



Sports & Events Authority Advisory Committee
612 N. Main, City Hall - Council Chambers
November 12, 2024

1. Call to Order

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

SEA Advisory Committee members present: Mayor Hanson, Kevin McCardle, Jill Larson, Kevin Nelson, Jason Christensen, 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, 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. Dakota Riptide Swim Meet

- Jason Wede and Rob Schelske presented the Dakota Riptide Swim Meet Grant Application, which is requesting \$5,000.

The Dakota Riptide Swim Meet will be (Friday evening-Sunday) December 6th-8th, 2024. Last year's attendance had 282 swimmers. This will be the first of three swim meets. There will be one in January 2025, along with the 12 & Under State Meet in February 2025. The deadline to register for the December swim meet is November 29th.

B. Palace City Robot Rumble

- Ryan Tupper presented the Palace City Robot Rumble Grant Application, which is requesting \$1,500.

The Palace City Robot Rumble has been hosted for many years and is in its second year hosting in the Corn Palace. The rumble takes place on Saturday, December 7th with doors opening at 7 AM and lasting until approximately 4 PM. Last year there were 28 teams, with teams coming from: Omaha, NE; Spearfish and Douglas, SD. The event usually hosts 20–30 teams with 2–4 kids per team plus parents. The requested grant amount would go towards

offsetting the cost of the Corn Palace rental.

C. South Dakota Fire Instructors Conference

- Justin Adams presented the South Dakota Fire Instructors Conference Grant Application, which is requesting \$4,206.44.

The South Dakota Fire Instructors Conference will be January 4th-5th, 2025. The conference holds a meeting on Friday evening, with a full day of events on Saturday, and concludes with a half day on Sunday. In years past, the conference has been held in Pierre, SD, but the conference is relocating and looking for a new annual home. Average attendance is approximately 125. The requested grant amount will cover the cost of an instructor from out of state. Registration fee is \$35 per person, but \$25 of that fee goes towards the cost of the annual insurance to cover the instructors as they teach classes throughout the year.

D. Dakota Oyate Challenge Basketball Tournament

- George Erdahl presented the Dakota Oyate Challenge Basketball Tournament Grant Application, which is requesting \$10,500, plus kindly requesting the same amount (11 rooms x 4 nights) of Comp rooms for basketball officials.

The Dakota Oyate Challenge is in its 36th year for the boys and 31st year for the girls. The requested grant amount will help offset numerous costs as well as help to lower the entry fees for each school. Schools pay a \$2,000 entry fee and the hope is to lower the entry fee to \$1,400. The total event budget is usually around \$30,000. The event hosts 8 schools, which brings a total of 16 basketball teams (8 boys & 8 girls).

E. South Dakota Middle School All State Band

- Holly Gage via conference phone presented the South Dakota Middle School All State Band Grant Application, which is requesting \$1,000.

The South Dakota Middle School All State Band will be March 7th-8th, 2025 at the Mitchell Performing Arts Center. The event brings in 200 participants plus parents. All participants will stay overnight on Friday and some, depending on travel distance, will stay overnight on Saturday. All the meals take place at local restaurants throughout the Mitchell community. The requested grant amount will be used to provide a hospitality room and purchase snacks and beverages locally for the students and band directors. The event wants to provide a "swag" item for all the participants and directors this year as well. Mitchell will be the host site for 2026.

F. North Dakota Country Fest

- Dan Beukelman presented the North Dakota Country Fest Grant Application, which is requesting \$7,500.

The North Dakota Country Fest is a 4-day camping festival in Bismarck, North Dakota. Attendance is estimated at around 50,000. This request is for the Your Town Tour, which is an extension of the ND Country Fest, which provides music event(s) in smaller cities throughout North Dakota and South Dakota. Aberdeen and Sioux Falls were some of the cities included in this tour during 2024. The event is scheduled for Friday, April 25th, 2025, from 6:30 PM until 11 PM at The World's Only Corn Palace. The grant request would not nearly cover all the expenses, but it would help assist with marketing and promotions.

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 reviewed the financial report as of November 1st, 2024.

Current expenses and award checks that have been written for 2024 are \$88,650.

Current Available Fund Balance of \$61,350.

Collections in October (for September records) are \$34,734.00 with all collected.

The YTD collections for 2024 is \$259,020.00, which equates to 131,925 total room nights sold.

YTD comparison for room nights sold were: up 2.7% (3,574 room nights sold) from 2023, down 0.8% (1,049 room nights sold) from 2022, up 1.6% (2,096 room nights sold) from 2021, up 23.7% (31,214 room nights sold) from 2020, up 1.1% (1,457 room nights sold) from 2019, and up 1.2% (1,605 room nights sold) from 2018.

Motion: Motion was made by Dave Helleloid to approve the financial report as presented, and seconded by Jim Johnston. All members voted 'Aye' and the motion passed.

5. Evaluation Forms/Financials/Surveys

No Evaluation Forms, Financials, or Surveys were submitted at this time.

6. Other Items

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

A. Upcoming Events

- [Dakota Wesleyan University Basketball](#) – Women (November 12th)
 - The World's Only Corn Palace
- [Palace City Cup – Squirt B & C Hockey Tournament](#) (November 15th-17th)
 - Mitchell Activities Center
- [Frost Jam 2024](#) (November 16th)
 - The Back 40

- [Dakota Wesleyan University Wrestling](#) (November 16th)
 - The World's Only Corn Palace
- [Dakota Wesleyan University Basketball](#) (November 20th)
 - The World's Only Corn Palace
- [Holiday Arts Christmas Craft Show](#) (November 22nd-23rd)
 - Davison County 4-H Grounds
- [Thanksgiving Turkey Giveaway](#) (November 23rd)
 - City parking lot between Graham Tire and TMA
- [CASA's Got Talent](#) (November 23rd)
 - Highland Conference Center
- [Dakota Wesleyan University Basketball](#) (November 26th)
 - The World's Only Corn Palace
- [Mitchell 5K Turkey Trot](#) (November 28th)
 - DWU/Avera Sports and Wellness Complex
- Youth Basketball Tournament (November 30th)
 - The World's Only Corn Palace
- [Parade of Lights and Christmas at the Palace](#) (December 3rd)
 - Mitchell Main Street and The World's Only Corn Palace
- [Dakota Riptide Swim Meet](#) (December 6th-8th)
 - Mitchell Indoor Aquatic Center
- [The Mitchell A.C.T. Presents "A Christmas Chaos"](#) (December 6th-8th)
 - Mitchell Area Community Theatre
- [Not a Silent Night](#) (December 6th)
 - Highland Conference Center
- [Village Bowl Doubles Tournament](#) (December 7th-8th)
 - The Village Bowl
- [Mitchell High School Robotics Competition](#) (December 7th)
 - The World's Only Corn Palace
- [Christmas Shopping for Kids](#) (December 7th)
 - The Masonic Hall
- [Mitchell Marlins Mite Jamboree](#) (December 7th)
 - Mitchell Activities Center
- [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

Dakota Riptide Swim Meet

Date: December 6th-8th, 2024; **Contact:** Jason Wede; **Grant Request:** \$5,000

- **Motion:** Motion was made by Dave Helleloid to award \$5,000 towards the December

2024 and January 2025 swim meet(s), seconded by LaRee Rumbolz. All members voted 'Aye' and the motion passed.

Palace City Robot Rumble

Date: December 7th, 2024; **Contact:** Mark Wilson; **Grant Request:** \$1,500

- **Motion:** Motion was made by Tim Smith to award \$1,500 and seconded by Jim Johnston. All members voted 'Aye' and the motion passed.

South Dakota Fire Instructors Conference

Date: January 4th-5th, 2025; **Contact:** Justin Adams; **Grant Request:** \$4,206.44

- **Motion:** Motion was made by Jason Christensen to award \$4,210 and seconded by Emily Liedtke. All members voted 'Aye' and the motion passed.

Dakota Oyate Challenge Basketball Tournament

Date: January 30th-February 1st, 2025; **Contact:** Silas Blaine; **Grant Request:** \$10,500, plus, kindly requesting the same amount (11 rooms x 4 nights) of Comp rooms for basketball officials.

- **Motion:** Motion was made by Jim Johnston to award \$5,000, but no COMP hotel rooms were able to be secured, seconded by Tim Smith.

Members voted 'Aye': Mayor Hanson, Kevin McCardle, Jill Larson, Kevin Nelson, LaRee Rumbolz, Emily Liedtke, Tim Smith, and Jim Johnston.

Members voted 'Nay': Jason Christensen and Dave Helleloid.

The majority vote 'Aye' motion passed.

South Dakota Middle School All State Band

Date: March 7th-8th, 2025; **Contact:** Holly Gage; **Grant Request:** \$1,000

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

North Dakota Country Fest

Date: April 25th, 2025; **Contact:** Luke Shafer; **Grant Request:** \$7,500

- **Motion:** Motion was made by Jason Christensen to table any action until the December 10th meeting and seconded by LaRee Rumbolz. All members voted 'Aye' and the motion passed.

9. Next Meeting Date

Kevin McCardle shared the next meeting date of Tuesday, December 10th, 2024, @ 2 PM - City Hall, Council Chambers.

10. Adjourn

There being no further business to discuss.

Meeting adjourned by: Kevin McCardle @ 3:09 PM.