



Mitchell SEA Grant Application

Application must be received no less than 30 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:

- **Meetings:** Conventions, meetings, retreats etc.
- **Sporting Events:** Tournaments, competitions etc.
- **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.

Reimbursement of grant funds awarded is required if event is cancelled.

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 be returned.

Applicant Organization	Palace City Pedalers		
Street Address	PO Box 404		
City	Mitchell	State	SD
Contact Person	Kourtney Denne		
Phone number	605-680-4023		



E-mail	kourtney.denne@elocpa.com
Purpose of Organization	3 Day Biking Event- Recreational
Name of Event	Tour de Corn
Type of Event	<input type="checkbox"/> Festival <input checked="" type="checkbox"/> Sporting Tournament <input type="checkbox"/> Convention <input type="checkbox"/> Other
Location of Event	Corn Palace, Mitchell Day Camp
Date(s) of Event	August 19-21,2022
Date of Application	July 26, 2022
Grant Amount Requested	\$3,000.00

SEA GRANT FUND ELIGIBILITY CHECKLIST

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

<input checked="" type="checkbox"/>	Application is submitted by a non profit or volunteer organization
<input checked="" type="checkbox"/>	This event will show a favorable impression of the Mitchell Area
<input checked="" type="checkbox"/>	This event will be promoted to out of town visitors
<input checked="" type="checkbox"/>	This event has received previous grants from SEA
	Number <input type="text" value="2018"/> Amount awarded <input type="text" value="\$1,500.00"/>
<input checked="" type="checkbox"/>	This Organization has received previous grants from SEA
	Number <input type="text" value="2019"/> Amount awarded <input type="text" value="\$1,500.00"/>
<input checked="" type="checkbox"/>	Profit and Loss Statement of previous event included
Notes	<input type="text" value="See attached."/>



HISTORICAL DATA

How many years has this event been held	25
Attendance at last event (Divide into spectators and participants if appropriate)	350
What % of attendance was visitor draw? (Visitor = Outside 50+ Mile radius)	50%
Estimated Room Nights of Last Event	50- includes camping spots
Comments	

EVENT DETAILS

Will or has your organization received funds from Mitchell SEA?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Amount:	\$1,500.00 2019
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 (350 words or less)	To support biking for all ages within our community. We as an organization work towards safe cycling, getting all ages involved in the cycling community, and providing trails throughout Mitchell for community members and out of town guests to enjoy.		
Describe your event. Be sure to include who, what, where, when and how activities will take place. (500 words or less)	3 Day Biking event that kicks off Friday night with a food truck event, glow ride and pump track competition at Kiwanis Park. Saturday includes 3 different 4 different ride lengths for all ages leaving from the Corn Palace along with a rib feed at the Mitchell Day Camp. Sunday offers guided trail rides around Lake Mitchell.		
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. (500 words or less)	Our organization is specifically focused on getting all ages out and riding bikes along with promoting safe cycling within the community. Along with a 3 day Tour de Corn we donate bikes, provide trail maintenance around Lake Mitchell, offer organized group rides, and build trails around the Lake.		



EVENT DETAILS

What geographic areas are you bringing event participants from? Indicate geographic areas you are marketing for visitor attraction to your event. (500 words or less)

South Dakota, North Dakota, Iowa, Nebraska

What are the specific goals of this project? (350 words or less)

To draw 300 people to Mitchell to enjoy the views of Lake Mitchell, routes of our bikes rides, and generate revenue to continue to build on the Lake Mitchell trails.

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. (500 words or less)

This grant allows us to generate revenue in order to expand on the Lake Mitchell trails, specifically the single track within our community. These trails are used by both in and out of town residents and generates revenue from dollars spend while visiting and riding.

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? (500 words or less)

Between camping and hotel rooms I would estimate 50-75 rooms.

Please complete the additional budget form. Budgets not provided on this form will be rejected. Budget reflected should be for the event only.

Authorized Signature

Kourtney Denne

Date

ltkx15+1/11



Revenues

	Received	Pledged	In-Kind	Total
Carryover from Prior Year's Event				
Ticket Sales/Admissions				
Public Contributions (Cash)				
Grants (Excluding YCVB Grant)				
Sales: Food & Beverages				
Sales-Other				
Advertising/Sponsorship				
Booth/Exhibit Rental				
Other Income				
Total Revenues:				<input type="text"/> (a)

Promotional Expenses

Speakers/Entertainment	
Food & Beverage	
Other Concession Items	
Cost of Other Items to be sold	
Licenses Fees	
Insurance	
Local Shuttle Service Expense	
*Postage Expense	
Facility Rental Expense	
Equipment Rental Expense	
Booth/Exhibit Rental Expense	
*Printing Expense	
*Radio Advertising Expense	
*Television Advertising Expense	
*Digital Advertising Expense	
*Trophies/Awards/T-Shirt Expense	
Other Expense (List)	
Total Direct Event Expenses:	<input type="text"/> (b) * Must be Double item e

Gross Profit (c) = (a) - (b)

Administrative Expenses of Proposed Event

Supplies Expense	
Telephone Expense	
Salaries & Waes Expense	
Other Expense (List)	
Total Direct Administrative Expenses:	<input type="text"/> (d)

Net Income: (c) - (d)

TOTAL GRANT REQUEST FROM YCVB (e)

NOTE: Please list N/A for any items not applicable to your event.

*These are eligible grant expenses.

Revised: June 2017



Print a copy of this application for your records.

Please review and adhere to the criteria for funding grant requests as found in the grant guidelines sheet. Follow the guidelines for funding and also carefully note the ineligible organizations and programs that will not be funded.

Funding scores are greatly enhanced when the criteria are met and the application format is followed. If you have questions please call the Mitchell Convention and Visitors Bureau at 605.996.6223 or email Jared Indahl at Jared@mitchellsd.com