

Sevier County Tourism Board
February 4th, 2025

Agenda

Minute Approval
Tourism on the Hill
Update on 2024 Budget
Richfield Rumble Volleyball Tournament
UVRHA August Heat Show #2
UVRHA August Heat Show #3
Les Vogt UVRHA Clinic
One Hot Reining
Blackhawk Classic
QK Memorial Team Roping
Clear Creek Half Marathon, 10K and 5K
Dog and Pony Barrel Race
America On Stage Panoramaland Dance Championships

January Minutes Approval

Motion made by: Kevin Arrington

Second by: Jake Van

All in favor: Yes

Note: Commissioners approved all of the recommendations made by the board in January.

Tourism on the Hill Update

Kim C. Gardner Report for Sevier County.

Tourism bills going before Legislation.

The Utah Office of Tourism does not anticipate a decline in stays throughout the state in 2025.

Minutes: Amy Myers gave an update on her attendance of Tourism on the Hill. She shared the numbers of overall tourism dollars in the state of Utah totalling \$12.7 billion true dollars. Creating \$2,000 benefits per household. Myers also shared information from the Kim C. Gardner study as well as the bills that are going before legislation this year.

End of Year Budget Report

Final numbers from 2024 presented by Amy Myers.

Minutes: Amy Myers presented to total spend in 2024 from TRT. Myers also gave an update on the numbers and analytic report from the ad agency associated with the new website and ads being run for Sevier County.

Richfield Rumble Volleyball Tournament

This tournament will replace the Sevier Valley Tournament that has been held the same week for at least 20 years. When Sevier School District and other entities discontinued the tournament, my principal asked if I wanted to run it. I have taken it over. We will run this tournament differently.

10 schools have already committed to bring 40 teams with them to this tournament. All levels of play (freshmen, sophomores, jv, and varsity) will be present. Each team will play 4 matches per team.

Participants: 300

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: October 10-11, 2025

Requesting: \$5,000

Funded: First year

Qualifies: $1000 \times 2 \text{ days} = \$4,000$

Recommended: \$4,000.00

Motion made by: Randy Baumgardner

Second by: Raelynn Bradford

All in favor: Yes

Minutes: Randy Baumgardner asked if \$4,000 would cover the rent. Kevin Arrington said it would be very close and stated he didn't think we should give her more than what the numbers are showing they qualify for. Randy agreed and made a motion.

UVRHA August Heat Show #2

We are a Versatility Ranch Horse Club providing show opportunities for the people in the State of Utah, Arizona, Colorado, Wyoming, and Nevada. Our membership is far reaching in all of these States and most of the members are not local providing us the perfect opportunity to introduce our contestants and family to the beauty of Sevier County and all it has to offer.

Participants: 300

Spectators: 300

Uses of Money: Arena fees and custom t-shirts and hats to give away as raffle items with the Sevier County Logo on them.

Dates: June 28-29th 2025

Requesting: \$2,500

Funded: 3

Qualifies: 600 x 2 days = \$2,500

Follow up Form: 250 par 350 spec x 2 days = \$2,400

2024: \$2,250

Recommended: \$2,500.00

Motion made by: Kevin Arrington

Second by: Jake Van

All in favor: Yes

Minutes: Jake Van shared some of the changes they are making over at the Blackhawk. He is hopeful the changes will get the event organizers to grow their events. Kevin Arrington made the motion to give her \$2,500 for both events.

UVRHA August Heat Show #3

We are a Versatility Ranch Horse Club providing show opportunities for the people in the State of Utah, Arizona, Colorado, Wyoming, and Nevada. Our membership is far reaching in all of these States and most of the members are not local providing us the perfect opportunity to introduce our contestants and family to the beauty of Sevier County and all it has to offer.

Participants: 300

Spectators: 300

Uses of Money: Arena fees and custom t-shirts and hats to give away as raffle items with the Sevier County Logo on them.

Dates: August 9-10th 2025

Requesting: \$2,500

Funded: 3

Qualifies: 600 x 2 days = \$2,500

Follow up Form: 250 par 350 spec x 2 days = \$2,400

2024: \$2,250

Recommended: \$2,500.00

Motion made by: Kevin Arrington

Second by: Jake Van

All in favor: Yes

Les Vogt UVRHA Clinic

We are hosting 15 time World Champion Les Vogt. He is putting on a clinic for us focusing on Reining, and Cowhorse training. His clinics are highly sought after.

Participants: 25

Spectators: 200

Uses of Money: Arena fees and custom t-shirts with the Sevier County Logo on them.

Dates: March 14-16th 2025

Requesting: \$3,500

Funded: 3

Qualifies: 225 x 3 days = \$1,400

Follow up Form: 168 par 300 spec= \$1,000 (avg)

2024: \$2,100

Recommended: \$1,400.00

Motion made by: Jake Van

Second by: Kenzie Draper

All in favor: Yes

Minutes: There were some concerns shared with the numbers on this event. The motion was made to go with what she qualified for.

One Hot Reining

This will be our 2nd reining show held at Blackhawk arena in 2025. We will be showcasing reining horses. This show will have a saddle valued at (3,500) given to an exhibitor that hasn't ever won a saddle. We hope to draw a good crowd for this event.

Participants: 160

Spectators: 200

Uses of Money: Offset the cost of the facility.

Dates: July 30 - Aug 3rd, 2025

Requesting: \$5,000

Funded: 15+

Qualifies: 360 x 4 days = \$3,000

Follow up Form: 150 par/ 400 spec 4 days =\$4,500

2024: Approved for \$15,00 Paid out \$14,000

Recommended: \$5,250.00

Motion made by: Kevin Arrington

Second by: Jake Van

All in favor: Yes

Minutes: It was shared that this event was 3 weekends last year and is only doing 2 weekends this year. Kevin Arrington questioned the difference between the qualified numbers and her follow up form. Amy shared the conversation she had with Megan. Kevin made the motion for \$10,500 for both events.

Blackhawk Classic

An approved National Reining Horse Association show to be held by the Intermountain Reining Horse Association. This event will showcase reining horses. Contestants will be competing for year end prizes and world title money.

Participants: 150

Spectators: 450

Uses of Money: Offset the cost of the facility.

Dates: June 18-22, 2025

Requesting: \$5,000

Funded: 15+

Qualifies: 600 x 5 days = \$6,000

Follow up Form:

2024:

Recommended: \$5,250.00

Motion made by: Kevin Arrington

Second by: Jake Van

All in favor: Yes

OK Memorial Team Roping ACTRA

We are doing a 3-day team roping/ barrel race/ breakaway roping. This will be the 2nd annual Quinn Kesler Memorial Team roping. Quinn was part of Double Dollar livestock and completed several ropings at the Blackhawk. He passed away in February of 2024. We chose to do a memorial roping annually on Memorial Day. Because the event last year was such a huge success, we have decided to move it to a 3-day event and add more events. We are splitting up the team ropings to complete over 3-days. Last year we had more teams than most events have in a two-day event. We used proceeds to help Quinn's widow and his daughter. We had over \$25,000 in prizes donated and a payout of over \$126,200.00. I work almost all team ropings in the State of Utah/Idaho/Nevada very few team ropings reach this amount of money and prizes other than state or national events.

Participants: 3000

Spectators: 1000

Uses of Money: I would like to use the funding to pay for the arena, \$3,000. I would like to use the remaining to purchase saddles as prizes.

Dates: May 24-26, 2025

Requesting: \$10,000

Funded:

Qualifies: 4,000 x 3 days = \$24,000

Recommended: \$10,000.00

Motion made by: Randy Bumgardner

Second by: Shawn Bradford

All in favor: Yes

Minutes: Amy Myers reached out and doubled numbers with the event coordinator. This is an event that will be bringing in the participants for all 4 days. The motion was made to give them what they requested.

Clear Creek Half Marathon, 10K and 5K

We are hosting the 9th annual Clear Creek Half Marathon and 5K. We have added a 10k this year. As new owners, we are very hopeful to have a great turnout this year, we have already seen a lot of interest in the race as we have added a 10K. We believe our race will bring in a lot of revenue for the county and would appreciate any help we can get to make it a success for us and the county.

Participants: 200

Spectators: 100

Uses of Money: Money will be put towards transportation for runners, insurance to cover the race, porta potties and refreshments to fuel the runners before, during and after the race and any other needs we see fit.

Dates: May 16-17, 2025

Requesting: \$3,000

Funded: 9

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

Follow up Form: 88 par/100 spec x2 days = \$780

2024: \$2,400

Recommended: \$1,200.00

Motion made by: Randy Bumgardner

Second by: Jake Van

All in favor: Yes

Minutes: Kenzie Draper shared she helped with this event last year and the feedback was the date change to the fall. They are hoping the numbers are better this year with the switch to the Spring.

Dog and Pony Barrel Race

It is a 5D barrel race. Along with the race, we have a benefit silent auction. This silent auction benefit for this year is the Utah County Sheriffs Office K9 Unit. This was our benefit last year, however before the race, Sgt. Hooser was killed on duty and we decided to give the money made from the auction to Sgt. Hoosers family. We were able to donate \$7500 to the family. We also have a K9 demo during the barrel race, which seems to bring a lot of people to the arena to watch the magnificent dogs and officers work.

Participants: 930

Spectators: 300

Uses of Money: \$15,000 I am asking for this much because I am planning on \$25,000 added for the 3 day race. Along with advertising, meaning I also pay to have a live feed of the race and the K9 demo.

Dates: May 2-4, 2025

Requesting: \$15,000

Funded: 2

Qualifies: 1,200 x 3 days = \$7,000

Follow up Form: 936 par/600 spec /3days= \$9,400 - \$10,000

2024: \$10,000

Recommended: Tabled

Motion made by:

Second by:

All in favor: Yes

Minutes: There was a question about the discrepancy in the numbers between the qualified and follow up form. Jake Van requested the board to table this event and till he could look at his records of numbers.

America On Stage Panoramaland Dance Championships

This is a large dance competition with dancers from all over Utah, Nevada and Idaho.

Participants: 1,200

Spectators: 500

Uses of Money: Cover costs of travel, awards, and staffing.

Dates: March 14-15, 2025

Requesting: \$1,000

Funded: First Time

Qualifies: $1,200 \times 2 \text{ days} = \$7,000$

Recommended: \$1,000.00

Motion made by: Randy Bumgardner

Second by: Kenzie Draper

All in favor: Yes

Minutes: Kevin Arrington shared a little more about this event and that it had been in our area for years.