



Sports & Events Authority Advisory Committee
612 N. Main, City Hall - Council Chambers
May 20, 2025

1. Call to Order

Meeting called to order by: Kevin McCardle @ 2:01 PM

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

SEA Advisory Committee members absent: Jill Larson, Cory Aadland, and Jim Johnston

Others present: Aaron Hieb, Stephanie Ellwein, Andrew Schneider, and Johanna Allen

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:

A. Blarney's Amateur Baseball Classic

Jason Christensen spoke on behalf of and presented the *Blarney's Amateur Baseball Classic* Grant Application for consideration, which is requesting \$2,500.

- Jason Christensen shared that the event is the same weekend as the Harve's/Wilson Memorial Youth Baseball Tournament at the Cadwell Sports Complex. There will be 12 amateur teams = 6 games on Saturday, June 14th at Cadwell Park Stadium. The event will be run like and have an environment similar to the State Amateur Baseball Tournament. There is uncertainty about the number of hotel room nights the event will generate along with the financials. Profits from the event will be used towards the DWU TeamMaker Scholarships. The grant request will be used to pay for ump's, press box workers, field rental, lights, baseball, and t-shirts.

B. Palace City Cup 2025

Scott Mullenmeister spoke on behalf of the Mitchell Soccer Association and presented the *Palace City Cup 2025* Grant Application for consideration, which is requesting \$5,000.

- Scott Mullenmeister shared that the Palace City Cup will take place Saturday, June 14th through Sunday, June 15th at the Pepsi Cola Soccer Complex. The event will host teams U9-U18, which is different from the fall tournament they hosted in 2024. Currently, there are 25 teams registered with the expectation of between 40 and 50 teams. This is one of only two tournaments hosted this same weekend throughout South Dakota. Rapid City is the only other city to host a tournament. The grant request will be used to cover the biggest expense, which is the referees.

C. Palace City Mountain Bike Classic

Kourtney Denne, via conference phone, spoke on behalf of MAC Area Events, INC. and presented the *Palace City Mountain Bike Classic* Grant Application for consideration, which is requesting \$1,500.

- Kourtney Denne shared that this is the 4th annual event, which will take place on Saturday, June 21st around Lake Mitchell, but the route will be done in reverse, compared to previous years. Last year (2024), the event had 81 registered riders. This year they are incorporating a variety of multiple youth races to increase participation. The grant request will be used to pay for the timing system, which is the biggest expense each year.

D. Arts in the Park

Mayor Hanson spoke on behalf of and presented the *Arts in the Park* Grant Application for consideration, which is requesting \$1,500.

- Mayor Hanson shared that the event in 2024 had an estimated overall event attendance of 10,000 plus. He expects even more attendance this year, with over 150 vendors and plenty of family-friendly activities. The grant request will be used to help with the city and park fees, insurance, and general costs to hold the event.

E. South Dakota Women's State Slowpitch Softball Tournament

***Tabled from the April meeting, no presentation required.**

April presentation notes:

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.

F. Special Olympics State Basketball Tournament

Mitchell has been selected as the foreseeable host of the Special Olympics State Basketball Tournament, and is requesting an additional \$4,000 (\$2,000 for 2026 & \$2,000 for 2027) to cover the additional expenses to host state basketball.

3. Approval of Minutes

Motion: Motion was made by Dave Sietsema 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 May 15th, 2025.

Current expenses and award checks that have been written for 2025 are \$63,250.

Current Available Fund Balance of \$86,750.

Collections in March (for February records) are updated to \$16,173.50 with all collected.

Collections in April (for March records) are \$19,182.00 with all collected.

The YTD collections for 2025 are \$70,845.00, which equates to 35,423 total room nights sold.

YTD comparisons of room nights sold were: up 7.0% (2,467 room nights sold) from 2024, up 4.3% (1,513 room nights sold) from 2023, up 0.6% (210 room nights sold) from 2022, up 20.2% from 2021, up 7.7% from 2020, and up 12.4% from 2019.

Motion: Motion was made by Bryan Dixon to approve the financial report as presented, and seconded by Emily Liedtke. 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

Dakota Oyate Challenge Volleyball (October 11th-12th, 2024)

- The event was above (4) expectations. We had a great first annual volleyball tournament for the DOC. Cross Country will be added the same weekend in 2025. Total spectator attendance was 200. Total participants were 300. The estimated number of total hotel/motel room nights sold was about 160+ (AmericInn, Comfort Inn, Days Inn, Hampton Inn, Holiday Inn, My Place, and Quality Inn). The awarded funds (\$4,200) were used to pay officials, workers, and for the awards. Balance due - The

World's Only Corn Palace (\$1,595.95).

Girl's & Boy's Hanson Classic(s) (January 17th & January 24th, 2025)

- The events met (3) expectations. Total participants of 32 teams. The estimated number of total hotel/motel room nights sold was 40 - 50 (AmericInn and Comfort Inn). Awarded funds (\$3,000 - \$1,500 for each classic). Profits of \$1,638.

Dakota Oyate Challenge (January 30th-31st, February 1st, 2025)

- The event met (3) expectations. Schools and fans appreciate the availability of hotel rooms and eating establishments. Total spectator attendance of 1,038, which is a 19% increase from last year. Total participants of 16 basketball teams (8 boys and 8 girls), 27 hand games, and 5 archery teams. The estimated number of total hotel/motel room nights sold was 900, which was about 300 per night, for a 8-13% increase from last year (Comfort Inn, Days Inn, Hampton Inn, Holiday Inn, Kelly Inn, My Place, Quality Inn, and Super 8 Motel). The awarded funds (\$5,000) were used for awards and the additional hotel rooms for officials. Profits, total due - Dakota Oyate Challenge (\$1,944.35) which will go towards next year's DOC.

Knights of Columbus Special Olympics State Basketball Tournament Banquet (March 29th, 2025)

- The event was above (4) expectations. The event went smoothly with plenty of volunteers. Total spectator and participant attendance was 700+. The estimated number of total hotel/motel room nights sold was 552 (AmericInn, Comfort Inn, Days Inn, Hampton Inn, Holiday Inn, Kelly Inn, Motel 6, My Place, Quality Inn, Mitchell Inn, Super 8, and Thunderbird Lodge). The awarded funds (\$1,500) were used to purchase food, beverages, and supplies for the banquet. Not-for-profit event.

Lucky Devils Adult Hockey Tournament (April 11th-13th, 2025)

- The event was above (4) expectations. It was another very successful event this year. We had great weather and the tailgating was taken to a higher level with donated burgers and brats. Teams were able to golf on Saturday as well. Some took to the bowling lanes. Total spectator attendance was between 600 and 800. Total participants of 308 = 22 teams. The total room nights sold is estimated to be between 165 and 200 (Comfort Inn and Hampton Inn). The awarded funds (\$4,000) were used to help cover the City ice time expenses. Profits (\$14,115.02) will be used to sponsor all 8U youth players in hockey and also host on-ice skills clinics. Our adult group also works with the VJ and Varsity players all year long to keep the awareness and excitement alive. As our funds grow, we plan to help with building improvements as well.

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: 736; Destinations including the Mitchell Sports & Events Authority: 322; Total active RFPs within the Marketplace: 211.

Reports (Profile Activity, Facility Overview, Event Performance) YTD

- Profile Activity:
 - 42 Unique Visitors
 - 1,169 Views
- Facility Overview:
 - 23 Unique Visitors
 - 217 Views
 - Corn Palace is the most viewed facility on the Mitchell Sports & Events Authority Destination page:
 - 10 Unique Visitors
 - 32 Views
- Event Performance:
 - 336 Unique Visitors
 - 1,236 Views
 - 30 Registration Clicks
 - 31 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 181 leads that match the Mitchell Sports & Events Authority. 178 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.

B. Upcoming Events

- Dessert Rumble (May)
 - Participating Mitchell restaurants
- [Mitchell Christian School "4" Person Scramble](#) (May 23rd)
 - Lakeview Municipal Golf Course
- [Memorial Weekend in Mitchell](#) (May 24th)
 - **Mitchell Main Street**
- [South Dakota Mud Racers Race](#) (May 25th)
 - West of Mitchell on Hwy 16 – 5 ½ miles
- [Memorial Day Services 2025](#) (May 26th)
 - Servicemen's Cemetery

- [HuntSAFE Mitchell 2025](#) (May 29th-31st)
 - Davison County Fairgrounds
- [Palace City Pedalers Bike Bash](#) (May 30th)
 - Camp Arroya – Lake Mitchell
- [Family Fun Day](#) (May 31st)
 - Davison County Fairgrounds
- [A Taste of Ireland: The Irish Music & Dance Sensation](#) (June 5th)
 - MHS Performing Arts Center
- [1st Fridays on Main – Garden Party: A Night of Flowers, Community & Live Music!](#) (June 6th)
 - Mitchell Main Street & The World’s Only Corn Palace Plaza
- [Dakota Players Workshop: You Look Marvelous!](#) (June 6th)
 - Mitchell Area Community Theatre
- **[MAC Triathlon \(June 7th\)](#)**
 - **Hitchcock Park**
- [Palace City Farmers Market](#) (June 7th)
 - The World’s Only Corn Palace Plaza
- 2nd Saturdays on Main (June 7th)
 - Mitchell Main Street
- [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.**

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

Motion: Tim Smith made a motion to go into Executive Session, and seconded by Dave Helleloid. All members voted 'Aye' and the motion passed.

8. Approval of Funding Applications

Blarney's Amateur Baseball Classic

Date: June 14th, 2025; **Contact:** Jason Christensen; **Grant Request:** \$2,500

- **Motion:** Motion was made by Dave Helleloid to award \$2,500, and seconded by Dave Sietsema.
- **Abstain:** Jason Christensen
 - Nine members voted 'Aye' and the motion passed.

Palace City Cup 2025

Date: June 14th-15th, 2025; **Contact:** Scott Mullenmeister; **Grant Request:** \$5,000

- **Motion:** Motion was made by Tim Smith to award \$5,000, and seconded by Kevin Nelson.

- All members voted 'Aye' and the motion passed.

Palace City Mountain Bike Classic

Date: June 20th-21st, 2025; **Contact:** Kourtney Denne; **Grant Request:** \$1,500

- **Motion:** Motion was made by Bryan Dixon to award \$1,500, and seconded by Jason Christensen.
 - All members voted 'Aye' and the motion passed.

Arts in the Park

Date: July 25th-27th, 2025; **Contact:** Nancy Conzemius; **Grant Request:** \$1,500

- **Motion:** Motion was made by LaRee Rumbolz to award \$1,500, and seconded by Bryan Dixon.
- **Abstain:** Mayor Hanson
 - Nine 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

****Tabled from April meeting***

- **Motion:** Motion was made by Kevin Nelson to award \$2,500, and seconded by LaRee Rumbolz.
 - All members voted 'Aye' and the motion passed.

Special Olympics State Basketball Tournament

Date: March 2026 & 2027; **Contact:** Darryl Nordquist; **Grant Request:** \$4,000

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

9. Next Meeting Date

Kevin McCardle shared the next meeting date of Tuesday, June 10th, 2025, @ 2 PM - City Hall, Council Chambers.

10. Adjournment

Meeting adjourned by: Kevin McCardle @ 3:00 PM