



Sports & Events Authority Advisory Committee  
612 N. Main, City Hall - Council Chambers  
April 8, 2025

## 1. Call to Order

**Meeting called to order by:** Kevin McCardle @ 2:00 PM

**SEA Advisory Committee members present:** Mayor Hanson, Kevin McCardle, Jill Larson, Kevin Nelson, Jason Christensen, Dave Sietsema, LaRee Rumbolz, Emily Liedtke, Dave Helleloid, and Tim Smith

**SEA Advisory Committee members absent:** Cory Aadland, Bryan Dixon, and Jim Johnston

**Others present:** Johanna Allen, Stephanie Ellwein, and Aaron Hieb  
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## 2. Presentation of Funding Applications

SEA Grant Application presentations by applicants.

The SEA Advisory Committee reviewed applications for grant funding.

The following applications were presented and considered:  
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### A. Amateur Boxing Night presented by 15th Round Boxing

Mayor Jordan Hanson spoke on behalf of 15th Round Boxing and presented the *Amateur Boxing Night presented by 15th Round Boxing Grant Application* for consideration, which is requesting \$1,500.

- Mayor Hanson shared that there are 27 scheduled bouts for the event on Saturday, April 19th, 2025, with doors opening at 4 PM and the first bout being at 5 PM in The World's Only Corn Palace. Currently, there are 21 tables sold; around 200 tickets for the event. The grant request would be used to pay for the hotel rooms for the boxers.

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### B. Mitchell Main Street & Beyond Memorial Weekend in Mitchell

Elizabeth Luczak, Mitchell Main Street & Beyond, presented the *Memorial Weekend in Mitchell Grant Application* for consideration, which is requesting \$2,000.

- Elizabeth Luczak shared that the 24th Annual MMS&B Memorial Weekend in Mitchell is Saturday, May 24th, 2025, starting at Noon on South Main Street. This event draws approximately 5,000 attendees. The grant request of \$1,000 would go towards the cost of the ribs and the other \$1,000 would go towards the marketing efforts and being able to reach parts of northwest Iowa, southwest Minnesota, and the northeastern corner of Nebraska to attract people to stay overnight. The goal is to have 5% of the total attendance stay overnight in Mitchell.

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### **C. Mitchell Area Community (MAC) Triathlon**

Terasa Gillen and Emily Hohn, Mitchell Area Community Triathlon, presented the *MAC Triathlon Grant Application*, which is requesting \$2,500.

- Terasa Gillen and Emily Hohn shared that the "10th" Annual MAC Triathlon will take place on Saturday, June 7th, 2025. The biggest expense for the event and grant request would go towards the timing system. There have been approximately 60–70 runners come from South Dakota and other states. The majority of the runners stay at campgrounds rather than hotels. The funds that are raised through the MAC Area Events will go towards fitness equipment around Cadwell Sports Complex.

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### **D. South Dakota Women's State Slowpitch Softball Tournament**

Emily Hohn, Mitchell Women's Slowpitch Softball, presented the *South Dakota Women's State Slowpitch Softball Tournament Grant Application*, which is requesting \$6,500.

- Emily Hohn shared that the state softball tournament will take place July 26th-27th, 2025, at Cadwell Sports Complex. The biggest expense and grant request would go towards the umpire fees along with \$2,500 going to the State Association. The local association is looking into fundraisers as well. There are four divisions that will be hosted in Mitchell.

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### **E. The 301 Rodz and Ridez Car Show**

Jerry Wright, The 301 Rodz, presented *The 301 Rodz & Ridez Car Show Grant Application*, which is requesting \$2,000.

- Jerry Wright shared that The 301 Rodz & Ridez Car Show (formally Outcasts Car Show) will take place September 19th-21st, 2025, in collaboration with Oktoberfest. The biggest expenses and grant request will go towards the trophies, advertising, which includes invitations to all participants from years past, and thank you cards to everyone who attended. Last year, the car show had just over 150 cars with around 100 hotel room nights. Also, working with local main street bars to provide

entertainment and keep people in town and downtown.

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### 3. Approval of Minutes

**Motion:** Motion was made by Tim Smith to approve the previous meeting minutes as presented, and seconded by Jason Christensen. All members voted 'Aye' and the motion passed.

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### 4. Financial Report

Aaron Hieb reviewed the financial report as of April 3rd, 2025.

Current expenses and award checks that have been written for 2025 are \$57,750.

Current Available Fund Balance of \$92,250.

Collections in December (for November records) are 25,402.00 with all collected.

Collections in March (for February records) are \$13,607.50 with one establishment past due.

The YTD collections for 2025 are \$49,097.00, which equates to 24,549 total room nights sold.

YTD comparisons of room nights sold were: up 1.9% (477 room nights sold) from 2024, up 4.2% (1,025 room nights sold) from 2023, down 0.5% (110 room nights sold) from 2022, up 22.6% from 2021, down 8.2% from 2020, and up 11.6% from 2019.

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

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### 5. Evaluation Forms/Financials/Surveys

Aaron Hieb reviewed the following Evaluation Forms w/Financials with the SEA Committee:

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#### A. Evaluation Form(s) w/Financials

Dakota Riptide Swim Meets (December 6th-8th, 2024 & January 18th-19th, 2025)

- The events met (3) expectations. The December meet is an annual meet with January meet being the first annual. Total spectator attendance was 600 (December) and 250 (January). Total participants were 200 (December) and 115 (January). The estimated number of total hotel/motel room nights sold was about 100 (December) and about 60 (January) (Comfort Inn, Hampton Inn, Holiday Inn, Kelly Inn, and My Place). The awarded funds (\$5,000 combined for both meets) were used for facility rental, lifeguards, equipment rental, and coaches and official hospitality. Profits from the December meet (\$12,331.57) and January meet (\$5,058.92) will be used to pay for the

day-to-day operation costs.

#### Palace City Robot Rumble (December 7th, 2024)

- The events met (3) expectations. The event was appreciative of the funding and support. The event suggested more local promotion from the SEA. Total spectator attendance was 400. Total participants was 60. The estimated number of total hotel/motel room nights sold was not included. The awarded funds (\$1,500) were used for venue rental. No profits, financial statement shows a loss of \$35.

#### Hoop City Classic (December 27th-30th, 2024)

- The event exceeded (5) expectations. Total spectator attendance of 4,300. Total participants of 550, which saw teams from 30 different cities/schools. The estimated number of total hotel/motel room nights sold was 400, which was about 100 per night for four nights (AmericInn, Comfort Inn, Days Inn, Hampton Inn, Holiday Inn, and My Place). The awarded funds (\$12,500) were used for expenses related to the event as detailed in the PL statement. No profits, financial statement shows a loss of \$569.16.

#### Palace Ice Festival (January 17th-19th, 2025)

- The event was above (4) expectations. The weather cooperated this year, City employees did a great job helping make sure the event went smoothly, and the Mitchell Figure Skating Club was greatly appreciative of the funding and support from the SEA. Total spectator attendance was approximately 330. Total participants of 35 skaters, 11 coaches, 6 US Figure Skating Judges & Representatives. The estimated number of total hotel/motel room nights sold was between 35-38 (Comfort Inn, Days Inn, Hampton Inn, Holiday Inn, and Quality Inn). The awarded funds (\$750) were used to offset expenses for the competition. Net profit (\$1,586.76) will be used to hold future skating clinics and provide better training for the Mitchell Figure Skating Club.
- Thank you card
- Picture of medal

#### South Dakota 12U State Swim Meet (February 21st-23rd, 2025)

- The event was above (4) expectations. Total spectator attendance was over 1,000. Total participants of 350 swimmers. All hotel rooms were sold out this weekend. (AmericInn, Comfort Inn, Days Inn, Hampton Inn, Holiday Inn, and My Place). The awarded funds (\$4,000) were used to pay for facility rental, lifeguard salary, equipment rental, and official and coaches meals. Profits (\$14,366.47) will be used for day-to-day operation costs.
- Thank you card

#### South Dakota Middle School All-State Band (March 7th-8th, 2025)

- The event exceeded (5) expectations. The awarded funding was greatly appreciated.

The question was asked about online ticketing for next year's event. Total spectator attendance was 933. Total participants of 200. The estimated hotel/motel room nights for the entirety of the event was 150. (AmericInn, Comfort Inn, Days Inn, Hampton Inn, Holiday Inn, Kelly Inn, Motel 6, My Place, and Quality Inn). The awarded funds (\$1,000) were used to purchase flowers and meals for the guest directors, supplies for the teachers' hospitality room, luggage case tags for students, and photo booth supplies and music for the event. No profit for the event. PL statement shows a loss of \$25.15.

Rob Marchand/Harve Johnston Basketball Tourney (March 8th, 2025)

- The event exceeded (5) expectations. Total spectator attendance was 800. Total participants of 32 teams. The estimated number of total hotel/motel room nights sold was not provided (My Place). The awarded funds (\$750) were used for food for volunteers. Profits (\$5,206.93) were split between the City of Mitchell and the DWU basketball programs.

New Black Concert Chairs for Performing Arts Center

- Pictures

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## **6. Other Items**

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

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### **A. Update and Review of Playeasy**

Aaron Hieb reviewed the HOME page of the Playeasy platform.

Event Organizers within the platform: 723; Destinations including the Mitchell Sports & Events Authority: 320; Total active RFPs within the Marketplace: 210.

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

- Profile Activity:
  - 40 Unique Visitors
  - 1,014 Views
- Facility Overview:
  - 18 Unique Visitors
  - 206 Views
    - Corn Palace is the most viewed facility on the Mitchell Sports & Events Authority Destination page:
      - 9 Unique Visitors
      - 29 Views

- Event Performance (22 SEA microsites created so far...):
  - 277 Unique Visitors
  - 1,021 Views
    - 19 Registration Clicks
    - 26 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 165 leads that match the Mitchell Sports & Events Authority. 162 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.

- Active, Interested RFPs include 5v5 Soccer Tournaments, which will be put on hold until 2026. The Mitchell Soccer Association is dedicating their time to successfully hosting a spring and fall soccer. We will connect in the winter, early 2026 and revisit the 5v5 Soccer opportunity for Mitchell, SD.

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## B. Upcoming Events

- [Young Professionals Trivia Night](#) (April 8th)
  - Thirsty's
- [SkillsUSA South Dakota State Leadership & Skills Conference](#) (April 10th-11th)
  - Mitchell Technical College
- [Friend de Coup presents The Elements Cabaret](#) (April 10th-12th)
  - Mitchell High School Performing Arts Center
- [14th Annual Lucky Devils Adult Hockey Tournament](#) (April 11th-13th)
  - **Mitchell Activities Center**
- [Easter Ham Dinner Giveaway](#) (April 16th)
  - Parking lot between TMA & Graham Tire
- [15th Round Boxing presents Live Boxing](#) (April 19th)
  - The World's Only Corn Palace
- [Spring Ladies Day Out](#) (April 25th-26th)
  - Mitchell's Main Street
- [Your Town Tour: Neal McCoy](#) (April 25th)
  - **The World's Only Corn Palace**
- [Mitchell Lion's Club Pancake Jamboree](#) (April 26th)
  - Masonic Lodge
- [A Night with Dan Gable](#) (April 26th)
  - **TNT Inflatables – Dimock, SD**
- MHS Prom Grand March (April 26th)

- The World's Only Corn Palace
- [Shrine Circus](#) (April 28th-30th)
  - The World's Only Corn Palace
- [Palace City Jam](#) (April 29th)
  - Moose Lodge
- Dessert Rumble (Month of May)
  - Mitchell Main Street & Beyond
- [VFW Post 2750 Day of Service](#) (May 2nd)
  - VFW Post 2750 Upstairs
- [1st Fridays on Main – Great Outdoors](#) (May 2nd)
  - Mitchell's Main Street
- [The Marvelous Wonderettes \(The Musical\)](#) (May 2nd-4th & 9th-11th)
  - Mitchell Area Community Theatre
- [Heart & Sole Annual 5K Fun Run](#) (May 3rd)
  - DWU/Avera Sports and Wellness Complex
- [VFW Post 2750 Loyalty Day Program](#) (May 3rd)
  - VFW Post 2750 Upstairs
- Dance Expression Spring Recital (May 3rd)
  - The World's Only Corn Palace
- [Early Bird Youth Baseball Tournament](#) (May 3rd)
  - Cadwell Sports Complex
- MTC Commencement (May 9th)
  - The World's Only Corn Palace
- [Helping with Horsepower Military Appreciation Event](#) (May 10th)
  - Main Street – Ethan, SD
- DWU Commencement (May 11th)
  - The World's Only Corn Palace
- [James Valley Community Center](#)
- [Highland Conference Center](#)
- [MHS Performing Arts Center](#)

Complete list of events – [MITCHELL CHAMBER EVENTS CALENDAR](#) & Mitchell SD Events Facebook

**\*BOLD – Awarded Sports & Events Authority Grant funding.**

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**7. Executive Session in accordance with SDCL 9-34-19: Discussion of confidential trade secrets, commercial, or financial information.**

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## **8. Approval of Funding Applications**

Amateur Boxing Night presented by 15th Round Boxing

**Date:** April 19th, 2025; **Contact:** George Giovanis/Jordan Hanson; **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.

Mitchell Main Street & Beyond Memorial Weekend in Mitchell

**Date:** May 24th, 2025; **Contact:** Elizabeth Luczak; **Grant Request:** \$2,000

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

Mitchell Area Community (MAC) Triathlon

**Date:** June 7th, 2025; **Contact:** Terasa Gillen; **Grant Request:** \$2,500

- **Motion:** Motion was made by Tim Smith to award \$1,500, of which \$1,000 is a donation in support of the event and \$500 secures the Iron Man Sponsorship, and seconded by LaRee Rumbolz. All members voted 'Aye' and the motion passed.

South Dakota Women's State Slowpitch Softball Tournament

**Date:** July 26th-27th, 2025; **Contact:** Emily Hohn; **Grant Request:** \$6,500

- **Motion:** Motion was made by Dave Helleloid to table the voting decision until the May meeting, and seconded by LaRee Rumbolz. All members voted 'Aye' and the motion passed.

The 301 Rodz & Ridez Car Show

**Date:** September 19th-21st, 2025; **Contact:** KayLynn Bren; **Grant Request:** \$2,000

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

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## 9. Next Meeting Date

Kevin McCardle shared the next meeting date of Tuesday, May 13th, 2025, @ 2 PM - City Hall, Council Chambers.

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## 10. Adjournment

Brief discussion about The World's Only Corn Palace reaching out to South Dakota High School Activities Association and/or Cory Aadland about selection process to host a SDHSAA State Basketball Tournament.

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