



Sports & Events Authority Advisory Committee
612 N. Main, City Hall - Council Chambers
August 12, 2025

1. Call to Order

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

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

SEA Advisory Committee members absent: Jill Larson and LaRee Rumbolz

Others present: Stephanie Ellwein, Aaron Hieb, 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. Tour de Corn

Katina spoke on behalf of and presented the *Tour de Corn* Grant Application, which is requesting \$3,000.

- Katina shared that there are 275 registered with 50% of those coming from out of town. Those that stay overnight will utilize the local hotels and local campgrounds. The grant request of \$3,000 goes towards the costs of the meal and swag for the riders. Profits from the event help promote bike safety throughout the Mitchell community. This is a 3-day event with a meal and glow run on Friday night, the Tour de Corn on Saturday, and a family event on Sunday. There are participants from 13 different states.

B. Powerplay Hockey Clinic

Nick Lemke spoke on behalf and presented the *Powerplay Hockey Clinic* Grant Application, which is requesting \$2,000.

- Nick Lemke shared that Powerplay Hockey Clinic is an event that has developed over the last few years. Attendance has increased over the years from 20 to 46 last year.

The grant request of \$2,000 goes towards their biggest expense, which is ice time. The event is roughly three days, with the clinic going from 4 PM-9 PM on Friday, 8 AM-8 PM on Saturday, and 9 AM-3 PM on Sunday. Instructors for the clinic come from South Dakota and surrounding states, along with some senior hockey players. Nick estimates that about a total of 20 room nights will be generated from this event. This event is sponsored by the Lucky Devils Adult Hockey.

3. Approval of Minutes

Motion: Motion was made by Tim Smith 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 August 4th, 2025.

Current expenses and award checks that have been written for 2025 are \$86,700.

Current Available Fund Balance of \$107,940.00.

Collections in May (for April records) are \$20,574.00 with all collected. Collections in June (for May records) are \$29,236.00 with all collected. Collections in July (for June records) are \$37,482.00 with all collected.

The YTD collections for 2025 are \$158,137.00, which equates to 79,069 total room nights sold.

YTD comparisons of room nights sold were: up 2.8% (2,249 room nights sold) from 2024, up 5.0% (3,932 room nights sold) from 2023, up 1.5% (1,152 room nights sold) from 2022, up 7.9% from 2021, up 31.6% from 2020, and up 9.0% from 2019.

The financial numbers do reflect the grant funds (\$3,000) that were awarded to the Mitchell Baseball Association from the July meeting that the Mitchell Baseball Association did not accept.

Motion: Motion was made by Jason Christensen to approve the financial report as presented, and seconded by Dave Helleloid. 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)

DWU Spring Golf Invite (April 7th-8th, 2025)

- The event was Below (2) Expectations. The weather wasn't the greatest, which caused a frost delay on the first morning of the tournament, resulting in only 18 holes compared to 36 being played. The total spectator attendance was between 75-100. The total participants were 87 golfers and 12 coaches. Spectators and participants

came from SD, ND, IA, NE, MN, WY, KS, and CO. The estimated number of total hotel/motel room nights was 70-90. Next year's location and date(s) is Lakeview Golf Course on April 6th-7th, 2026. The funds awarded (\$4,000) were used to pay for expenses for the event. Total profit of \$4,967.50, which will be used to enhance our student-athletes' college experience. It helps get us into more exclusive events, gives us the opportunity to do a couple of team meals throughout the year at local restaurants, and order merchandise from local businesses.

Your Town Tour - Neal McCoy (April 25th, 2025)

- The event Met (3) Expectations. The Corn Palace exceeded our expectations in several key areas. The location was easily accessible for fans, the city staff was extremely helpful and accommodating, and the facilities were clean, safe, and well-maintained. Crowd flow was smooth, and the local support—from security to volunteers—made for an enjoyable experience not only for our team but for Neal McCoy and his crew as well. The energy from the Mitchell crowd was electric, and it truly felt like the perfect stop on the YOUR TOWN TOUR. The total spectator attendance was 800. The estimated number of total hotel/motel room nights was 275. Next year's location and date is The World's Only Corn Palace, on April 11th, 2026. The funds awarded (\$7,500) were used towards marketing the event in the local and regional area. No profit from the event (-\$3,595).

A Night with Dan Gable (April 26th, 2025)

- The event was Above (4) Expectations. The total spectator attendance was 225. Attendees came from all over South Dakota: Rapid City, Madison, Sioux Falls, Faulkton, Martin, Parker, Canton, Tea, & Aberdeen, and Texas. The estimated number of total hotel/motel room nights was 30. Unsure of next year's location and date(s). The funds awarded (\$750) were used towards advertising. Total profit of \$6,250.00, which will go back to the club to help continue promoting youth wrestling in South Dakota.

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: 766; Destinations including the Mitchell Sports & Events Authority: 330; Total active RFPs within the Marketplace: 152.

LEADS. Currently, there are 187 leads that match the Mitchell Sports & Events Authority. 186 of those have been passed on for the following reasons: 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 facility does not meet the seating requirements requested on the RFP.

No hotel bookings from within the Playeasy platform.

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

Aaron met with Shaun Davis, 7v7 Football, about opportunities to assist and grow camps and tournaments in Mitchell, SD.

B. Upcoming Events

- [Tour de Corn](#) (August 15th-17th)
 - Kiwanis Park, Corn Palace, and Lake Mitchell
- [MHS Boat Parade](#) (August 15th)
 - Lake Mitchell
- [Young Professionals Frisbee Golf Outing](#) (August 16th)
 - Kiwanis Park
- [Dakotafest](#) (August 19th-21st)
 - 2300 Spruce St.
- [Corn Palace Festival](#) (August 20th-24th)
 - The World's Only Corn Palace & Main Street
- [Young Professionals Social Hour](#) (August 21st)
 - Blarney's Back Room
- [Tailgate Takedown](#) (Month of September)
 - Mitchell, South Dakota (MMS&B)
- South Dakota State Pedal Pull (September 1st)
 - The World's Only Corn Palace
- [1st Fridays on Main](#) (September 5th)
 - 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: Bryan Dixon made a motion to go into Executive Session, and was seconded by Tim Smith. All members voted 'Aye' and the motion passed.

8. Approval of Funding Applications

Tour de Corn

Date: August 15th-17th, 2025; **Contact:** Kourtney Denne; **Grant Request:** \$3,000

- **Motion:** Motion was made by Bryan Dixon to award \$2,500, and seconded by Dave Helleloid.
 - All members voted 'Aye' and the motion passed.

Powerplay Hockey Clinic

Date: October 3rd-5th, 2025; **Contact:** Nick Lemke; **Grant Request:** \$2,000

- **Motion:** Motion was made by Jason Christensen to award \$2,000, and seconded by Tim Smith.
 - All members voted 'Aye' and the motion passed.

9. Next Meeting Date

Kevin McCardle shared the next meeting date of Tuesday, September 9th, 2025, @ 2 PM - City Hall, Council Chambers.

10. Adjournment

Meeting adjourned by: Kevin McCardle @ 2:39 PM