



Sports & Events Authority Advisory Committee
612 N. Main, City Hall - Council Chambers
January 14, 2025

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, Dave Sietsema, LaRee Rumbolz, and Tim Smith

SEA Advisory Committee members absent: Cory Aadland, Jason Christensen, Bryan Dixon, Emily Liedtke, Dave Helleloid, 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. Palace Ice Festival

- Brian Bultje, Mitchell Figure Skating Club, presented the Palace Ice Festival Grant Application, which is requesting \$750.

The Palace Ice Festival is January 17th-19th. There are 35 skaters registered and 17 coaches coming. Skaters are coming from Sioux Falls and Watertown, and locally from Mitchell and Mitchell area. The grant request of \$750 will go towards judges fees and ice fees (offset expenses).

B. DWU/Culver's Girls & Boys High School Basketball Classic

- Brad Bartscher presented the DWU/Culver's Girls & Boys High School Basketball Classic Grant Application, which is requesting \$3,000.

The girls (12th annual) classic will take place on Friday, February 14th and the boys (16th annual) will be on Saturday, February 15th at The World's Only Corn Palace. There are 36 total teams, 18 girls and 18 boys, which results in 9 games each day. The grant request of \$3,000 will go towards the cost of table workers, referees, and rent of the Corn Palace.

* Brad announced that next year, January 3rd, 2026, Mitchell and The World's Only Corn Palace will host the Midwest Miracle Classic.

C. Dakota Riptide 12U State 'A' Swim Championships

- Jason Wede and Rob Schelske, Dakota Riptide, presented the Dakota Riptide 12U State 'A' Swim Championships Grant Application, which is requesting \$5,000.

The state swim meet will take place February 21st-23rd at the Mitchell Indoor Aquatics Center, which will bring in between 320-350 swimmers. The grant request would go towards pool rental, lifeguard wages, sound system rental, programs, meals for coaches and officials, bag tags for swimmers, and concession costs.

D. DWU 15th Annual Indoor Futsal Winter Classic

- Nico Reinhard, DWU Soccer, presented the DWU 15th Annual Indoor Futsal Winter Classic Grant Application, which is requesting \$3,500.

The Indoor Futsal Winter Classic will take place February 21st-23rd at the DWU/Avera Sports Complex and DWU Christen Family Center. There will be teams represented from 5 surrounding states (SD, ND, MN, NE, IA). They are estimating over 100 teams participating this year. The requested grant amount would be used to cover the senior referee assignment fee(s), as well as the student referee certification/background checks. These costs have lessened drastically over the last couple of years because they are certifying more student-athletes rather than paying senior referees. No entry or gate fee is charged. The teams pay a registration fee. Concessions are provided.

E. Mitchell Music Boosters New Black Concert Chairs Purchase for PAC

- Joel Van Peursem, Mitchell Music Boosters, presented the Mitchell Music Boosters New Black Concert Chairs Purchase for PAC Grant Application, which is requesting \$4,000.

The (140) chairs would be used only for SDHSAA and SDMEA concerts and events. The chairs would be stored at the PAC. The Mitchell Area Charitable Foundation awarded \$10,000 as well.

- Joel Van Peursem, South Dakota Music Education Association, presented the **South Dakota Middle School All-State Jazz Band Grant Application**, which is requesting \$1,500.
 - *This application was submitted over the weekend, Saturday, January 11th.*

The Middle School All-State Jazz Band is taking place January 31st-February 1st at the Performing Arts Center. This year, 42 students will attend from around the state and rehearse, and eventually put on a show on Saturday, February 1st. The final show charges adult tickets (\$5), which goes back to SDMEA. The grant request of \$1,500 will go towards the cost of bringing in two, nationally known clinicians to assist with the final show.

3. Approval of Minutes

Motion: Motion was made by Tim Smith to approve the previous meeting minutes as

presented, and seconded by Kevin Nelson. All members voted 'Aye' and the motion passed.

4. Financial Report

Aaron Hieb and Stephanie Ellwein reviewed the financial report as of January 7th, 2025.

Final Expenses for FY 2024 is \$118,360.

Final SEA Fund Balance for FY 2024 is \$31,640, which will be earmarked to SEA and reflected in the BID #4 Fund.

BID #4 designated \$150,000 towards SEA for FY 2025.

There is a committed item, Special Olympics State Basketball for \$12,000, which the funding check will be authorized and cut in the upcoming weeks. This will leave a Current Available Fund Balance for the SEA of \$138,000 for FY 2025.

Updated Collections in November (for October records) are \$31,396.00 with all collected.

Collections in December (for November records) are \$24,482.00 with one establishment outstanding.

The YTD collections for 2024 is \$315,184.00, which equates to 160,007 total room nights sold.

YTD comparison for room nights sold were: up 1.9% (2,969 room nights sold) from 2023, down 1.9% (3,104 room nights sold) from 2022, up 0.9% (1,411 room nights sold) from 2021, up 21.7% from 2020, up 0.3% from 2019, and down 0.3% from 2018.

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

Arts in the Park (July 26th-27th, 2024)

- The event was above (4) expectations. SEA was a huge help! Total spectator attendance of 8,000-10,000. Total participants of 120 vendors. The estimated number of total hotel/motel room nights sold was 101 (Comfort Inn, Hampton Inn, Holiday Inn). The awarded funds (\$1,000) were used towards overnight security. There was a net loss of \$795.
- Mayor Hanson shared a review of the 2024 event and provided an update for 2025.

South Dakota State & High Plains Regional Cowboy Fast Draw Shoot (September 11th-15th, 2024)

- The event met (3) expectations. An estimated total spectator attendance of 40-50 per

day. Total participants of 80. The estimated number of total hotel/motel room nights sold was 148 (AmericInn, Budget Inn, Coachlight Motel, Comfort Inn, Days Inn, Hampton Inn, Kelly Inn). The awarded funds (\$3,000) were used to pay the shooters/winners on the SEA sponsored shoot on Friday. Profit (\$1,024.00) were awarded as cash donations or awards to veterans, Shoot for the Stars Scholarship Program, and Davison County Youth Trap Club.

6. Other Items

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

A. Update and Review of Playeasy

Aaron Hieb and Tim Smith reviewed the current progress of the Playeasy platform and highlighted some of the features regarding specific microsites for the [Mitchell Sports & Events Authority](#).

- Facilities
- Hotels
- Attractions (Food & Drink, Entertainment, Shopping, Transport, and Services)
- Events
- Reports

Aaron also shared the current leads that are being reviewed:

- 2026 and 2027 Move United Education Conference
- American Broomball Alliance National Championship 2026 and 2027
- Under Armour Next HS Football Camp Series 2025+

The first on-boarding training session with a Playeasy representative was on Thursday, January 9th.

B. Upcoming Events

- [Mitchell Fire Department's Chase the ACE](#)
 - The Back 40
- [Burger Showdown](#) (January 1st-31st)
 - Mitchell, SD
- MHS Girls and Boys Basketball
 - The World's Only Corn Palace
- [Young Professionals Trivia Night!](#) (January 14th)
 - Palace City Brewing Co.
- [Mitchell Chamber & Development Annual Recognition Event](#) (January 15th)
 - The Masonic Hall
- [Dakota Riptide Swim Meet](#) (January 17th-18th)
 - Mitchell Indoor Aquatic Center

- [42nd Annual Hanson Girls Classic](#) (January 18th)
 - **The World's Only Corn Palace**
- DWU Women and Men Basketball
 - The World's Only Corn Palace
- [Avera Queen of Peace Winter Wonderland Gala](#) (January 24th)
 - Highland Conference Center
- [Mitchell Marlins Candy Cup Mite Hockey Tournament](#) (January 25th-26th)
 - Mitchell Activities Center
- [The Village Bowl Doubles Tournament](#) (January 25th-26th)
 - The Village Bowl
- [43rd Annual Hanson Boys Classic](#) (January 25th)
 - **The World's Only Corn Palace**
- [Dakota Oyate Challenge](#) (January 30th-February 1st)
 - **The World's Only Corn Palace**
- [Big Friend Little Friend's Annual Winter Escape](#) (February 1st)
 - The Village Bowl
- [James Valley Community Center](#)
- Highland Conference Center
- [MHS Performing Arts 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

Palace Ice Festival

Date: January 17th-19th, 2025; **Contact:** Brian Bultje; **Grant Request:** \$750

- **Motion:** Motion was made by Kevin Nelson to award \$750, and seconded by Tim Smith. All members voted 'Aye' and the motion passed.

South Dakota Middle School All-State Jazz Band

Date: January 31st-February 1st, 2025; **Contact:** Ellie Kenkel; **Grant Request:** \$1,500

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

DWU/Culver's Girls & Boys High School Basketball Classic

Date: February 14th-15th, 2025; **Contact:** Jason Christensen; **Grant Request:** \$3,000

- **Motion:** Motion was made by Kevin McCardle to award \$3,000, and seconded by

LaRee Rumbolz. All members voted 'Aye' and the motion passed.

Dakota Riptide 12U State 'A' Swim Championships

Date: February 21st-23rd, 2025; **Contact:** Jason Wede; **Grant Request:** \$5,000

- **Motion:** Motion was made by Kevin McCardle to award \$4,000, and seconded by Tim Smith. All members voted 'Aye' and the motion passed.

DWU 15th Annual Indoor Futsal Winter Classic

Date: February 21st-23rd, 2025; **Contact:** Nicolas Reinhard; **Grant Request:** \$3,500

- **Motion:** Motion was made by LaRee Rumbolz to award \$3,500, and seconded by Dave Sietsema. All members voted 'Aye' and the motion passed.

Mitchell Music Boosters New Black Concert Chairs Purchase for PAC

Date: March 7th-8th, 2025; **Contact:** Joel Van Peurse; **Grant Request:** \$4,000

- **Motion:** Motion was made by Tim Smith to award \$4,000, and seconded by Kevin Nelson. All members voted 'Aye' and the motion passed.

9. Next Meeting Date

Kevin McCardle shared the next meeting date of Tuesday, February 11th, 2025, @ 2 PM - City Hall, Council Chambers.

10. Adjournment

There being no further business to discuss.

Meeting adjourned by: Kevin McCardle @ 3:03 PM