



Sports & Events Authority Advisory Committee  
612 N. Main, City Hall - Council Chambers  
December 9, 2025

## 1. Call to Order

**Meeting called to order by:** Tim Smith at 2:00 PM

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

**SEA Advisory Committee members absent:** Mayor Hanson, Kevin McCardle, Cory Aadland, and Bryan Dixon

**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. Palace Ice Festival

Brian Bultje spoke on behalf of and presented the *Palace Ice Festival* Grant Application, which is requesting \$750.

- Brian shared that the 10th Annual Palace Ice Festival will be held January 16-18, 2026, at the Mitchell Activities Center. There will be skaters from Sioux Falls, Rapid City, Mitchell, and the surrounding area. Judges will be flown in from California, Washington State, Arizona, and will travel from parts of South Dakota as well. The grant request will be utilized to offset their list of expenses. Their biggest expense is the judges.

### B. Hanson Classic's (Girls & Boys)

Tyler Payer spoke on behalf of and presented the *Hanson Classic's (Girls & Boys)* Grant Application, which is requesting \$5,000.

- Tyler shared that the Hanson Classic's will be held January 17 (Girls) and January 24 (Boys), 2026 at The World's Only Corn Palace. He also shared and passed around some documents with program artwork and a list of schools participating in this year's

classic's. The grant request will be utilized to help cover the costs of the hospitality room, which provides 2 meals for the coaches, officials, and tournament workers. Their biggest expense is the officials, which also includes paying them mileage.

### **C. (SDMEA) South Dakota Middle School All-State Jazz Band**

Joel Van Peurse spoke on behalf of and presented the *(SDMEA) South Dakota Middle School All-State Jazz Band* Grant Application, which is requesting \$1,500.

- Joel shared that this is the 9th consecutive year that Mitchell has hosted this event. The South Dakota Middle School All-State Jazz Band will be held January 30-31, 2026, at the Mitchell Performing Arts Center. He estimates that there will be between 38–40 students along with directors and parents, accounting for between 250-350 total attendance for the performance(s) on Saturday, January 31, 2026. Also, he estimates that this event will generate between 90-100 hotel room nights. They have room blocks at the Hampton Inn, Comfort Inn, and My Place Hotel. The grant request will be utilized towards the cost of the clinicians, which (2) clinicians are brought in with estimated costs of \$750 each.

### **D. Mitchell Show Choir Classic**

Jim Miskimins and Jen Bradley spoke on behalf of and presented the *Mitchell Show Choir Classic* Grant Application, which is requesting \$3,500.

- They shared that a new date for the Mitchell Show Choir Classic has been established and will be held February 20-21, 2026, at the Mitchell Performing Arts Center. Currently, there are teams coming from Sioux Falls Jefferson, Sioux Falls Roosevelt, Harrisburg, and Omaha. Their goal is to build this event back up to where they are hosting between 8–10 teams from around the Midwest. This event brings between 600–800 kids along with 2,000 spectators for total attendance. They estimate that this event will generate between 50–100 room nights. The grant request will be utilized and put towards their almost \$100,000 in annual expenses to produce the show and costs of production.

### **E. Palace City Baseball Association**

Jordan Widstrom and Adam Kaus spoke on behalf of and presented the *Palace City Baseball Association* Grant Application, which is requesting \$15,000.

- They shared the Palace City Baseball Association, which will include teams: 13U, 14U, 16U, and 18U (Legion). Currently, Palace City Baseball has 65 players that will participate in baseball. They will look to host (36) home, double-header baseball games at Drake Field and Cadwell Park Stadium. Currently, Palace City Baseball and Mitchell Baseball Association(s) have come to an agreement that Mitchell Baseball will continue to host the Early Bird and Harve Johnston/Bryan Wilson Memorial Tournament(s), along with the SD State Amateur Tournament. Palace City Baseball

will have the rights to host the SD State Youth Tournament, which Mitchell does not host in 2026, but will host in 2027 and 2028, and every two out of three years going forward. The grant request will be utilized to offset their list of expenses, which is estimated at around \$90,000. They will have approximately \$30,000 in revenue with player fees.

### **3. Approval of Minutes**

**Motion:** Motion was made by Kevin Nelson 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 December 4, 2025.

Current expenses and award checks that have been written for 2025 are \$139,900.00 with (1) awarded item — South Dakota Fire Instructors Conference (\$4,800) where the check be written and cut following the December 15 City Council meeting.

Current Available Fund Balance of \$49,940.00.

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

Collections in November (for October records) are \$33,708.00 with 1 establishment past due.

The YTD collections for 2025 are \$299,237.00, which equates to 149,619 total room nights sold.

YTD comparisons of room nights sold were: up 1.2% (1,853 room nights sold) from 2024, up 3.8% (5,753 room nights sold) from 2023, down 0.7% (1,083 room nights sold) from 2022, up 2.5% from 2021, up 22.3% from 2020, and up 1.7% from 2019.

**Motion:** Motion was made by Jim Johnston 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)**

Arts in the Park (July 26-27, 2025)

- The event Met (3) expectations. SEA always does a great job! Thanks for the help! The total spectator attendance was 7,000+. The total participants were 133 vendors, including food trucks; SD, ND, IA, MN, WY, NE. The estimated number of total hotel room nights was 60. Next year's date: Hitchcock Park July 24-25, 2026. The funds awarded (\$1,500) were used towards the park closure and shelter rental fees. Net profit of \$378, which will be used towards next year's event.

Cornicupia (September 13-14, 2025)

- The event Met (3) expectations. The Mitchell Soccer Association ran another successful tournament with 52 teams, up from 41 teams in 2024. The total spectator attendance was estimated at around 1,250. The total participants were 625 (52 teams); Rapid City, Pierre, Aberdeen, Tea, Brookings, Watertown, Yankton, Sioux Falls, Brandon, Mitchell. The estimated number of total hotel room nights was 350; AmericInn, Comfort Inn, Days Inn, Hampton Inn, Holiday Inn, Kelly Inn, My Place, Super 8. Next year's date: Pepsi Soccer Complex September 12–13, 2026. The funds awarded (\$5,000) were used to offset tournament expenses such as their biggest expenses, referee costs. Net profit of \$18,403.86, which will be used towards equipment and coaches pay for their programs.

## 6. Other Items

Aaron Hieb shared and reviewed the following items with the SEA Committee:

### A. Update and Review of Playeasy

- No events have been secured yet.
- (2) active leads having conversations and gathering information to possibly pursue.
  - American Junior Golf Association (AJGA) Junior Championship
  - LR Productions Gymnastic Competitions 2027/2028 RFP
- Continue to reach out to local businesses and gauge their interest in 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 for 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.
  - Aaron invited any businesses within Mitchell, SD that have an interest in learning more and/or participating in this feature to reach out to Aaron Hieb (605-990-7942; [Aaron.Hieb@cityofmitchellsd.gov](mailto:Aaron.Hieb@cityofmitchellsd.gov))

### B. Upcoming Events

- [Young Professionals Trivia: Christmas Edition](#) (December 9)
  - Bread and Vine Bistro
- Christmas Dance Recital (December 10)
  - The World's Only Corn Palace
- [Dakota Riptide Winter Invite](#) (December 12-14)
  - **Mitchell Recreation Center & Indoor Aquatic Center**

- [Christmas at Dakota Wesleyan Concert](#) (December 12)
  - DWU Sherman Center
- [A Laura Ingalls Wilder Christmas](#) (December 12-14)
  - Mitchell Area Community Theatre
- [DWU Women's Basketball vs. College of Saint Mary \(NE\)](#) (December 13)
  - The World's Only Corn Palace
- [Holiday Jam with the Hegg Brothers](#) (December 15)
  - MHS Performing Arts Center
- [Candy Cane Lane Tour Shaun Johnson + The Big Band Experience](#) (December 16)
  - Mitchell Area Community Theatre
- [DWU Men's Basketball vs. Northwestern](#) (December 17)
  - The World's Only Corn Palace
- Mitchell High School Girls & Boys Basketball (December 19-20)
  - The World's Only Corn Palace
- [Home for the Holidays – Variety Show](#) (December 20)
  - Mitchell Area Community Theatre
- [Hoop City Classic Youth Holiday Tournament](#) (December 27-28)
  - **Dakota Wesleyan University**
- [Hoop City Classic](#) (December 29-31)
  - **The World's Only Corn Palace**
- [DWU Women's Basketball vs. Northwestern](#) (December 30)
  - The World's Only Corn Palace
- [Mitchell Pickleball Association presents 2nd Annual DWU Pickleball Indoor Tournament](#) (January 2-4, 2026)
  - **DWU/Avera Sports & Wellness Complex**
- [Midwest Miracles Classic](#) (January 3, 2026)
  - **The World's Only Corn Palace**
- DWU Women's & Men's Basketball vs. Doane (December 7)
  - The World's Only Corn Palace
- DWU Women's & Men's Basketball vs. Mount Marty (December 10)
  - The World's Only Corn Palace
- [South Dakota Fire Instructors Conference](#) (January 10-11, 2026)
  - **Highland Conference 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. Action to Approve SEA Funding Matrix Upgrade Effective January 1, 2026

**Motion:** Kevin Nelson made a motion to approve the SEA Funding Matrix Upgrade effective January 1, 2026, and was seconded by Dave Helleloid. All members voted 'Aye' and the motion passed.

## **8. Executive Session in accordance with SDCL 9-34-19: Discussion of confidential trade secrets, commercial, or financial information.**

**Motion:** Dave Sietsema made a motion to go into Executive Session, and was seconded by Jim Johnston. All members voted 'Aye' and the motion passed.

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

Palace Ice Festival

**Date:** January 16–18, 2026; **Contact:** Brian Bultje; **Grant Request:** \$750

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

Hanson Classic's (Girls & Boys)

**Date:** January 17 & 24, 2026; **Contact:** Tyler Payer; **Grant Request:** \$5,000

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

(SDMEA) South Dakota Middle School All-State Jazz Band

**Date:** January 30–31, 2026; **Contact:** Joel Van Peurse; **Grant Request:** \$1,500

- **Motion:** Motion was made by Dave Helleloid to award \$1,500, and seconded by Jim Johnston. All members voted 'Aye' and the motion passed.

Mitchell Show Choir Classic

**Date:** February 20–21, 2026; **Contact:** Jim Miskimins; **Grant Request:** \$3,500

- **Motion:** Motion was made by LaRee Rumbolz to award \$3,500, and seconded by Dave Sietsema. All members voted 'Aye' and the motion passed.

Palace City Baseball Association

**Date:** May, June, & July 2026; **Contact:** Adam Kaus; **Grant Request:** \$15,000

- **Motion:** Motion was made by Tim Smith to table the request until the next meeting on January 13, 2026, in hopes that Mitchell Baseball Association and Palace City Baseball Association can work together towards a resolution, and seconded by Dave Helleloid.
- **Abstain:** Jason Christensen and Jim Johnston.
- Majority vote 'Aye' and the motion passed.

## **10. Next Meeting Date**

Tim Smith shared the next meeting date of Tuesday, January 13, 2026, at 2 PM - City Hall,

Council Chambers.

**11. Adjournment**

**Meeting adjourned by:** Tim Smith at 3:35 PM