



2025 Q1 BUSINESS AND ECONOMIC DATA ANALYSIS SUMMARY

**SOUTH DAKOTA
SECRETARY OF STATE
MONAE L. JOHNSON**

In partnership with
DWU DAKOTA WESLEYAN
UNIVERSITY

**PUBLISHED BY:
DAKOTA WESLEYAN UNIVERSITY
MUSICK FAMILY DEPARTMENT OF BUSINESS**

As I travel across South Dakota and meet with citizens in every corner of our state, one message continues to rise to the surface—uncertainty. From our farm families to our business owners, there is a shared concern about the impact of tariffs and the future of international trade. Yet despite these concerns, spring brings with it a sense of hope. Once again, South Dakota’s farmers return to their fields, planting with the same resilience and optimism that has defined generations of agricultural producers in our state.

This season, however, carries a bit more uncertainty than years past. As they plant, our farmers do so with a deep hope that ongoing negotiations will lead to stronger, fairer trade deals—ones that open new markets, stabilize pricing, and ultimately support the livelihoods of those who feed the world. Trade policy affects all of us, and it is my hope that these efforts will yield opportunities not just for our producers, but for the broader business community across South Dakota.

I’m reminded of the recent unveiling of the “Hope” statue in Mitchell—a striking bundle of wheat that honors the crop’s significance during World War II and stands as a symbol of hope for a better future. Just as wheat once symbolized resilience and recovery, I believe our farmers and business leaders today embody that same spirit. With sound policy, innovation, and collaboration, South Dakota’s future remains bright.

This economic report—produced through a unique partnership between the South Dakota Secretary of State’s Office, Dakota Wesleyan University, and the Mitchell Area Development Corporation—offers valuable insights into the trends shaping our state’s economy. I commend the students, educators, and community leaders who have contributed to this effort. Your work provides a vital lens through which we can better understand and support South Dakota’s economic health and prosperity.

**Monae L. Johnson
South Dakota Secretary of State**



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SPECIAL THANKS TO

In the spring of 2025, Dr. Tracy Dice's students in Dakota Wesleyan University's Principles of Macroeconomics course undertook the creation of a business and economic data analysis summary report, leveraging the expertise of local professionals, data from the South Dakota Secretary of State's office, and online resources. This project was motivated by a desire to highlight the economic story of the Mitchell area, recognizing the importance of local economic dynamics and providing students with a practical application of their economic knowledge.

We would like to thank the following people, companies, and offices that made this possible.

- SD Secretary of State Monae L. Johnson
- SD Secretary of Health Melissa Magstadt
- SD Governor's Office of Economic Development
- SD Department of Labor
- City of Mitchell
- Stephanie Ellwein - Mitchell City Administrator
- Mike Lauritsen - CEO of the MADC and Chamber of Commerce
- Brian Eliason - Janklow Eliason Real Estate
- Rosemary Menning - Menning Family Daycare
- Jessica Pickett - Mitchell Community Services Director
- Kevin Nelson - Director of Mitchell Parks, Recreation, & Forestry
- Kevin DeVries - Recreation Superintendent
- Craig Krcil
- Travis and Carmen Walz
- Dakota Wesleyan University
- DWU Professors Christine Mauszycki, Stuart Keenan, and Justin Battistoni
- DWU Spring 2025 Principles of Macroeconomics Class:

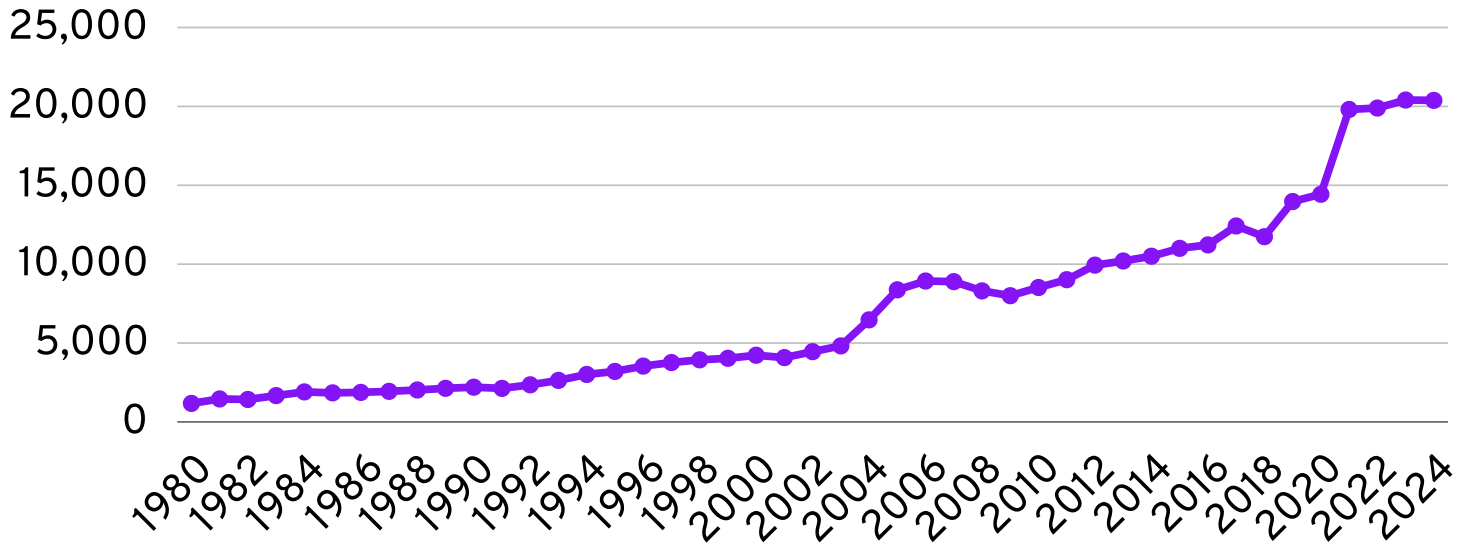
- | | | |
|---------------------|-------------------|---------------------|
| • Caleb Breuer | • Jace Freeseaman | • Autumn Namminga |
| • Baylee Brown | • Tyra Gates | • Barrett Nielsen |
| • Olivia Bures | • Ella Griffin | • Korbinian Rieder |
| • Audrey Chapman | • Carter Harris | • Graham Sanders |
| • Elizabyth Clement | • Dionne Jansma | • Nash Sobczak |
| • Isabelle Ellwein | • Emma Muth | • Joseph Tharaldson |



ENTITY FILINGS

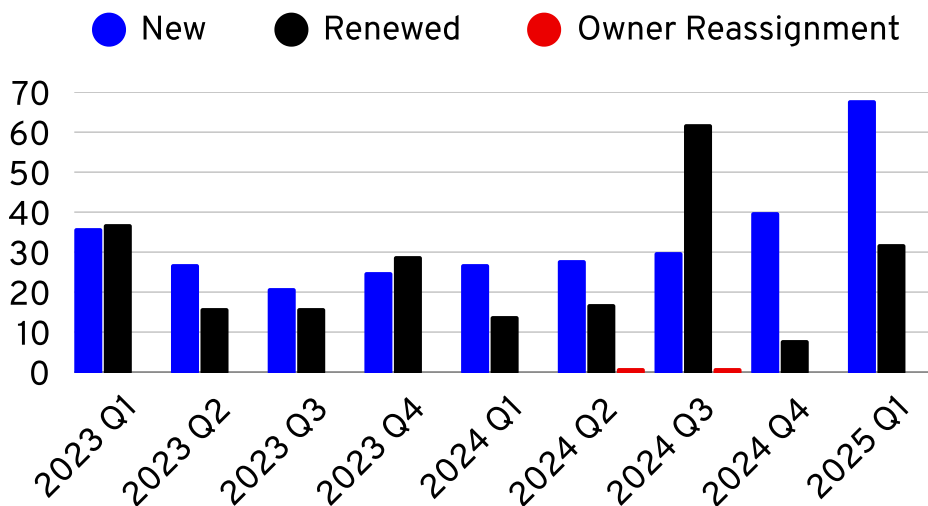
SOUTH DAKOTA NEW BUSINESS ENTITIES

South Dakota New Entity Filings 1980-2024



- Illustrates the growth in new business filings in South Dakota
- Reflects increasing entrepreneurial activity
- Indicates economic expansion over the past four decades

South Dakota Trademarks 2023 Q1 - 2025 Q1

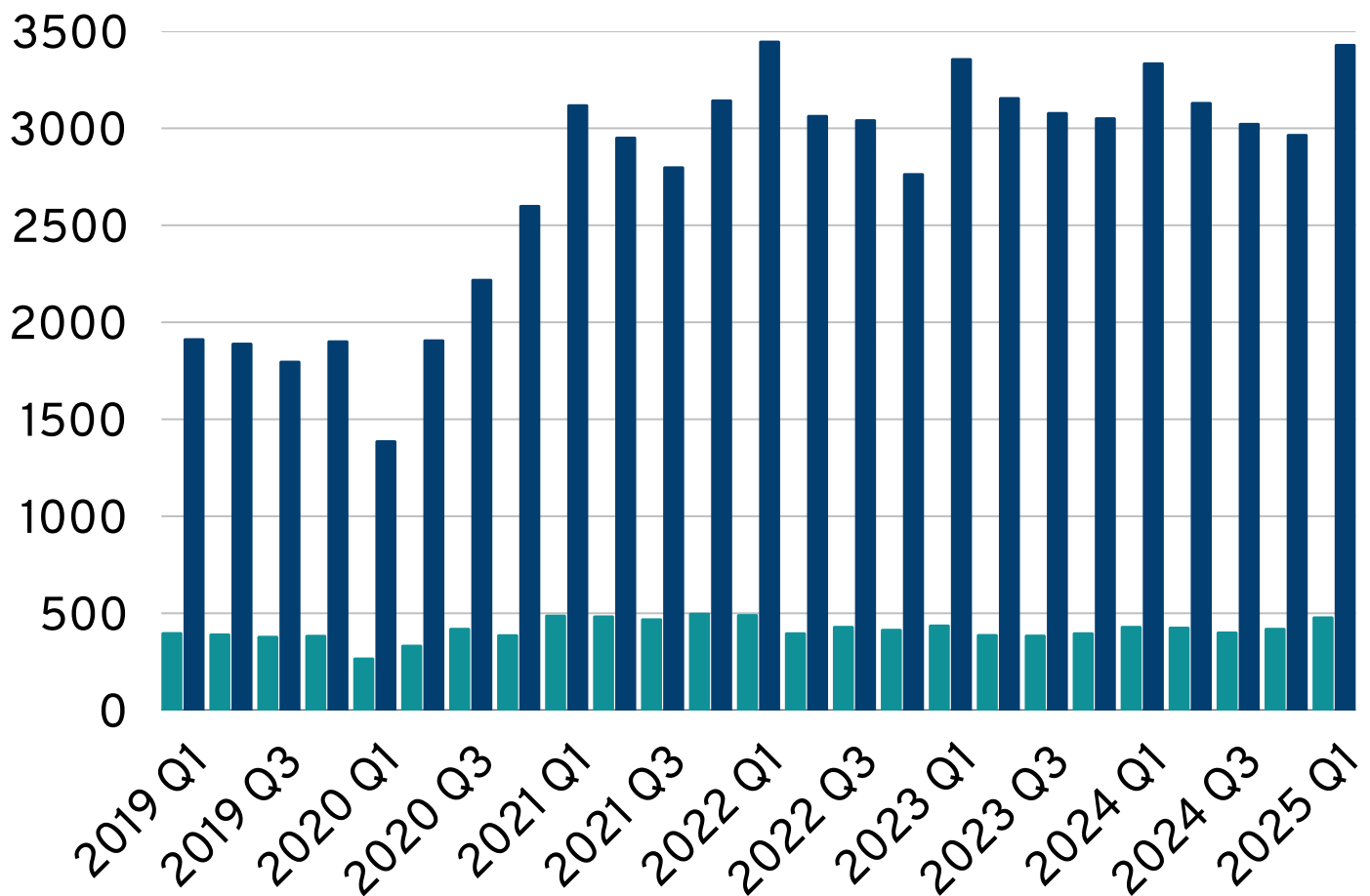


- Trademarks have increased

BUSINESS ENTITY BREAKDOWN

Quarterly from 2019-2024

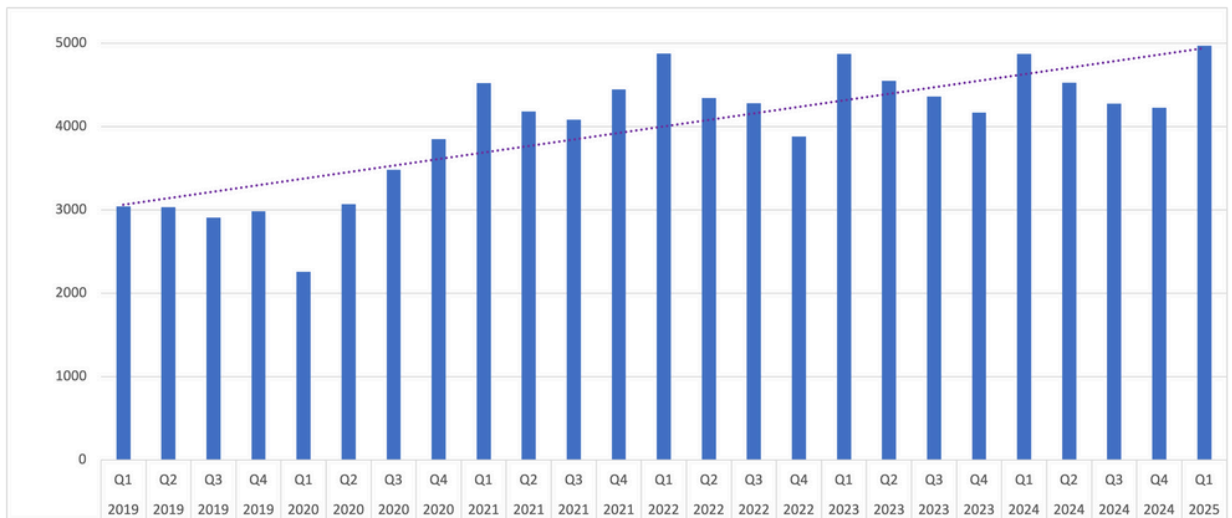
● Business Corporation ● LLC



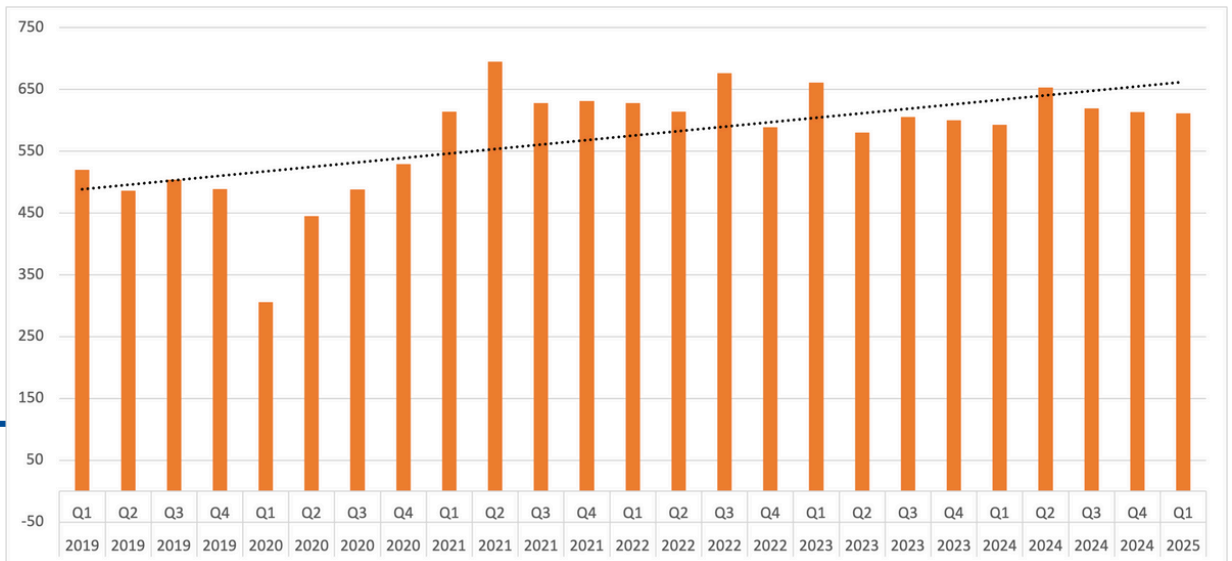
- **Limited Liability Companies (LLCs) and Business Corporations are the most common type of business in South Dakota**

BUSINESS CORPORATIONS

Quarterly Domestic Filings



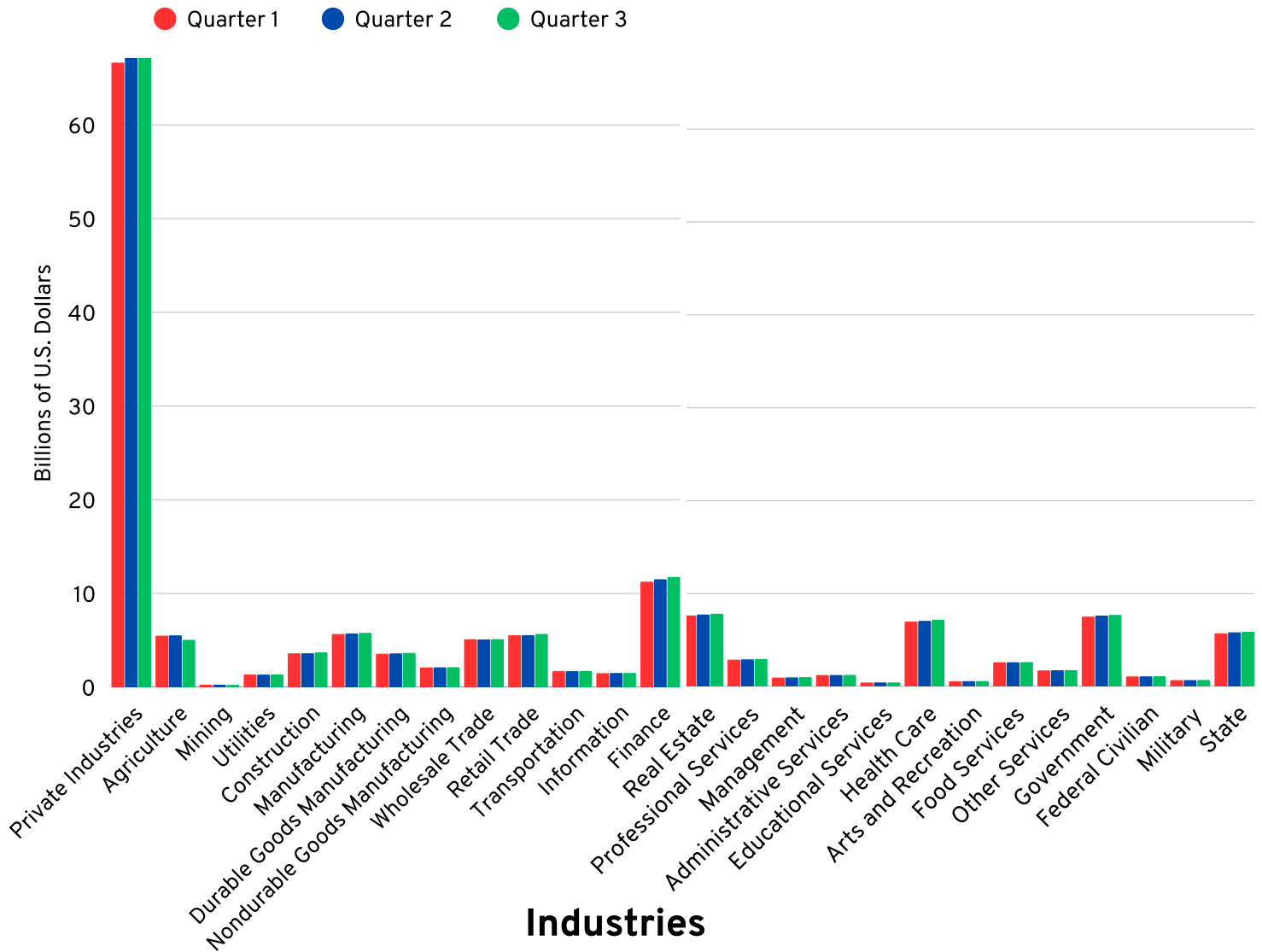
Quarterly Foreign Filings





GDP AND INFLATION

SOUTH DAKOTA'S QUARTER 1-3 OF 2024 SECTORIAL GDP

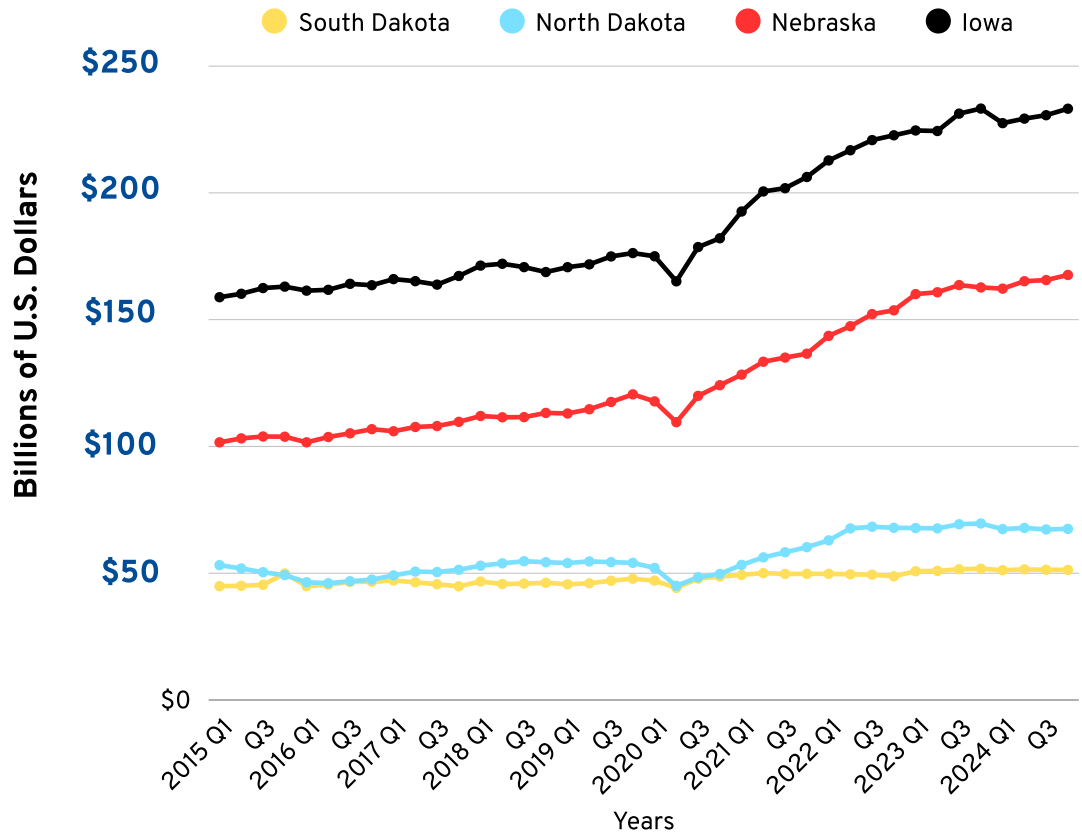


- Private industries contribute a disproportional amount to South Dakota's total GDP in 2024
- South Dakota's GDP follows the same trend going back to 2019

TOTAL & PRIVATE INDUSTRIES' CONTRIBUTION TO GDP

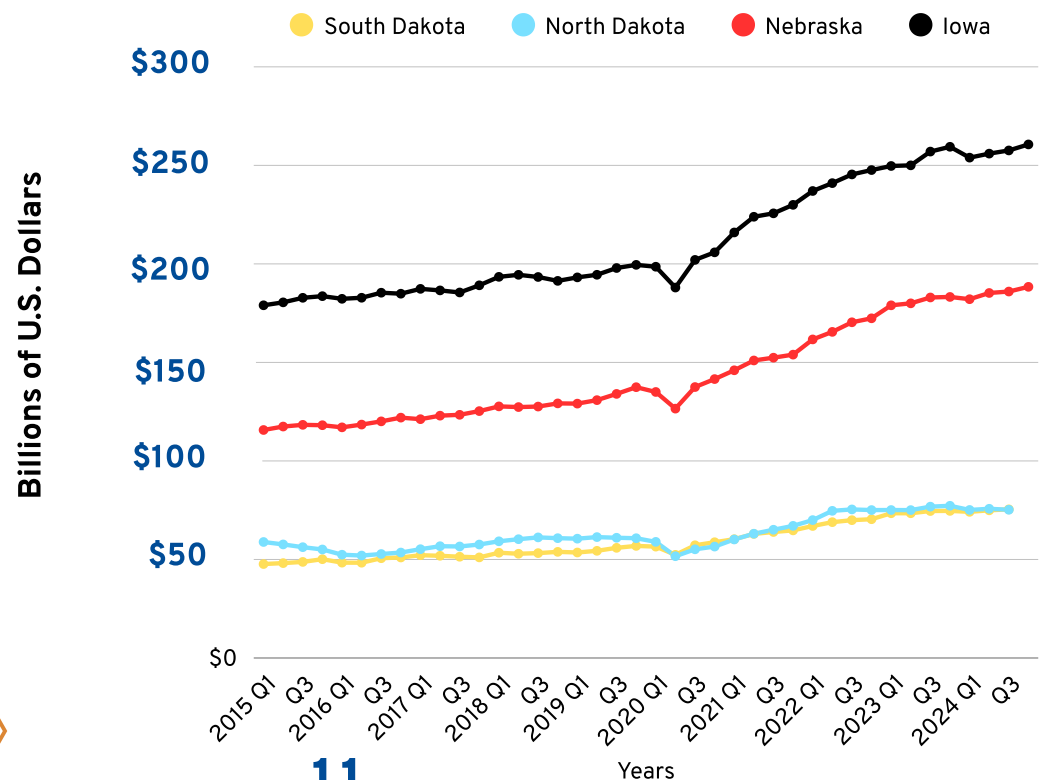
Private Industries

*Private industries refer to businesses and enterprises owned and operated by individuals or private groups, rather than the government

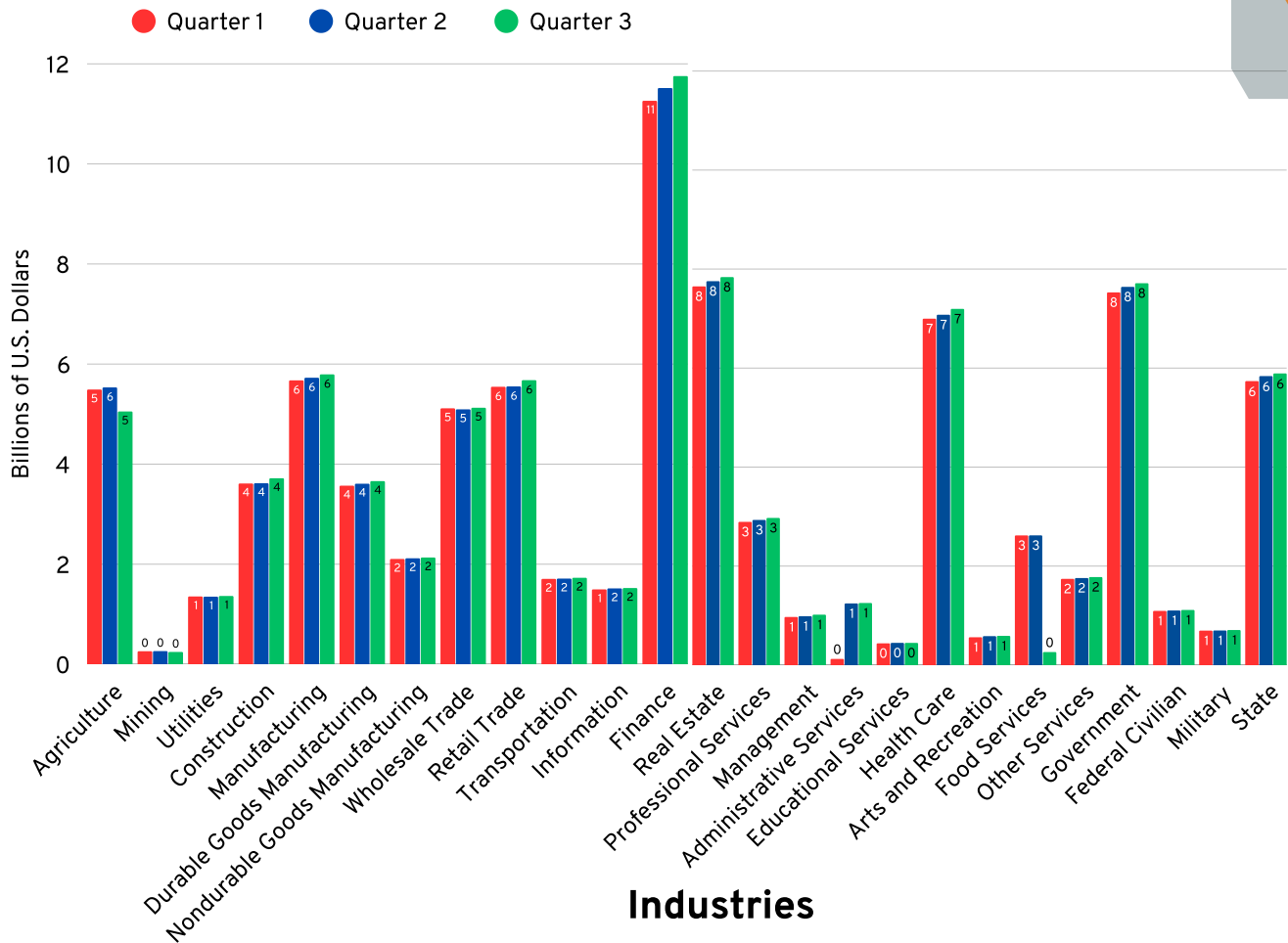


All Industries

*Represents the sum of the value added by every industry sector within a country's economy



SOUTH DAKOTA'S 2024 SECTORAL GDP EXCLUDING PRIVATE INDUSTRIES

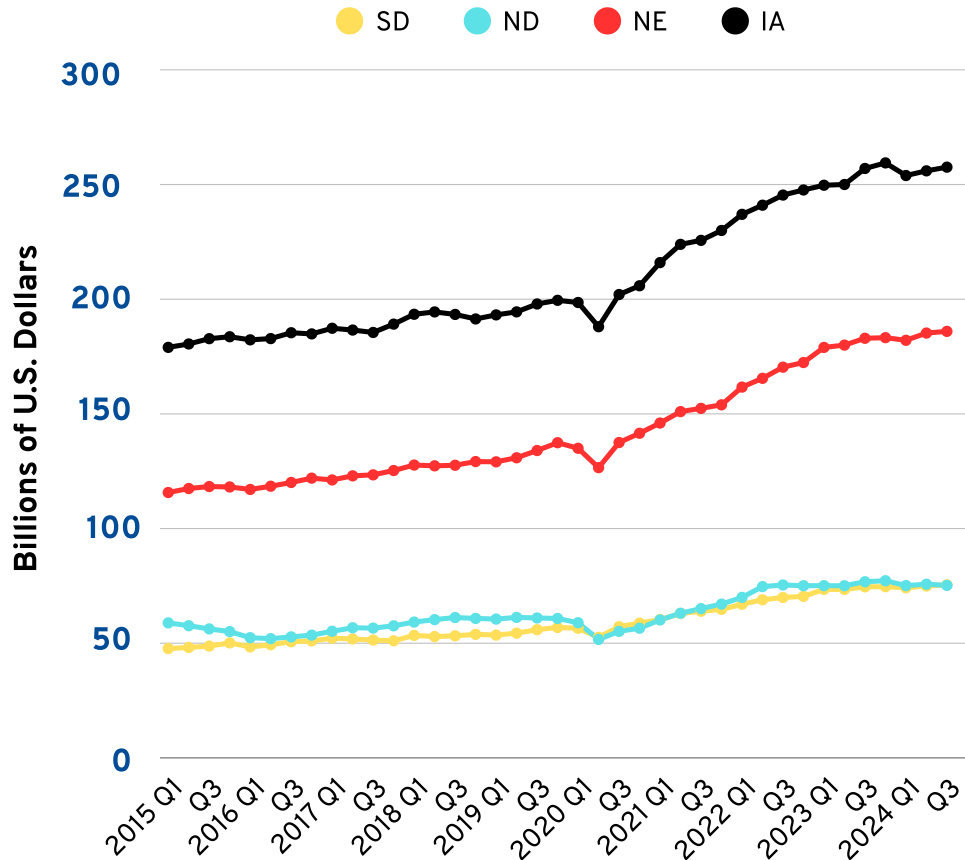


- Finance, real estate, and government sectors are the main contributors for 2024
 - Potentially due to:
 - South Dakota has many pro-trust regulations
 - No state income tax
 - Contribution of finance and real estate appears reasonable due to the favorable state laws

GDP AND REAL GDP

GDP

*GDP is the total value of a country's economic output

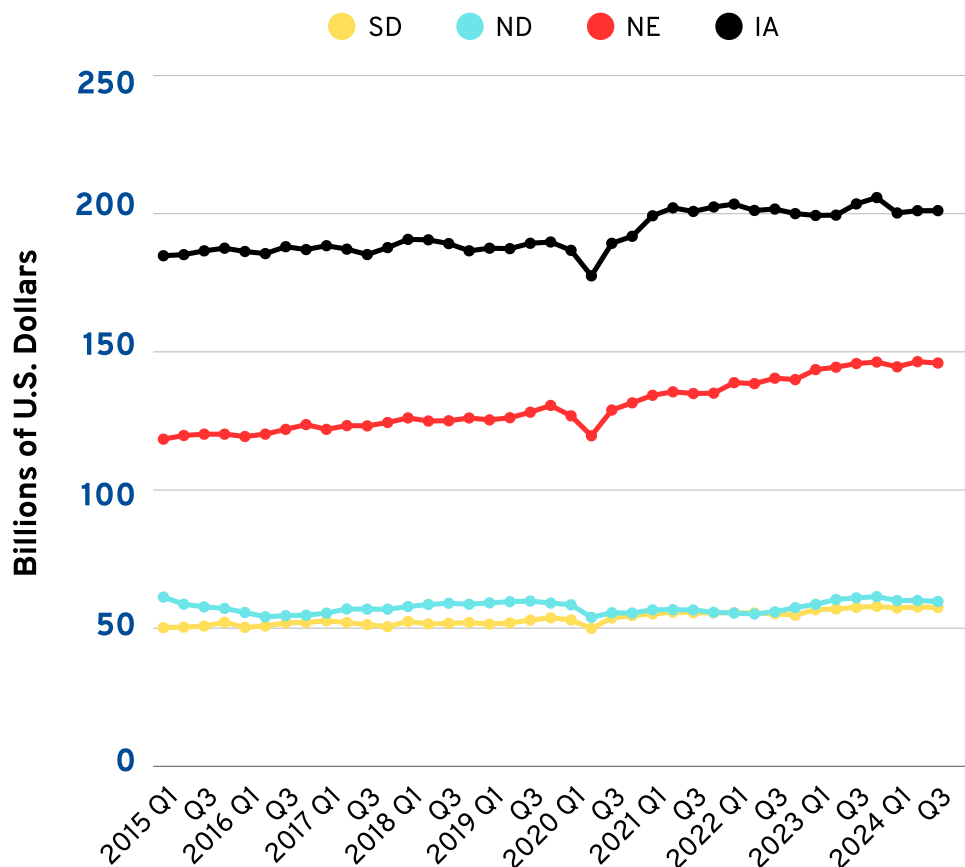


• South Dakota's GDP has grown \$27,756,400 since 2015 Q1

• This is a 58.2% increase in GDP, which is 2nd amongst the states listed (Nebraska, 61.7%)

REAL GDP

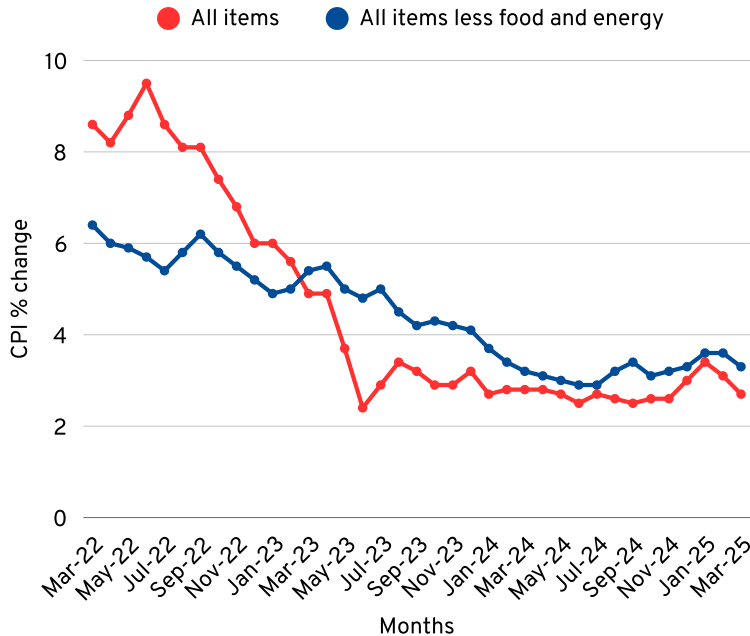
*Real GDP is the value of economic output adjusted for inflation



• South Dakota experienced a significantly less dip during the 2020 pandemic compared to neighboring states

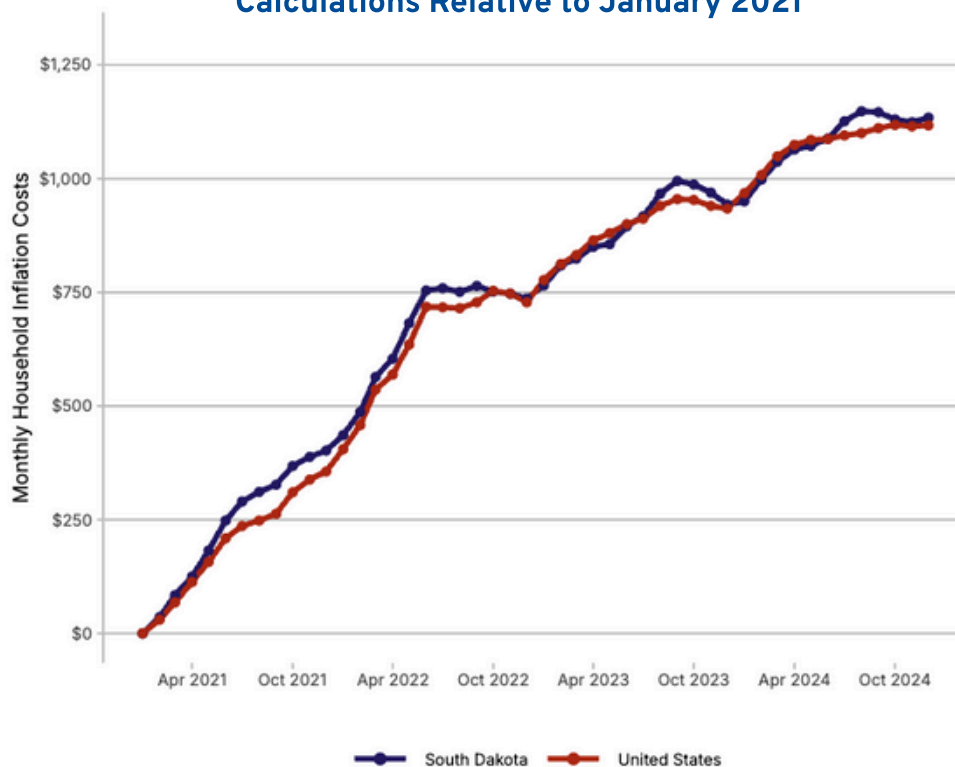
INFLATION

Midwest Region CPI% Change 2022-2025



- Inflation peaked in 2022 after the pandemic
- Between Quarter 1 of 2022 and Quarter 4 2024, the inflation rate has decreased from 8.2% to 2.9%
- While food and energy are often key drivers of CPI changes, March 2023 showed a different trend. That month, overall CPI rose modestly, but core CPI—which excludes food and energy—increased more sharply, indicating broader inflation across other sectors

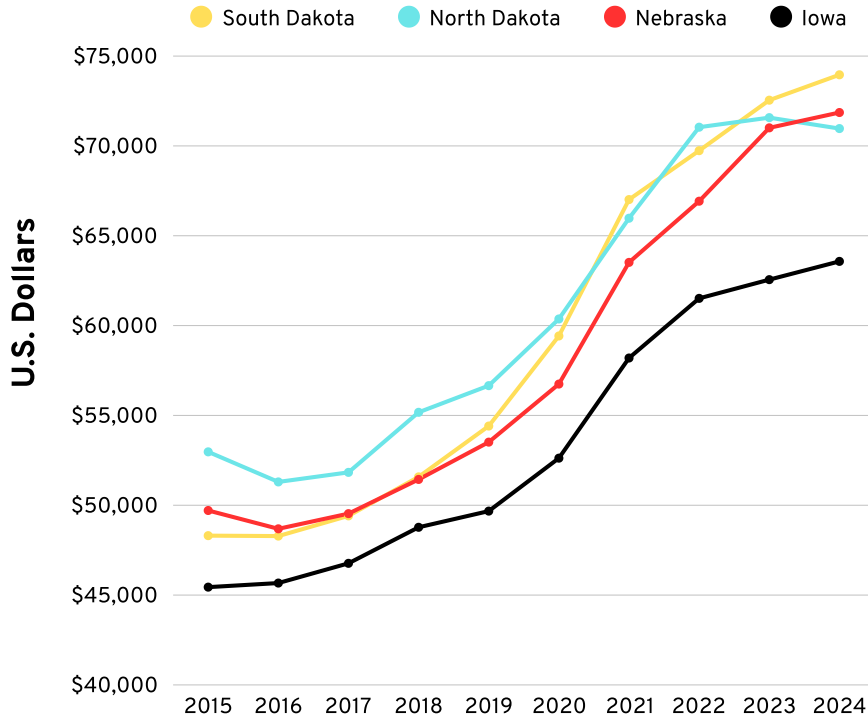
South Dakota Monthly Household Inflation Costs Calculations Relative to January 2021



- Compared to 2021, South Dakota households are paying \$1,134 more per month on the same basket of goods as services

GDP AND REAL GDP PER CAPITA

GDP per Capita

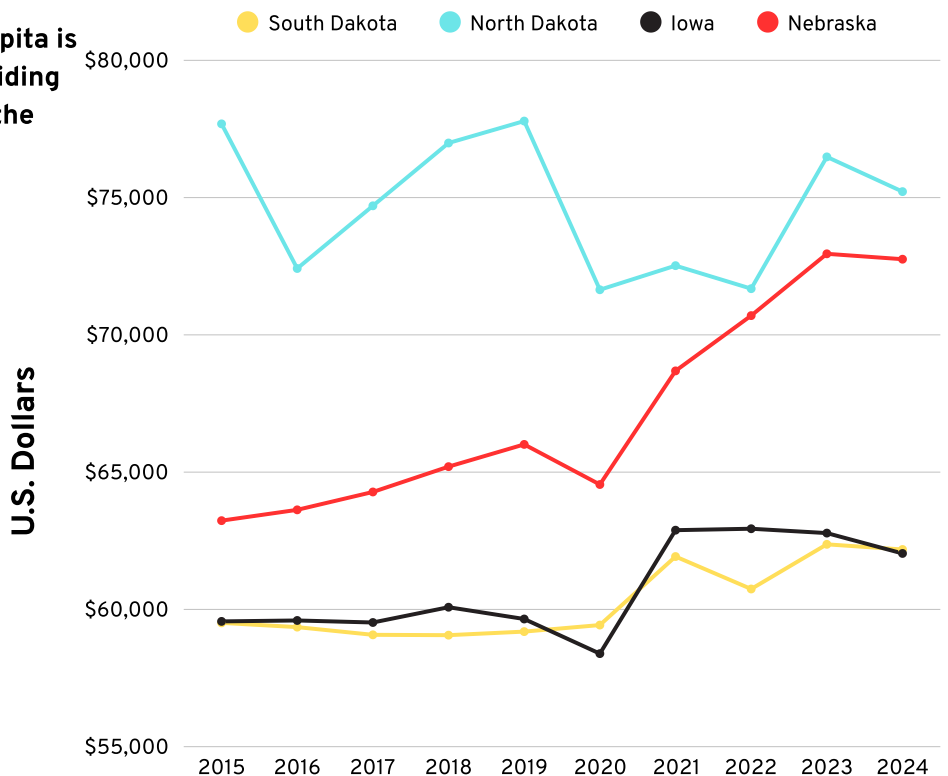


*GDP per Capita is the average economic output per person

- South Dakota's GDP per capita has grown 53.1% from 2015
- South Dakota leads Iowa by \$10,386 in GDP per capita

Real GDP per Capita

*Real GDP per capita is calculated by dividing the Real GDP by the total population



- North Dakota leads South Dakota by \$13,035.35
 - This is probably caused by North Dakota's oil and gas industries



GDP Trends and Insights Within the Mitchell Area

Stephanie Ellwein, City Administrator of Mitchell, South Dakota, has helped guide the city's growth and monitor its economic health. Her leadership provides a valuable perspective on how Mitchell's local economy ties into broader state trends, particularly in retail, agriculture, and manufacturing.

Development Trends:

Sales tax is the backbone of Mitchell's economy, accounting for approximately 70% of city revenue. In 2024, Mitchell collected \$15 million in sales tax revenue, alongside \$7 million in property taxes. The city's financial health is heavily influenced by the agriculture sector; when farmers do well, local spending rises across all industries. Over the past decade, sales tax collections have grown by 25% (averaging 3.2% annually), although this growth is slightly behind the statewide average of 4.42%. Manufacturing and construction sectors, which were hit during the COVID-19 pandemic, have now nearly returned to pre-pandemic levels—recovering faster than initially expected.

Key Industries:

Retail and restaurants are major contributors to Mitchell's economy. In 2024, restaurant sales alone generated \$1.7 million in sales tax revenue. A "Buxton Study" conducted by the city revealed that approximately half of Mitchell's consumer spending comes from visitors traveling from 20 to 120 minutes away, highlighting the city's role as a regional hub. Sporting goods are a leading retail sector, fueled by Cabela's presence and frequent visits from traveling sports teams and tournament participants.

Economic Challenges:

Sustaining strong sales tax revenue is critical to funding public services, including fire, law enforcement, and infrastructure projects. With nearby cities also competing for regional traffic and new residents, Mitchell must continue investing in amenities, housing, and job opportunities to remain attractive. Maintaining a balance between growth and quality of life will be key to the city's long-term success.

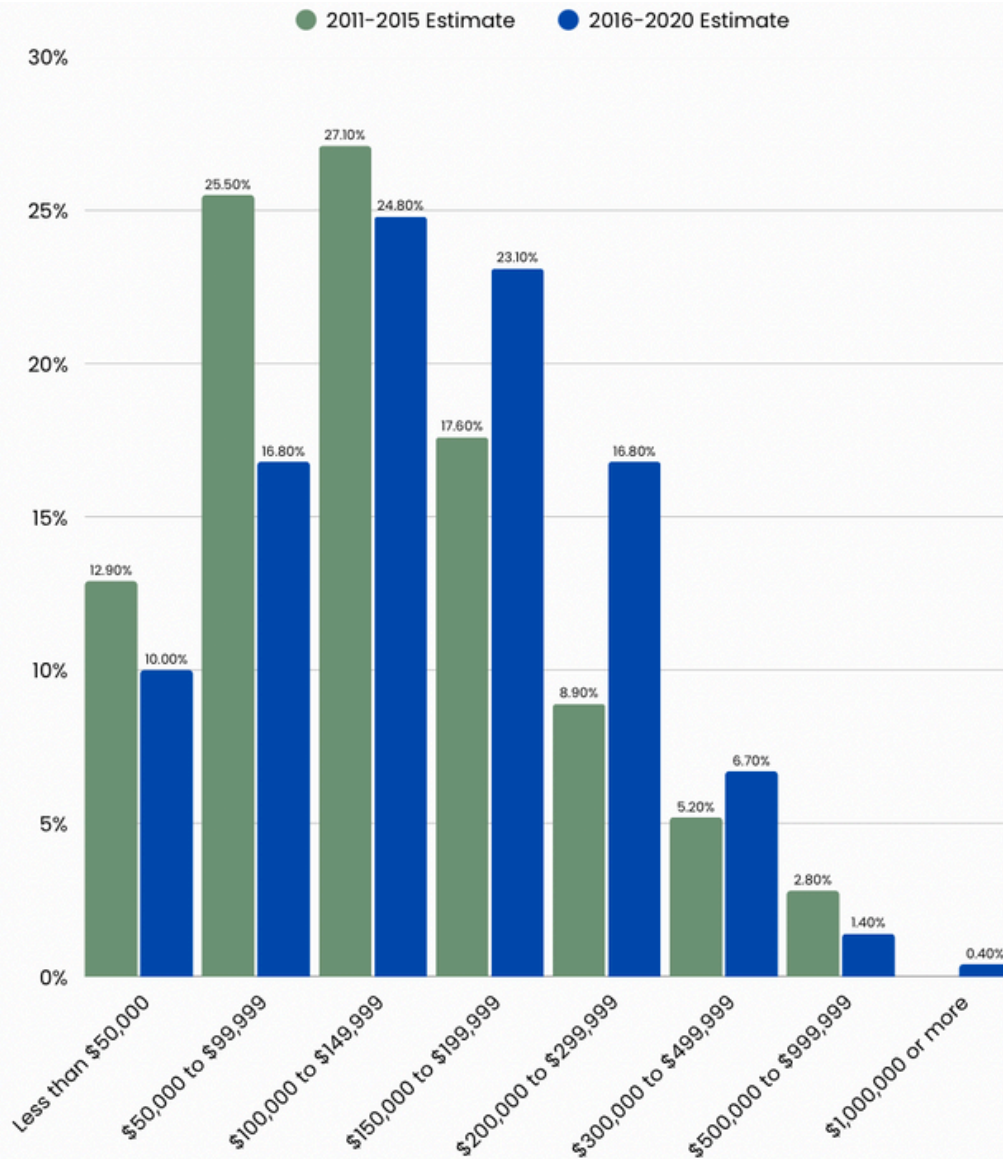
Upcoming Projects:

Significant infrastructure projects are underway, particularly in water and sewer expansion, aimed at supporting both residential and industrial growth. A current major project is the construction of a \$500 million soybean processing plant, which will create new jobs, raise local wages, and strengthen the agricultural economy. These investments position Mitchell to remain competitive and resilient as South Dakota's economy continues to evolve.



HOUSING

OCCUPIED HOUSING UNITS



- Percent of Owner-Occupied Housing Units Compared to Price of Home -ACS Estimates-

*ACS is the American Community Survey

- Owner occupied are owners that live in the homes they own

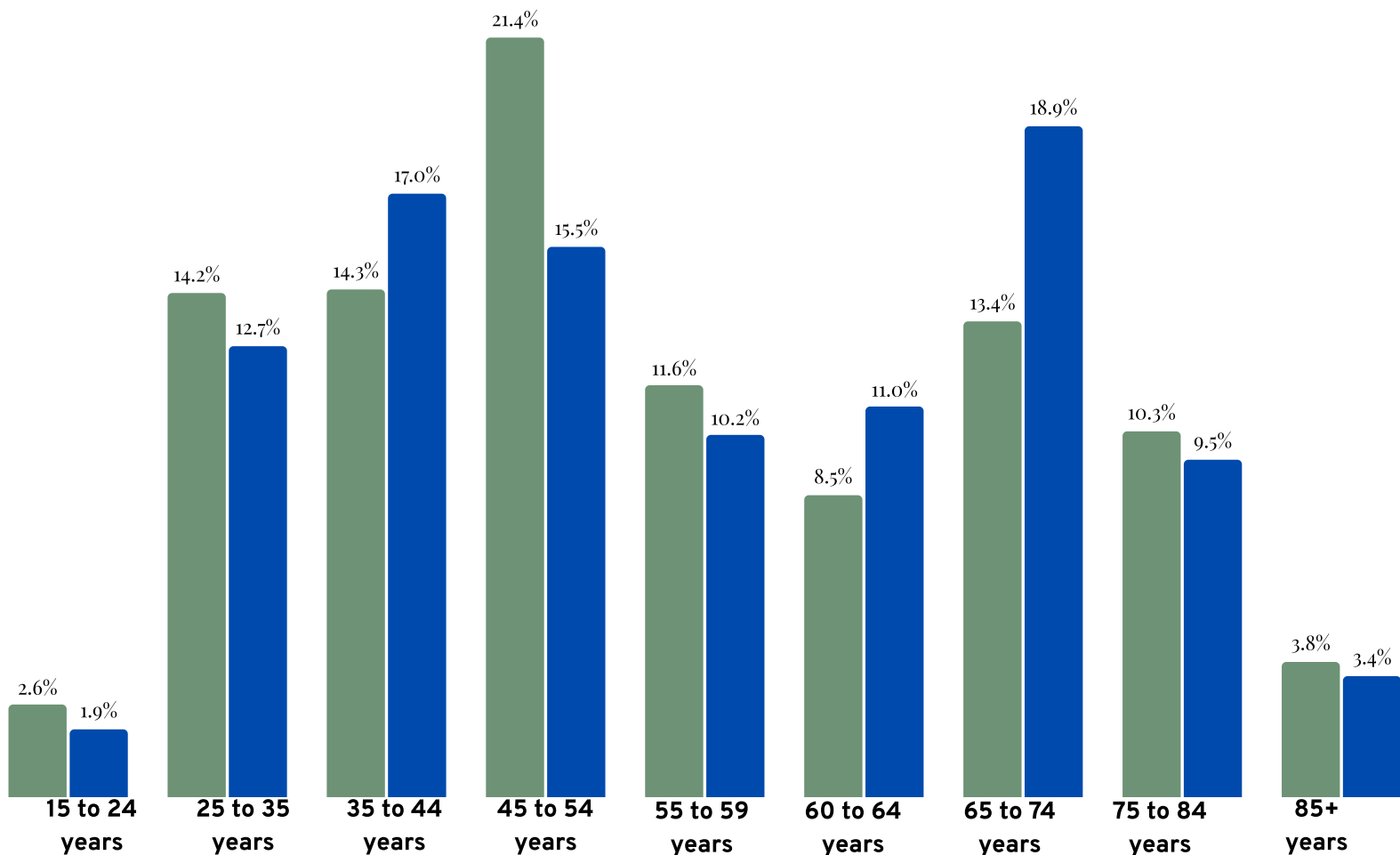
- Percent of owners of homes between \$50,000 to \$99,999 drastically decreased in 2016-2020 compared to 2011-2015
- The percentage of owners in the \$200,000 to \$299,000 range almost doubled
- There is a rise in housing prices, shown by an overall decrease in ownership of houses in the \$50,000-\$149,000 range and an increase in the \$150,000-\$499,000 range

AGE VARIABILITY IN HOUSING

● 2010 HOUSEHOLDER PERCENTAGE

● 2020 HOUSEHOLDER PERCENTAGE

Tenure By Age (Owner-Occupied) -Census 2010 & 2020-



• Comparing 2010 to 2020 Census Data:

**Ages 45
to 59**



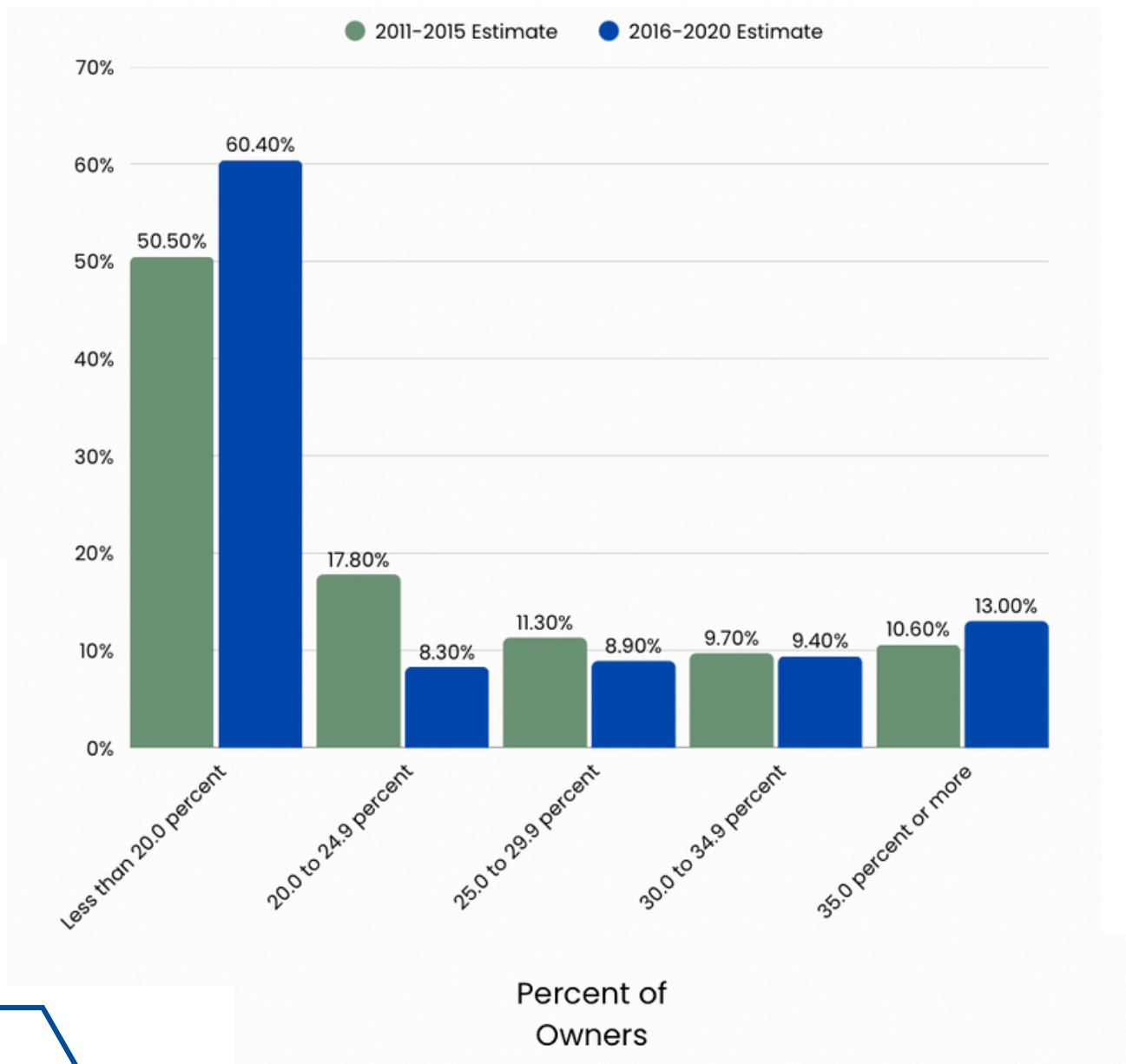
**Ages 60
to 74**



INCOME COMPARED TO HOUSING COST

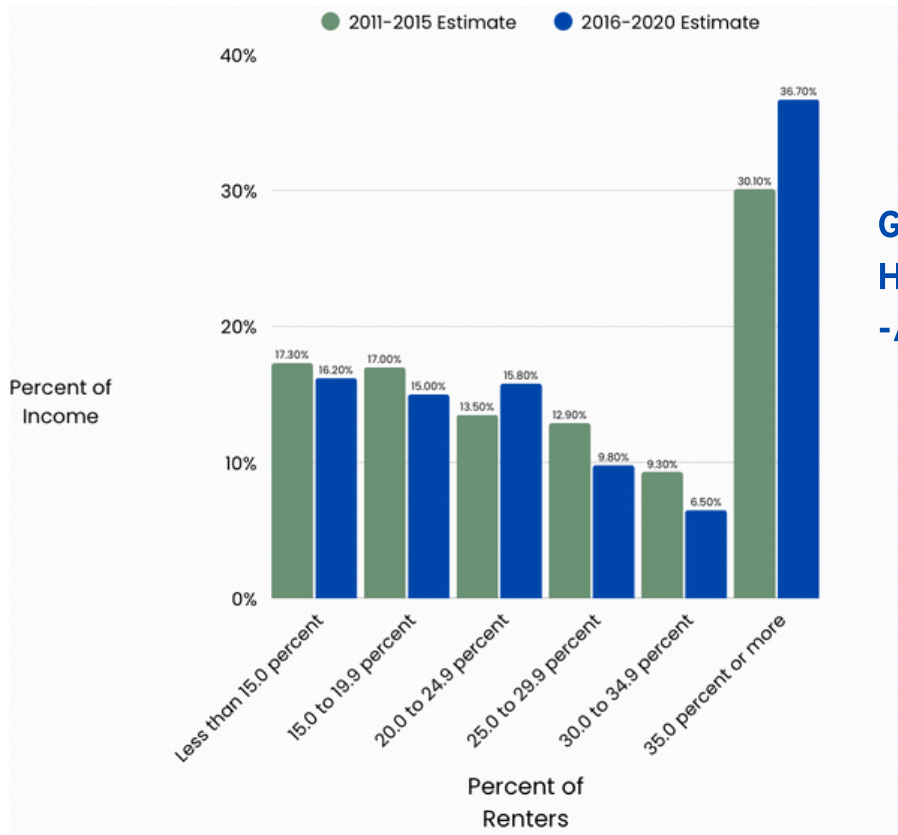
Selected Monthly Owner Costs as a
Percentage of Household Income
-Housing Units with a Mortgage-
-AMC Estimates-

Percent of
Income

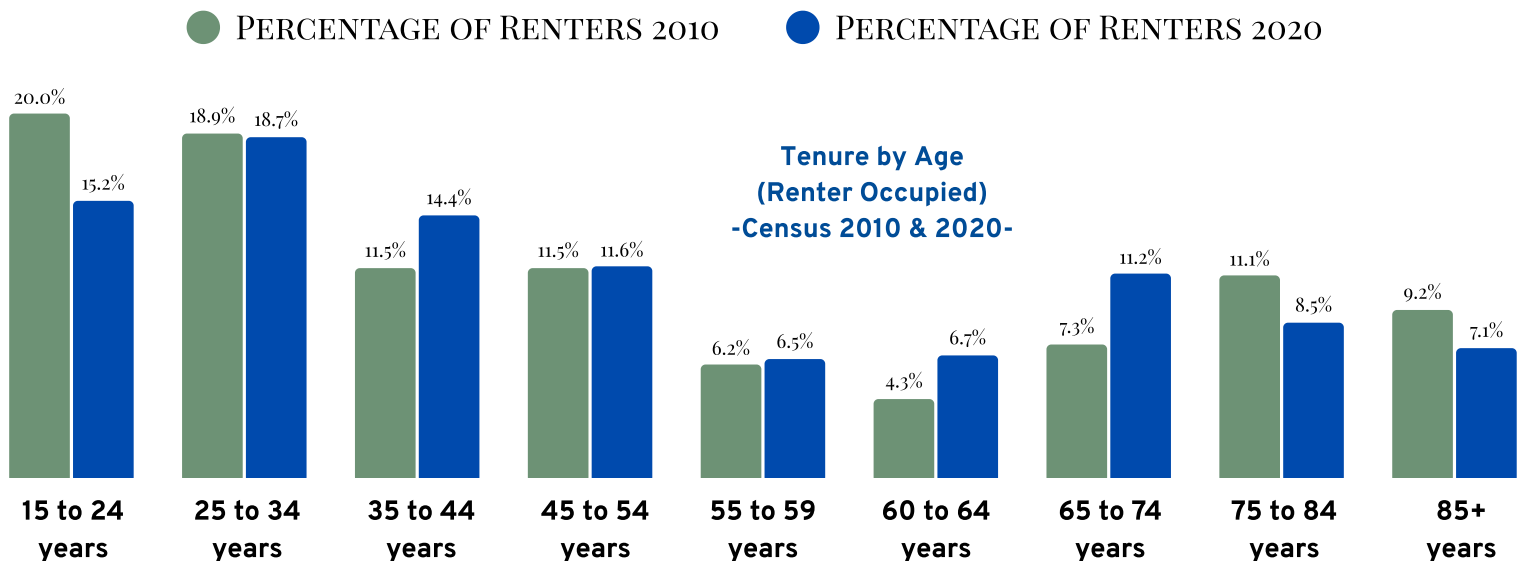


- An increasing number of homeowners now have mortgage payments that account for less than 20% of their monthly income
- This suggests greater financial stability for homeowners

DEMOGRAPHICS OF RENTERS



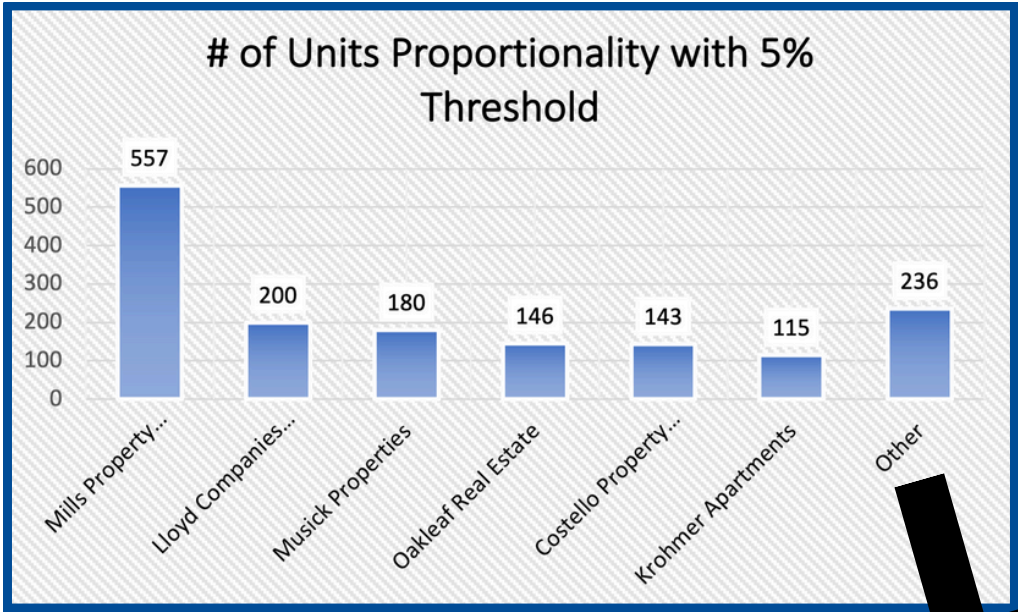
35% ↑



- There is an increase from 2010 to 2020 in ages 35-74

AVAILABLE RENTAL UNIT PROPORTIONALITY

of Units Proportionality with 5% Threshold

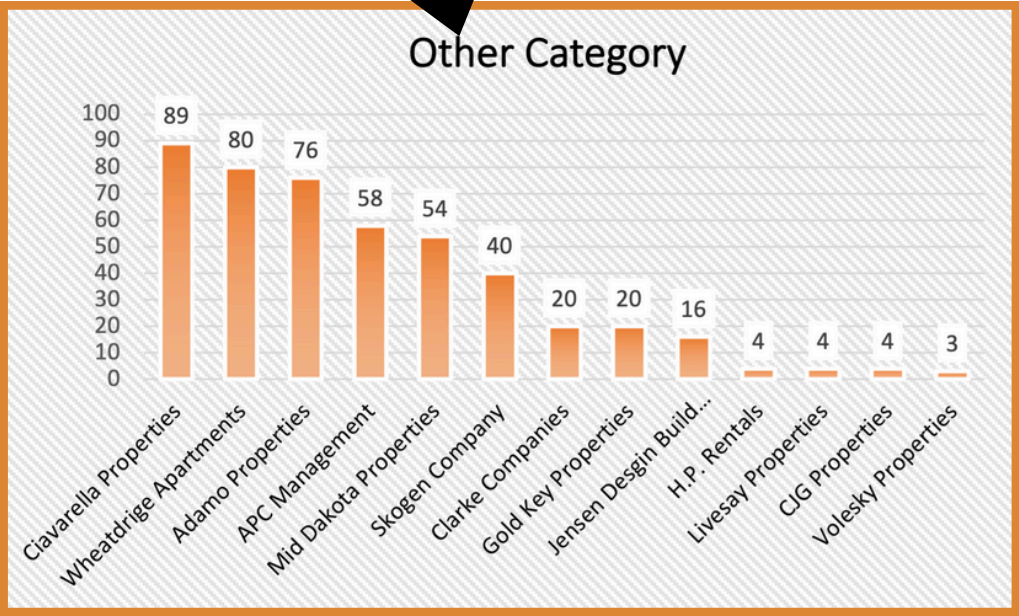


- Data for 2024 calendar year
- Sample of 2,045 available rental properties
- Mills Property owns the largest majority with a differential of 357 units compared to the next largest

*Companies that made fewer than 5% of total data were compiled in the other category

- Wide range of options for those looking to rent in Mitchell

Other Category



HOUSING PRICES OF AVAILABLE HOMES

House Prices in Mitchell, SD

**Average Housing Price in Mitchell
= \$431,534.48**

\$769,000.00

\$547,450.00

\$379,900.00

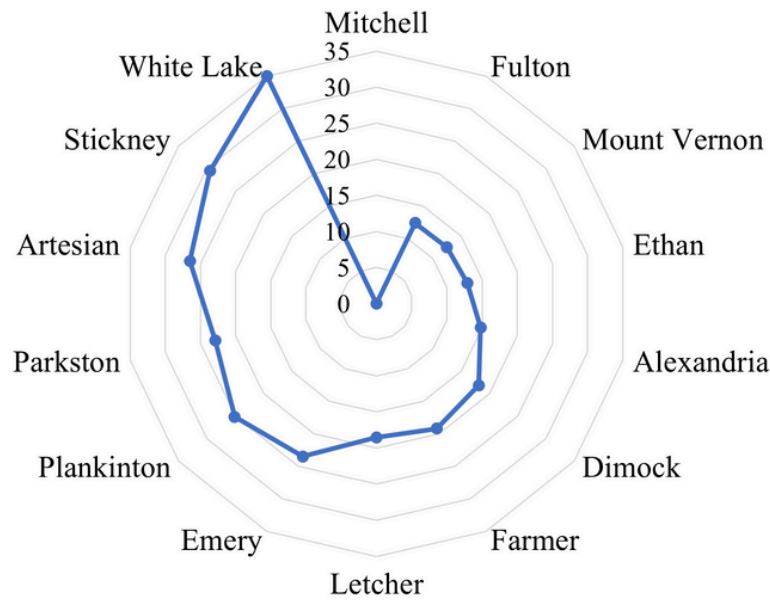
\$267,450.00

\$82,500.00

- Data collected from “for sale” homes in April of 2025
- 50% of housing prices fall in between \$267,450 and \$547,450
- High outlier within the data at \$1,500,000 not included in graph

MITCHELL SURROUNDING TOWNS

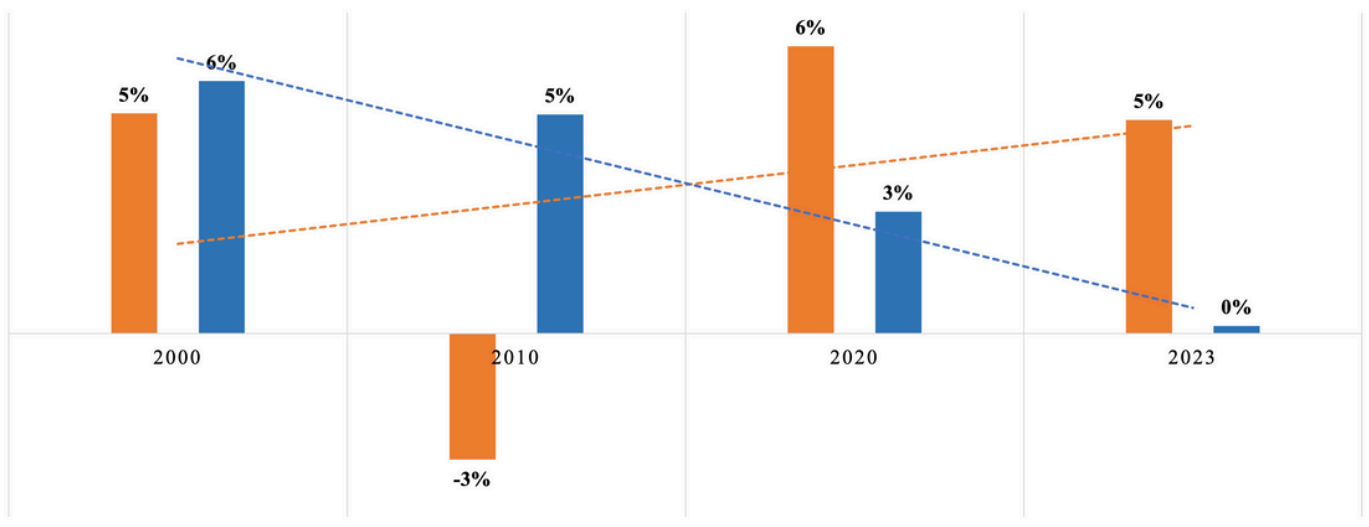
DISTANCE FROM MITCHELL (MILES)



- Surrounding towns considered were within 35-mile radius and the 27-minute National average commute time
- Mitchell, SD population has stagnated while the rural surrounding towns have had a significant uptick in population growth

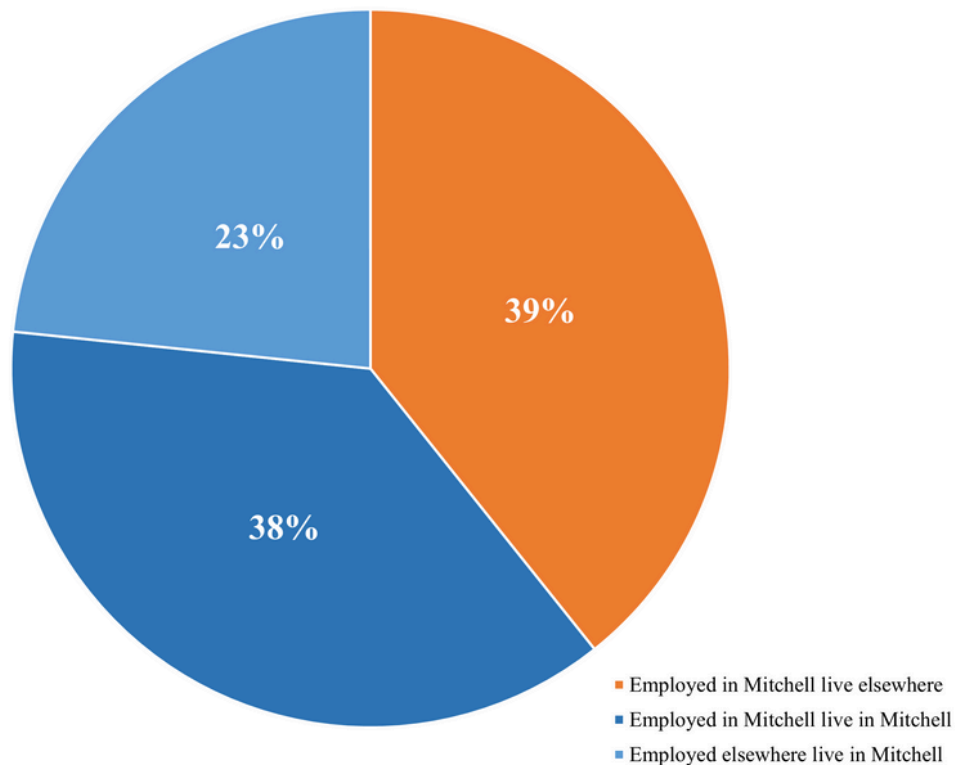
PERCENT POPULATION CHANGE

■ Mean Population of surrounding towns % change
 ■ Mitchell, SD Population % change
 - - - Linear (Mean Population of surrounding towns % change)
 - - - Linear (Mitchell, SD Population % change)



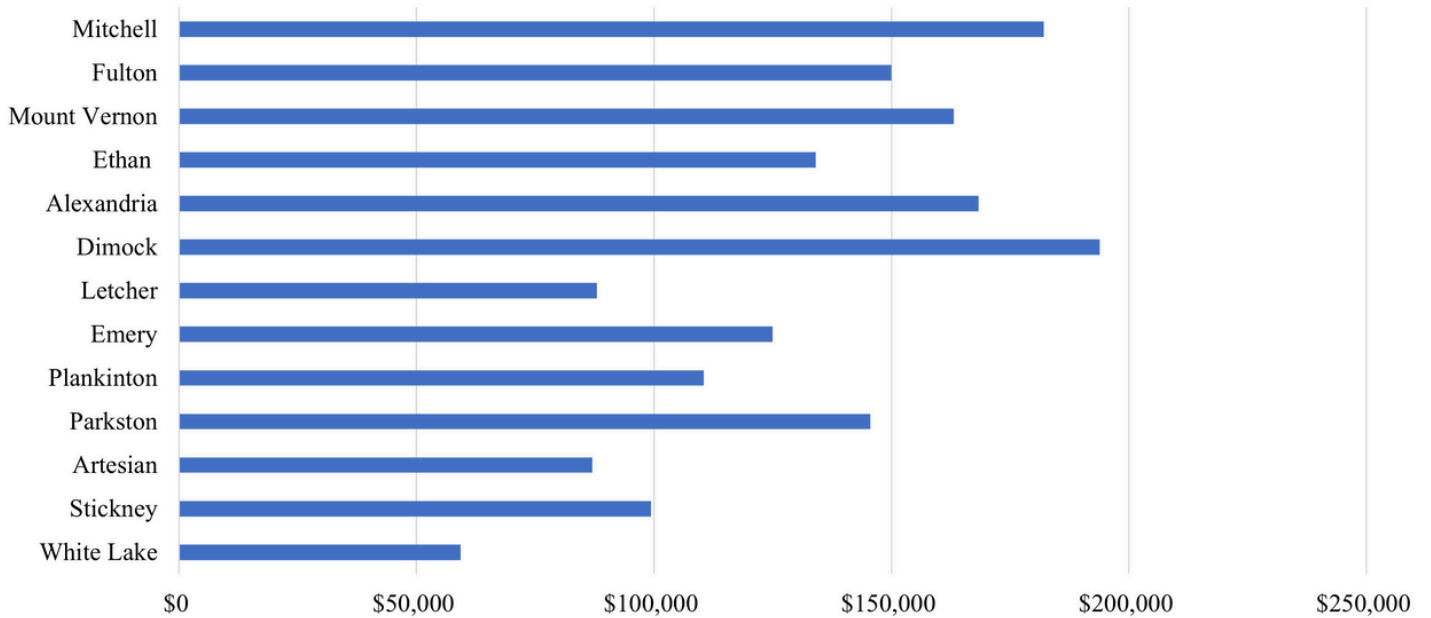
COMMUTE & HOUSING VALUE

MITCHELL EMPLOYEE COMMUTE COMPARISON



- Nearly equal percentages of Mitchell employees live in the city and commute from outside of it

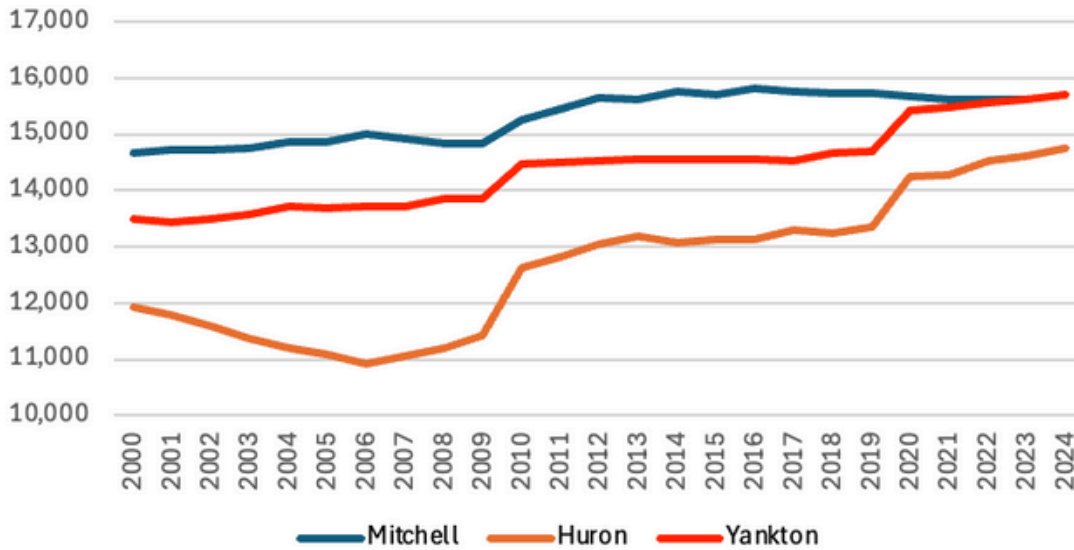
MEDIAN VALUE OF HOUSING UNITS



- The average housing unit value in Mitchell, SD is \$182,000, and home values tend to decrease in towns farther away from the city

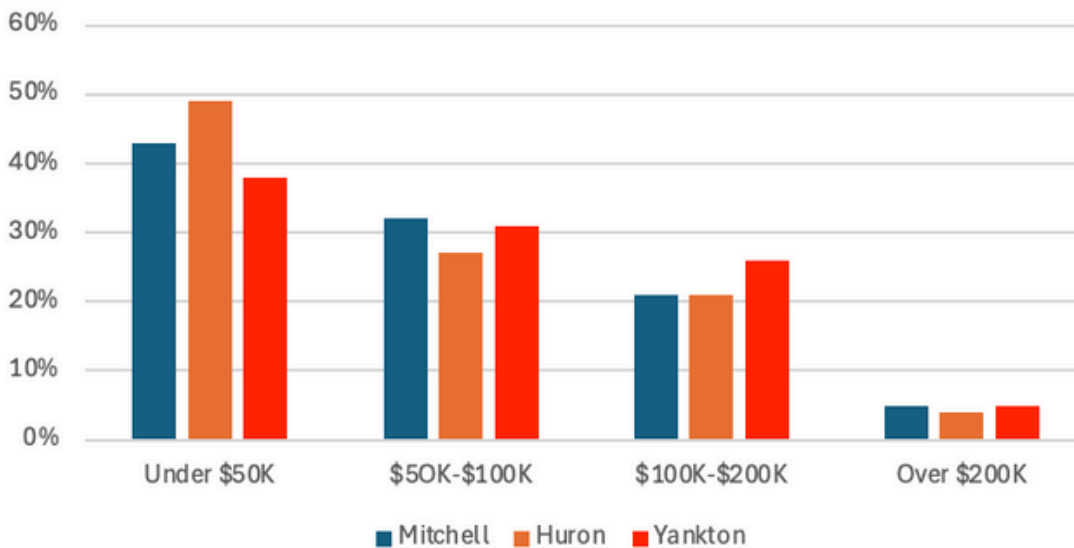
POPULATION & INCOME OVERVIEW

Population



- Mitchell traditionally had a larger population than Huron & Yankton
- Yankton is growing, with a spike in 2019, passing Mitchell's population in 2023
- Huron grew faster around 2012, closing the gap between Yankton and Mitchell

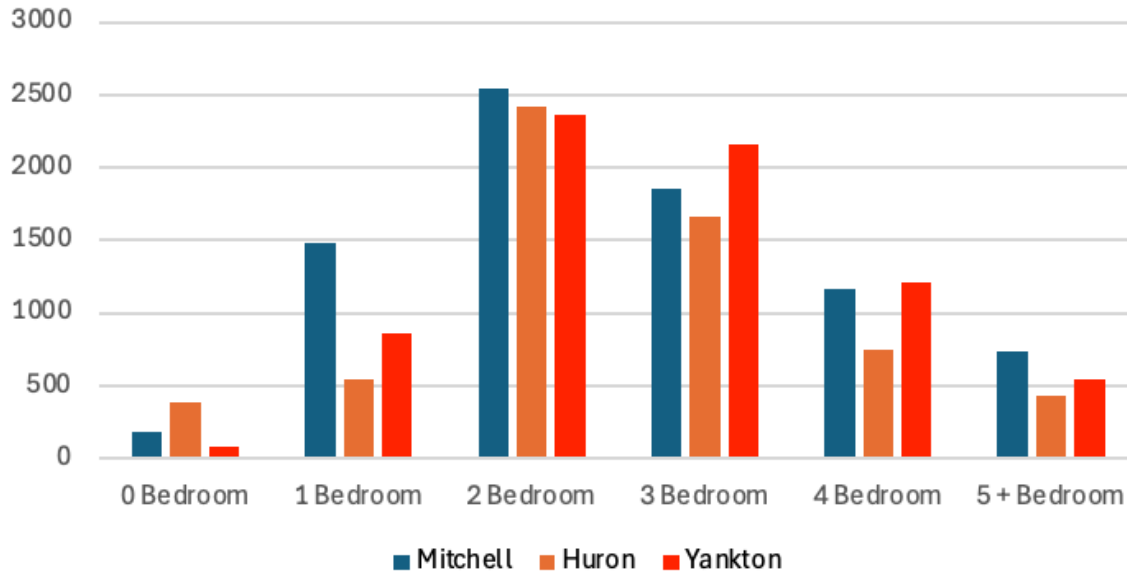
Household Income



- More Huron households earn under \$50K
- Mitchell and Yankton have more households in the \$50K-\$100K range
- Mitchell and Huron households are equal in the \$100K-\$200K range, while Yankton has more
- Slightly more Mitchell & Yankton households earn over \$200K

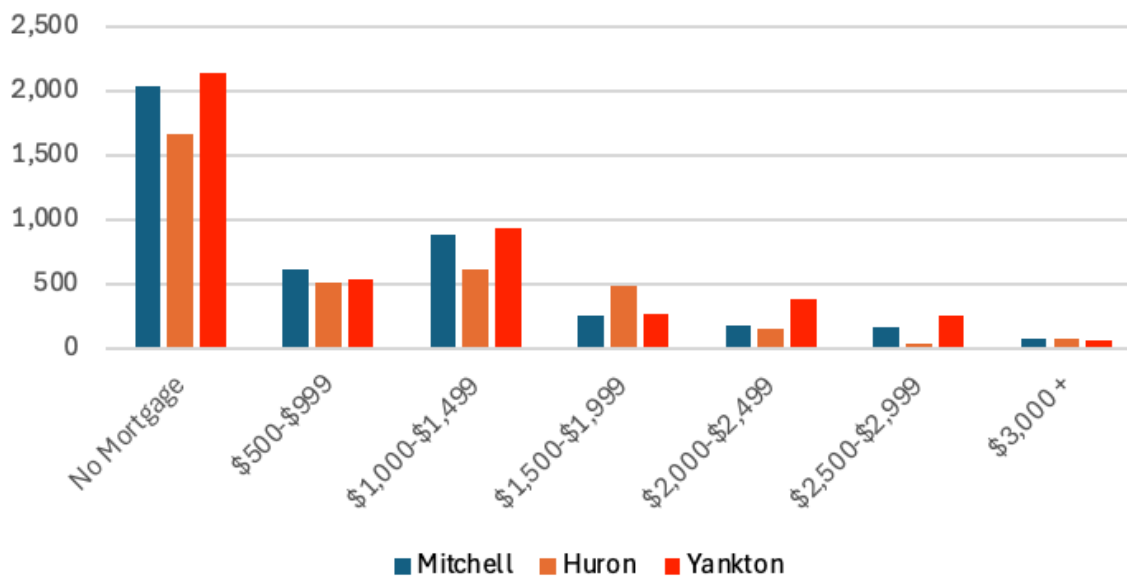
HOUSING CHARACTERISTICS

Number of Household Bedrooms



- 2-bedroom homes are most common in all towns
- Mitchell & Yankton have more 3- and 4-bedroom homes
- Huron has more studios than Mitchell or Yankton

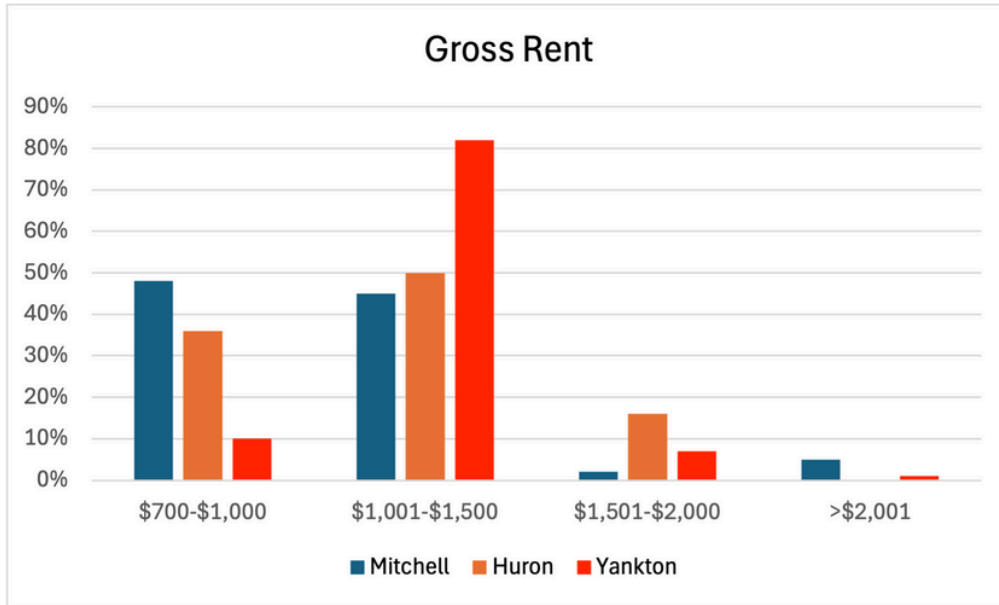
Total Owner Occupied Monthly Mortgage



- More Yankton homeowners have no mortgage, with Mitchell coming in second
- \$1,000-\$1,499 is the most common monthly mortgage range for all towns
- More people in Yankton pay in the \$2,500-\$2,999 range

RENTAL TRENDS & HOUSING DEMAND

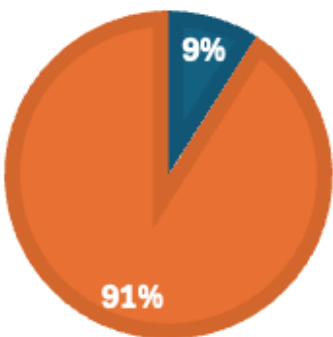
Gross Monthly Rent



- The highest category in Mitchell is \$700-\$1,000 in monthly rent
- Most Yankton renters pay \$1,001-\$1,500
- Huron has the most renters in the \$1,501-\$2,000 bracket
- Only Mitchell & Yankton have renters paying over \$2,000 monthly

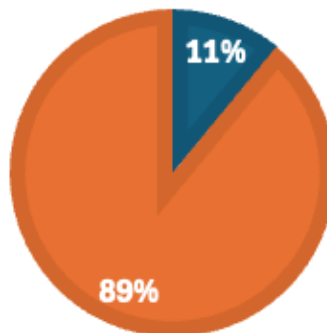
OCCUPIED HOUSING MITCHELL

■ Unoccupied ■ Occupied



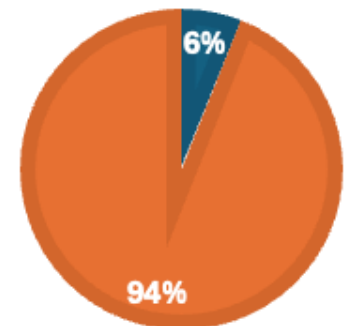
OCCUPIED HOUSING HURON

■ Unoccupied ■ Occupied



OCCUPIED HOUSING YANKTON

■ Unoccupied ■ Occupied

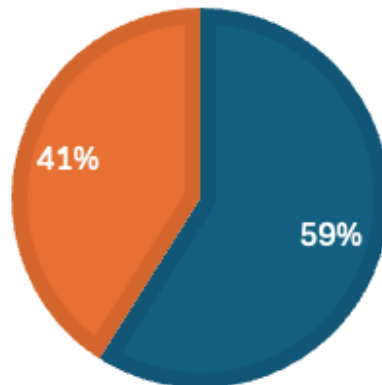


- All towns have high occupancy rates
- Yankton has the highest percentage of occupied housing with 94%
- Huron has 11% unoccupied homes, more than Mitchell and Yankton

HOUSING TENURE COMPARISON

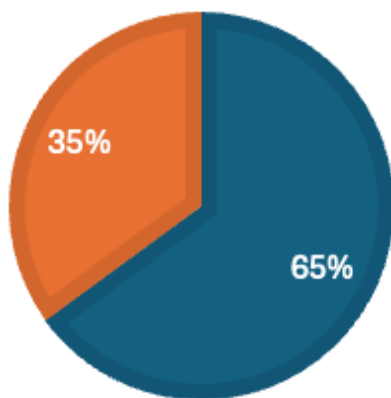
MITCHELL

■ Ownership ■ Renting



HURON

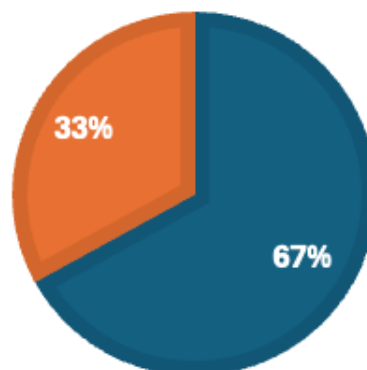
■ Ownership ■ Renting



- There is a larger percentage of homeowners in Yankton and Huron
- Mitchell has a higher percentage of its population renting
- Huron and Yankton generally have higher monthly rents, which could lead to less amount of renters

YANKTON

■ Ownership ■ Renting



INTERVIEW WITH REAL ESTATE AGENT BRIAN ELIASON



Brian Eliason, a real estate agent with Janklow Eliason Real Estate in Mitchell, SD, has worked in the industry since 1999. While 75% of his business focuses on commercial properties—such as land, buildings, and leases—he also manages residential listings, which make up the remaining 25%. His work is primarily based in Mitchell, though he also handles deals in surrounding cities like Yankton, Huron, and Sioux Falls.

When asked about current challenges in the housing market, Brian pointed to the widening gap between home prices and local income levels. He gave an example of a \$250K mortgage: at a 4% interest rate, monthly payments were around \$1,200, but with recent rate increases, that same payment is now closer to \$1,600. With Mitchell's median household income at approximately \$50,000, many buyers are being priced out—not due to a lack of available housing, but a lack of affordable options.

In response, the community is seeing major investments that aim to support growth. A \$500 million soybean plant set to open in Fall 2025 is expected to generate significant traffic, boost local sales, and add at least 50 new jobs. Additionally, Lake Mitchell is undergoing a \$50 million dredging and drainage project, which, while its long-term impact remains uncertain, is already spurring nearby housing development.

Two new residential areas are currently being built—one by the lake and one near the hospital—offering promise for increased housing availability and potential price relief. A \$60 million new high school project is also underway and is expected to attract more families to the area.

Brian emphasized that while these projects will take time to show their full impact, they represent a strong step forward in Mitchell's long-term growth and housing stability.

**JANKLOW
ELIASON**
REAL ESTATE





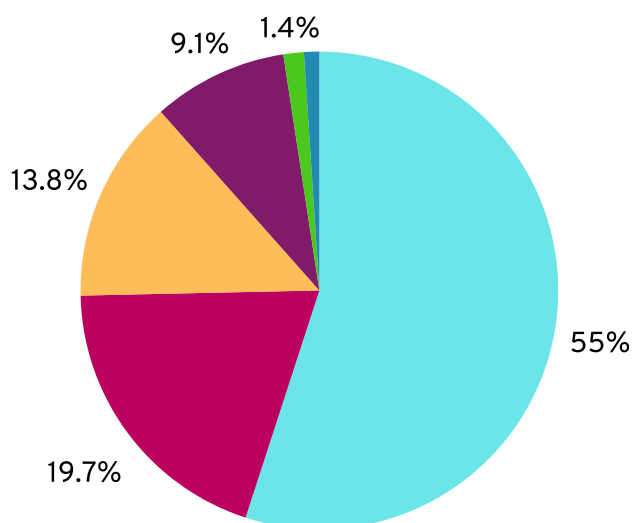
SMALL BUSINESS ENVIRONMENT

SMALL BUSINESS: EMPLOYMENT & FIRMS - 2022

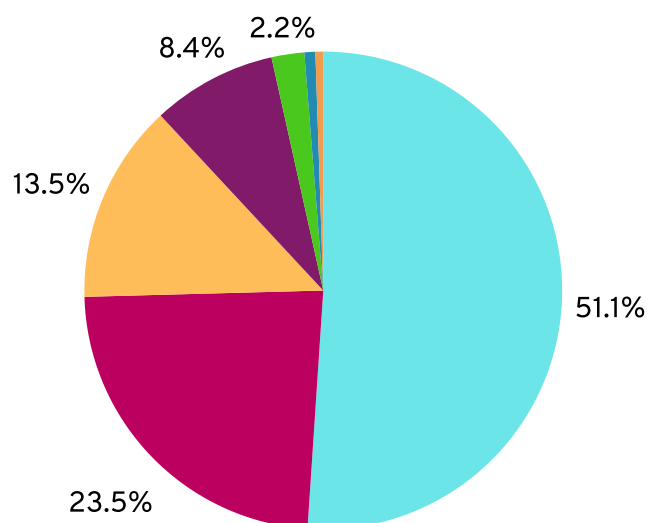
Businesses with less than 5 employees dominate in each county

●	Less than 5 employees
●	5 to 9 employees
●	10 to 19 employees
●	20 to 49 employees
●	50 to 99 employees
●	100 to 249 employees
●	250 to 499 employees

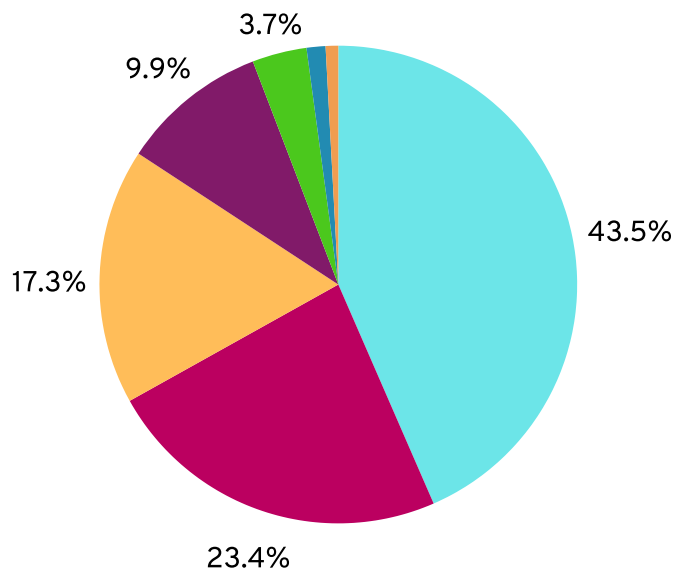
Beadle County (Huron)



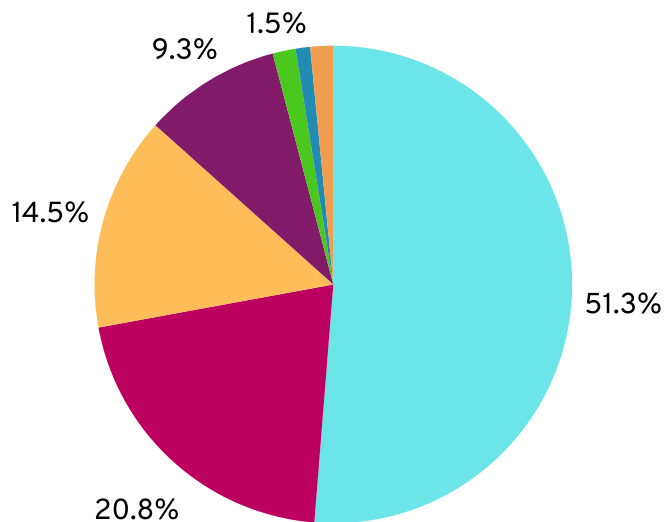
Brookings County (Brookings)



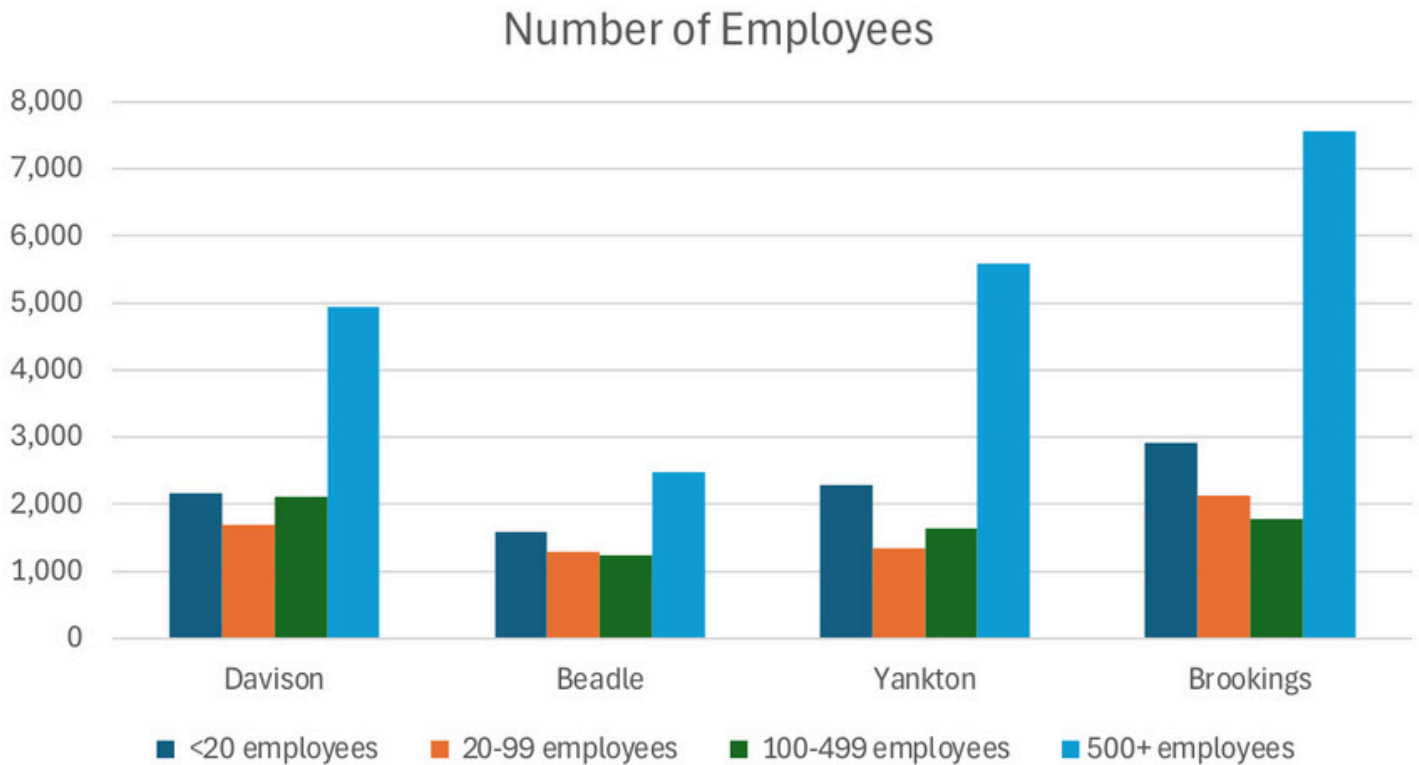
Davison County (Mitchell)



Yankton County (Yankton)



SMALL BUSINESS: EMPLOYMENT & FIRMS



- Brookings has highest number of employees in all categories
- Beadle has lowest number of employees total

CLASSIFYING THE LOCAL ENTERPRISES

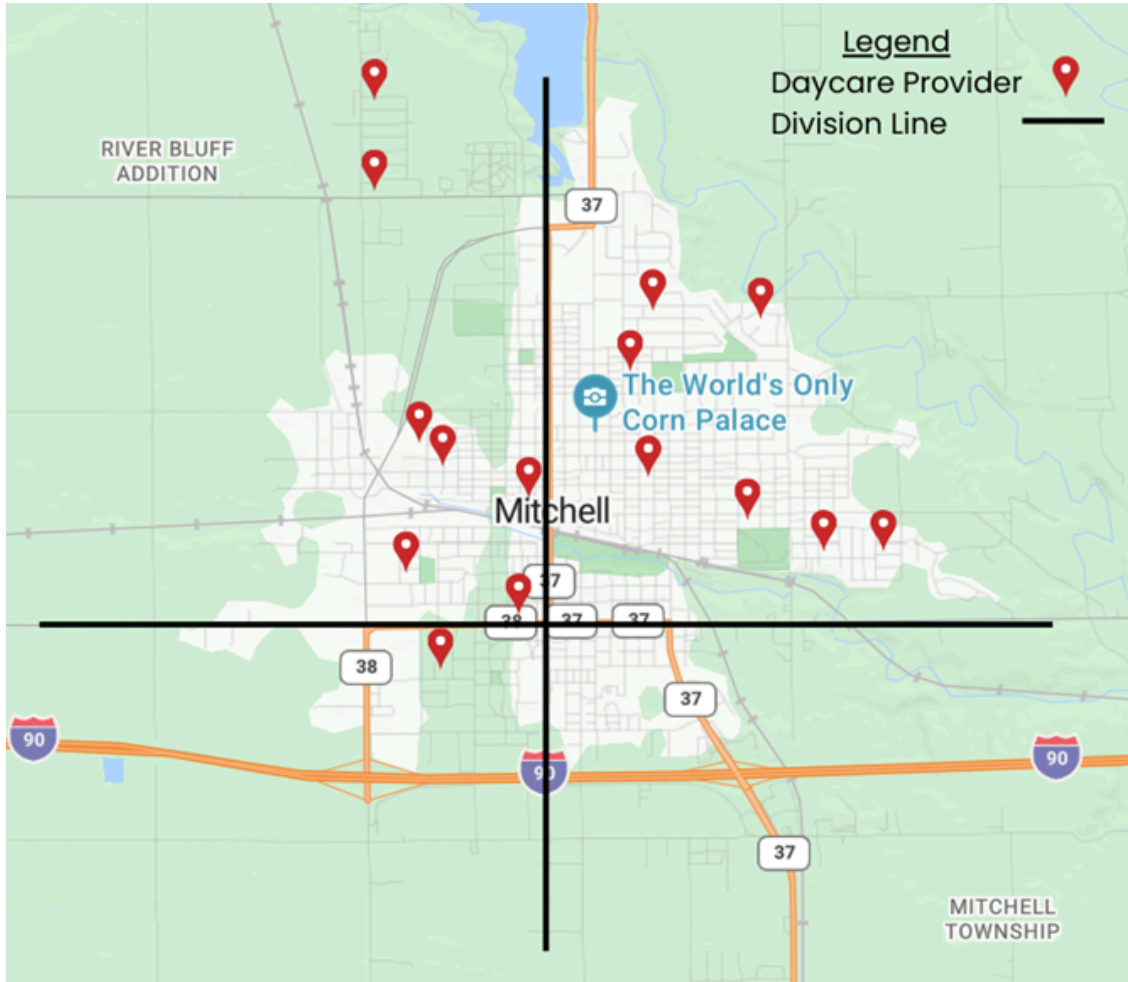


- The highest category was the shopping and retail industry
- The lowest category presented in the graph is the Transportation industry

CHILD-CARE ACCESSIBILITY & ECONOMIC IMPACT



Division lines are placed on Sanborn Boulevard and Havens Avenue based on the population. Only includes the registered family daycares (15)



Northern Half
of Mitchell

93%

(In-Home Only)

Family Daycare

78.9%

(All Facilities)

Total Capacity

576

(All Facilities)

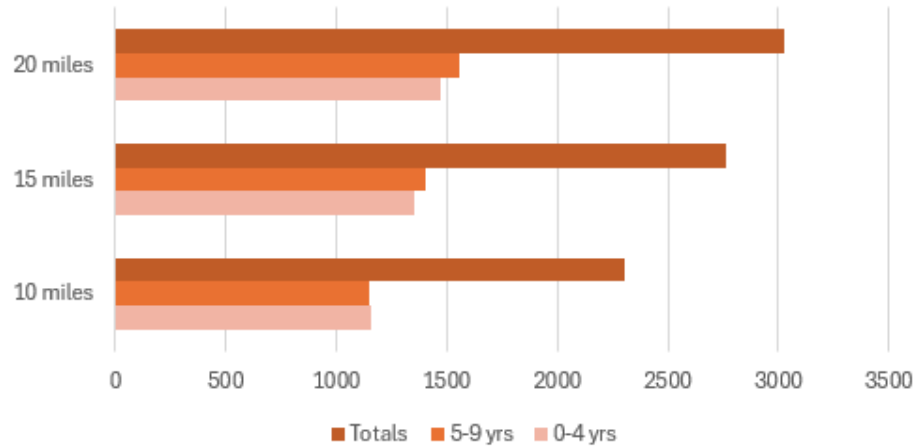
- 19 registered childcare providers, including centers and in-home facilities
- A total of 576 spots for children from infants to 9 years old
- The population in this age group within a 20-mile radius of 601 North Main Street is about 3,026, exceeding the available daycare capacity
- Some daycare centers have specific attendance restrictions, further limiting options for families

FUTURE DEMOGRAPHICS & CHILD-CARE DEMAND

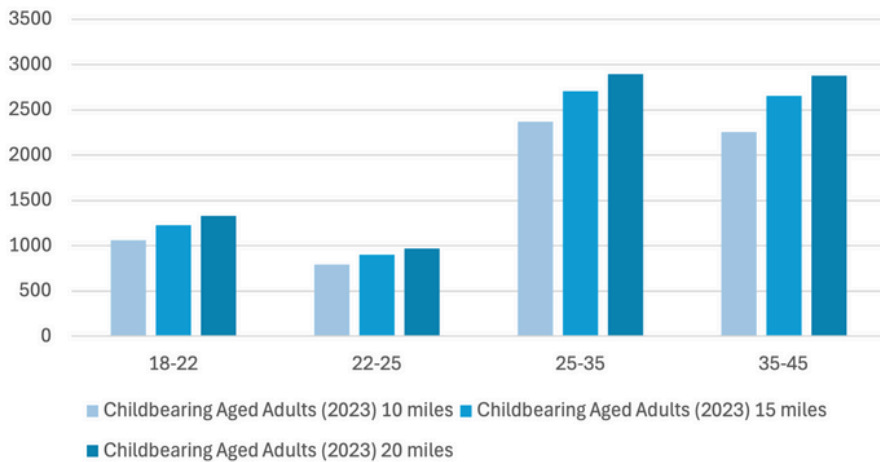
The following graphs are based on demographic data within a 20-mile radius of 601 North Main Street, Mitchell, SD.

The majority of the child population—totaling approximately 3,026 children—reside within a 10-mile radius

Child Population and Distance (2023)



Childbearing Aged Adults (2023)



The graph suggests that Mitchell could see notable population growth due to the substantial number of adults of childbearing age living within a 20-mile radius

- Data indicates a projected increase in households by 2028
- Highlights a growing need for expanded child-care services to support the rising number of families

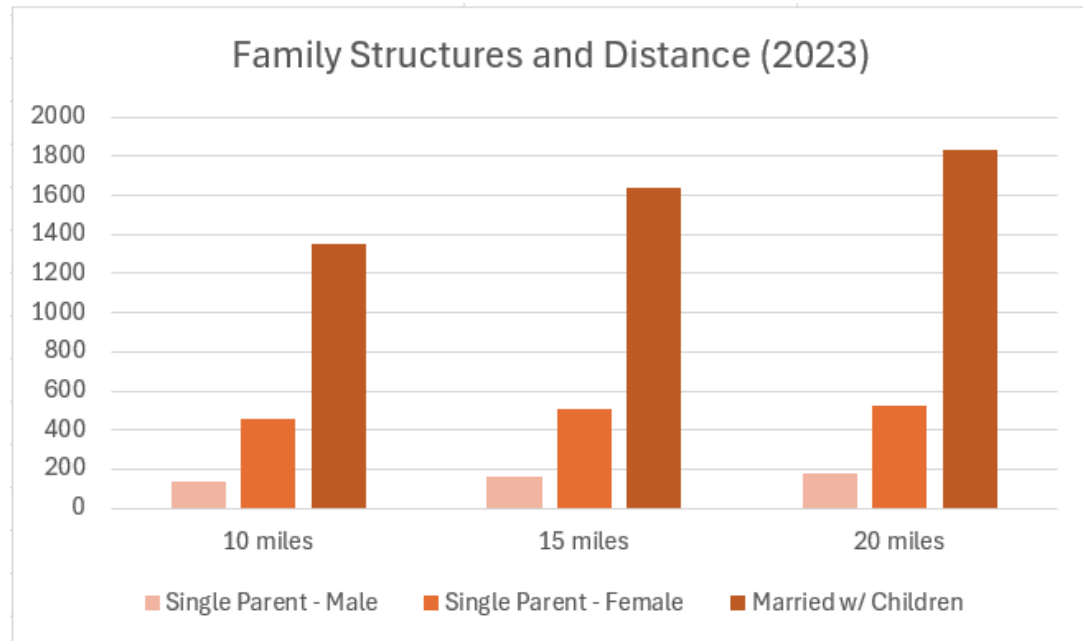
Population Growth (2023)

	Current	10 miles	15 miles	20 miles
2023 Population	19353	22589	24543	
2028 Projected Population	19687	23059	25030	
Pop Growth (%)	1.70%	2.10%	2.00%	
2023 Households	8284	9440	10151	
2028 Projected Households	8426	9628	10344	
HH Growth (%)	1.70%	2.00%	1.90%	

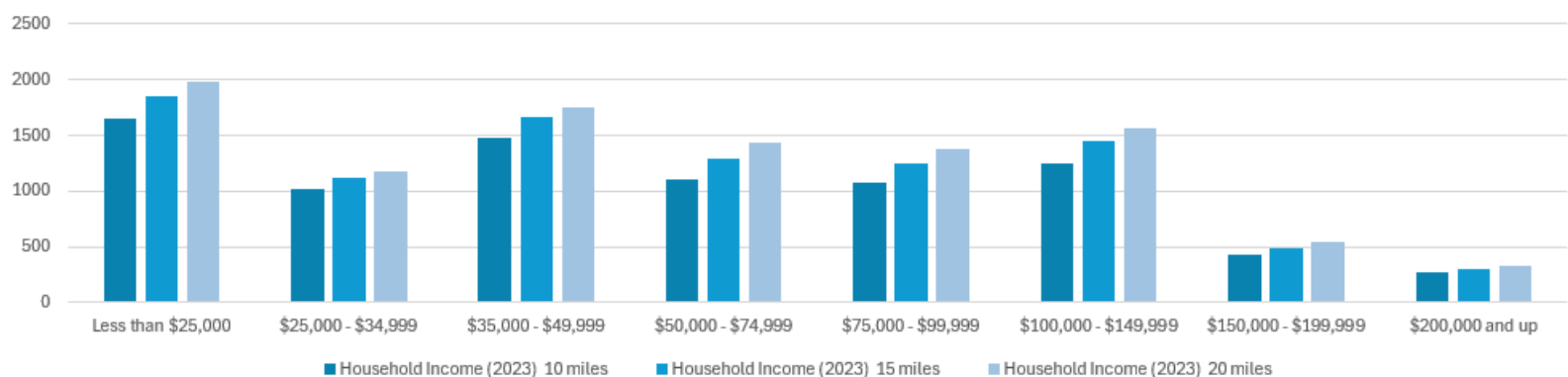
ANALYZING FAMILY COMPOSITION AND INCOME DISTRIBUTION

- Many single parents in Mitchell face financial and emotional challenges due to limited child-care options
- Financial strains may force parents to reduce work hours or leave the workforce impacting their economic stability

- The following graphs are based on demographic data within a 20-mile radius of 601 North Main Street, Mitchell, SD.



Household Income (2023)



- This graph reveals significant disparities in household incomes
- Lower-income families often face the highest financial burdens as child-care expenses consume a substantial portion of their income



DAYCARE PROVIDER

ROSEMARY MENNING

Rosemary Menning is a small business owner in Mitchell, SD. She has been a registered at-home daycare provider for 37 years and is credited with a development associate's degree, a national star rating, and an OST directorship degree. Initially, Rose went to school for teaching, became a student teacher, and became a LifeQuest worker during a recession. Rose was finished working at Lifequest on a Friday, then opened her business the following Monday, and had 5+ kids at her front door. She immediately became certified in first aid and CPR, followed all of the rules of starting a new business, and got insurance.

Rose realized soon after opening that there would be many challenges and obstacles along the way of being a daycare business owner. One major factor is that a daycare is a very personalized way of doing business. Each day, she builds connections and relationships with children and parents. However, it is still an owner/client relationship. One of the hardest challenges for her is that people do not always understand she is a business owner and needs to make a profit to be successful. In the beginning, she was taken advantage of by clients and knew that she needed to make tighter contracts, policies, and rules to avoid those kinds of situations in the future.

Another important step was finding good people and making good connections. One impact the economy has had on her business is providing financial aid to both her and her clients. She has qualified and been awarded many grants to help improve her business, such as money for new toys, food, or to improve her facilities. Parents can also qualify for financial aid depending on their income, and can have daycare paid for by the government.

Rose believes that all business owners, especially daycares, need to be legally registered and qualified to do the job that they are providing to customers. She went through a horrible incident when a child stopped breathing on her watch, and because she was certified in both CPR and first aid, she was able to save the child's life.

Rose has loved owning her small business, and though at times it has not been easy, there is a reason she has continued to do it for 37 years. She appreciates the personalization with customers and the connections she makes along the way. For her, owning a small business changed the course of her life, and along the way, she has changed many different lives as well.



RECREATION AND PUBLIC TRANSPORTATION

TOP 5 PROGRAMS AT MITCHELL RECREATION CENTER

Top 5 classes and programs offered as of 2022

1

Swim Lessons



Revenue: \$17, 519

3

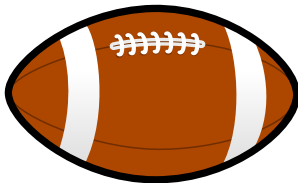
Tennis



Revenue: \$6,091

2

Youth
Football



Revenue: \$7,518

4

Baseball



Revenue: \$5,684

5

Wrestling



Revenue: \$5,051

TOP 5 PROGRAMS AT HURON RECREATION CENTER

Top 5 classes and programs offered

1

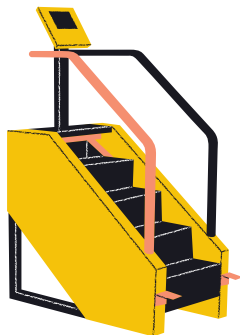


A variety of swimming programs including lessons for youth, and hosting the Swim Team during the fall and winter.

2



Wide range of fitness classes, weights, and cardio sessions.



3



Pickleball: Dedicated time slots throughout the week, weekday mornings and Friday evenings. Plus growing popularity.

4



Offer Karate classes for both youth and adults. Sessions on Mondays and Thursdays.

5

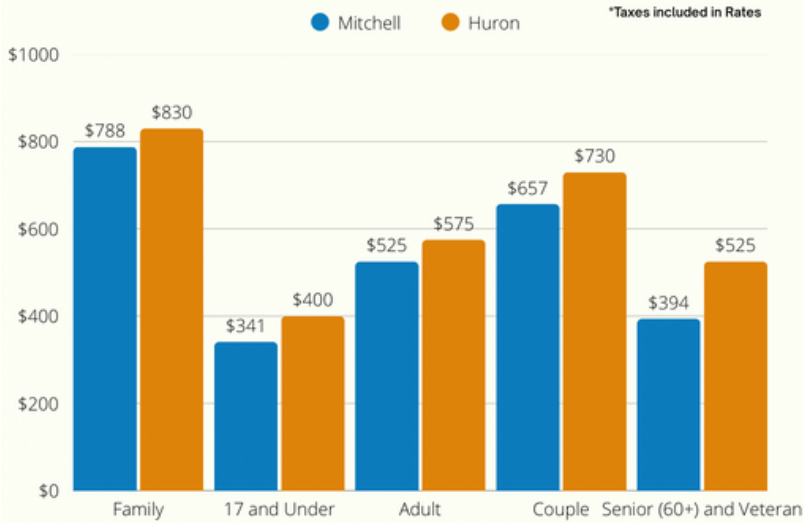


A men's recreational basketball league runs from December through February, with open play available on Wednesday evenings when the league is not in session.

- All classes are included with membership—no extra cost

RECREATION CENTER INFORMATION

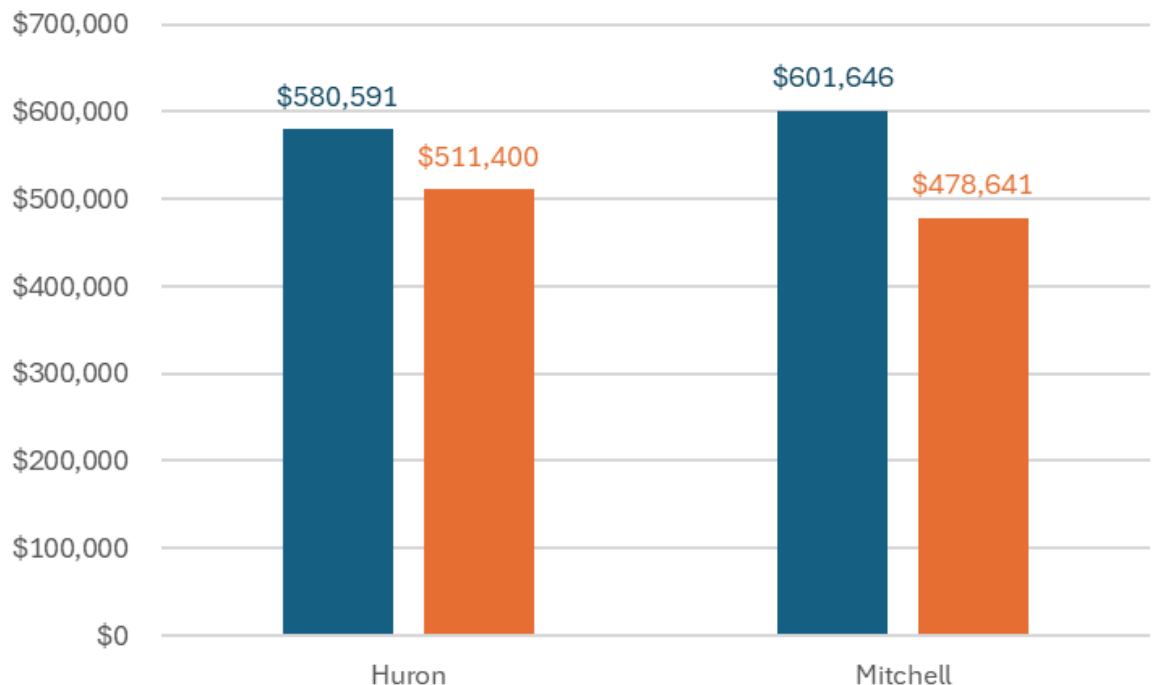
Annual Membership Fees



- Mitchell memberships are slightly lower than in Huron

Total Revenue and Expenses Mitchell vs Huron Recreation Center Programs in 2023

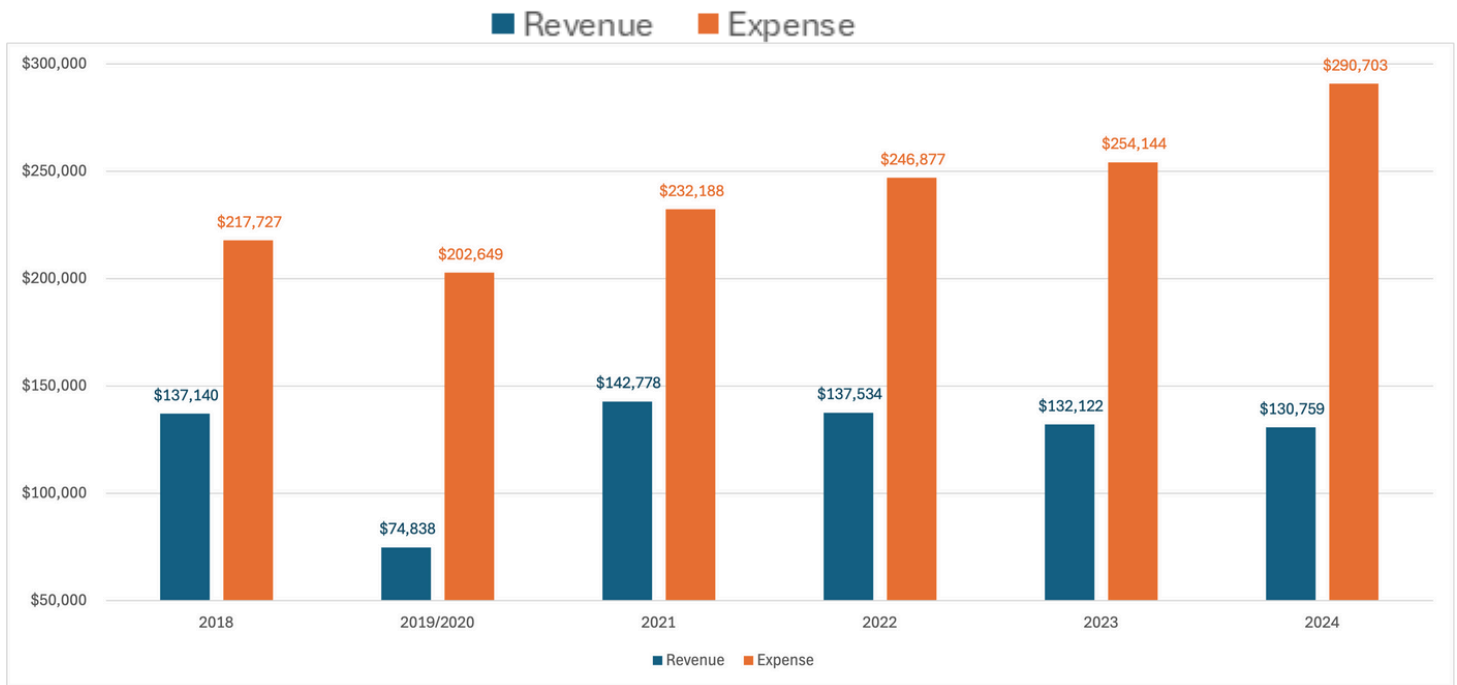
■ Revenue ■ Expense



- Both cities generated more revenue than they spent, with Mitchell having a larger surplus compared to Huron

RECREATION CENTER INFORMATION

Total Revenue and Expenses of the Mitchell Indoor Aquatic Center



- Day passes and lessons bring the most revenue at the indoor aquatic center
- While the indoor aquatic center operates at a loss, the overall recreation center remains financially profitable

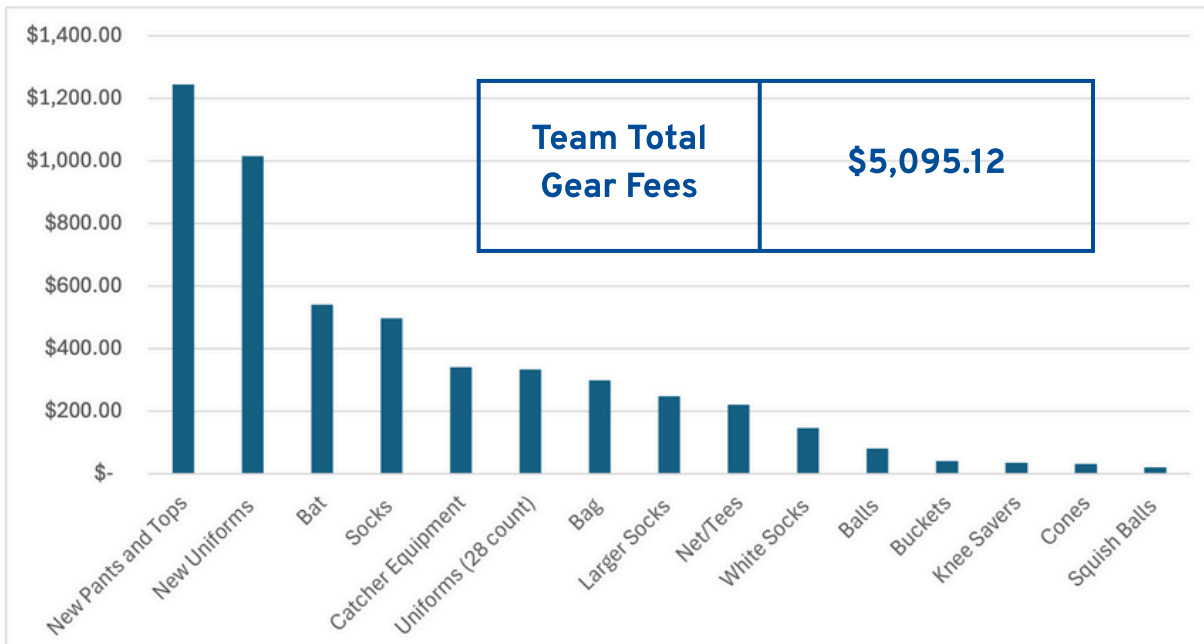
Total Revenue and Expenses of Mitchell Recreation Center Annual Report



- Membership and day passes are the biggest contributor to revenue
- Part-time salaries, utilities, and maintenance are the highest expenses for the Recreation Center

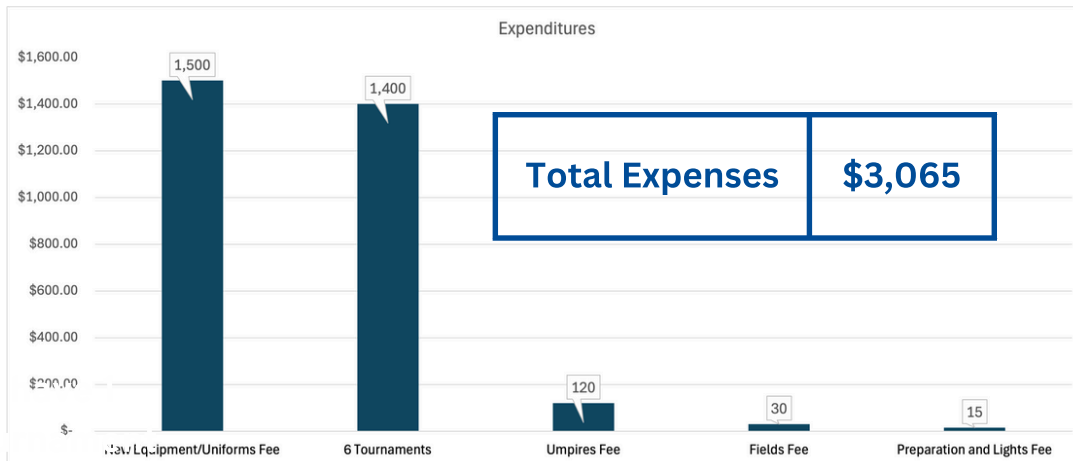
LOCAL SOFTBALL CLUBS

Gear Fees for Venom Softball Team



Venom has 1 home tournament and 4 away tournaments

Adrenaline Softball Team Revenues and Expenses



Adrenaline has 1 home tournament and 5 away tournaments

12 Players (\$250 per person)	\$3,000
Exchange Club Flags	\$600
Total Revenue	\$3,600

LOCAL SUPPORT

All Venom softball players are able to compete with minimal to no fees due to the support of business donations in Mitchell.

- **These sponsorships are as of 2023**

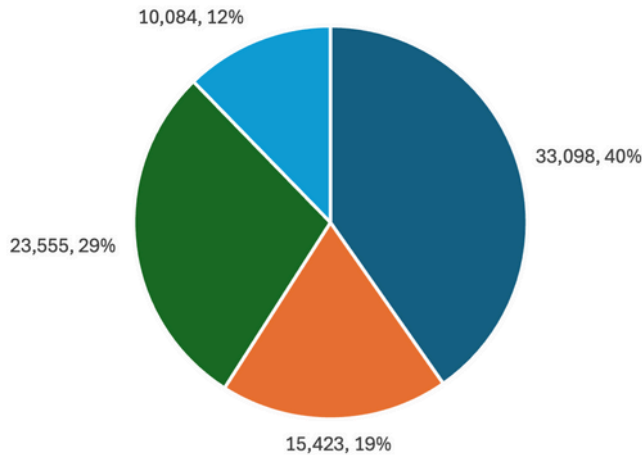
ROCK CREEK CATTLE
BRENNER BLADING LLC
VERN EIDE OF MITCHELL
MITCHELL CONCRETE
ESPEDAL FARMS
REESE A
EL COLUMPIO
TITZE ELETRIC
DARR
INTERSTATE GLASS & DOOR
DING DYNSTY
BREAKTIME PORTABLES
LIDDEKE PAINTING
SCHOENFELDER CONSTRUCTION
PRIORITY PLUMBING
MADILYNN JANIS
ICIS M
HEALING SOUL & SPA
LEXI SCHOENFELDER
J&M CONSTRUCTION LLC
FINS AND SKINS TAXIDERM
PARTSCHER FENCING AND CONCRETE
LEE THOMAS
INFINITY SALON & SPA
KALLAN'S FAMILY DAYCARE

UPPER MIDWEST GARAGE
SUN GOLD SPORTS
ROLLING HILLS VETERINARY CLINIC, PC
WOMEN OF THE MOOSE
MOOSE LEGION
MOOSE 874
RANDY & SHEILA BOYD
WAEMBACH FARMS
BOYD'S GUN STOCK
PROPERITY DEALER PARTNERS
HEARTLAND PORK
MARK & DEBRA BROWN
SIMPLE MEMORIES PHOTOGRAPHY
COPPER ROAD MAINE COONS OF SOUTH DAKOTA
LAMBERT REPAIR
PLANKINTON LUMBER
OVERWEG AUTO, GLASS & FUEL LLC
AJ MANAGEMENT
PEPSI
KENNA
ETHAN COOP LUMBER
MAREE
SIGN PRO
CAHOY'S GENERAL STORE
YANKTON SIOUX TRIBE
BURES-KRONAIZL INSURANCE
ROBERT & JULIE THOMSON
DAL KROUPA
BULTMSA INSURANCE AGENCY
DAKOTA
KRIS FEDDERSEN
TNT CLEANING
SOLAR SOLUTIONS/GLASS DOCTOR OF SF
FORT RANDALL CREDIT UNION MARHARDT FARMS
WERMER'S LOUNGE
REXWINKLE CONCRETE
MATT ANDERSEN DMV
RJ CATTLE
ANN LONG PHOTOGRAPHY
AMICK FARMS

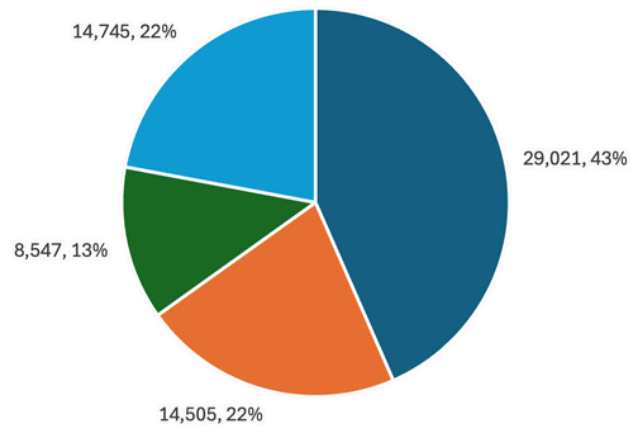
TYPE OF PUBLIC TRANSIT RIDERS IN MITCHELL AND HURON

■ Youth ■ Elderly ■ Disabled ■ Public

MITCHELL

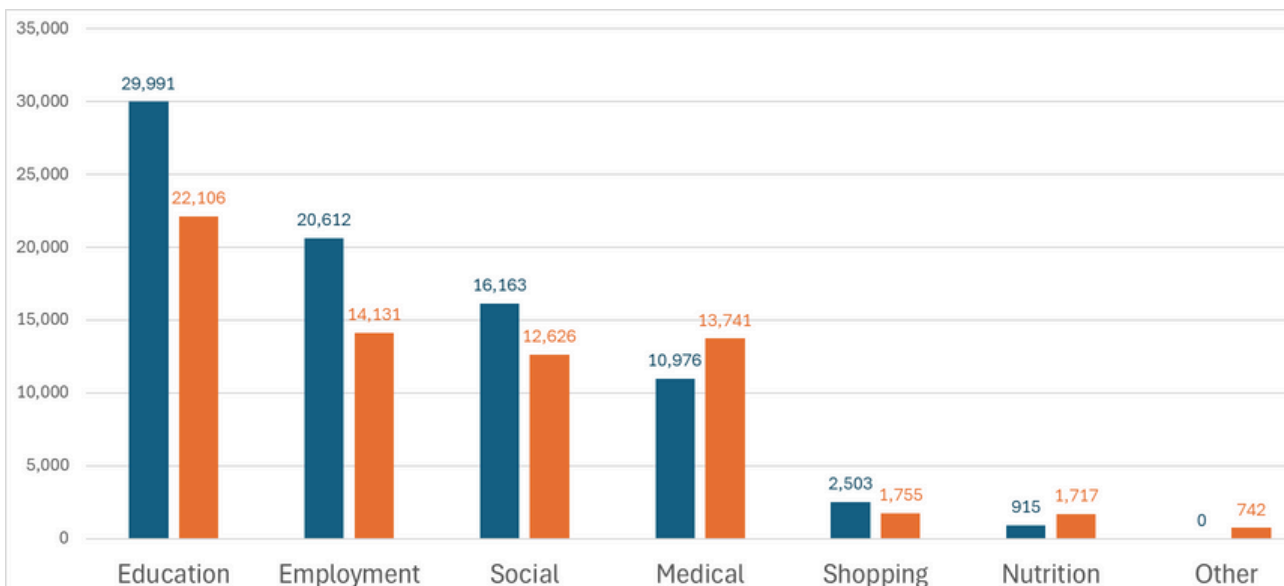


HURON



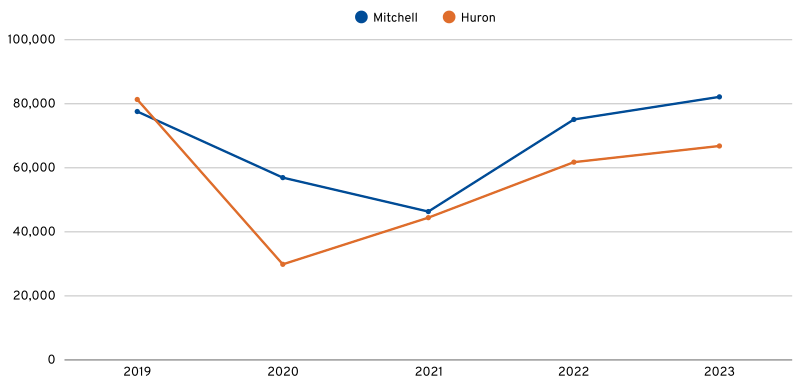
- Mitchell and Huron serve distinctly different populations through their public transportation systems
 - While both primarily serve young people, Mitchell's system also supports a significantly higher number of individuals with disabilities

Public Transit Rider Reasons



TYPE OF PUBLIC TRANSIT RIDERS IN MITCHELL AND HURON

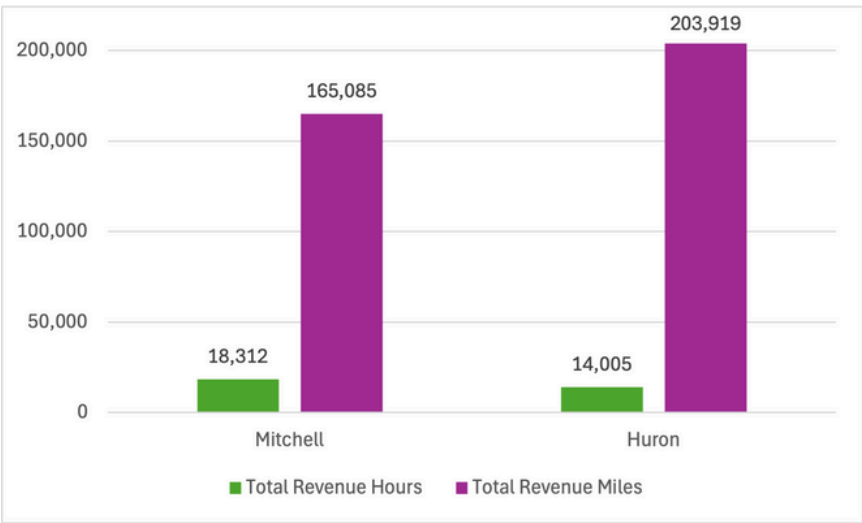
Total Number of Riders



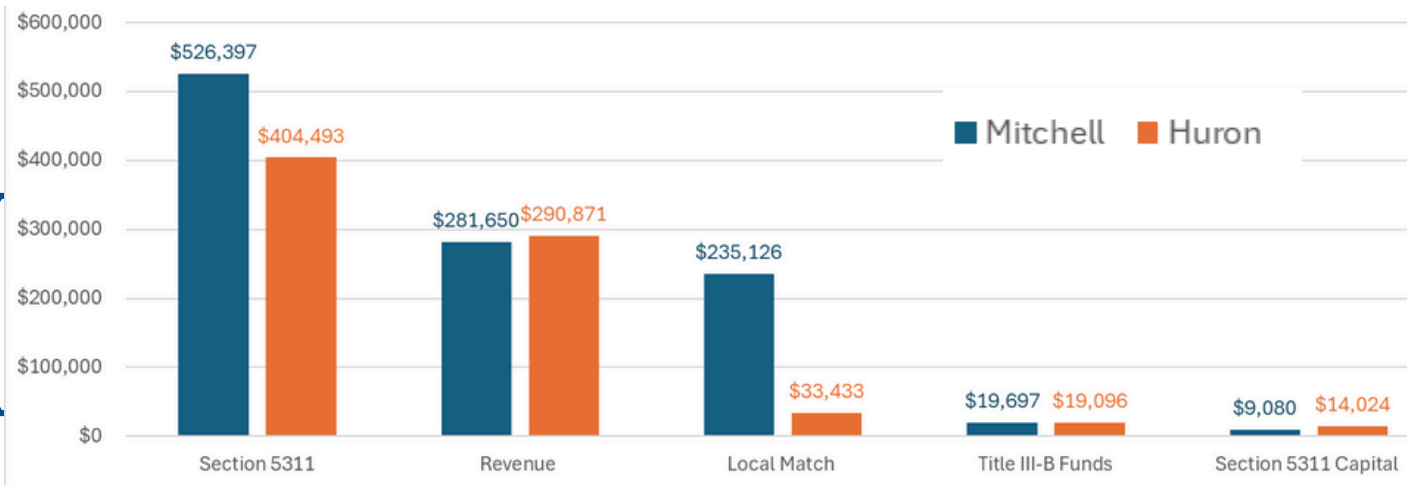
- Mitchell provides around 16,000 more rides than Huron

Public Transit Revenue Hours and Miles

- Huron provides more miles in less hours than Mitchell



Public Transit Total Funding



BUSES, BUDGETS, AND PICKLEBALL

We spoke with Jessica Pickett, Community Services Director in Mitchell, who oversees programs such as transportation, food access, and housing assistance. She emphasized how quickly economic downturns—like job loss or inflation—lead to increased demand for these services. “When people are financially stressed, they turn to community services for help,” she noted. One highlight was her work expanding Palace Transit, the bus service that ensures residents without cars can access jobs, healthcare, and groceries—critical factors for economic stability.

Funding remains a challenge, with many programs relying on grants and partnerships. Jessica stressed the importance of collaboration with local businesses and nonprofits to create sustainable solutions. Despite economic strains, she described a strong sense of community resilience, where people support each other in meaningful ways.

We also interviewed Kevin Nelson, Director of Parks, Recreation & Forestry, who discussed the economic and social role of the Mitchell Recreation Center. It prioritizes accessibility and avoids competing with private gyms. While revenue from memberships and fees is steady, participation shifts—such as the popularity of traveling leagues—have led to adjustments in offerings.

A noticable trend is the growing popularity of pickleball, with new courts planned at Hitchcock Park to meet demand. Recreational programs adapt to community interests while balancing financial sustainability.

Together, Jessica and Kevin’s stories highlight how local leaders shape Mitchell’s economic landscape by addressing evolving needs with creativity and care. Their efforts reflect the community’s resilience and commitment to supporting one another.

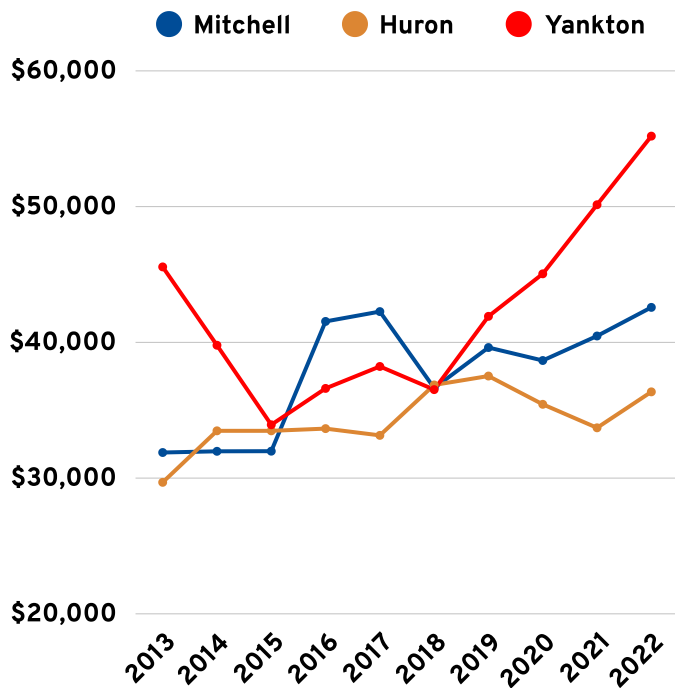




HEALTHCARE

GENDER PAY GAP IN HEALTHCARE

MALE AVERAGE WAGE



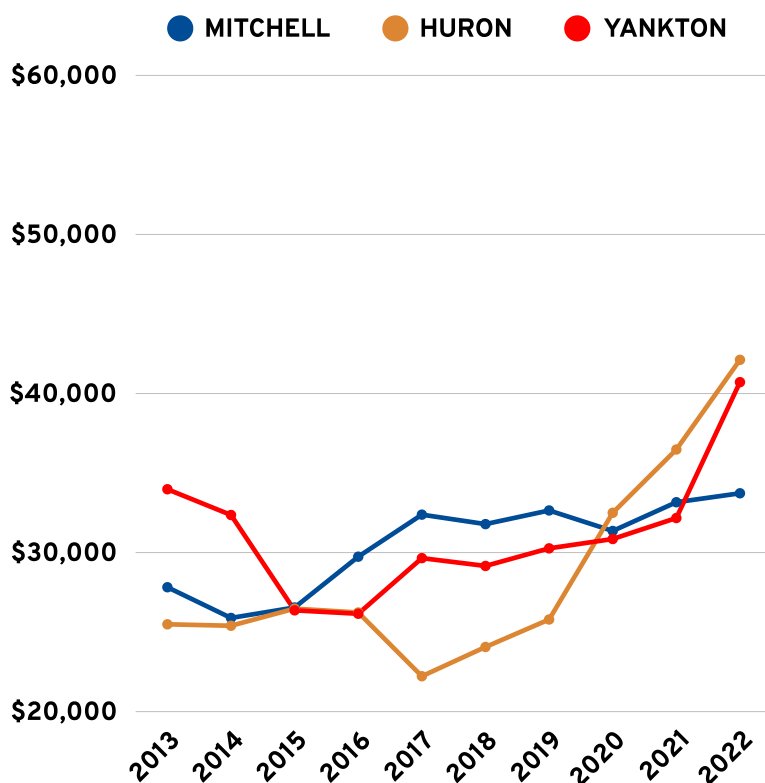
PATIENT TO PRIMARY CARE PHYSICIAN RATIOS:
 YANKTON- 948 TO 1
 HURON- 1851 TO 1
 MITCHELL- 1415 TO 1

- Mitchell's men are between Yankton and Huron's average wage in healthcare
 - This has been consistent the last couple years, since 2019
- Yankton's wage being so high may be due to the Human Services Center



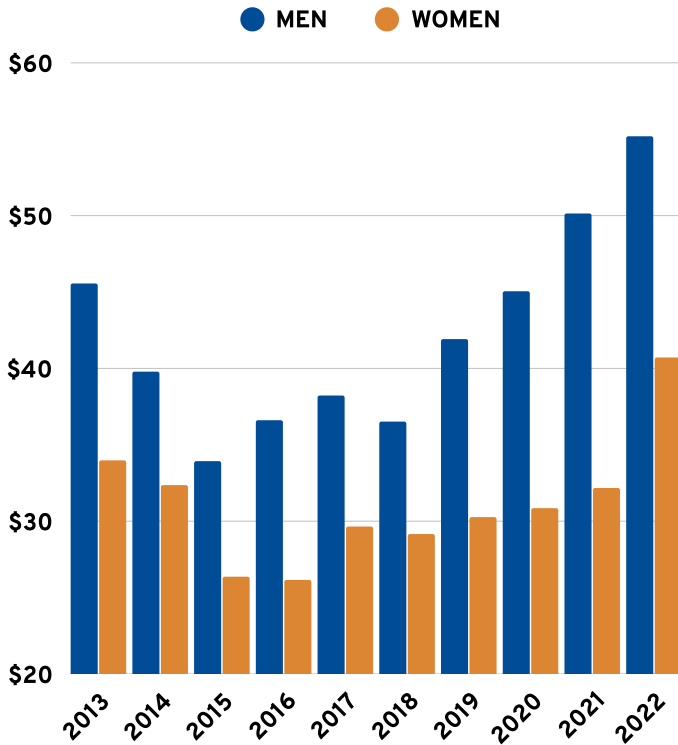
- Mitchell is paying female healthcare workers less compared to Yankton and Huron

FEMALE AVERAGE WAGE

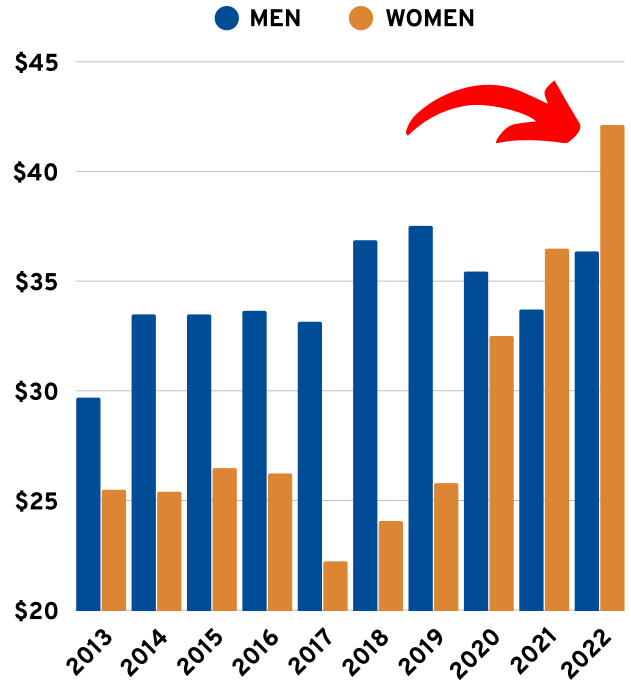


HEALTHCARE GENDER PAY GAPS: TOWN BY TOWN

YANKTON

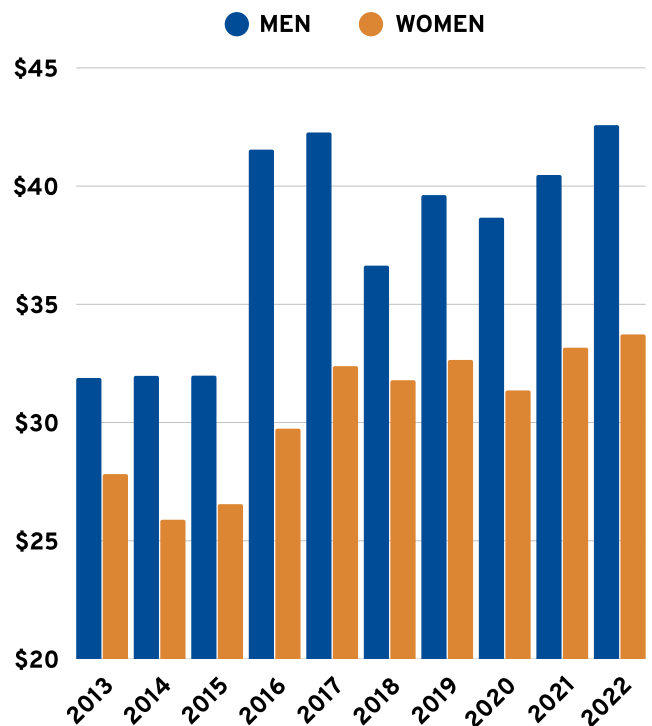


HURON



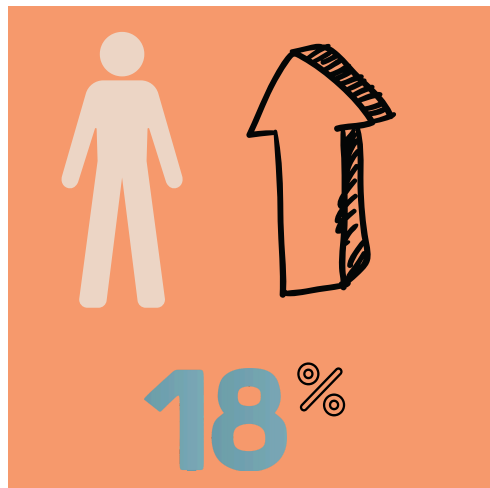
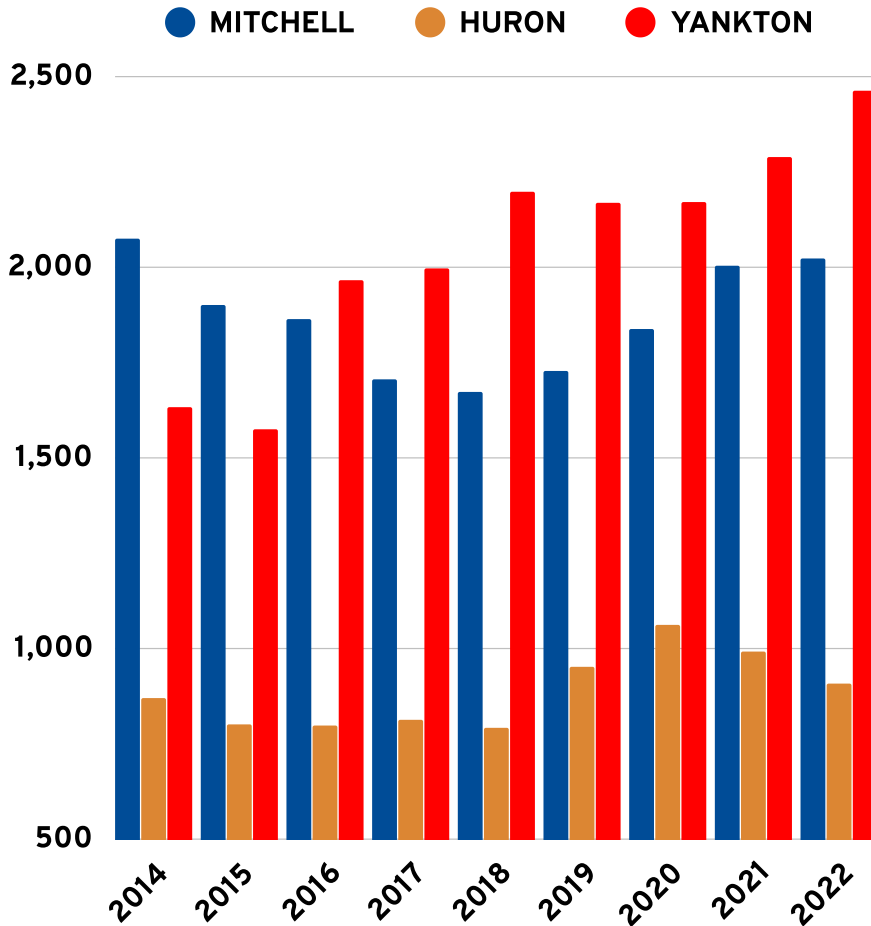
- In most areas, male healthcare workers typically earn more than their female counterparts. However, in Huron during 2021 and 2022, this trend reversed—female healthcare workers had higher average wages than males
- Overall, men make 15.07% more than women across all three towns

MITCHELL



HEALTHCARE WORKERS

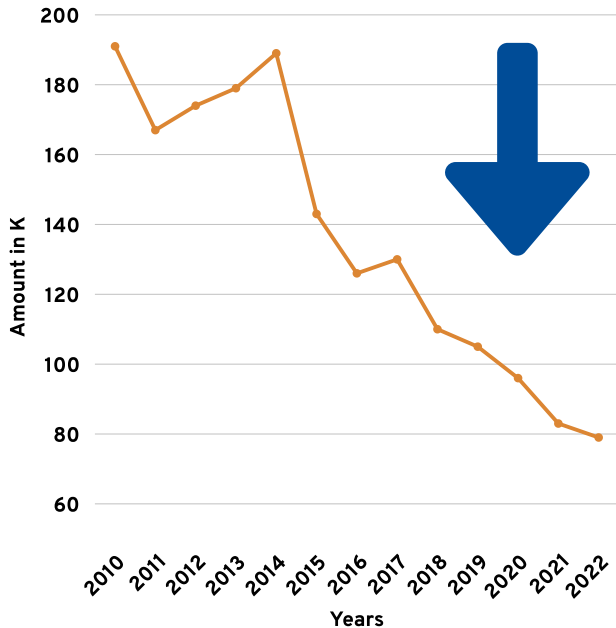
TOTAL NUMBER OF HEALTHCARE WORKERS



- Overall, in all three cities the total number of healthcare workers has increased by 816 (17.82%) workers since 2014
- Mitchell's number of workers decreased from 2014 to 2018 before steadily climbing until 2022
- Huron's numbers have been declining since 2020

INSURANCE IN SOUTH DAKOTA

UNINSURED INDIVIDUALS IN SD

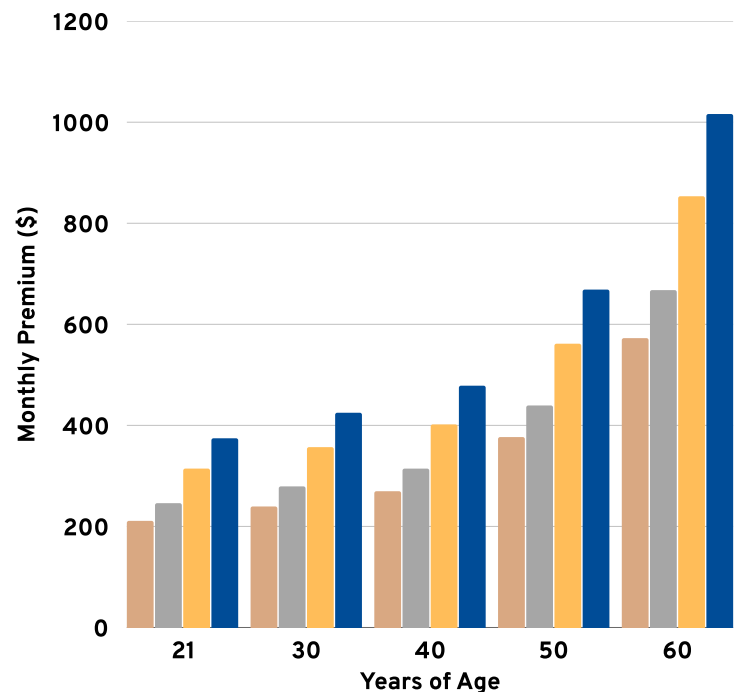


- 63,000 decrease between 2014 and 2016
 - Driven by policy changes such as the ACA and Medicaid expansion in 2014
- Improved coverage contributed to better public health and reduced healthcare costs



HEALTH INSURANCE PREMIUMS IN SD

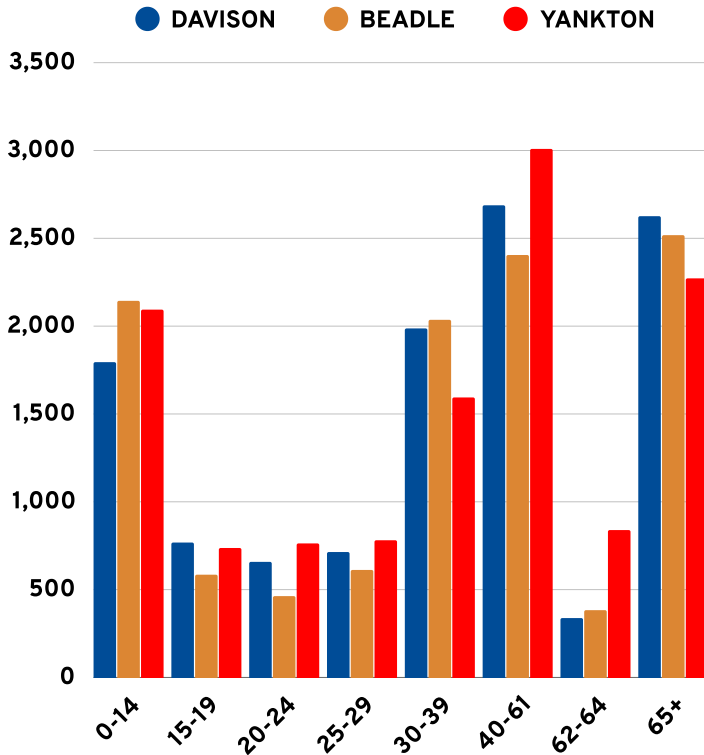
- Bronze
- Silver
- Gold
- Platinum



- Bronze plans: \$192/month for individuals under 30
- Platinum plans: \$1,000+/month by age 60
- Higher premiums reflect increased health risks with age
- Gold and Platinum plans see the most significant premium increases as age increases

THE AGING POPULATION

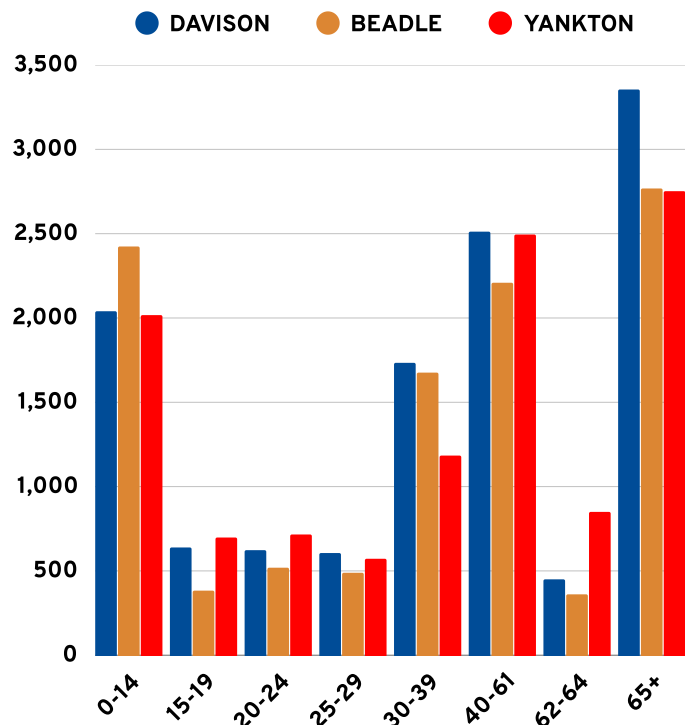
MALE POPULATION



- Population trends in Davison, Beadle, and Yankton Counties, across the ages 0-65+, have similar patterns for both men and women
- Healthcare needs are shared equally between genders, suggesting both men and women require similar healthcare services
- The data highlights a significant demand for daycare and elderly care services, underscoring a need for these facilities in the region

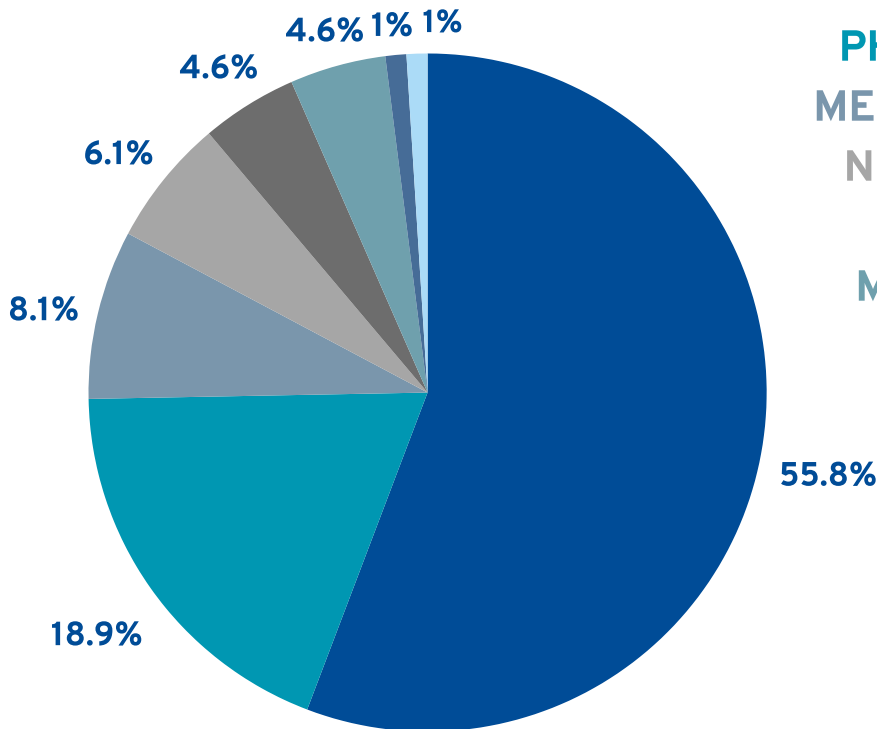


FEMALE POPULATION

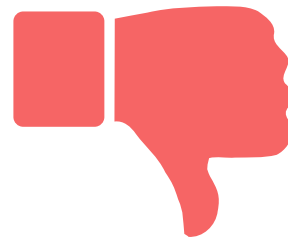


SOUTH DAKOTA HEALTHCARE SPENDING

HEALTHCARE SPENDING IN 2020



HOSPITAL CARE: 55.8%
PHYSICIAN SERVICES: 18.9%
MEDICAL NONDURABLES: 8.1%
NURSING/HOME CARE: 6.1%
DENTAL SERVICES: 4.6%
MEDICAL DURABLES: 4.6%
PERSONAL CARE: 1%
HOME HEALTHCARE: 1%



- Hospital care is about 25% higher than the national average
- All other categories are within 5% of the national average
- A reason for the high hospital care percentage might be attributed to the lack of access to outpatient care





SOUTH DAKOTA SECRETARY OF HEALTH INTERVIEW

Melissa Magstadt, the South Dakota Secretary of Health, has been involved with healthcare for over 30 years. She is an Advanced Practice Registered Nurse and a co-owner of Quick Care South Dakota.

Healthcare in South Dakota is at a turning point: rising costs, a shrinking workforce, and an aging population have created a perfect storm. Rural communities, such as Mitchell, are feeling the strain. With fewer medical professionals choosing to practice in small towns, access to care is becoming increasingly challenging. The healthcare system has been rigid and resistant to adopting new ways of providing care, but now, under immense pressure, old barriers are breaking.

Telehealth has already begun to change the way South Dakotans receive care. While some treatments still require in-person visits, follow-ups and mental health services are increasingly being handled remotely. This shift has been a game-changer for those who cannot easily travel for appointments. Mobile healthcare units are another emerging solution. Rather than requiring patients to make long trips, these units bring care directly to them. From routine check-ups to more specialized treatments, mobile clinics are bridging the gap between healthcare hubs and rural communities.

The biggest challenge South Dakota faces in the next decade is also its biggest opportunity: reimagining healthcare. The old mindset of “this is how it’s always been done” is fading, replaced by willingness to ask, “Why not?” Overall, data has provided helpful insights to the healthcare industry where their services have lacked for years.

RESOURCES

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- Kevin Nelson: Aquatic center revenue and program performance data. Internal Communication.

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- Data USA: Mitchell, SD – Profile. <https://datausa.io/profile/geo/mitchell-sd?redirect=true>
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- Mitchell Chamber of Commerce: Business Directory. <https://business.mitchellchamber.com/list/>
- Nordby Center for Recreation: Membership Information. <https://www.nordbycenter.org/about-1>
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- South Dakota Department of Labor and Regulation: Labor Market Information. <https://www.southdakotaworks.org/>
- South Dakota Department of Revenue: Department Website. <https://dor.sd.gov/>
- South Dakota Department of Transportation: Statistical Book FY2022. <https://dot.sd.gov/media/documents/Stat%20Book%20FY22%20Branded%20Document%20Final.pdf>
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- South Dakota Secretary of State: Economic Reports and Publications. <https://sdsos.gov/general-information/publications/default.aspx>
- U.S. Bureau of Labor Statistics: South Dakota State Data. https://www.bls.gov/regions/midwest/south_dakota.htm
- U.S. Joint Economic Committee: South Dakota Inflation Report. <https://www.jec.senate.gov/public/index.cfm/republicans/south-dakota-inflation-report/>
- U.S. Joint Economic Committee: State Inflation Tracker: August 2022. <https://www.jec.senate.gov/public/index.cfm/republicans/analysis?id=97F0C52A-69A8-4D30-A93C-AF327BC4FCEA>

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