



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

1. Call to Order

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

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

SEA Advisory Committee members absent: Mayor Hanson, Jill Larson, and Cory Aadland

Others present: Aaron Hieb, Johanna Allen, 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. SoDak 16 Basketball

The *SoDak 16 Basketball Grant Application* is requesting \$1,700.

- Cory Aadland was unable to attend the meeting.

B. Mitchell Baseball Association Tournament(s) - *Early Bird, Harve/Bryan Memorial, & State A Youth*

Nathan Sparks spoke on behalf of and presented the *Mitchell Baseball Association Tournament(s) Grant Application*, which is requesting \$6,000.

- Nathan Sparks shared that the funding request of \$6,000 is primarily for the State Youth Baseball Tournament which is taking place July 18th-20th, 2025. There will be 60 teams from throughout all of South Dakota participating. Friday, July 18th, starts at 8 AM and Saturday, July 19th starts at 8 AM with pool play both days. Mitchell will be hosting the 9U, 11U, & 12U. The request helps offset the costs of hosting these tournaments.

C. USA Men's Slowpitch Softball "D" State Tournament

Joe Wenzel spoke on behalf of and presented the *USA Men's Slowpitch Softball "D" State Tournament Grant Application*, which is requesting \$2,000.

- Joe Wenzel shared that this is the third men's state tournament Mitchell has hosted in the last seven years. There will be 10–20 teams participating in this double-elimination state tournament on August 9th-10th, with 95% of teams coming from out of town. Only one local (Mitchell) team is participating. The grant request of \$2,000 will help pay for the umpires, hotels, and field costs. There is no gate fee, no shirt or swag sales, and all revenue goes to the USA South Dakota Softball Association.

D. Palace City Kiwanis Half Marathon, 10K, & 5K

Crystal Freund spoke on behalf of and presented the *Palace City Kiwanis Half Marathon, 10K, & 5K Grant Application*, which is requesting \$1,500.

- Crystal Freund shared that this is the 8th annual event and they "Run for the Kids." This event starts with a kids' run on Saturday morning, which is in its second year of the kids' run. Currently, they are 50% higher in participation at this time compared to last year. 41% of participants come from over 50+ miles away and 21% come from over 100+ miles away. The goal is to have a runner from all 50 states. The grant request would assist with marketing the event and Mitchell, SD, and to help offset the costs. They estimate the event brings in about 50 room nights for the duration of the event.

E. Palace City 8ball Open

Jen Raymond and Corey Ditter spoke on behalf of and presented the *Palace City 8ball Open Grant Application*, which is requesting \$5,000.

- Jen and Corey shared that the event will be held at the Highland Conference Center on November 14th-16th, 2025. The event was originally hosted two years ago at two local establishments on Main Street with no expenses, and that year's event had over \$16,000 in player payouts. The grant request would help cover the venue cost (Highland Conference Center) and pool table rental costs from D&E. There is no income for the Palace City Pool Promotions. Any additional income will be reinvested into the player prize fund. Looking to have over 60 players from outside of Mitchell with a goal of 88 players coming from IA, MN, NE, ND, and throughout SD.

3. Approval of Minutes

Motion: Motion was made by Bryan Dixon 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 and Stephanie Ellwein reviewed the financial report as of July 3rd, 2025.

Sports & Events Authority Revenue increased to \$194,640 for FY 2025 as the BID #4 Board approved supplementing the remaining 2024 SEA balance to the 2025 SEA balance.

Current expenses and award checks that have been written for 2025 are \$79,950.

Current Available Fund Balance of \$114,690.00.

Collections in May (for April records) are \$20,504.00 with (1) one establishment outstanding. Collections in June (for May records) are \$22,522.00 with (3) three establishments outstanding.

The YTD collections for 2025 are \$113,871.00, which equates to 56,936 total room nights sold.

YTD comparisons of room nights sold were: down 5.3% (3,003 room nights sold) from 2024, down 1.1% (616 room nights sold) from 2023, down 4.4% (2,478 room nights sold) from 2022, up 6.3% from 2021, up 26.2% from 2020, and up 6.6% from 2019.

Motion: Motion was made by Jason Christensen to approve the financial report as presented, and seconded by Tim Smith. 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 Form(s) w/Financial(s)

Combat Veteran's Motorcycle Association Comedy Night (March 22nd, 2025)

- The event was Above (4) Expectations. Total spectator attendance was about 150. Total participants were 15. Spectators and participants came from Sioux Falls, Huron, Rapid City, Mitchell, Ethan, Alexandria, Chamberlain, and Kimball. The estimated number of total hotel/motel room nights sold was 15. Unsure of next year's location and date(s). The funds awarded (\$1,500) were used to pay for venue and advertising. Total profit of \$4,065.08, which was used in support of Helping with Horsepower and other local veterans in need.

15th Round Boxing Amateur Boxing Night (April 19th, 2025)

- The event Met (3) Expectations. SEA helped tremendously! Great attendance. Total spectator attendance was 567 total (462 audience, 103 staff, officials, and boxers). Total participants were 103 staff, officials, and boxers. Spectators and participants came from Mitchell, Sioux Falls, Chicago, Denver, Iowa, Aberdeen, Brookings, Mt. Vernon, Yankton and many others! The estimated number of total hotel/motel room nights sold was 40-60. Unsure of next year's location and date(s). The funds awarded

(\$1,500) were used to pay for hotel rooms. Total profit will be used for future events.

Blarney's Amateur Baseball Classic (June 14th, 2025)

- The event was Above (4) Expectations. Total spectator attendance was 800. Total participants were 130. The estimated number of total hotel/motel room nights sold was unsure. Unsure of next year's location and date(s). The funds awarded (\$2,500) were used to pay expenses. Total profit of \$2,420.63, which was used towards TeamMaker Scholarships.

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: 755; Destinations including the Mitchell Sports & Events Authority: 329; Total active RFPs within the Marketplace: 157.

LEADS. Currently, there are 183 leads that match the Mitchell Sports & Events Authority. 181 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.

Aaron will meet with Shaun Davis (7v7 Football) on Thursday of this week to discuss and see if it makes sense to work on a local event/camp rather than reaching out to and connecting with a national organization.

Aaron will also re-connect with Scott Mullenmeister (Mitchell Soccer Association) this winter to re-evaluate a 5v5 Soccer tournament in 2026.

B. Upcoming Events

- [Young Professionals Trivia Night: USA Edition](#) (July 8th)
 - Palace City Brewing Co.
- [South Dakota ATA State Trap Shoot Tournament](#) (July 9th-13th)
 - Mitchell Gun Club
- [Mitchell Municipal Concert: A Night at the Movies](#) (July 9th)
 - Hitchcock Park Band Shell
- [DWU Summer Soccer Camp\(s\)](#) (July 10th-12th & July 17th-19th)
 - Pepsi Cola Soccer Complex
- [Courtyard Concert\(s\)](#) (July 11th, 18th, & 25th)
 - Palace Park Mall

- [Summer Dinner Theatre](#) (July 11th-12th/July 18th-19th)
 - DWU Black Box Theatre
- [Children's Day at the Village](#) (July 12th)
 - Mitchell Prehistoric Indigenous Archaeological Site
- [2nd Saturdays on Main](#) (July 12th)
 - Mitchell Main Street
- [Big Friend Little Friend's Par 3 Golf Tournament](#) (July 14th)
 - Lakeview Municipal Golf Course
- [Corn Palace Stampede Rodeo Community Kick-Off](#) (July 15th)
 - The Arena at Stampede Park
- [Mitchell Municipal Band: Joe Pekas Night](#) (July 16th)
 - Hitchcock Park Band Shell
- [Young Professionals Social Hour](#) (July 17th)
 - Blarney's Back Room
- [Corn Palace Stampede Rodeo](#) (July 17th-20th)
 - The Arena at Stampede Park
- [Mitchell CraZy DayZ](#) (July 18th-19th)
 - Mitchell Main Street
- [Young Professionals Frisbee Golf Outing](#) (July 19th)
 - Kiwanis Park
- [Corn Palace Stampede Rodeo Parade](#) (July 19th)
 - Mitchell Main Street
- [Corn Palace Stampede Rodeo Chili Cook-off](#) and [Family Fun Day](#) (July 20th)
 - The Arena at Stampede Park
- [SDGA Adult/Junior Championship](#) (July 20th)
 - Lakeview Municipal Golf Course
- [SDGA Junior Championship](#) (July 21st-23rd)
 - Lakeview Municipal Golf Course
- [Mitchell Municipal Band: Tropical Paradise](#) (July 23rd)
 - Hitchcock Park Band Shell
- [Mitchell A.C.T. Awards Night](#) (July 24th)
 - Mitchell Area Community Theatre
- [Arts in the Park](#) (July 25th-27th)
 - Hitchcock Park
- [USA South Dakota Women's State Slowpitch Softball Tournament](#) (July 26th-27th)
 - Cadwell Sports Complex
- [Mitchell Municipal Band: Directors Choice](#) (July 30th)
 - Hitchcock Park Band Shell
- [Palace City Pre-Sturgis Party](#) (July 31st)
 - Mitchell Main Street
- [Comedy Night at ACT with Nathan Hults](#) (July 31st)
 - Mitchell Area Community Theatre
- [Shootout at the Lake](#) (August 1st-2nd)
 - Horsemen's Sports Inc Arena
- [ACT Junior Players – Murder on the Monkey Express](#) (August 8th-9th)
 - Mitchell Area Community Theatre
- [2nd Saturdays on Main](#) (August 9th)
 - Mitchell Main Street

- [Beverage Bash](#) (Month of July)
 - Mitchell Main Street & Beyond
- [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: Bryan Dixon made a motion to go into Executive Session, and was seconded by Dave Sietsema. All members voted 'Aye' and the motion passed.

8. Approval of Funding Applications

SoDak 16 Basketball

Date: March 6th & 11th, 2025; **Contact:** Cory Aadland; **Grant Request:** \$1,700

- **Motion:** Motion was made by Bryan Dixon to deny funding, and seconded by Dave Helleloid.
- **Abstain:** Dave Sietsema abstained from voting.
 - 9 members voted 'Aye' and the motion passed.

Mitchell Baseball Association Tournament(s)

Date: May 3rd, June 14th, & July 18th-20th, 2025; **Contact:** Nathan Sparks; **Grant Request:** \$6,000

- **Motion:** Motion was made by Tim Smith to award \$3,000, and seconded by Kevin Nelson.
- **Abstain:** Jim Johnston abstained from voting.
 - 8 members voted 'Aye', Jason Christensen voted 'Nay', and the motion passed.

USA Men's Slowpitch Softball "D" State Tournament

Date: August 9th-10th, 2025; **Contact:** Joe Wenzel; **Grant Request:** \$2,000

- **Motion:** Motion was made by Jim Johnston to award \$2,000, and seconded by Tim Smith.

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

Palace City Kiwanis Half Marathon, 10K, & 5K

Date: October 5th, 2025; **Contact:** Crystal Freund; **Grant Request:** \$1,500

- **Motion:** Motion was made by Dave Helleloid to award \$750, and seconded by LaRee Rumbolz.
 - All members voted 'Aye' and the motion passed.

Palace City 8ball Open

Date: November 14th-16th, 2025; **Contact:** Jason Long; **Grant Request:** \$5,000

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

9. Next Meeting Date

Kevin McCardle shared the next meeting date of Tuesday, August 12th, 2025, @ 2 PM - City Hall, Council Chambers.

10. Adjournment

Meeting adjourned by: Kevin McCardle @ 3:36 PM