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To: [Stephanie Ellwein](#)
Subject: Online Form Submittal: Sports & Events Authority Grant Application
Date: Thursday, July 28, 2022 2:57:17 PM

Sports & Events Authority Grant Application

New-SEA-Logo



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

The many festivals, conventions and sporting events hosted in the Mitchell area are an important aspect of the region's tourism industry. The Mitchell SEA grant program is designed to assist event planners by providing funds for marketing, advertising, printing, and postage in the following categories:

- o Meetings: Conventions, meetings, retreats etc.
- o Sporting Events: Tournaments, competitions etc.
- o Festivals/Special Projects: Other events that generate overnight stays

The grant exists to encourage tourism in the City of Mitchell or to fund area events that will have a significant impact on a business located in the City of Mitchell, specifically generating overnight stays and/or extending visitor stays at hotel or other lodging options, including camping, in the Mitchell area.

Preference will be given to:

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

The grant program is appropriated and administered to qualifying organizations by the Mitchell SEA on review by the SEA Advisory Council. 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	Paula.Deckert@state.sd.us
Address	PO Box 131
City	Mitchell
State	SD
Zip Code	57301
Contact Person	Paula Deckert
Phone Number	605933-1855
Purpose of Organization	Supporting Children, including the Kiwanis Woodlot Park
Name of Event	Palace City Kiwanis Half Marathon & Relay AND 5K & 10K
Location of Event	Mitchell Corn Palace & route extending around Lake Mitchell
Type of Event	Other
Date of Event	10/2/2022
Grant Amount Requested	\$3,000

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SEA GRANT FUND 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, This event will be promoted to out of town visitors, This event will result in overnight stays
Please list any previous grants the event has received from SEA	1 grant @\$2,500; 3@ \$3,000
Please provide your profit and loss	<i>Field not completed.</i>

statement from your previous event.

How will the proceeds from the event be used	Proceeds from the run directly benefit the Kiwanis Woodlot Park All Inclusive addition
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Historical Data

How many years has this event been held	4
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Estimated room nights of last event.	50
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What % of attendance was visitor draw? (Visitor Outside 50+ Mile Radius)	45% Over 50 Miles 20% Out-of-State Runners
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Attendance at last event (spectators, participants)	Runners 200- Spectators & Volunteers 500+
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Comments	Runners have chosen our event for their 50-state race challenge
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Event Details

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.

Kiwanis is all about supporting children and their families

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

The run will start in front of the Corn Palace and loop around to 9th Ave, go to Capital, back on 5th Ave, back in front of the Corn Palace, North on Main St, around the lake, and backup on Minnesota Street to 15th Ave to Main Street and to the finish line in front of the Corn Palace. There will be a bicycle leading the

runners, two side-by-side sports utility vehicles with one along the route and volunteers holding signs, directions, and giving The relay will do a runner exchange at Camp Arroya. A 5K & 10K option have been added to the event which will draw more participants and bring in additional spectators.

Explain how your event benefits the community and your organization. Specify whether your event is a first-time event, annual event, or an on-going program.

The Palace City Kiwanis Half Marathon and Relay brings participants from across South Dakota and many out-of-state participants. Ages of participants range from 16 to 80! The event brings participants and their group into Mitchell to spend the night, dine out, and shop in our city .It takes a village to put on this magnitude of an event and includes many volunteers. Partnering with committee members from the Palace City Women's running group has reached out for volunteers that include groups from Dakota Wesleyan Soccer and Track teams, Mitchell High School football and HOSA, Alexandria Cross-Country, cheer and dance groups ,and many other friends and families who come out to support the event. Our group hopes to continue this event for many years to come. Runners have loved the event so far and love the scenic view of the race. We have had many repeat out-of-town runners and they bring their friends to run with them the following year.

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

Participants come from all across SD and surrounding states. We have had participants from states from the East Coast to the West Coast. A lot of runners come from surrounding states. Advertising has been done on national running websites, South Dakota run.

What are the specific goals of this project

Raise money for the Kiwanis projects, including the Kiwanis Woodlot Park's all inclusive playground addition.

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.

This grant money enables us to do all of the things that make a race successful. Getting runners to come to Mitchell and to make the run a success. We have great medals featuring the Corn Palace and T-shirts that represent our city and our race. Without the funds we would limit the quality of advertising along with the runner "bling".

If this is a new event, what is the estimated hotel room nights this event will generate? How are you able to estimate this number?

Field not completed.

(Section Break)

Event Budget

(Section Break)

Upload your Event
Budget

[Half Marathon 2021 - Profit Loss.pdf](#)

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