



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

1. Call to Order

Meeting called to order by: Kevin McCardle @ 2 PM

SEA Advisory Committee members present: Mayor Hanson, Kevin McCardle, Kevin Nelson, Jason Christensen, Bryan Dixon, Emily Liedtke, Tim Smith, and Jim Johnston

SEA Advisory Committee members absent: Jill Larson, Cory Aadland, LaRee Rumbolz, and Dave Helleloid

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. 1st Annual Mitchell Pickleball Indoor Tournament

- Tim Smith presented the 1st Annual Mitchell Pickleball Indoor Tournament Grant Application, which is requesting \$2,500.

The tournament will be hosted at the DWU/Avera Sports & Wellness Complex on January 4th-5th, 2025. Currently, there are 72 registered individual players with a goal of 80 players. Round Robin tournament for each division, which ultimately will lead to a champion for each division. The tournament, in its first year, is requesting \$2,500 to help get the event going and on its feet. An estimation of hotel/motel room nights is around or above 50 rooms sold for the tournament.

B. Hanson Girl's & Boy's Classic

- Tyler Payer and Josh Oltmanns presented the Hanson Girl's & Boy's Classic Grant Application, which is requesting \$3,000 (\$1,500 for each classic).

The grant request would go towards hospitality for the Hanson Classic(s). The Hospitality Room would provide something to eat for the coaches, officials, and volunteers. There are seven teams that are traveling from 100 to 150 miles, which could result in overnight stays (hotel/motel room nights). If awarded funding, the sponsorship puts the Mitchell Sports & Events Authority logo on programs and the t-shirts.

C. North Dakota Country Fest

Dan Beukelman shared an update on the North Dakota Country Fest Grant Application, which is requesting \$7,500.

The Your Town Tour takes place at The World's Only Corn Palace on Friday, April 25th, 2025. The organization reached out to Aberdeen, SD, Sturgis, SD, Minot, ND, and Jamestown, ND regarding hotel/motel room nights, and the feedback estimates that an additional 125 room nights. The grant request would go towards additional marketing for the event to help keep the tickets affordable, between \$35 and \$20. The sponsorship would put the Sports & Events Authority logo on all marketing and the Your Town Tour website.

3. Approval of Minutes

Motion: Motion was made by Bryan Dixon 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 December 4th, 2024.

Current expenses and award checks that have been written for 2024 are \$100,360.

There is one committed item that the award check has not been written yet.

- Dakota Oyate Challenge \$5,000

Current Available Fund Balance of \$44,640.

Collections in November (for October records) are \$31,326.00 with one establishment outstanding.

The YTD collections for 2024 is \$290,632.00, which equates to 147,731 total room nights sold.

YTD comparison for room nights sold were: up 2.6% (3,865 room nights sold) from 2023, down 2.0% (2,971 room nights sold) from 2022, up 1.3% (1,884 room nights sold) from 2021, up 21.3% from 2020, up 0.5% from 2019, and up 0.6% 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

South Dakota State Amateur Baseball Tournament (August 7th-18th, 2024)

- The event exceeded expectations. This year's tournament set a record gate, financially. Total participants of 32 - Class 'B' teams and 5 - Class 'A' teams. The estimated number of total hotel/motel room nights sold was 300+ (AmericInn & Super 8 Motel). The tournament will be in Brandon this year and Mitchell in 2026 & 2027. The awarded funds (\$5,000) were used towards hospitality for commissioners and the costs of the PA announcer.
- Jim Johnston also provided and shared feedback and results from the tournament. He will put together and provide financials that will be sent out to the committee.

OutKasts Car Show (September 20th-22nd, 2024)

- The event exceeded expectations. An estimated total spectator attendance of 3,000. Total participants of 200 registered and club cars. The estimated number of total hotel/motel room nights sold was 75 (Budget Inn, CoachLight Motel, Corn Palace Inn, Days Inn, Quality Inn, Rodeway Inn, Siesta Motel, and Thunderbird Lodge). The awarded funds (\$1,500) were used towards the cost of awards given to the winners. Profit (\$1,920.70) will go towards next year's show.

6. Other Items

Tim Smith and Aaron Hieb reviewed and provided an update to the committee from the previous week's Business Improvement District #4 Board meeting.

- Mitchell Chamber and CVB Marketing/Promotions Presentation by Johanna Allen.
- Shared information and discussion about the South Dakota Business Improvement District(s) Hotel Occupancy Tax Comparisons.
- Sports Tourism Index vs. Playeasy
 - BID #4 Board approved the use and purchase (\$4,995/annually) of the Playeasy platform for 2025.

A. Upcoming Events

- [Dance Expressions Christmas Recital](#) (December 11th)
 - The World's Only Corn Palace
- [Mitchell's Comedy Night at the Area Community Theatre](#) (December 12th)
 - Mitchell Area Community Theatre
- MHS Girls' & Boys' Basketball
 - The World's Only Corn Palace
- [Klock Werks Christmas Extravaganza!](#) (December 13th)
 - Klock Werks
- [The Mitchell A.C.T. Presents "A Christmas Chaos"](#) (December 13th-15th)
 - Mitchell Area Community Theatre
- DWU Women & Men's Basketball
 - The World's Only Corn Palace
- [Figure Skating Holiday Show](#) (December 15th)

- Mitchell Activities Center
- [Holiday Jam with the Hegg Brothers](#) (December 16th)
 - Mitchell Performing Arts Center
- [Shaun Johnson's Big Band Experience – Holiday Tour](#) (December 17th)
 - Mitchell Area Community Theatre
- MHS Gymnastics (December 21st)
 - The World's Only Corn Palace
- **[Hoop City Classic](#) (December 27th-30th)**
 - **The World's Only Corn Palace**
- [Sacred Hoops Basketball Classic](#) (January 4th, 2025)
 - The World's Only Corn Palace
- [Mitchell Hockey Pink the Rink](#) (January 4th, 2025)
 - Mitchell Activities Center
- **South Dakota Fire Instructors Conference (January 4th-5th, 2025)**
 - **Highland Conference Center**
- [Mitchell Fire Department's Chase the Ace](#)
 - The Back 40
- [James Valley Community Center](#)
- [Highland Conference 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

1st Annual Mitchell Pickleball Indoor Tournament

Date: January 4th-5th, 2025; **Contact:** Tim Smith; **Grant Request:** \$2,500

- **Motion:** Motion was made by Jim Johnston to award \$2,500, and seconded by Bryan Dixon. Seven members voted 'Aye' and the motion passed.
- **Abstain:** Tim Smith abstained from voting.

Hanson Girl's & Boy's Classic

Date: January 18th & 25th, 2025; **Contact:** Tyler Payer; **Grant Request:** \$3,000 (\$1,500 for each classic)

- **Motion:** Motion was made by Bryan Dixon to award \$3,000 (\$1,500 for each classic), and seconded by Tim Smith. All members voted 'Aye' and the motion passed.

North Dakota Country Fest

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

- Tabled from the November meeting.
- **Motion:** Motion was made by Bryan Dixon to award \$7,500, and seconded by Tim Smith. All members voted 'Aye' and the motion passed.

9. Next Meeting Date

Kevin McCardle shared the next meeting date of Tuesday, January 14th, 2025, @ 2 PM - City Hall, Council Chambers.

10. Adjourn

There being no further business to discuss.

Meeting adjourned by: Kevin McCardle @ 2:46 PM.