



Sports & Events Authority Advisory Committee
612 N. Main, City Hall - Council Chambers
April 9, 2024

1. Call to Order

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

SEA Advisory Committee members present: Mayor Everson, Kevin McCardle, Jill Larson (phone), Kevin Nelson, Doug Greenway, LaRee Rumbolz, Emily Liedtke, Dave Helleloid, and Jim Johnston.

SEA Advisory Committee members absent: Cory Aadland, Jason Christensen, Bryan Dixon, and Tim Smith.

Others present: 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. Special Olympics State Basketball Tournament

*Special Olympics South Dakota is proposing to donate \$6,000 of the previously awarded \$12,000 for the Special Olympics State Basketball Tournament to the Mitchell Special Olympics Delegation, since the event was shortened to one day because of weather.

B. Harve's Sport Shop Soccer Tournament

- Jodie Cain-Lambert provided an update regarding the progress of the Harve's Sport Shop Soccer Tournament. Currently, there are 31 teams signed up to participate in the current, two-day tournament, starting at 8 AM on Saturday, April 20th. This will now be a U12 and U10 youth tournament because there are no high school teams due to prom and school-affiliated activities. Because of the low turnout, Tempo Soccer Club: Harve's Sport Shop Soccer Tournament is withdrawing their funding request of \$5,000 and asking the committee to consider awarding whatever amount the committee considers appropriate at their discretion based on the information and team(s) count provided. The biggest expense for the event is the referee costs.

C. DBS Entertainment: Dr. Lucky's Street Dance

- James "Bubba" Startz, DBS Entertainment, presented the Dr. Lucky's Street Dance Grant Application to the committee. The event correlates with MMS&B Memorial Weekend in Mitchell on Saturday, May 25th. The event will take place on W. 2nd Ave. adjacent to Dr. Lucky's Bar & Grill. The grant request of \$2,500 would go primarily towards the promotional expenses.

D. MAC Triathlon

- Terasa Gillen and Emily Hohn presented the MAC Triathlon Grant Application. The event takes place on Saturday, June 8th, starting at Hitchcock Park. The biggest expense for this event is the timing system, which usually costs around \$2,500. Participant expectations are for around 85–90 athletes competing in the tri-series events. There are not many hotel/motel room nights sold for this event, some stay at campgrounds and others come the morning of the event traveling with very expensive gear. They shared information about the sponsorship levels and what the exposure is for being a sponsor.

E. South Dakota State & High Plains Territorial Cowboy Fast Draw Championships

- Diane Royalty and Troy Bollock presented the South Dakota State & High Plains Territorial Cowboy Fast Draw Championships. This year's event dates have changed from previous years. This year the event is hosted on Wednesday, September 11th through Sunday, September 15th, which will piggyback with the Kansas and Nebraska state shoots. The grant request of \$4,500 will go towards 100% payout for a designated bracket shoot sponsored by the SEA. The expectations with the 5 shoots during the event that participation will be over 100 shooters.

F. 20th Annual OutKasts Car Show

- Jerry Wright, The 301 Rodz, presented the 20th Annual OutKasts Car Show Grant Application. The 3-day event will take place from Friday, September 20th through Sunday, September 22nd. This year's car show is correlating with MMS&B Oktoberfest, and they are allowing all makes/models/years of cars to enter the car show. The grant request of \$2,000 will go towards awards and marketing materials (radio ads, invitations, and fliers). The 301 Rodz is non-profit, so any profit from the event will go back to the community.

3. Approval of Minutes

Motion: Motion was made by Jim Johnston to approve the previous meeting minutes as

presented and seconded by Kevin McCardle. All members voted 'Aye' and the motion passed.

4. Financial Report

Aaron Hieb reviewed the financial report as of April 5th, 2024.

Current expenses and award checks that have been written for 2024 are \$43,750.

Current Available Fund Balance of \$56,250.

Collections in February (for January records) have increased to \$14,493.50 with only one establishment that has not reported the full collection amount. Collections in March (for February records) is \$14,210.50 with one establishment that is past due. The YTD collections for 2024 is \$43,192.50, which equates to 24,011 total room nights sold.

YTD comparison for room nights sold were: up 2.0% (487 room nights sold) from 2023, down 2.7% (648 room nights sold) from 2022, up 20.8% (5,006 room nights sold) from 2021, down 10.7% (2,559 room nights sold) from 2020, up 9.6% (2,310 room nights sold) from 2019, and up 4.6% (1,115 room nights sold) from 2018.

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

5. Evaluation Forms/Financials/Surveys

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

A. Evaluation Form(s) w/Financials

Hoop City Classic (December 28th-30th, 2023)

- The event was above expectations. The staff was exceptionally helpful. A total of 4,970 tickets were sold, and 756 comp tickets, along with 38 varsity teams, 17 JV teams, and 40 youth teams. The number of total hotel/motel room nights sold was 340. The hotels/motels contacted were: AmericInn Lodge & Suites, Comfort Inn & Suites, and Hampton Inn. The event will be hosted in Mitchell at the Corn Palace, December 27th-30th, 2024. The awarded funds (\$10,000) were used to pay for expenses related to the event as detailed on the attached P/L statement. Profit of \$76.59 will assist with the Youth Athletic Foundation mission.

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

- The event exceeded expectations. Thank you for your donation. Mitchell is a great community to work with. Total spectator attendance of 700, along with 200 participants. The number of total hotel/motel room nights sold was 200. The hotels/motels contacted were: AmericInn Lodge & Suites, Comfort Inn & Suites, Holiday Inn, and Kelly Inn & Suites. Next year's event will be hosted on March 7th-8th, 2025. The awarded funds (\$500) were used to purchase snacks for the students and teachers.

6. Other Items

Aaron Hieb reviewed the following items with the SEA Committee:

A. SEA Banners on Display

Show Choir Classic (March 16th, 2024)

- Set up a SEA feather banner in the lobby area, by the Box Office, at the Performing Arts Center.

Combat Veterans Motorcycle Association Comedy Night (March 16th, 2024)

- Set up a SEA feather banner in the Highland Conference Center.

Special Olympics State Basketball Tournament (March 23rd, 2024)

- Set up two SEA feather banners. One was set up in the DWU/Avera Sports & Wellness Complex, and one was set up in the Christen Athletic Center gym.

South Dakota United States Bowling Congress Open Tournament (April-May)

- Hung a SEA square banner at The Village Bowl.

DWU Spring Golf Invite (April 8th-9th, 2024)

- Hung a SEA square banner in the east patio area of the clubhouse at Lakeview Golf Course.

B. Mitchell Figure Skating Club presents *Off To NEVERLAND* (March 3rd, 2024)

Provided the SEA logo a half page spot in their event program.

C. Upcoming Events

- [HuntSAFE Class Schedule 2024](#) (Thursday, April 11th – Saturday, April 13th)
 - Davison County Fairgrounds
- [Friend de Coup Cabaret Friends Forever](#) (Thursday, April 11th – Saturday, April 13th)
 - Mitchell Performing Arts Center
- [Lucky Devils Adult Hockey Tournament](#) (Friday, April 12th – Sunday, April 14th)

- **Mitchell Activities Center**
- [**SD United States Bowling Congress Open Tournament**](#) (Friday, April 12th – Sunday, April 14th; April 19th-21st; April 26th-28th; May 3rd-5th; & May 10th-12th)
 - **Village Bowl**
- [HAIRBALL w/special guest, Guilty Pleasure Orchestra](#) (Friday, April 12th)
 - The World's Only Corn Palace
- [**Tempo Harve's Sport Shop Soccer Tournament**](#) (Friday, April 19th – Sunday, April 21st)
 - **Pepsi Soccer Complex**
- [BBQ & BINGO at the Highland](#) (Friday, April 19th)
 - Highland Conference Center
- [Mitchell Area Job Fair](#) (Wednesday, April 24th)
 - The World's Only Corn Palace
- [Dance Expressions Recital](#) (Saturday, April 27th)
 - The World's Only Corn Palace
- [The Ultimate ABBA Tribute](#) (Sunday, April 28th)
 - Mitchell Performing Arts Center
- [El Riad Shrine Circus](#) (Monday, April 29th – Wednesday, May 1st)
 - The World's Only Corn Palace
- [Palace City Jam](#) (Tuesday, April 30th)
 - The Masonic Lodge
- [Mitchell Main Street & Beyond: 1st Fridays on Main](#) (Friday, May 3rd)
 - Mitchell Main Street
- [Gilligan's Island The Musical](#) (Friday, May 10th – Sunday, May 12th)
 - Mitchell Area Community Theatre

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

Special Olympics State Basketball Tournament

Date: March 23rd, 2024; **Contact:** Darryl Nordquist; **Proposed Donation:** \$6,000

*Special Olympics South Dakota is proposing to donate \$6,000 of the previously awarded \$12,000 for the Special Olympics State Basketball Tournament to the Mitchell Special Olympics Delegation, since the event was shortened to one day because of weather.

- **Motion:** Motion was made by LaRee Rumbolz requesting the Special Olympics return the \$6,000 because of their event being shortened due to weather, and seconded by Dave Helleloid. All members voted 'Aye' and the motion passed.

Harve's Sport Shop Soccer Tournament

Date: April 19th-21st, 2024; **Contact:** Jodie Cain-Lambert; **Grant Request:** \$5,000

*Tabled from March meeting

- **Motion:** Motion was made by Dave Helleloid to award \$2,500 and seconded by Kevin McCardle. Eight members voted 'Aye' and the motion passed.
- **Abstain:** Jim Johnston abstained from voting.

DBS Entertainment: Dr. Lucky's Street Dance

Date: May 25th, 2024; **Contact:** James Startz; **Grant Request:** \$2,500

- **Motion:** Motion was made by Doug Greenway to deny the funding request and suggested partnership with Mitchell Main Street & Beyond, so it would benefit all of Main Street, and seconded by Dave Helleloid. All members voted 'Aye' and the motion passed.

MAC Triathlon

Date: June 8th, 2024; **Contact:** Terasa Gillen; **Grant Request:** \$3,000

- **Motion:** Motion was made by Doug Greenway to award \$1,500 earmarked as follows: \$1,000 donation in support of the event and \$500 Iron Man Level Sponsorship, and seconded by LaRee Rumbolz. All members voted 'Aye' and the motion passed.

South Dakota State & High Plains Territorial Cowboy Fast Draw Championships

Date: September 11th-15th, 2024; **Contact:** Diane Royalty; **Grant Request:** \$4,500

- **Motion:** Motion was made by LaRee Rumbolz to award \$3,000 and seconded by

Kevin McCardle. All members voted 'Aye' and the motion passed.

20th Annual OutKasts Car Show

Date: September 20th-22nd, 2024; **Contact:** KayLynn Bren; **Grant Request:** \$2,000

- **Motion:** Motion was made by Kevin McCardle to award \$1,500 and seconded by Jim Johnston. All members voted 'Aye' and the motion passed.

9. Next Meeting Date

Mayor Everson shared the next meeting date of Tuesday, May 14th, 2024, @ 2 PM - City Hall, Council Chambers.

10. Adjournment

There being no further business to discuss.

Meeting adjourned by: Mayor Everson @ 3:06 PM.