



QUARTER 1 REPORT

2026

Mitchell Area Chamber of Commerce

New members

- Mitchell Moose Lodge
- Tommy's Quality Meats
- Shear Perfections Pet Salon
- Farmers National Company
- Jensen Design Build, LLC
- Mr. Donuts
- Mad Garage
- Helmut
- Pheasantland Balloon Rides



Mitchell Day at the Legislature



Cracker Barrel



Ribbon Cutting at Shear Perfections



Ribbon Cutting at Hollywood Style



Ag Seminar



First Friday Coffee at Optimal Tan

Ribbon cuttings

- Firesteel Healthcare- January 27
- Avera OB GYN - February 24
- Shear Perfections Pet Salon - February 26
- Hollywood Style - March 5
- B&G Milkyway- March 16

Annual Banquet

- Friday, January 16
- 200 attendees
- Award Winners:
- Community Service: Roger & Vicki Musick
- Chamber Volunteer: Vern Eide
- Tourism Excellence: Corn Palace Stampede Rodeo
- Main Street Champion: The Vault
- Mitchell Family Business of the Year: Mueller Lumber
- Harold Hagen: High Plains Processing

1

Agri-Business

Ag Seminar

- February 24
- Davison County Fairgrounds
- 134 attendees
- Keynote Speaker: Abbi Prins

AG in the Classroom

- March 24
- Davison County Fairgrounds
- 250 4th Graders

2

Government Affairs

Leadership Mitchell

- January 15: Business, Industry, & City/County Government
- February 19: Mitchell Day at the Legislature
- March 19: Technology, Education, and Boardmanship

Mitchell Day at the Legislature

- March 19
- 60 attendees
- Congressman Johnson and Marty Jackley spoke to group
- Roger Musick received proclamation

Cracker Barrel

- February 27
- DWU Pratt Board Room

3

Connect Mitchell

First Friday Coffee's

- American Family Insurance (2/6)
- Optimal Tan + Wellness (3/6)

Lunch & Learn's

- Townsquare Media (1/7)
- Kiwanis (3/5)

Mix & Mingle's

- Plains Commerce Bank (1/8)

Journey to Success

- March 17
- Plains Commerce Bank
- Speakers: Michelle White, Craig Engellend, and Pat Gathman

Health & Wellness Fair

- February 26 at the Masonic Hall
- 40 vendors

Co. Starters

- Graduated 8 entrepreneurs out of the Co. Starters program

Mitchell Convention & Visitors Bureau



Tourism Conference



America 250



Pheasant Fest



Attraction Spotlight



ABA Conference

1

Tourism Marketing

- **Bus Tours**
 - 45 bus tours already scheduled for 2026
- **Amperage Marketing**
 - Digital marketing started in March
- **Entertainment Tax**
 - 2025 was up 9.06% compared to 2024
- **Hotel Occupancy**
 - 2025 was up 18.5% compared to 2024

2

Tourism Events

- **2026 American Bus Association**
 - January 10-14
 - Doreen & Keelie attended
 - Met with bus tour operators
- **2026 Governor's Conference on Tourism**
 - January 20-22
 - Johanna, Keelie, and Jeri attended
- **2026 Pheasant Fest**
 - February 19-21
 - Minneapolis, MN
 - Spoke to potential hunters about Mitchell
 - Johanna and Keelie attended

3

Local Marketing

- **Attraction Spotlight**
 - January: Mitchell ACT
 - February: Hansen Wheel & Wagon
 - March: Dakota Discovery Museum
- **Joined America 250 coalition**
- **Cornelia attended the State Swim Meet**

Mitchell Area Development Corporation



Workforce Development

- **Young Professionals**
 - Our Young Professionals Group, now over one year old, continues to grow and engage young talent:
 - Hosted a Harry Potter Trivia Night in January
 - Hosted a Swing Dancing Class at CJ’s Bar in February
 - Hosted a Lord of the Rings Trivia Night in March in partnership with Bradley’s Pub
- **Student Internship Program**
 - In March, we relaunched the Student Summer Internship Program, increasing the incentive to \$500 per intern to encourage businesses to host student interns locally.
- **Hiring Events**
 - We hosted a Pop-Up Hiring Event, partnering with local businesses to jointly advertise open positions. The event successfully connected job seekers with employers and helped fill workforce needs.
 - Partnered with the South Dakota Department of Labor to host a statewide virtual hiring event.
 - Launched the “Grow Your Roots” internship and job program, distributing materials to Mitchell Technical College, Dakota Wesleyan University, and local high schools to connect students with local career opportunities and retain talent in Mitchell.

Workforce Housing

- The Development Corporation was awarded \$340,000 from the Federal Home Loan Bank of Des Moines to support a new down payment assistance program for income-qualified individuals. We were notified in late 2025/early 2026 and are excited to begin deploying this program to help more residents achieve homeownership.
- We partnered with the City of Mitchell on the First Avenue redevelopment project. The Development Corporation is facilitating the property transfer between the City and the developer, VanBuskirk. Our Board of Directors approved a resolution in January to participate in this agreement. This project is expected to bring 24 owner-occupied housing units in the price range of \$219,900 - \$304,900. The project is expected to start very soon and should take 36 months to complete.
- As part of our ongoing housing rehabilitation efforts, we launched our 2026 housing rehab projects, utilizing funding from the South Dakota Housing Development Authority through both the HOME and HOF programs. These programs assist income-qualified homeowners with essential repairs. We have a total of \$200,000 in grants to help homeowners. This is a forgivable loan with 20% forgive each year for five years.
- An update on the Ridgeview on Foster development: The first home built in partnership with Mitchell Technical College students was listed for sale in March. MADC is gifting 10 lots to Mitchell Technical College, as this was part of the original gift agreement from Avera Queen of Peace Hospital.

Started the first project of 2026

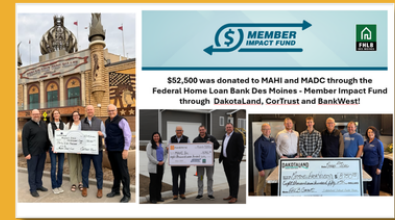
<p>W 5th Ave – elderly widow</p>  <p><small>Completed - Elderly widow with rotting front steps, holes in siding, old storm doors, rotted windows</small></p>	<p>W Douglas Ave – Family of 6</p>  <p><small>Completed – roof, downstairs bathroom, 2 egress windows. In Progress – upstairs bathroom and windows</small></p>	<p>S Montana St – single mom</p>  <p><small>Completed - lead based paint mitigation, structural repairs, windows, plumbing, sewer lines, pipe repairs; In Progress – bathroom floor</small></p>
--	---	--

MAHI Rehab Projects



1st Ave Development

Mitchell Area Development Corporation



Workforce Housing Cont.

- \$52,500 was donated to MAHI and MADC through the Federal Home Loan Bank Des Moines - Member Impact Fund, via DakotaLand, CorTrust, and BankWest! We appreciate the generous donations from our local banks that have helped support affordable workforce housing in Mitchell.

Community Development/Misc

• Community Concierge

- Our Community Concierge Program, led by Doreen Nelson, hosted several engagement opportunities:
 - January: Pasta-making class with a local restaurant
 - February: Newcomers Book Club in partnership with the library, featuring Noel Hamill discussing the Mathis murders
 - March: Meal prep class for newcomers
 - Provided three VIP community tours in February

• Move to Mitchell Program

- Continued rollout of the “Move to Mitchell” incentive program, providing \$100 incentives to new residents moving into Mitchell from outside the 57301 zip code, along with our Palace Perks coupon book to encourage local engagement.

• Business Recruitment & Economic Development

- Business recruitment, retention, and entrepreneurial support remain strong components of our economic development efforts.
 - Successfully recruited Satnan Avionics, a high-tech aviation business specializing in avionics navigation and guidance system upgrades for aircraft.
 - In partnership with Dakota Wesleyan University and the South Dakota Secretary of State’s Office, we published a new economic report to provide insights into local economic trends.
 - Launched the Discover Mitchell Savings App, developed by Roger Music, to support workforce recruitment and showcase local business incentives. Local businesses are now integrating the app into their hiring efforts.
 - MADC held the Student Business Competition in partnership with the Chamber of Commerce. Three student entrepreneurs (from Mitchell Technical College, Dakota Wesleyan University, and Mitchell High School) competed for retail space in the Chamber’s courtyard across from the Corn Palace.



Newcomer Event



Move to Mitchell Program



Satnan Avionics



Student Business Competition