



Sports & Events Authority Advisory Committee
612 N. Main, City Hall - Council Chambers
February 13, 2024

1. Call to Order

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

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

SEA Advisory Committee members absent: Mayor Everson, Jason Christensen, LaRee Rumbolz, and Emily Liedtke.

Others present: Stephanie Ellwein, Johanna Allen, and Aaron Hieb.

2. Presentation of Funding Applications

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

A. Cabin Fever Auction

Date: February 23rd-24th, 2024; **Contact:** Ashley Coulter; **Grant Request:** \$2,000

- Nick Coulter presented the grant application for the Buckin' Wild Ranch Cabin Fever Auction, which will be held on February 23 & 24, 2024, at the Davison County Fairgrounds. This event draws between 400–500 people to Mitchell for two or three days. The grant request would go towards workers' wages, newspaper advertisements, posters, and facility costs. They hire around 25 employees to help with the event, including auctioneers, whom they pay \$250 per day and provide hotel rooms for them.

B. South Dakota Middle School All-State Band

Date: March 1st-2nd, 2024; **Contact:** Holly Gage; **Grant Request:** \$300

- Holly Gage, co-chair of SDMEA Middle School All State Band, presented the grant application via conference phone for the South Dakota Middle School All-State Band. This event includes 200 middle school students from all over the state. She anticipates overnight stays for one or two nights. The students usually come with their parents/families, so they make their own hotel/motel reservations. The grant request would be spent locally, throughout Mitchell, to provide a Hospitality Room and snacks for the band directors and students throughout the event. This event rotates to Mitchell

every other year with the exception of Middle School All State Band being in Mitchell the next two years because of the great location. Middle School All State Jazz Band is in Mitchell on a yearly basis.

C. Show Choir Classic

Date: March 16th, 2024; **Contact:** Angella Buenzow; **Grant Request:** \$5,000

- Jayson Plamp presented the grant application for the Show Choir Classic. The Mitchell Show Choir has about 75 participants. Show expenses are usually around \$120,000 each year. One of the largest fundraisers is the Show Choir Classic. Currently, there are 20 teams, which generates around 1,500 spectators as well. Teams competing come from Omaha, Missouri, and Chicago. Currently, they have teams from Omaha, Vermillion, Groton, Aberdeen, Sioux City, Hot Springs, Chicago, and Missouri. Their budget for this particular event is \$30,000. Their biggest line item expense is the judges, which brings them to Mitchell and provides hotels as well. Last year attendance was down because of winter weather and road closures.

D. Combat Veterans Motorcycle Association Comedy Night

Date: March 16th, 2024; **Contact:** Kim Hamer; **Grant Request:** \$2,000

- Kim Hamer, public relations officer of CVMA for Eastern South Dakota, presented the grant application via conference phone for the Combat Veterans Motorcycle Association Comedy Night. The 3rd Annual CVMA Comedy Night will take place on March 16th at the Highland Conference Center. Last year's event attendance was greatly impacted by the winter weather. Attendees have come from Rapid City and Luverne, MN. This year's event will team up with Helping with Horsepower, which includes a group of veterans building a motorcycle together. CVMA is hosting their monthly meeting in Mitchell as well.

E. Knights of Columbus Special Olympics Banquet

Date: March 23rd, 2024; **Contact:** Gene Kessler; **Grant Request:** \$1,700

- Vince Boddicker presented the grant application for the Knights of Columbus Special Olympics Banquet. The event will take place on March 23rd in St. John Paul II Auditorium. This is the fourth time that the Knights of Columbus has hosted this banquet since 2017. Currently, there are 785 athletes signed up for the banquet. They will serve spaghetti and meatballs, garlic bread, water, and dilly bars from Dairy Queen. The attendees will be served in about an hour and a half (5:30 PM to 7:00 PM). Starting at 6 PM until 9 PM, there will be a DJ in the multipurpose room for a dance. Their budget is a little over \$4,500 which is all designated for food, and the school donates the use of the facility and there is no profit being made from this banquet. They utilize around 40 volunteers to host the banquet.

F. Lucky Devils Adult Hockey Tournament

Date: April 12th-14th, 2024; **Contact:** Stacy Murtha; **Grant Request:** \$4,000

- Stacy Murtha presented the grant application for the Lucky Devils Adult Hockey Tournament. This will be the 13th year. Last year the event hosted 21 teams. Currently, there are 19, possibly 20 teams. Teams come from 5 states (WI, MN, ND, SD, IA, NE). This event brings over 300–400 players and families to Mitchell. Each team gets one game a day. The biggest expenses are referees and ice time. The profit made goes back into youth hockey for the Mitchell community. Sioux Falls has already started an event like this and Watertown, with the new facility, is looking to start an event like this in March. The grant request would help keep their expenses in check, so they can continue to host this event in Mitchell. Lucky Devils Adult Hockey Non-Profit was created as well.

G. Shootout at the Lake

Date: June 21st-22nd, 2024; **Contact:** Wade Musick; **Grant Request:** \$20,000

- Tabled and added to the March 12th agenda.

H. USA Sled Hockey Camp

Date: January 17th-20th, 2024; **Contact:** Dave Tronnes; **Grant Request:** any additional support up to \$1,250

- Dave Tronnes reached out to Aaron Hieb and the SEA Advisory Committee with a request for any additional support to go along with the previously awarded \$3,500. This additional funding would go to the USA Paralympic Sled Hockey Team to help cover some of the unplanned travel expenses due to the weather.

3. Approval of Minutes

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

4. Financial Report

Aaron Hieb and Stephanie Ellwein reviewed the Financial Report as of February 5th, 2024. This was the final financial report for the BID #2 - \$1.50 Total Collections. Going forward, the financial report will show BID #4 - \$2.00 Total Collections based on the \$100,000 that has been budgeted by the BID #4 Board for Sports & Events Authority revenue/funding.

The total revenue for 2023 was \$106,518.50. This number is misleading because the last two

months (November and December) of collections for the year included the entire \$1.50 of the hotel occupancy tax, not just the \$.50. Total Fund Balance of \$78,250. There are now only three committed items/events, all Special Olympics, where the checks have not been written. These will carry over into the BID #4 Financials and be designated to come out of each respective years SEA Revenue budget. Current Available Fund Balance of \$78,250. Collections in January (for December records) were \$14,488.50 with ALL hotels/motels reporting. This was the second-highest collection for the month of December in the past eight years. YTD comparison for collections were: up 15.4% from 2023, up 6.4% for 2022, up 29.4% for 2021, down 11.4% from 2020, up 15.4% for 2019, and up 9.7% for 2018.

The BID #4 Board met towards the end of January. They discussed and approved an SEA Revenue budget of \$100,000 for 2024. Looking ahead to the March SEA Financials, collections will be submitted and collected in February for January records. This will be the \$2.00 collection and 12 out of the 15 hotels/motels will submit collections. The Budget Inn, CoachLight Motel, and Siesta Motel have less than 28 rooms, so they were excluded from the BID #4 composition. If any of those 3 motels would like to continue to submit the collections, it would be considered a donation, similar to the Lake Mitchell Campground.

Motion: Motion was made by Tim Smith to approve the financial report as presented and seconded by Bryan Dixon. All members voted 'Aye' and the motion passed.

5. Evaluation Forms/Financials/Surveys

Aaron Hieb reviewed the following Evaluation Forms with Financials to the SEA Committee.

Due to time constraints, Aaron suggested the committee review the SEA Survey that was submitted by D&E Music and Vending on behalf of Carol Steilen (Pink Ladies Darts) at their convenience.

A. Evaluation Form w/Financials

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

- The event was above expectations. There were 32 Class B teams and 5 Class A teams. The number of total hotel/motel room nights sold was 300 +. The hotels/motels contacted were: Comfort Inn & Suites, Hampton Inn, and Holiday Inn Express Hotel & Suites. Mitchell will be the host this year, 2024. It will be in Brandon in 2025 and back in Mitchell in 2026. The awarded funds (\$5,000) were used for hospitality purposes for the commissioners, umpires, and tournament personnel. Profit from the tournament is used to fund the Mitchell Baseball Association baseball operations and improvements for Cadwell Park.

Dakota Showdown Horse Trainer Challenge (August 11th-12th, 2023)

- The event itself went above expectations. There were quite a few challenges with the vendors that made them feel unwelcome and unwanted. They booked the Horsemen's Sports Arena and a month before were told they could no longer use their arena. The new location they provided by Trail King did not go as planned, and it was a difficult experience. The total spectator count was 200-250. There were 20 participants. The number of total hotel/motel room nights sold was 20-24. The hotels/motels contacted

were: CoachLight Motel, Kelly Inn & Suites, and Thunderbird Lodge. The awarded funds (\$1,000) were used to cover the lease of the location. Total profit of \$334.73, which went back to the support of the Gentle Spirit Horses Rescue.

USA Paralympic Sled Hockey Team Camp (January 15th-21st, 2024)

- <https://www.mitchellrepublic.com/opinion/letters/letter-the-economy-is-not-1>
- The event exceeded expectations. The volunteers and Hotel/arena staff were all great. Total spectator count was 85. There were 26 participants on the hockey team. The number of total hotel/motel room nights sold was 90. The hotel that the team utilized was the Comfort Inn & Suites. The awarded funds (\$3,500) were used to offset costs for the arena rental and meals.

B. SEA Survey(s)

- **Organization:** D&E Music and Vending; **Main Contact:** Carol Steilen; **Date Completed:** 1/19/2024

6. Other Items

Due to time constraints, Aaron Hieb suggested the committee review the SEA Banners on Display at their convenience.

Aaron shared briefly that Diane Royalty, on behalf of the Powderhorn Ranch Regulators, sent a 'Thank You' sponsor letter to the SEA Committee.

Again, due to time constraints, Aaron suggested that the committee review the list of upcoming events at their convenience. They can always find a full list of events on the Mitchell Chamber Events Calendar and that any **BOLD** events on this list have been awarded SEA funding (DWU Annual Indoor Futsal Winter Classic).

A. SEA Banners on Display

Palace Ice Festival (January 12th-14th, 2024)

- Hung SEA square banner at the entrance of the bleachers in the Toshiba (North) Rink at the Mitchell Activities Center. Also, posted 5 QR Code flyers throughout the Mitchell Activities Center lobby.

Hanson Girls Classic (January 13th, 2024)

- Canceled.

USA Sled Hockey Team Camp (January 17th-20th, 2024)

- Hung SEA square banner at the entrance of the bleachers in the Toshiba (North) Rink at the Mitchell Activities Center. Also, posted 5 QR Code fliers throughout the Mitchell Activities Center lobby.

Hanson Boys Classic (January 20th, 2024)

- A SEA square banner is permanently hung in the Corn Palace Hospitality Room. Also, the SEA logo is displayed on the QR Code flyers that were posted throughout the Corn Palace lobby/arena, as well as, a 30-second spot with the logo in Live Ticket commercials.

Dakota Oyate Challenge (January 25th-27th, 2024)

- A SEA square banner is permanently hung in the Corn Palace Hospitality Room. Also, the SEA logo is displayed on the QR Code flyers that were posted throughout the Corn Palace lobby/arena, as well as, on the digital boards in the Corn Palace arena during halftime and between games.

DWU/Culver's Girls & Boys High School Basketball Classic (February 9th-10th, 2024)

- A SEA square banner is permanently hung in the Corn Palace Hospitality Room. Also, the SEA logo is displayed on the QR Code flyers that were posted throughout the Corn Palace lobby/arena, as well as, on the digital boards in the Corn Palace arena during halftime and between games.

B. "Thank You" Letter

- Powderhorn Ranch Regulators: SD State & High Plains Territorial Cowboy Fast Draw

C. Upcoming Events

- [PeeWee 'B' State Hockey Tournament](#) (Friday, February 16th - Sunday, February 18th)
- [Indoor 3D Archery Shoot](#) (Friday, February 16th - Sunday, February 18th)
- MHS Girls & Boys Basketball (Tuesday, February 20th)
 - Last home game vs. Brandon Valley
- DWU Women's & Men's Basketball (Wednesday, February 21st)
 - Last home game vs. Dordt
- [Knights of Columbus Fish Fry](#) (Friday, February 23rd)
- [Schoeny 3 Man Pool Championship](#) (Friday, February 23rd - Sunday, February 25th)
- [DWU Annual Indoor Futsal Winter Classic](#) (Friday, February 23rd - Sunday, February 25th)

- [Baby I'm A Star - Cheer & Dance Spectacular](#) (Sunday, February 25th)
- [DWU Midwinter Concert](#) (Sunday, February 25th)
- [Area Community Theatre: *Paul Slade Smith Unnecessary Farce*](#)
 - Friday, March 1st - Sunday, March 3rd (Fri/Sat @ 7:30 PM & Sun @ 2 PM)
 - Friday, March 8th - Sunday, March 10th (Fri/Sat @ 7:30 PM & Sun @ 2 PM)
- [40th Annual Gold Rush Open Dart Tournament](#) (Friday, March 8th - Sunday, March 10th)
- [AAU Regional 3 Youth Wrestling](#) (Saturday, March 9th)

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

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

7. Executive Session in accordance with SDCL 9-34-19: Discussion of confidential trade secrets, commercial, or financial information.

8. Approval of Funding Applications

- USA Sled Hockey Camp - **Date:** January 17th-20th, 2024; **Contact:** Dave Tronnes; **Grant Request:** any additional support up to \$1,250
 - **Motion:** Motion was made by Doug Greenway to award \$1,250 for unplanned travel expenses. There was no second. Motion died due to lack of second motion.
- Cabin Fever Auction - **Date:** February 23rd-24th, 2024; **Contact:** Ashley Coulter; **Grant Request:** \$2,000
 - **Motion:** Motion was made by Doug Greenway to award \$1,500 and seconded by Bryan Dixon. All members voted 'Aye' and the motion passed.
- South Dakota Middle School All-State Band - **Date:** March 1st-2nd, 2024; **Contact:** Holly Gage; **Grant Request:** \$300
 - **Motion:** Motion was made by Dave Helleloid to award \$500 and seconded by Jim Johnston. All members voted 'Aye' and the motion passed.
- Show Choir Classic - **Date:** March 16th, 2024; **Contact:** Angella Buenzow; **Grant Request:** \$5,000
 - **Motion:** Motion was made by Doug Greenway to award \$5,000 and seconded by Tim Smith. All members voted 'Aye' and the motion passed.
 - **Abstain:** Cory Aadland abstained from voting.
- Combat Veteran's Motorcycle Association Comedy Night - **Date:** March 16th, 2024; **Contact:** Kim Hamer; **Grant Request:** \$2,000
 - **Motion:** Motion was made by Bryan Dixon to award \$1,000 and seconded by Dave

Helleloid. All members voted 'Aye' and the motion passed.

- Knights of Columbus Special Olympics Banquet - **Date:** March 23rd, 2024; **Contact:** Gene Kessler; **Grant Request:** \$1,700
 - **Motion:** Motion was made by Tim Smith to award \$1,700 and seconded by Bryan Dixon. All members voted 'Aye' and the motion passed.
- Lucky Devils Adult Hockey Tournament - **Date:** April 12th-14th, 2024; **Contact:** Stacy Murtha; **Grant Request:** \$4,000
 - **Motion:** Motion was made by Dave Helleloid to award \$3,000 and seconded by Doug Greenway. All members voted 'Aye' and the motion passed.

9. Next Meeting Date

Kevin McCardle shared the next meeting date of Tuesday, March 12th, 2024, @ 2 PM - City Hall, Council Chambers.

10. Adjournment

There being no further business to discuss.

Meeting adjourned by: Kevin McCardle @ 3:08 PM.