
PRESS RELEASE

For immediate release:

May 30, 2018

Contact: Susan Heggstad

Susan@VermillionChamber.com

605-624-5571



COMMUNITY VOTING OPEN AS BUILDING RENOVATION NEARS COMPLETION

Vermillion, SD, May 30th 2018 - The Vermillion Area Chamber and Development Company (VCDC) is pleased to share the narrowed list of possible names for their new building as the renovations of 2 E Main Street near completion. While the options that were generated from the public earlier this year ranged from the historical to the hysterical, the VCDC's Board of Directors was pleased to see such engaged community input, and had a difficult time narrowing down the extensive list. They are appealing to the community once more to vote for the best name for the historic location.

For the first few months of 2018, many voices from around Vermillion weighed in with their ideas for appropriate names for the new space that will soon be the permanent home of the VCDC. This building, which dates back to 1884, will also be the home of Charlie's (USD's retail store), as well as serving as a collaborative working space for entrepreneurs and business individuals of all types. "This space has over 130 years of history... and this new future gives it another century-in-the-making. We are looking for a name that befits its legacy, as well as defines the present use and envisions the future of Vermillion," says Nate Welch, VCDC President & CEO. "2 E Main Street has the potential to be a next-generation commerce center – allowing opportunities for engagement and collaboration between entrepreneurs, business leaders, the VCDC staff and board members, non-profit organizations, and the University of South Dakota," Welch says. "What's also exciting is the partnership with the University to create a place where many Coyote fans will stop while visiting Vermillion, and have an opportunity to see all the great things Vermillion has to offer because our Visitor Center will be located there, as well."

Earlier this spring, the VCDC's Tourism Committee deliberated on the full list of name suggestions over several meetings. This committee, composed of representatives from many Vermillion cultural institutions, hotels, retail businesses, USD and more, discussed the options and meanings of suggested names at great length. The primary considerations given for choosing potential names were historical or community relevance, inspirational and functional meaning, and marketability, or ease-of-use. The finalists for the new building name are:

The Anchor Building – In architecture, a metal strap used to tie a wall to another structure. Also, a place or idea that stabilizes.

The Bond Stone Building - In architecture, a stone or masonry unit that projects back from the facing wall into a backup wall, tying the two together – in effect, strengthening it.

The Hub – A central area of activity.

The Burdick Block/Building – An historical name of the building, referring to an early owner who was Mayor of Vermillion during the time of the flood, as well as a significant player in the transition to statehood for South Dakota, and in the formation of USD.

The Overture – A musical term referring to the introduction of something to come that's more substantial.

McVicker Building (The Vic) – Another reference to an early owner of the building, for whom the building was long known.

Creosphere Building – ‘Creo’ references creativity; ‘sphere’ in this case references something that other things radiate out from; also is a conceptual tie to Dick Termes, the artist who created the monumental “Mission Weave” mural on the west side of the building (one of only 2 remaining Dick Termes murals). He is widely known for his ‘Termespheres’.



“In this space new ideas will be generated, pride and relationships will deepen in the community, and the future of Vermillion will begin every day. What a great opportunity we have to try to think of a name that captures all of that!” Welch shared.

The VCDC Board of Directors encourages the public to vote on their top name choice during the month of June. Votes may be submitted by calling the VCDC offices at 624-5571, or online by visiting their facebook page - www.facebook.com/LiveVermillion/, their twitter page - twitter.com/VermillionSD, or by clicking on the survey link at the top of their website – livevermillion.com. The board will tally votes from the community at the end of June, with the intention of having signage with the new name ordered and installed for the Grand Opening of the building in August.

For more information, please contact Susan Heggstad at the VCDC offices at 605-624-5571.