
PRESS RELEASE

For immediate release:

August 11th, 2020

Contact: Megan Davidson

Megan@VermillionChamber.com

605.624.5571



VERMILLION AREA CHAMBER & DEVELOPMENT COMPANY NOT TO PROCEED WITH OKTOBERFEST 2020

Vermillion, SD, August 11th, 2020 – The Vermillion Area Chamber & Development Company (VCDC) announced the cancellation of the 2020 Oktoberfest event, which was scheduled to take place during the last weekend of September. Plans to proceed with the 2021 Oktoberfest event continue to proceed.

2020 would have been the 6th year that Oktoberfest took place in Historic Downtown Vermillion, since the first event held in 2015.

The event has seen growth over the last number of years, and VCDC staff, working alongside key stakeholders and volunteers have created a plan to strategically grow the event and make Vermillion a destination across South Dakota every September.

“We are extremely excited about the plans we have in place to grow Oktoberfest and make it a key event in the Southeastern corner of South Dakota,” says Nate Welch, President & CEO of the VCDC. Welch continued, “unfortunately, with the known and unknown challenges we have during this year – it’s better for us to hit the ‘pause’ button on those plans and regroup to focus VCDC, stakeholders, and volunteer’s time on opportunities to support our community and our businesses this fall”.

Staff and volunteers did look at some mitigation of risk options to consider the feasibility of holding Oktoberfest this year, as the VCDC did with their summer music series ‘Thursdays on the Platz’.

“This summer has been extremely hard for so many, in many different ways,” Welch said, “even with that, our volunteers’ commitment, along with the ingenuity and perseverance from our businesses, has provided opportunities for our community members to experience a safe and fun event, like Thursdays on the Platz.”

It’s because of successfully adjusting an event such as Thursdays on the Platz that the VCDC continues to look for opportunities to create and adjust main events in our community that create opportunities to enrich their quality of life along with providing opportunities for businesses to thrive in our community.



The VCDC would like to give a special thanks to last year's sponsors: Biomat, Casey's General Store, Red Roof Inn, Wireless World/Verizon and Broadcaster/Plain Talk, along with the stage sponsor, Hy-Vee for their continued support.

Along with sponsors, the relationship with the Vermillion High School German Club has been instrumental in the previous year's success. The VCDC appreciates that the sponsors and the Vermillion High School German Club respect and understand the decision made.

The VCDC remains focused and committed to the Oktoberfest event and look forward to continuing to grow the event in 2021.

For more information about Oktoberfest, contact Megan Davidson, Director of Strategic Communications & Tourism at Megan@VermillionChamber.com or call the VCDC offices at 605.624.5571.