



Sports & Events Authority Advisory Committee
612 N. Main, City Hall - Council Chambers
July 14, 2026

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, LaRee Rumbolz, Emily Liedtke, Dave Helleloid, Jim Johnston

SEA Advisory Committee members absent: Mayor Hanson, Jill Larson, Cory Aadland, Tim Smith, Scott Morgan

Others present: Aaron Hieb, 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. Tour de Corn

Emily Hohn spoke on behalf of and presented the Tour de Corn Grant Application, which is requesting \$2,500.

- Emily shared that the events would take place on August 14–16, 2026, at The World's Only Corn Palace Plaza. This event brings around 320 participants from Mitchell and the surrounding states such as IA, NE, MN. The grant request of \$2,500 will go towards the meal and swag for the riders. Profits from the event will help to continue supporting events/projects in the Mitchell community such as the Lake Mitchell Bike Trail, bicycles at Christmas for students who use them for transportation, Cranksgiving, etc.

B. Palace City 8 Ball Open

Jen Raymond and Corey Ditter spoke on behalf of and presented the Palace City 8 Ball Open Grant Application, which is requesting \$5,000.

- Jen and Corey shared that the event would take place on October 2–4, 2026, at

Highland Conference Center. The event changed its dates from November to the first weekend in October because of hunting season and the availability of hotel rooms. So far, they have approximately 50 players signed up between the two divisions. The Highland Conference Center can fit 20 pool tables in their venue. A portion of the entry fees are considered "green fees", which are used towards their expenses. The grant request of \$5,000 will go towards paying for venue and pool table rental along with increasing the prize pool awarded to the winners. Profits from the event will be added towards this year's prize fund that is awarded to the winners.

3. Approval of Minutes

Motion: Motion was made by Dave Sietsema 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 July 1, 2026.

Current expenses and award checks that have been written for 2026 are \$113,950.00.

Current Available Budgeted Balance of \$75,240.00.

Collections in February 2026 (for January 2026 records) still have one (1) establishment past due.

Collections in March 2026 (for February 2026 records) still have (1) establishment past due.

Collections in April 2026 (for March 2026 records) still have (1) establishment past due.

Collections in May 2026 for (April 2026 records) still have (1) establishment past due.

Collections in June 2026 for (May 2026 records) are \$26,796.00 with (2) establishments past due.

The (1) establishment past due is the same establishment for all past due collections in 2026, along with (1) additional establishment for the most recent collections.

An average from past year's shows that the establishment(s) past due will account for approximately 650 - 700 room nights, once collected.

The YTD collections for 2026 are \$114,777.00, which equates to 57,389 total room nights sold.

YTD comparisons of room nights sold were: down 5.1% from 2025, down 4.4% from 2024, down 0.3% from 2023, down 3.5% from 2022, up 7.1% from 2021, and up 26.8% from 2020.

Motion: Motion was made by Dave Helleloid 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/Financial(s) with the SEA Committee:

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

DWU/Culver's Girls' & Boys' High School Basketball Classic (February 13-14, 2026)

- The events Exceeded (5) expectations. The total spectators were about 3,000 plus those viewers using Live Stream. The total participants were 36 teams. The estimated number of total hotel room nights was approximately 75. The funds awarded \$5,000 were used to pay expenses for the event. Net Profit of \$7,917.15, which was used as a fundraiser for DWU Men's & Women's Basketball. Aaron shared that this event cracked the Top 5 on the Activity Leader board for Playeasy, out of over 1,500 events on the platform. Jason Christensen and Dave Sietsema also shared that this year's event was a success.

South Dakota VFW & Auxiliary Annua Convention (June 10-14, 2026)

- The event was Above (4) expectations. SEA was very helpful and we appreciate their support. The total spectator attendance was: 185. The estimated number of total hotel room nights was approximately 325. Next year's event will be hosted in Brandon, SD on June 10-13, 2027. The funds awarded (\$3,200) were used to pay for the rental of the Highland Conference Center. Net loss of (\$1,919.38).

Cornbelt Team Camps 2026 (Varisty Girls June 10-11; Varsity Boys June 17-18, JV June 24-25, 2026)

- The events were Above (4) expectations. The second day of the boys' camp had to relocate to Ethan, SD because of the increase in rent of the Rec Center. Next year, the event will ask for consideration to award additional funding to cover the cost of the Rec Center, so the events can all be hosted in Mitchell, SD. Good attendance was seen by both Aaron Hieb and Jason Christensen when they were at the camps. The total participants were 82 teams. The estimated number of total hotel room nights was approximately 72. Next year's dates are June 9-10, 16-17, 23-24, 2027, in Mitchell, SD. The funds awarded \$1,250 were distributed to each team who stayed overnight to assist in reimbursement for their hotel room(s). Any profit from the events will carry over into next year's camps.

6. Other Items

Aaron Hieb shared the following information with the SEA Committee:

A. Update and Review of Playeasy

In the July 7, 2026, BID #4 Board meeting, the board did not motion and authorize funding to renew the yearly subscription to Playeasy for 2027. The Mitchell Sports & Events Authority

Playeasy subscription will end on December 31, 2026.

B. Upcoming SEA Events

- [American Outlaws Wrestling Open & Showdown Belt Series](#) CANCELED DUE TO LACK OF REGISTRATIONS (July 18-19, 2026)
 - DWU/Avera Sports & Wellness Complex
- [South Dakota Class A 13/14U State Baseball Tournament presented by Palace City Baseball](#) (July 24-26, 2026)
 - Drake Field
- [Arts in the Park](#) (July 25-26, 2026)
 - Hitchcock Park
- [DWU Girls' Basketball Team Camp](#) (July 27, 2026)
 - DWU/Avera Sports & Wellness Complex
- [South Dakota State Amateur Baseball Tournament](#) (August 5-16, 2026)
 - Cadwell Park Stadium

Complete list of events – MITCHELL CHAMBER EVENTS CALENDAR & Mitchell SD Events Facebook

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

Motion: Kevin Nelson made a motion to go into Executive Session at 2:22 PM, and was seconded by Dave Helleloid. All members voted 'Aye' and the motion passed.

8. Approval of Funding Applications

Tour de Corn

Date: August 14-16, 2026; **Contact:** Kourtney Denne; **Grant Request:** \$2,500

- **Motion:** Motion was made by Jason Christensen to award \$2,500, and seconded by Jim Johnston. All members voted 'Aye' and the motion passed.

Palace City 8 Ball Open

Date: October 2-4, 2026; **Contact:** Jennifer Raymond; **Grant Request:** \$5,000

- **Motion:** Motion was made by Kevin Nelson to award \$4,000, and seconded by Dave Helleloid. All members voted 'Aye' and the motion passed.

9. Next Meeting Date

Kevin McCardle shared the next meeting date of Tuesday, August 11, 2026, at 2 PM — City Hall, Council Chambers.

10. Adjournment

Meeting adjourned by: Kevin McCardle at 2:38 PM