

Sports & Events Authority Advisory Committee Minutes

612 N. Main, City Hall - Council Chambers

August 8, 2023

1. Call to Order

Meeting called to order by: Kevin McCardle at 2:02 PM.

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

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

Others present: Johanna Allen, 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. Raise Em Rank Bull Riding Series Finals

- Dillon Swanson, Raise Em Rank, presented the submitted SEA grant application for the Raise Em Rank Bull Riding Series Finals to be hosted at the Corn Palace on September 8th-9th, 2023. There are 5-6 events throughout the year that qualify for points towards the series finals. They take the top 20 bullriders for the open division and about 30 youth bullriders from ages 6 to 16 that compete from about 6 or 7 different states. Typically, a new event like this takes about 3 years for it to develop to where the members of the community know what the event is about and what to expect. Dillon will work on establishing an awards banquet to be held on Sunday morning, which, in turn, would keep people in Mitchell an extra night longer. Event estimation for hotel/motel rooms sold is a very conservative number of approximately 200 hotel/motel rooms sold for the entirety of the event. A typical show lasts around 2 1/2 hours.

Motion: Motion was made by Doug Greenway to award \$5,000 and seconded by Kevin Nelson. 7 members voted 'Aye', 1 member voted 'Nay', and the motion passed.

B. South Dakota State Disc Golf Championship

- Ronnie Hoeltzner with Mitchell Disc Golf presented the submitted SEA Grant Application for the South Dakota State Disc Golf Championship to be held in Mitchell at Dry Run Creek on September 22nd-24th, 2023. Currently there are 124 participants signed up with a cap of 150. The majority of players are from outside of Mitchell, (currently 20 registered from Mitchell), including seven different states and Canada. Saturday night they will utilize The Back 40 and provide two comedians for entertainment for the participants. Last year, the state tournament was held in Spearfish. The annual rotation includes Yankton, Spearfish, Aberdeen, and Sioux Falls. Any profit from the event goes towards improvements made to Dry Run Creek Park.

Motion: Motion was made by Tim Smith to award \$1,550 and seconded by LaRee Rumbolz. All

members voted 'Aye' and the motion passed.

C. Palace City Kiwanis Half Marathon & Relay

- Paula, Julie, and Crystal, Kiwanis Club of Mitchell, presented the submitted SEA Grant Application for the Palace City Kiwanis Half Marathon & Relay, 5K & 10K, which will be held on October 1st, 2023, in Mitchell. This will be the 6th annual race. The money that has been raised goes towards the inclusive playground that has been built at the Kiwanis Woodlot Park. Currently there are 113 runners registered. They expect to hit 200 runners. The run starts at 7:30 AM on Sunday, October 1st. Runners come from the following: 23 runners come from more than 80 miles away, 9 from out of state (Minnesota, Iowa, and Nebraska) as well as New Mexico, New York, and two from California. The SEA logo is put on the awards and will provide space for a banner to be put on the Corn Palace balcony. Many compliments about the route that is used for the event, which has led to repeat runners. Profit that is raised from the event does not necessarily go back into the event, but back into the community. The next project will be to add some more small libraries throughout town in the local parks.

Motion: Motion was made by Dave Helleloid to award \$2,000 and seconded by Doug Greenway. All members 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 Tim Smith. All members voted 'Aye' and the motion passed.

4. Financial Report

Aaron Hieb reviewed the financial report as of August 3rd, 2023. Total Fund Balance of \$66,079.02. There are four committed items/events where the checks have not been written. Current Available Fund Balance of \$22,079.02. Collections in July (for June records) were \$23,706.00 and there are four hotels that are past due and have not submitted their collections. Also, there is still one hotel past due for both May and June collections. YTD comparison for collections were: down 5.3% from 2022, up 1.3% from 2021, up 36.4% from 2020, up 2.6% from 2019, and down 0.4% from 2018.

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

5. Updates/Evaluation Forms/Financials

Aaron Hieb reviewed the following Evaluation Form with financials that was submitted from past SEA funded events to the SEA Committee.

A. Evaluation Form w/Financials

Beers & Gears Mountain Bike Race (June 24th, 2023)

- The total spectator attendance for the event was 65. This count was derived from the number of volunteers and family members watching the event. There were 61 riders, which is an increase from the 42 riders in 2022. The number of hotel/motel rooms sold for the tournament was 1. The hotel/motel contacted was: Hampton Inn. There were quite a few people who used Lake Mitchell Campground and Betts Campground - they liked the locations for their bikes. QR Code feedback was that they offered it to riders, but unsure if any scanned and participated in the hotel survey. The awarded funds (\$2,000) were used to pay for the timing system. Profit of \$1,697.07 will be used to

donate STRIDER BIKES to local preschools - we have so far donated 12 to First Lutheran and will be making a donation back to Palace City Preschool as well.

6. Other Items

Aaron reviewed the following items with the SEA Committee:

A. SEA Banners on Display

South Dakota State A Youth Baseball Tournament (July 14th-16th, 2023)

- Two SEA square banners were set up, one on each fence at the entrances into the two complexes (D-G & H-K).

South Dakota Women's State Softball Tournament (July 29th-30th, 2023)

- Two SEA square banners were set up, one on each fence at the entrances into the two complexes (D-G & H-K).

South Dakota State Amateur Baseball Tournament (August 2nd-13th, 2023)

- A SEA square banner was put on the fence by the entrance to Drake Field. Also, Mitchell Baseball Association put up two Sports Authority banners at Cadwell Stadium, one on each side of the grandstands towards the top of the fence.

B. Discussion about Special Olympics lanyards for the upcoming State Fall Classic and State Basketball Tournament.

Darryl Nordquist, Special Olympics - South Dakota, attended the SEA Committee meeting to assist with discussion regarding the request of 1,000 lanyards for the Special Olympics to be used at the State Fall Classic in September 2023 and State Basketball in March 2024.

C. Discussion with Special Olympics regarding hotel rooms.

Darryl Nordquist, Special Olympics - South Dakota, attended the SEA Committee meeting to share feedback he has received from delegations regarding the hotel room rates for Special Olympics events that are held in Mitchell.

7. Next Meeting Date

Kevin McCardle set the next meeting date for Tuesday, September 12th, 2023, @ 2 PM, in the City Hall - Council Chambers.

8. Adjournment

There being no further business to discuss.

Meeting adjourned by: Kevin McCardle at 3:16 PM.