



Utah County Tourism Tax Advisory Board Meeting
Monday, February 5, 2024 @ 11:30am
Location: Provo Marriott Executive Boardroom
101 W 100 N, Provo, UT

~MEETING MINUTES~
(APPROVED AT THE 6/3/2024 BOARD MEETING)

Board Members Present:

Danny Wheeler, Utah Valley Convention Center
Chad Linebaugh, Sundance
Graydon Pearson, Pearson Hospitality Group
John Lenahan, Enterprise
John Garfield, Provo Marriott
Kevin Santiago, Heirloom Restaurant Group
Lee Adamson, Explore Utah Valley

County Representatives Present:

Nicole Neer, Utah County Commission
Adam Beck, Utah County Attorney
Lisa Shepherd, Utah County Commission
Ezra Nair, Utah County Commission (*arrived at 12:00 pm*)

Agenda

11:30 am Welcome, Approve Meeting Minutes & Working Lunch

Graydon Pearson: Motion to approve Minutes from the December 4, 2023, Utah County Tourism Tax Advisory Board Meeting

Chad Linebaugh: Second

AYE: All in Favor

PASSED: 7/0

11:35 am Funding Review update and Discussion

Danny Wheeler stated the Kirt Christensen who usually reports on the Funding Review and Update is not able to be to the meeting and Ezra Nair was going to report, but he is not here yet. Asked if anyone had any questions regarding the report (none).

11:40am Spanish Fork City – Spanish Fork Recreation & Aquatic Center
Project Funding Request: \$3,000,000
Project Reviewer: Lee Adamson

Dale Robinson, Parks & Recs Director for Spanish Fork City and Bronco Hunter, Parks & Red Assistant Director for Spanish Fork City - Stated that in 2015 the city tried to go for a bond for a new recreation Center that failed. Then Nebo School District closed down the only pool in the city (next to the SF High school) in 2021, so they could build a new High School. Since then, all data that the city gathered pointed to the request for a rec center by the citizens of Spanish Fork. The city council decided to do a *Truth in Taxation* and taxed and residents of Spanish Fork without taking it to a vote (\$4.70 for an average household).

Last December, the GMP came in at \$70 million which is \$10 million more than projected plus the architectural fees which makes a total of approximately \$75 million and the taxing to the residents was based on the \$60 million. Council does not want to increase the residents' taxes any higher than what was initially done. In order to make up for the difference the city is selling property, using RAP Tax, etc. Spanish Fork City is asking for \$3 million for the competition pool portion of the project.

This project will provide a much larger capacity for spectators along with a large outside area to accommodate the spectators and teams. 136,000 square foot facility.

Danny Wheeler - Inquired about the competitions – how will this work with scheduling for outside competitions vs. the public? Also stated that the Board would want to state that if this were to be approved that it would be approved as described with the space/spectator seating/staging area, etc.

Dale Robinson – Stated that they have had preliminary discussions but noted that Spanish Fork doesn't have competition swimming so it should be open for public and high schools that need to have swim meets. There are 5 high schools in Nebo School district that are in need of competition swimming facilities and those are at the Springville rec center right now. Nebo School District is also contributing \$2 million. Groundwork has already started. Bonds will be initiated in the next 2-3 months.

12:00 pm Splash Summit Waterpark
Project Funding Request: \$48,000
Project Reviewer: Danny Wheeler

Tom and Nick, Owners of Splash Summit Waterpark – Stated:

- **Bought the park in 2019. Has been fully functioning since 2020.**

- **Splash Summit Waterpark is the largest waterpark in Utah.**
- **Over 800,000 people in attendance each year (5,000-8,000 per day). 40% are return customers.**
- **Many large organizations/companies use facilities for their corporate events.**

Some of the areas that the funds would be used for include:

- **Days of '47 Parade entrance fees. At this parade we give out over 15,000 *Golden Tickets* which are greatly reduced-price tickets. 30% of those tickets are redeemed, which brings in \$90,000 (mostly from SL county).**
- **\$15,000 will be used for television ads.**
- **\$7,500 to Advertise a *Stay and Play* with the Marriott Hotel**
- **Social Media**

Currently spend \$325,000 per year in marketing. Expansion plans are hopefully in the future as well.

Chad Linebaugh – Inquired about how many customers are coming from outside of the county/state.

Tom/Splash Summit Waterpark – Approximately 20%

12:15 pm Vineyard City – Grant Extension and Inflation Cost Request
Project Funding Increase Request: \$493,446
Project Reviewer: Kurt Christensen

From Vineyard City – Naseem Ghandour (Public Works Director), Anthony Fletcher (City Planner), along with property owners, landscape architects, etc.

Morgan Brim, Community Development Director – Stated the Vineyard has grown tremendously in the last few years – in 2016 there were about 3,000 residents and now in 2024 we are approximately 21,000 residents. Many people moved to the area for the lake. Having an engineered beach 1,800 feet long will be a hotspot in the county.

Anthony Fletcher, City Planner – Showed a diagram of the site including a park, waterfront, lake road, beach, trails, etc. Phase 1 has been designed as well as the waterfront master plan and wetlands design. The city recently approved an aquatics center as well. There are 3 masterplans that span out to 15 years.

(visual presentation of the plan)

Danny Wheeler noted that the sand saver wall was included in Phase 1 when it was initially presented to the Board in 2020. Asked if that it still part of Phase 1.

Morgan Brim stated that it is now a subsequent phase pending the wetland mitigation requirements that we are working through that will take a bit more time.

Anthony Fletcher stated that also at the time of the initial application in 2020 the project was estimated at \$5.9 million but as of October 2023 has gone up to \$7.2 million due to construction inflation.

Danny Wheeler – Inquired that the new request is for a 24-month extension and instead of the \$493,446 increase, \$692,000?

Morgan Brim – Yes.

John Garfield – Stated that his is a billion-dollar project. Why ask for another \$692,000.

Morgan Brim - Stated they really need the assistance to get the first phase done. No one anticipated construction costs going up as much as they have. This would help us get off to a great position to be able to tackle the wetlands.

Danny Wheeler – Stated that when this was first brought to the board it was American Fork, Saratoga Springs and Vineyard. Saratoga Springs got theirs done with the funding. American Fork and Vineyard did not. Asked what has contributed to that.

Morgan Brim – Stated that a lot of it was diving down into the further into the level of planning that ended up necessary and the work necessary with all the shareholders regarding the master plan for the waterfront as well as the overall engineering and infrastructure of Phase 1. Feel the 24-month extension would give 100% for phase 1 completion.

Pete Evans, Utah City – Stated that this a very unique property. It has transit already incorporated into the site. So, with that already in place along with a great group of consultants, designers, landscape architects and urban planners to weave all this together to make a unique, special living environment with open spaces. Stated that they are investing currently \$25 million into the park area on the east side of the connector. Feels that with all the visitation and tourism because this is such a unique location, this is a wise investment. Utah City is a marketing name located in Vineyard (large scale master plan team).

12:30pm Utah County Projects Presentation & Discussion
Ezra Nair

Danny Wheeler – Stated that back in October 2023, a question came up regarding the Utah County Capital Improvement Plan and some line items that were out of this fund, and this will be a yearly presentation (every October). Ezra Nair to present.

Ezra Nair, Utah County Administrator – Background on TTAB:

- TTAB is a state mandated board for all agencies that collect TRCC and/or TRT dollars.
- The board must consist of at least 5 members with the majority of those members that are entities are subject to the TRCC or TRT tax.
- The purpose is outlined in state code - To provide a list of prioritized revenues based on an annual submission of expenditures from the county legislative body.

Stated that some of the questions/concerns that have come up:

- **Funding application periods**
- **Processes for approval**
- **Administrative burdens on staff**
- **City grant process**
- **Commission flexibility on providing votes vs. recommendations**
- **Equity throughout the process**

Stated he is looking into these areas and brainstorming as to how to continue to make the board better. A lot of improvements have been made during the years and his role provides another role to continue that.

Regarding Capital Improvements Plan Expenditures – Part of the County’s Annual budget process now includes establishing a Capital Improvement Program and the county is working to improve that over the year. (Showed a graph showing some projects cover by the TRCC fund, transportation or state funds such as Bridal Veil Falls, deferred maintenance on Parks, Soldier pass shooting range, Provo Canyon Parkway, Vivian Park, Bonneville trail, etc.)

(Went over the financials of TRCC and TRT)

TRT: At 4.25% sales tax (different sub percentages have a requirement: brick & mortar, marketing, convention center bonds). Ongoing obligations include: convention & visitor’s bureau, freedom festival, holiday lights (looking at turning this into a long-term project instead of marketing topic), \$16.50 per person for meals for board meetings (to be submitted to Ezra for reimbursement/no tax), administrative service charge. Projects that the board has provided approval for (American Legion, Fly Utah Valley, Art Museum, Harrington Center for Arts, Symphony, etc.).

TRCC: Restaurant and Motor Vehicle Tax - Anticipating bringing in \$16.7 million this year. County projects will be reviewed in October. City projects outside of the city grants are allocated annually and calculated depending on population. Other projects include Provo airport (allocated over 3 years), Regional Sports Park, Provo City Rock Canyon, etc.

Utah County Arts Board – Stated this is one that the County contracts with to provide Art in the Health & Justice Building. They have requested another \$2,400 to curate and maintain the collection.

TRT total obligations = \$36 million with surplus from last year of \$21 million minus the 1-year reserve leave so we start the year with a funding surplus of approximately \$21 million. If all projects were to be fully spent out, then it would bring it down to \$12.6 million.

Other Items Discussed:

- **Options for timeline and application process/period/online application**
- **Annual Review of the County budget proposal**

(Ezra to add information/presentation to google drive for Board)

John Garfield: Motion to approve the 2024 County projects budget under TRT and TRCC as presented.

Lee Adamson: Second

Aye: All in Favor

Passed: 7/0

Danny Wheeler – Announced that this is John Lenahan’s last meeting on the Board. He got a promotion with Enterprise at the Airport in Salt Lake. He expressed his appreciation for all the work that John has done.

John Lenahan – Stated that his replacement at Enterprise in Utah County (Jake Pulsipher) is interested in filling the vacancy if the board is interested.

Danny Wheeler – Stated that one of the chair’s responsibilities is to make recommendations to the Commission for new Board Members but requested any thoughts from the board regarding this recommendation.

(all in favor)

Ezra Nair will inform the Commission of the submitted name for replacement.

1:15 pm Funding Recommendation Discussion & Voting

Discussion and voting of:

- Spanish Fork City – Spanish Fork Recreation & Aquatic Center
Project Funding Request: \$3,000,000

John Garfield – There is a need for a competition pool. These are city facilities. Board has not given toward City Rec Centers in the past. (Others in agreement)

Chad Linebaugh: Motion to Deny

John Lenahan: Second

Aye: All in Favor

Passed: 7/0

- Splash Summit Waterpark
Project Funding Request: \$48,000

John Garfield – Stated that he feels the same way/reason as the Spanish Fork request (above) (Others in Agreement)

John Lenahan: Motion to Deny
Graydon Pearson: Second
Aye: All in Favor
Passed: 7/0

- Vineyard City – Grant Extension and Inflation Cost Request
Project Funding Increase Request: \$493,446

John Garfield – Feels we should stay with the initial \$3 million.

Lee Adamson - Doesn't feel it's fair to this board and the county to come back and ask for more. There are so many pieces to this project and the board's contribution is less than 1/2 of a percent of the entire budget.

Danny Wheeler stated that out of the 3 major city requests for a project such as this, Vineyard was the only one that was recommended at the full ask. Saratoga Springs and American Fork were recommended at 50% of their ask.

John Garfield: Motion to approve the 24-month extension without any inflation adjustment.
Chad Linebaugh: Second
Aye: all in Favor
Passed: 7/0

Danny Wheeler – Thanked John Garfield for hosting the lunch and location for today's meeting. April Meeting will be at the Hyatt House in Pleasant Grove hosted by Kirt Christensen and noted that it is not on the first Monday of the Month due to Spring Break, but on the 2nd Monday.

1:45 pm Roundtable Discussion

Lee Adamson (*Explore Utah Valley*) – Tourism Day is on Friday in Salt Lake City. Focusing on talking with Utah County legislators on tourism topics that are important to Utah County.

Chad Linebaugh (*Sundance*) – Sky season is off to a great start. During the holiday season, Utah ski resorts had 30-50% of their terrain open and we had over 90% of our terrain open because of our snow making. The storm during MLK (Martin Luther King) dumped over 26" in 12 hours. Attendance is way up.

Ezra Nair (*Utah County*) – Thanked everyone for being willing to entertain the recommended changes.

Adam Beck (*Utah County*) – Stated it’s great to have Ezra to help streamline processes.

John Lenahan (*Enterprise*) – Expressed appreciation for the support during his time on the board. Said new position is brand new (*Fleet Production Manager*).

Nicole Neer (*Utah County*) – Thanked the Board for all they do.

Danny Wheeler (*Utah Valley Convention Center*) – Stated that he, Kirt Christensen, Adam Beck and Ezra Nair met last week to discuss TTAB and TRT processes and leadership roles. Would like to have a leadership rotation by the end of the year so asked if anyone is interested, to let him know.

2:00 pm Adjourn Meeting

John Garfield: Motion to Adjourn

John Lenahan: Second

Aye: all in Favor

Passed: 7/0

~MEETING ADJOURNED~

