



Sports & Events Authority Advisory Committee
612 N. Main, City Hall - Council Chambers
March 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, Cory Aadland, Dave Sietsema, LaRee Rumbolz, Emily Liedtke, Tim Smith, and Jim Johnston.

SEA Advisory Committee members absent: Jason Christensen, Bryan Dixon, and Dave Helleloid

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. Knights of Columbus Special Olympics State Basketball Tournament Banquet

The Knights of Columbus submitted the *Knights of Columbus Special Olympics State Basketball Tournament Banquet Grant Application* for consideration, which is requesting \$1,500.

- No one was in attendance from the Knights of Columbus to present the grant application.

B. A Night with Dan Gable

JD Heinrich, American Outlaws Wrestling, presented *A Night with Dan Gable Grant Application*, which is requesting \$7,000.

- American Outlaws Wrestling was formed in October 2022. Currently, American Outlaws Wrestling consists of around 30 kids. There is no entry fee to join American Outlaws Wrestling. Fundraising for the club consists of raffles and hosting two youth wrestling tournaments (Youth Dual Tournament in July on the baseball diamond in Dimock, SD and the Monster Brawl in November at the DWU/Avera Sports Complex in Mitchell, SD). A Night with Dan Gable will take place on Saturday, April 26th, in

Dimock, SD at TNT Inflatables, with doors opening at 5 PM and the event will get over around 10 PM. 350 seats are available; individual seats and/or tables can be purchased.

3. Approval of Minutes

Motion: Motion was made by Jim Johnston 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 reviewed the financial report as of March 5th, 2025.

Current expenses and award checks that have been written for 2025 are \$55,500.

Current Available Fund Balance of \$94,500.

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

Collections in January (for December records) are \$17852.00 with all collections submitted.

Collections in February (for January records) are \$17,637.50 with all collections submitted.

The YTD collections for 2025 are \$35,489.50, which equates to 17,745 total room nights sold.

YTD comparisons for room nights sold were: up 4.6% (811 room nights sold) from 2024, up 8.1% (1,430 room nights sold) from 2023, up 8.5% (1,500 room nights sold) from 2022, up 24.3% from 2021, down 2.6% from 2020, and up 18.4% from 2019.

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

Mitchell Pickleball Indoor Tournament (January 4th-5th, 2025)

- The event exceeded (5) expectations. The first annual tournament drew a full field of 80 players in eight different divisions. Total participants of 80. The estimated number of total hotel/motel room nights sold was 30 (Comfort Inn, Hampton Inn, Holiday Inn, Quality Inn). The awarded funds (\$2,500) were used for prizes and medals and the purchase of equipment. Profits (\$3,088.85) will be used to expand the tournament next year and fund additional needs for the new outdoor pickleball courts at Hitchcock Park.

SDMEA Middle School All-State Jazz Band (January 31st-February 1st, 2025)

- The event met (3) expectations. Thank you so much to SEA for sponsoring the event! A few restaurants were slower in service, causing some of the members to return late to the event. An estimated total spectator attendance of 204. Total participants of 38. The estimated number of total hotel/motel room nights sold was 45 (Hampton Inn). The awarded funds (\$1,000) were used to pay the guest directors. Profits (\$667.67) will be used to help pay for the SDMEA State Music Educator Conference.

DWU/Culver's Girls & Boys High School Basketball Classic (February 14th-15th, 2025)

- The event was above (4) expectations. The event went well. Total participants of 36 teams. The estimated number of total hotel/motel room nights sold is unsure (Hampton Inn, Holiday Inn, My Place). The awarded funds (\$3,000) were used for rent and referees' fees. Profits (\$7,265.97) will be used for TeamMaker scholarships for MBB and WBB.

6. Other Items

Aaron Hieb reviewed and provided an update to the committee on the progress of Playeasy.

A. Update and Review of Playeasy

Aaron Hieb reviewed the HOME page of the Playeasy platform.

Event Organizers within the platform: 714; Destinations including the Mitchell Sports & Events Authority: 319; Total active RFPs within the Marketplace: 266.

Search Engine Organization (SEO) is a feature included with Playeasy where information from your destination page and relevant microsites populate higher up in an interested party's Google search. For example, Mitchell Sports Authority or Mitchell Sports & Events Authority populates third on the search results list on Google.

Reports (Profile Activity, Facility Overview, Event Performance) since the beginning of the Mitchell Sports & Events Authority subscription to Playeasy.

- Profile Activity:
 - 34 Unique Visitors
 - 887 Views
 - GOOGLE search
- Facility Overview:
 - 15 Unique Visitors
 - 181 Views
 - GOOGLE search
 - Corn Palace is the most viewed facility on the Mitchell Sports & Events Authority Destination page:
 - 8 Unique Visitors
 - 28 Views
- Event Performance (20 SEA microsites created so far...):

- 221 Unique Visitors
- 851 Views
 - 17 Registration Clicks
 - 10 Ticketing Clicks
- DWU/Culvers Girls & Boys High School Basketball Classic is the most viewed event on the Mitchell Sports & Events Authority Destination page:
 - 47 Unique Visitors
 - 147 Views

LEADS. Currently, there are 161 leads that match the Mitchell Sports & Events Authority. 156 of those have been passed on because the RFPs require more hotel room nights than Mitchell, SD can provide. The RFP requires facility space that Mitchell, SD does not have, or the date of the event on the requested RFP overlaps with events already taking place in Mitchell, SD.

Mitchell, SD was not contacted for consideration to host the 2026 or 2027 Move United Education Conference.

Active, Interested RFPs include American Junior Golf Association and 5v5 Soccer Tournaments.

B. Upcoming Events

- [Wingapalooza](#) (March 2025)
 - Mitchell, SD
- [Young Professionals Trivia Night](#) (March 11th)
 - Dr. Lucky's Bar & Grill
- [Mitchell's St. Patty's Weekend Extravaganza](#) (March 15th)
 - Masonic Lodge
- [Larry Hauser Adult/JR Bowling Tournament](#) (March 22nd)
 - The Village Bowl
- [Valley View Villa Bridal Brunch](#) (March 22nd)
 - Valley View Villa
- [4th Annual Combat Veterans Motorcycle Association Comedy Night](#) (March 22nd)
 - **Highland Conference Center**
- [The Next Little Thing Bowling Tournament](#) (March 23rd)
 - The Village Bowl
- [Special Olympics South Dakota State Basketball Tournament](#) (March 29th-30th)
 - **Mitchell gymnasiums**
- [Spring Moose Lodge Vendor Fair](#) (March 29th)
 - Moose Lodge
- [CHS Adult Prom Banquet](#) (March 29th)
 - The World's Only Corn Palace
- [Big Friend Little Friend 15th Anniversary](#) (April 1st)
 - The World's Only Corn Palace
- [MTC Alumni Cornhole](#) (April 4th)
 - The World's Only Corn Palace
- [A Night at the Races](#) (April 4th)

- Highland Conference Center
- [Ice Adventures with Woody and Friends](#) (April 5th)
 - Mitchell Activities Center
- [DWU Spring Golf Invite](#) (April 7th-8th)
 - **Lakeview Municipal Golf Course**
- [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

Knights of Columbus Special Olympics State Basketball Tournament Banquet

Date: March 29th, 2025; **Contact:** Vince Boddicker; **Grant Request:** \$1,500

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

A Night with Dan Gable

Date: April 26th, 2025 (Dimock, SD); **Contact:** JD Heinrich; **Grant Request:** \$7,000

- **Motion:** Motion was made by Kevin Nelson to award \$750 earmarked towards advertising, and seconded by Emily Liedtke. All members voted 'Aye' and the motion passed.

9. Next Meeting Date

Kevin McCardle shared the next meeting date of Tuesday, April 8th, 2025, @ 2 PM - City Hall, Council Chambers.

10. Adjournment

There being no further business to discuss.

Meeting adjourned by: Kevin McCardle @ 3:00 PM