Mitchell
AREA CHAMBER
OF COMMERCE

Mitchell
CONVENTION &
VISITORS BUREAU

Mitchell
AREA DEVELOPMENT
CORPORATION

Dakota Heartland
Development Association

# QUARTER 3 REPORT

# 2026

# Mitchell Area Chamber of Commerce

## New members

- Tobacco & Vapes
- eight: twenty eight
- Caribou Coffee
- Satnan Avionics LLC
- Centennial Carpet & Flooring



*First Friday Coffee at CorTrust*



*LifeQuest Ribbon Cutting*



*Laura Klock & Kelly Scheetz at the Women's Brunch*



*Leadership Mitchell*

## Ribbon cuttings

eight: twenty eight - July 27
Van Bukirk Townhomes - July 30
Gilk's - August 6
LifeQuest Microhomes- August 13
ABE Paint Team- Septemebr 21
Engage Counseling Services - September 23
Tiger Disc Golf Course - September 24

# 1

## Agri-Business

***Dakotafest***

- August 18-20
- Staffed all the ticket gates

***Dakotafest Women's Brunch***

- August 19
- Speakers: Laura Klock & Kelly Scheetz
- 190 attendees

# 2

## Government Affairs

***Leadership Mitchell***

- 2026-2027 class is full
- September 17: Orientation and class overview

# 3

## Connect Mitchell

***First Friday Coffee***

- Area Community Theatre (8/13)
- CorTrust Bank (9/4)

***Lunch & Learn***

- Transworld Business Advisors (7/23)
- Chamber Membership 101 (9/3)

**Mix & Mingle**

- Peaceful Pines (9/17)

***Groundbreaking***

- Hitchcock Housing (9/10)

# Mitchell Convention & Visitors Bureau



*Bus Tours at the Corn Palace*



*2026 Palace City Pre-Sturgis*




*Amperage Social Media Ads*




*August 605 Advertisment*

## 1

### Tourism Marketing

- **Bus Tours**
  - 222 Bus tours in 2026
  - 41% increase from 2025
- **2026 Amperage Tourism Campaign**
  - Google Ads
    - Impressions: 21,375
    - Clicks: 1,002
    - CTR: 4.69%
  - Facebook Ads
    - Impressions: 110,657
    - Clicks: 2,796
    - CTR: 2.63%
  - Email Blasts
    - Sent Emails: 478,548
    - Open Rate: 18.17%
    - CTR: 2.68%
- **Community Photoshoot**
  - Through the Travel SD Co-Op, Lawerence & Schiller did a Mitchell photoshoot on July 21 & 22. These will be used for the upcoming co-op.

## 2

### Tourism Events

- **Corn Palace Stampede Rodeo**
  - July 15-18
  - Social media and print promotion
- **2026 Palace City Pre-Sturgis Party**
  - Thursday, August 6
  - Keelie sat on the planning committee
- **Corn Palace Festival**
  - August 26-30
  - Social media and print promotion

## 3

### Local Marketing

- **Palace City Pre-Sturgis Party**
  - Continued print, digital, tv, radio, and social media marketing efforts
- **605 Magazine Advertisments**
  - July & August 605 ads featuring Mitchell Events
- **South Dakota Magazine**
  - Advertisment in the July/August issue featuring Mitchell events

# Mitchell Area Development Corporation

## Workforce Development



*Young Professionals Marvel Trivia Night*

- **Young Professionals**
  - Hosted Swing Dancing in July
  - Hosted a Beach Night in August
  - Hosted Marvel Trivia in September
- **Workforce Events**
  - MADC hosted a Workforce Summit in September featuring a Customer Experience Workshop with Jeff Logan and Dr. Nathan Sanderson. The event provided local employers with practical strategies for improving customer service and workplace culture.
  - MADC partnered with the South Dakota Department of Labor and Regulation to connect local employers with job seekers through a pop-up hiring event and statewide virtual hiring event, helping businesses address workfor
- **Community Concierge Newcomer Events**
  - July: Summer Dinner Theatre
- **Move to Mitchell & Palace Perk Book**
  - 25 Palace Perk Books
  - 18 $100 Move to Mitchell gift cards
- **Business, Retention, & Expansion**
  - MADC continued its Business Retention and Expansion (BRE) efforts throughout the third quarter, meeting with six of Mitchell's largest employers as well as several smaller businesses. These visits provide an opportunity to better understand the needs and challenges facing local businesses and identify ways MADC can help.
- **Internship Program**
  - MADC successfully wrapped up another year of its internship assistance program, with 40 college students completing internships with Mitchell-area employers. The program received 59 applications from students attending 11 different colleges and universities, with interns placed at more than 20 local businesses. Participation increased from the 13 we placed the previous year, demonstrating the continued value of the program in connecting students with local employers and encouraging talented young people to consider Mitchell as a place to live and work after graduation.



*Fall Workforce Summit*



*July Newcomer Event*



*$100 Move to Mitchell*



*BRE Visits*

# Mitchell Area Development Corporation



*Hitchcock Homes Groundbreaking*

## Workforce Housing

- MADC's partnership with Van Buskirk Homes moved into the construction phase during the third quarter. A groundbreaking was held in September for the East First housing development, now branded as Hitchcock Homes. The project will bring 24 owner-occupied workforce homes to Mitchell, with anticipated sales prices ranging from $200,000 to $300,000. Construction began following the groundbreaking, with the first three foundations targeted for completion before winter and the first home anticipated to be completed in early 2027. The project represents another significant step toward expanding attainable workforce housing in Mitchell.
- **Ridgeview & Southlake**
  - The Ridgeview on Foster housing development continued to move forward through MADC's partnership with Mitchell Area Housing, Inc., the City of Mitchell and Mitchell Technical College. The development includes five homes being constructed through Mitchell Technical College's student-built housing program. During the third quarter, the college completed and sold its first home in the development, a second home is nearing completion, and construction has begun on a third home, with the basement and foundation now completed. The continued construction of these homes is helping create additional housing opportunities while providing Mitchell Technical College students with valuable hands-on experience in residential construction.
  - At the Southlake housing development, eight Governor's Homes are now on site, with one home currently under construction. MADC continues to work with Mitchell Area Housing, Inc., Mitchell Technical College, the City of Mitchell and other community partners to advance these housing opportunities.
  - Combined, the Ridgeview on Foster and Southlake developments now include 13 Governor's Homes. Mitchell Technical College has completed and sold one home, has a second home nearing completion, and has begun construction on a third home at Ridgeview on Foster, while construction is also underway at Southlake. These projects demonstrate the continued success of the community partnership to create additional housing while providing Mitchell Technical College students with valuable hands-on residential construction experience.
- **Home Rehab & Down Payment Assistance Program**
  - MADC continued its Home Rehabilitation Program, assisting income-qualified Mitchell homeowners with needed repairs and improvements. In 2026, approximately $234,000 in funding from South Dakota Housing Development Authority HOME funds, HOF carryover funds, and the Wheeler Foundation is supporting 10 active rehabilitation projects. The program helps homeowners maintain safe, quality housing while preserving and improving Mitchell's existing housing stock. MADC is working to complete the current projects by the end of 2026 and is pursuing additional funding for 2027.
  - MADC continued its Down Payment Assistance Program through a partnership with the Federal Home Loan Bank of Des Moines, Homes Are Possible, Inc. (HAPI) in Aberdeen, and South Dakota Housing. During 2026, MADC has provided more than $100,000 in down payment assistance to qualified families, helping make homeownership more attainable for Mitchell residents. This program is an important tool in helping families overcome the upfront costs of purchasing a home and strengthening homeownership in our community.



*Ridgeview on Foster*



**Home Rehab Project**



**Home Rehab Project**

# Dakota Heartland Development Association





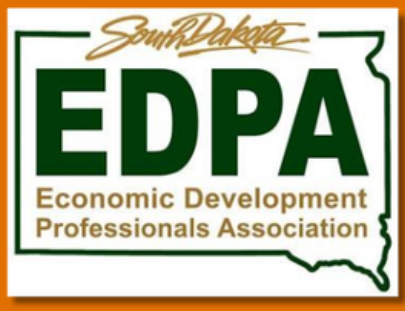













## 1

### Business Development

**PARKSTON/CORSICA –**

- Corsica – Graham Tire's new 8,300 sq. ft. Tire Service Center is under construction in Corsica's new business park.
- Corsica – Rexwinkel Concrete recently announced an expansion and the construction of a new shop & headquarters in the new business park.
- Parkston – McLaury Engineering is constructing a new office complex to accommodate their future growth.
- Parkston – Celebrated the Groundbreaking of Jensen Design Build's new 12unit, 2bed/1bath Apartment Building.
- Parkston – A new 8 unit, Large Equipment Storage Facility is under construction in the Trojan Business Park.

## 2

### Housing

**Parkston / White Lake / Tripp –**

- Parkston – Spring 2027 delivery of a 3bed/2bath Governor's Home on an in-fill lot in established neighborhood.
- Tripp – 1,437 sq. ft., 3bed/2bath Iseman Home with a two-car garage and full-basement listed for sale $296,700
- Tripp – Two – 3bed/2bath Governor's Homes with Garages available on in-fill lots in established neighborhoods.
- White Lake – Spring 2027 delivery of a 3bed/2bath Governor's Home for sale on a lot near newer school facility.

## 3

### Advocacy

**Region-**

- Corsica – a Local Development Corp. and the Douglas County Memorial Hospital announced plans to reopen the nursing home in Corsica for Senior Health Care in the South-Central region. Scheduled to reopen in 2027.
- Region – Continue to be involved with the State's Economic Development Professionals Association (EDPA) on their Executive Committee and attending their Annual Conference representing small rural communities.