

Sevier County Tourism Board  
March 4th, 2025

**Agenda**

Minutes

Promotion Report

Application for Funding

Spring Car Show

Snow College Rodeo

Dog and Pony Barrel Race

All American Dinger Tournament

WPRA Western Regional Finals

## **February Minutes**

**Motion made by:** Jake Van

**Second by:** Shawn Bradford

**All in favor:** Yes

## **Promotion Report**

New Jamboree Website

Highlighting and Promotion of Businesses on Social Media

**Minutes:** Amy Myers shared the new Jamboree website with the board. Jordan Shumway asked if the website and maps would be open to the public to use. Myers shared that it was and they can find it through our new tourism website. Myers will be getting information to all the motels and RV parks information to help tourists find our new websites and trails. Jordan Shumway asked for updates on trail closers. Members of the board shared how often they are looking for maps of our trails. The request to have maps for our area are needed and requested by the Holets and RV parks.

## **Application for Funding**

The purpose of the Sevier County Office of Tourism Event Grant is to assist in stretching your out-of-county marketing dollars to promote your in-county event. The main goal of this funding is to increase revenues in both Transient Room and Restaurant taxes. This program is overseen by the Sevier County Office of Tourism. Positive recommendations are given by the Sevier County Tax Advisory Board with final approval by the Sevier County Commission.

**Recommended:** Accepting the above paragraph and putting it on application. Add new wording into the application to show the importance of marketing Sevier County.

**Motion made by:** Jordan Shumway

**Second by:** Jake Van

**All in favor:** Yes

**Minutes:** Myers shared the current application we have out for events. She shared with the board the application from Carbon County. A conversation about how to change the wording on the application identified the need to know if events were being televised. The importance of making sure the events know where the funding comes from TRT and TRCCA taxes was discussed. The decision to add the above paragraph was made to help events understand the funding better. Adding new wording to the application to help the board understand how they are marketing their events was decided on. The board will continue to look at this in the next meeting.

### **Spring Car Show**

Doing a band and dinner cruise night friday night , Sat doing an all day car show with a band.

**Participants:** 150

**Spectators:** 200

**Uses of Money:** Help pay bands, advertise.

**Dates:** April 25-26 2025

**Requesting:** \$700

**Funded:** years

**2024:** \$500

**Follow up Form:** 180 par/ 200 spec 1 day = \$700

**Qualifies:** 100 x 2 days = \$600

**Recommended:** \$500 out of the local event fund.

**Motion made by:** Jordan Shumway

**Second by:** Kevin Arrington

**All in favor:** Yes

**Minutes:** The board brought up that this event wasn't really advertised outside of the County.

The board recommends that funding for the car show events comes out of the local events budget.

### **Snow College Rodeo**

This will be our 11th annual Snow College Rodeo. We have student athletes competing from colleges and Universities from throughout Utah, the western slope of Colorado, and the Southern half of Idaho. There will be 10 schools in total and approximately 200 students competing. This is one of 10 regional rodeos that are held each year. This rodeo counts towards qualifying for the National Intercollegiate Finals Rodeo. Spectators will also be in attendance to enjoy the fun rodeo action.

**Participants:** 200

**Spectators:** 3,500

**Uses of Money:** We will use this money to cover the cost of the arena.

**Dates:** March 21- 22, 2025

**Requesting:** \$2,000

**Funded:** 9

**2024:** \$2,000

**Follow up Form:** 160 par 1050 spec x 2 days = \$5,000

**Qualifies:** 200 x 2 days = \$800 3,700 x 2 = \$15,000

**Recommended:** \$2,000

**Motion made by:** Kevin Arrington

**Second by:** Jake Van

**All in favor:** Yes

**Minutes:** The motion was passed with minimal discussion.

### **Dog and Pony Barrel Race**

It is a 5D barrel race. Along with the race, we have benefit a silent auction. This silent auction benefit for this year is the Utah County Sheriff's 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:** 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 /3 days = \$9,400 - \$10,000

**2024:** \$10,000

**Recommended:** \$10,000

**Motion made by:** Jordan Shumway

**Second by:** Raelynn Bradford

**All in favor:** Yes

**Minutes:** Jake Van shared that this event does a webcast during the event. He shared that this also brings in promotion for the county. Jake stated that the people come to town for this event and people stay all three days. Jordan Shumway stated that as more events start to put their events out on the web it might be worthwhile to put money directory towards promotion. There was a discussion on where they are advertising the event beforehand. The motion was made for up to \$10,000 depending on numbers after the event.

### **All American Dinger Tournament**

State wide baseball tournament for all 7U and 8U travel teams. 3 years doing this event.

**Participants:** 144 - 8-12 teams 15 people on a team.

**Spectators:** 600, this is based on a 4 person minimum per athlete.

**Uses of Money:** This funding will go towards tournament costs such as field equipment (chalk, bases, pitching mounds, etc.) prizes for winners and bettering the tournament each year.

**Dates:** May 16-17, 2025

**Requesting:** \$1,000

**Funded:** First Time

**Qualifies:** 500 x 2 days = \$2,000

**Recommended:** \$1,000

**Motion made by:** Kevin Arrington

**Second by:** Kenzie Draper

**All in favor:** Yes

**Minutes:** The motion was passed with minimal discussion.

### **WPRA Western Regional Finals**

Calgary Stampede Qualifier for Barrel Racing and Breakaway. Regular Breakaway Roping jackpot and a 5D Barrel Racing event.

**Participants:** 3,976 over 4 days 5,862 over 3 days on webcast

**Spectators:** We usually get about 290 spectators a day.

**Uses of Money:**

**Dates:** April 10-13, 2025

**Requesting:** \$40,000

**Funded:** \$30,000

**Qualifies:** 4,000 x 4 days = \$32,000

**Recommended:** Up to \$32,000

**Motion made by:** Jordan Mills

**Second by:** Jordan Shumway

**All in favor:** Yes

**Minutes:** Jake Van shared the specifics on how many watched it on the webcast. This information was also shared within the application and shared with the board. Amy Myers reminded the board that last year this event was given \$20,000 for the event and an additional \$10,000 because it would be put on the Cowboy channel. Totalling \$30,000 for this event. This event has moved to the spring and they are hopeful this will bring in more participants. Jordan Mills would like to see a better breakdown of how the money is being used by events. He requested that better wording be added to the follow up form. Jake Van said he would request a cost breakdown from this event.