



Sports & Events Authority Advisory Committee
612 N. Main, City Hall - Council Chambers
September 10, 2024

1. Call to Order

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

SEA Advisory Committee members present: Mayor Hanson, Kevin McCardle, Jill Larson, Jason Christensen, Doug Greenway, LaRee Rumbolz, Emily Liedtke, Dave Helleloid, and Tim Smith.

SEA Advisory Committee members absent: Kevin Nelson, Cory Aadland, Bryan Dixon, and Jim Johnston.

Others present: 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. Raise Em Rank Bull Riding Series Finals

- Dillon Swanson presented the Raise Em Rank Bull Riding Series Finals Grant Application via conference phone, which is requesting \$5,000.

This year will be the 3rd year for the series finals in Mitchell at The World's Only Corn Palace. The event will take place on Friday, October 4th - Saturday, October 5th. There will likely be between 50-60 head of bulls being bucked each night. The youth participation will be limited to 35-40 minutes. Participants will come from Texas, Australia, South Dakota, North Dakota, and Nebraska. The series finals (Corn Palace-Mitchell, SD) have been promoted throughout the entire summer at all the Raise Em Rank events. The grant request goes towards facility rental and marketing/advertising for the series finals.

B. Dakota Oyate Challenge Volleyball

- George Erdahl, Dakota Oyate Challenge Board of Director, presented the Dakota Oyate Challenge Volleyball Grant Application, which is requesting \$6,500 plus 11 COMP hotel rooms for 2 nights.

This is a 1st annual event, which they are expanding off of the Dakota Oyate Challenge Basketball, and cross-country may be added next year. There will be 16 teams participating in this event on Friday, October 11th - Saturday, October 12th, 2024. The grant request will be used to offset some of the expenses for a new event.

C. Hoop City Classic

- Brad Bartscher, Hoop City Classic Representative, presented the Hoop City Classic Grant Application, which is requesting \$15,000.

This is the 13th annual Hoop City Classic which takes place from Friday, December 27th through Monday, December 30th. As of last year, the entire event moved back to Mitchell, which is the plan going forward for years to follow. This year there are 30-32 varsity teams, 18 junior varsity teams, and 60-80 youth teams. Last year the event hosted 46 youth teams.

3. Approval of Minutes

Motion: Motion was made by LaRee Rumbolz 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 reviewed the financial report as of September 6th, 2024.

Current expenses and award checks that have been written for 2024 are \$63,450.

Current Available Fund Balance of \$86,550.

Collections in June (for May records) are \$29,834.00 with all collected. Collections in July (for June records) are \$33,762.00 with all collected. Collections in August (for July records) are \$36,839.00 with all collected.

The YTD collections for 2024 is \$185,650.00, which equates to 95,240 total room nights sold.

YTD comparison for room nights sold were: up 2.3% (2,214 room nights sold) from 2023, down 2.1% (1,964 room nights sold) from 2022, up 1.9% (1,766 room nights sold) from 2021, up 27.2% (25,887 room nights sold) from 2020, up 2.2% (2,094 room nights sold) from 2019, and up 2.2% (2,104 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

None were submitted at this time.

6. Other Items

Aaron Hieb and Doug Greenway reviewed the following item(s) with the SEA Committee:

A. Upcoming Events

- [**South Dakota State & High Plains Territorial Cowboy Fast Draw Championships \(September 11th-15th\)**](#)
 - **Mitchell Trap Club**
- [**Collegepalooza**](#) (September 12th)
 - The World's Only Corn Palace Plaza
- [**Holiday Arts Fall Craft Show**](#) (September 13th-14th)
 - Davison County Fairgrounds
- [**Kernel Bowl**](#) (September 14th)
 - MHS/Joe Quintal
- [**DWU Basketball Tiger Academy**](#) (September 15th)
 - DWU Avera Sports & Wellness Complex
- [**DWU Wrestling Kick-Off**](#) (September 20th)
 - The World's Only Corn Palace Plaza
- [**20th Annual OutKasts Car Show \(September 20th-22nd\)**](#)
 - **Mitchell's Main Street**
- [**Oktoberfest**](#) (September 21st)
 - Mitchell's Main Street - south
- [**The 437 Project**](#) (September 21st)
 - The World's Only Corn Palace – Lawler St.
- [**Vern Eide Wheels Wednesday**](#) (September 25th)
 - Vern Eide Ford south parking lot
- [**National Kids Pedal Pull**](#) (September 28th)
 - The World's Only Corn Palace
- [**MHS Homecoming Week**](#) (September 30th – October 5th)
 - MHS/Joe Quintal
- [**Ducks Unlimited Banquet**](#) (October 3rd)
 - Highland Conference Center
- [**Raise Em' Rank Bull Riding Championships**](#) (October 4th-5th)
 - The World's Only Corn Palace
- [**Mitchell A.C.T Presents: "The Miraculous Journey of Edward Tulane"**](#) (October 4th-6th & October 11th-13th)
 - Mitchell Area Community Theatre
- [**Palace City Kiwanis Half Marathon \(October 6th\)**](#)
 - **The World's Only Corn Palace**
- [**DWU Homecoming Week**](#) (October 7th-13th)
 - DWU/Joe Quintal

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

Raise Em Rank Bull Riding Series Finals

Date: October 4th-5th, 2024; **Contact:** Dillon Swanson; **Grant Request:** \$5,000

- Motion: Motion was made by Tim Smith to award \$5,000, and seconded by Dave Helleloid. All members voted 'Aye' and the motion passed.

Dakota Oyate Challenge Volleyball

Date: October 11th-12th, 2024; **Contact:** Silas Blaine; **Grant Request:** \$6,500

- Motion: Motion was made by Emily Liedtke to award \$4,200, and seconded by Tim Smith. All members voted 'Aye' and the motion passed.

Hoop City Classic

Date: December 27th-30th, 2024; **Contact:** Ernie Kuyper; **Grant Request:** \$15,000

- Motion: Motion was made by Jill Larson to award \$12,500, and seconded by Dave Helleloid. All members voted 'Aye' and the motion passed.

9. Next Meeting Date

Kevin McCardle shared the next meeting date of Tuesday, October 8th, 2024, @ 2 PM - City Hall, Council Chambers.

10. Adjournment

There being no further business to discuss.

Meeting adjourned by: Kevin McCardle @ 3:18 PM.