



QUARTER 2 REPORT

2025

Mitchell Area Chamber of Commerce

New members

- The Diamond Store
- KH Property Warehouse LLC
- Bechen Electric
- Bread and Vine Bistro LLC
- Dakota View Cleaning
- Vintage VOGUE
- Mitchell Locker
- Mortgage Solutions Financial
- Complete Wellness Clinic
- Anchor'D Recovery
- Glanzer Backyard Design



22nd Annual Chamber Golf Tournament



Leadership Mitchell Graduation



First Friday Coffee at Short Staffed

Ribbon cuttings

- Iverson Powersports - April 9
- Interstate Glass & Door - May 16
- Karl's TV & Appliance - May 22
- U-Haul - June 2
- Mortgage Solutions Financial - June 10
- EOS Worldwide - Craig Morris - June 10
- Ace Realty - June 16
- Home Instead - June 26

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Agri-Business

Beef on Betts AG Connections (6/24)

- 14 attendees
- Visited Custom Genetics, Rock Creek Livestock, Central Electric, Klumb Farms, and 281 Meats

2

Government Affairs

Leadership Mitchell

- April 17: Public Safety & Healthcare
- May 15: Area Attraction & Tourism
- May 29: Graduation
- 2025-26 Applications now available

Candidate & Issue School (4/17)

School Board Forum (5/20)

Legislative Luncheon (5/22)

3

Connect Mitchell

First Friday Coffee

- Short Staffed (4/3)
- designArc Group (5/2)
- Life Serve Blood Center (6/6)

Community Concierge hosted

Newcomer Events:

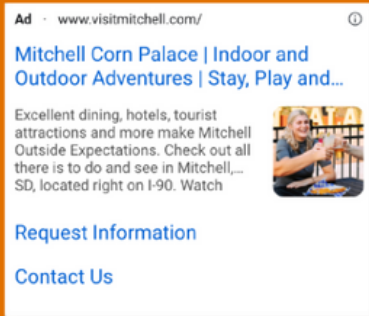
- April 22- Michelle's Mad Batter (20 attendees)
- May 3 - Palace City Brewing Co. (7 attendees)
- June 27 - DWU Black Box Theatre (11 attendees)

Lunch & Learn

- Creative Advantages (5/1)

22nd Annual Chamber Golf Classic (6/13)

Mitchell Convention & Visitors Bureau



Google Ad Example



605 Day



Banner Ad Example



IRU Guides Visiting Mitchell



June 2025 605 Ad

1

Tourism Marketing

- **Peak season tourism marketing for out of state visitors has begun**
 - **Amperage:**
 - Google Search
 - Google Performance Max
 - Social Media
 - Google Display
 - **Travel SD Co-Op**
 - Sojern
 - Trip Advisor
 - Storygize
 - Paid Search
- **2025 hotel occupancy and entertainment tax up vs. 2024**
- **New 2025 Mitchell Guide to Everything has been distributed**
- **Visitor Center brochure slots have been sold and the welcome staff have started.**

2

Tourism Events

- **International Round Up: April 28- May 1**
 - Welcomed international tour operators to Mitchell
 - Staff represented Mitchell in Rapid City to bus tour operators
- **SESD Annual Meeting & Lit Swap: May 1**
 - Dropped off 60 boxes of visitor guides to be distributed around the state
- **National Travel & Tourism Week: May 4-10**
 - Social media giveaway for Corn Palace Festival concert tickets and a Depot gift card
- **Forever 605 Day: June 6**
 - Visit Mitchell social media campaign highlighting attractions

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Local Marketing

- **605 Magazine**
 - Full page magazine ads featuring local events May-August
- **Motor Magazine**
 - Advertisements for Mitchell events
- **MIDCO**
 - Television advertisements for 1st Fridays and Pre-Sturgis Party

Mitchell Area Development Corporation



Young Professionals Trivia Night

Workforce Development

- **Young Professionals Group**
 - Our Young Professionals Committee hosted three trivia nights this quarter and added new events, including a frisbee golf outing and a social hour. The committee continues to grow, providing valuable networking opportunities for Mitchell's emerging leaders.
 - April 8: Disney
 - May 13: TV Show
 - June 10: Music
 - June 19: Social Hour
 - June 28: Frisbee Golf
- **Workforce Events**
 - April: Jobs HQ job fair at Corn Palace
 - May: Statewide Virtual Job Fair
 - June: Drive Through Job Fair
- **Summer Internship Program**
 - We launched the Mitchell Summer Internship Scholarship program, offering \$250 scholarships to Dakota Wesleyan and Mitchell Tech students who lived and worked in the community this summer. We received 17 applications and successfully placed 13 students in local roles.

Workforce Housing

- **Ridgeview on Foster New Home**
 - The first home was placed at our Ridgeview on Foster Housing Development. The home was constructed by students from Mitchell Technical College, and was placed on land generously donated by Avera Queen of Peace Hospital to the Mitchell Area Development Corporation.
 - The development is being led by Mitchell Area Housing Inc., with plans to eventually place 60 new homes on the site. This first home highlights the four- way partnership to bring workforce housing to the Mitchell community.
- **South Lake Estates**
 - The first two Governor's Houses were placed in the Southlake housing development this quarter, marking an exciting step forward in our workforce housing efforts. One home already has a sale pending, and there is strong interest in the second.
- **Construction Resumes in Housing Developments**
 - Construction has resumed in both Ridgeview on Foster and Southlake developments. Curb, gutter, and street paving are actively underway in both areas.
- **Rehab Grants**
 - We continue to make steady progress on our housing rehabilitation efforts, helping income-qualified residents stay in their homes. Nearly 50 home improvement projects have been completed with close to \$800,000 in grant funding.



Internship Program



Ridgeview on Foster Home



Governor's Home on South Lake

Mitchell Area Development Corporation

BRE Visits

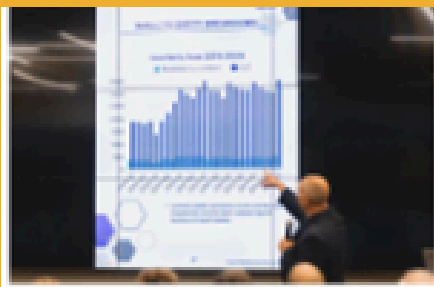


Business Recruitment/Retention

- **Industrial Park**
 - The Development Corporation closed on just under 20 acres for a new industrial park. This land acquisition positions Mitchell for future business growth and development.
- **Rail Loop Funding for High Plains Processing**
 - The Davison Regional Rail Authority transferred \$12.6 million to High Plains Processing for construction of a 7-mile rail loop. This low-interest loan, through the South Dakota Department of Transportation, supports the soybean plant's operational needs.
- **Business Retention & Expansion Visits**
 - We conducted business retention and expansion (BRE) visits this quarter with support from GOED, Northwestern Energy, Central Electric, the Department of Labor, and the U.S. Small Business Administration. These visits helped ensure continued support for local businesses.

Community Development/Misc

- **Leadership Training**
 - Both Kimberly Lofgren and Johanna Allen have completed leadership training. Kimberly completed the Leadership South Dakota 6-month program, and Johanna completed the Dakota Wesleyan University Leadership Accelerator Spring 2025 program.
- **Q3 Economic Report Published**
 - Our third economic report was released this quarter, created in partnership with the South Dakota Secretary of State's Office and Dakota Wesleyan University's economics class. The report provides a detailed snapshot of local business trends and development activity.
- **EDPA Legislative Update**
 - We hosted Mike Bockorny, CEO of the Economic Development Professionals Association, who shared insights on the 2025 legislative session and a forward-looking view on 2026 legislative priorities and challenges.
- **South Dakota State Prison Site Selection**
 - Mitchell was a finalist in the site selection process for a new South Dakota state prison. We hosted two public forums, participated in a university debate, and advocated strongly for our community; however, the selection committee ultimately chose another location during their July 8 hearing.



Economic Report



Mike Bockorny update



Prison Forums

Dakota Heartland Development Association



Bazen
Woodworking, LLC



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Business Development

CORSICA/PARKSTON –

- Nearly three-years of planning, Corsica's new 24-acre Southwest Business Park is completed with curb & gutter and asphalt street. The 11-Lot business park is shovel-ready and is located on the southwest corner of the community along US Highway 281.
- Corsica Development announced that Bazen Woodworking, a locally owned and operated custom cabinetry business, has purchased the first lot in the new Southwest Business Park. Bazen's expansion allows him to triple the size of his business after humble beginnings in his home garage.
- The City of Parkston approved the creation TIF funding of nearly \$5 million. The forty-two (42) acre business improvement area will consist of twelve (12) commercial lots with four (4) businesses scheduled to build in the next few years with an economic impact of over \$31 million in investment to Parkston's South side.

2

Housing

CORSICA/ARMOUR –

- Construction has begun on a Jensen DesignBuild "RanchPack" home in Corsica's Southeast Housing Subdivision. This basic 2 bed, 2 bath home on a full basement will be available by Fall.
- Since 2021, the nineteen-lot housing subdivision purchased by Corsica, Inc. has filled all but four lots. Two lots have been sold in just the last 30 days with construction on the Jensen project starting immediately (see above).
- Armour's East Housing Subdivision has four of its 37 lots already sold with one built home and one under construction. The housing subdivision opened last fall for construction.

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Advocacy

REGION –

- Several community Development Corps. in our region support regional projects like the High Plains Soybean Processing Project and the recent State Prison Project. Letters of support from several communities were sent to demonstrate their willingness to provide housing, workforce and other services vital for the project's success.
- In addition, Lambert represented the region at three informational meetings held in Mitchell to demonstrate a regional impact of this project. Lambert also attended the last Prison Reset Taskforce Meeting as a potential presenter.