



Sports & Events Authority Advisory Committee  
612 N. Main, City Hall - Council Chambers  
November 18, 2025

## 1. Call to Order

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

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

**SEA Advisory Committee members absent:** Mayor Hanson, Cory Aadland, Jason Christensen, and Dave Helleloid

**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. NAIA National Women's Volleyball Tournament Opening Round

*\*Action will be taken if The World's Only Corn Palace and Mitchell, SD are awarded a host site bid, which will be announced on Monday, November 17th, 2025.*

The World's Only Corn Palace and Mitchell, SD were not awarded the bid to host the *NAIA National Women's Volleyball Tournament Opening Round*, so no action was taken.

### B. South Dakota Fire Instructors Conference

Justin Adams spoke on behalf of and presented the *South Dakota Fire Instructors Conference* Grant Application, which is requesting \$4,800.

- Justin shared that this is the second consecutive year that Mitchell, SD is hosting the South Dakota Fire Instructors Conference. The conference takes place on January 10-11, 2026 at the Highland Conference Center. The grant request of \$4,800 will go towards bringing in a high-profile guest speaker instructor for the conference. There are 300 total fire instructors throughout South Dakota. They are expecting up to 150

instructors to attend this conference.

### **C. North Dakota Country Fest-Your Town Tour**

Dan Beukelman spoke on behalf of and presented the *North Dakota Country Fest-Your Town Tour* Grant Application, which is requesting \$5,000.

- Dan shared that the Your Town Tour will take place April 11, 2026 at The World's Only Corn Palace. This will be the second consecutive year that Mitchell, SD has hosted a North Dakota Country Fest-Your Town Tour concert. This year's lineup will be The Frontmen featuring Rogue Royal with over 3 hours of country music. Also, Dan shared that the Your Town Tour will not feature stops in Nebraska, Sioux Falls, Sturgis, or Aberdeen like there was in 2025. As a result, estimated attendance should be over 1,000 along with providing around 100 hotel room nights as well. The grant request of \$5,000 will go towards local and regional marketing/advertising.

### **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 reviewed the financial report as of November 12th, 2025.

Current expenses and award checks that have been written for 2025 are \$134,900.00.

Current Available Fund Balance of \$59,740.00.

Collections in August (for July records) are \$38,450.00 with all collected.

Collections in September (for August records) are \$36,934.00 with all collected.

Collections in October (for September records) are \$32,008.00 with 1 establishment past due.

The YTD collections for 2025 are \$265,529.00, which equates to 132,765 total room nights sold.

YTD comparisons of room nights sold were: up 0.5% (697 room nights sold) from 2024, up 3.3% (4,414 room nights sold) from 2023, down 0.2% (209 room nights sold) from 2022, up 2.2% from 2021, up 24.1% from 2020, and up 1.7% from 2019.

Also, a question from the committee was asked if the (1) outstanding collection for October will bring us closer to last year's monthly collection amount. As a result, Aaron shared some of the events that took place or vice versa, did not take place during the past three months that may have contributed to the monthly collection amounts.

- Collections in August for the month of July

- State Trap Shoot
- SDGA Adult/Junior & Junior Championships
- Women's State Slowpitch Softball
- Palace City Pre-Sturgis Party (July 31st) normally falls on an August date.
- Collections in September for the month of August
  - No State Amateur Baseball Tournament
  - No Palace City Pre-Sturgis Party since it fell on July 31st.
- Collections in October for the month of September
  - Cowboy Fast Draw was hosted in June.

Also, Emily Liedtke shared that another factor for the subtle decline in collections the past couple of months compared to previous years could be that there are less hotel(s) reporting and contributing to the monthly collections since the restructuring of the BID #4 boundaries.

**Motion:** Motion was made by Tim Smith 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 and Thank You note with the SEA Committee:

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

South Dakota State ATA Trapshoot Tournament (July 9th-13th, 2025)

- The event Met (3) expectations. Attendance was down slightly, but the weather was excellent, and the shoot went well. The total spectator attendance was 1,500. The total participants were 210; SD, IA, MN, CO, TX, ND. The estimated number of total hotel room nights was 800+. Next year's date: Mitchell is awarded the State ATA Trapshoot every 3rd year. The funds awarded (\$2,200) were used towards the Mitchell SEA-sponsored shoot on Wednesday. Net profit of \$19,723.43, which will be used to upgrade several of the traphouses, to complete necessary repairs on trap machines, and construct at least one new spectator shelter.

South Dakota Golf Association Adult-Junior and Junior Championships (July 20th-23rd, 2025)

- The event Exceeded (5) expectations. Largest SDGA event on record for the Adult/Junior Championship with 304 participants. Volunteers are a key to any successful state event and assistance with that was great. The total spectator attendance was 110. The total participants were 776 for the 4 days of competition. The estimated number of total hotel room nights was 325. Next year's date is in Rapid City, SD. The funds awarded (\$1,500) were used to provide complimentary goods/services to the participants and volunteers. Eric provided an event expense report for which the amount awarded (\$1,500) was used towards.

South Dakota Women's State Slowpitch Softball Tournament (July 26th-27th, 2025)

- The event Met (3) expectations. The total spectator attendance was 300. The total

participants were 285 = 29 teams; Sioux Falls, Rapid City, Brookings, Pierre, Aberdeen, Watertown. The estimated number of total hotel room nights was that the event provided 2 nights of hotel room nights. Next year's date is in Aberdeen and Brookings. The funds awarded (\$2,500) went to the state association. There is no profit for the local association. Kathy provided an expense report for the tournament.

## **B. Thank You card**

Palace City Kiwanis Half Marathon, 10k, & 5k (October 5th, 2025)

## **6. Other Items**

### **A. Update and Review of Playeasy**

#### [Mitchell Sports & Events Authority](#)

- Aaron shared that he has not secured any events yet from the Playeasy platform, but there are (3) leads that are being actively pursued.
- Aaron also shared an update regarding 5 V 5 Soccer.
  - Aaron met with Scott Mullenmeister last Thursday afternoon and had a good conversation about the progress and successes of the Mitchell Soccer Association along with the establishment of (2) tournaments (Palace City Cup and Cornicupia) that they have hosted the last two years. At this point, the Mitchell Soccer Association Board will pass on the 5v5 Soccer opportunity, so they can continue to put their time, energy, and focus on growing and hosting successful tournaments (Palace City Cup & Cornicupia) that they rejuvenated in 2024.
- Aaron is in the early stages of utilizing the Playeasy Community Collaboration feature, which sends an email inviting the store owner/manager to create an account to have ADMIN access to their local business profile micro-site. Once they have ADMIN access, they will be able to manage only their local business profile and create SEA event-specific promotions or general promotion campaigns that are available to those events that are awarded SEA funding. Once these promotions are created, Aaron will distribute "Ear of Corn" coupons to SEA-funded organizations that they will share with those participating local businesses to receive their promotion.

### **B. Upcoming Events**

- Soup & Sandwich Showdown (Month of November)
  - Mitchell, SD
- [DWU Women's & Men's Basketball](#) vs. Morningside (November 19th)
  - The World's Only Corn Palace
- [Holiday Arts Christmas Craft Show](#) (November 21st-22nd)
  - Davison County Fairgrounds

- [Mitchell Food Pantry Turkey Giveaway](#) (November 22nd)
  - Parking lot between Graham Tire and TMA
- [DWU Women's & Men's Basketball](#) vs. Midland (November 22nd)
  - The World's Only Corn Palace
- [CASA's Got Talent](#) (November 22nd)
  - Highland Conference Center
- Happy Thanksgiving! (November 27th)
- Small Business Saturday (November 29th)
  - Mitchell, SD
- [Christmas at the Palace](#) (December 2nd)
  - The World's Only Corn Palace
- [Parade of Lights](#) (December 2nd)
  - Mitchell Main Street
- [Not a Silent Night](#) (December 5th)
  - Highland Conference Center
- Christmas Shopping for Kids (December 6th)
  - Mitchell, SD
- [A Laura Ingalls Wilder Christmas](#) (December 5th-7th)
  - Mitchell Area Community Theatre
- [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. Share and Discuss Additional Grading Criteria and Funding Opportunities within the Funding Matrix with the Recommendation to be Effective January 13th, 2026**

Aaron shared and reviewed the agenda item request with the committee regarding the upgrade of the SEA Funding Matrix.

## **8. 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.

## **9. Approval of Funding Applications**

NAIA National Women's Volleyball Tournament Opening Round

**Date:** November 20th-23rd, 2025; **Contact:** Jason Christensen; **Grant Request:** \$6,000

- Mitchell, SD and The World's Only Corn Palace was not awarded the bid to host the

NAIA National Women's Volleyball Tournament Opening Round, so no action was taken.

South Dakota Fire Instructors Conference

**Date:** January 10th-11th, 2026; **Contact:** Justin Adams; **Grant Request:** \$4,800

- **Motion:** Motion was made by LaRee Rumbolz to award \$4,800, and seconded by Kevin Nelson. All members voted 'Aye' and the motion passed.

North Dakota Country Fest-Your Town Tour

**Date:** April 11th, 2026; **Contact:** Luke Shafer; **Grant Request:** \$5,000

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

#### **10. Next Meeting Date**

Kevin McCardle shared the next meeting date of Tuesday, December 9th, 2025, at 2 PM — City Hall, Council Chambers.

#### **11. Adjournment**

**Meeting adjourned by:** Kevin McCardle at 2:47 PM