



Sports & Events Authority Advisory Committee
612 N. Main, City Hall - Council Chambers
May 14, 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, Jason Christensen, Doug Greenway, LaRee Rumbolz, Tim Smith, and Jim Johnston

SEA Advisory Committee members absent: Mayor Everson, Bryan Dixon, Emily Liedtke, and Dave Helleloid

Others present: Johanna Allen, Stephanie Ellwein, 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. SoDak 16 Boys Basketball

- Cory Aadland presented the SoDak 16 Boys Basketball Grant Application. The two games took place on Tuesday, March 5th. The grant request of \$700 would cover the Corn Palace rental fee.

B. Lowell Rang Memorial Girls Fastpitch Softball Tournament

- Pat Larson and Jim Misiaszek presented the Lowell Rang Memorial Girls Fastpitch Softball Tournament Grant Application. Currently, there are 72 teams registered to play over 3 days, June 7th-9th. The grant request of \$3,500 would go towards lodging for the umpires. Since there is no longer a league in Mitchell, umpires have to be recruited from other cities in the state. This tournament provides the umpires with pay per game, meals, and lodging. Profits from the event have been used to pay for the portable fences.

C. Palace City Mountain Bike Classic

- Kourtney Denne and Emily Hohn presented the Palace City Mountain Bike Classic Grant Application. This event was previously known as the Beers & Gears Mountain Bike Race. A new non-profit was created known as the MAC Area Events Inc. Last year's event hosted 65 riders. Currently, there are 45 registered riders, and on track to host 90 riders. The majority of the riders that stay overnight will utilize campgrounds over hotels. Friday night on June 21st is the rider social with the event taking place at 7:30 AM on Saturday, June 22nd. Profits from the event go back into the community and the bike trails around Mitchell. This year's profits will go towards outdoor workout equipment around the bike trails. The grant request of \$2,000 would go towards the timing equipment fees, which is their biggest expense.

D. Arts in the Park

- Nancy Conzemius presented the Arts in the Park Grant Application. The Arts in the Park hasn't taken place in Mitchell for 17 years. Currently, they have received around 100 vendor applications, which mostly come from out of state. The event dates are July 26th-28th. The grant request of \$1,000 would go towards paying the city fees for facility/equipment rental, security, advertising, and insurance.

3. Approval of Minutes

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

4. Financial Report

Aaron Hieb reviewed the financial report as of April 30th, 2024.

Current expenses and award checks that have been written for 2024 are \$46,250.

Current Available Fund Balance of \$53,750.

These balances do reflect the \$6,000 returned from the Special Olympics South Dakota State Basketball Tournament.

Collections in February (for January records) still has one establishment that has not reported the full collection amount. Collections in March (for February records) increased to \$14,276.50 with zero establishments past due. Collections in April (for March records) is \$17,769.00 with zero establishments past due. The YTD collections for 2024 is \$61,027.50, which equates to 32,929 total room nights sold.

YTD comparison for room nights sold were: down 3.0% (981 room nights sold) from 2023, down 6.9% (2,284 room nights sold) from 2022, up 14.1% (4,647 room nights sold) from 2021,

up 0.8% (248 room nights sold) from 2020, up 5.8% (1,904 room nights sold) from 2019, and down 2.3% (741 room nights sold) from 2018.

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

5. Evaluation Forms/Financials/Surveys

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

A. Evaluation Form(s) w/Financials

Hanson Girl's & Boy's Classic (January 13th & 20th, 2024)

- The event met expectations. The Girl's Classic was canceled due to weather. An estimated total spectator attendance of 3,000-3,300. The number of total hotel/motel room nights sold was not able to accurately be tracked. The awarded funds (\$1,500) were used to pay for hospitality food for workers and teams.

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

- The event met expectations. Schools and fans appreciated the availability of hotel rooms and eating establishments. A total of 935 tickets were sold with 16 girls and boys teams, along with five archery and 14 hand games teams. The number of total hotel/motel room nights sold was around 200 plus for each night. The hotels/motels contacted were: Comfort Inn & Suites, Hampton Inn, Holiday Inn, and Kelly Inn. The awarded funds (\$2,500) were used to help pay for the awards. Any profit will be used to start up for next year's Dakota Oyate Challenge.

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

- The event exceeded expectations. The event grew this year and went smoothly. An estimated total spectator attendance of 2,000-3,000, with 87 teams/870 athletes. The number of total hotel/motel room nights sold was between 150-200. The hotels/motels contacted were: Comfort Inn & Suites, Days Inn, Hampton Inn, Holiday Inn, Kelly Inn, and Quality Inn. The awarded funds (\$2,500) were used to pay for referee costs. Profit of \$18,581.61, which is split up between the men's and women's soccer as an annual fundraiser.
- Aaron shared updates and information regarding DWU Soccer, Coach Reinhard & Coach Hakari hosting a couple of youth events at the Pepsi Soccer Complex in July.

Combat Veteran's Motorcycle Association Comedy Night (March 16th, 2024)

- The event exceeded expectations. We had an excellent turnout and fun was had by all. A total of 160 attendees with 14 total hotel/motel room nights sold. The hotels/motels contacted were: Comfort Inn & Suites, Hampton Inn, Kelly Inn, and Thunderbird Lodge. The event will be hosted, most likely, in mid-March 2025 at the Highland. The awarded funds (\$1,000) were used to pay for venue and advertising. Profit of \$5,885.93, with

\$3,000 being donated to Helping with Horsepower and any additional funds go to area veterans on an 'as needed' basis.

Lucky Devils Adult Hockey Tournament (April 12th-14th, 2024)

- The event met expectations. The event ran on schedule and participants had a great time in Mitchell partaking in a variety of other activities along with hockey. An estimated total spectator attendance of 200-300, with 20 teams = 280 players. The number of total hotel/motel room nights sold was 88. The hotels/motels contacted were: Comfort Inn & Suites, Days Inn, Holiday Inn, Kelly Inn, and Thunderbird Lodge. The event will be hosted in the Mitchell Activities Center on April 11th-13th, 2025. The awarded funds (\$3,000) were used to pay for the City ice time bill. Profit of \$10,045.58 will be used to start a sponsorship for 8U hockey, "Little Devils".

B. SEA Survey(s)

- **Organization:** South Dakota SkillsUSA; **Main Contact:** Nikki Mark; **Date Completed:** 4/12/2024

6. Other Items

Aaron Hieb reviewed the following items with the SEA Committee:

A. SEA Banners on Display

Lucky Devils Adult Hockey Tournament (April 12th-14th, 2024)

- Hung SEA square banner on the entrance of the bleachers in the Toshiba (North) Rink at the Mitchell Activities Center.

Harve's Sport Shop Soccer Classic (April 20th-21st, 2024)

- Hung SEA square banner on the fence next to the south walk-through gate entrance at the Pepsi Cola Soccer Complex.

B. Thank You card

- Show Choir Classic (March 16th, 2024)

C. Upcoming Events

- [Candidate & Issue Forum](#) (Tuesday, May 14th)
 - DWU Sherman Center
- [Gilligan's Island *The Musical*](#) (Friday, May 17th – Sunday, May 19th)
 - Mitchell Area Community Theatre
- Mitchell High School Graduation (Sunday, May 19th)
 - The World's Only Corn Palace
- [Memorial Weekend in Mitchell](#) (Saturday, May 25th)
 - South end of Mitchell Main Street
- [Dr. Lucky's Block Party/Street Dance](#) (Saturday, May 25th)
 - Dr. Lucky's Bar & Grill
- [Memorial Day Services 2024](#) (Monday, May 27th)
 - VFW Post 2750
- [Family Fun Day](#) (Saturday, June 1st)
 - Davison County Fairgrounds
- [Mitchell Main Street & Beyond: 1st Fridays on Main – Garden Party](#) (Friday, June 7th)
 - Mitchell Main Street
- [Lowell Rang Memorial Softball Tournament](#) (Friday, June 7th – Sunday, June 9th)
 - Cadwell Sports Complex
- [Archeology Awareness Weekend](#) (Saturday, June 8th – Sunday, June 9th)
 - Mitchell Prehistoric Indian Village
- [MAC Triathlon](#) (Saturday, June 8th)
 - **Hitchcock Park – Mitchell Aquatic 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

SoDak 16 Boys Basketball

Date: March 5th, 2024; **Contact:** Cory Aadland; **Grant Request:** \$700

- **Motion:** Motion was made by Tim Smith to award \$700 and seconded by Jim Johnston. Eight members voted 'Aye' and the motion passed.
- **Abstain:** Cory Aadland abstained from voting.

Lowell Rang Memorial Girls Fastpitch Softball Tournament

Date: June 7th-9th, 2024; **Contact:** Pat Larson; **Grant Request:** \$3,500

- **Motion:** Motion was made by Jim Johnston to award \$2,000 and seconded by LaRee Rumbolz. All members voted 'Aye' and the motion passed.

Palace City Mountain Bike Classic

Date: June 21st-22nd, 2024; **Contact:** Kourtney Denne; **Grant Request:** \$2,000

- **Motion:** Motion was made by Doug Greenway to award \$1,500 towards the timing system fees and seconded by Jason Christensen. All members voted 'Aye' and the motion passed.

Arts in the Park

Date: July 26th-28th, 2024; **Contact:** Nancy Conzemius/Jordan Hanson; **Grant Request:** \$1,000

- **Motion:** Motion was made by LaRee Rumbolz to award \$1,000 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, June 11th, 2024, @ 2 PM - City Hall, Council Chambers.

10. Adjournment

There being no further business to discuss.

Meeting adjourned by: Kevin McCardle @ 2:55 PM.