

TOURISM TAX ADVISORY BOARD
MEETING MINUTES OCTOBER 26, 2023

Commissioner Victor Iverson called the meeting of the Tourism Tax Advisory Board of Washington County to order at 9:30 AM on Thursday, October 26, 2023, in Conference Room #182 of the Washington County Administration Building, 111 East Tabernacle, St. George, UT. Those in attendance: Tourism Tax Advisory Board: Dorothy Heers, Brett Burgess, Kevin Smith, Nate Wells and Ken Neilson. Others in attendance include Deputy County Attorney Steven Scott, Commissioner Victor Iverson, Tourism Director Brittany McMichael, and Tourism staff members Sara Otto, Joyce Kelly, Trista Nielson, Chad McWilliams and Heath Hansen.

WELCOME

Commissioner Victor Iverson welcomed all in attendance and determined that a quorum existed for voting on action items.

CONSIDERATION OF AUGUST 24, 2023 MINUTES

MOTION: **Motion by Ken Neilson to approve the August 24, 2023 Minutes. Motion seconded by Nate Wells and carried by a unanimous vote.**

DIRECTOR'S REPORT:

Ms. McMichael reported that 2023 TRT, January through August is down three percent (-3%) from 2022. 2023 hotel occupancy is the same as 2022, ADR is up point nine percent (0.9%), from 2022 and RevPar is up one percent (1%) 2022. Zion National Park visitation is down four percent (-4%) from January through September of 2022 and down eleven percent (-11%) from the same time in 2021. Visitation to St. George Regional Airport (SGU) is up six percent (6%) from January through September of 2022.

Brittany spoke about the success of the Utah Tourism Conference which was hosted in Washington County in September.

Brittany also spoke about the new additions to the Greater Zion team and the completion of various tourism projects as well as the status of ongoing projects and initiatives.

FILM UPDATE

Joyce Kelly reported that chapters one and two of the Horizon film Saga had been announced. The first installment is set to open on June 28, 2024 and the second is set to open on August 16, 2024.

MARKETING REPORT

Sara Otto introduced Sydney Furton who reported on the industry and travel trends in Washington County.

DIXIE CENTER FINAL BOND PAYMENT

Steven Scott, Washington County Deputy Attorney, presented a request from Washington County to pay the remaining Dixie Center CIB bond payment of \$1,674,703.49 from TRT (Transient Room Tax) funds.

MOTION: Motion by Kevin Smith to Recommend Funding as Presented
Motion seconded by Dorothy Heers and carried by a unanimous vote.

2024 BUDGET REVIEW AND APPROVAL:

Ms. McMichael presented the proposed budget.

(See attached budget).

MOTION: Motion by Brett Burgess to Recommend the 2024 Budget to the Commission.
Motion seconded by Ken Neilson and carried by a unanimous vote.

Marketing Partnership Agreement Request

Copper Rock Golf Course is seeking ninety-two thousand dollars (\$92,000) for a marketing sponsorship package to market and promote its 2024 Epson Copper Rock Championship and its LPGA Senior Championship. The funding recommendation is ninety-two thousand dollars (\$92,000.)

MOTION: Motion by Ken Neilson to Recommend Funding as Presented.
Motion seconded by Nate Wells and carried by a unanimous vote.

Non-Profit Sports Event Funding Requests

Utah Prospects Inc. is seeking thirty thousand dollars (\$30,000) to offset tournament and hotel costs during its Great Western Classic Basketball Tournament. The funding recommendation is twenty five thousand dollars (\$25,000.)

MOTION: Motion by Dorothy Heers to recommend Funding as Presented.
Motion seconded by Brett Burgess and carried by a unanimous vote.

Non-Profit Marketing Sponsorship Requests

The St. George Area Chamber of Commerce is seeking thirty thousand dollars (\$30,000) for the printing and distribution of its St. George Area Guide. The funding recommendation is (\$30,000) dollars.

**MOTION: Motion by Kevin Smith to recommend Funding as Presented.
Motion seconded by Ken Neilson and carried by a unanimous vote.**

Arts to Zion is seeking \$12,000 to offset its costs to film, promote and market its Crossroads: Change in Rural America - Traveling Smithsonian Exhibit. The funding recommendation is twelve thousand (\$12,000) dollars.

**MOTION: Motion by Nate Wells to recommend Funding as Presented.
Motion seconded by Dorothy Heers and carried by a unanimous vote.**

BOARD MEMBERS REPORTS

Brett Burgess reported on the progress of the new film studio, set to begin construction in 2024. Nate Wells reported that visitation to Zion National Park and Springdale has increased recently, bringing more overnight stays to the area. He also stated that the park and its stakeholders are in the design phases of construction of the Pa Rus Trail extension. Kevin Smith shared that sales for 2024 are going well and the future additional seating has allowed for bigger concert performers to come to Tuacahn.

MOTION: Motion by Brett Burgess to adjourn. Motion seconded by Kevin Smith and carried by a unanimous vote.

The next meeting will be held on December 7, 2023.

Minutes prepared by Jamie Allen
Adjourned at 12:02 PM



2024 Proposed Budget

REVENUE

	General Ledger Code	2023 Final	2024 Preliminary
Transient Room Tax	25-3150-000000	13,500,000.00	14,400,000.00
TRT FOR HVFSSD	25-3150-000100	540,000.00	600,000.00
Co-Op Funding Match	25-3625-000000	125,928.00	200,000.00
Misc. Revenue	25-3690-000000	5,000.00	5,000.00
Fund 26 Transfer (TRCC)	25-3818-000000	200,000.00	200,000.00
Zion Corridor Trail	25-3325-000002	800,000.00	400,000.00
State Division of Outdoor Recreation	25-3325-000003	55,000.00	400,000.00
Trails Utah 501c3	25-3625-200000	100,000.00	100,000.00
Fund Balance Appropriation	25-3850-000000	5,496,444.00	6,707,430.00
TOTAL REVENUE		20,822,372.00	23,012,430.00

EXPENSES

CTO MARKETING

Salaries	25-4970-110000	897,000.00	992,700.00
Benefits	25-4970-130000	407,600.00	421,600.00
Dues	25-4970-211000	23,000.00	30,000.00
Public Notices	25-4970-220000	0.00	200.00
Travel	25-4970-230000	135,000.00	165,000.00
Office Supplies & Software	25-4970-241000	8,000.00	10,000.00
Postage	25-4970-242000	30,000.00	145,000.00
Copy Machine Expense	25-4970-244000	7,000.00	7,000.00
Building Maintenance	25-4970-255018	0.00	2,000.00
Utilities	25-4970-271018	13,000.00	8,000.00
Telephone	25-4970-280000	11,000.00	11,000.00
Internet Marketing	25-4970-280001	600,000.00	500,000.00
Janitorial	25-4970-297118	0.00	8,500.00
Professional Services	25-4970-310000	975,000.00	1,437,500.00
Education, Training	25-4970-330100	0.00	10,000.00
Fam Tours	25-4970-432000	60,000.00	75,000.00
Advertising Out of State	25-4970-434000	1,000,000.00	1,000,000.00
Advertising In State	25-4970-434004	0.00	200,000.00
Visitor Guide Project	25-4970-434003	480,000.00	0.00
Advertising Golf CoOp	25-4970-434005	0.00	430,000.00
Promotional Items	25-4970-434007	70,000.00	100,000.00
GYLAH	25-4970-434008	25,000.00	25,000.00
Media Production	25-4970-434009	200,000.00	255,000.00
Print	25-4970-437001	100,000.00	100,000.00
Sponsorships	25-4970-442000	200,000.00	225,000.00
Event Funding	25-4970-444000	200,000.00	200,000.00
Ironman 70.3 North American Championships	25-4970-444001	350,000.00	575,000.00
NACO - WIR Conference	25-4970-444012	100,000.00	0.00
Utah Tourism Conference	25-4970-444004	100,000.00	0.00
Film Projects & Incentives	25-4970-444013	2,000,000.00	2,000,000.00
PGA/LPGA	25-4970-444015	0.00	2,200,000.00
Small Market Meetings Association	25-4970-444016	0.00	115,000.00
UTU Marketing	25-4970-449100	500,000.00	500,000.00
Liability Insurance	25-4970-513000	8,272.00	13,930.00
Vehicle Operations	25-4970-561000	2,500.00	2,500.00
Miscellaneous	25-4970-610000	20,000.00	20,000.00
Equipment	25-4970-740000	50,000.00	55,000.00
Equipment under \$5000	25-4970-745000	12,000.00	15,000.00
TOTAL CTO MARKETING		8,584,372.00	11,854,930.00

TOURISM EXPENSES (OTHER THAN MARKETING)

Building Maint. Historical Buildings Leeds	25-4985-255012	10,000.00	10,000.00
Historical Buildings Downtown	25-4985-255013	20,000.00	0.00
Utilities - Historic Buildings	25-4985-271012	7,500.00	7,500.00
Tourism Related Projects	25-4985-449000	1,000,000.00	1,000,000.00
Tuacahn	25-4985-449002	200,000.00	200,000.00
Transfer to Fund 27 (Economic Development)	25-4776-027000	15,000.00	15,000.00
Dixie Center Improvements	25-4776-029100	1,300,000.00	600,000.00
Dixie Center Convention Discount Reimbursement	25-4776-029001	152,500.00	164,000.00
Central to Veyo Multi-Use Path	25-4985-449028	2,500,000.00	3,000,000.00
Trail Development and Maintenance	25-4970-449035	1,200,000.00	500,000.00
St. George Musical Theater	25-4970-449033	1,000,000.00	1,000,000.00
Hurricane 600 North Trail System	25-4985-449024	493,000.00	493,000.00
Spring Hollow Mountain Bike Trail System	25-4985-449034	600,000.00	635,000.00
Zion Corridor Trail	25-4985-449023	400,000.00	463,000.00
Liberty Village	25-4985-449036	1,300,000.00	1,270,000.00
Tuacahn Seating	25-4985-449037	250,000.00	250,000.00
Destination Development Projects/Signage	25-4985-449014	50,000.00	50,000.00
Contingency	25-4985-770000	100,000.00	0.00
HVFSSD for Emergency Services	25-4990-000000	540,000.00	600,000.00
Search & Rescue - Tourism Events	25-4990-000100	0.00	125,000.00
10% Flex TRT Funds for Emergency Services	25-4990-000200	1,350,000.00	775,000.00
TOTAL TOURISM EXPENSES (OTHER THAN MARKETING)		12,488,000.00	11,157,500.00

TOTAL EXPENSES		21,072,372.00	23,012,430.00
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