



Experience Sioux Falls
BID Board of Directors
Minutes
December 14, 2021
Experience Sioux Falls Boardroom

Presiding:	Frank Gurnick, Chair	
Voting Members Present:	Jan Grunewaldt Frank Gurnick	Greg Jamison Tracy Kolb
Voting Members Absent:	Matt Brunick Paul Hegg	
Non-Voting Members Present:	Tom Morris Shawn Pritchett	Teri Schmidt
Non-Voting Members Absent:	Janet Brekke	
Others Present:	Anna Derry Krista Orsack	Kathie Puthoff

Chair Frank Gurnick called the meeting to order.

Approval of Agenda

Greg Jamison moved to approve the agenda. Second by Tracy Kolb. Unanimous.

Approval of Minutes

Tracy Kolb moved to approve the September 28, 2021 minutes. Second by Greg Jamison. Unanimous.
 Greg Jamison moved to approve the November 23, 2021 minutes. Second by Tracy Kolb. Unanimous.

Financial Report

Teri Schmidt reviewed the October 31, 2021 Financial Report including expenses incurred since our last meeting. She reviewed the STR report noting occupancy numbers as relating to recent events. Shawn Pritchett provided November Lodging Tax receipts totaling \$111,084 compared to \$60,572 in 2020 and \$90,028 in 2019.

- Teri noted that ESF was recently awarded the bid for the ACURA conference after working on it for 6 years. Sales Manager Anna Derry has worked this lead for over 2 years.
- She also noted that the National Golden Age Games scheduled to be in Sioux Falls next summer is cutting attendance due to the continued Covid pandemic. It was originally 2500 participants – now they are considering cut-off at 400-450.
- Teri reported that Pre-Audit BID Tax dollars YTD are expected to come in at \$304,000 net revenue. After the split with the Chamber is complete, we will come back to the Board to review what should be done with these funds.

Greg Jamison motioned to approve the financials. Second by Tracy Kolb. Unanimous.

BID Activity

Teri reported on the following:

- Nike Heartland Regional Cross Country 2021 consisted of 9 regional tournaments and has grown to 3500 athletes, including 600 locally. The Sioux Falls Tournament took place in November and Nike said ours was the best. Next year they want us to bid again, but they want to include a rebate which they haven't done before.
- Bus tour business in Sioux Falls is continuing to increase. Sales Manager Jackie Wentworth has been working hard to increase this market share.
- Teri reviewed booked, lost, and tentative pieces of business. She also reviewed new and repeat business and the economic impact.
- Reviewed Servicing report.
- Reviewed the Visitor Information Center report.
- The Governor's Conference on Tourism takes place in January and there are currently 21 people from Sioux Falls that are planning to attend.
- The new Visitor Guide is expected out mid-January.

Krista Orsack reviewed the November marketing report. She presented the Sioux Falls Culture Seeker video which is the most recent in a series of videos dedicated to the various markets. We also set a record for all time visitor guide requests. Krista reviewed the Sioux Falls Sourced Campaign and leads generated from the campaign.

Teri announced that we have the opportunity to bid for 2 large soccer tournaments which would run back-to-back in 2023 and would require a large amount of money. The bidding process will take place in February with bids due February 22nd, prior to our next board meeting in March. Frank Gurnick gave an overview of the Midwest Regional tournament and the Presidents Cup. It's no longer the soccer associations that are in charge of the bidding process but rather the CVB's in other communities that are leading the bid. If we commit to doing both of these tournaments, we could save the national people from having to move cities between the tournaments. Teri added that we have already sent a sales flash to the hotels to check their availability. ESF will take the lead and work with DASC..

Teri reported that we have \$50,000 in the Bidding Opportunity Fund. We have \$304,000 in excess revenues from the previous budget. The bid is for 2023, so we can prepare for it in next year's budget too. Frank reviewed past bids. He noted that Dakota Alliance Soccer Club has \$30,000 in their bidding fund. The 2017 tournaments had an economic impact of \$17 million. Our advantage over other cities is that we can hold the tournament at Yankton Trails Park with back up fields at Pentagon and Junior Football fields. The President's Cup would generate 9600 room nights and Midwest Regional 15,600 room nights. Competition cities include Cincinnati, Indianapolis, St. Louis and Kansas City.

Tom Morris proposed we match the DSAC \$30,000 amount. Jan Grunewaldt added that we should do some of the other services.

Other Business

There was no other business.

Public Comments

There were no public comments.

Adjournment

Meeting adjourned.

The next regularly scheduled meeting is March 22, 2022 at 11:30 am.

Respectfully submitted:

Kathie Puthoff
Name

December 14, 2021
Date