

Sports & Events Authority Advisory Committee Minutes

612 N. Main, City Hall - Council Chambers

May 9, 2023

1. Call to Order

Meeting called to order by: Kevin McCardle at 2:00 PM.

SEA Committee members present: Kevin McCardle, Jill Larson, Kevin Nelson, Doug Greenway, Emily Liedtke, Dave Helleloid, Tim Smith, and Jim Johnston.

SEA Committee members absent: Mayor Everson, Cory Aadland, Jon Hart, Bryan Dixon, and LaRee Rumbolz.

Others present: Tiffany Batdorf, 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. SD United States Bowling Congress Jamboree

Date: June 8th-10th, 2023; **Contact:** Jeff Vander Wilt; **Grant Request:** \$5,000

- Jeff Vander Wilt, President of South Dakota USBC, presented the application to the committee. The SD USBC Jamboree will take place from Friday, June 9th through Saturday, June 10th. The host city and host site for the Jamboree is on a rotating schedule; Rapid City hosted in 2021 and Pierre hosted in 2022. Friday's events will take place at the Village Bowl, and include live interaction with Pro Bowler, Carolyn Dorin-Ballard and fundraisers throughout the evening. Saturday's events will be hosted at the Highland Conference Center with an awards banquet during the afternoon and Hall of Fame Honoree Banquet in the evening. Jeff estimates between 350-400 people will be in Mitchell over the two days. The requested grant funds would be used to offset the meal costs and hotel room costs for the attendees. This event is a great opportunity to promote the remodeled Village Bowl and its great facilities, along with the Highland Conference Center to all the attendees. Profits/proceeds from the event are used towards the SD USBC youth bowler scholarship fund.

Motion: Motion was made by Dave Helleloid to award \$3,000, and seconded by Doug Greenway. All members voted "Aye" and the motion passed.

B. Ron's Bike Shop: Beers & Gears Mountain Bike Race

Date: June 23rd-24th, 2023; **Contact:** Cody Denne; **Grant Request:** \$2,000

- Cody Denne from the Palace City Pedalers/Ron's Bike Shop presented the application to the committee. The 2nd annual Beers & Gears Mountain Bike Race will take place on Saturday, June 24th, starting at 9 AM and utilizing the Lake Mitchell North Trail Loop, which includes: Sandy Beach, Harmon Boat Landing, and Camp Arroyo. Friday evening, June 23rd, is packet pick-up at Blarneys, along with a social and gathering. The grant amount requested would be utilized to pay for the timing system that is required to host a successful event. Currently, they have 25 riders registered. Last year, there were 45 riders with about 100 participants total between riders, staff, volunteers, etc. They added

a new feature this year. For those that don't have a mountain bike, they have bike rentals available for those that would like to participate. Most mountain bikers prefer to stay at campgrounds, but they do have a block of room at the Comfort Inn, and will promote/encourage bikers to stay at the Lake Mitchell Campground, since the BID #2 Hotel Tax is collected there. The purpose of the event is to promote the hard work, dedication, and beauty of the Lake Mitchell Trail System.

- Discussion about timing system cost and if there is a difference between timing systems that other events have requested SEA grant funding for.
- Discussion about the interest and possibility of hosting a Fat Bike Race in the winter on the Lake Mitchell Trails.

Motion: Motion was made by Doug Greenway to award \$2,000, and seconded by Jim Johnston. All voted "Aye" and the motion passed.

3. Approval of Minutes

Motion: Motion was made by Jim Johnston to approve the previous minutes as presented, seconded by Emily Liedtke. All members voted "Aye" and the motion passed.

4. Financial Report

Stephanie Ellwein and Aaron Hieb reviewed the financial report as of May 4th, 2023. Collections in April (for March records) were: down 3.9% from 2022, up 16.4% from 2021, up 3.6% from 2020, up 9.1% from 2019, and up 0.5% from 2018. A Fund Balance of \$80,270.02, with eight committed funding checks that will be cut next Monday, May 15th, after the City Council meeting, leaving an Available Fund Balance of \$16,690.02.

Motion: Motion was made by Tim Smith to approve the financial report as presented, seconded by Doug Greenway. All members voted "Aye" and the motion passed.

5. Updates/Evaluation Forms/Financials

Aaron Hieb reviewed the following Evaluation Forms with financials and SEA Survey that were submitted from past SEA funded events with the SEA Committee.

A. Evaluation Form w/Financials

Girl's & Boy's Hanson Classic (January 14th & January 21st, 2023)

- Total spectator attendance for the entire event was 3,532 (Girls = 1,586 & Boys = 1,946). This count was derived from the Corn Palace Service and Rental Rate sheet. Information was not available regarding the number of hotel/motel rooms sold for the classics. The awarded funds (\$2,000) were used for hospitality and workers. All remaining money, if any, would go towards other expenses... Officials, score table, shot clock, announcers, and back door monitors. Corn Palace Rental and Service reports were submitted, which include revenue made from the ticket sales/admission: Girls = \$8,981.60 & Boys = \$13,693.50. Aaron shared the Thank You card sent by Jim Bridge to the SEA Committee.

DWU/Culver's Girl's & Boy's HS Basketball Classic (February 10th-11th, 2023)

- Total spectator attendance for the entire event was 4,500+. This count was derived from the tickets sold and door counters. Approximately 20 rooms were sold for the event (5-7 teams stayed at least one night with a minimum of three rooms per team). The hotels

contacted were the Comfort Inn & Suites, Days Inns, and Holiday Inn. The awarded funds (\$2,000) were used to offset expenses. Profit of \$8,666, this was a fundraiser for our men's and women's basketball programs. The profit will be put into our fundraising accounts to enhance the experience for our student-athletes.

DWU 13th Annual Indoor Futsal Classic (February 24th-26th, 2023)

- Total spectator attendance for the entire event was between 300-400. This count was derived from the door counts. The QR Code Hotel Survey indicated 20 hotel/motel rooms were sold, plus the coaches indicated up to 30 rooms, so approximately 50 rooms, give or take, were sold for the event. No hotels were contacted, only coaches. The awarded funds (1,500) were used to cover the refereeing expenses that we were able to drastically lower this year due to the help of our student-athletes. In comparison to 2022 (\$3,423.91), they saved \$1,637.46 in referee expenses for the 2023 (\$1,786.45) event. Profit of \$12,876.28 was split between the men's and women's soccer teams as a fundraiser.

Bartholow Brothers Trapshooting Clinic (March 31st, April 1st-2nd, 2023)

- Total spectator attendance for the entire event was approximately 400 +. This count was derived from visual observation and the seating capacity of the meeting room. 50-60 hotel/motel rooms were sold during the event. "I really don't have an accurate number. I contacted several motels and their answer was " I don't know what they came for." A significant number of shooters came from long distances (Illinois, Minnesota, Rapid City, etc.) and they stayed for two days." Coachlight Motel was contacted to determine the number. The awarded funds (\$1,735) were used for a variety of expenses (facility rental, food and beverage, and marketing). Net loss of **\$189.98** for the event. This event was soon after much of South Dakota was impacted by winter weather/storm, so that did prevent some participants from coming.

B. SEA Survey

Organization: Dakota Wesleyan University Soccer; **Main Contact:** Nicolas Reinhard; **Date Completed:** 5/1/2023

- Aaron Hieb highlighted their response to question 6: Are there events that your organization would like to host, but are currently unable to host? They responded "Yes" Outdoor Soccer Tournament at the Pepsi-Cola Soccer Complex, during the summer. Aaron has a meeting set-up with Coach Reinhard and Coach Hakari next Thursday morning to discuss their thoughts and ideas about making this event happen in 2024.

6. Other Items

Aaron reviewed the following items with the SEA Committee:

A. SEA Banners on Display

Lucky Devils Adult Hockey Tournament (April 14th-16th, 2023)

- A SEA square banner and feather banner were set up at the Mitchell Activities Center. A banner was set up at the entrance of the bleachers in each ice rink.

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

- Created a new SEA QR Code from a different online QR Code Generator, Beaconstac.
- Received feedback from Matt Culhane and Show Choir Classic that the current QR Code did not consistently scan successfully with iPhones.

SEA Proposed Funding Matrix

- Please review the email that will be sent out, most likely, next week. This email will contain the SEA Funding Matrix, along with the idea and vision behind its intention and purpose.
- This will give the committee the opportunity to review the email and matrix/spreadsheet(s) on their own. This item will be added to the June SEA meeting agenda, as long as there are not numerous funding applications scheduled for the June meeting. The discussion in the upcoming meeting(s) will determine if the funding matrix is an idea the committee would like to pursue and implement as a tool to help determine funding amounts.

Also, there was discussion about the opportunity for financial assistance from the Mitchell Chamber/CVB for events that submit an SEA Grant Application, but the approved funding amount is limited or funding is not approved.

Also, there was discussion about limiting or spacing out the total number of SEA Grant Applications on each month's meeting agenda. This has been a repeated occurrence in only the month of April. The last two April (2022 & 2023) SEA Committee meeting agendas, there were over five submitted grant applications to be reviewed during the respective meetings.

7. Next Meeting Date

Kevin McCardle set the next meeting date for Tuesday, June 13th, 2023, @ 2 PM, in the City Hall - Council Chambers.

8. Adjournment

There being no further business to discuss.

Meeting adjourned by: Kevin McCardle at 2:56 PM.