

Sports & Events Authority Advisory Committee Minutes

612 N. Main, City Hall - Council Chambers

March 14, 2023

1. Call to Order

Meeting called to order by: Mayor Everson at 2:01 PM.

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

SEA Committee members absent: Jill Larson, Cory Aadland, Jon Hart, and Emily Liedtke

Others present: Stephanie Ellwein and Aaron Hieb

2. Funding Applications

SEA Grant Application presentations by applicants. The SEA Committee reviewed applications for grant funding. The following applications were presented and considered:

A. Mitchell Area Youth Trapshooters: Bartholow Brothers Youth Trapshooting Clinic

Date: April 1st-2nd, 2023; **Contact:** Jerry Opbroek; **Grant Request:** \$1,735

- Jerry Opbroek presented the grant application to the committee. Matt and Foster Bartholow are nationally recognized trap shooters and are considered to be the best. The trap shooting clinic is free of charge and will take place at the Davison County Fairgrounds as well as the Mitchell Trap Club during the shooting portion of the clinic. This event/clinic has been in Pierre for the last four years. Jerry expressed that being in Pierre, the participants were mostly west river South Dakota youth. Now that the event/clinic will be hosted in Mitchell, they will be able to reach and provide for a different set of kids, from east river South Dakota. Jerry's hope is that Mitchell will be the host site for this event/clinic on an annual basis or at least share the hosting duties with Pierre. They already have participants registered from Custer, Winner, and Yankton. Jerry praised the Bartholow brothers teaching/coaching skills during the clinic and that they provide detailed expertise to the youth participants.

Motion: Doug Greenway motioned to award \$1,735.

Second: Jim Johnston seconded the motion. All voted 'Aye' and the motion passed.

Abstain: Bryan Dixon abstained from voting, since he has rooms for participants currently booked at the Coachlight Motel for this event.

B. Mitchell Skating & Hockey Association: Lucky Devils Adult Hockey Tournament

Date: April 14th-16th, 2023; **Contact:** Stacy Murtha; **Grant Request:** \$3,000

- Stacy Murtha presented the grant application to the committee. This is the 12th annual Lucky Devils Adult Hockey Tournament and the biggest in the area. The tournament fills up fast. Basically, six days it took Stacy to fill the tournament. Currently, it is full with twenty-one, possibly twenty-two, 14 player teams. Roughly three hundred adult hockey players will take part in this tournament along with their families, which begins Friday, April 14th at Noon and runs through Sunday, April 16th, and will wrap up around 4 or 5

pm on Sunday. There will be thirty-nine games during the three days. They have teams from North Dakota, Wisconsin, Minnesota, Iowa, and South Dakota. Sioux Falls is chomping at the bit to be able to host this tournament, but the response that he gets from the five Sioux Falls teams that compete in the Mitchell tournament is that Sioux Falls has no one to organize the event. The two biggest expenses for this tournament are the referee fees(\$6,000) and the cost of the ice-time for utilizing both sheets of ice, totaling almost \$10,000. The proceeds from this event go back into the Mitchell Skating & Hockey Association general fund for youth hockey in Mitchell. Over the last few years, that amount has been anywhere between \$6,000-\$9,000.

Motion: Tim Smith motioned to award \$3,000.

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

C. Lakeview Golf Course: South Dakota Golf Association Two-Man Championship

Date: June 9th-11th, 2023; **Contact:** Eric Hieb; **Grant Request:** \$1,000

- Eric Hieb presented the grant application to the committee. The SDGA Two-Man Championship will be the sixth SDGA Championship hosted at Lakeview Golf Course in the past 9 years. Most recently, Lakeview hosted the Women's Senior in 2021, Men's/Women's Amateur in 2022, and this year, 2023, the Two-Man Championship. Over the past few years, there have been many favorable comments from golfers about the hospitality of Lakeview Golf Course and the course conditions. During an event like this, Eric utilizes about 20-30 volunteers to help with the success of hosting the event. Without the volunteers and additional funding, it would be more difficult to put on a class A experience for the golfers and spectators. He provides breakfast (rolls/fruit/beverages) for the players on both days, as well as lunches for the volunteers. He reached out to Aberdeen - Moccasin Creek Country Club, which hosted the event last year, and they estimated about one hundred hotel rooms (50 rooms per night) were sold during the entirety of the event.

Motion: Bryan Dixon motioned to award \$1,000.

Second: Dave Helleloid seconded the motion. All voted 'Aye' and the motion passed.

3. Approval of Minutes

Motion: Doug Greenway motioned to approve the previous minutes as presented.

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

4. Financial Report

City Administrator, Stephanie Ellwein, presented the financial report as of March 6, 2023. Collections in February (for January records) were 1.4% down from 2022, 16.1% above 2021, 12.1% down from 2020, 10.6% above 2019, and 4.3% above 2018.

- There was a brief discussion/clarification among the committee about how the financials are calculated on a monthly basis. The amounts are determined by when the hotel owners submit/make the payment, which, for 2022, all the numbers are correct and collected for YTD. Currently, there are only two hotels that are outstanding for the previous two months in 2023, but the collection amount for February is for the month of

January.

Motion: Tim Smith motioned to approve the financial report as presented.

Second: Jim Johnston seconded the motion. All voted 'Aye' and the motion passed.

5. Updates/Evaluation Forms/Financials

Aaron Hieb presented and reviewed the following Evaluation Forms with financials and SEA Surveys submitted from past SEA funded events with the SEA Committee.

A. Evaluation Form w/Financials

Raise Em Rank Bull Riding Finals (September 16th-17th, 2022)

- Total spectator attendance of 1,854. This count was derived from Friday and Saturday ticket sales. Not all VIP Sponsor tables were counted, nor were workers/production help. There were 85 bull riders. The estimation of 40? on amount of hotel/motel room nights sold. He reached out to the Corn Palace Inn and Days Inn. The awarded funds (\$4,500) from SEA, which were used for the production of the 2022 Raise Em Rank Bull Riding events. There was a net profit for the finals event in Mitchell of \$1,951, which will be used to grow the Raise Em Rank series and to bring it back to Mitchell for 2023.
- Shared event summary video: <https://vimeo.com/779838795>
- The committee had some discussion about the success of the event and reviewed the Profit/Loss Statement submitted. Also, there was discussion about different ways Dillon and Raise Em Rank could cover more of the expenses for the upcoming 2023 event on September 8th-9th at the Corn Palace.

Hoop City Basketball Classic (December 28th & 30th, 2022)

- Total spectator attendance of 2,006. This count was derived from the Rental & Service Rate Report provided by the Corn Palace. There was no estimation of the amount of hotel/motel room nights sold. The only feedback on the Evaluation Form was that Hoop City paid for 50 rooms per night between Sioux Falls and Mitchell, but the majority of the teams and fans reserved and paid for their own rooms. The hotels contacted were: AmericInn Lodge & Suites, Comfort Inn & Suites, and Hampton Inn. The awarded funds (\$5,000), which were used for team travel, staff, facilities, promotion, etc. There was a net loss for this event in Mitchell of \$4,163.50.
- The committee reviewed the Profit/Loss Statement and had some discussion about the travel expenses for the classic. Also, there was discussion about the impact of the event being in Mitchell for all three days, instead of one day in Sioux Falls, this coming December, and the importance of the addition of the youth basketball tournament to the schedule of events.

B. SEA Survey Responses

Organization: Raise Em Rank; **Main Contact:** Dillon Swanson; **Date Completed:** 3/3/23

Organization: Youth Athletic Foundation - Hoop City Classic; **Main Contact:** Ernie Kuyper; **Date Completed:** 3/6/23

6. Other Items

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

A. SEA Banners on Display

DWU Futsal Indoor Classic (February 25th-26th, 2023)

- SEA feather banners were set up in the Christen Center and DWU/Avera Sports Complex.

Buckin' Wild Ranch: Cabin Fever Auction (March 3rd-4th, 2023)

- SEA feather banners were set up at the Davison County Fairgrounds. Each banner was set up at the entrance/exit of both complexes that were used.

**B. Discussion about SEA guidelines/policy regarding distribution of approved grant funds.
SEA QR Code Hotel Survey:**

Hotel Survey

- Aaron will forward feedback "Why did you choose to stay at the selected hotel/motel?" from the hotel survey to the respective hotel/motel.
- When reviewing hotel surveys, we need to be aware and take into consideration the "dates of stay" to correctly account for the total rooms sold per night during the entirety of the event.
- During the DWU Futsal Indoor Classic there were fifteen QR Codes scanned and hotel surveys successfully submitted. Based on those surveys, the total hotel/motel rooms sold during the event was twenty. Aaron reiterated, the QR Code/Hotel Survey is not meant to be the final number, but considered as a resource the SEA funded event organizer can use when determining the total hotel/motel rooms sold for the Evaluation Form. Also, the hotel survey can provide beneficial information/feedback to the SEA Committee and hotels throughout Mitchell about why the participant decided to stay at the selected hotel.
- During the Buckin Wild Ranch: Cabin Fever Auction, there were zero QR Codes/Surveys scanned and submitted.

Event QR Code Flyer

- Ongoing trial and error, so far, coming to find out that a smaller QR Code (Gold or White) compared to the previous one presented has a better scan success rate.
- Aaron shared an updated QR Code Flyer for the two upcoming events this Saturday, March 18th, the Mitchell Show Choir Classic and Combat Veteran's Motorcycle Association Comedy Night.

7. Next Meeting Date: April 11th, 2023 @ 2 PM - City Hall, Council Chambers

Mayor Everson set the next meeting date for Tuesday, April 11th, 2023 @ 2 PM at the City Hall - Council Chambers.

8. Adjournment

There being no further business to discuss.

Meeting adjourned by: Mayor Everson at 2:46 PM.