



Sports & Events Authority Advisory Committee
612 N. Main, City Hall - Council Chambers
October 14, 2025

1. Call to Order

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

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

SEA Advisory Committee members absent: Cory Aadland

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. Pheasants Forever Banquet

Kevin Bruscher spoke on behalf of and presented the *Pheasants Forever Banquet* Grant Application, which is requesting \$2,500.

- Kevin shared some updates and progress that the Pheasant Country, Chapter 872 is making with local game production areas within a 35-mile radius of Mitchell, SD. They were also involved with the state trap shoot and hosted a youth pheasant hunt last weekend. The money that is raised by Chapter 872 stays and is used locally, within a 35-mile radius of Mitchell, to improve habitat and invest in youth hunting activities and experiences throughout the Mitchell community. The Pheasants Forever Banquet is Friday, October 17th at The World's Only Corn Palace. Tickets available were increased from 700 to 750. Estimated attendance is about 55% come from out of state.

B. Dakota Riptide: Tide Winter Invite Swim Meet & Sprint Invite Swim Meet

Rob Schelske spoke on behalf of and presented the *Dakota Riptide: Tide Winter Invite Swim Meet & Sprint Invite Swim Meet* Grant Application, which is requesting \$5,000.

- Rob shared that the Dakota Riptide is hosting (2) winter meets, December 12th–14th, 2025, which usually brings 200+ swimmers and January 17th-18th, 2026, which will bring 150+ swimmers. Dakota Riptide in Mitchell has around 80 members. Swimmers come from Watertown, Sioux Falls, Brookings, Pierre, and Aberdeen.

C. Hoop City Classic 2025

Brad Bartscher spoke on behalf of and presented the *Hoop City Classic 2025 Grant Application*, which is requesting \$20,000.

- Brad shared that the Hoop City Classic is a 5-day event with the youth basketball tournament taking place December 27th-28th, 2025, which should bring 60–70 teams, and the high school games taking place December 29th-31st, 2025. The youth basketball tournament will take place in the facilities at Dakota Wesleyan University and there will be 19 high school games and 12 JV games taking place at The World's Only Corn Palace arena and armory over the 3 days with teams coming from all over SD and out-of-state teams coming from GA and FL.

D. Midwest Miracles Basketball Classic

Brad Bartscher spoke on behalf of and presented the *Midwest Miracles Basketball Classic Grant Application*, which is requesting \$5,000.

- Brad shared that the Midwest Miracles Classic is in its second year. The first year took place in Hurley and was created by Kobee Sherman as a way to raise funds to help cancer families pay for lodging, food, transportation, and other expenses during their doctor visits and hospital stays. This will be an annual one-day event with girls' and boys' games along with JV games taking place this year on January 3rd, 2026 at The World's Only Corn Palace. Every other year the DWU Women's basketball team will participate in the event by playing St. Mary's.

E. 2nd Annual Mitchell Pickleball Indoor Tournament

Kevin Doorn spoke on behalf of and presented the *2nd Annual Mitchell Pickleball Indoor Tournament Grant Application*, which is requesting \$2,500.

- Kevin shared that the 2nd Annual Mitchell Pickleball Indoor Tournament will take place January 2nd-4th, 2026 at the DWU/Avera Sports & Wellness Complex. This year the event added a third day to the tournament in hopes of bringing more people to Mitchell. They are estimating 80–140 players will participate in the 3-day tournament. The grant request of \$2,500 will be utilized in the prize fund to incentivize players to come to the tournament.

3. Approval of Minutes

Prior to the Approval of Minutes, JD Heinrich, American Outlaws Wrestling presented the Mitchell Sports & Events Authority with the Sponsor of the Year Award. JD presented the committee with a plaque and individual 'Thank You' cards and 'Thank you for Supporting' poker chips to each member.

Motion: Motion was made by Bryan Dixon 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 October 2nd, 2025.

Current expenses and award checks that have been written for 2025 are \$107,400.00.

Current Available Fund Balance of \$87,240.00.

Collections in August (for July records) are \$38,390.00 with 1 establishment past due.
Collections in September (for August records) are \$36,884.00 with 1 establishment past due.

The YTD collections for 2025 are \$233,411.00, which equates to 116,706 total room nights sold.

YTD comparisons of room nights sold were: up 1.8% (2,148 room nights sold) from 2024, up 4.6% (5,322 room nights sold) from 2023, up 0.5% (612 room nights sold) from 2022, up 2.8% from 2021, up 26.3% from 2020, and up 2.4% from 2019.

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

5. Evaluation Forms/Financials/Surveys

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

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

MAC Triathlon (June 7th, 2025)

- The event was Above (4) expectations. Help from the Rec Center with lifeguards and pool assistance was super. The total spectator attendance was 100. The total participants were 61; 14 teams, 8 series, and 39 regular. The estimated number of total hotel room nights was 3–4, with some staying with family/friends, and others at campgrounds. Next year's date is June 6th, 2026. The funds awarded (\$1,500) were used towards the timing system. Net profit of \$6,255.32, which will be used towards the outdoor fitness park around Cadwell.

Powderhorn Ranch Regulators Outlaw Gauntlet Shoots (June 12th-15th, 2025)

- The event was Above (4) expectations. Contestants were very happy with the shoot and the variety. The total spectator attendance was 150. The total participants were 70, coming from Nevada, California, Texas, Idaho, Nebraska, Iowa, Wisconsin, Minnesota, Missouri, Washington, Kansas, and cities within South Dakota. The estimated number of total hotel room nights was 102 with 27 camping nights. Next year's date is June 10th-14th, 2026. The funds awarded (\$3,000) were used as cash payouts for the Mitchell SEA-sponsored shoot. Net profit of \$2,324.00 which is used to maintain their normal operating expenses.

B. Thank You note

- Mitchell Area Community Triathlon (June 7th, 2025)

6. Other Items

A. Update of Playeasy

[Mitchell Sports & Events Authority](#)

- During the Business Improvement District #4 Board meeting on September 17th, the Board approved the Playeasy Small Market Destination Subscription for FY 2026 (\$4,995).

B. Upcoming Events

- [Young Professionals Trivia Night: Horror Movie](#) (October 14th)
 - Bradleys' Pub & Grille
- [Pheasant Country, Chapter 872 Pheasants Forever Banquet](#) (October 17th)
 - The World's Only Corn Palace
- [Heartland Quilting Stars 2025 Quilt Show](#) (October 18th-19th)
 - Highland Conference Center
- [Mitchell Hall & the Tennessee Trio](#) (October 18th)
 - Area Community Theatre
- [PeeWee C Hockey Tournament](#) (October 24th-26th)
 - Mitchell Activities Center
- [DWU Blue & White Days Parade](#) (October 25th)
 - Mitchell Main Street
- [Mitchell Downtown Trick or Treat](#) (October 25th)
 - Mitchell Main Street

- DWU Men's Basketball (October 28th)
 - The World's Only Corn Palace
- **American Outlaws Wrestling Monster Brawl** (October 31st, November 1st-2nd)
 - **DWU/Avera Sports & Wellness Complex**
- ACT Presents – Halloween Double Feature Horror Movie Night (October 31st)
 - Area Community Theatre
- Arts in the Park – Trunk or Treat (October 31st)
 - Hitchcock Park
- Soup & Sandwiches Showdown (Month of November)
 - Mitchell Main Street & Beyond
- Cocoa Crawl – Downtown (November 1st)
 - Downtown Mitchell
- Squirt Hockey Tournament (November 1st-2nd)
 - Mitchell Activities Center
- Palace City Brewing Co. One-Year Anniversary (November 1st)
 - Palace City Brewing Co.
- DWU Women & Men Basketball (November 4th)
 - The World's Only Corn Palace
- 25 Days of Christmas (Starting November 13th)
 - Mitchell Main Street & Beyond
- **Miller Lite Palace City 8-ball Open** (November 14th-16th)
 - **Highland Conference Center**
- Girls 12U B & 19U B Hockey Tournament (November 14th-16th)
 - Mitchell Activities Center
- 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: Emily Liedtke made a motion to go into Executive Session, and was seconded by Bryan Dixon. All members voted 'Aye' and the motion passed.

8. Approval of Funding Applications

Pheasants Forever Banquet

Date: October 17th, 2025; **Contact:** Kevin Bruscher; **Grant Request:** \$2,500

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

Dakota Riptide: Tide Winter Invite Swim Meet & Sprint Invite Swim Meet

Date: December 12th-14th, 2025 & January 17th-18th, 2026; **Contact:** Jason Wede; **Grant Request:** \$5,000

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

Hoop City Classic 2025

Date: December 27th-31st, 2025; **Contact:** Brad Bartscher; **Grant Request:** \$20,000

- **Motion:** Motion was made by Emily Liedtke to award \$12,500, and seconded by Dave Helleloid. All members voted 'Aye' and the motion passed.

Midwest Miracles Basketball Classic

Date: January 3rd, 2026; **Contact:** Brad Bartscher; **Grant Request:** \$5,000

- **Motion:** Motion was made by Emily Liedtke to award \$5,000, and seconded by Bryan Dixon. All members voted 'Aye' and the motion passed.

2nd Annual Mitchell Pickleball Indoor Tournament

Date: January 2nd-4th, 2026; **Contact:** Kevin Doorn; **Grant Request:** \$2,500

- **Motion:** Motion was made by Dave Helleloid to award \$2,500, and seconded by Jim Johnston. 10 members voted 'Aye' and the motion passed.
- **Abstain:** Tim Smith abstained from voting.

9. Next Meeting Date

Kevin McCardle shared the next meeting date of Tuesday, November 18th, 2025, at 2 PM — City Hall, Council Chambers.

10. Adjournment

Meeting adjourned by: Kevin McCardle at 2:45 PM