



QUARTER 4 REPORT

2024

Mitchell Area Chamber of Commerce

New members

- CJ's Bar & Grill
- AccuData Bookkeeping LLC
- Rooted Beauty Salon
- Golden Standard Painting & Drywall
- Flats on Havens



Safe Place First Friday Coffee



Ribbon cuttings

- ETRIA Products - October 10
- Muth Electric - October 10
- Abbott House - October 22
- My Place Hotel - October 24
- Palace City Brewing November 14
- AccuData Bookkeepings - December 12

1

Agri-Business

- Commodities Seminar scheduled for February 2025
- Ag in the classroom scheduled for March 2025

2

Government Affairs

Leadership Mitchell

- **October 17:** Servant Leadership & Non-Profit Panel
- **November 21:** Ag Businesses

3

Connect Mitchell

First Friday Coffee

- Safe Place of ESD (10/04)

Community Concierge hosted

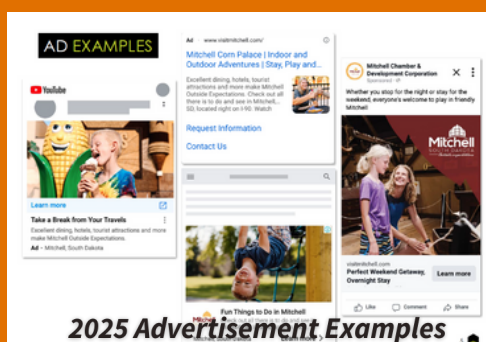
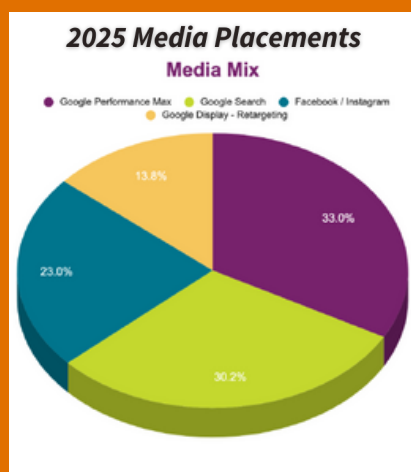
Newcomer Events:

- October 17 - Board & Brush (23 attendees)
- November 5- Q's Jewelry (21 attendees)

Project Glad Tidings

- Handed out Christmas cards to multiple chamber members

Mitchell Convention & Visitors Bureau



Picture of the Shop Local Commercial

1

2025 Marketing Plans

We have finalized our 2025 marketing plans in collaboration with Amperage and Love Communications, which is part of the Travel SD Peak Season Co-Op. Our strategy includes a multi-media campaign targeting families in Minnesota, Nebraska, Iowa, and Missouri, designed to showcase the unique experiences Mitchell offers. Additionally, we're updating our photo and video archives to better highlight events and attractions, ensuring fresh and engaging content for the upcoming years.

2

Pheasant Hunting

During South Dakota's pheasant season, we actively promoted Mitchell as a premier hunting destination through targeted marketing efforts, including radio, print, and digital campaigns. To welcome hunters during opening weekend, we set up at Cabela's, providing information and creating a welcoming atmosphere. Additionally, we supported the Pheasants Forever Banquet by greeting guests and assisting with ticket collection, further showcasing Mitchell's hospitality and dedication to the hunting community.

3

Shop Local Promotion

Over the holiday season, we encouraged the community to shop local through a variety of promotions. This included vibrant print ads in Motor magazine, showcasing the unique offerings of Mitchell businesses, and a festive shop local TV commercial aired with MIDCO to reach a broader audience. These efforts highlighted the importance of supporting local retailers and reinforced Mitchell as a hub for holiday shopping.

Mitchell Area Development Corporation



Daycare Grant

Workforce Development

- **Move to Mitchell Program**
 - Welcomed two new residents with "Welcome to Your Palace" gift bags, including a \$100 gift card.
 - Developing a Welcome Coupon Book for newcomers:
 - Opportunity for local businesses to provide coupons, advertisements, or branded swag.
 - Pricing options for participation are under review.
- **Freedom Works Here Campaign**
 - Relocation incentive details and job opportunities shared with 85+ out-of-state workers in November.
 - Received multiple responses from individuals interested in relocating to Mitchell.
- **Daycare Development: \$100,000 Beyond Idea Grant**
 - Grant Distribution: \$100,000 allocated to 26 childcare providers, supporting new and existing facilities.
 - **Impact:**
 - Increased childcare spots and retained workforce employees.
 - Financial relief for startup and expansion costs.
 - **Notable Recipients:** Bobbie's Daycare, Little Dreamer's Daycare, Mitchell Christian Early Learning Center.
 - Over 50 individual employees received one-time bonuses to stabilize the workforce.

Workforce Housing

- Governor Kristi Noem toured Ridgeview on Foster housing development, a collaboration between Mitchell Area Housing and MADC.
- Projects ahead of schedule due to favorable fall construction conditions.
 - Curb, gutter, and street paving expected in spring.
- **Rehab/Down Payment Grants**
 - **2024 Progress:** 10 projects completed, with 3 more anticipated by year-end.
 - **2025 Outlook:** 12 projects listed for bidding.
 - **Grant Funding:** \$850,000 allocated across 2023, 2024, and 2025 to support housing improvements and affordability.



Daycare Grant



Home Rehab



Gov. Noem Visits Mitchell

Mitchell Area Development Corporation

Business Recruitment/Retention

- **Regional Rail Authority Updates**

- Application Timeline: The application with the South Dakota Department of Transportation took place in November. We attended this hearing in Pierre and spoke on the significance of funding this project.

- **Loan Update:**

- A 16 million dollar funding request was submitted for rail infrastructure at the High Plains Soybean Processing Plant.
- The South Dakota Rail Authority approved 12.6 million dollar at a 2.95% interest rate, advancing this crucial project.

- **Planning and Hosting a 3rd Mitchell Workforce Summit –**

- The Goal is to improve the culture within Mitchell businesses. The focus of this summit will be on Lean Philosophy in the culture of your business:
- **LEAN Philosophy**
- South Dakota Manufacturing and Technology Solutions will be presenting.
 - Will focus on the LEAN philosophy:
 - LEAN is a production philosophy that eliminates waste and increases productivity and customer satisfaction. It's a systematic approach that involves continuous improvement and streamlining operations to reduce inefficiencies. LEAN culture is the organizational framework that establishes the guiding principles and behavioral expectations for the company.
- Scheduled for **March 20th, 2025.**

Community Development/Misc

- **MADC held its first ever pheasant hunt on November 2.**

- The event hosted prospective businesses considering relocation or expansion to Mitchell.
- Plans are in place to establish this as an annual event to strengthen business relationships. This is a great recruitment tool for showcasing Mitchell to our business prospects and allows us to host individual business developers.

- **Initiated Measure 28 Informational Meeting**

- Partnered with the James Valley Community Center
- Presentations were provided by representatives from IM28 and the Mayor of Mitchell.
- Discussions focused on the potential impacts of the measure on Mitchell's ability to collect sales tax.
- Mitchell opposed IM28 at almost 80%. This was the highest rate out of all first-class municipalities.



MADC Pheasant Hunt



Public Informational Meeting

Topic: SD Initiated Measure 28
Date: Wednesday, Oct. 2
Time: 11:30 a.m.
Location: James Valley Community Center, 300 W 1st Ave, Mitchell

IM-28 Meeting



Workforce Retention Summit

Dakota Heartland Development Association



1

Business Development

WHITE LAKE -

- A new business – Momma's Little Bakery has opened a Main Street location in Downtown White Lake.
- Working with the local bank and supported by the community, the owners bought and completely remodeled a Main Street building providing space for both the bakery and an apartment upstairs.
- The Development Corp. is working to host a ribbon cutting/open house for the new business in late January, 2025.

2

Housing

WHITE LAKE -

- White Lake Development facilitated the acquisition of a Jensen DesignBuild Workforce Housing 2 bed, 1 bath Tri-plex to provide housing for workforce needs of the Aurora-Brule Nursing Home, School District, and Avera Medical Clinic.

3

Advocacy

CORSICA/ARMOUR/TRIPP-

- Corsica and Armour Development Corps. individually invited local legislators and other community leaders to visit the community the community, learn about successes and challenges, and build relationships with them.
- Tripp Development used technology via Zoom and Conference Call to visit with their legislators during their December Board Meeting. Board members discussed topics of interest including school funding, etc.