



Sports & Events Authority Advisory Committee
612 N. Main, City Hall - Council Chambers
October 8, 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, Kevin Nelson, Jason Christensen, Doug Greenway, LaRee Rumbolz, Emily Liedtke, Dave Helleloid, Tim Smith, and Jim Johnston

SEA Advisory Committee members absent: Cory Aadland and Bryan Dixon

Others present: Aaron Hieb and Stephanie Ellwein

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. Pheasants Forever Banquet

- Tim Smith shared some information about the Pheasants Forever Banquet Grant Application, which is requesting \$3,000.

Kevin Bruscher was unable to attend the Sports & Events Authority meeting, so prior to the meeting, Kevin reached out to and shared some information with Tim Smith.

Tim Smith shared some information regarding Pheasant Country, Chapter 872 and their involvement with the youth pheasant hunt and the youth hunting experience(s) around the Mitchell community. Also, he shared their hard work and contributions towards additional habitat area(s) around the Mitchell area as well. The upcoming Pheasants Forever Banquet at the Corn Palace is the largest banquet in the nation, which gets attendance upwards of 750 attendees.

B. Cursed Chains Challenge Disc Golf Tournament

- Dan Woodraska presented the Cursed Chains Challenge Disc Golf Tournament Grant Application, which is requesting \$500.

The Cursed Chains Challenge Disc Golf Tournament will be Saturday, October 26th at Dry Run Creek. The grant request of \$500 would help cover the Special Event Permit Park Closure fee and porta potties. Dan also shared information from the UDISC App that has a monthly subscription fee of \$30, but this app summarizes the majority of participation stats for Dry Run Creek Disc Golf Course on a monthly basis. Tournament participation is capped at 100, with a majority of players being from out of town. Currently, there are 15 registered.

C. Palace City Cup - Squirt B & C Hockey Tournament

- Eric Sabers presented the Palace City Cup - Squirt B & C Hockey Tournament Grant Application, which is requesting \$1,000.

The Palace City Cup - Squirt B & C Hockey Tournament (10U) will be November 15th-17th at the Mitchell Activities Center. The grant request of \$1,000 would help cover the ice rental costs and referee's expenses. A minimum of 5–6 teams per division (2) is necessary to make this event worthwhile. Two teams will participate from Mitchell along with, hopefully, teams from West River SD, IA, MN, and NE. A goal of 8 teams per division, so 16 total teams.

3. Approval of Minutes

Motion: Motion was made by Dave Helleloid 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 October 4th, 2024.

Current expenses and award checks that have been written for 2024 are \$85,150.

Current Available Fund Balance of \$64,850.

Collections in September (for August records) are \$38,636.00 with all collected.

The YTD collections for 2024 is \$224,286.00, which equates to 114,558 total room nights sold. YTD comparison for room nights sold were: up 2.8% (3,174 room nights sold) from 2023, down 1.3% (1,536 room nights sold) from 2022, up 1.0% (1,135 room nights sold) from 2021, up 24.9% (28,552 room nights sold) from 2020, up 0.6% (677 room nights sold) from 2019, and up 1.0% (1,192 room nights sold) from 2018.

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

A. Evaluation Form(s) w/Financials

MAC Triathlon (June 8th, 2024)

- The event was above expectations. An estimated total spectator attendance of 60. Total participants of 66. The estimated number of total hotel/motel room nights sold was 4 (Comfort Inn, Super 8, and Thunderbird Lodge). The awarded funds (\$1,500) were used towards the cost of the timing system. The profit of \$2,522.97 will go towards outdoor fitness equipment in Cadwell Park.

Shoot out at the Lake (June 21st-22nd, 2024)

- The event was below expectations - mother nature did not cooperate and Mitchell experienced excessive rainfall amounts. An estimated total spectator attendance of 1,250. Total participants of 90 (45 each night). The estimated number of total hotel/motel room nights sold was 75 (Super 8 Motel). The awarded funds (\$5,000) were used towards the cost of the bleachers. No profit (\$5,652.98)

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

- The event exceeded expectations. An estimated total spectator attendance of 45. Total participants of 61. The estimated number of total hotel/motel room nights sold was 5 (CoachLight Motel, Comfort Inn, Hampton Inn, and Holiday Inn). Cyclists prefer to stay at campgrounds rather than hotels. Individuals love the Lake Mitchell Campground! The awarded funds (\$1,500) were used towards the cost of the timing system. The profit of \$6,250.09 will go towards continuing to host more events geared towards health, wellness, and fitness. Also, towards workout equipment at Cadwell Park.

Tour de Corn (August 16th-18th, 2024)

- The event exceeded expectations. An estimated total spectator attendance of 375. Total participants of 307. The estimated number of total hotel/motel room nights sold is uncertain. The awarded funds (\$2,000) were used towards the cost of the meal for the riders. No profit (\$5,198.06)

CorniCUPia 2024 (September 7th-8th, 2024)

- The event was above expectations. An estimated total spectator attendance of 1,400. Total participants of 492, 41 teams. The estimated number of total hotel/motel room nights sold was 300. The awarded funds (\$5,000) were used towards offsetting tournament expenses. The profit of \$14,808.55 will go back into the soccer programs and purchasing infrastructure for future tournaments.
 - Scott Mullenmeister and Alyson Palmer, Mitchell Soccer Association, were present to give an in-person event recap for their CorniCUPia 2024 soccer tournament.

B. SEA Survey(s)

- **Organization:** Mitchell Soccer Association; **Main Contact:** Scott Mullenmeister; **Date Completed:** 9/26/2024

6. Other Items

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

A. Upcoming Events

- [**Dakota Oyate Challenge Volleyball**](#) (October 11th-12th)
 - **The World's Only Corn Palace**
- [Mitchell A.C.T Presents: "The Miraculous Journey of Edward Tulane"](#) (October 11th-13th)
 - Mitchell Area Community Theatre
- [DWU Homecoming Week](#) (October 7th-13th)
 - [Tiger Trail Trek 5K](#) – October 12th
 - DWU Blue & White Days Parade – October 12th
 - [DWU Homecoming Tailgate](#) – October 12th
- [VFW Chili Cook-Off](#) (October 12th)
 - 2nd & Rowley Parking Lot – Behind the VFW
- [Davison County 4-H Carnival](#) (October 12th)
 - Davison County 4-H Grounds
- [Pheasants Forever Banquet](#) (October 18th)
 - The World's Only Corn Palace
- [Mitchell Hall & The Tennessee Trio Johnny Cash Tribute Band](#) (October 19th)
 - Mitchell Area Community Theatre
- [LyricWood Orchestra Concert](#) (October 20th)
 - DWU Sherman Center
- [Forest of Fears Haunted Trail](#) (October 25th-27th)
 - Reclamation Ranch
- [Mitchell ACT Haunted Theatre Fundraiser](#) (October 25th-26th)
 - Mitchell Area Community Theatre
- [Cursed Chains Challenge Disc Golf Tournament](#) (October 26th)
 - Dry Run Creek
- [Mitchell Downtown Trick-Or-Treat](#) (October 26th)
 - Mitchell's Main Street
- [Monster Mash](#) (October 27th)
 - The Moose Lodge
- [James Valley Community 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

Pheasants Forever Banquet

Date: October 18th, 2024; **Contact:** Kevin Bruscher; **Grant Request:** \$3,000

- **Motion:** Motion was made by Tim Smith to award \$2,000 earmarked towards youth hunting activities, and seconded by Doug Greenway. All members voted 'Aye' and the motion passed.

Cursed Chains Challenge Disc Golf Tournament

Date: October 26th, 2024; **Contact:** Dan Woodraska; **Grant Request:** \$500

- **Motion:** Motion was made by Jason Christensen to award \$500, and seconded by LaRee Rumbolz. All members voted 'Aye' and the motion passed.

Palace City Cup - Squirt B & C Hockey Tournament

Date: November 15th-17th, 2024; **Contact:** Darcy Sabers; **Grant Request:** \$1,000

- **Motion:** Motion was made by Dave Helleloid to award \$1,000, and seconded by Tim Smith. All members voted 'Aye' and the motion passed.

9. Next Meeting Date

Tim Smith, Aaron Hieb, and Stephanie Ellwein shared information from last week's Business Improvement District #4 Board meeting.

- Jerry Thomsen will put together and distribute a survey to all Mitchell hotels/motels. The purpose of this survey is to give all hotels/motels an opportunity to provide feedback and express their opinion(s) on what/where the BID 4 Hotel Tax Collections should go towards (Marketing, event recruitment, facility enhancement, etc.).
- The following will be shared and discussed during the next BID #4 Board meeting in December:
 - Johanna Allen, CVB Representative, will attend and share a marketing overview with the BID #4 Board.
 - Aaron Hieb will share information and comparisons regarding other Business Improvement Districts - Hotel Occupancy Tax that are established in municipalities throughout South Dakota.
 - Aaron Hieb will also share a comparison regarding Sports Tourism Index - Scout and another platform that works as a recruiting tool and provides a list of potential events that can be bid on and possibly hosted in your city. Subscription fees will also be provided.
- BID #4 Board has designated \$150,000 towards the Sports & Events Authority for FY 2025.
- \$30,000 for the next three years (2024, 2025, and 2026) totaling \$90,000 has been

approved for the Dakota Riptide for their debt service towards the Indoor Aquatics Center.

- Mitchell has been awarded the Class A (12U) Swim Meet in February 2025.

Kevin McCardle shared the next meeting date of Tuesday, November 12th, 2024, @ 2 PM - City Hall, Council Chambers.

10. Adjournment

There being no further business to discuss.

Meeting adjourned by: Kevin McCardle @ 2:57 PM.