



Sports & Events Authority Advisory Committee Agenda

612 N. Main, City Hall - Council Chambers

August 18, 2026

- 1. 2:00 PM Call to Order**
- 2. Presentation of Funding Applications**
 - A. Mitchell Area Bass Clef Festival**
Date: September 14, 2026; **Contact:** Nicolas Caberos; **Grant Request:** \$2,500
 - B. Cornicupia 2026**
Date: September 26–27, 2026; **Contact:** Scott Mullenmeister; **Grant Request:** \$5,000
 - C. Palace City Kiwanis Half Marathon 10K 5K & Kids Fun Run**
Date: October 3-4, 2026; **Contact:** Paula Deckert; **Grant Request:** \$1,000
 - D. South Dakota Parks and Recreation Annual Conference**
Date: October 6–8, 2026; **Contact:** Kevin Nelson; **Grant Request:** \$5,000
- 3. Approval of Minutes**
July 14, 2026, SEA Meeting Minutes
- 4. Financial Report**
- 5. Evaluation Forms/Financials/Surveys**
 - A. Evaluation Form(s) w/Financial(s)**
Lucky Devils Adult Hockey Tournament (April 10-12, 2026)
DWU Spring Golf Invitational (April 12-13, 2026)
 - B. Thank you card**
MAC Triathlon / Palace City Mountain Bike Classic (MAC Area Events, Inc.)
- 6. Other Items**
- 7. Executive Session in accordance with SDCL 9-34-19: Discussion of confidential trade secrets, commercial, or financial information.**
- 8. Approval of Funding Applications**
- 9. Next Meeting Date**
September 8, 2026, @ 2 PM - City Hall, Council Chambers
- 10. Adjournment**

Individuals with disabilities who require special assistance to take part in this meeting may contact one of the following at City Hall (605) 995-8420 at least 24 hours prior to the meeting with requests for assistance: Human Resources Officer or the City Administrator.

[Print](#)**Sports & Events Authority Grant Application - Submission #4979****Date Submitted: 8/10/2026**

*****Application must be received no less than 45 days prior to the first day of the event.*****

The many festivals, conferences, conventions, concerts, and sporting events hosted in Mitchell, SD are an important aspect of the region's sports tourism industry.

The Mitchell SEA grant program is available to assist organizations in hosting events that will promote a positive image to potential visitors, generate overnight visits, extend visitor stays, and create a desire to return to the area.

The grant program is designed to assist event planners by providing funds for marketing, advertising, printing, and postage in the following categories:

- Meetings: conventions, conferences, seminars, retreats, etc.
- Sporting Events: tournaments, competitions, etc.
- Festivals/Concerts/Special Events: Other events that generate overnight stays.

The grant exists to encourage tourism and visitor spending in Mitchell, SD, or to fund area events that will have a significant economic impact on businesses located in Mitchell, specifically, by generating overnight stays and/or extending visitor stays at hotels or the Lake Mitchell Campground.

Preference will be given to:

1. New festivals, conventions/conferences, sporting events, concerts, and other special events.
2. Existing events showing an expanded focus for event and tourism growth. All events must project a positive image of Mitchell, SD.

The grant program is appropriated and administered to qualifying organizations by the Mitchell SEA on review by the SEA Advisory Committee.

Applicants must provide all of the information requested and be in compliance with all criteria.

Incomplete applications will not be considered.

Applicant Organization***Email Address***

Mitchell High School Vocal Music

Address

821 N. Capital St.

City

Mitchell

State

South Dakota

Zip Code

57301

Contact Person*

Nicolas Caberos

Phone Number*

4023211006

Purpose of Organization**Name of Event***

Mitchell Area Bass Clef Festival

Location of Event*

Mitchell High School Performing Arts Center

Will event require assistance with knowledgeable volunteer recruitment?☐ Yes☒ No**If yes, approximately how many knowledgeable volunteers are needed?****Type of Event***

- ☐ Sporting Event
☒ Performing Arts
☐ Conference/Convention
☐ Concert
☐ Other Special Event

Date of the Event:

9/14/2026

Date(s) of Event

mm/dd/yyyy

mm/dd/yyyy

Grant Amount Requested*

\$2500

SEA GRANT ELIGIBILITY CHECKLIST

This section must be completed before proceeding.

Check all that apply*

- ☒ Application is submitted by a nonprofit or volunteer organization.
- ☒ This event will show a favorable impression of the Mitchell Area and promote Mitchell, SD in a positive image.
- ☒ This event will be promoted to out of town visitors.
- ☒ This event will result in overnight stays.

Please list any previous grant amounts the event has received from SEA.*

N/A

Please provide your profit and loss statement from your previous event. No file chosen**Additional previous event documents** No file chosen**How will the requested grant amount be used?***

We've got an inaugural event coming up on Monday, September 14th here at the High School during the day, where we'll bring in over 200 students from around the area, representing 20 schools and their chaperones and directors. These students will be coming from Sioux Falls as well as some of the towns surrounding Mitchell itself.

We also know that these students and schools are going through financial hardships too, and we'd like to keep registration fees to \$5 per student to cover the costs of the clinicians and t-shirts. We estimate that the total amount to run this event will come out around \$3,500, which again would help cover the costs of each student's shirts, our clinicians, and their hotels.

How will proceeds/profit from the event be used?*

We would like for the event to break even, without any necessity for profit. If the event is profitable, we'd like to use that money to pay our clinicians better rates for the following years, and to purchase school supplies, music, and other travel expenses for Mitchell High School Vocal Music students.

Historical Data

How many years has this event been held?***Estimated hotel room nights sold during last event.***

Example: If the event uses 50 hotel rooms for (2) nights = 100
Total Hotel Room Nights.

Attendance at last event (spectators, participants)**Comments**

Event Details

Specify your event with one from the following list:*

If this is a new event, what are the estimated hotel room nights sold during this event?*

1-50



Example: If the event uses 50 hotel rooms for (2) nights = 100
Total Hotel Room Nights.

How are you able to estimate the number range selected above?*

We will be purchasing hotel rooms for our two clinicians from Omaha, NE.

Briefly describe the purpose of your organization; what your organization provides to the community; the group of people you are targeting to bring into the community with this event?*

The Mitchell High School Vocal Music Department seeks to create lifelong musicians and singers. We hope our students will leave high school with the knowledge and skills to become incredibly beneficial, powerful, and supportive members of their community and the people they surround themselves with, and we hope they continue singing too! While a part of our program, students find themselves to be actively involved in 3 curricular choirs, a class voice class, musicals, and an extra curricular show choir "Friend de Coup." These students perform in small and large events throughout the year, representing Mitchell well through excellent singing and dancing, and fantastic displays of kindness, warmth, and growth.

This event will bring together folks from around the area to sing with us and our clinicians, celebrate in song and in food, and display our talents with a concert at the end of the day.

Describe your event. Be sure to include who, what, where, when, and how activities will take place.*

We're so excited to welcome any and all Tenors and Basses in the 6th-12th grades to the Mitchell High School Performing Arts Center to sing with some OUTSTANDING clinicians. We want all TB's to start their school year off with tidbits of great ideas, a community of like-minded individuals, and encouraged to go forth to their own school with confidence and fantastic musical ideas.

We will be welcoming well over 20 schools, their directors, 200+ middle and high school students, and their families and supporters. Students will learn and sing with two of the best Choir directors in the midwest during the day, and participate in a concert later on in the evening.

What % of attendance will be visitor draw outside of 100+ miles of Mitchell, SD?*

5% or so!

What geographic areas are you bringing event participants from? Indicate geographic areas you are marketing for visitor attraction to your event.*

Any student from across South Dakota, especially:

Mitchell, SD

Sioux Falls, SD

Aberdeen, SD

Surrounding Small Schools

All Region V School Participants

What are the specific goals for this event?*

We will creating and fostering a foundation of musical excellence for many tenors/basses from around the state. These students will leave with musical knowledge and leadership skills that they will take back to their home schools with encouragement and motivation for the rest of their school year.

Explain how your grant request would be used to promote tourism in Mitchell? Note the resulting impact of your event if the request for funding were denied.*

We would like to promote dining options for our local restaurants for our visitors to utilize during lunch and dinner hours. We'd like to make sure these students are encouraged to visit our Corn Palace and local parks during extended breaks throughout the day too!

Event Budget

Please upload your event budget. Budgets not provided on this application will be rejected. Budget reflected should be for the event ONLY.

Upload your Event Budget (Please specify how the grant amount requested would be utilized.)*

MABCF 26 Est. Budget.png

Additional Financial Document

No file chosen

Event Flyer

Mitchell Area Bass Clef Festival Flier 2026.png

Additional Document

No file chosen

Authorized Signature*

Nicolas Caberos

By typing your name in the box you are authorizing the submission of the grant application and attached documents.



Mitchell Sports & Events Authority • 612 N. Main Street

605-990-7942 • sea@cityofmitchellsd.gov

The Mitchell Sports & Events Authority is a committee of the City of Mitchell.

Item	Estimate	Amount	Total
T-Shirts	\$12	220	2,640
Sponsors			
1. TBD	\$300		
2. TBD	\$300		
3. TBD	\$300		900
Clinicians			
- Doran Johnson	\$500	plus mileage	650
- Logan Langholdt	\$500	plus mileage	650
Hotels	\$125	2	250
Accompanist Fee	\$200	2	400
Registration Fees	\$5	220	1,100
Free-Will Donation	\$200		200
		Expenses (Est.)	\$4,590
		Positives (Est.)	2,200



Inaugural Mitchell Area Bass Clef Festival

MITCHELL PERFORMING
ARTS CENTER, MITCHELL, SD
SEPTEMBER 14TH, 2026

OPEN TO ALL
TENORS & BASSES
GRADES 6-12

CONFIRMED CLINICIANS:
DORAN JOHNSON (RET. OMAHA WESTSIDE, NE)
LOGAN LANGHOLDT (MILLARD, NE)

FOR MORE INFO AND TO REGISTER, VISIT:
WWW.KERNELCHOIRS.COM/BASS-CLEF-FESTIVAL

Mitchell Area Bass Clef Festival Funding Matrix

- 50 room nights estimated X \$10 = \$500
- Event takes place during SEPTEMBER X 10% = \$50
- NEW Event X 25% = \$125
- Event takes place on MONDAY, so possibility for Sunday night room nights X 10% = \$50
- YOUTH event X 25% = \$125
- >50% come from 100 + miles X 10% = \$50

SEA Funding Matrix = \$900

Print**Sports & Events Authority Grant Application - Submission #4980****Date Submitted: 8/11/2026**

*****Application must be received no less than 45 days prior to the first day of the event.*****



The many festivals, conferences, conventions, concerts, and sporting events hosted in Mitchell, SD are an important aspect of the region's sports tourism industry.

The Mitchell SEA grant program is available to assist organizations in hosting events that will promote a positive image to potential visitors, generate overnight visits, extend visitor stays, and create a desire to return to the area.

The grant program is designed to assist event planners by providing funds for marketing, advertising, printing, and postage in the following categories:

- Meetings: conventions, conferences, seminars, retreats, etc.
- Sporting Events: tournaments, competitions, etc.
- Festivals/Concerts/Special Events: Other events that generate overnight stays.

The grant exists to encourage tourism and visitor spending in Mitchell, SD, or to fund area events that will have a significant economic impact on businesses located in Mitchell, specifically, by generating overnight stays and/or extending visitor stays at hotels or the Lake Mitchell Campground.

Preference will be given to:

1. New festivals, conventions/conferences, sporting events, concerts, and other special events.
2. Existing events showing an expanded focus for event and tourism growth. All events must project a positive image of Mitchell, SD.

The grant program is appropriated and administered to qualifying organizations by the Mitchell SEA on review by the SEA Advisory Committee.

Applicants must provide all of the information requested and be in compliance with all criteria.

Incomplete applications will not be considered.

Applicant Organization***Email Address***

Mitchell Soccer Association

Address

25304 Georgella Place

City

Mitchell

State

SD

Zip Code

57301

Contact Person*

Scott Mullenmeister

Phone Number*

6059998810

Purpose of Organization

The Mitchell Soccer Association is a non-profit organization with the goal of providing a healthy environment in which athletes can develop character through sportsmanship, teamwork, and by learning the game of soccer.

Name of Event*

Cornicupia 2026

Location of Event*

Pepsi Soccer Complex

Will event require assistance with knowledgeable volunteer recruitment?☐ Yes☒ No**If yes, approximately how many knowledgeable volunteers are needed?****Type of Event***

- ☒ Sporting Event
- ☐ Performing Arts
- ☐ Conference/Convention
- ☐ Concert
- ☐ Other Special Event

Date of the Event:

mm/dd/yyyy

Date(s) of Event

9/26/2026

9/27/2026

Grant Amount Requested*

\$5000

SEA GRANT ELIGIBILITY CHECKLIST

This section must be completed before proceeding.

Check all that apply*

- ☒ Application is submitted by a nonprofit or volunteer organization.
- ☒ This event will show a favorable impression of the Mitchell Area and promote Mitchell, SD in a positive image.
- ☒ This event will be promoted to out of town visitors.
- ☒ This event will result in overnight stays.

Please list any previous grant amounts the event has received from SEA.*

\$5000.00 for Cornicupia 2024 and 2025

Please provide your profit and loss statement from your previous event.

Fall 2025 tournament PL.docx

Additional previous event documents

Choose File No file chosen

How will the requested grant amount be used?*

The grant will be used for tournament expenses including referee fees, field costs, concessions, advertising trainers, golf carts, and any additional tournament expenses.

How will proceeds/profit from the event be used?*

Tournament profits will go into supporting our programs. Paying coaches, field and gym rental expenses, purchasing of additional equipment and any other association expenses.

Historical Data

How many years has this event been held?*

3

Estimated hotel room nights sold during last event.*

351-400



Example: If the event uses 50 hotel rooms for (2) nights = 100
Total Hotel Room Nights.

Attendance at last event (spectators, participants)

52 teams

Comments

Last year we saw some good growth in registrations from the first year and expect to see that increase more this year.

Event Details

Specify your event with one from the following list:*

Annual



If this is a new event, what are the estimated hotel room nights sold during this event?*

Not a new event



Example: If the event uses 50 hotel rooms for (2) nights = 100
Total Hotel Room Nights.

How are you able to estimate the number range selected above?*

0

Briefly describe the purpose of your organization; what your organization provides to the community; the group of people you are targeting to bring into the community with this event?*

The Mitchell Soccer Association provides the Mitchell community the opportunity for its young athletes to develop the knowledge and skills related to the game of soccer. For our fall tournament we are targeting local, state, and region soccer associations and their competitive and recreational teams to come and compete at the Pepsi Soccer Complex, one of the nicest grass complexes in the state. Teams from South and North Dakota, Minnesota, Iowa, and Nebraska will be contacted.

Describe your event. Be sure to include who, what, where, when, and how activities will take place.*

Cornicupia 2026. Hosted by the Mitchell Soccer Association at the Pepsi Soccer Complex. Games will be held Friday night and all day Saturday and Sunday and will follow state soccer tournament guidelines.

What % of attendance will be visitor draw outside of 100+ miles of Mitchell, SD?*

75%

What geographic areas are you bringing event participants from? Indicate geographic areas you are marketing for visitor attraction to your event.*

We will advertise to all South Dakota soccer associations and associations from North Dakota, Iowa, Nebraska, and Minnesota

What are the specific goals for this event?*

Our goal is to provide a fun competitive tournament atmosphere so as to attract teams and their fans to Mitchell to benefit the community at large. We will build a reputation of putting on a great event and attract more teams to future tournaments.

Explain how your grant request would be used to promote tourism in Mitchell? Note the resulting impact of your event if the request for funding were denied.*

The grant funds would help with costs associated with hosting the tournament. The tournament will benefit Mitchell businesses and the community at large with a substantial amount of teams and their families coming to Mitchell to experience the fun and competitive environment provided by our soccer tournament. We will promote tourism and business in town further by contacting and partnering with local businesses to provide information about what our local businesses have to offer and attract tournament goes downtown and other business centers in Mitchell. In the event that we are denied our funding request the Mitchell Soccer Association would be responsible for all tournament costs which make it more costly for the association to run the tournament.

Event Budget

Please upload your event budget. Budgets not provided on this application will be rejected. Budget reflected should be for the event ONLY.

Upload your Event Budget (Please specify how the grant amount requested would be utilized.)*

Cornicupia 2026 estimated expenses .docx

Additional Financial Document

No file chosen

Event Flyer

Cornicupia2026flyer.pdf

Additional Document

No file chosen

Authorized Signature*

Scott Mullenmeister

By typing your name in the box you are authorizing the submission of the grant application and attached documents.



Mitchell Sports & Events Authority • 612 N. Main Street

605-990-7942 • sea@cityofmitchellsd.gov

The Mitchell Sports & Events Authority is a committee of the City of Mitchell.

Fall 2025 Tournament Profit/Loss

Income

\$22,710.00- Team Registrations

\$5000.00- City of Mitchell Grant

\$3,305.74- Concession/Venmo

\$31,015.74

Expenses

\$6,717- Referees

\$172.00- Referee site use

\$1238.90- Medals

\$480.00- Field rental

\$518.57- Graham's (candy)

\$157.26 Coborn's (food/misc.)

\$223.04- Daylight Donuts

\$115.75- Subway

\$134.91- Domino's Pizza

\$1044.15- Pepsi

\$12.68- Gas for golf carts

\$1214.10- Athletic Trainers

\$583.52-Portables

Profit: 18,403.86

Concessions:

\$2488.75- Cash

\$816.99- Venmo

\$3,305.74

Cornicupia 2026

Estimated expenses

Referees - \$7500

Trainers - \$1200

Portables - \$300

Field costs - \$500

Awards - \$500

Concessions - \$3000

Sanctioning fee - \$200

\$13,200.00

Mitchell Soccer Association
Presents
Cornicupia 2026

September 26th-27th
Mitchell Pepsi Cola Soccer Complex



Register Here: [https://register.htgsports.net/default.aspx-
?id=14422](https://register.htgsports.net/default.aspx-?id=14422)

Competitive and Recreational Boys and Girls Teams

U9 - U10 \$425

U11- U12 \$475

U13 - U14 \$525

Three games guaranteed for all teams.

Signup deadline 9/13/2026



Check out our website for any questions!

<https://tshq.bluesombrero.com/mitchellsoccerassociation>

Cornicupia 2026 Funding Matrix

- 400 room nights estimated X \$10 = \$4,000
- Event takes place during SEPTEMBER X 10% = \$400
- YOUTH event X 25% = \$1,000
- TEAM event X 10% = \$400
- >50% come from 100 + miles X 25% = \$1,000

SEA Funding Matrix = \$6,800

From: noreply@civicplus.com
To: sea@cityofmitchellsd.gov; Aaron Hieb
Subject: Online Form Submittal: Sports & Events Authority Grant Application
Date: Monday, July 20, 2026 10:36:31 AM

Sports & Events Authority Grant Application

*****Application must be received no less than 45 days prior to the first day of the event.*****



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Applicants must provide all of the information requested and be in compliance with all criteria.

Incomplete applications will not be considered.

Applicant Organization	Kiwanis Club of Mitchell
Email Address	
Address	PO Box 131
City	MITCHELL
State	SD
Zip Code	57301
Contact Person	Paula Deckert
Phone Number	6059331855
Purpose of Organization	Supporting Children, including the Kiwanis Woodlot Park and the Patton Young Story Walk, local children's initiatives and events.
Name of Event	Palace City Kiwanis Half Marathon 10K & 5K
Location of Event	Mitchell, SD - Corn Palace, streets of Mitchell, Lake Mitchell
Will event require assistance with knowledgeable volunteer recruitment?	No
If yes, approximately how many knowledgeable volunteers are needed?	Field not completed.
Type of Event	Sporting Event
Date of the Event:	10/4/2026
Date(s) of Event	10/3/2026 - 10/4/2026
Grant Amount Requested	\$1,000.00

SEA GRANT ELIGIBILITY CHECKLIST

****This section must be completed before proceeding.****

Check all that apply	Application is submitted by a nonprofit or volunteer organization., This event will show a favorable impression of the Mitchell Area and promote Mitchell, SD in a positive image., This event will be promoted to out of town visitors., This event will result in overnight stays.
Please list any previous grant amounts the event has received from SEA.	2025 -\$750 2024 - \$1,500 2023 - \$2,000 2022, 2021, 2020, 2019 - \$3,000 2018 - \$2,500
Please provide your profit and loss statement from your previous event.	2025 PL Document.xlsx
Additional previous event documents	<i>Field not completed.</i>
How will the requested grant amount be used?	Event promotion, runner awards and t-shirts, and other race expenses.
How will proceeds/profit from the event be used?	Proceeds from the run directly benefit children's initiatives, including but not all inclusive, scholarships, Kiwanis Woodlot Park, Patton Young Story Walk, Mitchell Little Libraries, CASA, Big Friend Little Friend, First Responder blanket project.

Historical Data

How many years has this event been held?	9
Estimated hotel room nights sold during last event.	1-50
	500+

Attendance at last event (spectators, participants)	Approximately 200 runners, volunteers, and spectators.
Comments	Runners typically bring their families and a group to cheer them on to the finish line.

(Section Break)

Event Details

Specify your event with one from the following list:	Annual
If this is a new event, what are the estimated hotel room nights sold during this event?	1-50
How are you able to estimate the number range selected above?	Participants coming from 100 miles or more.
Briefly describe the purpose of your organization; what your organization provides to the community; the group of people you are targeting to bring into the community with this event?	See Organization information above and what the proceeds to be used for above. Runners range in age from teenagers to senior citizens. All ages have ran and competed in the event. From the kids in Mitchell and participant's children for the Fun Run and all ages for the Half Marathon, 10K, and 5K. Since adding the 5K to the race there is a wider range of runners who participate.
Describe your event. Be sure to include who, what, where, when, and how activities will take place.	The event starts and ends at the Corn Palace with the Half Marathon runners running around Lake Mitchell.
What % of attendance will be visitor draw outside of 100+ miles of Mitchell, SD?	30%
What geographic areas are you bringing event participants from?	Nation-wide marketing for the race via social media and specific group websites and social media pages. Race information is also distributed to other race organizations in South Dakota.

Indicate geographic areas you are marketing for visitor attraction to your event.

What are the specific goals for this event?

Kiwanis is all about supporting children and their families. Raising money is a key factor in the success of supporting children's initiatives.

Explain how your grant request would be used to promote tourism in Mitchell? Note the resulting impact of your event if the request for funding were denied.

Promoting the Corn Palace and Lake Mitchell for our race. Favorable feed-back has been received about the race and word-of-mouth is one of the easiest ways to promote the race. The race continues to have runners come from all over the United States.

(Section Break)

Event Budget

(Section Break)

Please upload your event budget. Budgets not provided on this application will be rejected. Budget reflected should be for the event ONLY.

Upload your Event Budget (Please specify how the grant amount requested would be utilized.)

[2026 Budget.xlsx](#)

Additional Financial Document

Field not completed.

(Section Break)

Event Flyer

[2026 PCKH Sponsorship Levels Current.pdf](#)

Additional Document

[image000000.png](#)

Authorized Signature

Paula Deckert

Email not displaying correctly? [View it in your browser.](#)

Palace City Kiwanis Half Marathon 2025 Profit Loss

Income

Runner Fee/Shirt Sales	\$ 15,127.22
Sponsors	\$ 9,100.00
Total Income	\$ 24,227.22

Expenses

Bags	\$ (455.60)
Costumes/Supplies	\$ (110.00)
Kids Run	\$ (74.29)
Medals	\$ (2,124.19)
Permit	\$ (100.00)
Printing	\$ (58.41)
Prizes	\$ (650.00)
Promotions	\$ (2,500.00)
Shirts	\$ (3,750.46)
Timing	\$ (2,036.29)
Website	\$ (127.44)
Total Expenses	\$ (11,986.68)

Total Profit	\$ 12,240.54
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Palace City Kiwanis Half Marathon 2026 Budget

Income

Runner Fee/Shirt Sales	\$	16,000.00
Sponsors	\$	10,000.00
Total Income	\$	24,227.22

Expenses

Bags	\$	500.00
Supplies	\$	200.00
Kids Run	\$	150.00
Medals	\$	2,500.00
Permit	\$	100.00
Printing	\$	100.00
Prizes	\$	650.00
Promotions	\$	3,000.00
Shirts	\$	5,500.00
Timing	\$	2,500.00
Website	\$	150.00
Total Expenses	\$	15,350.00

Total Profit	\$	8,877.22
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New Event	Month	Year	Estimated Hotel Room Nights Sold	QR Code	Total Hotel Room Nights Sold	Combination (Youth/Adult)	Team	<50% come from 100+ miles	Grant Amount Requested	Funding Matrix	Grant Amount Approved	Grant Funds Used For?	P/L \$	\$ Change
Y	October	2018	-	-		-	-	-	\$3,500	-	\$2,500			(\$2,500.00)
N	October	2019	-	-		-	-	-	\$4,000	-	\$3,000			(\$3,000.00)
N	October	2020	-	-		-	-	-		-	\$3,000			(\$3,000.00)
N	October	2021	-	-		-	-	-	\$3,000	-	\$3,000			(\$3,000.00)
N	October	2022	-	-	40 +	-	-	-	\$3,000	-	\$3,000	Medals and shirts.	\$7,461.25	\$4,461.25
N	October	2023	1 - 200	2	40 ???	-	-	-	\$3,000	\$460 - \$1,472	\$2,000	Race Medals	\$8,044.39	\$6,044.39
N	October	2024	One to 50	3	33	-	-	-	\$5,000	\$575	\$1,500	Medals, shirts, swag bags, porta potties, and timing and registration company.	\$13,803.87	\$12,303.87
N	October	2025	One to 50	0	14	-	-	-	\$1,500	\$550	\$750	Offset costs of advertising, timing, and medals.	\$12,240.54	\$11,490.54
N	October (10%)	2026	One to 50			20%	10%	10%	\$1,000	\$750				\$0.00
											\$18,750		\$41,550.05	

Funding Matrix:

The Palace City Kiwanis Half Marathon 10K 5K & Kids Fun Run starts and ends in front of The World's Only Corn Palace on Saturday, October 3-Sunday, October 4, 2026 in Mitchell, SD.

The purpose of the Kiwanis Club of Mitchell is to support children, including the Kiwanis Woodlot Park and the Patton Young Story Walk, local children's initiatives and events.

Last year's attendance: approximately 500 total between 200 runners, volunteers, and spectators.

The SEA Grant Application states that approximately 30% of attendees will come from 100+ miles of Mitchell, SD.

Event Description:

The event starts and ends at the Corn Palace with the Half Marathon runners running around Lake Mitchell. Runners range in age from teenagers to senior citizens. All ages have ran and competed in the event. From the kids in Mitchell and participant's children for the Fun Run and all ages for the Half Marathon, 10K, and 5K. Since adding the 5K to the race there is a wider range of runners who participate.

Up to 50 hotel room nights in EARLY OCTOBER X \$10 per room night = \$500

\$500 X 10% (Event hosted in EARLY OCTOBER) = \$50

\$500 X 20% COMBINATION (Youth/Adult) = \$100

\$500 X 10% TEAM = \$50

\$500 X 10% (<50% come from 100+ miles) = \$50

\$500 + \$50 + \$100 + \$50 + \$50 = **\$750**

The grant requested will be used to cover event promotion, runner awards and t-shirts, and other race expenses.

Proceeds from the run directly benefit children's initiatives, including but not all inclusive, scholarships, Kiwanis Woodlot Park, Patton Young Story Walk, Mitchell Little Libraries, CASA, Big Friend Little Friend, First Responder blanket project.



2026 SPONSORSHIP LEVELS

Your sponsorship will be used to cover the overhead costs of the race (t-shirts, bags, prizes, advertising, etc). Any leftover funds will directly support Kiwanis programs. The Kiwanis Club of Mitchell contributes to organizations like Girls-on-the Run, CASA, Youth Baseball, Caring Closet and Big Friend Little Friend, as well as community resources like the Kristi Arnold Memorial Inclusive Playground at Kiwanis Woodlot Park and the Story Walk at Patton Young Park.

SPONSOR DEADLINE: AUGUST 1ST
EVENT DATE: OCTOBER 4TH

This is a great way to get your business name out there AND make a difference in the lives of children! Win-Win, right?



Event Sponsor \$3,500 Hart Financial

1

- Banner on the arch with your logo in every finish line photo
- Event Sponsor Banner on our Facebook page with a link to yours
- Sponsor Sign placed at Bypass where every runner will see it
- Top billing on all advertising including social media posts
- Your logo on swag bags and race shirts
- Your marketing item in swag bags



Medal Sponsor \$2,500

1

- Business name engraved on medal
- Your banner displayed at the Corn Palace on race day
- Your logo on swag bags and race shirts
- Name on advertising
- Your marketing item in swag bags



Bag Sponsor \$500

5

- Your banner displayed at the Corn Palace on race day
- Your logo on swag bags and race shirts
- Name on advertising
- Your marketing item in swag bags



Shirt Sponsor \$250

15

- Your logo on race shirts
- Name on advertising
- Your marketing item in swag bags



Sign Sponsor \$100

22

- Your name (no logos) on a mile marker sign along the route
- Name on advertising
- Your marketing item in swag bags

HALF MARATHON, 10K & 5K

SUNDAY, OCTOBER 4TH 7:30 AM



KIWANIS KIDS FUN RUN

SATURDAY, OCTOBER 3RD 5 PM



CORN PALACE

VISIT [PALACECITYHALF.COM](https://palacecityhalf.com) TO LEARN MORE + REGISTER TO RUN WITH US

From: noreply@civicplus.com
To: [Aaron Hieb](#)
Subject: Online Form Submittal: Sports & Events Authority Grant Application
Date: Monday, July 27, 2026 3:07:34 PM

Sports & Events Authority Grant Application

*****Application must be received no less than 45 days prior to the first day of the event.*****



The many festivals, conferences, conventions, concerts, and sporting events hosted in Mitchell, SD are an important aspect of the region's sports tourism industry.

The Mitchell SEA grant program is available to assist organizations in hosting events that will promote a positive image to potential visitors, generate overnight visits, extend visitor stays, and create a desire to return to the area.

The grant program is designed to assist event planners by providing funds for marketing, advertising, printing, and postage in the following categories:

- Meetings: conventions, conferences, seminars, retreats, etc.
- Sporting Events: tournaments, competitions, etc.
- Festivals/Concerts/Special Events: Other events that generate overnight stays.

The grant exists to encourage tourism and visitor spending in Mitchell, SD, or to fund area events that will have a significant economic impact on businesses located in Mitchell, specifically, by generating overnight stays and/or extending visitor stays at hotels or the Lake Mitchell Campground.

Preference will be given to:

1. New festivals, conventions/conferences, sporting events, concerts, and other special events.
2. Existing events showing an expanded focus for event and tourism growth. All events must project a positive image of Mitchell, SD.

The grant program is appropriated and administered to qualifying organizations by the Mitchell SEA on review by the SEA Advisory Committee.

Applicants must provide all of the information requested and be in compliance with all criteria.

Incomplete applications will not be considered.

Applicant Organization	South Dakota Parks and Recreation Association
Email Address	kevin.nelson@cityofmitchellsd.gov
Address	523 East Capitol Avenue
City	Pierre
State	SD
Zip Code	57501
Contact Person	Kevin Nelson
Phone Number	605-995-8450
Purpose of Organization	Toward the operation the the SDPRA's annual conference, which rotates annually between South Dakota communities, and every ten years to Mitchell.
Name of Event	South Dakota Parks and Recreation Annual Conference
Location of Event	Highland Conference Center
Will event require assistance with knowledgeable volunteer recruitment?	No
If yes, approximately how many knowledgeable volunteers are needed?	N/A
Type of Event	Other Special Event
Date of the Event:	10/6/2026
Date(s) of Event	10/6/2026 - 10/8/2026
Grant Amount Requested	\$5,000

SEA GRANT ELIGIBILITY CHECKLIST

****This section must be completed before proceeding.****

Check all that apply	Application is submitted by a nonprofit or volunteer organization., This event will show a favorable impression of the Mitchell Area and promote Mitchell, SD in a positive image., This event will be promoted to out of town visitors., This event will result in overnight stays.
Please list any previous grant amounts the event has received from SEA.	None known, or at least not in the recent past.
Please provide your profit and loss statement from your previous event.	2025 Conference.xlsx
Additional previous event documents	<i>Field not completed.</i>
How will the requested grant amount be used?	Each year, the financial goal of the conference is to generate ~\$20,000 in revenue. This is the only revenue producing event of our organization to allow us to operate for the upcoming year.
How will proceeds/profit from the event be used?	To operate the organization/association.

(Section Break)

Historical Data

How many years has this event been held?	for decades
Estimated hotel room nights sold during last event.	151-200

The SDPRA is a professional association of people who manage

Attendance at last event (spectators, participants)

or work in various municipal and regional parks and a variety of other recreational facilities around the state. It's members include both public and private employees, from the state, cities, and others from the non-profit organization, and people owning or managing private park and recreational facilities. Including therapeutic recreation professionals and aquatics staff. Generally speaking, from what I have been told, these annual conferences that are more centrally located within the state (such as Mitchell) can be better attended than those that are situated on the far ends of the state (such as Sioux Falls and Spearfish, where the conferences were held the past two years), and both of those had an average of 121 participants.

Comments

Field not completed.

(Section Break)

Event Details

Specify your event with one from the following list:

Annual

If this is a new event, what are the estimated hotel room nights sold during this event?

151-200

How are you able to estimate the number range selected above?

Based upon history and participation at recent SDPRA events

Briefly describe the purpose of your organization; what your organization provides to the community; the group of people you are targeting to bring into the community with this event?

On October 2, 1965, The South Dakota Parks and Recreation Association was founded. The SDPRA mission is "to promote the growth, status, and unity of all phases of parks, recreation, and leisure in the state of South Dakota."
"We're a community. Our members work in every discipline in parks and recreation across the state." Our common goals are: "To improve public places and recreation in South Dakota."

Describe your event. Be sure to include who, what, where, when, and how activities will take place.

The association holds annual meetings (conferences) to share best practices, exchange information, and award outstanding performance in the industry. Members are nominated for recognition in the categories of "Professional Service", are given citations for "Individual and Organizational Contributions", and

are recognized for “Community Excellence”. Related vendors are invited to sponsor and/or rent space to promote their applicable product lines. The conference keynote speaker, Becky Geyer, is originally from De Smet, South Dakota. She now serves as a professor at Texas A&M.

What % of attendance will be visitor draw outside of 100+ miles of Mitchell, SD?	60-70 percent
What geographic areas are you bringing event participants from? Indicate geographic areas you are marketing for visitor attraction to your event.	Across the state of South Dakota for participants. Across the 4-state area for vendors.
What are the specific goals for this event?	The association holds annual meetings (conferences) to share best practices, exchange information, and award outstanding performance in the industry. Host communities generally provide tours to local sites to highlight accomplishments in facility improvements and to demonstrate new equipment, be it that of a vendor or that recently acquired by the host community. At the conferences, members are nominated for recognition in the categories of “Professional Service”, are given citations for “Individual and Organizational Contributions”, and are recognized for “Community Excellence”. Related vendors are invited to sponsor and/or rent space to promote their applicable product lines.
Explain how your grant request would be used to promote tourism in Mitchell? Note the resulting impact of your event if the request for funding were denied.	SDPRA members network amongst themselves, as well as with residents of their respective communities. We discuss improvements and successes within our respective communities, making certain to take notes on such for possible incorporation into our own communities. In addition, some conferences include bus tours to see major improvements within parks, facilities, golf courses, streetscapes, and new businesses. Because roughly 25-30 percent of participants are State of South Dakota Game, Fish, and Parks employees, it might also overview improvements at nearby state parks and other state-run facilities. I will be discussing improvements (new playgrounds) made at several parks, the improvements at Cadwell Field, the new (in 2025) pickleball courts, new and existing trails, streetscape improvements along Main Street, the upcoming Lake Mitchell draw down and related work, the to-be new storm shelter/comfort station at Lake Mitchell Campground, and the possibility of the new indoor sports facility. Our event is being held at the Highland Conference Center, which continues to speak for itself.

Were the request to be denied, we'll hope for an otherwise 'healthy' bottom line to the conference to sustain SDPRA's needs for the coming year, and we will still speak highly of all that SEA does for the community and to promote Mitchell to visitors.

(Section Break)

Event Budget

(Section Break)

Please upload your event budget. Budgets not provided on this application will be rejected. Budget reflected should be for the event ONLY.

Upload your Event Budget (Please specify how the grant amount requested would be utilized.)

[SDPRA Conference Budget.xlsx](#)

Additional Financial Document

Field not completed.

(Section Break)

Event Flyer

Field not completed.

Additional Document

[MitchellAd \(002\).pdf](#)

Authorized Signature

Kevin Nelson

Email not displaying correctly? [View it in your browser.](#)

Account Description	Check #	Date	Vendor	Total
Conference Revenue	ACH	4/24/2025	Musco, Cunningham	\$ 3,627.32
Conference Revenue	ACH	4/25/2025	MyTurn, CRS, Wheeler	\$ 2,804.55
Conference Revenue	ACH	5/5/2025	ISG	\$ 725.22
Conference Revenue	ACH	5/12/2025	IMEG	\$ 725.22
Conference Revenue	Josh deposit	5/13/2025	Tallgrass Landscape Architecture	\$ 1,750.00
Conference Revenue	ACH	5/16/2025	Webber Rec	\$ 1,354.10
Conference Revenue	ACH	5/19/2025	Stockwell Engineering	\$ 725.22
Conference Revenue	ACH	5/21/2025	ForeverLawn	\$ 1,354.10
Conference Revenue	ACH	6/4/2025	Hawkins Inc	\$ 628.48
Conference Revenue	ACH	6/6/2025	Daktronics	\$ 725.22
Conference Revenue	ACH	6/23/2025	Registrations	\$ 550.68
Conference Revenue	ACH	7/7/2025	Registrations	\$ 185.86
Conference Revenue	ACH	7/10/2025	Registrations	\$ 241.48
Conference Revenue	ACH	7/11/2025	Registrations	\$ 744.17
Conference Revenue	ACH	7/16/2025	Registrations	\$ 241.48
Conference Revenue	ACH	7/18/2025	Registrations	\$ 241.48
Conference Revenue	ACH	7/24/2025	Registrations	\$ 265.66
Conference Revenue	ACH	7/28/2025	Registrations	\$ 725.22
Conference Revenue	ACH	7/28/2025	Registrations	\$ 725.22
Conference Revenue	ACH	7/30/2025	Registrations	\$ 1,450.45
Conference Revenue	ACH	8/4/2025	Registrations	\$ 347.90
Conference Revenue	ACH	8/6/2025	Registrations	\$ 725.22
Conference Revenue	ACH	8/7/2025	Registrations	\$ 918.32
Conference Revenue	ACH	8/13/2025	Registrations	\$ 725.22
Conference Revenue	ACH	8/14/2025	Registrations	\$ 241.48
Conference Revenue	ACH	8/15/2025	Registrations	\$ 1,691.52
Conference Revenue	ACH	8/18/2025	Registrations	\$ 520.85
Conference Revenue	ACH	8/20/2025	Registrations	\$ 724.82
Conference Revenue	ACH	8/21/2025	Registrations	\$ 1,492.79
Conference Revenue	ACH	8/22/2025	Registrations	\$ 3,576.15
Conference Revenue	ACH	8/27/2025	Registrations	\$ 5,820.39
Conference Revenue	ACH	8/28/2025	Registrations	\$ 2,005.56
Conference Revenue	ACH	8/29/2025	Registrations	\$ 265.66
Conference Revenue	ACH	9/2/2025	Registrations	\$ 2,091.84
Conference Revenue	ACH	9/2/2025	Registrations	\$ 2,029.74
Conference Revenue	ACH	9/4/2025	Registrations	\$ 1,975.74
Conference Revenue	ACH	9/5/2025	Registrations	\$ 2,338.15
Conference Revenue	ACH	9/8/2025	Registrations	\$ 1,758.05
Conference Revenue	ACH	9/8/2025	Registrations	\$ 2,508.94
Conference Revenue	ACH	9/10/2025	Registrations	\$ 1,450.45
Conference Revenue	ACH	9/11/2025	Registrations	\$ 1,014.28
Conference Revenue	ACH	9/12/2025	Registrations	\$ 1,033.22
Conference Revenue	ACH	9/15/2025	Registrations	\$ 660.34
Conference Revenue	ACH	9/17/2025	Registrations	\$ 265.66
Conference Revenue	ACH	9/18/2025	Registrations	\$ 1,063.05
Conference Revenue	ACH	9/22/2025	Registrations	\$ 723.22
Conference Revenue	ACH	9/24/2025	Registrations	\$ 545.04
Conference Revenue	ACH	9/25/2025	Registrations	\$ 507.14
Conference Revenue	ACH	9/26/2025	Registrations	\$ 834.49
Conference Revenue	ACH	9/29/2025	Registrations	\$ 289.85
Conference Revenue	ACH	9/29/2025	Registrations	\$ 501.50
Conference Revenue	ACH	10/1/2025	Registrations	\$ 483.35
Conference Revenue	Josh deposit	10/2/2025	Broadcasting Booth/Ads	\$ 250.00
Conference Revenue	Josh deposit	10/2/2025	Sponsor- Crouch	\$ 3,000.00
Conference Revenue	ACH	10/2/2025	Refund Registration	\$ (212.10)
Conference Revenue	Josh deposit	11/19/2025	Speaker Sponsor, Landscape Structures	\$ 3,000.00
Conference Revenue	Josh deposit	12/15/2025	Registrations	\$ 500.00
Conference Revenue	Josh deposit	12/15/2025	Registrations	\$ 270.00
Conference Revenue	Josh deposit	12/15/2025	Registrations	\$ 250.00
Conference Revenue	Josh deposit	12/15/2025	Registrations	\$ 500.00
TOTAL:				\$ 68,478.96

"ACH" is deposit from our membership website online orders
"Josh" are checks that were direct deposited into the account

Conference Expense	CC	9/9/2025	Conference welcome gifts	\$ 960.00
Conference Expense	CC	9/25/2025	Conference welcome gifts	\$ 240.00
Conference Expense	CC	10/8/2025	Spearfish Brewing, Pub Crawl	\$ 350.00
Conference Expense	2322	10/6/2025	Social Room	\$ 911.86
Conference Expense	2324	10/6/2025	Jersey Mikes	\$ 1,105.66
Conference Expense	2325	10/8/2025	Pub Crawl	\$ 280.58
Conference Expense	CC	10/8/2025	Crow Peak - Pub Crawl	\$ 349.20
Conference Expense	CC	10/31/2025	Clubhouse	\$ 354.00
Conference Expense	2328	10/31/2025	Speaker/Workshop- Rose Group	\$ 796.50
Conference Expense	2329	10/31/2025	Spearfish, Conference supplies	\$ 3,728.95
Conference Expense	2330	10/31/2025	Speaker- PRZ - Sports Maintenance	\$ 1,500.00
Conference Expense	2331	10/31/2025	IMBA Trail Care speaker	\$ 1,800.00
Conference Expense	2332	10/31/2025	Speaker- Chris Nunes	\$ 2,750.00
Conference Expense	2334	10/31/2025	Holiday Inn - Event Center	\$ 23,766.70
Conference Expense	2335	10/31/2025	Black Hills Shuttle	\$ 228.00
Conference Expense	2336	10/31/2025	Speaker- Pangea Design Group	\$ 265.50
Conference Expense	2337	10/31/2025	Dakota Bus Service	\$ 2,000.00
Conference Expense	2338	10/31/2025	Speaker- John Stiegelmeier	\$ 2,000.00
Conference Expense	2339	12/15/2025	Speaker- Laura Rost	\$ 810.71
TOTAL:				\$ 44,197.66

\$ 9,922.71

Revenue	\$ 68,478.96
Expenses	\$ 44,197.66
Net	\$ 24,281.30

2026 SDPRA CONFERENCE BUDGET

	Estimated	Actual
Number of Registrations	125	
Cost of Registration	\$ 250.00	
Number of Vendors	25	
Cost of Vendor	\$ 850.00	

REVENUES

	Estimated	Actual
Conference Registration	\$ 31,250.00	
Sponsorship	\$ 9,000.00	
Vendors	\$ 21,250.00	
Grants	\$ 3,000.00	
Donations	\$ 5,000.00	
Total Revenues	\$ 69,500.00	\$ -

EXPENSES

	Estimated	Actual
Venue & Facilities		
Meeting Room Rental	\$ 2,250.00	
AV Equipment & Tech Support		
Wi-Fi / Internet		
Setup & Teardown Labor		
Furniture Rental		
Security		
Lodging & Travel		
Speaker Lodging		
Speaker Travel		
Local Transportation		
Speakers & Presenters		
Keynote Speaker Fee		
Workshop Presenter Stipends		
Speaker Hospitality		
Speaker Gifts / Recognition		
Catering & Hospitality		
Welcome Dinner (Day 1)	\$ 3,900.00	
Breakfast (Day 2)	\$ 2,902.50	
Lunch (Day 2)	\$ 3,750.00	
Banquet (Day 2)	\$ 5,250.00	
Breakfast (Day 3)	\$ 2,902.50	
Snack Stations during breaks	\$ 750.00	
Beverage Stations	\$ 200.00	
Programs & Materials		
Program Printing		
Name Badges & Lanyards		

Swag Bags		
Conference Merchandise		
Marketing & Communications		
Graphic Design		
Website / Registration Platform	\$	-
Social Media Ads		
Photography / Videography		
Exhibitors & Vendors		
Expo Booth Setup		
Vendor Hospitality		
Booth Equipment Rentals		
Technology & Registration		
Registration Software		
Payment Processing Fees		
Check-in Equipment		
Special Events		
Opening Reception		
Awards Banquet		
Entertainment		
Staffing & Volunteers		
Volunteer Shirts		
Volunteer Appreciation		
Staff Overtime		
Awards & Recognition		
Awards & Plaques		
Scholarships	\$	2,000.00
Recognition Gifts		
Insurance & Compliance		
Event Insurance		
Permits / Licensing		
Contingency		
Contingency	\$	2,390.50
Total Expenses	\$	(26,295.50)
Total Revenue	\$	69,500.00
Bottom Line	\$	43,204.50

speaker grant
SEA Donation

New Event	Month	Year	Event Time Frame: Weekday-end (Sunday Night-Thursday Night)	Estimated Hotel Room Nights Sold	QR Code	Total Hotel Room Nights Sold	Adult	>50% come from 100+ miles	Grant Amount Requested	Funding Matrix	Grant Amount Approved	Grant Funds Used For?	P/L \$	\$ Change
N	October 2026	2026	10%	151 - 200			15%	25%	\$5,000	\$3,200				\$0.00
											\$0		\$0.00	\$0.00

Funding Matrix:

The South Dakota Parks and Recreation Annual Conference takes place in Mitchell, SD at the Highland Conference Center on Tuesday, October 6-Thursday, October 8, 2026.

Mitchell last hosted this annual rotation conference 10 years ago, in 2016.

The SDPRA is a professional association of people who manage or work in various municipal and regional parks and a variety of other recreational facilities around the state. It's members include both public and private employees, from the state, cities, and others from the non-profit organization, and people owning or managing private park and recreational facilities.

SEA Grant Application states that between 60-70% of attendance comes from outside 100+ miles of Mitchell, SD.

The average attendance the last couple of years, in Sioux Falls and Spearfish has been 121 participants.

The association holds annual meetings (conferences) to share best practices, exchange information, and award outstanding performance in the industry. Members are nominated for recognition in the categories of "Professional Service", are given citations for "Individual and Organizational Contributions", and are recognized for "Community Excellence". Related vendors are invited to sponsor and/or rent space to promote their applicable product lines. The conference keynote speaker, Becky Geyer, is originally from De Smet, South Dakota. She now serves as a professor at Texas A&M.

Up to 200 hotel room nights in EARLY OCTOBER X \$10 per room night = \$2,000

\$2,000 X 10% (Event hosted in EARLY OCTOBER) = \$200

\$2,000 X 10% (Event hosted during WEEKDAY ROOM NIGHTS) = \$200

\$2,000 X 15% (ADULT) = \$300

\$2,000 X 25% (>50% come from 100+ miles) = \$500

\$2,000 + \$200 + \$200 + \$300 + \$500 = **\$3,200**

Each year, the financial goal of the conference is to generate ~\$20,000 in revenue. This is the only revenue producing event of our organization to allow us to operate for the upcoming year.

Profits and proceeds from the annual conference are used to operate the organization/association.

VISIT MITCHELL, SOUTH DAKOTA

OUTSIDE EXPECTATIONS

2026 SDPRA ANNUAL CONFERENCE
OCTOBER 6-8, 2026





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

From: noreply@civicplus.com
To: [Aaron Hieb](#)
Subject: Online Form Submittal: Sports & Events Authority Evaluation Form
Date: Sunday, July 26, 2026 4:17:53 PM

Sports & Events Authority Evaluation Form

Sports & Events Authority Evaluation Form

Event Information

Name of Event:	Lucky Devils Adult Hockey Tournament
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Date(s) of Event:	April 10,11,12 - 2026
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Evaluation Information

How well did this event meet your expectations:	3 - Met Expectations
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Additional Feedback/Positive Takeaways/Ways the SEA can assist in the growth of the event:	I don't see this event growing without another sheet of ice. We are pretty tapped out for the two existing sheets.
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Total spectator attendance:	600 - 800
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Total number of participants (number of teams, if applicable):	22 teams (14 players per team average) = 308 players
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Please list which CITY(s) and/or STATE(s) participants, teams, spectators, and fans came from.	Teams: Fargo, Minneapolis, Siren Wisconsin (x2), Sioux Falls (x4), Sioux City IA, Aberdeen, Windom NM, Faribault MN, Pierre, Watertown, Huron (x3), 4 Mitchell teams with alum from all over. Players from additional cites/states: Rapid City, Montana, Wyoming, as well as a few other MN cities. Plus many more that I'm sure I didn't hear of in conversations.
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Please provide an	165-200
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estimation of the total
number of hotel room
nights the event
generated:

Select lodging
establishments
contacted to determine
total number of room
nights sold:

AmericInn Lodge & Suites, Comfort Inn & Suites, Days Inn,
Hampton Inn, Holiday Inn Express Hotel & Suites, Kelly Inn &
Suites, Thunderbird Lodge

Please provide any
feedback regarding the
Playeasy event micro-
site.

We did not use it much. Eric did some updates in the beginning
but then just got too busy to keep up with it. We do hope to try to
utilize it better going forward. We do realize the value of it and
what it's purpose is.

Next year's event
location and date(s):

April 9,10,11 - 2027

Budget/Funding Information

Please attach a Profit &
Loss Statement.

[SEA Report LDAH 2026 Tournament Financials.pdf](#)

Amount awarded from
SEA:

\$4000

How were the awarded
funds used:

We like to apply the funds toward the ice rental fees.

How will the profit (if
any) be used:

We currently sponsor all 8U hockey players and host player
development clinics a couple times a year.

Authorized Signature

Stacy Murtha

Email not displaying correctly? [View it in your browser.](#)

Lucky Devils Adult Hockey - 2026 Tournament

	2026
Income:	
Registration Fees	21,840.00
Service Fees Paid	60.00
Sponsorships	4,250.00
Raffle	520.00
Merch	190.00
Donations	129.00
Total Income	26,989.00
Expenses:	
City of Mitchell - Ice Time (Peak)	4,295.25
City of Mitchell - Ice Time (Off-Peak)	217.88
Referees	6,970.00
Social Event	1,517.03
Directors	1,300.00
Referee Hotels	705.18
Pucks	531.00
CC/Payment Fees	189.54
Insurance - Special Event	176.00
Printing	37.17
Total Expenses	15,939.05
Net Ordinary Income (Tourney)	\$ 11,049.95

Print**Sports & Events Authority Evaluation Form - Submission #4942****Date Submitted: 7/17/2026**

Sports & Events Authority Evaluation Form

Event Information

Name of Event:

2026 DWU Spring Invite

Date(s) of Event:

4/12 & 13

Evaluation Information

How well did this event meet your expectations:*

2 - Below Expectations

**Additional Feedback/Positive Takeaways/Ways the SEA can assist in the growth of the event:**

We expected 83-87 golfers but fell short of that, we had a team along with individuals cancel the week leading up to the event. Received positive comments from coaches on the meal discounts to a couple restaurants in town as well as the coaches gift.

Total spectator attendance:

It is difficult to say but best guess would be 100-150. Pretty good turnout with us having one day of competition on the weekend.

Total number of participants (number of teams, if applicable):

77 Golfers, 12 Coaches

Please list which CITY(s) and/or STATE(s) participants, teams, spectators, and fans came from.*

Teams from:

Yankton, SD,

Parkville, MO

Dickinson, Jamestown, Valley City, Mayville, ND

Baldwin City, KS

Spectators from SD, MN, NE, ND, KS, IA, MO, MT, WY & Canada

Please provide an estimation of the total number of hotel room nights the event generated:*

70-90

◦ Example: If the event uses 50 hotel rooms for (2) nights = 100 Total Hotel Room Nights.

Select lodging establishments contacted to determine total number of room nights sold:*☐ AmericInn Lodge & Suites☐ Kelly Inn & Suites☐ Mitchell Inn☒ Comfort Inn & Suites☐ Lake Mitchell Campground☐ Super 8 Motel☐ Days Inn☐ Motel 6☐ Thunderbird Lodge☐ Hampton Inn☒ My Place☐ DID NOT STAY IN HOTEL☒ Holiday Inn Express Hotel & Suites☐ Quality Inn**Please provide any feedback regarding the Playeasy event micro-site.****Next year's event location and date(s):**

TBD-Looking at April 11th & 12th

Budget/Funding Information**Please attach a Profit & Loss Statement.***

2026 DWU Invite Profit-Loss Report.pdf

Amount awarded from SEA:

3,000

How were the awarded funds used:

Meals, complimentary water on the course, green fees, coach gift

How will the profit (if any) be used:

We will use the funds to help cover some of the expenses to compete at premier golf courses in the U.S.

Authorized Signature*

Jeff Meyerink

By typing your name in the box you are authorizing the submission of the evaluation form and attached documents.



Mitchell Sports & Events Authority • 612 N. Main Street

605-990-7942 • sea@cityofmitchellsd.gov

The Mitchell Sports & Events Authority is a committee of the City of Mitchell.

2026 DWU Spring Invite Expense Report

Expenses	Players	Cost	# Days	Total
Player Practice Rounds	51	\$25.00	1	\$1,275.00
Player Green Fees Day 1 w/cart and Range	77	\$45.00	1	\$3,465.00
Player Green Fees Day 2	77	\$25.00	1	\$1,925.00
Range Balls(included with daily play)	0	\$0.00	2	\$0.00
Coaches Donuts Day 1	1	\$52.22	1	\$52.22
Meals Day 1	1	\$642.31	1	\$642.31
Chips day1(85.73)/water for tournament (123.55)	1	\$209.28	1	\$209.28
Player/Coaches Meals Day 2	97	\$11.00	1	\$1,067.00
Wild Oak Cart Rental	16	\$40.00	1	\$640.00
Clippd Live scoring	1	\$395.00	1	\$395.00

Medals & Trophies	1	\$582.50	1	\$582.50
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Total Expenses: **\$10,253.31**

Income

Entry Fees	1			\$12,280.00
SEA Grant	1			\$3,000.00

Total Income: **\$15,280.00**

Net: **\$5,026.69**

The profits from this years event were used for premium experiences for our student-athletes. The funds were used to help offset the expenses for the following events.

Firestorm Invitational held at Verrado Founders just outside of Phoenix Arizona

The Statesman held at TPC Deere Run, home of the PGA Tour's John Deere Classic, held in Silvis Illinois

Rocky Mountain Intercollegiate @ Lake Las Vegas held at Reflections Bay just outside of Las Vegas Nevada

Jeff Meyerink
Head Golf Coach (M & W)
Dakota Wesleyan University
(o)-(605) 995-2179
(c)-(605) 999-0418
Jeff.Meyerink@dwu.edu

Sports & Events Authority,

Thank you for your donations &
sponsorships of the triathlon &
Palace City Mountain Bike Race.

We appreciate your generosity in
helping to keep these events going
strong in our community!

Thanks MAC AREA EVENTS
Kourtney & Emily