



Sports & Events Authority Advisory Committee
612 N. Main, City Hall - Council Chambers
February 11, 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, Jason Christensen, Dave Sietsema, LaRee Rumbolz, Emily Liedtke, Dave Helleloid, Tim Smith, and Jim Johnston

SEA Advisory Committee members absent: Cory Aadland and Bryan Dixon

Others present: Johanna Allen, 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. Buckin' Wild Ranch Cabin Fever Auction

Nick Coulter, Buckin' Wild Ranch, presented the Cabin Fever Auction Grant Application, which is requesting \$2,000.

- The Cabin Fever Auction is going on its 7th annual, which takes place at the Davison County Fairgrounds on February 21st-22nd. The grant request would help cover the costs of hotel rooms for workers, food, and costs of the venue. Last year the event had over 500 bidder numbers. Attendees come from WY, MT, SD, ND, and IA.

B. Rob Marchand/Harve Johnston Basketball Tourney

Jason Christensen presented the Rob Marchand/Harve Johnston Basketball Tourney Grant Application, which is requesting \$750.

- The Rob Marchand/Harve Johnston Basketball Tourney is Saturday, March 8th, utilizing multiple facilities throughout Mitchell. The grant request provides food for the volunteers and workers. Currently, there are 32 teams signed up so far. Entry fee for teams is \$125 per team with 3 games minimum. Some teams are coming from Watertown, Aberdeen, Pierre, and Mobridge.

C. 4th Annual Combat Veterans Motorcycle Association Comedy Night

Justin Hamer, Kyle, and Rick, Combat Veterans Motorcycle Association, presented the CVMA Comedy Night Grant Application, which is requesting \$1,500.

- The 4th Annual CVMA Comedy Night is being held on Saturday, March 22nd at the Highland Conference Center. This is the biggest fundraising event of the year for CVMA. Last year they teamed up locally, with Helping with Horsepower. Last year the profit was \$5,900, which was split between CVMA and Helping with Horsepower. There were 138 tickets sold for last year's event. This year will consist of Dueling with Pianos and a live auction.

D. DWU Spring Golf Invite

Jeff Meyerink, DWU Golf, presented the DWU Spring Golf Invite Grant Application, which is requesting \$5,000.

- The DWU Spring Golf Invite is April 7th-8th at Lakeview Golf Course. Last year there were 82 players, mainly from North Dakota. As of December 2nd, 2024, there are 110 players registered for the event. This year the event format is practice round on Sunday, April 6th, 36-hole competition on Monday, April 7th, and final 18 holes on Tuesday, April 8th. The grant request would help cover costs such as cart rentals for the 36 hole competition day, range balls, and complimentary meals for players/coaches.

E. Lucky Devils Adult Hockey Tournament

Stacy Murtha presented the Lucky Devils Adult Hockey Tournament Grant Application, which is requesting \$4,000.

- The Lucky Devils Adult Hockey Tournament is April 11th-13th at the Mitchell Activities Center, utilizing both ice rinks. This is the 14th year for the event. SD, ND, MN, and WI teams with over 300 hockey players plus families. Two years ago Sioux Falls created a similar tournament, as well as, one year ago, Watertown did so as well. There is competition to keep teams coming to the Mitchell tournament over going to the other two cities. There is a max capacity of 22 teams for this tournament. This event does support and sponsor 8U hockey here in Mitchell as well. The two biggest expenses for this tournament are ice time and referee costs.

F. Powderhorn Ranch Regulators Outlaw Gauntlet Shoot (Jackpot Shoots, Blast for Cash, & Veteran's Shoot)

Troy Bollock, Powderhorn Ranch Regulators, presented the Outlaw Gauntlet Shoot Grant Application, which is requesting \$4,500.

- The Powderhorn Ranch Regulators Outlaw Gauntlet Shoot is June 12th-15th out at the Mitchell Gun Club. This is the 22nd year for the cowboy fast draw. Due to changes in the association, the date has changed to June and the title of the event is no longer SD State & Territorial High Plains, but Outlaw Gauntlet Shoot. The grant request of \$4,500 goes back into the shoot as payout prizes, none of it is kept by the PHRR.

3. Approval of Minutes

Motion: Motion was made by LaRee Rumbolz to approve the previous meeting minutes as presented, and seconded by Jim Johnston. All members voted 'Aye' and the motion passed.

4. Financial Report

Aaron Hieb reviewed the financial report as of February 4th, 2025.

Designated revenue for FY 2025 is \$150,000.

Current expenses and award checks that have been written for 2025 are \$28,250. This amount does include the \$12,000 Special Olympics State Basketball award check.

Current Available Fund Balance of \$121,750.

Collections in December (for November records) are 24,482.00 with one establishment still past due.

Collections in January (for December records) are \$14,704.00 with one establishment past due.

The YTD collections for 2025 is \$14,704.00, which equates to 7,352 total room nights sold.

YTD comparison for room nights sold were: down **31.4%** (2,307 room nights sold) from 2024, down **11.1%** (817 room nights sold) from 2023, down **22.9%** (1,687 room nights sold) from 2022, up 7.2% from 2021, down **46.3%** from 2020, and down **11.1%** from 2019.

The one establishment past due for January collections has provided an average over the past three years of 1,918 room nights sold. This would bring our YTD room nights sold to above 9,200 room nights sold, which is a more respectable number.

Motion: Motion was made by Dave Helleloid to approve the financial report as presented, and seconded by Jason Christensen. 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

Palace City Kiwanis Half Marathon/10K/5K (October 6th, 2024)

- The event met (3) expectations. A little disappointed in this year's turnout, but they have hired a media professional for 2025. An estimated total spectator attendance of 200. Total participants of 166. The estimated number of total hotel/motel room nights sold was 33 (Hampton Inn, Kelly Inn, My Place). The awarded funds (\$1,500) were used to offset the costs of the run - medals, shirts, swag bags, porta potties, and timing and registration company. \$1,000 was a donation in support of the event and \$500 was towards a 'BAG' sponsorship. Profits (\$13,803.87) will be used for children's programs throughout the community and support for Salvation Army, CASA, Abbott House, and other agencies.

Cursed Chains Challenge Disc Golf Tournament (October 22nd, 2024)

- The event met (3) expectations. Total participants of 63. The estimated number of total hotel/motel room nights sold was 0 (My Place). The awarded funds (\$500) were used to pay for the Special Event Permit and portable bathrooms. No Profit Gained.

SD Fire Instructors Conference (January 4th-5th, 2025)

- The event was above (4) expectations. With the help of the grant they were able to spend more money than normal on an instructor and provide better educational learning for the group. Total participants of 78. The estimated number of total hotel/motel room nights sold was 80 (Comfort Inn, Hampton Inn). The awarded funds (\$4,210) were used to help cover the cost of the instructor along with cost of the venue. Profits (\$2,173.04) will go towards next year's conference in Mitchell on January 10th-11th, 2026.

Girls & Boys Hanson Classic (January 18th & 25th, 2025)

- Aaron Hieb shared and read a "Thank You" card to the committee from the Hanson Classic Committee.

6. Other Items

Aaron Hieb reviewed and provided an update to the committee on the processes and action items of Playeasy.

A. Update and Review of Playeasy

Aaron Hieb completed a second on-boarding training from Playeasy last Wednesday.

Aaron Hieb continued to review the current progress of the Playeasy platform and highlighted some of the features regarding specific microsites for the Mitchell Sports & Events Authority.

- Home 'Start A Post'
- Facilities
- Hotels

- Attractions (Food & Drink, Entertainment, Shopping, Transport, and Services)
- Events - Search Engine Organization (SEO), which filters search results in search engines specific to Playeasy, higher up in the results list.
- Reports

Aaron also shared the total leads within the platform (279) and current leads specific to the Mitchell Sports & Events Authority (156) that are being reviewed:

- The 2026 and 2027 Move United Education Conference - BID was submitted on Wednesday, January 29th.
- American Broomball Alliance National Championship 2026 and 2027
 - Additional criteria within the RFP did not make sense or suit Mitchell, South Dakota to continue to pursue the bid.
- 5v5 Soccer - Aaron and Scott Mullenmeister met with Andrew Vorce (President of 5v5 Soccer) to learn more about the event and hosting criteria.
 - Scott will share information with the Mitchell Soccer Association during their March 10th Board meeting.

B. Upcoming Events

- MHS Girls and Boys Basketball
 - The World's Only Corn Palace
- [Young Professionals Trivia Night](#) (February 11th)
 - The Depot Pub & Grill
- [Palace City Jazz Festival](#) (February 11th)
 - Mitchell High School Performing Arts Center
- [DWU/Culver's Girls Basketball Classic](#) (February 14th)
 - The World's Only Corn Palace
- [DWU/Culver's Boys Basketball Classic](#) (February 15th)
 - The World's Only Corn Palace
- DWU Women and Men Basketball
 - The World's Only Corn Palace
- [PeeWee C State Hockey Tournament](#) (February 21st-23rd)
 - Mitchell Activities Center
- [South Dakota 12U State 'A' Swim Championships](#) (February 21st-23rd)
 - Mitchell Indoor Aquatic Center
- [DWU 15th Annual Indoor Futsal Winter Classic](#) (February 21st-23rd)
 - DWU/Avera Sports Complex and DWU Christen Family Center
- [Women in Blue Jeans Conference](#) (February 21st-22nd)
 - Highland Conference Center
- [Baby I'm a Star – Cheer and Dance Competition](#) (February 23rd)
 - The World's Only Corn Palace
- [Norm Foster's The Foursome](#) (February 28th-March 2nd; March 7th-9th)
 - The Masonic Hall
- [DWU Mid-winter Concert](#) (March 2nd)
 - DWU Sherman Center
- [South Dakota Middle School All-State Band](#) (March 7th-8th)

- **MHS Performing Arts Center**
- 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

Buckin' Wild Ranch Cabin Fever Auction

Date: February 21st-22nd, 2025; **Contact:** Ashley Coulter; **Grant Request:** \$2,000

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

Rob Marchand/Harve Johnston Basketball Tourney

Date: March 8th-9th, 2025; **Contact:** Jason Christensen; **Grant Request:** \$750

- **Motion:** Motion was made by Tim Smith to award \$750, and seconded by Dave Sietsema.
- **Abstain:** Jason Christensen and Jim Johnston abstained from voting. Nine members voted 'Aye' and the motion passed.

4th Annual Combat Veterans Motorcycle Association Comedy Night

Date: March 22nd, 2025; **Contact:** Kim Hamer; **Grant Request:** \$1,500

- **Motion:** Motion was made by Dave Helleloid to award \$1,500, and seconded by Dave Sietsema. All members voted 'Aye' and the motion passed.

DWU Spring Golf Invite

Date: April 7th-8th, 2025; **Contact:** Jeff Meyerink; **Grant Request:** \$5,000

- **Motion:** Motion was made by Kevin McCardle to award \$4,000, and seconded by Tim Smith.
- **Abstain:** Jason Christensen abstained from voting. Ten members voted 'Aye' and the motion passed.

Lucky Devils Adult Hockey Tournament

Date: April 11th-13th, 2025; **Contact:** Stacy Murtha; **Grant Request:** \$4,000

- **Motion:** Motion was made by Dave Helleloid to award \$4,000, and seconded by Jim Johnston. All members voted 'Aye' and the motion passed.

Powderhorn Ranch Regulators Outlaw Gauntlet Shoot (Jackpot Shoots, Blast for Cash, & Veteran's Shoot)

Date: June 12th-15th, 2025; **Contact:** Diane Royalty; **Grant Request:** \$4,500

- **Motion:** Motion was made by Tim Smith to award \$3,000, 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, March 11th, 2025, @ 2 PM - City Hall, Council Chambers.

10. Adjournment

There being no further business to discuss.

Meeting adjourned by: Kevin McCardle @ 3:12 PM