

Sports & Events Authority Advisory Committee Minutes

612 N. Main, City Hall - Council Chambers

January 10, 2023

1. Call to Order

Meeting called to order by: Mayor Everson at 2:03 PM.

SEA Committee members present: Mayor Bob Everson, Kevin McCardle, Kevin Nelson, Cory Aadland, Jon Hart, Doug Greenway, Bryan Dixon, LaRee Rumbolz, Dave Helleloid, Tim Smith, and Jim Johnston

SEA Committee members absent: Jill Larson and Emily Liedtke

Others present: Stephanie Ellwein and Aaron Hieb

2. Funding Applications

A. No funding applications were submitted at this time.

3. Approval of Minutes

Motion: Bryan Dixon motioned to approve the previous minutes as presented.

Second: Kevin McCardle seconded the motion. All voted 'Aye' and the motion passed.

4. Financial Report

City Administrator, Stephanie Ellwein, presented the financial report as of January 5, 2023. Collections in December (for November records) were 2.7% above 2021, 30.0% above 2020, 2.1% above 2019, and 1.5% above 2018. These numbers are current, with only one hotel needing to report numbers.

Motion: Jon Hart motioned to approve the financial report as presented.

Second: Bryan Dixon seconded the motion. All voted 'Aye' and the motion passed.

5. Updates/Evaluation Forms/Financials

A. No evaluation forms/financials were submitted at this time.

6. Other Items

Aaron presented and reviewed the following items with the SEA Committee:

A. Upcoming Event Updates:

i. NAIA Women's Basketball National Championship First & Second Round Host Bid:

- **Potential games taking place on Tuesday, March 7th & Wednesday, March 8th at the Corn Palace.**
- **Opportunity to pursue the Men's Host Bid as well.**

i. Dakota Oyate Challenge (DOC):

- **The DOC Board of Directors officially approved the city of Mitchell and the Corn Palace as the host city and host site for the 35th Annual Boys & 30th Annual Girls Dakota Oyate Challenge on January 25th-27th, 2024.**

i. NAIA Women's Basketball National Championship First & Second Round Host Bid:

- Potential games take place Tuesday, March 7th & Wednesday, March 8th at the Corn Palace. Jon Hart will submit a BID packet to the NAIA by February 1st. There is the possibility of being awarded a neutral host site location even if DWU does not make the tournament. The NAIA Basketball National Championships will take place in Sioux City, Iowa.
- There is the potential to be some scheduling conflicts with the SoDak 16 Class A and/or Class B being on Tuesday, March 7th. If DWU does get approved as a host site for the NAIA Women's Basketball National Championship First & Second Round games, MHS and the Corn Palace will not put in a request to be a host site for the Class A/Class B SoDak 16 basketball games.

i. Dakota Oyate Challenge (DOC):

- Doug Greenway and Aaron Hieb received confirmation via email last Wednesday that the DOC Board of Directors officially approved the city of Mitchell and the Corn Palace as the host city and host site for the 35th Annual Boys & 30th Annual Girls Dakota Oyate Challenge on January 25th - 27th, 2024. Aaron will be traveling to Huron on Friday, January 27th, to take in a day and learn about the DOC event.
- Some committee members voiced their concern about the event coming to Mitchell because of the scheduling conflicts and challenges it would present for local basketball teams. Also, some committee members disagree with Doug and Aaron about their decision to recruit this event for Mitchell. This is not the right event to bring to Mitchell.
- Other committee members expressed the positive financial impact this event would have on the city of Mitchell as well as the potential for many local attractions, businesses, facilities, and restaurants to see a major spike in business during the three days the event is in town. The DOC would be comparable, if not bigger, or as close as Mitchell would get to hosting a "state basketball" type tournament.

B. "Happy Holidays - Thank You" Sponsorship Post Card

- **The Powder Horn Ranch Regulators - 20th Annual South Dakota State and High Plains Territorial Cowboy Fast Draw Championships (August 8th-13th, 2023)**

C. SEA Banners On Display:

- **Hoop City Classic (December 28th & 30th, 2022)**
 - SEA logo in the Hoop City program.
 - SEA feather banners (South side of arena floor)
 - Replaced/Updated SEA banner in the Hospitality Room.

Doug Greenway presented a brief breakdown and update on the ticket numbers for the two days the Hoop City Classic was played in Mitchell.

- Wednesday, December 28th, tickets sold at the door = 1,731
- Friday, December 30th, tickets sold at the door = 1,031

Also, teams confirmed that they stayed in Mitchell hotels during the event.

- Thunder Basin WY
- Campbell County WY
- Providence MN
- Waconia MN

D. Discussion about SEA guidelines/policy regarding distribution of approved grant funds.

Aaron presented/included this talking point on the agenda to gather thoughts, feedback, and direction from the committee about ways/ideas on how to collect the most thorough and most accurate information, specifically, the amount of hotel rooms sold, during the respective event. This is step one in a multi-step process. Aaron tried to "paint" as clear of a picture as possible for the committee about the vision and idea for the end goal, which would be to create a funding matrix to help assist the committee when determining the appropriate grant \$\$ amount based on the events potential and/or prior success.

What we are looking for or the purpose of the proposed idea is to create more consistency with approval amounts and provide more predictability when it comes to the potential approved amount for the event. For example, event X compares to event Y in regards to the city's financial impact and the amount of hotel rooms sold. Event Y received this amount for their event, so event X should receive a similar amount based on the proposed/past financial success and hotel rooms sold during event X.

Since the SEA revenue is generated from a portion of the Hotel Occupancy Tax, it only makes sense to have the deciding/starting factor in the funding matrix when determining an amount to approve for an event to be based on or heavily weighted on the amount of hotel rooms sold during the entirety of the event. So... the obstacle presented is how do we successfully collect accurate hotel rooms sold for each event. Also, would there be a way to effectively communicate to events that they would receive half the approved grant amount after the initial approval, and they would receive the other half after the event successfully submits the required post event evaluation form, financials, and hotel rooms sold during the event. This was a concern because most, if not all, SEA funded events need or expect the grant amount approved in its entirety prior to the event, not a few months down the road after the post event forms are submitted.

Discussion was had about there being no easy way to track the people who stay overnight and those who stay elsewhere for an event. Most people who stay in a hotel are unwilling/uncomfortable to share why they are in town and "check out" without any interaction with the front desk. An idea presented was to create some sort of QR Code or Rate Code and distribute this "code" each time to the respective SEA approved event main contact. From there, the event main contact would share this event specific QR Code with all the participants in the event and the code would be used to track if the participant stayed overnight and at which

hotel/motel. Another concern expressed by the committee was that without some sort of tracking system, how do we know that the hotel room numbers submitted on the grant application and/or evaluation form are accurate? This concern was in regards to the proposed funding matrix idea.

This discussion/talking point will continue to be an agenda item going forward for future meetings. The committee was asked to provide Aaron with any ideas and/or feedback about a way to accurately and thoroughly track the amount of hotel rooms sold for an SEA event.

7. Next Meeting Date: February 14th, 2023 @ 2 PM, City Hall - Council Chambers

Mayor Everson set the next meeting date for Tuesday, February 14th, 2023 @ 2 PM at the City Hall - Council Chambers.

Jon Hart commented that he will complete and submit the SEA Grant Applications for the DWU Indoor Futsal Winter Classic & DWU/Culvers Boys and Girls Basketball Classic, so these funding applications can be included on the February SEA meeting agenda.

Also, Jim "Jocko" Johnston informed the committee that the city of Mitchell and Cadwell Park has been approved and will host the South Dakota State Amateur Baseball Tournament through 2024.

8. Adjournment

There being no further business to discuss.

Meeting adjourned by: Mayor Everson at 2:54 PM.