

Minutes from May 6th, 2025

Amy Myers
Ralph Brown
Randy Baumgardner
Kevin Arrington
Kenzie Draper
Jordan Mills
Landon Larsen
Liz Stevens
Melanie Person
Raelynn Bradford
Shawn Bradford
Jordan Shumway
Jake Van

From the Public: Jonathan Leusden

April Minutes

Motion made by: Jordan Shumway

Second by: Kenzie Draper

All in favor: Yes

Promotion & Budget Report

Promotion Update - Light Festival on April 11th 3,100 visitors- April 12th 2,600 visitors - 2025
72% from Sevier County.

Sponsored Events Budget - Allocated \$225,000 Paid out - \$99,800.00

Truck Wrap

Brochure are in the process

Mural in Richfield City

Minutes: Myers shared the numbers in attendance at the Light Festival and the growth from last year. As well as the efforts in promoting the event and looking at promotion for next year. Promotion of events is something the ad agency is putting a bigger emphasis on. Myers gave an update on the brochure. It is in the process of being edited at this time. Myers shared the with the board that there will be an ask for funding for a mural to be put on a business wall in Richfield.

State Marketing Grant

Targeting out of state visitors - \$225,000.00

Motion made by: Jordan Shumway

Second by: Jake Van

All in favor: Yes

Minutes: Myers requested approval from the board to put in for a grant in the amount of \$225,000 from UOT. If awarded the grant this will go into next year's budget. This is a 50% grant. Jordan Shumway motioned to approve tourism go after the grant with the match of 50% in the amount of \$225,000

Billboard Approval

Motion made by: Landon Larsen

Second by: Raelynn Bradford

All in favor: Yes

Minutes: Myers shared the board with the art for the billboard.

Sign at City Park

City Sign - \$20,000

Recommended: Take No Action - Waiting on final bid.

Motion made by: Liz Stevens

Second by: Raelynn Bradford

All in favor: Yes

Minutes: Myers shared that she has been visiting with the city to get a new sign at the city park. This will allow the County to advertise the events in our area. The board chose to take no action until the bid was in.

New Laws

TRT 1.07% State increase.

New Board Member from Richfield City

Minutes: Myers went over the increase to the TRT tax. as of July 1st there will be a 1% increase on TRT taxes. She also shared that the wording regarding the use of the funds has changed and she would be providing the board more training next month. Another change to the TRT tax is that cities who pay 50% or more into the fund now have a seat on the board to protect their interests.

Utah Cutting Horse Show

It is a Nationally approved cutting horse show and what we do is bring in cattle and sort them out one at a time to show the athleticism of our horses. It is a family friendly event that includes everyone! We typically bring in people from all over Utah and some from surrounding states come to support our shows. Held at the Blackhawk Arena.

Participants: 200

Spectators: 200

Uses of Money: We plan to use this money towards paying for the facility costs range around 2,500 per day.

Advertised: We advertise through the National Cutting Horse Association, on our Website & Social Media.

Dates: May 15-17, 2025

Requesting: \$5,400

Funded: 12 Year

2024: \$1,400

Follow up Form: 200 par 150 spec x 2 days = \$1,400

Qualifies: 400 x 3 Days = \$2,500 350 x 3 days = \$2,100

Recommended: \$2,500

Motion made by: Randy Baumgardner

Second by: Liz Stevens

All in favor: Yes

Minutes: The Board had a brief conversation around the changes to the TRT taxes in regards to fund events. Myers shared with the board she has requested training for the County and the board on the new laws for TRT. Randy Baumgardner asked if we knew why the event was asking for \$5,400. Jake Van was unsure why. Baumgardner made the motion for \$2,500.

SMB Horse Sale / Sevier County Horse Expo

SMB Horse Sale with Preview on Friday / Sale on Saturday. Horse Expo with Vendor Booths Friday and Saturday. Dance on Friday evening. We will have a professional livestream service streaming most of the events on Friday and Saturday. We expect live stream exposure of 2-5K views during the event and another 2-5K views after the live event. We are willing to add the Sevier County Travel Council logo on the live stream.

Participants: 1000 last year Expecting - 2000 this year

Spectators: 2000-5000

Uses of Money: Blackhawk Facility lease \$4-5K / Live Stream Service \$5-6K / Catalog Printing \$2-3K / Advertising mailers \$1000 / Sponsored Social Media Advertising \$2-3K / Other platform advertising (Ranch World / Horse magazines / etc.) \$3K / Awards to participants \$1K / Band for Dance \$1500

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 12-15, 2026

Requesting: \$20,000

2024: 8 years 2015 - 2023 we had funding of \$3K annually - nothing in 2024 and 2025

Follow up Form:

Qualifies: 1,000 avg x 4 days = \$8,000

Recommended: Take no Action. This event is in 2026

Motion made by: Randy Baumgardner

Second by: Liz Stevens

All in favor: Yes

Minutes: Given that this event is in 2026 the board has decided to take no action on this event.

Red Rocks Fall Fly-In and all Paragliding and Hanggliding activity

Pioneer Day Fly-In Dates: July 23–25 Location:

Garmin / Global Rescue Red Rocks Wide Open Dates: September 5–13 Location: 130

Sky Out Team Challenge + XRedRocks Dates: September 22–27 Location: 350

New for 2025: Sky Out Team Challenge

Beginner Pilot Development Weekend Dates: October Oct 6-11 2025

XRedRocks Hike-and-Fly Race

Participants: 500- last year Expecting - 500

Spectators: 3,000–5,000 individuals over the entire season

Uses of Money: CUASA will use the grant funding to significantly enhance both local engagement and national visibility of Sevier County as an outdoor recreation destination. Our focus for 2025 is on content-driven tourism promotion, community engagement, and spectator outreach during our series of high-profile free flight events.

Advertised: Key promotional efforts include: Sponsored article on the KSL News App highlighting Sevier County as a top adventure destination. Paid and organic social media campaigns on Instagram, Facebook, and YouTube featuring content from professional pilots and creators.

Dates: Multiple events September 1- October 20 2025

Requesting: \$30,000

Qualifies:

Follow up Form: 300 avg x 28 days = \$17,000

2024: \$25,000 for Worlds

Recommended: \$30,000

Motion made by: Randy Baumgardner

Second by: Landon Larsen

All in favor: Yes

Minutes: Jonathan Leusden was in attendance. He spoke to the paragliding events happening out in Monroe. Jonathan shared that the local groups efforts this year were marketing and telling the story of paragliding in Monroe as well as what else to do in Sevier County. They are planning on running a KSL article, getting video to paid and organic social media campaigns on Instagram, Facebook, and YouTube featuring content from professional pilots and creators. Amy Myers shared that paragliders are coming all summer but the funding is looking at the events through the month of September. Shawn Bradford asked about the spectator side of events. Jordan Mills shared how the month of September overflows his RV park. Mills stated that it is bringing in people from all over the world. He feels that it has inspired the growth in Monroe. Randy Bumgardner made the motion for \$30,000.

SEVIER VALLEY MARATHON

1st annual Sevier Valley Marathon to be held in June of each year. This event will begin at the trailhead at Big Rock Candy Mountain in Marysvale Canyon. This Marathon will use the bike path mainly then transition onto Sevier County Roads finally ending up at the Elks Lodge in Richfield.

Participants: Expecting - 200 this year

Spectators: 200 -300 with families.

Uses of Money: Event supplies, aid stations, advertisement and awards.

Advertised: Social Media, and multiple marathon/race event websites and messages boards.

Dates: June 20-12, 2025

Requesting: \$5,000

Qualifies: 200 par 200 spec 400 x 2 days =\$2,000

Follow up Form:

2024:

Recommended: \$2,000

Motion made by: Liz Stevens

Second by: Kenzie Draper
All in favor: Yes

Minutes: This event is sponsored by Richfield City. Most of the runners will be coming from out of Sevier County. The motion was made to give the events what it qualifies for.

Rocky Mountain ACTRA State Finals

Our 5-day event includes: • 1 day for setup • 3 days of team roping competition • 1 day for tear down In 2024, we welcomed over 400 members, more than 75% of whom were from outside of Sevier County, and more than 2,700 participants and spectators over the course of the event.

Participants: 1800-2000 last year Expecting - 1800-2000

Spectators: 2-3 per Participant

Uses of Money: To help pay for our saddles, we give in each roping. The saddles alone cost our association \$23,000. We have provided top-of-the-line saddles every year since we started our association 18 years ago. We pride ourselves on giving excellent awards.

Advertised: We advertise in a national magazine called "The Roper Sports News." It is mailed to all ACTRA members nationwide, which is over 30,000. We also have the flyer for the finals on the website, www.actra.org. We also advertise on social media on our Facebook pages, other social platforms, local, State, and National.

Dates: September 25-27, 2025

Requesting: \$15,000

Funded: 17

Qualifies: 2,000 x 3 days = \$12,000 1,600 avg x 3 days = \$10,000

Follow up Form: 2,000 par x 3,000 spec x 3 days = \$30,000 1,600 avg x 3 days = \$10,000

2024: \$15,000

Recommended: \$15,000

Motion made by: Randy Baumgardner

Second by: Shawn Bradford

All in favor: Yes

Minutes: Myers shared the information on this event. Raeylnn asked for clarification as to how long this event was. The motion was made to give the events what it qualifies for.

Sevier High School Rodeo

This is a high school rodeo. We have 3 performances, plus cutting, reining cow horse, and shooting events (this is held at the shooting complex in Annabella, UT.) Each performance has so many in each event to participate. This event brings in several families and children.

Participants: 744 last year Expecting - 745

Spectators: 745 - 1,490 parents

Uses of Money: Prizes

Advertised: It is advertised on the UHSRA webpage, it will be advertised on social media.

Dates: September 4-6, 2025

Requesting: \$7,000

Funded: 15 Year

Qualifies: 745 par x 3 day = \$4,000

Follow up Form: 422 par 1,200 spec x 2 days= \$6,600

2024: \$6,500

Recommended: \$7,000

Motion made by: Jordan Shumway

Second by: Jake Van

All in favor: Yes

Minutes: Myers shared the information on this event and asked for questions. Randy Baumgardner shared that they see the same schools staying with them. Jordan Shumway stated that when you have kids with parents the number of hotels used is the same. Families stay together.

TRI State Tournament

Youth Fastpitch Softball Event

Participants: 160 last year Expecting - 224

Spectators: 600

Uses of Money: Field rentals, Umpire costs, Staff lodging, and awards.

Advertised: Professional flyer that will be advertised on our website and social media pages.

Our average social media performance for 2024 was 786k views, 2M reaches, 80k interactions, and 125k visits.

Dates: July 10-12th

Requesting: \$3,500

Funded: 1 Year

2024: \$1,400

Follow up Form: 200 par / 600 spec x 2 days = \$3,200

Qualifies: 800 x 3 Days = \$4,000 300 avg x 3 days = \$1,800

Recommended: \$3,500

Motion made by: Jordan Shumway

Second by: Shawn Bradford

All in favor: Yes

Minutes: Myers shared the information on this event and asked for questions. This event will be happening the same time as several other High School events.

Minutes: Jordan Shumway shared some concerns with events asking for TRT funding, receiving it and then reaching out to the hotels asking for discounts. With the discount they are then taking away from the TRT fund coming in. The board would like to see the events made aware of where the TRT tax comes from. Shumway suggested that the names of hotels/RV parks be added to the email going to events telling them that these hotels are sponsoring their event.

Liz Stevens shared that Fremont Indian State Park's museum is officially closed for the remodel for the next year. The rest of the Park is open and active. They are anticipating the gift shop and front desk will be open in October.