



QUARTER 3 REPORT

2024

Mitchell Area Chamber of Commerce

New members

- Wendy's
- Thirsty's
- Village Bowl
- Jokerz Casino
- Adobe
- Prairie Luxe Spaces
- Johnson, Janklow, & Abdallah, LLP
- Puerta Vallarta Mexican Bar & Grill



Ribbon cuttings

- Slumberland Furniture-July 15
- Siouxland Oral- September 18
- Bradley's-September 19
- Puerta Vallarta- September 23

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Agri-Business

Dakotafest (9/20-9/22)

- We provided volunteers to help run the entrance gates and information about Mitchell in their hospitality tent.
- **Women's Brunch (8/21)**
 - 200 in attendance
 - Held at the Highland Conference Center

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Government Affairs

Leadership Mitchell

- September 19: Orientation 7 Program Overview

3

Connect Mitchell

First Friday Coffee

- Ashely Furniture (8/2)

Groundbreakings

- Copper Flats (8/19)

Community Concierge hosted Newcomer Events:

- September 10- Knott & Pott Succulent Soiree (19 attendees)
- September 12 - Collegepalooza (event for MTC and DWU students)
- September 17- Newcomer City Bike Tour (12 attendees)

Mitchell Convention & Visitors Bureau

Visitor Spending (%CH = Year-to-Date vs. Previous Year)

County	Month	YTD	% Change
Roberts	\$1,437.4K	\$7,485.3K	-0.2%
Sanborn	\$324.8K	\$681.5K	61.8%
Spink	\$1,238.9K	\$7,067.4K	3.3%
Out of State	\$69,977.4K	\$400,576.6K	9.1%
Bon Homme	\$57.6K	\$310.1K	-19.3%
Clay	\$3,797.3K	\$22,668.4K	5.6%
Davison	\$13,869.5K	\$67,977.0K	7.1%
Douglas	\$137.7K	\$882.7K	-3.7%
Hanson	\$237.6K	\$2,061.1K	-2.9%
Hutchinson	\$465.4K	\$2,752.6K	4.2%
Lake	\$2,822.1K	\$18,211.4K	12.1%
Lincoln	\$7,231.9K	\$39,125.6K	-13.5%
McCook	\$622.2K	\$3,465.9K	12.8%
Miner	\$61.0K	\$525.3K	-16.6%
Minnehaha	\$135,524.0K	\$1,952.8K	-4.5%

Stats



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Entrance Sign

Mitchell's brand-new entrance sign has been installed just off Exit 332, welcoming visitors as they enter the city. Positioned on the right of way, this sign serves as a striking landmark for those traveling through the area. There's also the exciting possibility of installing ground lights in the future to further enhance its visibility and impact.

2

Visitor Spending

Visitor spending in Davison County has risen by 7.1% year-to-date, totaling an impressive \$68 million for this year so far. This increase reflects the success of ongoing marketing efforts promoting Mitchell as a desirable destination for visitors. Tourists are not only flocking to the area, but they are also spending more money than last year, benefiting the local economy. The data comes from the latest Tourism Economic Reports on SDVisit.com.

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Pre-Sturgis Marketing

The 2024 Palace City Pre-Sturgis Party saw extensive marketing efforts from the CVB to reach a broad audience. Paid Facebook advertising helped us target a large demographic, while radio, print, and television ads expanded our reach across multiple platforms. Additionally, we utilized our own resources for organic promotion, featuring the event in our app, across our social media channels, and in newsletters. This multi-channel approach ensured that the event was well-publicized to both local and regional audiences.

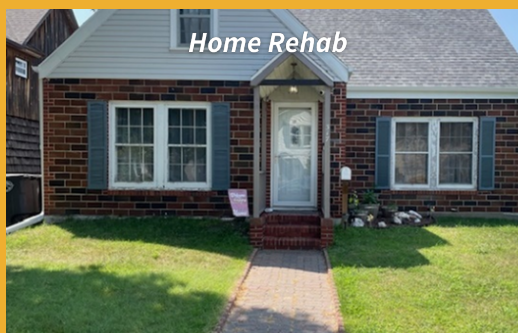
Mitchell Area Development Corporation

Workforce Development

- **Completion of the Move to Mitchell \$1,000 Program**
 - Final \$25,000 of the \$1,000 relocation incentives were awarded to out-of-state newcomers.
 - This was a \$50,000 investment to build the Mitchell Workforce and we helped move over 50 new families to Mitchell.
- **\$100,000 Grant from South Dakota Community Foundation for Childcare Expansion & Retention**
 - \$50,000 allocated for new and expanding daycares.
 - \$50,000 allocated for one-time bonuses to daycare workers who commit to six months.
 - First round of applications resulted in \$61,000 awarded to local providers.
 - Second Round of Childcare Grant Funding
 - Received \$71,000 in requests and allocated \$95,000 in total for new and expanded daycare operations.
- **Welcome to Your Palace Program**
 - Launched to offer \$100 to anyone moving into Mitchell from outside the 57301 ZIP code.
 - Designed to attract and welcome new residents.
- **Second Workforce Summit**
 - Held at Dakota Wesleyan University with over 80 participants focused on workforce culture
- **Drive-through hiring event held in partnership with the Department of Labor and local businesses.**

Workforce Housing

- **Copper Flats Apartment Complex Groundbreaking**
 - Joint partnership between Mitchell Area Housing, MADC, and Lloyd Properties.
 - Development to address growing housing demand.
- **15th Avenue Infrastructure Project**
 - Partnership with the South Dakota Governor's Office of Economic Development (GOED).
 - \$1.4 million road expansion project for ECHO Electrical Supply.
 - Included water, sewer, electrical installation, and paving of a new road.
- **Home Rehab Program**
 - Secured over \$500,000 in grant funding from various foundations, including:
 - Sam Weller Family Foundation
 - Mitchell Area Charitable Foundation
 - SD Community Foundation
 - SD Housing:
 - HOME Program
 - Housing Opportunity Fund
 - Expecting to complete over \$1 million in rehab projects over the next three years.



Mitchell Area Development Corporation

Business Recruitment/Retention

- **Hosted Governor's Office of Economic Development Staff**
 - Two-day visit highlighting key developments and projects in the Mitchell community.
 - Hosted tours of local businesses such as Boyd's Gunstock, Hendrickson Trailers, and Trail King.
- **Opposition to Initiated Measure 28 (IM28)**
 - Both MADC and the Chamber of Commerce passed resolutions against IM28.
 - 125 yard signs were ordered, and multiple public events were held to educate the community on the measure's potential negative impact.
- **Formation of Davison Regional Rail Authority**
 - Initiative to improve access to low-interest financing for rail projects.
 - Applying for a \$16 million, 2% loan from the South Dakota Rail Trust Fund.
- **Promotional Video with GOED**
 - Video produced for the Freedom Works Here campaign to recruit businesses to Mitchell.
- **New Industrial Park**
 - Completed application process; project is now in competitive review.

Community Development/Misc

- **Opposition to IM28 Campaign**
 - Filmed multiple commercials with city councilors and hosted an IM28 informational forum at the James Valley Community Center.
- **Second Economic Report in Partnership with Dakota Wesleyan University**
 - Continued work on the report, focusing on the local economy and community growth.
- **Mitchell Area Inclusion Coalition**
 - Hosted first Community Access Resource Expo with over 30 vendors and received 501©(3) status from the IRS
 - Providing English/Spanish Conversion classes and opened up an online Community Experience Survey (English and Spanish versions)

Community Concierge

- Hosted newcomers at Granite Springs Lodge, offering activities such as kayaking and catering by Mitchell's Mad Batter.



Dakota Heartland Development Association



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Business Development

CORSICA –

- Infrastructure Phase of Corsica's \$2.5million Business Park underway with completion by Spring 2025.
- 11 Commercial – Shovel Ready Lots for Retail and Light Manufacturing South of Corsica on U.S. Hwy 281

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Housing

WHITE LAKE / ARMOUR –

- White Lake Development invested in a Jensen DesignBuild Workforce Housing 2 bed, 1 bath Triplex to provide housing for workforce needs of the Aurora-Brule Nursing Home, School District, and Avera Medical Clinic.
- Finishing touches completed on Armour's new 37-lot housing subdivision in the Northeast corner of the City.
- New construction has already started for Armour's first home in the new housing subdivision.

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Advocacy

PARKSTON –

- Celebrated the Opening of 12-Mile Creek Brewing Company with Development Corp members and spouses.
- Enjoyed Smoked Tri-Tip Sandwich, potatoes and a selection of regional microbrews.
- Assortment of Desserts created by local bakery chef who has returned to Parkston from abroad.
- Building is also home to Parkston's first drive up Coffee House with a selection of beverages.