

Sevier County Travel Council

October 1st, 2024

Events

Beehive Brawl

Utah Winter Classic

Blackhawk Barrel Racing Fall Classic

Lions District Convention

1A/2A Clash

Red Hills BMX Indoor Racing

Improvements to NICA Course

2025 Budget

People in Attendance:

Amy Myers

Ralph Brown

Cora Coates- Minutes

Jeff Raisor

Jake Van

Kevin Arrington

Landon Larsen

Jordan Mills

Randy Baumgardner

Kevin Taylor

Jordan Shumway - through Zoom for the first half

August Minutes:

Approved - Minutes were sent out by email on September 13th.

Motion made to approve made by: Kevin Arrington

Seconded by: Randy Baumgardner

All in Favor: Yes

Beehive Brawl

This is a youth wrestling event, one of the biggest around the area. Brings in over 1,000 athletes and their families from all over the west.

Participants: 1,200

Spectators: 4,800

Uses of Money: The funds would be used to help cover venue costs to continue coming to Richfield as well as awards. We continue to grow due to the venue and awards being top notch for the kids.

Dates: Jan 9-11th, 2025

Requesting: \$7,500

Funded: 3 years

2023: \$7,000

Qualifies: $6,000 \times 3 \text{ days} = 36,655$ $2,000 \text{ avg} \times 3 \text{ days} = \$12,000$

Recommended: \$7,500

Motion made by: Kevin Taylor

Second by: Lance Larsen

All in favor: Yes

Utah Winter Classic

This is the Third Annual Utah Winter Classic and is GROWING exponentially. Last year, 35 schools were represented and about 49 different teams (Boys & Girls) including JV were in attendance. This tournament is catching full steam and so far, each team is returning excluding teams from out of state (haven't confirmed yet). I suspect to have around 60 teams this year, averaging around 14 per team participating in the Varsity tournament + an additional 150-200 participating in JV tournaments.

Participants: 900

Spectators: 1,350

Uses of Money: Simply for the fee of the SVC if possible.

Dates: Jan 3-4th, 2025

Requesting: \$7,500

Funded: 2 years

2023: \$4,000

Qualifies: $2,250 \times 2 \text{ days} = \$9,000$ $1,125 \text{ avg} \times 2 \text{ days} = \$4,600$

Recommended: \$6,000

Motion made by: Landon Larsen

Second by: Jake Van

All in favor: Yes

Minutes: Conversation on how this event is comparable to the Beehive Brawl. With the exception, Utah Winter Classic is one less day than the Beehive Brawl and the participant numbers are smaller.

Blackhawk Barrel Racing Fall Classic

Blackhawk Barrel Racing, LLC Fall Classic Sept. 20-22, 2024, Preferred credit card, cash, or check \$10 office fee Order & info.: Friday Sept. 20, 2024: Time-Only's 1:00-4:00 P.M. Run at 5:00 P.M. Open 5D EF \$40.00 15/50 Non-Carryovers Traditional 4D EF \$20.00 Saturday September 21, 2024, 10:00 AM 1st Go 3D Futurity. EF \$50.00. 2D Derby E F \$50.00. 5D Open EF \$55.00. 15/50 non-carryovers. EF \$25 Minis. (8 & under) \$10.00 Sunday September 22, 2024, 10:00 AM 2nd Go 3D Futurity EF \$50.00. 2D Derby EF \$50.00. 5D Open EF \$55.00. 15/50 non-carryovers. EF \$25 Minis. (8 & under) \$10.00 *Pre-enter & Pay BBRA on saddlebook.com by Thursday 10:00 P.M. to be in the draw. All late entries will run at the end. No late fees. May enter until the last drag.

Participants: 100

Spectators: 200

Uses of Money: \$3000 for arena rent \$2000 for incentives to bring in more contestants and their company.

Dates: Sept 20-22nd

Requesting: \$5,000

Funded: Event hasn't happened in the last ten years.

Qualifies: 300 x 3 days = \$1,800

Recommended: \$1,800

Motion made by: Randy Baumgardner

Second by: Jake Van

All in favor: Yes

Minutes: Because this event hasn't happened in the last ten years, the Travel Council looked at it as a first year event and chose to recommend what they qualify for.

Lions District Convention

We will be holding our District convention at the fairgrounds for 2 days. Lions from across the state are invited to come.

Participants: 100

Spectators: 0

Uses of Money: To help pay for the use of fairgrounds and put towards the local business doing our food.

Dates: Jan 10-11th, 2025

Requesting: \$800

Funded:

Qualifies: $100 \times 2 \text{ days} = \400

Recommended: \$400

Motion made by: Randy Baumgardner

Second by: Kevin Taylor

All in favor: Yes

Minutes: Randy motioned for them to receive \$400 given that it was only bringing in 100 people.

1A/2A Clash

A volleyball tournament with 18 confirmed teams from around the state.

Participants: 200

Spectators: 300

Uses of Money: Facility Rental

Dates: Oct 18-19th

Requesting: \$2,500

Funded: 3 years

2023: \$2,500

Follow up form: $192 \text{ par } 350 \text{ spec} = \$2,200$

Qualifies: $500 \times 2 \text{ days} = \$2,000$

Recommended: \$2,500

Motion made by: Landon Larsen

Second by: Randy Baumgardner

All in favor: Yes

Minutes: Kevin Arrington stated Paiute High School runs this event and they usually bring in 500+ people.

Red Hills BMX Indoor Racing

The main races are the 4 weekends for Friday-Sunday totaling 12 weekend races. There will be a couple other races between Monday-Thursday that will predominantly be local riders. The 4 weekend races will pull racers from throughout Utah, Colorado, Nevada, Idaho and other surrounding states. The track/organization will hold a state qualifier race and a regional gold Cup qualifier for the Southwest US region (Utah, Nevada, California, Arizona). This Series compliments the outdoor races held in Richfield in the summer that Red Hills BMX has not asked for funding for in July 2024 the outdoor track held a state qualifier and gold cup qualifier that had 34 families from outside of Utah and 219 total participants. There were other tracks racing the same dates and reduced the rider participation. The indoor races at the Blackhawk have very little if any overlap given the wintertime. We are anticipating 250-300 participants on the busy weekends and 100-150 riders on the least busy weekends.

Participants: 300

Spectators: 700

Uses of Money: We would use the funding to pay for the Blackhawk rent, the cost to pay for the track to be built, pay for one of the top trainers/coaches to host a 4-day clinic, and supplement the cost of the awards.

Dates: Jan 16-26th, Feb 20th - March 2nd

Requesting: \$24,000

Funded: 3 years

2023: 18,000

Qualifies: 1,000 x 3 days = \$6,000 Small Weekends 500 x 3 days = \$3,000
July event 700 x 3 = \$4,000 34 out of state

Recommended: \$18,000

Motion made by: Randy Baumgardner

Second by: Jake Van

All in favor: Yes

Minutes: Jake Van stated his event was very successful. Amy Myers was able to talk to the event director Brayden Gardner. Brayden was very transparent with the numbers of who came. They have worked hard at tracking numbers this year. He shared that the BMX holds events in the summer that bring in 500-700 people.

Improvements to NICA Course

Recommended: \$4,500 now. \$4,500 after the Travel Council reviews the application and invoices.

Motion made by: Kevin Arrington

Second by: Kevin Taylor

In Favor for \$4,500: Jeff Raisor, Kevin Arrington, Kevin Taylor, Jordan Mills

In Favor for the \$9,000: Landon Larsen, Randy Baumgardner

Minutes: Carson DeMille requested a meeting with the County Commissioners and Richfield City in regards for gravel needing to be added to the NICA area. The course that sits above Glenwood where the NICA events (mountain bike events) are held. Amy Myers shared with the council that this course sits on BLM land and the parking area is private property owned by Dennis Jorgensen. Jordan Mills shared concerns with funding the gravel given the land is on private property. He asked if conversations have happened with the BLM and property owner. Ralph Brown stated this will be an ongoing project and that other parties will be involved with the funding. The overall need of this project is much larger than the initial \$9,000. Randy Baumgardner shared that NICA is important to keep in the area and he felt the impact of it in Salina and made a motion for the full \$9,000. The council continued to share concerns with moving forward with funding with no application or invoices turned in. Jordan Mills suggested the council table the conversation until there is more information. Ralph Brown stated that the gravel had already been delivered and the property owner was looking for reimbursement. Kevin Arrington suggested that in good faith the council should give \$4,500 now and then \$4,500 after an application and invoices are reviewed and then he made a motion for \$4,500. Landon Larsen commented that he had been up to the area and said the road going in was extremely rough and if someone is there in the rain, they would have a hard time getting out. He then seconded the motion for \$9,000. Amy stopped the conversation and stated there were two motions on the table. One made by Randy Baumgardner for \$9,000 and one made by Kevin Arrington for \$4,500. Amy Myers then called the council to a vote. The motion for \$9,000 was voted on and two were in favor: Landon Larsen and Randy Baumgardner. The \$4,500 motion was then voted on with 4 in favor: Jeff Raisor, Kevin Arrington, Kevin Taylor, and Jordan Mills. Jake Van had stepped out for a phone call and was not able to vote on these motions.

Budgets

2025 Proposed Budget Presentation

Minutes: Amy Myers gave a presentation to the council on the proposed 2025 budget. With this she shared the TRT and TRCCA tax the county has collected since 2001. Council looked at the growth and discussed what they anticipate for 2025. Hotel revenues were discussed. There were some concerns about seeing a decrease in the TRT tax next year that were shared. Jordan Shumway shared he believes that the area will not see much of a decrease given the growth in the tax the county continues to see. Conversations were had around events held in the area, both those coming in, as well as the Jamboree. The question on how the county tracks the economical impact came up. Amy shared that the county is in the process of onboarding Placer and Visa tracking to help with that. Amy also shared the proposed budget from the ad agency for advertising over the next year to the council. Conversations concerning this were had as well as talk about the printing of brochures and maps, continuing to support events, the new tourism website, and general advertising of Sevier County. Further conversations around the budget will be had at the November meeting. The council will also look at approving the 2025 budget in November.