldwide - Craig Morris



*Mitchell Day at the Legislature*



*Ag in the Classroom Article*



*Ribbon Cutting at designArc Group*



*First Friday Coffee at American Family*

## Ribbon cuttings

designArc Group - March 11  
Elite Lawn Solutions - March 18

# 1

### Agri-Business

- **Commodities Seminar (2/26)**
  - Mitchell Tech
  - 150 attendees
- **AG in the Classroom (3/19)**
  - Davison County Fairgrounds
  - Area 4th graders
  - 250 children attended

# 2

### Government Affairs

- **Leadership Mitchell**
  - **January 16:** Business, Industry, & City/County Government
  - **February 20:** Mitchell Day at the Legislature
  - **March 20:** Technology, Education, and Boardmanship
- **District 20 Legislative Forum (1/7)**
- **Coffee with Legislatures (1/31)**
- **State of the Schools Luncheon (2/6)**
- **Cracker Barrell (2/28)**

# 3

### Connect Mitchell

- **First Friday Coffee**
  - American Family Insurance (1/3)
  - Mitchell United Way (2/7)
  - My Place Hotel (3/7)
- **Community Concierge hosted Newcomer Events:**
  - January 21- Palace City Brewing Co. (28 attendees)
  - February 25-27- Presented at the SDGOED Conference
  - March 25 - Footloose Dinner Theatre (16 attendees)
- **Chamber Recognition Event (1/15)**
- **Lunch & Learn (1/30)**
  - Creative Advantages
- **Journey to Success (3/4)**

# Mitchell Convention & Visitors Bureau

Staff at Pheasant Fest



2025 Corn Palace



Staff at ABA

Southeast Visitor Spending Timeline  
Amounts in \$ millions, and 2024 % change

	2020	2021	2022	2023	2024	2024 Growth	Share of Region	Share of State
Southeast	\$1,209.0	\$1,586.1	\$1,862.7	\$1,959.9	\$2,048.0	4.5%	100.0%	40.2%
State Total	\$3,343.4	\$4,387.1	\$4,729.9	\$4,962.7	\$5,099.4	2.8%		100.0%
Bon Homme County	\$4.8	\$6.0	\$6.2	\$7.5	\$7.1	-4.4%	0.3%	0.1%
Clay County	\$21.4	\$29.2	\$30.9	\$34.4	\$35.4	2.8%	1.7%	0.7%
Davison County	\$85.0	\$104.7	\$111.7	\$114.6	\$118.4	3.3%	5.8%	2.3%

2024 SESD Spending

1

## 2024 Visitor Spending Data

In 2024, the CVB received \$250,000 in subsidy funding. That year, visitor spending generated \$9.1 million in state and local taxes, delivering a \$36.40 return for every city dollar invested. Even with a conservative estimate, halving the figure, the return is still \$18.20 per dollar. Southeast South Dakota led the state in visitor spending, accounting for 40.2% of all tourism dollars. Davison County alone saw \$118.4 million in visitor spending, a 3.3% increase from 2023. This growth underscores the success of our tourism marketing and strategic efforts, positioning Mitchell as a top destination and driving regional economic impact.

2

## Pheasant Fest

From March 7-9, our staff attended Pheasant Fest in Kansas City, MO, where we engaged with potential visitors and pheasant hunters to promote Mitchell as a top hunting destination. Through meaningful conversations, we highlighted the area's excellent hunting opportunities, local amenities, and attractions, reinforcing why Mitchell is the perfect place for outdoor enthusiasts. Our presence at the event helped strengthen connections with hunters and outdoor recreationists, further supporting our efforts to attract visitors and boost tourism spending in the region.

3

## ABA & Bus Tour Initiatives

From January 31 to February 4, our staff attended the American Bus Association Conference in Philadelphia, where we met with bus tour operators to promote Mitchell as a must-stop destination. We showcased customized tour packages, including food options, dinner theatre experiences, and historical adventures, designed to encourage groups to extend their stay. By highlighting Mitchell's unique attractions and group-friendly offerings, we positioned the city as an ideal overnight stop, aiming to increase visitor spending and enhance our local tourism economy.



# Mitchell Area Development Corporation



*Workforce Retention Summit*

## Workforce Development

### • Workforce Retention Summit

- The MADC hosted a Workforce Retention Summit in partnership with DWU, NorthWestern Energy, the Department of Labor, and SD Manufacturing & Technology.
- This event was held on Thursday, March 20 from 10 a.m. to 1 p.m. and featured speakers who talked about LEAN training and making the workplace more efficient.

### • Young Professionals Group

- The MADC has created a Young Professionals Group with the goal of connecting young business professionals in town, in hopes of helping businesses retain them.
- Trivia Night is held on the 2<sup>nd</sup> Tuesday of each month starting January 2025.
  - January 14, 90s Pop Culture, Palace City Brewing
  - February 11, Movies, The Depot
  - March 11, TV Shows, Dr. Lucky's

### • Workforce Events

- January: Walk-In Hiring
- February: Drive-Through Hiring
- March: Statewide Virtual Hiring Event



*Young Professionals Trivia Winners*

## Workforce Housing

### • South Lake Estates

- The first Governor House has been placed in the South Lake Housing Development, offering affordable and quality housing options for eligible residents.

## Business Recruitment/Retention

### • Industrial Park

- The MADC secured \$1million USDA loan for the development of the industrial park.

### • Welcome To Your Palace

- The MADC welcomed 7 newcomers to Mitchell with a \$100 gift card and a welcome bag.

### • DOT Railroad Board

- Highplains Processing will save almost 33% in interest due to a new rate from the South Dakota Rail Authority.
- They will go from 2.95% down to 2% on \$12.6 million.



*February Drive-Through Job Fair*



*Governor's House*



*Newcomer Welcomed to Mitchell*



# Mitchell Area Development Corporation

## Community Development/Misc

- **MADC Strategic Planning**
  - The MADC held a strategic planning session with the board of directors in February.
  - Three goals from this session
    - Support business expansion
    - Generate revenue
    - Expand public perception
- **The MADC, Chamber, CVB, and Mitchell Main Street & Beyond hosted the Annual Recognition Event in January.**
  - This event was held at the Masonic Hall with just under 200 attendees.
  - Award Winners
    - Main Street Champion: The Diamond Store
    - Community Volunteer: The People of LifeQuest
    - Tourism Excellence: Palace City Pre-Sturgis Party
    - Family Businesses of the Year: Boyds Financial
    - Chamber Volunteer of the Year: Tammy Hagmann
    - Harold Hagen Award: Laurie Cooper
- **Friday Finds Videos**
  - Weekly videos are posted to social media highlighting local events.
- **2025 Community of the Year**
  - Mitchell, SD proudly received the 2025 Community of the Year award at the South Dakota Governor's Conference on Economic Development.
- **Hosted Governor Larry Rhoden**
  - The MADC hosted Governor Larry Rhoden in Mitchell and toured Trail King, Boyds Gunstocks, High Plains Processing, and housing developments. He also ate lunch with both the MADC and Chamber board members.



**2025 Annual Recognition Event**



**2025 Community of the Year**



**Governor Visits Mitchell**

# Dakota Heartland Development Association



# 1

## Business Development

### **PARKSTON –**

- Kaylor Agri Services (aka Kaylor Grain) announced plans to build a value-added ag processing facility on the South side of Parkston to fill the need for a specialty dairy feed market.
- Utilizing Kaylor's announcement, Parkston Area Development Corp. (PADC) plans to build a 40-acre business park to accommodate the future growth of this and other businesses.
- PADC is investing \$4+million in total project costs using various funding sources for future business development.

# 2

## Housing

### **REGION –**

- Attended a Dakota Resources Training Event with Board Members from Tripp in Mitchell focused on ideas to Help Small Communities Renovate Existing Housing – including Tools and Resources available to participants to get started.

# 3

## Advocacy

### **ACTIVITIES IN PIERRE –**

- Coordinated and Implemented the 15<sup>th</sup> Annual Corsica/Armour Day at the Legislature with community representatives serving Dakota Tom Sandwiches and conversations regarding hot topics like childcare funding.
- Governor Rhoden Addressed economic developers from across the State regarding economic development issues and his vision for the future of South Dakota during Economic Development Professionals Assn. (EDPA) at the Legislature in February.