



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

1. Call to Order

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

SEA Advisory Committee members present: Mayor Hanson, Kevin McCardle, Kevin Nelson, Cory Aadland, Doug Greenway, Bryan Dixon, LaRee Rumbolz, Emily Liedtke, Dave Helleloid, Tim Smith, and Jim Johnston.

SEA Advisory Committee members absent: Jill Larson and Jason Christensen.

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

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. Mitchell Disc Golf Open 2024

- Cary Muilenburg presented the Mitchell Disc Golf Open 2024 Grant Application. The Mitchell Disc Golf Open is on Saturday, July 20th at Dry Run Creek Disc Golf Course. The grant application requests \$500 to help cover the \$300 Special Event Permit Dry Run Creek Disc Golf Course Closure Fee. Currently, there are five participants signed up for the tournament.

B. South Dakota State Amateur Baseball Tournament

- Jim Johnston presented the SD State Amateur Baseball Tournament Grant Application. The tournament will run from August 7th-18th at Cadwell Stadium and Drake Field. The event estimates that 10,000 to 13,000 will come to Mitchell during this tournament. Brandon Valley will host the tournament in 2025, but the tournament will be back in Mitchell for 2026 and 2027. The grant request of \$5,000 will go towards catered meals for the commissioners, field costs, and operating costs. Hotel room nights sold are estimated to be around 350.

C. Cornicupia 2024

- Alyson Palmer and Arien Tingle presented the Cornicupia 2024 Grant Application. Cornicupia will be on Friday, September 6th through Sunday, September 8th at the Pepsi Soccer Complex. The last tournament was hosted by Mitchell Soccer Association at the Pepsi Soccer Complex in 2019. The grant request of \$7,500 will go towards field costs and referees, which are their biggest expenses. They are hoping for 20–22 teams to register for this tournament. Hotel room nights sold are estimated to be around 390.

3. Approval of Minutes

Motion: Motion was made by LaRee Rumbolz to approve the previous meeting minutes as presented and seconded by Bryan Dixon. All members voted 'Aye' and the motion passed.

4. Financial Report

Aaron Hieb reviewed the financial report as of July 2nd, 2024.

Current expenses and award checks that have been written for 2024 are \$51,450.

Current Available Fund Balance of \$48,550.

Collections in February (for January records) have all been collected; \$14,549.00.

Collections in June (for May records) are \$29,828.00 with one establishment past due.

The YTD collections for 2024 is \$115,043.00, which equates to 59,936 total room nights sold.

YTD comparison for room nights sold were: up 4.0% (2,384 room nights sold) from 2023, up 0.9% (522 room nights sold) from 2022, up 11.0% (6,616 room nights sold) from 2021, up 29.9% (17,917 room nights sold) from 2020, up 11.3% (6,777 room nights sold) from 2019, and up 7.6% (4,547 room nights sold) from 2018.

Motion: Motion was made by Tim Smith 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 with the SEA Committee:

A. Evaluation Form(s) w/Financials

Show Choir Classic (March 16th, 2024)

- The event met expectations. An estimated total spectator attendance of 1,200. Total participants of 1,000. The number of total hotel/motel room nights sold was 75 (Comfort Inn and Hampton Inn). The awarded funds (\$5,000) were used primarily to pay for judges' expenses. The profit of \$16,763.05 will be used for travel and show

expenses in the upcoming competition season.

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

- The event was above expectations, even though the event was shortened to a one-day event due to incoming weather. An estimated total spectator attendance of 1,000. Total participants of 900+. The number of total hotel/motel room nights sold was 150 (AmericInn and Comfort Inn). The awarded funds (\$6,000) were used to offset expenses at the event. The profit of \$2,886.32 was used towards staffing expenses. \$12,000 was donated to Phil Collins and the Mitchell Special Olympics Delegation.

6. Other Items

Aaron Hieb reviewed the following items with the SEA Committee:

A. Upcoming Events

- [Farmers Market](#) (July 10th, 17th, 24th, 31st, August 7th, & 14th)
 - Hitchcock Park
- [Mitchell Municipal Band Concert](#) (July 10th, 17th, 24th, & 31st)
 - Hitchcock Park Band Shell
- [Summer Courtyard Concert Series](#) (July 12th)
 - Palace Park Mall
- [Corn Palace Stampede Community Kick-Off](#) (Tuesday, July 16th)
 - The Arena at Stampede Park
- [Corn Palace Stampede Rodeo](#) (Thursday, July 18th – Sunday, July 21st)
 - The Arena at Stampede Park
- [Corn Palace Stampede Rodeo Parade](#) (Saturday, July 20th)
 - Mitchell Main Street
- [Crazy Days](#) (Friday, July 19th – Saturday, July 20th)
 - Mitchell Main Street
- [Children's Day at the Village](#) (Saturday, July 20th)
 - Mitchell Prehistoric Indian Village
- [Mitchell Open Disc Golf Tournament](#) (Saturday, July 20th)
 - Dry Run Creek Disc Golf Course
- [Corn Palace Stampede Rodeo Chili Cook-Off & Family Fun Day](#) (Sunday, July 21st)
 - The Arena at Stampede Park
- [Arts in the PARK](#) (Friday, July 26th – Sunday, July 28th)
 - **Hitchcock Park**
- [Palace City Pre-Sturgis Party](#) (Thursday, August 1st)
 - Mitchell Main Street
- [Mitchell A.C.T. Presents "The Church Basement Ladies in a Mighty Fortress is Our Basement"](#) (Friday, August 2nd – Sunday, August 4th & Friday, August 9th – Sunday, August 11th)
 - 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

Mitchell Disc Golf Open 2024

Date: July 20th, 2024; **Contact:** Cary Muilenburg; **Grant Request:** \$500

- **Motion:** Motion was made by Doug Greenway to deny funding based on the small number of players (5) currently registered and if the field of participants remains small, it should not be necessary to close the Dry Run Creek Disc Golf Course, and seconded by Dave Helleloid. All members voted 'Aye' and the motion passed.

South Dakota State Amateur Baseball Tournament

Date: August 7th-18th, 2024; **Contact:** Jim Johnston; **Grant Request:** \$5,000

- **Motion:** Motion was made by Dave Helleloid to award \$5,000 and seconded by Bryan Dixon. Nine members voted 'Aye' and the motion passed.
- **Abstain:** Tim Smith and Jim Johnston abstained from voting.

Cornicupia 2024

Date: September 6th-8th, 2024; **Contact:** Scott Mullenmeister; **Grant Request:** \$7,500

- **Motion:** Motion was made by LaRee Rumbolz to table the funding decision until the August 13th meeting when the Mitchell Soccer Association will share an updated presentation providing an accurate list of teams registered, and seconded by Bryan Dixon. All members voted 'Aye' and the motion passed.

9. Next Meeting Date

Kevin McCardle shared the next meeting date of Tuesday, August 13th, 2024, @ 2 PM - City Hall, Council Chambers.

10. Adjournment

There being no further business to discuss.

Meeting adjourned by: Kevin McCardle @ 2:56 PM.