



Sports & Events Authority Advisory Committee
612 N. Main, City Hall - Council Chambers
August 13, 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, Jason Christensen, Doug Greenway, Dave Helleloid, and Tim Smith.

SEA Advisory Committee members absent: Jill Larson, Cory Aadland, Bryan Dixon, LaRee Rumbolz, Emily Liedtke, and Jim Johnston.

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. Tour de Corn

- Kourtney Denne presented the Tour de Corn Grant Application, which is requesting \$3,000.

This year will be the 30th Annual. They are expecting around 350 riders this year, which begins Friday, August 16th evening and goes until Sunday, August 18th. They estimate about 50% of the riders are outside the 50+ mile radius. Much of the profits raised from this event go back to the Mitchell community and Lake Mitchell Trails.

B. Cornicupia 2024

- Scott Mullenmeister presented the follow-up information for Cornicupia 2024, which is requesting \$7,500.

Mitchell Soccer Association is a non-profit. Currently, there are 13 out of town (Rapid City-Ignite, Brookings, Watertown, Brandon Valley, Larchwood, IA, and Aberdeen) teams registered, along with 7 teams from Mitchell. This tournament will host the U10, U12, U13, & U14 divisions. The largest expense is referees. The Mitchell Soccer Association is coordinating with some main street businesses (Subway, Big Dummy's, Scoreboard, and Main

Street Mercantile) about running meal specials during their tournament to get teams/fans downtown in between games.

3. Approval of Minutes

Motion: Motion was made by Dave Helleloid to approve the previous meeting minutes as presented, and 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 July 29th, 2024.

SEA Revenue received an additional \$50,000 for FY 2024 based on the BID #4 Board recommendation.

Current expenses and award checks that have been written for 2024 are \$56,450.

Current Available Fund Balance of \$93,550.

Collections in June (for May records) are \$29,828.00 with one establishment past due. Collections in July (for June records) are \$31,240.00 with two establishments past due.

The YTD collections for 2024 is \$146,283.00, which equates to 75,556 total room nights sold.

YTD comparison for room nights sold were: up 0.6% (419 room nights sold) from 2023, down 3.1% (2,361 room nights sold) from 2022, up 3.6% (2,709 room nights sold) from 2021, up 28.4% (21,449 room nights sold) from 2020, up 4.8% (3,630 room nights sold) from 2019, and up 1.9% (1,466 room nights sold) from 2018.

Motion: Motion was made by Doug Greenway to approve the financial report as presented, and seconded by Tim Smith. 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

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

- The event was above expectations. An estimated total spectator attendance of 600. Total participants of 296. The estimated number of total hotel/motel room nights sold was 300 (AmericInn, Comfort Inn, and Thunderbird Lodge). The awarded funds (\$1,500) were used towards advertising and hotel rooms. The profit of \$12,847.21 will go towards making next year better. This year, items were of higher quality and sold at higher than normal prices.

SD United States Bowling Congress Open Tournament (April 5th-7th, 12th-14th, 19th-21st, 26th-28th, May 3rd-5th, & 10th-12th, 2024)

- The event met expectations. Total participants of 1,164 bowlers, which is 291 4-person

teams. The number of total hotel/motel room nights sold was estimated based on the QR Code results, which was an estimated 129+ (Comfort Inn, Days Inn, Hampton Inn, and Holiday Inn Express). The awarded funds (\$3,000) were added to the tournament prize fund. The PL statement showed no profit.

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

- The event was above expectations. An estimated total spectator attendance of 30-50. Total participants of 83 golfers, 10 coaches. The number of total hotel/motel room nights sold was estimated at 50-65 (Comfort Inn, Hampton Inn, and Holiday Inn Express). The awarded funds (\$1,500) were used for player/coaches meals and range ball expenses. Total expenses for the event were \$7,520.

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

- The event was above expectations. The staff were very accommodating and helpful. An estimated total spectator attendance of 1,500. Total participants of 372. The estimated number of total hotel/motel room nights sold was 10 (Comfort Inn and Days Inn). The awarded funds (\$2,500) were used to offset tournament expenses. The profit of \$7,609.42 will be used towards future tournaments.

6. Other Items

Aaron Hieb reviewed the following items with the SEA Committee:

A. Thank You Card

Palace City Mountain Bike Classic (June 29th, 2024)

B. Upcoming Events

- [South Dakota State Amateur Baseball Tournament](#) (August 7th-18th)
 - Cadwell Park
- [Farmers Market](#) (August 14th)
 - Hitchcock Park
- [Summer Courtyard Concert Series – Brian Hoffman](#) (August 16th)
 - Palace Park Mall
- [Tour de Corn](#) (August 16th-18th)
 - Kiwanis Park, Corn Palace, Lake Mitchell
- [MHS Marching Band 2024 Boat Parade](#) (August 16th)
 - Lake Mitchell
- [Dakotafest](#) (August 20th-22nd)
 - 2300 E. Spruce St.
- [Corn Palace Festival](#) (August 21st-25th)
 - Mitchell Main Street
- [Mitchell Blood Donor Day](#) (August 23rd)
 - 819 E. Spruce St. Ste. 150

- [Vern Eide Wheels Wednesday](#) (August 28th)
 - Vern Eide Ford south parking lot
- [South Dakota State Pedal Pull](#) (September 2nd)
 - Corn Palace
- [1st Fridays on Main](#) (September 6th)
 - Mitchell Main Street

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

Tour de Corn

Date: August 16th-18th, 2024; **Contact:** Kourtney Denne; **Grant Request:** \$3,000

- **Motion:** Motion was made by Dave Helleloid to award \$2,000, and seconded by Doug Greenway. All members voted 'Aye' and the motion passed.

Cornicupia 2024

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

- Tabled from the July meeting.
- **Motion:** Motion was made by Tim Smith to award \$5,000, plus the Sports & Events Authority Advisory Committee will have future discussion and consideration to the Mitchell Soccer Association about awarding future, financial, tournament incentives for team(s) outside a 60+ mile radius, 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, September 10th, 2024, @ 2 PM - City Hall, Council Chambers.

10. Adjournment

There being no further business to discuss.

Meeting adjourned by: Kevin McCardle @ 2:51 PM.