

Sevier County Tourism Board
April 1st, 2025

Agenda

Minutes

Promotion Report

Application for Funding

PRCA -Barnes Pro Rodeo

Utah Ranch Sorting Association

Richfield High Football Camp

Step Up Competitions: Central Utah Showdown

Levi Wright Memorial Barrel Races

Utah Little League State

Those in attendants:

Amy Myers

Ralph Brown

Randy Baumgardner

Ashley Steck

Kevin Arrington

Kenzie Draper

Jordan Mills

Landon Larsen

Liz Stevens

Melanie Person

Jake Van

March Minutes

Motion made by: Randy Baumgardner

Second by: Kenzie Draper

All in favor: Yes

Promotion & Budget Report

Promotion Update

Sponsored Events Budget

Grants

KUTV Road Trippin - \$8,500

Minutes: Amy Myers shared the monthly report from the ad agency with the board going over the data coming in on the campaigns that have been running. Myers showed the board the numbers from the sponsored events this far. Allocated at this point is \$200,100 total paid out \$96,400. Myers shared information on the OHV tourism grant the county has applied for. This will be for \$50,000. The match for this grant will be \$12,000. Myers presented the information from KUTV from Tom Chamberlin. The board has decided to not go forward with the KUTV promotion. They feel like social media is a better way at this point to market.

Application for Funding

The purpose of the Sevier County Office of Tourism Event Grant is to maximize 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. Applications are reviewed and approved by the Sevier County Tourism Tax Advisory Board.

Please note that events must be two or more days and have at least 100 participants from outside of Sevier County

Minutes: Myers asked the board to look over the above paragraph and see if there was anything needing to be changed. There was no discussion.

PRCA -Barnes Pro Rodeo

The PRCA is a premier organization that governs professional rodeo events in the United States. The PRCA is recognized for setting the standards and rules for rodeo competitions and promoting the sport across the country. PRCA rodeo features several events that showcase the skills of the competitors and the animals. The PRCA emphasizes the importance of animal welfare. The PRCA supports youth rodeo programs and scholarships to encourage the next generation. The PRCA is the Elite of all rodeos across the nation bringing in the top athletes and stock contractors to showcase their talents.

Participants: 250

Spectators: 2000-3000

Uses of Money: Advertising & Marketing Added Money Expenses such as: Announcer, Chute Help, Operating Expenses

Advertised: Billboards, Flyers, Radio Ads, Social Media, Pro Rodeo Sports News, WPRA (women's professional rodeo association)

Dates: May 16 & 17, 2025

Requesting: \$10,000

Funded: 1st Year

2024:

Follow up Form:

Qualifies: 200 Par 2000 Spec. 2,300 x 2 days = \$9000 200 x 2 days = \$800

Recommended: \$5,000

Motion made by: Randy Baumgardner

Second by: Liz Stevens

All in favor: Yes

Minutes: Myers shared with the board that the county has been having conversations with Marty Barns for over a year as they worked through some of the logistics on this event coming to the Fairgrounds. The board looked at the cost of rent of the Fairgrounds when making the decision on giving them \$5,000. This will cover rent and help with the advertising.

Utah Ranch Sorting Association

Team sorting is one of the fastest growing equine sports in the nation right now. We have seen a massive increase in turnout over the last few years since it's such a family-friendly / beginner-friendly sport that truly anyone can participate in. We have a large focus on providing classes for the youth in order to build their confidence and find love within the sport, and the parents truly appreciate this and continue showing up in a big way.

Participants: 120 last year Expecting - 150 this year

Spectators: 150

Uses of Money: We plan to utilize some of these funds to provide a great Prize-Line for our Youth / Beginner riders. This will purchase multiple saddles for them and really helps encourage them to stick with sorting. We utilize the other portion to help cover the high overhead costs we have putting on these events between arena costs, hotel, food, etc.

Advertised: We would happily put the Sevier County Logo on some of our Year End Prizeline that we give away at our Awards Banquet at the BlackHawk in November. We would also love to put the logo on all of our flyers and make a big social media post thanking the county.

Dates: March 28-29 ; November 6-9 2025

Requesting: \$2,000

Funded: 5+

2024: \$5,000

Follow up Form: 150 par x 150 spec x 3 days = \$2000 (50 in hotels)

Qualifies: 270 x 2 days = \$1,000 270 x 4 days = \$2,200

Recommended: \$2,200

Motion made by: Jordan Mills

Second by: Jake Van

All in favor: Yes

Minutes: The board discussed the information given to them through the follow up to determine what the recommendation would be.

Richfield High Football Camp

The Richfield High Football Camp held July 8-July 11th 2025, will bring in 5 out of town football programs (Enterprise, Snow Canyon, Emery, San Juan, Kanab?) to participate in a 4 day football camp at Richfield High. Collectively teams will book around 60 rooms per night for three nights (~180 rooms total) during this event. Food will be catered from local businesses (South China, Lotsa Motsa), and players will be using the Huish Reelee theatre, and Herb's place Bowling Alley for activities during the event.

Participants: 380 players, 70 Coaches - last year Expecting - 410

Spectators: 300-400 Spectators on the last day of the event.

Uses of Money: \$3400 For T-Shirt design, \$2600 for Meal catered by South China.

Advertised: Flyers of the event are sent to select football programs until the event is considered full.

Dates: 7/8/25-7/11/25

Requesting: \$6,000

Funded: 1

Qualifies: $410 \times 4 \text{ days} = \$3,300$

Follow up Form: $430 \text{ par } 400 \text{ spec} \times 4 \text{ days} = \$6,700$

2024: \$3,600

Recommended: \$3,300

Motion made by: Randy Baumgardner

Second by: Jordan Mills

All in favor: Yes

Minutes: There was discussion around where they would be staying. Last year this event requested use of the fairground for people staying at. The board would like to see the focus of events to be on staying in hotels and understanding that that is where the money comes from.

Step Up Competitions: Central Utah Showdown

This is a repeat event that we hold each year in Richfield. Last year we were awarded \$6000.

This year we have increased our event from 2 days to 3. Thursday and Friday will both be solo events, bringing in 255 soloists from 17 studios across the state. Around half of the participating studios are coming from out of the area.

Participants: 682 Dancers- Last year Expecting - 750 this year

Spectators: 3000, this is based on a 4 person minimum per athlete.

Uses of Money: We will use the money to reimburse our rent from Richfield High School.

Advertised: Our event is advertised on instagram and on our website, stepupcompetition.com

Dates: April 3-5, 2025

Requesting: \$6,000

Funded: 1 Year

Qualifies: $1,856 \times 2 \text{ days} = \$7,000$

Follow up Form: $1,356 \times 2 \text{ days} = \$5,500$

Recommended: \$6,000

Motion made by: Randy Baumgardner

Second by: Landon Larsen

All in favor: Yes

Minutes: Randy Baumgardner shared that he had people staying in his hotel from this event last year. This event brings in not only the dancers but also their families and makes a big impact on the TRT tax.

Levi Wright Memorial Barrel Races

This will be the Inaugural Levi Wright Memorial Race. Levi Wright tragically passed last year in a drowning at his home in Beaver, UT. He was in the ICU at Primary Children's for 13 days and in those 13 days the entire western community rallied around the Wright Family in support. We held a race to raise funds for medical bills with great success at South Jordan, and want to move this to an annual race where barrel racers can come together, remember the community that supported the Wrights, and focus on the kids with peewee and youth races. We will have Friday night, Saturday and Sunday barrel racing events, hopefully a contestant dinner, silent auction and more.

Participants: 300 last year Expecting - 300-350

Spectators: 400-500

Uses of Money: Towards rent and event costs to produce the race at the facility.

Advertised: The Levi Wright Benefit last year made a tremendous impact across the nation. We hope to pull our fellow barrel racers in from the Rocky Mountain region to come together at a facility we know they love to remember Levi and enjoy spending time with their friends.

Dates: July 18-20, 2025

Requesting: \$4,000 - \$5,000

Funded: 1st Year

Qualifies: 350 par 500 spec 850 x 3 days = \$5,000

Follow up Form:

Recommended: \$5,000

Motion made by: Jake Van

Second by: Landon Lansen

All in favor: Yes

Minutes: Jake Van shared what this event does with the funds that they earn in providing for families who have lost children unexpectedly. Last year was the first time this event was held in South Jordan. They are anticipating it to be better attended this year.

Utah Little League State

Utah Little League State is an event that has been going for about 30 years. The last several years it has grown to the point that we have needed a venue the size of the Sevier Valley Center to host the event.

Participants: 834 last year Expecting - 900

Spectators: 2,500

Uses of Money: To help offset Sevier Valley Center Venue Fees

Advertised: It is advertised to all the wrestling programs in Utah

Dates: July 4-5, 2025

Requesting: \$2,000

Funded: 4 Year

Qualifies: 900 par 2,500 spec x 2 day = \$12,000

Follow up Form: 834 par 3,000 spec x 1 day = \$8,000

Recommended: \$2,000

Motion made by: Ashley Steck

Second by: Landon Larsen

All in favor: Yes

Minutes: This is the last wrestling event of the season. The hoteliers shared that they are already full because of it. This is an event put on by the North Sevier Wrestling team.