

**DRAFT – UTAH COUNTY TAX ADVISORY BOARD PUBLIC MEETING**

Meeting Minutes  
December 4, 2023  
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Utah County Tourism Tax Advisory Board Meeting Monday,  
December 4, 2023 @ 11:30am  
Location: Hyatt Place Provo, 180 W 100 N, Provo, UT

**~MINUTES~**

***(Approved at the February 5, 2024 Board Meeting)***

**Board Members Present:**

Danny Wheeler, Utah Valley Convention Center  
Chad Linebaugh, Sundance  
Kurt Christensen, Hyatt House PG/Provo  
Graydon Pearson, Pearson Hospitality Group (*arrived at 11:34 am*)  
John Lenahan, Enterprise  
Jared Kearns, UCCU

**County Representatives Present:**

Adam Beck, Utah County Attorney  
Laurel Price, Utah County Commission Office (*arrived at 12:17 pm*)  
Ezra Nair, Utah County Commission Office  
Nicole Neer, Utah County Commission Office  
Alice Black, Utah County Clerk's Office  
Kathy Lewis, Orem City

**~MEETING MINUTES~**

11:33 am Welcome, Approve Minutes & Working Lunch

**Danny Wheeler called the meeting to order. Entertained a motion to approve the 08/07/2023 Minutes**

**Chad Linebaugh: Motion to Approve**

**John Lenahan: Second**

**AYE: All in Favor**

**Passed: 5/0**

11:34 am Funding Review Update and Discussion

**Kurt Christensen:**

- **Stated that at the last meeting that some CIP items that are needing to be reported on. They are not quite ready but hope to be able to make a report at the February meeting.**

- TRTT is in a little bit more of a stable state
- TRCC seems to be growing
- Car rentals seem to be going up as well
- Both on the TRCC and TRT side, even with what we get from the County there is still reserve but not as much as in years past

Danny Wheeler – Feels that we have come a long way over the years as a board transparency and understanding the board. There are a couple of CIP items that never came before this current board, so we are going to use the February meeting to do some catching up on a couple of those items.

Kurt Christensen – Stated that he feels it is a great benefit to have the County Auditor Office involved in the creation of the financials which help with transparency.

*(Graydon Pearson/Board Member Arrived)*

Danny Wheeler – welcome back Ezra Nair

Ezra Nair – 3 weeks ago the Commission hired Ezra back on as the County Administrator who reports to all 3 Commissioners so will be a point of contact for discussing things with the Commission as well as helping the Commission with follow through.

11:50 am Timpanogos Symphony Orchestra  
Project Funding Request: \$65,000  
Project Reviewer: Jared Kearns

Timpanogos Symphony Orchestra – Stated:

- The Orchestra received funds from TRCC last year for 2023 which helped the season be a great success. The funds were used for advertising.
- Was founded in 2011. Do 5-6 concerts per year (in Orem) with approximately 75 all-volunteer musicians. Are a volunteer organization except for the Executive Director.
- 2 kinds of concerts are performed: Master Works (Beethoven, Stravinsky, Brahms, etc.) and Pops (Halloween and Christmas). The Halloween concert this last year was sold out.
- Also trying to do things for the community so we added an educational concert with music called ‘When instruments roam the Earth’. Two Elementary Schools came in (457 students) and was a great experience for all. Was a great opportunity for elementary students to learn about instruments so that when they get into Junior High they are more able to decide what instrument they would like to learn.
- The last time this organization came to the TRTT, Commissioner Powers Gardner mentioned that she has a special needs child and spoke about the Autism concert that the Utah Symphony does and suggested that might be something this organization could look into and had one in October called a ‘Sensory Friendly Concert’ for children with special needs and their families. They could come and move around, talk and truly experience the concert. Had about 300 people in attendance (wanted a smaller group for more 1 on 1). Summerhays

brought in several different instruments for the children to be able to touch, try and play, etc. A very successful and appreciated event. Hope to make this an annual event.

- Used to average 300-400 people in attendance per concert, but we are Averaging 700-800 per concert this year and we feel it was largely due to Facebook and the increase of Social Media advertising.
- When people purchase tickets, there is a little ‘survey’ that goes along with the purchase to find out where they heard about the concerts (Facebook ad, billboard, etc.). Found through this, it was determined that Facebook and direct mail generate the most ticket sales.
- Numbers:
  - 2022: 3,612 tickets sold
  - 2023: 7,700 tickets sold (still have 1 concert left so projecting the number for that concert) 2023 did have 1 more concert (education concert) than 2022
  - 2024 Projection is that tickets sales will continue to increase
  - Over 90% of those that attend the concerts spend additional money in the Community before or after the concert. The average amount spent per party is \$62 which would total approximately \$192,000 in additional spending in the County.
- Are asking for \$65,000 for this coming year to assist with social media, billboards, direct mail, which is the same amount requested last year.
- Have grants to also assist from the Eccles Foundation and Utah Arts & Museums & Rocky Mountain Power.
- Planning on 5 concerts (2 nights each) for 2024, plus the Autism Concert and Halloween.

Carolyn Lundberg - Stated that the Scera acknowledges the STAR awards and John and the Timpanogos Symphony were recognized as a significant contributor to the County.

Kurt Christensen – Inquired as to how much of last year’s revenue is being reinvested into marketing.

John/Timpanogos Symphony - Stated their 2024 budget is:

- \$60,000 Social Media
- \$12,000 Direct Mail
- \$ 5,000 Billboards
- \$ 5,000 Asset Creation

12:17 pm     Springville City, Museum of Art Salon 100  
Project Funding Request: \$50,000  
Project Reviewer: John Lenahan

Emily Larsen, Director/Springville Museum of Art – Stated:

- The current show is up and running until January 10, 2024
- Here to promote the next show entitled ‘Salon 100’ which is the 100<sup>th</sup> anniversary of the Spring Salon which is one of the museum’s foundational programs. The show will highlight the legacy of students supporting and founding the museum. This show will open from April 27 through the beginning of July, but the retrospectives and the historical celebration will go

at least a calendar year. This is a story that Utah County should be proud of. This show will include:

- Competition
- Art Exhibitions (over 100 different works from past Salons)
- History Exhibition (past yearbooks, memorabilia, etc.)
- Documentary Film (sharing the history of salon)
- Printed catalog
- Programs and lectures
- 'Class Reunion' Party
- Collaborations with local high school students
- Goal is to increase attendance in 2024 by 30% which would surpass the 100,000-visitor mark
- There was a study done that showed that cultural and heritage tourists often stay longer and spend more. The study showed that they spend as much as 38% more per day and they stay 22% longer overall. Also the Alliance of Museums has shown that museums contribute \$50 billion to the US economy and that the return is more than \$5 in tax revenues for every \$1 they receive in funding from all levels of government.
- Not only does it provide economic revenue, but it also provides meaningful and life affirming programs for all visitors and enriches the lives of our community.
- Have been partnering with the BYU Ad Lab and they have done specific market research and feel that we can have intelligent, specified marketing strategies.
- Are asking for \$50 from the County to help pay for:
  - Documentary (\$12,000)
  - Marketing (\$37,800)

Kurt Christensen – Inquired as to how the other donors are reacting to this 100-year celebration.

Emily Larsen – Stated that Central Bank increase in their support for the event as well as the Charles Redd Center at BYU (double than in the previous year)

- Working with the Plains Production Company (local) to produce the documentary for the Salon, but the main goal is to hopefully have this documentary gain a wider distribution and hopefully such as PBS Utah or one of the local channels pick it up and distribute it more widely. There will be a 3-minute documentary for the gallery and then also a 30-40 version as well.

Chad Linebaugh – Inquired as to what the relationship between Springville city and the Spring City Museum of Art.

Emily Larsen – Stated The city owns the building and manages our program and exhibitions. The marketing costs would run through the city, but the documentary is the non-profit organization that does the fundraising on behalf of the Museum as a whole.

Chad Linebaugh – Inquired as to what inspired Springville associated with art. What started it all?

Emily Larsen – Stated that in 1903 when Springville Art Movement founded a number of excited citizens who wanted their students to learn from original art, so they got 2 big name artists from Springville who were know worldwide, to each donate a work of art to the High School which started the Springville High school Art collection, and it has grown continually since then. Until the Art Museum was built in 1937 (15 years later), the salon and the artwork were displayed in the halls of

the High School. Years ago one of the Governor's of the State of Utah said in a speech that Springville was the art city of Utah, and the city claimed it.

Danny Wheeler – Asked why the documentary is listed under the non-profit instead of the city.

Emily Larsen - Because it is a really creative project that celebrates the collection and the history of the museum it made more sense to put it under the non-profit, plus it gives the non-profit more flexibility to manage it but are open with changing it.

## 12:36 pm Funding Recommendation Discussion & Voting

- **Timpanogos Symphony Orchestra**
  - Kurt Christensen – Just want to make sure we aren't a continuous funding source for them – that they become self-sustaining.
  - Danny Wheeler – Feels that now that we have a board reviewer, it's an additional step that we didn't used to have that we can give them information ahead of time of knowing that this funding is to help you eventually be self-sufficient.
  - Jared Kearns – Stated that their initial request was going to be \$85,000.
  - Kurt Christensen – Stated that maybe setting a certain percentage to go for certain types of organizations to help keep it within our budget.
  - Danny Wheeler – Stated that the last time they came for an ask, he voted no. There are 7 other symphonies in Utah County (Utah Valley Symphony, American Fork Symphony, Eagle Mountain Symphony, Nebo Philharmonic, Pleasant Grove Orchestra, Utah Valley Symphony, Lehi Area Harmonic) and the thought was what happens when the other 6 'catch wind' of the funding and then we have the other 6 coming and asking for funding. Was impressed with their presentation.
  - Danny Wheeler – Stated that last year John Garfield was the reviewer on this ask and he has asked us not to do it again this year, not because he doesn't support the orchestra, but that he feels they shouldn't be a repeat requestor.
  - Ezra Nair – Stated that in 2024, the county will be conducting a countywide strategic plan which will include the TTAB which will include your philosophy, 5-10 year plan type of direction.
  - **KURT CHRISTENSEN: MOTION TO OFFER \$45,000**
  - **JARED KEARNS: SECOND**

### **(DISCUSSION)**

- Chad Linebaugh – Feels that this is too much for a second ask.
- Danny Wheeler – Agreed
- Kurt Christensen – Inquired as to what is the smallest amount given from the TTAB and Danny Wheeler said \$5,000.
- Graydon Pearson – Suggested \$10,000.
- Kurt Christensen – Taking it down would be a good way to let organizations know that this is not a continual offer of funds.
- **AMENDED MOTION**
- **KURT CHRISTENSEN: MOTION TO OFFER \$25,000**

**JOHN LENAHAAN: SECOND**  
**AYE: ALL IN FAVOR (UNANIMOUS)**  
**PASSED: 6/0**

- **Springville City, Museum of Art Salon 100**
  - Chad Linebaugh – Commented on how impressive this organization has been around.
  - Danny Wheeler – Stated that it was his understanding that this is a one-time ask due to their 100-year anniversary.
  - Chad Linebaugh – Stated the concern is the documentary being under the non-profit
  - Adam Beck – Stated that the funding could only be used for marketing. Said he could work with the organization and structure the agreement to the city, but if it's by the association, that raises many questions.
  - Kurt Christensen – Suggested that given the fact that we don't know the city structure, maybe the question from the board should be the offer contingent on legal review.
  - Chad Linebaugh- Fells the amount requested is a little high
  - Graydon Pearson – Suggested to maybe pend this request until legal review has been completed
  - Adam Beck – Fells that approving it pending legal review would suffice.
  - Ezra Nair – Stated that he pulled up Springville City's budget and they contributed an extra \$150,000 of non-personnel expenses this year and part of that was in response to requested to use Salon 100 as a broad marketing opportunity.

**MOTION**

**GRAYDON PEARSON: MOTION TO OFFER \$25,000 PENDING LEGAL REVIEW (by Adam Beck)**

**JARED KEARNS: SECOND**

**AYE: ALL IN FAVOR**

**PASSED: 6/0**

1:04 pm      Board discussion/possible recommendations on two existing projects:

- **Lehi City – Dry Creek Reservoir – Danny Wheeler/Lee Adamson**
  - Danny Wheeler – Stated that this is an agreement that has already been executed between Lehi City and Utah County. Both Danny and Lee met with Loren Powell, Lehi City Engineer, who had additional information and also came back with a revised ask. When they made their proposal 2 months ago, their ask was to extend the current agreement by 3 years. The board felt that 3 years was too long. This is a \$1.45 million ask. The recommendation was to not extend it.

When this was initially presented to the board in 2020, the project scope was going to be \$4.5 million with \$1.5 million coming from TRCC. To date, the city has already spent \$4.3 million which includes the reservoir, bridges, trails, etc. and they anticipate spending an additional \$3 million. Loren has come back with the request for a 12-month extension of the current agreement. So, there was the original agreement of the \$1.5 million, then there was an amendment of agreement where the dollar amount didn't change but the scope of the project changed and some of the items on the amended agreement that are going to be problematic including the fishing piers, loading boat launch and the floating

dock due to the water level changes. So the new amendment would not only be extending the agreement by 12 months, but it would also be extracting those out of the project. If this is approved it would make all work to be completed by 12/31/2024 with funding being completed by 3/31/2025. Adam Beck agreed.

**MOTION**

**KURT CHRISTENSEN: MOTION TO APPROVE THE 12 MONTH EXTENSION MAKING THE DEADLINE 12/31/2024 WITH THE DUE DATE OF RECEIPTS AND REIMBURSEMENTS BEING 3/31/2025**

**GRAYDON PEARSON: SECOND**

**AYE: ALL IN FAVOR**

**PASSED: 6/0**

- **Pleasant Grove City – Hale Center Theater – Chad Linebaugh**
  - **Chad Linebaugh – Stated that an agreement was made for \$2.5 million (initial request was \$5 million) with a suggestion to do a better economic impact study and come back and do another presentation. Jeff Fisher has been working with Pleasant Grove City. Things are not moving as fast as they had hoped. The consultant wants the city to take a deeper dive into economic impact report with multiplier factors that haven't been fully analyzed yet. Hoping to be able to have a report by February.**

**1:15 PM      DISCUSS 2024 DATES AND LOCATIONS**

- **Danny Wheeler – Stated that the meetings are held on the even months on the first Monday. Spring Break for Utah County is the first week of April so the meeting for that month would be pushed to the 2<sup>nd</sup> Monday (April 8).**
- **Kurt Christensen – Stated that he will not be at the February 5, 2024 meeting.**
- **Kurt Christensen, Chad Linebaugh, Graydon Pearson and Danny Wheeler volunteered to host a 2024 meeting. Danny Wheeler to check with John Garfield and Kevin Santiago to see if they will host as well.**
- **Danny Wheeler – Will send out an invite for all the meeting dates.**

**ROUNDTABLE**

- **Chad Linebaugh, Sundance – Ski opening will be on 12/2 which is the earliest opening Sundance has had due to the snow making system. Bookings are down slightly, but season pass sales are phenomenal.**
- **Adam Beck, Utah County Attorneys Office – Stated everything going well, but nothing to report.**
- **Kurt Christensen, Hyatt House PG/Provo – Softening slightly but still in a healthy position (healthier than anticipated).**
- **Graydon Pearson, Pearson Hospitality Group – Occupancy is less, but acquisitions are picking up.**
- **John Lenahan, Enterprise – During the last couple of months Enterprise has gone through a corporate rebranding. No longer Enterprise Holdings but are now Enterprise Mobility. This won't affect anything in Utah County. This change was made to make more known of the all the things Enterprise above and beyond rental cars (fleet management, etc). Working on a**

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new Saratoga Springs location. Nothing new with the Provo Airport (needing a car wash facility to enable Enterprise to have a presence at the airport).

- Jared Kearns, UCCU – Events center is consistent. Will start state events at the first of the year.
- Ezra Nair, Utah County Commission – 5<sup>th</sup> Cent Sales Tax will begin January 1, 2025. Funds go to public transit and roads.
- Nicole Neer, Utah County Commission – Nothing to report
- Alice Black, Utah County Clerk Office – Nothing to report
- Danny Wheeler, Utah Valley Convention Center – Has had our most successful year up, up 23% from last year.

1:32 ADJOURN MEETING

**MOTION**

**KURT CHRISTENSEN: MOTION TO ADJOURN**

**CHAD LINEBAUGH: SECOND**

**AYE: ALL IN FAVOR**

**PASSED: 6/0**

**~MEETING ADJOURNED~**

| UTAH COUNTY TOURISM TAX ADVISORY BOARD<br>PUBLIC MEETING ATTENDANCE SHEET<br>December 4, 2023 – 11:30 am<br>PRINT CLEARLY |                               |
|---------------------------------------------------------------------------------------------------------------------------|-------------------------------|
| Name:                                                                                                                     | Agency:                       |
| Adam Beck                                                                                                                 | Utah County                   |
| Kurt Christensen                                                                                                          | Hwy 11 House PC               |
| John Lenahan                                                                                                              | Enterprise                    |
| Ezra Nair                                                                                                                 | Utah County                   |
| Danny Wheeler                                                                                                             | Utah Valley Convention Center |
| Chad Linebaugh                                                                                                            | Sundance                      |
| Jared Kearns                                                                                                              | UCCU Center                   |
| Alice Black                                                                                                               | Utah County                   |
| Nicole Neer                                                                                                               | Commission                    |
| Laurel Price                                                                                                              | Ut. County Commission         |
| Kathi Lewis                                                                                                               | City of Orem                  |
| Graydon Pearson                                                                                                           | PEG Hospitality Group         |
|                                                                                                                           |                               |
|                                                                                                                           |                               |