

Sevier County Travel Council

July 16th, 2024

Events

Prime Utah Baseball Tournament

Cove View Ladies 27 Hole

Ad Agency Presentation

Attendance:

Amy Myers

Ralph Brown

Landon Larsen

Jeff Raisor

Randy Baumgardner

Kevin Taylor

Jordan Mills

Jordan Shumway

June Minutes

Motion made by: Jeff Raisor

Second by: Randy Baumgardner

All in favor: Yes

Prime Utah Baseball Tournament

Two-day double elimination baseball tournament. Games and events, like a home run derby all run late into the evening on Friday (11pm or later). 10 different teams from all over the state coming to compete and more than half (6 teams) are from outside of Sevier County. Many if not most of all of those teams will be eating at Richfield restaurants and buying fuel and treats at gas stations as well as booking hotel rooms for Friday night.

Participants: 130

Spectators: 300

Uses of Money: We are running a league for 6 weeks before the tournament none of which really require anyone to stay overnight, but for 6 weeks all these people are buying fuel and food in Richfield. We have had to pay for the SVC facility usage as well as lights for the fields and other expenses like, baseballs, trophy's, umpires and field equipment and supplies almost all out of pocket totaling over \$8500. With what we have charged the teams to participate and \$2,500 from the travel council we will break even.

Dates: August 2nd-3rd, 2024

Requesting: \$2,500

Funded: First year

Qualifies: 430 x 2 days = \$2,000

Recommended: \$2,000

Motion made by: Kevin Taylor

Second by: Landon Larsen

All in favor: Yes

Notes:

Jordan Shumway asked where the teams are coming from. Amy Myers stated more than half are coming from outside the county. He also asked if they anticipate growth, and Amy Myers stated she is not sure. She suggested we add to the follow up form how many people stayed in a hotel. Travel Council agreed.

Cove View Ladies 27 Hole

It is a 27-hole golf tournament 2-person team. 9 holes will be played Friday evening, and 18 holes will be played Saturday morning.

Participants: 60

Spectators: 20

Uses of Money: Help with prizes and food for the event

Dates: July 26-27th

Requesting: \$500

Funded: 3 years

2023: \$300

Qualifies: 80 x 2days = \$320

Recommended: \$300

Motion made by: Jordan Shumway

Second by: Jeff Raisor

All in favor: Yes

Notes:

Landon Larsen stated it would be helpful to know how many people are staying in a hotel. Jordan Shumway asked if this was just local participants. Amy Myers stated there are teams coming from St. George making it not only locals.

Ad Agency Presentation

Notes: The Ad Agency presented the branding that would be used in marketing the website, brochures as well as all things tourism to our area. The Ad Agency explained the biggest goal is to get tourists here. The website will be focused on everything they can do in the area as well as places to stay. Jordan Shumway explained it is important to market destinations and things to do, not necessarily buildings in the area. Jeff Raisor stated he loves the new Richfield, Utah logo and thinks it fits the area. He is excited to see the marketing of the trails since it is a huge part of the area. They also shared that the logo is just the beginning of the branding process. Jordan Shumway asked if the new logo would be on everything merchandise wise. The Ad Agency stated it would be on everything as well as ads. The other tag line, "Come Find Your Trail" will also be being used as we move forward in marketing the entire area. Landon Larsen said the Richfield logo is great because many people pronounce Sevier incorrectly. Landon Larsen stated he liked the "Everyman" campaign/ brand voice idea. Randy Baumgardner asked if Sevier County could be added to the logo. The Ad Agency shared how in advertising the whole area people will get to know the county. Most people don't visit a county. They visit an area or town and plan their trip around that.

Motion made by: Jordan Shumway

Second by: Kevin Taylor

All in favor: Yes