



Sports & Events Authority Advisory Committee
612 N. Main, City Hall - Council Chambers
December 12, 2023

1. Call to Order

Meeting called to order by: Kevin McCardle @ 2:01 PM.

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

SEA Advisory Committee members absent: Mayor Bob Everson, Kevin Nelson, Bryan Dixon, and LaRee Rumbolz.

Others present: Johanna Allen

2. Funding Applications

SEA Grant Application presentation by applicant. The SEA Advisory Committee reviewed an application for grant funding. The following application(s) was presented and considered:

A. SoDak 16 Volleyball

Date: November 7th, 2023; **Contact:** Cory Aadland; **Grant Request:** \$650

- Cory Aadland shared information about the submitted grant application. Mitchell and the Corn Palace hosted two games of the SoDak 16 Volleyball on November 7th. Also, Doug Greenway shared that the attendance numbers were good, just over 700 in ticket sales and a good night for concessions. The grant request is for \$650 to cover the Corn Palace rent.

Motion: Motion was made by Jim Johnston to approve \$650 and seconded by Tim Smith. Cory Aadland abstained from voting. The remaining seven members voted 'Aye' and the motion passed.

3. Approval of Minutes

Motion: Motion was made by Tim Smith to approve the previous meeting minutes as presented, seconded by Cory Aadland. All members voted 'Aye' and the motion passed.

4. Financial Report

Doug Greenway reviewed the Financial Report as of December 6th, 2023. Total Fund Balance of \$71,662.02. There are four committed items/events where the checks have not been

written. Current Available Fund Balance of \$27,662.02. Collections in November (for October records) were \$20,103.00 with one hotel that has not submitted collections. YTD comparison for collections were: down 5.9% from 2022, down 2.9% for 2021, up 21.9% for 2020, down 3.6% from 2019, and down 3.4% for 2018.

Motion: Motion was made by Emily Liedtke to approve the financial report as presented and seconded by Jim Johnston. All members voted 'Aye' and the motion passed.

5. Evaluation Forms/Financials/Surveys

Doug Greenway reviewed the following Evaluation Forms with Financials and SEA Surveys that were submitted from past SEA funded events to the SEA Committee:

A. Evaluation Forms w/Financials

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

- The total spectator count was 100+. There were 80 participants/shooters. The number of total hotel/motel room nights sold was 148, but they also had campers at the site, Bed & Breakfast lodgings, etc. The hotels/motels contacted were: AmericInn, CoachLight Motel, Comfort Inn & Suites, Holiday Inn Express, Kelly Inn and Quality Inn. This event will be changing the dates for next year's shoot to September 11th-15th, 2024, to "piggyback" with Nebraska's state shoot. The awarded funds (\$3,000) were used for the Sports & Events Authority special shoot, where all funds were paid directly back to the shooters. Net profit for the event was \$1,426.22, which will be used to cover various expenses for their local club, including charities.

OutKasts Car Show powered by The 301 Rodz (September 22nd-24th, 2023)

- The total spectator count was 500. There were 50 participants. The number of total hotel/motel room nights sold was 12. The hotels/motels contacted were: CoachLight Motel, Corn Palace Inn, Days Inn, Rodeway Inn, Siesta Motel, and Thunderbird Lodge. The awarded funds (\$1,500) were used to purchase awards, fliers, and magnets. Net profit for the event was \$896.40, which will be used towards next year's show.

Special Olympics South Dakota Fall Classic (September 22nd-24th, 2023)

- The total spectator count was 1,600. There were 800 participants/athletes. The number of total hotel/motel room nights sold was 360. The hotels/motels contacted were: Comfort Inn & Suites, Hampton Inn, and Kelly Inn. This event will take place in Rapid City next year and Mitchell will be host to State Basketball in 2024 & 2025, with the Fall Classic returning in 2026. The awarded funds (\$10,000) were used towards expenses related to the event. Net profit for the event was \$3,788.22, which will be used to pay for staffing and to cover some of the delegations expenses.

South Dakota Planners Association Annual Conference (October 24th-26th, 2023)

- The total spectator/participant count was 85. The number of total hotel/motel room nights sold was 124. The hotels/motels contacted were: Comfort Inn & Suites and

Hampton Inn. This event has an annual rotation schedule and will be taking place in Box Elder in September 2024. The awarded funds (\$1,500) were used to pay for the event space rental. Net profit for the event was \$1,405.49, which will be used to further invest in our membership, which includes outreach and resources to further educate our City and County Planners in South Dakota.

Palace City 8ball Open (October 27th-29th, 2023)

- The total spectator count was estimated to be between 50-75. There were 62 players. The number of total hotel/motel room nights sold was between 30-35. The hotels/motels contacted were: Days Inn, Motel 6, Quality Inn, and Super 8 Motel. This event is tentatively planned to be hosted the first weekend in October 2024. The awarded funds (\$500) were added to the prize fund that was awarded to players. No profit was made.

B. SEA Survey(s)

Organization: Mitchell Disc Golf; **Main Contact:** Cary A. Muilenburg; **Date Completed:** 12/5/2023

6. Other Items

Doug Greenway reviewed the following items with the SEA Committee:

A. SEA Banners on Display

Dakota Riptide Invite (December 1st-3rd, 2023)

- Mitchell Sports & Events Authority sign is displayed on the wall at the Indoor Aquatic Center.

B. Upcoming Events

- [MHS Boys Basketball vs. Watertown](#) (Tuesday, December 12th, 2023)
- [Holiday Jam with the Hegg Brothers](#) (Tuesday, December 12th, 2023)
- [DWU Women's Basketball vs. Dakota State](#) (Wednesday, December 13th, 2023)
- [MHS Girls & Boys Basketball](#) (Fri & Sat, December 15th-16th, 2023)
- [Coney Island Christmas](#) (Fri, Sat, & Sun, December 15th-17th, 2023)
- [LifeServe Blood Drive](#) (Monday, December 18th, 2023)
- [Shaun Johnson Big Band Experience Holly Jolly Holiday Show](#) (Tuesday, December 19th, 2023)
- [Hoop City Basketball Classic](#) (Thurs, Fri, & Sat, December 28th-30th, 2023)*
- [Hoop City Classic Youth Holiday Tournament](#) (Fri & Sat, December 29th-30th, 2023)*
- [MHS Boys Basketball vs. Harrisburg](#) (Tuesday, January 2nd, 2024)
- [DWU Men's Basketball vs. Viterbo](#) (Wednesday, January 3rd, 2024)

- [MHS Girls & Boys Basketball vs. Yankton](#) (Friday, January 5th, 2024)
- [National Wild Turkey Federation SD State Chapter Convention Banquet](#) (Fri & Sat, January 5th-6th, 2024)

Full list of upcoming events - [Mitchell Chamber Events Calendar](#)

***BOLD - Awarded Sports & Events Authority Grant funding.**

7. Next Meeting Date

Kevin McCardle set the next meeting date for Tuesday, January 9th, 2024, @ 2 PM - City Hall, Council Chambers.

8. Adjournment

There being no further business to discuss.

Meeting adjourned by: Kevin McCardle @ 2:36 PM.