

Sevier County Travel Council

November 12th, 2024

Agenda

October Minutes

2025 Budget Approval

Travel Council Board Recommendations

2025 Board Meeting Schedule

SEO Co-Op

Horsepower Showdown (Dirt Drag Racing)

Blackhawk Little Britches Rodeo

Barrel Race

Champions's Feast

UHSAA State 1A & 2A Basketball Tournament

UHSAA Wrestling Championships

Tournament Updates

NICA

Members in Attendance:

Amy Myers

Jake Van

Landon Larsen

Ralph Brown

Randy Baumgardner

Kevin Arrington

Kevin Taylor

Jeff Raisor

Cora Coates (Minutes)

October Minutes

Motion made by: Kevin Arrington

Second by: Jake Van

All in favor: Yes

Minutes: Randy Baumgardner made the request for a small change in wording about the NICA discussion. Amy Myers stated that change will be made.

2025 Budget

Review and approve budget for 2025.

Motion made by: Randy Baumgardner

Second by: Jake Van

All in favor: Yes

Minutes: Amy Myers presented the 2025 budget to the board. She explained each line item in the budget. The budget line item, "Appropriation of other Agencies" was discussed in regards to funding of the Blackhawk and Sevier Valley Center (SVC). The funding would be an annual decision of the council for the Blackhawk and the SVC. The Blackhawk is requesting \$20,000 and the SVC is requesting \$50,000. Kevin Arrington explained the money would go towards a new sound system for the theater at the SVC. Amy Myers entertained a motion for the budget to have \$20,000 for the Blackhawk and \$50,000 for the SVC for a total of \$70,000. A motion was made by Randy Baumgardner and was seconded by Landon Larsen. All were in favor. Amy Myers asked the council if \$300,000 for "Sponsored Events" was an appropriate amount for this line item. The council approved this amount. The amount for the line item, "Event/Local Promotion" was also discussed. Amy Myers asked the board if \$80,000 was an appropriate amount for this line item. Ralph Brown stated he would like more funds for that line item to fund local events. The council was all in favor of raising the line item to \$100,000. After reviewing all of the line items, Amy Myers asked if any of the council members had questions and then entertained a motion from Randy Baumgardner that was seconded by Jake Van to accept the budget for 2025.

Travel Council Board Recommendations

Receive and approve recommendations for 2025 Tourism Board. Two spots are needed at this time to be filled.

Recommended: Tabled until December 3rd.

Minutes: Jake Van mentioned it would be beneficial to have another member from Salina.

Randy Baumgardner stated he will ask the High Desert Inn owner again to see if he has interest.

Amy Myers let the council know the owner of the Monroe Inn has shown interest in being on the board. The council decided to table the board recommendations until the next meeting on December 3rd. The board will look for recommendations to bring to the next meeting.

2025 Board Meeting Schedule

Voting on meeting dates, times and places for 2025

Recommended: Tabled until December 3rd.

Minutes: Amy Myers presented the 2025 meeting schedule options and let the council know the 1st or 3rd Tuesday of each month would work best in order to present to the Commissioners. The council will vote on it at the next meeting.

SEO Co-Op

Businesses that would be interested in help with marketing, as per our co-op grant.

Recommended: Tabled until December 3rd.

Minutes: Amy Myers presented the SEO Co-Op to the council. She explained that the co-op grant would be to assist tourism related businesses in their marketing.. The county will put forth funds towards the cost of marketing their business. The business will also be required to put forth a portion of the total cost to help with their SEO. Amy Myers asked the council if they have suggestions of businesses that would fit this criteria. Landon Larsen suggested Ideal Dairy because they are unique and have a lot of history in the area. The council will be coming up with a list of businesses to reach out to and see if they are interested in being a part of the SEO co-op grant program.

Horsepower Showdown (Dirt Drag Racing)

This is a class by class drag race of vehicles ranging from ATVs, side by side, diesel trucks, pro modified cars/trucks, and stock/pro stock trucks. With minimal damage/change to the racetrack, we groom two lanes and each racer runs two passes. Each class has different rules and specifications, but the racing challenge is there and so is the power! This event would start with a "pit party" where spectators can meet the drivers, take pictures, and even get autographs signed. We would have the highest-powered trucks out on the track and the rest of the race trucks in the arena- no driving. After the pit party, everyone returns to the stands and the racing begins!

Participants: 85 entries

Spectators: 1500-3100

Uses of Money: We would like to use funds for fairground rental, promotion fees, office help, and advertising. If possible, we would love to work directly with the Chamber or the County. The county could retain all gate fees (suggested at \$10 per ticket) and we would handle everything on the race side- including waivers, check in, payouts, and general production. Our request would be to work with the county on insurance and taking ticket money.

Dates: May 30th-31st

Requesting: Depending on county discussion

Funded: New event

Qualifies: 1585 x 2 days = \$6,400

Recommended: \$2,000

Motion made by: Kevin Arrington

Second by: Randy Baumgardner

All in favor: Yes

Minutes: Amy Myers explained this is a new event in the area. The numbers come from events they have done in other areas. It was discussed and agreed upon to cover the cost of renting the fairgrounds for two days since this is a new event in the area.

Blackhawk Little Britches Rodeo

Youth Rodeo for all ages, we provide Little Legends for ages 0-5 then they move to the National Little Britches 5-18. 5 age groups boys and girls all competed to qualify for the National Little Britches Rodeo Finals in Guthrie OK, June 30-July 6th 2025. This is a series and families usually come from 4 states to attend this series. Fun packed weekend for the whole family.

Participants: 400 per weekend

Spectators: 800 per weekend

Uses of Money: To pay the Blackhawk Arena fee, so I can focus on purchasing prizes that will bring in the competitors. The more prizes the more they come. IF by chance I am granted more money it will be used to purchase Saddles for the All around in each division. Saddles cost \$1,500 each

Dates: Oct 18-20th, 2024 / Jan 30th, Feb 1-2nd / Feb 14-16th/ Mar 7-9th, 2025

Requesting: \$12,000 for the 4 weekends

Funded: 10 years

2023/2024: \$8,500

Qualifies: 1,200 x 3 days = \$7,300 x 4 events = \$29,000 (Average: \$14,600)

Follow Up Forms: Little Britches 2024

Oct 27th-29th

Participants: 323

Spectators: 1029

Qualifies: 400 people daily average x 3 days = \$2,400 x4 events = \$9,600

Jan 19-21

Participants: 300

Spectators: 600

Qualifies: 300 daily average x 3 days = \$1,800 x4 events = \$7,200

900 x 3 days = \$5,500

Feb 2nd- 4th

Participants: 265

Spectators: 600

Qualifies: 288 daily average x 3 days = \$1,800 x 4 events = \$7,200

Feb 16th-18th

Participants: 275

Spectators: 900

Qualifies: 391 daily average x 3 days = \$2,000 x 4 events = \$8,000

Recommended: \$10,000

Motion made by: Kevin Taylor

Second by: Landon Larsen

All in favor: Yes

Minutes: Jake Van stated this event has new people involved in the running of this event. He anticipates this person will help grow the event and make it more successful.. The council agreed on up to \$10,000 with the review of the follow up form after the event is completed.

Barrel Race

3 day barrel race (Fri, Sat, Sun), vendors, sponsors, bingo night, have Utah Beef Producers do a BBQ, Redmond Salt Mine Tour

Participants: 150-200 Friday, 250-350 Saturday, 250-350 Sunday

Spectators: 200-300

Uses of Money: Added money to barrel classes, awards i.e. buckles, saddles, trip giveaway i.e. 3 days, 2 nights in Moab or in Mesquite or The Homestead in Midway for example.

Dates: Spring or Fall 2025

Requesting: \$6,000

Funded: New Event

Qualifies: 1,200 x 3 days = \$7,300 600 avg x 3 days = \$3,700

Recommended: \$6,000

Motion made by: Randy Baumgardner

Second by: Kevin Arrington

All in favor: Yes

Minutes: This is a new event to the area. Jake Van stated the person who runs this event is very motivated to grow this particular event and thinks it will be successful. The council agreed on up to \$6,000 with the review of the follow up form after the event is completed.

Champions Feast

We are holding a three day rodeo where kids will be competing for 5 saddles, over 100 belt buckles, and jackpot money. The rodeos are for ages 5-18. We also give out 25 buckles to kids 6 and under in our Little Legends competition. For the last two years our event has grown by leaps and bounds. This fall we put on one night rodeos in the middle of the week and had a whole new

group of contestants join our association. With the growth we have had in the previous years as well as this fall I feel like this year will even be bigger.

Participants: 450 per day

Spectators: 1,300

Uses of Money: I would use the funds to pay for the cost of the facility in rent money, stall and RV rentals, as well as sponsorship for a saddle that we give to the All Around winners in each age group. Your name will be stamped into the leather and shown every time that child uses the saddle.

Dates: Nov 29th-30th , Dec 1st

Requesting: \$6,500

Funded: 3 years

2023: \$4,500

2023 Follow Up: 1,100 par/ \$6,700

Qualifies: 1,750 x 3 days = \$10,600

Recommended: \$6,500

Motion made by: Kevin Taylor

Second by: Landon Larsen

All in favor: Yes

Minutes: Randy Baumgardner stated he does see an increase of hotel guests during this event. Jake Van mentioned this event does well at the Blackhawk and he is excited to see it happen. The council agreed on up to \$6,500 with the review of the follow up form after the event is completed.

UHSAA State 1A & 2A Basketball Tournament

State Basketball Tournament for the rural schools throughout Utah.

Participants: 1,160

Spectators: 3,000

Uses of Money: To offset the cost of building rental and event costs

Dates: February 20, 21, 22, 26, 27, 28, March 1

Requesting: 11 days at \$3500 per day

Funded: 25 + years

2024: \$11,000 (\$33,000 total)

Qualifies: 4,160 x 7 days = \$59,000 2,000 (avg) x 7 days = \$28,000

Recommended: \$38,500

Motion made by: Kevin Taylor

Second by: Jeff Rasior

All in favor: Yes

Minutes: Kevin Arrington brought to the council that the participants will most likely be a lower amount, possibly around 250. He also discussed the hospitality room and how that plays a role in

funding. They requested more funding this year to take care of the officials and the hospitality room. The funding request is to also cover the rent of the SVC and the High School.

UHSAA Wrestling Championships

Boys and girls high school wrestling championship tournament.

Participants: 400

Spectators: 3,500

Uses of Money: To help cover venue and event management costs.

Dates: Feb 6-8th, 2025

Requesting: \$3,500 per day, \$10,500

Funded: 25 + years

2024: \$11,000

Qualifies: $3,900 \times 3 \text{ days} = \$24,000$ $1,950 \text{ (avg)} \times 3 \text{ days} = \$12,000$

Recommended: \$10,500

Motion made by: Landon Larsen

Second by: Jake Van

All in favor: Yes

Minutes: This was discussed in conjunction with the UHSAA Basketball Tournament. The council agreed on the requested amount of \$10,500 with the review of the follow up form after the event is completed.

Tournament Updates: Kevin Arrington

Minutes: Kevin Arrington updated the council on the various tournaments that are held at the Sevier Valley Center. There will be a meeting with the Preview Committee to determine if the preview tournaments will be held at the SVC in 2025. He also stated Drill Team events may happen in 2025. Hotel rates around the tournament dates were also discussed.

NICA- Amy Myers

Minutes: Amy Myers let the council know this discussion will be tabled until the next meeting because the application for this event has not yet been submitted.