



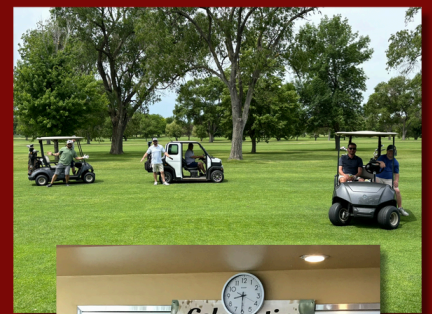
QUARTER 2 REPORT

2024

Mitchell Area Chamber of Commerce

New members

- The 4 You Pages
- DesignArc Group
- BNI Heartland
- Les Schwab Tires
- Healing Souls Spa
- Glow Aesthetics Med Spa
- DBS Entertainment LLC
- Teresa Wrich Consulting LLC
- Backroads Branding
- High Plains Processing-Div. of SD Soybean Processors



Ribbon cuttings

- Coborns – April 10
- Les Schwab Tires – May 31
- Plains Commerce Bank – June 7
- Janklow Eliason Real Estate – June 12
- Twin City Fan – June 18

1

Agri-Business

Ag Connections (6/26)

- The day's tours will consist of visiting Helping with Horsepower to see a live demonstration of their therapy work from Crystal Young and a presentation and tour from CHS elevator manager, Ben Lyden.

2

Government Affairs

Leadership Mitchell

- April 18th: Public Safety & Healthcare
- May 16: Area Attractions & Non-Profit
- May 30: Commencement

Candidate & Issue Forum (5/14)

3

Connect Mitchell

First Friday Coffee

- Bradley's Pub & Grille (4/5)
- Wesley Acres (5/3)
- Plains Commerce Bank (6/7)

Lunch & Learn

- Call to Freedom (4/22)
- Fraud Seminar (6/18)

Groundbreakings

- Safe Place of ESD (5/31)

Community Concierge hosted

Newcomer Events:

- April 18 – Coborn's Wine & Food Tasting (18 guests)
- May 10 – Mitchell Area Community Theatre and Corona Village (17 guests)
- June 20 – Ron's Bike Shop City Bike Tour & Social at Scoreboard Pub & Grille (# guests)

Chamber Golf Classic (6/14)

Mitchell Convention & Visitors Bureau



1

National Travel & Tourism Week

During National Travel and Tourism Week from May 19th to 25th, the Mitchell Convention and Visitors Bureau launched a social media giveaway, offering participants a chance to win a Scoreboard/Bradley's gift card and two tickets to see Scotty McCreery at the Corn Palace. The entry requirement, which involved sharing and following the CVB's page, significantly boosted our social media presence. The Corn Palace was also illuminated in red, the official color of the tourism industry. To further engage the community and promote local attractions, the CVB organized a Free Admission Weekend at the Indian Village and Dakota Discovery, allowing visitors to explore these sites at no cost.

2

Selfie Spot

The CVB has introduced an exciting new feature for visitors: a dedicated selfie spot marked with a concrete sticker in front of Cornelia. This prime location offers the perfect opportunity to capture a memorable selfie with Cornelia and the iconic Corn Palace as the backdrop. This addition enhances the visitor experience, providing a unique and picturesque setting for photos that blend modern fun with the charm of local landmarks.

3

2 New Billboards

The CVB recently updated two billboards along I-90 to enhance local promotion. The first, located near the Brandon exit, is a quality-of-life billboard highlighting job opportunities in Mitchell, aimed at attracting new residents and workers. The second, a Pre-Sturgis billboard, is strategically placed to encourage bikers heading to the Sturgis Motorcycle Rally to exit the interstate, thus boosting local tourism and business engagement.

Mitchell Area Development Corporation

Workforce Development

Incentive Program

- For the second round of the Move to Mitchell Relocation \$1,000 Grant Incentive Program, the MADC board allocated another \$25,000. Applications for the second round of funding opened on March 1st, 2024.
 - We have awarded a total of 20 - \$1,000 incentives to out-of-state workers with the 2nd round of funding.
- Breakdown of where they are coming from:
 - Illinois- 4, Oregon- 1, Minnesota- 6, Florida- 3, Wyoming- 1, Idaho- 3, Iowa- 2, California- 3, North Dakota- 1, Texas- 1, Michigan- 1, Nebraska- 2, Vermont- 1, New Mexico- 1, Washington- 2, Montana- 1, Missouri- 1, Ukraine- 1, Mexico- 7

Workforce Wednesday Hiring Events

- MADC partnered with the South Dakota Department of Labor for another Virtual Job Fair during the month of May. Twelve businesses and 30 registered attendees. Roughly 50% of the attendees had out-of-state contact information.
- MADC partnered with the South Dakota Department of Labor for a Drive-Through Hiring event as well. Twenty employers participated in the June event, and 40 bags containing information on open positions and swag were handed out.
- Served as a panelist at the Governor's Office of Economic Development Annual Conference on the Freedom Workers Here campaign and shared our efforts to recruit, welcome, and retain new families in Mitchell.
- Workforce Retention Summit was held in partnership with the DWU, Mitchell Chamber, the South Dakota Department of Labor, and Northwestern Energy with over 100 attendees. South Dakota Department of Labor Secretary Marcia Hultman was the featured lunch speak during this event.

Workforce Housing

- Awarded \$50,000 from the Sam F Weller Family Foundation for home rehab projects. Earlier this year, the South Dakota Housing Development Authority (SDHDA) awarded us \$337,750 for rehab projects. Our current total is \$387,750. We are on pace to do over \$1,000,000 in home rehab projects for the Mitchell community over the next 3 years! We currently have eight active rehab projects
 - (SDHDA) Home Grant: \$214,000
 - (SDHDA) HOF Grant: \$123,750
 - Weller Grant: \$50,000
 - Total Home Rehab Grants: \$387,750



Mitchell Area Development Corporation

Workforce Housing Cont.

- Applied for a \$700,000 grant from the Federal Home Loan Bank of Des Moines for down payments for low-income families (CorTrust is the sponsoring member.)
- **Governor's House**
 - A Governor's House was transferred from MAHI to David Harris. The home was set on a foundation mid-June and should be advertised for sale in July/August.
 - Two additional Governor's Houses are expected to be transferred to another developer in Mitchell in the near future.
- **Ridgeview on Foster and South Lake housing developments**
 - Advertising for bids June 2024
 - Construction contract in place by July/August
 - Milestone 1st substantial completion date is planned for 7/1/25.
 - The TIF for both South Lake and Ridgeview on Foster Passed City P&Z.

Business Recruitment/Retention

- Conducted another round of BRE (Business Recruitment and Expansion) visits. These visits are through a partnership with the Governor's Office of Economic Development, Northwestern Energy, Central Electric Coop, and the South Dakota Department of Labor. These business "health checkups" are to help our local businesses grow, expand, and solve problems. Employers were very interested in the South Dakota Department of Labor Apprenticeship Program. Ezra Hunter, Apprenticeship Program coordinator, attended the BRE visits and is working with local businesses to start new apprenticeship programs in Mitchell. This round included
 - Dakota Counseling
 - Muth Electric
 - Dakota Pump
 - Hendrickson.
- We are proud to welcome a new business to Mitchell as Cycle Source Magazine, a renowned grassroots motorcycle publication, has chosen Mitchell, South Dakota, as its new home base. The magazine, a staple in the motorcycle community for two decades, moved from Pennsylvania to Mitchell, SD.
- MADC met with new and expanding business prospects, including several restaurants, and are currently working with the Governor's Office of Economic Development on potential expansion and relocations.
- MADC applied for a USDA Rural Economic Development Loan (REDLG) of \$2 million at 0% interest that is in the final stages of completion. If successful, this loan will be used for the development of a new 20-acre industrial park.



Mitchell Area Development Corporation

Community Development/Misc

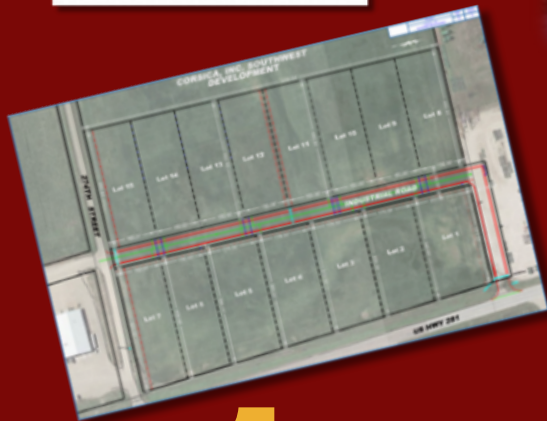
- MADC staff attended the SDSU Extension's 2024 Energize Conference in Hot Springs. The Energize conference is designed for community leaders from across the state to share success stories, get new ideas, and take action to improve their own communities.
- The MADC participated with GOED at a site selection event in Atlanta, Georgia. MADC was part of a group with GOED, Northwestern Energy and the Sioux Falls economic development representative.
- After 6 months of research an Economic Report was released through the SD Secretary of State's office in partnership with MADC, DWU, and the Secretary of State. The 66-page report is available at the Secretary of State's website: <https://sdsos.gov/general-information/publications/Economic%20Reports%202024/EconomicReportOnline2024Q1.pdf>
- We welcomed MTC students during the registration week of June 10th to help and greet new students and their parents and get them to download the Everything Mitchell app and find housing. We also sent welcome letters and the Mitchell Guide to Everything to incoming DWU students and their parents.
- MADC hosted 'Explore Partnership Opportunities with GOED' with about a dozen local bankers attending to learn how to work hand-in-hand with GOED for project financing to drive economic growth.

Community Concierge

- Doreen's hosted events, including dinner at Corona Village and Gilligan's Island – the musical at Mitchell Area Community Theatre - and she has over 90 newcomers in the Newcomers Group!



Dakota Heartland Development Association



1

Business Development

CORSICA-

- Received City and State Approval for \$2.5million Tax Increment Financing.
- Funding will be used to cover infrastructure costs for a 15-Lot business park along US 281 South of Corsica.
- Other Funding includes East River REED Loan, Dakota Resources Loan, Corsica Development and State Grant.

2

Housing

ARMOUR -

- Development Corp. Sold another 3 bedroom, 2 bath Governor's Home on an in-fill lot in April.
- Young couple completed the home project by adding a single car garage and landscaping.
- Total Project Cost is estimated at \$154,000.
- Parkston, Tripp, Corsica and Armour have all have ordered Governor's Homes for future delivery.

3

Advocacy

REGIONAL -

- Recently Attended South Dakota Housing's Annual Conference in Pierre.
- Participated as a Guest Panelist on "Opportunities & Challenges for Expanding Housing in Small Communities".
- Highlighted Successes & Struggles in all five regional communities.
- Provided examples of housing projects that meet the needs of a growing workforce.