

Tourism Tax Advisory Board
Briefing to County Commissioners
20 May 2014

Commissioners Clegg, Hurst, and Milne

My name is John Cluff. I am the Chairman of the Tooele County Tourism Tax Advisory Board. I am representing the other board members which include:

Denise McArthur - Vise Chairman - Hotels

Chad Fulmer - Restaurants

Vickie Griffith - Conventions

Chris Ivester - Recreation

Our commissioner advisor is Shawn Milne

I was asked to serve on the board to represent museums and historical attractions

Our responsibility is to recommend to you the commissioners how to fund approximately $\frac{1}{3}$ of the Tourism Tax funds that you will collect for 2014.

We have been meeting for a few weeks evaluating the requests submitted by various organizations for grants for the funds. The process has been conducted with the intension of awarding tax money to organizations that will utilize the funds to increase tourism in Tooele County.

The following is the broad criteria we have used in our evaluations:

1. Will the funds increase the income to hotels and/or restaurants in Tooele County?
2. Will the funds provide infrastructure (facilities, events, or activities) that will attract individuals who will spend money on hotels and/or restaurants in Tooele County?
3. Will the funds provide continuous improvement to the tourism in Tooele County?

In the process, we have spent numerous hours learning about how tourism is generated and what activities will increase the tourism for a county. It has been a very educational experience for all of us. We want to thank you for the opportunity.

We have established a policy to not recommend to you the expenditure of these funds for city park upgrades or for public fireworks displays.

We also question whether rodeo, barrel racing, sheep showing, etc activities increase tourism but we are willing to review the data collected this year to make a final decision. For this year, we recommend you grant to those organizations the funds they will have to expend to rent Deseret Peak for their events.

We did not recommend any funding for Deseret Peak Complex for advertising because we thought that was part of your overall budgeting to operate and maintain the Deseret Peak Complex.

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We developed a "rating sheet" for each grant application and judged our recommendations to you based on the scores obtained in the rating sheet. This was a long process that required considerable discussion to understand the impact of the organization on tourism in Tooele County.

In the letter provided to you is a summary of the amount each organization requested and the board's recommendation of how much to grant the organization.

We request that you allow us to write letters to each applicant explaining to them our reasoning for the amount funded to them and requesting they provide a written narrative and financial report of their use of the grant money. We would also request they set in place a procedure to document the number of "out-of-county" visitors that attend their event or establishment and whether they utilized local restaurants and/or motels. This will assist us in future evaluations of their grant requests.

Since there are considerable funds remaining, we recommend that you advertise for an additional grant funding to occur as soon as possible to allocate the remainder of the funds budgeted for this phase plus an additional \$250,000 from last years allocation. That would allow us to consider those applications that were submitted late and any additional applications submitted by the new deadline.

We request that you fill the board with one additional member to represent the Cultural Attractions in the county.

We appreciate the opportunity to serve on this recommendation board and have taken the responsibility seriously. Our goal and we are sure your goal is to use the funds from this tax to increase the tourism in Tooele County.

Application	Grant Request	Grant Award Recommendation	Grant Award
Lincoln Highway Association	\$1,500	\$1,500	
TC Chamber of Commerce & Tourism	\$130,000	\$70,000	
Tooele Pioneer Museum	\$10,650	\$10,650	
TC Babe Ruth Baseball	\$5,128	\$5,128	
Miller Performance	\$250,000	\$50,000	
Clark Historic Farm	\$5,000	\$5,000	
Tooele Arts Festival	\$12,000	\$12,000	
TC Benson Mill	\$7,500	\$7,500	
NC Sheep Association	\$5,000	\$5,000	
Tooele B&S Club	\$14,000	\$1,825	
Grantsville Old Folks Sociable	\$5,000	\$2,000	
TC Trails and Weeds	\$12,000	\$6,000	
TC DPC	\$25,000	\$0	
GHS Rodeo Team	\$5,000	\$800	
Hot Trotters Barrel Club	\$5,000	\$800	
Breezin Barrels	\$7,000	\$0	
DTM LLC	\$7,000	\$3,500	
EMJ Productions	\$3,000	\$1,050	
PHS Basketball Ads	\$800	\$0	

Application	Grant Request	Grant Award Recommendation	Grant Award
GC 4th of July	\$10,000		\$0
GC Cherry Street Park	\$9,100		\$0
GC East Side Park	\$4,000		\$0
GC Hollywood Park	\$15,000		\$0
TC Fair Fireworks	\$6,000		\$0
West Desert Firefighters	\$5,000		\$0
	\$559,678		\$182,753

We recommend that you advertise for an additional grant funding to occur as soon as possible to allocate the remainder of the funds budgeted for this phase plus an additional \$250,000 from last years allocation. That would allow us to consider those applications that were submitted late and any additional applications submitted by the new deadline.

We request that you fill the board with one additional member to represent the Cultural interests in the county.

We appreciate the opportunity to serve on this recommendation board and have taken the responsibility seriously. Our goal and we are sure your goal is to use the funds from this tax to increase the tourism in Tooele County.

Sincerely,

Tourism Tax Advisory Board
John K. Cluff
Chairman

Denise McArthur
Vise Chairman

Chad Fulmer
Chris Ivester
Vickie Griffith
Shawn Milne