



Sports & Events Authority Advisory Committee
612 N. Main, City Hall - Council Chambers
September 11, 2025

1. Call to Order

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

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

SEA Advisory Committee members absent: Mayor Hanson, Jill Larson, Cory Aadland, LaRee Rumbolz, and Jim Johnston

Others present: Aaron Hieb, Stephanie Ellwein, 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. Cornicupia 2025

Scott Mullenmeister spoke on behalf of and presented the *Cornicupia 2025* Grant Application, which is requesting \$5,000.

- Scott shared that Cornicupia 2025 will be Saturday and Sunday, September 13th-14th at the Pepsi Cola Soccer Complex. Last year, the event hosted 41 teams and received a \$5,000 SEA grant. This year, the Mitchell Soccer Association is requesting \$5,000 to cover expenses, with the major expense being referee costs. This year, they have 52 teams registered (Sioux Falls-Dakota Alliance and Brookings bring the most teams; Brandon, Pierre, Watertown, Aberdeen, Rapid City, Yankton, Tea, and Mitchell) from U8—U14 age divisions. Each team is guaranteed a minimum of 3 games with 2 games played on Saturday, and 1 game or more on Sunday. Profits made from the event go back to the Mitchell Soccer Association to provide new equipment for the kids and cover additional costs such as facility rental.

B. Raise Em Rank Series Finals

Dillon Swanson via conference phone spoke on behalf of and presented the *Raise Em' Rank*

Series Finals Grant Application, which is requesting \$5,000.

- Dillon shared that this is the 4th year that the series finals will be held in Mitchell, SD at The World's Only Corn Palace. This year's event will be October 3rd-4th at The World's Only Corn Palace. The budget for this event is around \$80,000. The grant request of \$5,000 would go towards rental of the facility and rental of other items needed for the event to happen. The number of events has almost doubled compared to 2024, where in 2024 they produced 7–10 events, and this year, 2025, they have produced almost 30 events.

C. Dakota Oyate Challenge Volleyball

Silas Blaine via conference phone spoke on behalf of and presented the *Dakota Oyate Challenge Volleyball* Grant Application, which is requesting \$11,780.

- Silas shared that the Dakota Oyate Challenge Volleyball is in its 2nd year, which takes place October 10th-11th at The World's Only Corn Palace. This event is branching off from the Dakota Oyate Challenge Basketball Tournament. Last year, they had 16 teams participate over the two days. SEA grant awarded \$4,200 last year (2024), which mostly went towards hotel room costs for the officials. This year they have 15 teams competing.

D. American Outlaws Wrestling 2nd Annual Monster Brawl

JD Heinrich spoke on behalf of and presented the *American Outlaws Wrestling 2nd Annual Monster Brawl* Grant Application, which is requesting that "Any Amount is Appreciated".

- JD shared that the 2nd Annual Monster Brawl which is taking place October 31st, November 1st and 2nd at the DWU/Avera Sports & Wellness Complex. A portion of this year's entry fees will go towards a fundraiser for the John Donovan family. Weigh-ins will be Friday evening with individuals on Saturday and duals on Sunday. Randy Lewis will be part of the event handing out awards. Last year they had 204 wrestlers. They are hoping for up to 500 wrestlers for this year's event. The American Outlaws Wrestling is requesting any amount is appreciated towards the event.

3. Approval of Minutes

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

4. Financial Report

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

Current expenses and award checks that have been written for 2025 are \$91,200.

Current Available Fund Balance of \$103,440.00.

Collections in August (for July records) are \$34,026.00 with 2 establishments past due. Calculating an average of these two establishments over the last four years in collections of \$3,500, hopefully, after the two establishments have submitted collections, the total collections for July records will be at or above \$37,000.

The YTD collections for 2025 are \$192,163.00, which equates to 96,082 total room nights sold.

YTD comparisons of room nights sold were: up 0.9% (842 room nights sold) from 2024, up 3.2% (3,056 room nights sold) from 2023, down 1.2% (1,122 room nights sold) from 2022, up 2.7% from 2021, up 27.8% from 2020, and up 3.1% from 2019.

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

5. Evaluation Forms/Financials/Surveys

Aaron Hieb reviewed the following Evaluation Form(s) w/Financials, Survey(s), and event flyer with Thank You note with the SEA Committee:

A. SEA Evaluation Form(s) w/Financial(s)

Special Olympics State Basketball Tournament (March 29th-30th, 2025)

- The event was Above (4) Expectations. The community has been very supportive and willing to volunteer. DWU and their student-athletes were amazing in their willingness to always help. The total spectator attendance was 1,500. The total participants were 900. Spectators and participants came from all over SD. The estimated number of total hotel room nights was 500. Next year's date(s) are March 27th-29th, 2026. The funds awarded (\$12,000) were used to offset expenses for the event. No profit.

Memorial Weekend in Mitchell (May 24th, 2025)

- The event Exceeded (5) Expectations. Listed positive takeaways from each aspect of the event. 4,902 ribs were eaten! The total spectator attendance was 5,000+. The total participants were 10 rib teams with about 3-15 people per team. Rib teams were listed along with their location. The estimated number of total hotel room nights was uncertain. Next year's date is May 23rd, 2026. The funds awarded (\$1,500) were used towards advertising and BBQ team incentives. Net profit of \$4,632.19. Rural Office of Community Services: \$4,500 - Helping Mitchell community members in need | 401 Create By LifeQuest: \$375 - Help support their mission with people support at 401 Create on Main Street | Helping with Horsepower \$400 - Help support their mission of building a community of individuals born or diagnosed with limitations, where they create opportunities for purpose, wellbeing and growth | MMSB: \$4,600 - to help with our mission of advancement, development and use of the main street area, by supporting business and retail development, delivering downtown events, and working with stakeholders on improvements to infrastructure and buildings.

Palace City Cup 2025 (June 14th-15th, 2025)

- The event was Below (2) Expectations. Did not have the registrations that they were hoping for... listed 5 notable reasons. The total, estimated spectator attendance was 850. The total participants were 29 teams. Spectators and participants came from Rapid City, Brandon Valley, Watertown, Tea, Sioux Falls, Pierre, Aberdeen, Spearfish, and Bismarck, ND. The estimated number of total hotel room nights was 300. Next year's possible date(s) are April 18th-19th, May 16th-17th, and June 13th-14th, 2026. The funds awarded (\$5,000) were used to pay for tournament expenses, most of which were referee costs. Total profit of \$9,421.49, which goes back into supporting our programs through paying coaches and purchasing equipment.

Palace City Mountain Bike Classic (June 21st, 2025)

- The event Exceeded (5) Expectations. Great event! Biggest year yet with 65 registered riders! The total spectator attendance was 45. The total participants were 65 registered riders. Spectators and participants came from Sioux Falls, Mitchell, Miller, MO, Brookings, Letcher, Harrisburg, Woonsocket, Huron, Yankton, Custer, and Alexandria. The estimated number of total hotel room nights was 5. Individuals like to stay at campgrounds. The funds awarded (\$1,500) were used towards rider swag and timing systems. Total profit of 5,220.82, which was a donation back to Palace City Pedalers for a skills area for youth.

Tour de Corn (August 15th-17th, 2025)

- The event Exceeded (5) Expectations. The total spectator attendance was 400. The total participants were 320, and listed where they came from. The estimated number of total hotel room nights was 50+, including camp sites. Next year's date(s) are August 14th-16th, 2026. The funds awarded (\$2,500) were used towards the riders' meal and swag bags. Total profit of 13,739.79, which will be used towards Improving Safe Cycling in the Mitchell community, along with further expansion of the trail system and development of cycling in youth.

B. SEA Survey(s)

- Lucky Devils Adult Hockey - Powerplay Hockey Skills Clinic

C. Event Flyer & Thank You note

[Porter Distributing presents: Miller Lite Palace City 8-Ball Open](#) (November 14th-16th, 2025)

6. Other Items

A. Update and Review of Playeasy

No new updates to report to the committee.

B. Upcoming Events

- [Cornicupia 2025 \(September 12th-14th\)](#)
 - **Pepsi Cola Soccer Complex**
- 2nd Saturdays on Main (September 13th)
 - Mitchell Main Street
- Opening Night presented by Bradley's (September 19th)
 - Parking lot directly north of Bradley's Pub & Grille
- [The 301 Rodz & Ridez Car Show \(September 19th-21st\)](#)
 - **Vern Eide-North, Mitchell Main Street, Hitchcock Park**
- [Holiday Arts Fall Craft Fair \(September 19th-20th\)](#)
 - Davison County Fair Grounds
- [Oktoberfest \(September 20th\)](#)
 - Mitchell Main Street
- [Trap Shoot Fundraiser \(September 27th\)](#)
 - Mitchell Gun Club
- [The 437 Project Community Stop \(September 27th\)](#)
 - The World's Only Corn Palace
- National Kids Pedal Pull (September 27th)
 - The World's Only Corn Palace
- [Raise Em' Rank Bull Riding Series Finals \(October 3rd-4th\)](#)
 - **The World's Only Corn Palace**
- [Powerplay Hockey Clinic \(October 3rd-5th\)](#)
 - **Mitchell Activities Center**
- [Clue – The Musical \(October 3rd-5th & 10th-12th\)](#)
 - Mitchell Area Community Theatre
- [Palace City Kiwanis Half Marathon, 10K, & 5K \(October 4th-5th\)](#)
 - **The World's Only Corn Palace**
- Ladies Day Out (October 4th)
 - Mitchell Main Street
- [Dakota Oyate Challenge Volleyball \(October 10th-11th\)](#)
 - **The World's Only Corn Palace**
- [VFW Post 2750 Chili Cook-Off \(October 11th\)](#)
 - Parking lot behind the VFW
- Tailgate Takedown (Month of September)
 - Mitchell, South Dakota (MMS&B)
- Palace City Farmer's Market (Each Saturday through September)
 - Corn Palace Plaza
- [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 was seconded by Dave Helleloid. All members voted 'Aye' and the motion passed.

8. Approval of Funding Applications

Cornicupia 2025

Date: September 13th-14th, 2025; **Contact:** Scott Mullenmeister; **Grant Request:** \$5,000

- **Motion:** Motion was made by Tim Smith to award \$5,000, and seconded by Jason Christensen.
 - All members voted 'Aye' and the motion passed.

Raise Em' Rank

Date: October 3rd-4th, 2025; **Contact:** Dillon Swanson; **Grant Request:** \$5,000

- **Motion:** Motion was made by Dave Helleloid to award \$5,000, and seconded by Jason Christensen.
 - All members voted 'Aye' and the motion passed.

Dakota Oyate Challenge Volleyball

Date: October 10th-11th, 2025; **Contact:** Silas Blaine; **Grant Request:** \$11,780

- **Motion:** Motion was made by Tim Smith to award \$4,200, and seconded by Bryan Dixon.
 - All members voted 'Aye' and the motion passed.

American Outlaws Wrestling 2nd Annual Monster Brawl

Date: October 31st, November 1st-2nd, 2025; **Contact:** JD Heinrich; **Grant Request:** Any Amount Appreciated

- **Motion:** Motion was made by Bryan Dixon to award \$2,000, and seconded by Kevin Nelson.
 - All members voted 'Aye' and the motion passed.

9. Next Meeting Date

Kevin McCardle shared the next meeting date of Tuesday, October 14th, 2025, at 2 PM - City Hall, Council Chambers.

10. Adjournment

Meeting adjourned by: Kevin McCardle at 2:47 PM