

Sevier County Tourism Advisory Board
July 1st, 2025

Agenda

June Minutes
Promotion Report
Changes to TRT Funding
New Application Process
Blackhawk Dual Wrestling Camp
The Heart of Utah Classic

Those in Attendance:

Amy Myers
Ralph Brown
Randy Baumgardner
Ashley Steck
Kevin Arrington
Kenzie Draper
Michele Jolley
Landon Larsen
Liz Stevens
Raelynn Bradford
Shawn Bradford
Jordan Shumway

From the Public:

Jed Maxwell
Kathie Maxwell

June Minutes

Motion made by: Jordan Shumway

Second by: Kenzie Draper

All in favor: Yes

Promotion & Budget Report

Promotion Update -

Sponsored Events Budget -

Notes: Amy Myers shared information from the balloon festival that was taken from Placer. Looking from 2024 to 2025 there was a 16% increase. Myers also updated the board on the onboarding process of VISA and how this will help us to see the visitor spend in our area. Myers gave an update on the Co-Op grant. The application has been submitted. The County has requested \$225,000. This grant is a 50/50 match. The brochure for the area is almost finalized as well as maps. Myers shared how the visit with the state went. The state is looking at our area to build out experiences for tourists in Sevier County. Myers spent several days with them visiting tourism businesses throughout the County.

Changes to TRT Funding

Notes: Amy Myers met with the county attorney and the clerk auditor in regards to the new wording for the TRT funds. Myers shared that the attorney and clerk feel that this can cover rent and the advertising for events. Commissioner Brown shared that he reached out and had conversations with several people including someone at the state auditor and office. The county clerk will be in a meeting this coming week where they will be discussing this further. Commissioner Brown requested that we don't change the application until we learn more. The board will continue to look into this as the year moves forward.

New Application Process

Notes: Myers has received the applications other counties use for funding events. She will be bringing the applications to the board to look over. The board will be working on a new application to be in place for 2026.

OK Memorial

This is a 3-day team roping/ barrel race/ breakaway roping.

Location: Blackhawk

Dates: May 24-26, 2025

Funded: \$10,000

Qualifies: 1,000 x 3 days = \$6,000

Recommended: Stay at the \$6,000

Motion made by: Randy Bumgardner

Second by: Raelynn Bradford

All in favor: Yes

Notes: Myers was requested by the event to bring this back to the board. This is an event that was already brought to the board and approved for up to \$10,000. The of individuals attending the event were low. This prevented them from having enough to get them full \$10,000. The board decided to keep her at what she qualifies for. Leaving this event receiving \$6,000.

Blackhawk Duels Wrestling Camp

The Blackhawk Duels Camp is a team camp that brings about 50 wrestling teams to Salina. The teams come from across the state of Utah, every state that borders Utah and California.

Location: Blackhawk

Dates: June 8-12, 2025

Uses of Money: Rent for the Blackhawk Arena

Advertised: We are willing to use the logo on everything we do associated with the camp.

Participants: 800

Spectators: 1,000

Requesting: \$5,000

Funded: 17 Years

2024: \$4,000

Follow up Form: 720 par 300 spec x 5 days= \$10,300

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

Recommended: \$5,000

Motion made by: Jordan Shumway

Second by: Kevin Arrington

All in favor: Yes

Notes: This event application was turned in in February. It was overlooked and this is the first time the board is seeing it. Ashley Steck shared that he had teams staying at his hotel. The hotels in Salina as well as the Mayor shared that their town was full from this event.

The Heart of Utah Classic

UHSAA High School event for the sport of Drill Team. On Friday, December 19th will be the solo competition and on Saturday, December 20th will be the team competition.

Location: SVC

Dates: December 19th & 20th, 2025

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

Advertised: Social media, Live Stream during team competition, Local radio announcements/endorsement, UHSAA website.

Participants: 750

Spectators: 4A & 5A estimate will bring 3200 spectators, 2A & 3A estimate will bring 2500 spectators. For Solos on Friday we estimate 500 spectators.

Requesting: \$4,500

Funded: First Time

2024:

Follow up Form:

Qualifies: $750 \times 2 \text{ Days} = \$3,000$

Recommended: \$3,500

Motion made by: Jordan Shumway

Second by: Shawn Bradford

All in favor: Yes

Notes: Kevin Arrington shared that this event is being done by the South Sevier High School. The first day will be solo dances. Amy Myers told the board that she used participants only to see what they qualified for and asked if there was any other way that would like to see it put in the formula. Jordan Shumway asked Amy to add a couple hundred to the formula for spectators. This made it 900 people for 2 days. Shumway made a motion to keep the number at 900 and give them \$3,500.