



Business Improvement District #4 Board Meeting Agenda

City Council Chambers, City Hall, 612 N. Main Street

September 16, 2026

- 1. 3:00 PM Call to Order**
- 2. Roll Call**
- 3. Shaun Davis appointed to the Business Improvement District (BID) 4 Board as City Council Liaison**
- 4. Declaration of Conflicts of Interest**
- 5. Approve Agenda**
- 6. Approval of Minutes**
July 7, 2026, BID #4 Board Meeting Minutes
- 7. Financial Report**
BID 4 Revenue & Expense Report as of 8.31.26
BID 4 Cash Report as of 8.31.26
- 8. Citizen's Input**
If you need to address the Board on an item that was not on the agenda, excluding personnel items, please come forward to the podium and state your name and your concern. Presentations are limited to three minutes. Items will be considered but no action will be taken at this time.
- 9. South Dakota Hotel BID Modernization 2027**
Review and share feedback regarding the following:
 - FAQs - Hotel Occupancy BID Legislation 2027
 - 2027 South Dakota Legislative Session BID Supporters
- 10. Discuss and Confirm 2027 BID 4 Meeting Date Month(s)**
January / April / July (Budget 2028 meeting) / September
- 11. Adjourn**

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.

CITY OF MITCHELL

City Council Meeting
Agenda Item Request



The deadline for agenda items is Wednesday at noon, prior to the City Council Meeting

Meeting Date Requested:	September 16, 2026	Requested By:	
Desired Action of City Council:			
Amount Budgeted in current fiscal year for this item (if applicable):			
Agenda Item:	Roll Call		
Explanation/Background of Agenda Item Requested:			

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Agenda Item:	Shaun Davis appointed to the Business Improvement District (BID) 4 Board as City Council Liaison		
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Agenda Item:	Approve Agenda		
Explanation/Background of Agenda Item Requested:			



Business Improvement District #4 Board Meeting
City Council Chambers, City Hall, 612 N. Main Street
July 7, 2026

1. Call to Order

Meeting called to order by: Jerry Thomsen at 3:00 PM

2. Roll Call

A quorum is met (8), a simple majority vote is required for all items.

BID #4 Board Members present: Mayor Hanson, Jeff Smith, Jerry Thomsen, Dave Helleloid, Deb Geyer, Bobbi Anderberg, Jason Bradley, Tim Smith

BID #4 Board Members absent: Andy Chaudhari

Others present: Aaron Hieb, Stephanie Ellwein, Mike Bathke, Pam Bathke, Nick Kummer, Marshall Mitchell

3. Declaration of Conflicts of Interest

None

4. Approve Agenda

Motion: Motion was made by Tim Smith to approve the agenda, and seconded by Jason Bradley. All members voted 'Aye' and the motion passed.

5. Approval of Minutes

Motion: Motion was made by Jerry Thomsen to approve the previous minutes as presented and seconded by Bobbi Anderberg. All members voted 'Aye' and the motion passed.

6. Financial Report

Aaron Hieb reviewed the SEA Events & Comparisons Report as of 7.1.26. So far, in 2026, the SEA Committee has awarded funding to 42 events, which accounts for 103 event days.

Aaron Hieb and Stephanie Ellwein reviewed the BID #4 Revenue & Expense Report / BID #4 Cash Report as of June 30, 2026.

The current YTD collection of the \$2.00 Hotel Occupancy Tax for 2026 is \$116,336.00, which accounts for 58,168 room nights.

The prior YTD collection of the \$2.00 Hotel Occupancy Tax for 2025 was \$117,321.00, which accounted for 58,661 room nights. A decrease in YTD comparisons from 2025 to 2026 of 493 room nights.

Available Estimated Cash Balance after the 2026 Commitments and YTD received revenue of \$159,653.50.

Motion: Motion was made by Tim Smith to approve the financial report(s) as presented and seconded by Bobbi Anderberg. All members voted 'Aye' and the motion passed.

7. Citizen's Input

None

8. Indoor Multi-Purpose Facility Update

Mike and Pam Bathke, and Nick Kummer shared an indoor multipurpose facility update with the Board, which included a PowerPoint, Project A / B Plans, Architect's Cost Estimates, and first-hand experiences regarding the other facilities they had visited and conversations with facility ownership and management.

9. Update and Review of Playeasy

Aaron Hieb provided an updated and reviewed/highlighted the progress of Playeasy with the board.

- No events have been secured through the platform.

Aaron continues to reach out to local businesses and the hotels within the BID #4 district, and share information about utilizing the Playeasy Community Collaboration feature for FREE. An email blast was sent inviting the hotel(s) owner/manager to create an account to have ADMIN access to their local hotel profile micro-site.

HOTELS:

- Having ADMIN access allows the owner/manager the opportunity to view upcoming SEA events and possibly connect with the event organizer to create hotel room block / room rates specific to an event.

Current, active, local hotel profiles:

- AmericInn
- Hampton Inn
- Lake Mitchell Campground
- My Place Hotel
- Quality Inn

LOCAL BUSINESSES:

- Having ADMIN access allows them 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.

Current, active, local business profiles:

- Area Community Theatre (ACT)
- Blarney's
- Bradley's
- Cattleman's Club Steakhouse
- Culver's
- Main Street Mercantile
- Mitchell Chamber of Commerce
- Pizza Ranch
- Subway
- The Mitchell Indigenous Archaeological Site & Museum
- The Vault Clothing Co.
- The World's Only Corn Palace
- Triple Play Pawn
- Waterin' Hole

Aaron shared (1 Year) REPORTS and statistics from June 2025–June 2026 from the Playeasy platform specific to the Mitchell Sports & Events Authority destination profile.

- Profile Activity
 - Unique Visitors 1,323
 - Profile Views 5,782
 - Engagement Time 1:59:59
- Local Business (Partner) Overview
 - Unique Visitors 2,449
 - Partner Views 3,695
 - Engagement Time 06:30:05
- Promotion Redemption (14 businesses)
 - Unique Users 293
 - Promotion Clicks 393
 - Website Referrals 210
- Event Performance (65 events)
 - Unique Visitors 8,431
 - Event Views 18,508
 - Engagement Time 3 days, 23 hours, 31 minutes, 47 seconds
 - Registration Clicks 238
 - Ticketing Clicks 66
- Hotel Pick-Up (Booked through platform)
 - Reservations 2
 - Room Nights 4

- Amount Booked \$488
 - Comfort Inn & Suites
 - Motel 6

No motion was made to approve funding to continue the Mitchell Sports & Events Authority subscription to Playeasy for 2027. Playeasy subscription will end on December 31, 2026.

10. Discussion and Recommendation of the 2027 Budget for Approval by City Council

Motion: Motion was made by Jason Bradley to designate \$150,000 to the Sports & Events Authority for 2027, and seconded by Dave Helleloid. All members voted 'Aye' and the motion passed.

11. Adjourn

Motion: Motion by Dave Helleloid to adjourn the meeting, and seconded by Jason Bradley. All voted 'Aye' and the motion passed.

Meeting adjourned by: Jerry Thomsen at 4:31 PM

CITY OF MITCHELL
REVENUE & EXPENSE REPORT (UNAUDITED)
AS OF: AUGUST 31ST, 2026

209-BUSINESS IMPROV DIST #4

FINANCIAL SUMMARY

	CURRENT BUDGET	CURRENT PERIOD	PRIOR YEAR YTD ACTUAL	CURRENT YTD ACTUAL	BUDGET BALANCE	% YTD BUDGET
<u>REVENUE SUMMARY</u>						
TAXES	<u>300,700</u>	<u>30,290.00</u>	<u>193,083.00</u>	<u>180,770.00</u>	<u>119,930.00</u>	<u>60.12</u>
TOTAL REVENUES	300,700	30,290.00	193,083.00	180,770.00	119,930.00	39.88
<u>EXPENDITURE SUMMARY</u>						
<u>BUSINESS IMPROV DIST #4</u>						
CURRENT EXPENSES	<u>224,190</u>	<u>6,500.00</u>	<u>91,695.00</u>	<u>123,445.00</u>	<u>100,745.00</u>	<u>55.06</u>
TOTAL BUSINESS IMPROV DIST #4	<u>224,190</u>	<u>6,500.00</u>	<u>91,695.00</u>	<u>123,445.00</u>	<u>100,745.00</u>	<u>44.94</u>
TOTAL EXPENDITURES	224,190	6,500.00	91,695.00	123,445.00	100,745.00	44.94
REVENUE OVER/ (UNDER) EXPENDITURES	76,510	23,790.00	101,388.00	57,325.00	19,185.00	25.08
OTHER SOURCES	0	0.00	0.00	0.00	0.00	0.00
REVENUES & OTHER SOURCES OVER (UNDER) EXPENDITURES & OTHER (USES)	76,510	23,790.00	101,388.00	57,325.00	19,185.00	0.00

CITY OF MITCHELL
REVENUE & EXPENSE REPORT (UNAUDITED)
AS OF: AUGUST 31ST, 2026

209-BUSINESS IMPROV DIST #4

REVENUES	CURRENT BUDGET	CURRENT PERIOD	PRIOR YEAR YTD ACTUAL	CURRENT YTD ACTUAL	BUDGET BALANCE	% YTD BUDGET
<u>TAXES</u>						
209-3131 OCCUPANCY TAX	<u>300,700</u>	<u>30,290.00</u>	<u>193,083.00</u>	<u>180,770.00</u>	<u>119,930.00</u>	<u>60.12</u>
TOTAL TAXES	300,700	30,290.00	193,083.00	180,770.00	119,930.00	39.88
TOTAL REVENUE	300,700	30,290.00	193,083.00	180,770.00	119,930.00	39.88

CITY OF MITCHELL
REVENUE & EXPENSE REPORT (UNAUDITED)
AS OF: AUGUST 31ST, 2026

209-BUSINESS IMPROV DIST #4
BUSINESS IMPROV DIST #4

DEPARTMENTAL EXPENDITURES	CURRENT BUDGET	CURRENT PERIOD	PRIOR YEAR YTD ACTUAL	CURRENT YTD ACTUAL	BUDGET BALANCE	% YTD BUDGET
<u>CURRENT EXPENSES</u>						
209-46530-42900 BOARD PROJECTS	35,000	0.00	4,995.00	4,995.00	30,005.00	14.27
209-46530-42920 SPORTS AUTHORITY PROMO	<u>189,190</u>	<u>6,500.00</u>	<u>86,700.00</u>	<u>118,450.00</u>	<u>70,740.00</u>	<u>62.61</u>
TOTAL CURRENT EXPENSES	224,190	6,500.00	91,695.00	123,445.00	100,745.00	44.94
 TOTAL BUSINESS IMPROV DIST #4	 224,190	 6,500.00	 91,695.00	 123,445.00	 100,745.00	 44.94
	=====	=====	=====	=====	=====	=====
TOTAL EXPENDITURES	224,190	6,500.00	91,695.00	123,445.00	100,745.00	44.94
REVENUE OVER/ (UNDER) EXPENDITURES	76,510	23,790.00	101,388.00	57,325.00	19,185.00	25.08
<u>OTHER FINANCING SOURCES</u>						
209-3900 FROM GENERAL FUND	<u>0</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
TOTAL OTHER FINANCING SOURCES	0	0.00	0.00	0.00	0.00	0.00
REVENUES & OTHER SOURCES OVER (UNDER) EXPENDITURES & OTHER (USES)	76,510	23,790.00	101,388.00	57,325.00	19,185.00	25.08

BID #4 Cash Report(s)

		BEGINNING CASH BALANCE AS OF 1/1/2026	YEAR-TO-DATE RECEIPTS AS OF 8/31/2026	YEAR-TO-DATE DISBURSEMENT AS OF 8/31/2026	ENDING BALANCE AS OF 6/30/2026	INCREASE/ (DECREASE) YTD 2026
BUSINESS IMPROV DIST #4						
209-104	CASH IN INT BEARING ACCTS	\$ 268,612.50	\$ 180,770.00	\$ (123,445.00)	\$ 325,937.50	\$ 57,325.00
TOTAL	209-BUSINESS IMPROV DIST #4	\$ 268,612.50	\$ 180,770.00	\$ (123,445.00)	\$ 325,937.50	\$ 57,325.00

AVAILABLE BALANCE	\$ 325,937.50
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2026 COMMITMENTS

2026 SEA REMAINING BUDGET	\$ (70,740.00)
2026 BOARD PROJECTS- SWIM DEBT SERVICE	\$ (30,000.00)
Total 2026 COMMITMENTS	\$ (100,740.00)

AVAILABLE BALANCE AFTER 2026 COMMITMENTS	\$ 225,197.50
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CITY OF MITCHELL

City Council Meeting
Agenda Item Request



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Meeting Date Requested:	September 16, 2026	Requested By:	
Desired Action of City Council:			
Amount Budgeted in current fiscal year for this item (if applicable):			
Agenda Item:	South Dakota Hotel BID Modernization 2027		
Explanation/Background of Agenda Item Requested:			

Hotel Occupancy BID Modernization

Frequently Asked Questions

What is being proposed for 2027?

The proposal would modernize South Dakota's Hotel Occupancy Business Improvement District (BID) law by increasing the amount a local BID may assess from the current maximum of \$2 per occupied room to **up to \$4 per occupied room OR up to 4% of the room rate**.

The key words are “**up to.**” This legislation would not automatically increase any BID assessment. It simply gives local communities additional options and flexibility. Any change would still be made at the local level through the existing BID process.

Why does the current \$2 maximum need to change?

The \$2 maximum is no longer keeping pace with the increasing costs of destination marketing, visitor services and other tourism-related needs. As advertising, technology, labor and other costs increase, a flat \$2 assessment remains stagnant.

Modernizing the cap allows communities to determine whether additional resources are necessary to remain competitive as a destination.

If the cap increases now, when will you come back and ask for another increase?

This is one reason a **percentage option** is being proposed. As room rates increase over time, a percentage assessment can grow with them, potentially reducing the need to repeatedly return to the Legislature simply to adjust a fixed-dollar cap.

The proposal also retains a flat-fee option for communities where that structure works better.

Why offer both a flat-dollar amount and a percentage?

South Dakota communities and lodging markets are very different. What works for a small community with primarily limited-service hotels may not be the best approach for a larger destination with a mix of economy, full-service and higher-end properties.

Providing both options gives communities the ability to choose the structure that best fits their local lodging market and tourism needs.

A percentage can also address concerns about equity because the assessment adjusts with the price of the room rather than charging the same amount on every occupied room.

Would every BID have to increase its assessment to \$4 or 4%?

No. The legislation is permissive, not mandatory.

A community could maintain its existing assessment or establish another amount **up to** the statutory maximum. The legislation provides an option—it does not require an increase.

Who decides whether a local BID assessment changes?

The decision remains **local**. Local municipalities and BID boards would continue to determine whether a change is appropriate for their community through the process established in South Dakota law.

The state legislation simply establishes the maximum options available to communities.

What happens to the money collected through a Hotel BID?

BID assessments are reinvested into the community to support tourism promotion, destination marketing and other eligible visitor-related purposes.

The intent is to generate additional visitation and economic activity that benefits lodging properties as well as restaurants, attractions, retailers and other businesses throughout the community.

Decisions about local priorities remain with the municipality and BID structure established in that community.

What about guests traveling for medical purposes?

We recognize that some lodging properties provide special rates for patients and families traveling for medical care.

This concern can be addressed locally. Properties may choose to offer a medical rate or other discount, waiver or credit that offsets the cost of the BID assessment for qualifying guests.

This allows communities and individual lodging properties to respond to these circumstances without creating a statewide exemption that may be difficult to administer.

What about campgrounds and other lodging types? Will they be included?

Campgrounds are **not part of the proposed 2027 Hotel Occupancy BID modernization discussion**.

The current effort is focused specifically on modernizing the existing Hotel Occupancy BID framework.

Why not simply add a cost-of-living adjustment to the \$2 assessment?

A cost-of-living or automatic inflation adjustment has been discussed; however, **it is not part of the proposed 2027 legislation**.

Providing both a flat-dollar and percentage option offers communities flexibility while keeping decisions about assessment levels at the local level.

What happens in communities that have more than one BID? Could assessments be “stacked”?

Some South Dakota communities currently have multiple BIDs serving different purposes or geographic areas. The possibility of overlapping assessments—or “stacking”—has been raised during stakeholder discussions.

This is an important issue, but the purpose of the proposed legislation is to provide **local flexibility**, not dictate how individual communities structure multiple BIDs.

Communities with overlapping BIDs should evaluate the total assessment locally and determine what is reasonable for their lodging properties, visitors and community needs.

Is a percentage assessment fair to both economy and full-service hotels?

A percentage option can provide greater proportionality among different types of lodging properties.

Under a flat assessment, a \$90 room and a \$300 room pay the same amount. Under a percentage model, the assessment reflects the room rate. This allows communities to determine whether a percentage approach provides a more equitable structure for their particular lodging market.

Does this take control away from local hotels or communities?

No. In fact, the intent is the opposite.

The proposal expands the options available under state law while leaving the ultimate decisions at the **local level**.

Local control is the foundation of the proposal:

State law provides the options. Local communities determine what works best for them.

The Bottom Line

The 2027 proposal is not a statewide \$4 or 4% hotel assessment.

It is an effort to **modernize a law that has not kept pace with today's tourism economy and give South Dakota communities greater flexibility to invest in their own visitor economies.**

Up to \$4 OR up to 4%.

Not mandatory.

Locally determined.

Locally invested.

2027 SOUTH DAKOTA LEGISLATIVE SESSION

BUSINESS IMPROVEMENT DISTRICT



WHAT THE BILL IS ABOUT

Many communities across South Dakota utilize a Business Improvement District (BID) to support the tourism industry. This legislation would allow BID Boards, in cooperation with local DMOs/CVBs, hotel partners, and municipal governments, an opportunity to generate more revenue to promote tourism.

WHAT THE BILL WOULD DO

Under the current law (SDCL 9-55-7) hotels within a BID can charge up to \$2/room/night on rented hotel rooms (known as an occupational tax). This legislation would increase the maximum amount allowed up to \$4 or 4%.

WHY C HANGE?



LOCAL CONTROL

Allows communities which are ready to make a change the opportunity to grow their financial base. Each community makes its own decision when and if they are ready to increase the fee,



EQUITY

\$2 (or \$3 or \$4) on a \$75 room is much different than the same fee on a \$200 room. Moving to a percentage promotes fair and equitable taxation.



INVESTMENT

Each dollar raised goes back into the tourism industry to attract more visitors.

WHO SUPPORTS?

South Dakota Municipal League
South Dakota Hotel & Lodging Association
Destination Marketing Professionals of SD
Tourism Coalition of South Dakota
Visit Rapid City
Rapid City Hotel BID Board
Experience Sioux Falls
Sioux Falls BID Board

Deadwood Chamber of Commerce & Visitors Bureau
Deadwood BID #7 and BID #8
LIV Hospitality
Regency Hotel Management
Custer Hospitality
Custer BID
Hot Springs BID

The Mammoth Site
Venerts Hotel Management
Box Elder BID
Ramkota Companies

Questions? Contact Carmen Schramm - Tourism Coalition of South Dakota at carmen@tourismcoalitionsd.com

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Agenda Item:	Discuss and Confirm 2027 BID 4 Meeting Date Month(s)		
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