

Sevier County Tourism Board
January 7th, 2025

Agenda

Minutes

Restaurant and TRT Numbers for 2024

Vote on Board for 2025

Richfield Ruckus

Richfield Friendly Rally

Sevier Valley Volleyball Tournament

Jr High State Duals

1A-4A Boys Jr. High/Middle State 2025

2025 Jr. High Southern Region

Attended By

Amy Myers
Ralph Brown
Jake Van
Jordan Shumway
Kevin Arrington
Ashley Steck
Landon Larson
Jeff Rasior
Randy Baumgardner
Liz Stevens

December Minutes

Motion made by: Jordan Shumway

Second by: Jake Van

All in favor: Yes

Minutes:

Travel Council Board Recommendations

Motion made by: Kevin Arrington

Second by: Jake Van

All in favor: Yes

Minutes: Karlin Hansen is no longer at the Hamton and was unable to attend in the year of 2024. She will be replaced by a representative from High Desert Inn in Salina. The owners' names are Shawn and Realynn Bradford. We will keep a spot on the board for Fremont Indian State Park and Richfield Area Chamber and Kevin Taylor and Jeff Rasior have both taken new jobs.

Restaurant and TRT Numbers for 2024

Restaurant - \$ 433,145.27

TRT - \$ 867,037.71

Minutes: Amy Myers reported on the income from the TRT and TRCCA taxes for 2024.

Richfield Ruckus

This is our annual volleyball tournament for high school level teams.

Participants: 475

Spectators: 100

Uses of Money: T-shirts for participants and cost of the Sevier Valley Center Rental. We will not be partnering with Snow's volleyball team this year, so the cost of the building will increase.

Dates: July 7th-9th

Requesting: \$5,700

Funded: 6 years

2024: \$8,200

Follow up Form: 475 par 200 spec x 4 days = \$5,700

Qualifies: 575 x 3 days = \$3,500

Recommended: \$3,500.00

Motion made by: Jordan Shumway

Second by: Ashley Steck

All in favor: Yes

Minutes: Kevin Arrington shared with us that this will be going to 3 days this year instead of 4. The recommendation was made to give this event what they qualify for, \$3,500.

Richfield Friendly Rally

This is a volleyball event that we ran for the first time in 2024. It included 7 schools, 4 teams per school. We had 28 teams playing in the SVC. Four of the schools were from out of the county: Millard, Panguitch, Hurricane, North Sanpete, Spanish Fork. This event was from 3-10 pm on Friday and 9 am-6 pm on Saturday.

Participants: 252

Spectators: 450

Uses of Money: Funds will be used to help cover the cost of the Sevier Valley Center rental, a big reason coaches wanted to come to the event.

Dates: Aug 15-16th, 2025

Requesting: \$2,500

Funded: 1

2024: \$2,000

Follow up Form: 224 par 500 spec x2 days = \$3,000

Qualifies: 700 x 2 days = \$2,800

Recommended: \$2,500

Motion made by: Landon Larson

Second by: Jake Van

All in favor: Yes

Minutes: There was discussion around this event putting people in the hotels. This event focuses primarily on adults. Jordan Shumway suggested we table this till we can find out if it is putting people in hotels. With further discussion Jordan rescinded his suggestion to table this till the next meeting. The board decided to look at what they qualified for and her follow up form from the last year and the recommendation was made for \$2,500.

Sevier Valley Volleyball Tournament

This tournament will include 10 schools, each with 3 or 4 teams per school. Each team will get to play 4 matches at the SVC. With tournament language changing, more teams are looking for quad meets where they can pick up 4 matches in two days for their teams.

Participants: 350

Spectators: 700

Uses of Money: I need to pay for the SVC rental and any help toward official fees would be helpful as we get this event off the ground.

Dates: Sept 26-27th, 2025

Requesting: \$3,500

Funded: First year

Qualifies: 1050 x 2 days = \$4,200

Recommended: Tabled

Motion made by: Kevin Arrington

Second by: Jordan Shumway

All in favor: Yes

Minutes: Kevin Arrington requested that we table this item due to the fact that they are unsure on the dates as for now.

1A-4A Boys Jr. High/Middle State 2025

The event is to give youth 1A-4A the opportunity to participate in the sport of wrestling. It will be a bracketed tournament.

Participants: 920

Spectators: 2,760

Uses of Money: To help pay for the rental of the SVC. The contract this year is \$7,540 + 10% ticketing fee.

Dates: Jan 17-18th

Requesting: \$6,000 - \$7,000

Funded: I would assume several

2024: 850 par 3,000 spec x 2 days = \$15,000 = \$7,800 (avg)

Qualifies: 2,000 x 2 days = \$8,000 (avg)

Recommended: \$6,500

Motion made by: Randy Baumgardner

Second by: Landon Larson

All in favor: Yes

Minutes: Kevin Arrington was able to share some of the logistics around this event and the amount of people attending it. The board looked at the amount they qualify for in making their recommendation.

Jr. High State Duals

A dual tournament bringing 1A through 5A State teams state wide.

Participants: 500

Spectators: 2500

Uses of Money: To secure the svc building and setup for the tournament. Also help with some marketing this year.

Dates: Jan 31st - Feb 1st

Requesting: \$3,000

Funded: 1 year

2024: \$4,000

2024 Follow Up Form: 216 par / 266 spec = \$2,000 **Note:** Applied for \$6,000, was given \$4,000, but only qualified for \$2,000.

Qualifies: 1,500 x 2 days = \$6,000 (avg)

Recommended: \$3,000

Motion made by: Ashley Steck

Second by: Jordan Shumway

All in favor: Yes

Minutes: The board had conversations around the numbers on the follow up form. The board shared concerns that it is not bringing in very many people. The board wants to make sure the follow up form is filled out.

2025 Jr. High Southern Region

This tournament is for all 1A-4A 4th-9th grade wrestlers.

Participants: 460

Spectators: 1,300

Uses of Money: To pay for the rent of the facility ,The contract is for 2,210 plus 10% ticketing fee.

Dates: Jan 9th (1 day?)

Requesting: \$2,500

Funded: 1 year

2024: \$500

Follow up Form 2024: 415 par / 871 spec = \$2,600

Qualifies: 1,760 x 1 day = \$3,500

Recommended: \$1,000

Motion made by: Jordan Shumway

Second by: Landon Larson

All in favor: Yes

Minutes: Kevin shared that this event is bringing in people on Thursday and they will be staying an extra night for the beehive brawl. In the past the board has only been willing to give 1 day events \$500. Kevin suggested that this event combine with the Brawl in the future. Jordan Shumway said that he had the 35 rooms reserved Thursday night because of this event. The board decided to recommend \$1,000 for this event.