



Sports & Events Authority Advisory Committee
612 N. Main, City Hall - Council Chambers
June 10, 2025

1. Call to Order

Meeting called to order by: Tim Smith @ 2:00 PM

SEA Advisory Committee members present: Mayor Hanson, Kevin Nelson, Bryan Dixon, LaRee Rumbolz, Emily Liedtke, Dave Helleloid, Tim Smith, and Jim Johnston

SEA Advisory Committee members absent: Kevin McCardle, Jill Larson, Cory Aadland, Jason Christensen, and Dave Sietsema

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 applications were presented and considered:

A. South Dakota ATA State Trap Shoot Tournament

Jerry Opbroek spoke on behalf of and presented the South Dakota ATA State Trap Shoot Tournament Grant Application for consideration, which is requesting \$2,200.

- Jerry Opbroek shared that the South Dakota ATA State Trap Shoot Tournament will be at the Mitchell Gun Club on July 9th-13th, 2025. Mitchell is the host site every third year. It rotates between Mitchell, Sioux Falls, Aberdeen, and now Rapid City with a new facility in the works. Wednesday, July 9th, is Mitchell Gun Club Day, which is what the grant request of \$2,200 would go towards. This request would help provide the awards on the Mitchell Gun Club Day of the tournament. If the grant request is approved, the Mitchell Sports & Events Authority would receive substantial recognition during the event. Total participant attendance is expected to be around 250 shooters, along with parents and family members.

B. South Dakota Golf Association Adult/Junior and Junior Championships

Eric Hieb spoke on behalf of and presented the South Dakota Golf Association Adult/Junior and Junior Championships Grant Application for consideration, which is requesting \$1,500.

- Eric Hieb shared that Lakeview Golf Course will host the SDGA Adult/Junior and Junior Championships with practice round(s) on July 19th, and competition July 20th-23rd, 2025. Last year, the Adult/Junior had 252 participants (126 teams). 2025 sign-ups so far are 138 Adult/Junior (69 teams) and 118 Juniors. The grant request of \$1,500 would be used towards hospitality, extra staffing, and work hours to prepare the course.

3. Approval of Minutes

Motion: Motion was made by Kevin Nelson to approve the previous meeting minutes as presented, and seconded by Bryan Dixon. All members voted 'Aye' and the motion passed.

4. Financial Report

Aaron Hieb reviewed the financial report as of June 2nd, 2025.

Current expenses and award checks that have been written for 2025 are \$68,750.

Fund Balance of \$81,250.00.

There are (2) two outstanding, committed items that the checks have not been written for - **Palace City Cup** (\$5,000) and the **South Dakota Women's State Slowpitch Softball Tournament** (\$2,500).

Current Available Fund Balance of \$73,750.00.

Collections in May (for April records) are \$20,504.00 with (1) one establishment outstanding.

The YTD collections for 2025 are \$91,349.00, which equates to 45,675 total room nights sold.

YTD comparisons of room nights sold were: up 1.4% (653 room nights sold) from 2024, up 4.3% (1,953 room nights sold) from 2023, up 1.1% (494 room nights sold) from 2022, up 15.8% from 2021, up 21.3% from 2020, and up 12.0% from 2019.

Motion: Motion was made by LaRee Rumbolz to approve the financial report as presented, and seconded by Bryan Dixon. All members voted 'Aye' and the motion passed.

5. Evaluation Forms/Financials/Surveys

Aaron Hieb reviewed the following Evaluation Form(s) w/Financials with the SEA Committee:

A. Evaluation Forms w/Financials

DWU Futsal Classic Indoor Tournament (February 21st-23rd, 2025)

- The event was below (2) expectations. Thankful to be collaborating with the Sports & Events Authority every year. Need to coordinate so multiple high-profile events aren't hosted on the same weekend in Mitchell (DWU Futsal Classic Indoor Tournament & State Swimming). Total spectator attendance was 2,000-2,500. Total participants were

600+. Teams came from SD, ND, NE, MN, IA, and WI. The estimated number of total hotel/motel room nights sold was less than 20. The funds awarded (\$3,500) were used to pay referee costs. Total profit of \$13,089.15, which is used as a fundraiser and split between the men's and women's soccer teams.

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: 744; Destinations including the Mitchell Sports & Events Authority: 323; Total active RFPs within the Marketplace: 200.

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

- Profile Activity:
 - 61 Unique Visitors
 - 1,268 Views
- Facility Overview:
 - 27 Unique Visitors
 - 253 Views
 - Corn Palace is the most viewed facility on the Mitchell Sports & Events Authority Destination page:
 - 11 Unique Visitors
 - 34 Views
- Event Performance (29 event microsides created):
 - 379 Unique Visitors
 - 1,442 Views
 - 38 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.

No new lead matches since the May meeting.

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.

No hotel bookings from within the Playeasy platform.

B. Upcoming Events

- [Young Professionals Trivia Night: *Music Edition*](#) (June 10th)
 - CJ's Bar
- [Powderhorn Ranch Regulators Outlaw Gauntlet Shoot](#) (June 12th-15th)
 - **Mitchell Gun Club**
- [Iverson Auto's 11th Annual Hot Rods on Havens](#) (June 13th)
 - Iverson Auto
- [Heart & Sole Cancer Walk](#) (June 13th)
 - Hitchcock Park
- [Palace City Cup](#) (June 14th-15th)
 - **Pepsi Cola Soccer Complex**
- [Archeology Day at the Village](#) (June 14th)
 - Mitchell Prehistoric Indigenous Archaeological Site
- [2nd Saturday's on Main](#) (June 14th)
 - Mitchell Main Street
- [Blarney's Amateur Baseball Classic](#) (June 14th)
 - **Cadwell Park Stadium**
- Harve's/Bryan Wilson Memorial Baseball Tournament (June 14th-15th)
 - Cadwell Sports Complex
- [Joseph Hall – *ELVIS* Tribute](#) (June 14th)
 - Mitchell Area Community Theatre
- [Young Professionals Social Hour](#) (June 19th)
 - Blarney's Back Room
- [Summer Dinner Theatre](#) (June 20th-21st/June 27th-28th)
 - DWU Black Box Theatre
- [Palace City Mountain Bike Classic](#) (June 21st)
 - **Lake Mitchell Bike Trails/Camp Arroya**
- [ACT Junior Players – *Get UP & Go!*](#) (June 27th-28th)
 - Mitchell Area Community Theatre
- Beverage Bash (Month of July)
 - Mitchell Main Street & Beyond
- [1st Fridays on Main](#) (July 4th)
 - Mitchell Main Street
- [Palace City Farmer's Market](#) (Each Saturday through September)
 - Corn Palace Plaza
- [Palace City Brewing Co.](#)
- [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: Dave Helleloid made a motion to go into Executive Session, and was seconded by Jim Johnston. All members voted 'Aye' and the motion passed.

8. Approval of Funding Applications

South Dakota ATA State Trap Shoot Tournament

Date: July 9th-13th, 2025; **Contact:** Jerry Opbroek; **Grant Request:** \$2,200

- Motion: Motion was made by Jim Johnston to award \$2,200, and seconded by Dave Helleloid.
 - All members voted 'Aye' and the motion passed.

South Dakota Golf Association Adult/Junior and Junior Championships

Date: July 20th-23rd, 2025; **Contact:** Eric Hieb; **Grant Request:** \$1,500

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

9. Next Meeting Date

Tim Smith shared the next meeting date of Tuesday, July 8th, 2025, @ 2 PM - City Hall, Council Chambers.

10. Adjournment

Meeting adjourned by: Tim Smith @ 2:43 PM