**PRESS RELEASE**

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Contact: Melissa Eberts

Melissa@VermillionChamber.com

605-624-5571

**VCDC RECEIVED THE “OVERCOMING ADVERSITY” AWARD AT THE MID-AMERICA EDC CONFERENCE**

The Vermillion and Area Chamber and Development Company (VCDC) recently received the honor of accepting the “Overcoming Adversity Award” from the Mid-America Economic Development Council (Mid-America EDC) in Chicago, Illinois, in December 2021.

The award is presented by the Mid-America EDC for a “project or best practice that your community, region, or state utilized during a situation of overcoming a challenge – anything from a factory shut-down, to a COVID-19 response plan, or natural disaster. Entries were judged based on the creativity and impact the project/best practice had on overcoming adversity.”

Of the thirteen states associated to the Mid-America EDC in the region (IL, IA, MN, ND, SD, WY, MS, IN, MI, NE, OH, WI, KS), Vermillion, South Dakota was one of the few selected communities to be awarded an honor at the conference. Only two communities received an honor for each award, and Vermillion won the small division category alongside the State of Wisconsin, who was awarded the “Overcoming Adversity” award in the large division category.

“We are honored and humbled to accept this award from the Mid-America EDC. This award validates all of the hard work and effort that was put in place during the COVID-19 outbreak, during a time when everything was still so uncertain,” says Nate Welch, President and CEO of the VCDC. “This award is for all of us in the Vermillion Area. The community came together in an admirable way to support one another, so much so that the Vermillion Area superseded other communities who were also putting in hard work to support one another.”

University of South Dakota President Sheila Gestring also commented, “I can think of no organization more deserving of the *Overcoming Adversity Award* than the Vermillion Area Chamber & Development Company. It was through their innovation and leadership that the Vermillion Victory Bond program succeeded and helped dozens of local businesses survive a challenging time. The University of South Dakota and USD Foundation were honored to partner with the VCDC on this program, and we continue to be inspired by the support and generosity of everyone who has supported local Vermillion businesses throughout the COVID-19 pandemic.”

Mid-America EDC is an organization that provides economic development professionals with the following: Resources aimed at helping the economic development professional to excel; recognition of quality economic development programs and marketing; awards programs to reward excellence; promotion of the thirteen-state region to site selectors and industries to help raise the level of awareness; and networking opportunities among regional members to promote idea exchange and partnering.

If you would like to learn more about this award or the VCDC’s nomination, please contact Melissa Eberts at [Melissa@VermillionChamber.com](mailto:Melissa@VermillionChamber.com) or via telephone at 605-624-5571.