

Sevier County Travel Council
June 18th, 2024

Events

SouthWest Desert Classic Barrel Races
Greystone Summer Concert Series
Rocky mountain ACTRA state finals
Cardboard Boat Regatta
1A/2A State High School Volleyball Championship

SouthWest Desert Classic Barrel Races

In August we are a family-oriented event, with high performance barrel racing. We will have the World Champion Youth Qualifier, and an American Rodeo Qualifier. With many other events for all levels of barrel racers. We have had contestants from as far away as Hawaii, last year, and from as far away as Wisconsin, all of the surrounding states and local cities in Utah. In November, we have our Appreciation Race Finals, and the Bust'em out Futurity, along with our other classes. Events for the youth also. This brings a lot of contestants from the North, that stop in on their way to Arizona for the Winter.

Participants: 600 (300 per event)

In August we had 710 runs in the open, which would average about 300 participants, who travel with family and friends. This race includes World Youth Qualifier, with 41 Pole Benders, and Barrel Racers Friday, and 54 Pole Benders and Barrel Racers on Saturday, 95% of these youth riders were out of the state. In November we had 510 runs in the open, which would average to about 275 participants.

Spectators: 1200 (600 per event)

Uses of Money: We will use it for the cost of renting the Blackhawk Arena. This way we can afford to be here in Salina, UT

Dates: August 20th-25th & November 12th-17th

Requesting: \$15,000 for August event & \$12,000 for November

Funded: 12 years

2023: \$33,000

Follow Up Form: 978 (entries x 6 days = \$12,000 & 1,424 entries x 6 days = \$17,000)

Qualifies: 600 x 6 days = \$7,000 900 x 6 days = \$11,000 per event

Recommended: Up to \$22,000

Motion made by: Kevin Arrington

Second by: Jake Van

All in favor: Yes

Notes: Jake Van stated he will work with the event organizers closely this year to clarify their numbers. There were questions with the entries vs the amount of people attending the event.

Greystone Summer Concert Series

We want this to become a new tradition for Monroe - a series of summer concerts performed by high-quality artists at the Greystone Monroe. This year we have scheduled the following: - July 1st (Jenny Oaks Baker) - July 15th (Whitney Lusk) - August 2nd (Kirby Heyborne) - September 25th (Dave Stamey) Many of these artists are well-known, some are nationally recognized in their genre. For example: Jenny Oaks Baker has charted No. 1 on Billboard, Kirby Heyborne travels all over the country for his TV show Making Good, and Dave Stamey has been named Performer of the Year multiples times by the Western Music Association. We are excited to bring acts like these to the Monroe and Sevier County communities and appreciate anything that the county can do to help.

Participants: 30 (performers and their families, Greystone employees, food trucks, etc)

Spectators: 150- 250 per event (1,000 total)

Uses of Money: The funds will go towards all forms of marketing: printed, radio, and social media. Radio is especially helpful because the target audience is music oriented, and this funding would allow us to purchase and play the radio ad more frequently (\$6 per 30-second airtime x 3 months x 30 days per month x 3 times daily = \$1,620 for radio advertising alone. Without these funds, our radio airtime will be significantly reduced and lose effectiveness. We would also use the funds to help with the cost of printed marketing materials. Additional costs that we will be incurring to put on this first year of concerts include: purchasing a new stage, a new sound system, the fees paid to the performers (an average of about \$2,000 for each concert), covering their lodging, etc. We would not expect help from the county funding those additional costs though.

Dates: July 1st (Jenny Oaks Baker), July 15th (Whitney Lusk), August 2nd (Kirby Heyborne), September 25th (Dave Stamey)

Requesting: \$2,000

Funded: First Year

Qualifies: 150 x 1 day = \$300

Recommended: Up to \$500 per event (\$2,000)

Motion made by: Jake Van

Second by: Randy Baumgardner

All in favor: Yes

Notes: There was discussion that this is a one-day event. Travel Council has been willing to give one day events \$500. There was discussion on people coming from out of town for this event or if it is just attracting locals.

Rocky Mountain ACTRA State Finals

We will have 3 days of team roping, with 1 day to set up and 1 day to tear down, for 5 days total. Over 400 members last year, and over 2700 people participated over the three days last year. This association's motto is "Where families come to rope."

Participants: 2,000

Spectators: 4,400

Uses of Money: To help pay for our saddles, we give in each roping. The saddles alone cost our association \$23,000. We have provided top-of-line saddles every year since we started our association 17 years ago. We pride ourselves in giving excellent awards.

Dates: September 26th-28th

Requesting: \$15,000

Funded: 17 years

2023: \$15,000

Follow Up Form: 1,652 par/ 348 spec x 3 days= \$12,000

Qualifies: 1,500 avg x 3 days = \$9,000.

Recommended: Up to \$15,000

Motion made by: Randy Baumgardner

Second by: Kevin Arrington

All in favor: Yes

Notes: Travel Council reviewed the numbers on the follow up and discussed the growth of the event. Jake Van said this event is working hard at advertising and pulling in more people.

Cardboard Boat Regatta

Cardboard Boat race at Redmond Lake. WARDS Awards will be given to the fastest times in each event category: Special awards will be given to the following: Most Creative Award - Best Decorated Award - Titanic Award (best spectacular sinking)

Participants: 100

Spectators: 200

Uses of Money: Prize money, trophies, advertising, refreshments, supplies

Dates: July 23-24th

Requesting: \$1,000

Funded: First year

Qualifies: 300 x 2 days = \$1,200

Recommended: \$1,000

Motion made by: Kevin Taylor

Second by: Jake Van

All in favor: Yes

Notes: This event is put on by the Salina Chamber. They had a band in the past, but this year they won't. They are looking at how to advertise it better.

1A/2A State High School Volleyball Championship

The tournament takes place at the end of the high school girls volleyball season with 16 1A and 16 2A teams qualifying for the championship. The end result of the two-day tournament will be the naming of a state champion in both sections.

Participants: 800

Spectators: 8,000 for the entire tournament

Uses of Money:

Dates: November 1-2, 2024

Requesting: \$7,000

Funded: 3 Years

Qualifies: $800 \times 2\text{days} = \$3,000$ $1,800 \times 2 \text{ days} = \$7,000$

Recommended: \$7,000

Motion made by: Randy Baumgardner

Second by: Jake Van

All in favor: Yes

Notes: The SVC has had this event at their facility, but it has been several years since they came. They are looking at coming every other year moving forward.

Other Business

Ad Agency update – Amy

Amy Myers discussed the FAM tour is happening June 24-26th. She let them know the places she will be showing them and also discussed where the agency is at with the Utah's Trail Country branding.