

Sports & Events Authority Advisory Committee Minutes

612 N. Main, City Hall - Council Chambers

September 12, 2023

1. Call to Order

Meeting called to order by: Mayor Everson @ 2:00 PM.

SEA Committee members present: Mayor Everson, Kevin McCardle, Kevin Nelson, Jon Hart, Doug Greenway, LaRee Rumbolz, Emily Liedtke, Dave Helleloid, and Tim Smith.

SEA Committee members absent: Jill Larson, Cory Aadland, Bryan Dixon, and Jim Johnston.

Others present: Stephanie Ellwein, Alex Heidinger, 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. USA State COED Softball Tournament

Date: September 8th-10th, 2023; **Contact:** Kathy Axsom; **Grant Request:** \$7,500

- The grant application was submitted on August 8th, 2023.
- The grant application and additional documents were shared via email with the SEA Advisory Committee.
- An email vote was conducted on August 10th, 2023, since the tournament was completed by the September Sports & Events Authority Advisory Committee meeting.
- A grant amount of **\$2,500** was approved.

Motion: Motion was made by Kevin Nelson to award \$2,500 and seconded by Doug Greenway. All members voted 'Aye' and the motion passed.

B. Palace City 8ball Open

Date: October 27th-28th, 2023; **Contact:** Jason Long; **Grant Request:** \$3,000

- Jason Long presented the submitted SEA Grant Application for the Mitchell Pool Players and the Palace City 8ball Open. The event will be held on October 27th-28th, downtown, at Dr. Lucky's and Big Dummies. Currently, there are 19 registrations with an initial cap of 32. They are looking to increase the cap to 48. Out of the current registrants, 60%-70% are from out of town with participants from Sioux City, Sioux Falls, Western IA, Aberdeen, Yankton, Pierre, and Black Hills. No elimination on the first day of the tournament. They have over 20 sponsors. All sponsorship money goes into the prize fund and that is what the SEA Grant request amount would be used towards increasing the prize fund. They have no expenses, D&E Vending is providing the pool tables at no cost, and Dr. Lucky's and Big Dummies are hosting the event at no cost. Currently, they have \$3,000 in prize fund money.

Motion: Motion was made by Kevin Nelson to award \$500 and seconded by Jon Hart. 8 members voted 'Aye', 1 member voted 'Nay', and the motion passed.

C. Hoop City Classic 2023

Date: December 28th-30th, 2023; **Contact:** Ernie Kuyper; **Grant Request:** \$15,000

- Ernie Kuyper presented the submitted SEA Grant Application via phone conference. The entire Hoop City Classic will be held in Mitchell on December 28th-30th, 2023, from high school games to youth tournaments. There will be a total of 27 high school games, 9 per day. The Corn Palace/Armory and DWU facilities will be utilized for the basketball games. The requested SEA Grant funds would be utilized for facility rental, official fees, travel, and marketing/advertising. The youth tournament will include teams from Rapid City, Sioux Falls, and Minnesota, with anywhere from 25 to 75 youth teams staying overnight. It all depends on how the transition goes this year.

The Sports & Events Authority Advisory Committee agreed to table the Hoop City Classic 2023 SEA Grant Application until the October 10th meeting to determine if proper SEA Revenue has been generated that matches or exceeds the total amount of funding requests.

D. Dakota Oyate Challenge

Date: January 25th-27th, 2024; **Contact:** James Ferrell; **Grant Request:** \$15,000

- James Ferrell, Jesse Bien, George Erdahl, and Tom Cameron, DOC Board members, were in attendance, with Jesse Bien presenting the submitted SEA Grant Application for the Dakota Oyate Challenge. Jesse shared a breakdown of hotel numbers for all 8 schools, their meal budget, and the officials hotel rooms with the committee. The Dakota Oyate Challenge is a three-day basketball tournament on January 25th-27th, 2024, which includes cultural games (hand games and archery), a college fair, and vendor booths. The DOC is hoping for an increase in attendance with the venue change from Huron to Mitchell, and Mitchell having an increase in numbers and quality of hotel rooms. This will be the 39th year for the boys and 35th for the girls. Local vendors will be used for printing programs and flyers, and Sun Gold Sports for apparel and awards. The biggest expense will be the officials hotel room costs. The DOC Board voted unanimously to approve moving this event to Mitchell and the Corn Palace.

The Sports & Events Authority Advisory Committee agreed to table the Dakota Oyate Challenge SEA Grant Application until the October 10th meeting to determine if proper SEA Revenue has been generated that matches or exceeds the total amount of funding requests.

3. Approval of Minutes

Motion: Motion was made by Kevin Nelson to approve the previous minutes as presented, seconded by Doug Greenway. All members voted 'Aye' and the motion passed.

4. Financial Report

Aaron Hieb reviewed the financial report as of September 1st, 2023. Total Fund Balance of \$64,740.02. There are four committed items/events where the checks have not been written. Current Available Fund Balance of \$20,740.02. Collections in August (for July records) were \$26,833.50 and all hotels/motels have submitted their collections. None past due. YTD comparison for collections were: down 4.3% from 2022, down 0.5% from 2021, up 34.1% from 2020, down 0.1% from 2019, and down 0.1% from 2018.

Motion: Motion was made by Jon Hart to approve the financial report as presented, seconded by Kevin McCardle. 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 Forms w/Financials

South Dakota United States Bowling Congress Jamboree (June 9th-10th, 2023)

- The total spectator attendance for the event was 258. This count was derived from the number of registrations. The number of hotel/motel room nights sold for the jamboree was 70. The hotels/motels contacted were: Comfort Inn & Suites and Hampton Inn. Next year's jamboree will be held in Rapid City. The awarded funds (\$3,000) were used to help offset the cost of food and lodging for the attendees, which reduced registration fees. Net loss for the jamboree of \$670.48.

South Dakota Golf Association Two-Man Championship (June 9th-11th, 2023)

- The total spectator attendance for the championship was 100. This count was derived from the number of spectators following each group and their caddies. There were 208 golfers. The number of hotel/motel room nights sold for the championship was 55. The hotels/motels contacted were: Comfort Inn & Suites, Days Inn, Hampton Inn, and Kelly Inn & Suites. The awarded funds (\$1,000) were used to supply complimentary food for the golfers and provide lunches for the volunteers.

MAC Triathlon (June 10th, 2023)

- The total spectator attendance for the event was 135. There were 95 total participants, which is an increase from the 53 participants in 2022. The number of hotel/motel room nights sold for the event was 4-5. The hotels/motels contacted were: Comfort Inn & Suites, Quality Inn, and Super 8 Motel. The awarded funds (\$2,200) were used to pay for the timing system. Profit of \$2,854.77, which some funds were donated to Dakota Ripride. A total of \$1,400 was donated.

Department of South Dakota VFW 93rd Annual State Convention (June 15th-18th, 2023)

- The total attendee count was 239, which is an increase from the 172 attendees in 2022. The number of hotel/motel room nights sold for the convention was 219. The hotel/motel contacted was: Kelly Inn & Suites. The awarded funds (\$3,130) were used to pay for the 4-H convention building. Profit of \$5,167.12 will be used to help veterans, military members, and their families.

B. SEA Survey(s)

Organization: Mitchell Area Community Triathlon; **Main Contact:** Emily Hohn; **Date Completed:** 8/29/2023

- Aaron Hieb reviewed the survey with the committee and has reached out to Cody Denne providing the City of Mitchell support for their events and involvement in their planning process for the Fat Tire Bike Race. There is a common theme for bike and running events, and most overnight stays are at campgrounds, but these are great events to host and brings a variety of participants to Mitchell.

6. Other Items

Aaron Hieb reviewed the following items with the SEA Committee:

A. SEA Banners on Display

South Dakota State & High Plains Territorial Cowboy Fast Draw Championships (August 8th-13th, 2023)

- Set up one SEA banner at the Mitchell Gun Club.

Raise Em Rank Bull Riding Series Finals (September 8th-9th, 2023)

- Set up two SEA feather banners on the Corn Palace arena stage, one on each end.
- Brief discussion about the event from the past weekend and Doug Greenway provided ticketing/attendance numbers to the committee.

USA State COED Softball Tournament (September 9th-10th, 2023)

- A SEA square banner was hung on the fence by the entrance going into Cadwell Sports Complex Fields D-G.

B. "Thank You" Card

Mitchell Area Community Triathlon Committee - MAC Triathlon (June 9th-10th, 2023)

7. Next Meeting Date

Mayor Everson set the next meeting date for Tuesday, October 10th, 2023, @ 2 PM, in the City Hall - Council Chambers.

8. Adjournment

There being no further business to discuss.

Meeting adjourned by: Mayor Everson @ 3:16 PM.