
PRESS RELEASE

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ENJOY A COFFEE WITH US AT THE MAIN STREET INN RIBBON CUTTING & UP NEXT COFFEE HOUR SPECIAL EVENT

Vermillion, SD., October 4th, 2021 – The Vermillion Area Chamber & Development Company (VCDC) will be hosting a ribbon cutting ceremony to welcome the Main Street Inn on Wednesday, October 13th at 8:30 am, during a special Up NEXT Coffee Hour event. The public is invited to join elected officials and the VCDC on-site at Main Street Inn as they celebrate the ribbon cutting while enjoying delicious coffee, located at 221 E. Main St.

“The Main Street Inn is an exciting addition to Downtown Vermillion. We've all been anxiously waiting for the renovations to be complete on this beautiful, historic building, and now we have the opportunity to step inside,” said Nate Welch, President and CEO of the VCDC. “Adding another top-notch option to our docket of lodging will give the Vermillion Area even more opportunities to host and offer visitors a world-class stay in our community.”

The Main Street Inn opened officially in September 2021, although it was a 'soft opening'. Their website will be launching in October, and they've already hosted fraternal groups including Beta Theta Pi and hosted Sigma Nu over the Dakota Days weekend. The group of Beta Theta Pi alumni who lived in the house approximately 40 years ago rented the entire inn out for four days in early September.

“We're excited to see all of the guests come in with their travels to Vermillion. We've had a wide range of people with fun stories and interesting reasons to be in town,” said Carson Merkwon, co-owner of the Main Street Inn. “My wife, Courtney, enjoyed the series *The Gilmore Girls*, where the main character runs an inn, and she's always flirted with the idea of doing the same thing, even though we never thought we'd actually do it. Yet here we are today, doing it!”

The Main Street Inn is the perfect place to bring your group to stay because renting all five rooms provides you a private area to meet and greet family and friends. Graduations, weddings, hunting/fishing groups, reunions, and other events are fantastic excuses for locals to rent the place out.



The Main Street Inn offers free Wi-Fi, free homemade breakfast, free parking and is kid friendly. They also have a basement game room. It is open 24/7 and is located within walking distance to Downtown Vermillion shops and restaurants, the University of South Dakota, and city parks.

“When we were looking at houses in Vermillion, we were attracted to the fraternity house for its history and location but were at a loss for what to do with 7,000+ square feet. It struck us that this might be the chance to actually do this illusive Bed and Breakfast idea,” continued Merkwon. “After discussions with family friend Sandy Dickinson and the City of Vermillion, we hit the ground running, and it’s been great so far!”

President and CEO of the VCDC, Nate Welch, will be joined by Mayor Kelsey Collier-Wise, VCDC Ambassador Amanda Dickinson, and Vermillion NEXT representative Katie Heine to officiate the ribbon cutting ceremony at the inn. Photos of the cutting of the ribbon will immediately follow. Attendees of the event will have an opportunity to tour the new bed and breakfast, meet the Merkwons and their staff, and enjoy a light breakfast.

For more information on the Main Street Inn ribbon cutting event, contact Megan Davidson, Director of Strategic Communications & Tourism at Megan@VermillionChamber.com or call the VCDC offices at 605.624.5571.