A South Dakota Legacy

By My Place Staff Writers

My Place began selling franchises around the US in 2011 and just like Super 8 Motels, it was all started right here in Aberdeen. Owners, Ben & Rini Rivers. This time, however, he would be your local franchisor. From Ben’s Coupling from the truck record and in- volve the experience with Ben’s day- to-day leadership the Co-Founders of this new brand would lean on time- less fundamentals while adding its most relevant component, and today’s highest hotel platform: extended-stay.

In line with the vision to create a South Dakota-based extended-stay hotel chain and franchise it throughout the United States of America, My Place started close to home by sourcing markets in the Dakota first. While you can find a My Place hotel from Anchorage to Atlanta today, the heaviest concentration remains right here with locations in Sioux Falls, Brookings, Aberdeen, Fort Pierre, and Rapid City. Point to the North, and you will find six more locations in Farq, Sundance, Grand Forks, Jamestown, Mitchell and Dickins. Other states surrounding are quickly filling in to join the list. In fact, since August of this year.

The My Place growth plan also makes “quickly” sound like the under- estimate of the year. With 37 loca- tions open today, and 30 more locations scheduled to open in 2018, the My Place chain expects to advertise 67 newly built locations in its first four years and more than 100 locations open and in the pipeline by the end of 2020. However, that’s just the be- ginning. As My Place continues to expand and franchisees continue to join the My Place system, the goal of 1,000 franchises sold across the coun- try by 2024 appears more and more achievable each day.

purging career seekers with hotel management opportunities across the country. My Place University will accept applic- anted applicants from around South Dakota and throughout the US in its announce 12-week training programs. My Place Uni- versity’s mission is to support franchisees and growth plans, in so doing My Place University will provide career opportunities for South Dakotans in addition to bringing in organization since the days of Super 8. These resources encourage development, engineering, construction, core business services, operations, mana- gement, wholesale procurement and supply, and graphic design and pro- duction. While supporting its franchisees with resources as important to My Place, each business unit and employer within them represent a customer in the South Dakota business and employment landscape.

In fact, since the realization of the My Place concept, My Place and its affiliates have grown to more than 100 employees in our home state and over 400 employees nationwide. With more than 60 locations open na- tionwide by this time next year, My Place will employ nearly 500 people nationwide by year end 2019.

While this may all be very sur- prising to you, My Place has earned quite a bit of recognition within the hotel industry as one of the most rap- idly-growing, extended-stay hotel chains in the country today. As a fully integrated resources system with national distribution, and a leader in a fast-growing segment, hoteliers, competitors, and customers alike have put My Place on their watch list. For this expansion to be possible, My Place has leveraged the vertic- ally-integrated resources situated within its founder’s