



Sports & Events Authority Advisory Committee
612 N. Main, City Hall - Council Chambers
March 12, 2024

1. Call to Order

Meeting called to order by: Mayor Everson at 2 PM.

SEA Advisory Committee members present: Mayor Everson, Kevin McCardle, Jason Christensen, Doug Greenway, Bryan Dixon, LaRee Rumbolz, Emily Liedtke, Dave Helleloid, and Jim Johnston.

SEA Advisory Committee members absent: Jill Larson, Kevin Nelson, Cory Aadland, and Tim Smith.

Others present: Johanna Allen, Stephanie Ellwein, Sage Bohn, 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. DWU Spring Golf Invite

Date: April 8th-9th, 2024; **Contact:** Jeff Meyerink; **Grant Request:** \$2,000

- Jeff Meyerink, DWU Men's & Women's Head Golf Coach, presented the DWU Spring Golf Invite Sports & Events Authority Grant Application. He is requesting \$2,000. It has been over ten years since DWU has hosted a home golf tournament. The requested funds would be used to pay for players' meals and drinks on both days, coach's cart rental(s), and range balls. Currently, there are 88 players that are registered to compete. Jeff estimates that hotel room nights sold would be between 60 and 80.

B. Harve's Sport Shop Soccer Tournament

Date: April 19th-21st, 2024; **Contact:** Robert Hoffman; **Grant Request:** \$5,000

- Jodie Cain-Lambert presented the Harve's Sport Shop Soccer Tournament Sports & Events Authority Grant Application for the Tempo Soccer Club. Hosting the soccer tournament in association with Tempo Soccer out of Tea, SD to utilize the Pepsi Soccer Complex in Mitchell, SD. The grant request will be earmarked and go towards referees' expense, which is their biggest expense.

C. South Dakota State United States Bowling Congress Open Tournament

Date: April 5th-7th; 12th-14th; 19th-21st; 26th-28th; May 3rd-5th; & 10th-12th, 2024; **Contact:** Nate Sievert & Jeff Vander Wilt; **Grant Request:** \$4,500

- Nate Sievert, Village Bowl, presented the SD USBC Open Tournament Sports & Events Authority Grant Application. This event was to be hosted in Mitchell next year (2025), but due to health issues in Yankton, the event has been relocated to Mitchell for 2024. The event will run every Friday, Saturday, and Sunday of April and the first two weekends in May. The grant request of \$4,500 will be designated as follows: \$3,000 will go towards the prize fund and \$1,500 will be to help offset costs for the tournament manager coming from Rapid City. Mitchell hosted the Open Tournament in 2019 and there were 326 - 4-person teams.

D. Shootout at the Lake

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

- Sheldon Tobin presented the Shootout at the Lake Sports & Events Authority Grant Application on behalf of the Horsemen's Sports Inc. Each night the event will consist of a rodeo and a concert. This will be the second year this event has taken place. The first night will be Ned Ledoux and the second night will be Dustin Evans and the Good Times Band. Sheldon is estimating that the event will bring in 3,000 to 4,000 people each night.

E. Palace City Kiwanis Half Marathon

Date: October 6th, 2024; **Contact:** Paula Deckert; **Grant Request:** \$5,000

- Crystal Freund presented the Palace City Kiwanis Half Marathon Sports & Events Authority Grant Application on behalf of the Kiwanis Club of Mitchell. This will be the seventh year of the event. The grant request of \$5,000 is for the SEA to consider being the Event Sponsor. Their biggest expense is the timing system.

3. Approval of Minutes

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

4. Financial Report

Aaron Hieb and Stephanie Ellwein reviewed the financial report as of March 7th, 2024.

This is the first financial report for the BID #4 - \$2.00 monthly collections. As reviewed in the

last meeting, the BID #4 Board recommended and the City Council approved the annual SEA budget of \$100,000 for 2024. Current expenses and award checks that have been written for 2024 are \$31,750. Total Fund Balance of \$68,250. There are three committed award checks for the Special Olympics, 2025, 2026, and 2027 where the checks are designated to come out of each respective years SEA Revenue budget. Currently, there are two award checks for approved events where the checks have yet to be written for 2024. The Combat Veterans Motorcycle Association Comedy Night (\$1,000) and Knights of Columbus Special Olympics Banquet (\$1,700) award checks. Current Available Fund Balance of \$65,550.

Collections in February (for January records) were \$13,500.50 with four establishments not past due, but reported partial collections. These four establishments have been contacted and will submit the remaining collections. Going forward, the YTD comparisons for each month will list and compare the total room nights sold, not the total \$ amount of collections, since it only makes sense to compare the number that remains consistent when collecting either the \$1.50 or \$2.00 tax.

YTD comparison for room nights sold were: up .6% (94 room nights sold) from 2023, up 1.0% (164 room nights sold) for 2022, up 18.1% (2,970 room nights sold) for 2021, down 11.0% (1,800 room nights sold) from 2020, up 11.8% (1,929 room nights sold) for 2019, and up 6.4% (1,054 room nights sold) for 2018.

Motion: Motion was made by Bryan Dixon 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

Aaron Hieb reviewed the following Evaluation Form w/Financials to the SEA Committee:

A. Evaluation Form(s) w/Financials

Palace Ice Festival (January 12th-13th, 2024)

- The event met expectations. This weekend's weather conditions were very poor, but they had approximately 317 spectators, along with 32 skaters, 10 coaches, and 5 US Figure Skating Judges & Representatives. The number of total hotel/motel room nights sold was 29. The hotels/motels contacted were: Comfort Inn & Suites, Days Inn, Hampton Inn, and Holiday Inn Express Hotel & Suites. The awarded funds (\$750) were used to offset expenses for the Palace Ice Festival Skating Competition. Profits will be used to bring in skating clinicians to hold skating clinics here in Mitchell to help our figure skaters learn and grow, and to have other out-of-town clubs come to Mitchell and learn as well.

6. Other Items

Aaron Hieb reviewed the following items with the SEA Committee:

A. SEA Banners on Display

Cabin Fever Auction (February 23rd-24th, 2024)

- Set up two, SEA feather banners outside, at the entrance doors of the Davison County Fairgrounds building. Posted five, SEA QR Code Hotel Survey fliers throughout the lobby of the Davison County Fairgrounds.

DWU Annual Indoor Futsal Winter Classic (February 23rd-25th, 2024)

- Hung up two SEA square banners, one at the DWU/Avera Sports & Wellness Complex and the other, in the Christen Athletic Center gymnasium. Also, DWU Soccer athletes assisted with the SEA QR Code Hotel Survey flier and gathering participant feedback.

South Dakota Middle School All-State Band (March 1st-2nd, 2024)

- Hung a SEA square banner in the Band Director's Room at the Mitchell Performing Arts Center, next to the hospitality table and food/beverages provided by the SEA funds.

B. Upcoming Events

- [Head Over Heels: The Musical](#) (March 15th-17th & March 22nd-24th)
 - DWU Black Box Theatre at the Dakota Discovery Museum
- [Show Choir Classic](#) (Saturday, March 16th @ Performing Arts Center)
- [Combat Veterans Motorcycle Association Comedy Night](#) (Saturday, March 16th @ Highland Conference Center)
- [Lake Mitchell Informational Meeting](#) (Tuesday, March 19th 6-8 PM @ Corn Palace)
- [CHS Pancakes at the Palace](#) (Wednesday, March 20th 5-7 PM @ Corn Palace)
- [Lifequest Dancing for Dreams 2024](#) (Friday, March 22nd 6 PM @ Highland Conference Center)
- **Knights of Columbus Special Olympics State Basketball Banquet (Saturday, March 23rd 5:30 – 9 PM @ John Paul II Auditorium & Multi-Purpose Room)**
- [Special Olympics SD State Basketball Tournament](#) (March 23rd-24th)
- [Disabled American Veterans Chapter 27 Pancake Feed](#) (Saturday, March 23rd 8 AM-Noon @ Davison County 4-H Grounds)
- [40&08 Handgun Tournament](#) (Saturday, March 23rd 10 AM -2 PM @ Davison Shooting Club Indoor Range)
- [Spring Moose Lodge Vendor Fair](#) (Saturday, March 23rd 10 AM-2 PM @ Moose Lodge)
- [Kiwanis Spaghetti Dinner](#) (Saturday, March 23rd 11 AM-2 PM @ Mitchell Technical College Campus Center Building)
- [Wingapalooza](#) (Saturday, March 23rd 1-4 PM @ Corn Palace)
- [Mitchell Food Pantry Easter Ham Dinner Giveaway](#) (Tuesday, March 26th 5-6 PM @ parking lot between TMA & Graham Tire)
- [A Night at the Races](#) (Friday, April 5th @ 6:30 PM Highland Conference Center)

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

DWU Spring Golf Invite

Date: April 8th-9th, 2024; **Contact:** Jeff Meyerink; **Grant Request:** \$2,000

- **Motion:** Motion was made by Doug Greenway to award \$1,500 and seconded by Dave Helleloid. Remaining members voted 'Aye' and the motion passed.
- **Abstain:** Jason Christensen abstained from voting.

Harve's Sport Shop Soccer Tournament

Date: April 19th-21st, 2024; **Contact:** Robert Hoffman; **Grant Request:** \$5,000

- **Motion:** Motion was made by Kevin McCardle to table the voting decision until the April 9th meeting and seconded by Bryan Dixon. Remaining members voted 'Aye' and the motion passed.
- **Abstain:** Jim Johnston abstained from voting.

South Dakota State United States Bowling Congress Open Tournament

Date: April 5th-7th; 12th-14th; 19th-21st; 26th-28th; May 3rd-5th; & 10th-12th, 2024; **Contact:** Nate Sievert & Jeff Vander Wilt; **Grant Request:** \$4,500

- **Motion:** Motion was made by LaRee Rumbolz to award \$3,000 and seconded by Jason Christensen. All members voted 'Aye' and the motion passed.

Shootout at the Lake

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

- **Motion:** Motion was made by Doug Greenway to award \$5,000 and seconded by Jim Johnston. All members voted 'Aye' and the motion passed.

Palace City Kiwanis Half Marathon

Date: October 6th, 2024; **Contact:** Paula Deckert; **Grant Request:** \$5,000

- **Motion:** Motion was made by Kevin McCardle to award \$1,500 (\$1,000 donation in support of event & \$500 BAG Sponsor) and seconded by Dave Helleloid. All members voted 'Aye' and the motion passed.

9. Next Meeting Date

Mayor Everson shared the next meeting date of Tuesday, April 9th, 2024, @ 2 PM - City Hall, Council Chambers.

10. Adjournment

There being no further business to discuss.

Meeting adjourned by: Mayor Everson @ 3:22 PM.