

Marketing Report
MX @ the DeX
Huron, South Dakota



2025–2026 Year 2 In Review

Wipf Excavating's MX @ the DeX came back for Year 2...and didn't just set cruise control—we turned it up.

What started as a bold idea (let's bring indoor motocross to the middle of winter in South Dakota) is now a proven draw. We packed the Dakota Events Complex (DEX), pulled in riders and fans from across the Midwest and beyond, and gave people a reason to get off the couch in January.

Not many events can say they move the needle in the dead of winter. This one does.

From December through the end of the season in March, MX @ the DeX continued to grow its audience, expand its reach, and most importantly—keep people in Huron longer, spending money and having a blast while doing it. We added automated live scoring, the Flatland Concrete Junior Showdown over New Year's Eve and New Year's Day, we added 4 racing classes, a points series, fresh track designs, upgraded luxury suites, more practice sessions a motocross day camp and so much more.

We're not just hosting races...we're creating winter tourism.



Event Overview

MX @ the DeX is a winter indoor motocross series held inside the 150,000-square-foot DEX on the South Dakota State Fairgrounds.

Translation: we repurposed a rodeo arena and livestock show building for another event...we brought dirt bikes, jumps, lights, and noise *inside*...in the middle of winter...and it works.

Year 2 built on everything that made Year 1 successful, but sharper:

- Bigger presence
- A Series Points Race with winners receiving custom belt buckles at the end of the year.
- Smoother operations
- More challenging and thrilling track designs.
- Automated live scoring
- Motocross Day Camp
- Added Race and Practice Dates
- Professional level racing on proven track designs.



Each event isn't just racing—it's a full production:

- Custom-built dirt track
- Laser light show
- High-energy announcing
- Comfortable environment
- Theme nights
- Fan fests, merch, food, and a crowd that actually sticks around

One of the best compliments we got this year was:

“This is like Monster Energy Supercross’ little brother, you guys put on the most professional level show I have ever been to.”

In-Person Visitor Metrics

People didn't just show up—they stayed.

Total Visits: 11,400+ (up about 2,000 from season one)

Average Dwell Time: 7 hours

Seven hours. In the winter. In Huron.

That's not normal—that's impact.

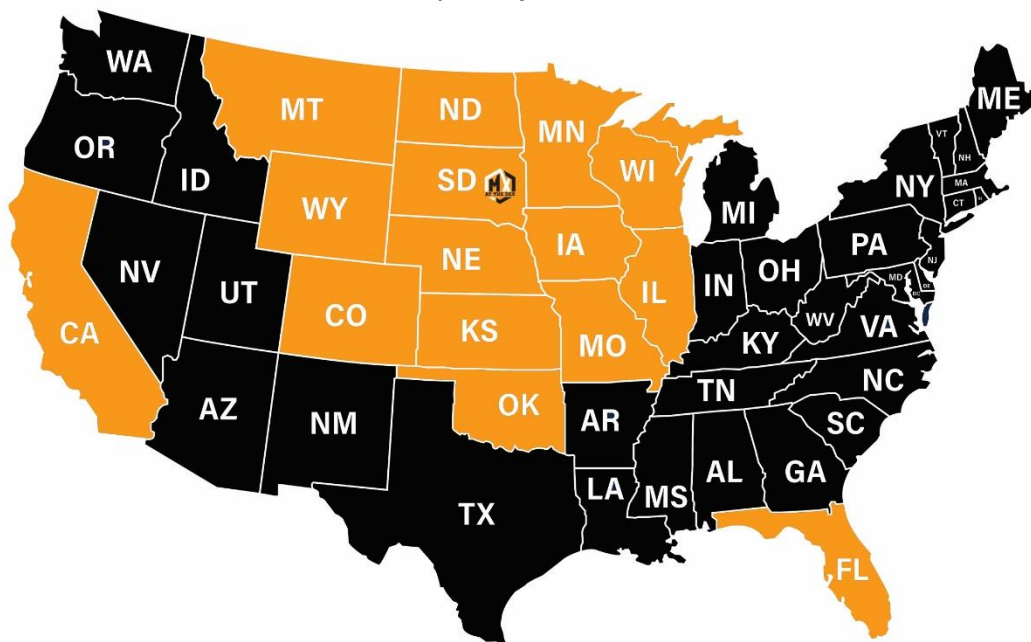


We saw strong regional turnout by out athletes with the Black Hills region, Gillette, Jamestown, Sioux City, Mitchell, Huron, Pierre, Brookings, Sioux Falls and Jasper, MN leading the way. The bigger story is the out of region pull. People came in from multiple states, turning this into a destination event—not just a local night out. The Flatland Junior Showdown was our most diverse event since the inception of MX @ the DeX with 4 new states represented and shaded into our map below.

And when people stay that long, they don't just watch racing:

- They eat, shop, fuel up
- They make a night (or weekend) out of it
- They tell their friends and social media about the experience

That ripple effect hits restaurants, gas stations, retail stores, and hotels across the community. The orange on the map represents visitor's home states in the last 2 years of operation. We added 6 states to the map this year.



Social Media Engagement

This is where things get a little wild.

MX @ the DeX social media channels exploded in season 1 and we continued to exceed expectations in that world again.

- 4.5 Million impressions this season (Nov – April)
- Continued follower growth across Facebook, Instagram, and YouTube
- Video content doing serious numbers
 - We hired Unshaken Media (Isaac Wipf) to cover each round and follow up with social media videos that would instantly be consumed and shared by the industry and fans.

The formula is simple:

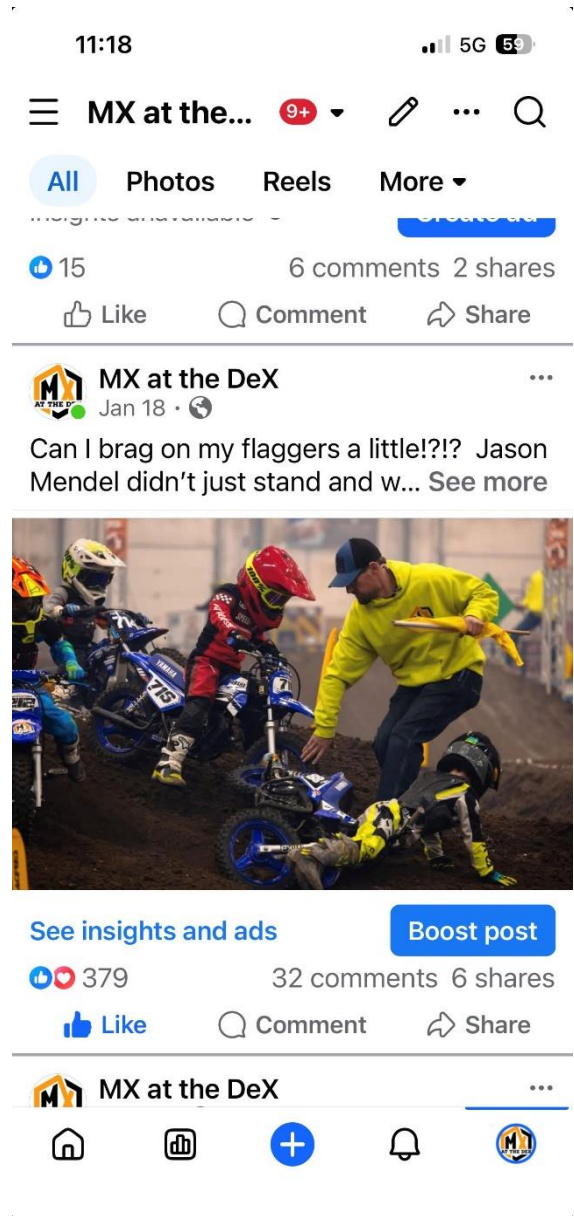
- Dirt bikes
- Real moments
- Amazing People
- Professional Production

Crashes, passes, behind-the-scenes, track builds—that’s what people want, and that’s what they shared.

The result?

We’re not just competing locally—we’re running with national-level engagement.

Not bad for a winter event in Huron, South Dakota.



Traditional Local and National Media

This operation is a great story, and the media knows it.

Our race series was a spotlight for 2 Sioux Falls TV stations, 1 out of market station, a podcast, multiple newspapers across the region and 2 motocross industry news channels. Our story is one of growth and small town success. In an era when so many areas of America are seeing tracks close down and athletes looking for a place to ride our series is filling the gaps



Marketing Wins and Gives Back

1. Huron Showed Up

This only works because the community leans in—and they did.

Local businesses, sponsors, and partners didn't just put their logos on something—they became part of it.

The region showed up and we gave back, again. When Stephanie and Tom Glanzer started MX @ the DeX one of their founding principles was that dirt bikes would give back to the community.



In just 2 years of operation MX @ the DeX has given, sponsored and enabled over \$32,000 of support money back into the community. These funds have: fed the hungry, helped children receive medical care, taught young girls leadership skills, supported Special Olympic athletes, provided

safe places to learn, delivered Make-a-Wish dreams, helped orphaned animals, supported mental health initiatives, invested in youth sports, encouraged regional business

education, and so much more. All of those non-profit efforts saw their needle moved just because of the love of dirt bikes.

That's not marketing—that's backing your town.

2. We Built a Regional Draw, Now We Are Getting Another Place to Stay.

Let's be honest—winter can be a tough sell for overnight events that don't include hunting pheasants.

MX @ the DeX changed that.

We gave people across multiple states a reason to travel to Huron instead of through it. And once they got here, they stayed, spent money, and told other people about it.

2027's anticipated hotel opening in Huron is a major milestone for our community and our race families and fans as another option for lodging is to become a reality.

That's the definition of a tourism win.

3. The Experience is Different (On Purpose)

This isn't a sit-down-and-clap kind of event.

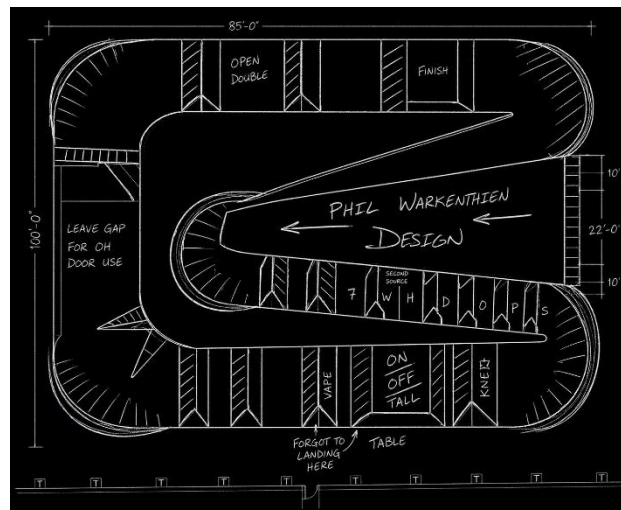
It's loud. It's fast. It's unpredictable.
And that's exactly why it works.

Families come. Hardcore fans come. First-timers come.

And they all leave saying the same thing:
“Okay...that was actually really cool.”

That mix is hard to create—and even harder to repeat.

We're doing both.



Year 2 Impact

Let's call it what it is:

MX @ the DeX is now a **winter anchor event** for Huron.

In two years, it has:

- Brought thousands of people to town during slow months
- Created real economic activity across multiple industries
- Built a recognizable regional brand
- Given the community something to rally around
- Strengthened our regional athletes to make an impact on a national level. By early May 2026, 5 of our athletes had made it through area qualifiers and were invited to their regional qualifying events for the Loretta Lynn's amateur nationals. Which is the Super Bowl, best of the best amateur motocross race in America. We also had our first athlete that was a regular at the DeX earn her pro motocross license



through the top sanctioning body Women's Motocross (WMX). This doesn't happen without collaboration and providing an opportunity to progress.

Ben Wipf Excavating, Flatland Concrete, Lankota and Huron Regional Medical Center helped pave the way along with the City of Huron, Chamber, BID Board, South Dakota State Fair, many other sponsors, and local businesses all played a role in making this thing work—and grow.





What's Next? Your favorite sandwich!

We're just getting started and we have IDEAS.

Year 3 is about scaling what already works:

- Bigger regional reach
- More content, more exposure
- Bigger Pro Purses to attract regional pro level athletes
- And 1 CRAZY dream

Let's Talk About the Dream:

- We want to start the MX @ the DeX - Pro Bike Jam during Wheel Jam.

We are in the early planning stages, and to see if it is even possible with the building availability, but our goal is to host a pro national level motocross event on the Friday of Wheel Jam. The Pro Bike Jam (PBJ) would attract top level professional 250cc and 450cc athletes from across the nation and possible international athletes that are touring America during the summer. An added purse of around \$30,000 will be the drawing card as well as opening up the entire DeX floor and addition of 3 times the amount of dirt we currently own. The jumps will be huge the racing will be top pro fast, and the 11,000+ daily visitors to Wheel Jam could get a marquee indoor motocross event. Saturday the track would be buzzing again as we would run a 2 moto amateur event, using the same track the pros tamed the night before.

The foundation is built.

Now it's about turning this into something even bigger.



Closing Thought

MX @ the DeX proved something pretty simple:

If you give people a reason to show up—even in the middle of winter—they will.

And they won't just show up...
they'll stay, spend, and come back.

That's not just a good event.
That's a valuable one.



Contact us with any questions:

Thomas & Stephanie Glanzer

605-941-2049

mxatthedex@yahoo.com

www.mxatthedex.com

