

June 3rd, 2025 Minutes. Those in attendance:

Amy Myers
Randy Baumgardner
Kevin Arrington
Kenzie Draper
Jordan Mills
Landon Larsen
Liz Stevens
Jordan Shumway

May Minutes

Motion made by: Liz Stevens

Second by: Joran Shumway

All in favor: Yes

Promotion & Budget Report

Promotion Update - PR Trips, Data from website

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

Brochure

OHV Grant

Notes: Amy Myers shared with the board the information that she is working with the state to bring a couple PR trips into our area. This will bring writers to explore our area for 3-4 days. After their visit they will then write articles around our area. The state will also be bringing a tour to our area. This will bring international representatives to visit. Myers updated the board on the analytics for the website, social media, and billboards. Myers updated them on where the brochure for the area is and that we received an OHV tourism grant in the amount of \$37,000.

New Laws

Notes: Amy Myers updated the board on the new wording around the Transit Room Tax. She shared that she will be meeting with the county attorney and clerk auditor here in the upcoming weeks to get direction on how to move forward.

Sign at City Park

Total Cost 31,521 asking for \$15,000

Recommended: \$15,000

Motion made by: Jordan Mills

Second by: Kenzie Draper

All in favor: Yes

Notes: Amy Myers shared that the county will be able to advertise all of the tourism events on the sign.

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.

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 x 2 Days = \$3,000

Recommended: Take no action

Motion made by: Liz Stevens

Second by: Kevin Arrington

All in favor: Yes

Notes: Jordan Shumway brought up his concerns with funding this event until we see how the new wording will affect the funding of events. Liz made the motion to take no action until next month.

World Series of Team Roping

We have held our team ropings at the Blackhawk Arena for several years. They are held Friday and Saturday-once a month. We have several hundred teams enter and participate. Many bring their families and stay the night. It brings in a large crowd.

Dates: April 18-19 May 9-10 June 13-14 July 11-12

Uses of Money: Rent of the Blackhawk

Advertised: We advertise on social media--Facebook/Instagram/TikTok as well as the Team Roping Journal magazine.

Participants: 300 last year Expecting - 300 this year

Spectators: 150-200

Requesting: \$8,000

Funded:

2024: \$2,000

Follow up Form: Mar: 1300 par 400 spec x 2 days = \$3,500 (avg) Apr: 1125 par/350 spec x 2 days = \$3,000 (avg)

Qualifies: 300 par 100 spec x 2 days = \$1,500 8 Days = \$6,500

Recommended: \$4,000 for June and July

Motion made by: Liz Stevens

Second by: Randy Bumgardner

All in favor: Yes

Notes: Liz Stevens made the motion to give them half because we are funding them for 2 weekends.

Utah State Cinderella Pageant

Youth Development Program for girls ages 0- 29 . They compete in party wear; casual wear; playtime for the babies; Interview; talent for the older girls.

Dates: June 4-7,2025

Participants: 82- last year Expecting - 80

Spectators: 250

Uses of Money: To pay rent to the SVC and Snow College for the event.

Advertised: It is advertised in the program book. Announcements are made from the MC at the events.

Requesting: \$3,000

Funded: 15 Years

2024: \$3,000 **2023:** \$2,100

Follow up Form: 81 par 400 spec x 4 days = \$4,000

Qualifies: 80 par x 4 days = \$650, 200 x 4 days = \$1,600

Recommended: \$2,250

Motion made by: Jordan Shumway

Second by: Landon Larson

All in favor: Yes

Notes: The board had a discussion that spectators are only there for the night of the pageant itself. Most of the individuals participating come with help and stay the whole week. Jordan Shumway made the motion for \$2,250.

Free Football Camp - AHMPT UP SPORTS FOUNDATION

We host a free football camp for 3rd grade - 12th grade. Our camp is coached by former NFL players.

Dates: June 27-28, 2025

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

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

Participants: Expecting - 300 this year

Spectators: 200 -300 with families.

Requesting: \$2,500

Funded: First Year

2024:

Follow up Form:

Qualifies: 300 par x 2 days = \$1,000 - Maybe 15 rooms

Recommended: \$1,000 out of the local events budget

Motion made by: Kevin Arrington

Second by: Randy Bumgardner

All in favor: Yes

Notes: Amy Myers reached out to the head football coach to find out more information on this event. Coach Thorson shared that he felt like this event didn't pull in very many people who would be staying the night. Kevin Arrington made the motion for \$1,000 to support this event out of the local event budget.

Cove View Classic

Youth Baseball tournament, Teams from all over southern and central Utah will be coming. They will be required to stay in a hotel to play. Out of county teams will play the latest games and earliest games to encourage overnight stay.

Dates: June 27-28, 2025

Uses of Money: To pay for umpires lodging and food. Prizes for the event. Baseballs. Waters for dugouts and goodie bags for each player.

Advertised: On Utah baseball information website and Facebook. Shared with a coaches thread that has over 150 coaches on it. Social media .

Participants: Expecting - 216

Spectators: 250

Requesting: \$5,000

Funded: First Year

2024:

Follow up Form:

Qualifies: 200 par x 2 days = \$800 400 x 2 days = \$1,600

Recommended: \$1,600

Motion made by: Randy Bumgardner

Second by: Landon Larsen

All in favor: Yes

Notes: Randy Baumgardner made the motion to fund this event out of the local event budget given that it will most likely be people coming from surrounding communities and maybe not be putting very many people in hotels.