



QUARTER 3 REPORT

2025

Mitchell Area Chamber of Commerce

New members

- Embracing Change Counseling
- Simply Smart Tutoring
- St. John Paul II
- D&J Fun Bus
- Optimal Tan + Wellness
- Tailored to You Medical Aesthetics
- Power Pilates by Jade
- Fresh Produce
- The Dugout



Leadership Mitchell class of 2025-26



First Friday Coffee at 401 Create



Calli Williams at the Women's Brunch



Ribbon Cutting at Mueller Lumber



CASA Lunch & Learn

Ribbon cuttings

- Safe Place of ESD - July 10
- Complete Wellness Clinic - July 17
- Mueller Lumber - August 7
- Vintage VOGUE - August 20
- Simply Smart Tutoring - August 21
- High Plains Processing - September 9
- Glow Aesthetics Med Spa - September 16
- MAHI - September 25
- Embracing Change Counseling - September 26

1

Agri-Business

DakotaFest Women's Brunch (5/20)

- Over 200 attendees
- 9 vendors
- Speaker: Calli Williams

2

Government Affairs

Leadership Mitchell

- September 18: Orientation and Program Overview

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Connect Mitchell

First Friday Coffee

- 401 Create (8/1)
- Dakota Physical Therapy (9/5)

Community Concierge hosted Newcomer Events:

- July 17- Lake Mitchell Mingle (26 attendees)
- September 25 - Cocktails & Connections (22 attendees)

Lunch & Learn

- CASA (8/19)

Mitchell Convention & Visitors Bureau



Rodeo Photograph



Rodeo Photograph



Palace City Pre-Sturgis Photograph



Palace City Pre-Sturgis Photograph



Corn Palace Festival Photograph



Corn Palace Festival Photograph

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Tourism Marketing

- **Amperage Peak Season tourism marketing wrapped up**
 - March-July
 - Impressions: 2,041,448
 - Clicks: 17,522
 - Conversions: 1,323
 - CTR: .86%
- Refreshed photo assets of Corn Palace Rodeo, Pre-Sturgis Party, & Corn Palace Festival
- Refreshed video assets of the Pre-Sturgis Party & Corn Palace Festival
- Hotel occupancy up 5.2% compared to 2024
- Entertainment tax is up 11.52% compared to 2024

2

Tourism Events

- **Corn Palace Stampede Rodeo July 17-20**
 - Participated in the rodeo pullover
 - Float in the rodeo parade
 - Digital promotion on social media and newsletter
- **Palace City Pre-Sturgis Party July 31**
 - Digital promotion on social media and newsletter
 - Radio & TV advertisements
- **Corn Palace Festival August 20-24**
 - Digital promotion on social media and newsletter

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Local Marketing

- **605 Magazine**
 - Last magazine ad of the summer for August events
- **Motor Magazine**
 - Advertisements for Mitchell events
- **MIDCO**
 - Television advertisement Pre-Sturgis Party
- **Radio**
 - Radio advertisements for Pre-Sturgis on KMIT and KORN

Mitchell Area Development Corporation



Young Professionals Trivia Night

Workforce Development

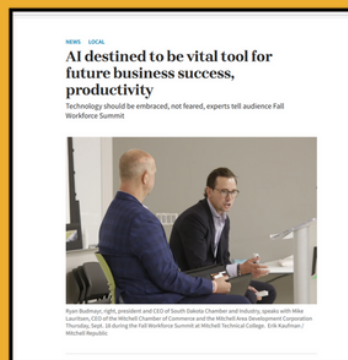
- **Young Professionals Group**
 - This group was created in response to feedback from one of our largest employers during a Business Retention and Expansion visit, where they identified the need for more opportunities for young professionals to connect, build friendships, and establish long-term roots in the Mitchell community.
 - July
 - USA Trivia & Social Hour
 - August
 - Superhero Trivia, & Frisbee Golf
 - September
 - Trivia in the Park
- **Workforce Events**
 - July: Walk-in Job Fair
 - August: Virtual Job Fair
 - September: Drive-Through Job Fair
- **Workforce Summit**
 - We hosted our fourth Workforce Summit this quarter at Mitchell Technical College, highlighting how AI can enhance workplace productivity. In partnership with Northwestern Energy and the South Dakota Department of Labor, speakers—including Ryan Budmayr and college professors—urged embracing AI as a performance tool. The biannual summit offers insights to strengthen the local workforce.

Workforce Housing

- **Ridgeview on Foster & South Lake Estates**
 - The Mitchell Area Development Corporation has transferred four more lots to Mitchell Technical College. Earlier this year, the first lot was transferred, and students have already completed a home there. With classes back in session, they've begun building another next door. The new lots—2 through 5 of Block 1B in Ridgeview on Foster Addition—continue a partnership that gives students hands-on construction experience and supports Mitchell's housing growth.
 - The Mitchell Area Development Corporation and Mitchell Area Housing Inc. received four Governor's Houses from the South Dakota Housing Development Authority. Two were placed in Ridgeview on Foster and two in Southlake, alongside a student-built home with Mitchell Tech—adding five new homes across the developments. One Governor's House was sold this quarter.



Drive-Through Job Fair



Article on Workforce Summit



MTC Home At Ridgeview on Foster

Mitchell Area Development Corporation

BRE Visits



Workforce Housing Cont.

- **Rehab Grants**

- Multiple housing rehabilitation projects were approved through South Dakota Housing. This program provides grant funds in the form of forgivable loans to maintain and improve existing housing stock. It is income-qualified and often benefits single parents and retirees on fixed incomes. The program plays a vital role in helping homeowners remain in their homes by addressing essential repair needs—many of which result from water intrusion and related damage

Community Development/Misc

- **Community Concierge**

- The Community Concierge Program continues to welcome new residents to Mitchell through VIP tours, relocation packages, and networking events that foster connection and belonging. The Newcomers Group has grown to over 160 participants, with recent events like a Lake Mitchell Day Camp and an appetizer and drink pairing at Bradley's Pub & Grill highlighting local amenities and businesses. Aligned with the Mitchell 2040 Strategic Plan, these efforts aim to strengthen community integration and help new residents make Mitchell their long-term home.

- **Move to Mitchell Program**

- The "Move to Mitchell" program continues to succeed, offering newcomers a \$100 Welcome Package with Palace Perks coupons for local discounts. The initiative helps residents discover local businesses while giving those businesses new customers and positive exposure.

- **NorthWestern Energy Summit**

- The Mitchell Area Development Corporation, in partnership with NorthWestern Energy, co-hosted a Statewide Energy Summit at Mitchell Technical College to explore how energy infrastructure and demand will shape South Dakota's growth. Congressman Dusty Johnson urged attendees to take a visionary approach to future projects, while discussions also highlighted the merger between Black Hills Corp. Energy and NorthWestern Energy—a significant development that will create a company serving about 20% of the U.S. land mass.

- **High Plains Processing Ribbon Cutting**

- MADC joined the ribbon-cutting for High Plains Processing, a \$500 million soybean facility south of Mitchell—the largest value-added agricultural project in South Dakota's history. Nearly 1,000 people attended, highlighting its major economic impact on the region.



Home Rehab Project



Palace Perk Book



NorthWestern Energy Summit

Dakota Heartland Development Association



1

Business Development

CORSICA/PARKSTON –

- Bazen Workworking's new 7,000 sq. ft. building is nearly completed in Corsica's new 24-acre business park is the first and anchor to the potential growth Corsica is poised to support.
- Kaylor AgriServices continues its impressive growth with the opening of a new Soybean Roasting Facility in Parkston's new 40-acre Agri-Business Park. On September 19th, the new roasting facility received its first load of high oleic soybeans that will be used to fill the growing demand for this feed additive in dairy cattle rations in the region.

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Housing

CORSICA/PARKSTON –

- An Open House was held on the new nearly 1,100 sq. ft. single family spec. home in Corsica's Southeast Housing Subdivision.
- Construction will start this month for a new 12-unit 2 bed, 1 bath Apartment Complex.
- Additional housing being developed in Parkston in 2026 includes:
 - Single-Family home development by Ethan Coop Lumber
 - Single-Family home development by a local builder (Matt Schemmp)
 - Single-Family Governor's Home by Parkston Area Development Corp.
 - Two Bed, Two Bath Twin home by Jensen DesignBuild

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Advocacy

CORSICA/REGION –

- Planned, coordinated and implemented a Governor's visit to celebrate a formal ribbon cutting of the new business park and business visits in Corsica in late July. The Governor visited Forge Industries, Dakota Tom Sandwiches and housing development subdivision.
- Met with representatives of the Build Dakota Scholarship Fund program on their efforts to expand usage of the program in smaller communities and more businesses seeking current and future workforce.