

Utah County Tourism Tax Advisory Board Meeting
April 7, 2024
Minutes ***DRAFT***

Utah County Tourism Tax Advisory Board Meeting
Monday, April 7, 2025 @ 11:30 am
Location: Utah County Historic Courthouse
51 S University Ave, Provo, UT 84601

~MEETING MINUTES~

Board Members in Attendance:

Kurt Christensen – Hyatt House/PG
Danny Wheeler – Utah Valley Convention Center
Lee Adamson – Explore Utah Valley
Chad Linebaugh – Sundance Resort
Graydon Pearson – Generation Hospitality Group
Jared Kearns – UCCU Center

Others in Attendance:

Skyler Beltran – Utah County Commission
Ezra Nair – Utah County Administrator
Adam Beck – Utah County Attorney's Office
Carolina Herrin – Utah County Commission
Nicole Neer – Utah County Commission
Kaylan Longhurst – Utah County Commission

Agenda

11:35 am Welcome, Approve Meeting Minutes for February 2025

**MOTION TO APPROVE FEBRUARY MEETING
MINUTES: KURT CHRISTENSEN
SECOND: GRAYDON PEARSON
ALL IN FAVOR: AYE
PASSED: 6/0**

11:45 am Board Chair and Vice Chair Leadership Discussion

New leadership was discussed and decided on. Lee Adamson is now the new chair, with Graydon Pearson as vice chair.

**MOTION TO APPROVE NEW LEADERSHIP:
CHAD LINEBAUGH
SECOND: KURT CHRISTENSEN
ALL IN FAVOR: AYE
PASSED: 6/0**

11:50 am

Funding Review update and Discussion – Kurt Christensen

Not many material changes on the tracker. Look at the shared drive with any questions.

Ezra shares how the state legislature previously prohibited counties of the 2nd class/ counties of our size to use TRCC & TRT dollars towards road projects, search and rescue, etc. They have now changed that and will allow other types of projects to be funded with TRCC & TRT dollars – effective July.

There is also now an allowance for city representatives to be on this board.

Lee adds that TRT has changed – now an additional .75% added from state funds, 2.5% from county funds – effective July.

12:10 pm

Springville City – Arts Park Amphitheater

Project Funding Request: \$750,000

Project Reviewer: John Garfield

The Arts park is about 30 years old now, and needs some updating and expansion. They have purchased land for an expansion, and currently have a new high school being built right across the street. They want to make an event street for food trucks and vendors. Proposed upgrades include new steel canopy structure, remodel of existing building and storage, terrace seating, state of the art sound and light system, arts plaza with art displays, and restroom improvements.

Plans in place to get new vendors and festivals – start with people that have already reached out to them and work from there.

12:35 pm

Harrington Center for the Arts – Event Marketing

Project Funding Request: \$54,475

Project Reviewer: Kurt Christensen

Summer and Spencer share the support for the “Big 4” they plan to use funds to build. This includes fork fest, chalk it up, concerts in the park series, and the living Bethlehem

and Christmas market. They already have a couple sponsors they work with that will match any funds they get from TTAB. They anticipate 42,000 attendees in just these 4 events.

Finance – Last year’s revenue for these 4 events was a little under 400,000. Budget for this year is 400,000. Attendance is projected to grow, with a request for continued support from TTAB. They emphasized local partnerships, economic impact, and marketing efforts.

12:45 pm

Spanish Fork City – Competition Pool

Project Funding Request: \$3,000,000

Project Reviewer: Lee Adamson

Mayor Mendenhall presented and Spanish Fork City is requesting a \$3M partnership from TTAB for its \$10M aquatic center project. The center aims to host regional and potential national swim events and attract significant tourism. The facility is under construction, designed for high usage, with local and state swim organizations expressing interest.

1:05 pm

Funding Recommendation Discussion & Voting

It was pointed out that if all projects were approved as of today, there would be about 40% of remaining TTAB funds left.

Springville City Arts Park Amphitheater: A request for \$750,000 was considered. Discussions centered on the ROI of the project, with some members feeling the proposal lacked a concrete plan for attracting high-impact events. The board raised concerns about whether the amphitheater would genuinely generate new tourism or just shift existing events from other venues. It was noted that Springville City’s planning for parking and integration with high school assets was commendable.

MOTION TO DEFER THE DECISION AND REQUEST SPRINGVILLE CITY TO RETURN WITH A DETAILED OPERATIONAL AND MARKETING PLAN, AS WELL AS A REVIEW OF HOW A PREVIOUS SIMILAR PROJECT (CHERRY RIDGE) PERFORMED:

KURT CHRISTENSEN

SECOND: CHAD LINEBAUGH

ALL IN FAVOR: AYE

PASSED: 6/0

Harrington Center for the Art: The board acknowledged HCA’s strong grassroots marketing and increasing attendance.

**MOTION TO APPROVE FUNDING OF \$250,000:
LEE ADAMSON
SECOND: GRAYDON PEARSON
ALL IN FAVOR: AYE
PASSED 6/0**

Spanish Fork City Competition Pool: There was an extensive discussion about whether to approve \$3M in funding. Some board members expressed concerns about the facility being part of a recreation center, suggesting that funding might set a precedent for other similar projects. Several alternative funding models were suggested, including: \$50,000 per regional event, capped at 6 events annually, over 3 years (maximum of \$900,000), with events having at least 300 participants and verifiable data. They have to substantiate that by working with the county attorney.

**MOTION TO REIMBURSE \$50,000 PER REGIONAL EVENT WITH
OVER 300 PARTICIPANTS, UP TO 6 A YEAR FOR THE NEXT 3 YEARS:
KURT CHRISTENSEN
SECOND: GRAYDON PEARSON
ALL IN FAVOR: AYE
PASSED: 6/0**

2:22 pm
Adjourn Meeting

**MOTION TO ADJOURN: KURT CHRISTENSEN
SECOND: CHAD LINEBAUGH
ALL IN FAVOR: AYE
PASSED: 6/0**

Meeting Adjourned: 2:22 pm

UTAH COUNTY TOURISM TAX ADVISORY BOARD
PUBLIC MEETING ATTENDANCE SHEET
April 7, 2025

PRINT CLEARLY

Name:

Agency:

Sarah Kearns
Chad Lindsay
CAROLAN HETTER
Skyles Bethman
Ezra Nair
Kaylan Longhurst
Kurt Christensen
Danny Wheeler
Adam Beck
Graydon Pearson
Lee Adamson

UCCU Center
Sundance Rm. 2
UTAH CO COMMMISSION
Utah County
Utah County
Utah County
PG Hyatt House
Utah Valley Convention Center
Utah County
Generation Hospitality Group
Explore Utah Valley