

Sevier County Tourism Advisory Board
September 2nd, 2025

Agenda

July Minutes
Promotion Report
Proposed Budget 2026
Spearfishing Championships (JAWS)
Ladies 27 Hole Golf Tournament
Blackhawk Fall Classic
A Decade of Stitches - Quilter's Heritage Festival
1A/2A Clash
Crimson Canyon's Ultra
Red Hills BMX Indoor Race Series
Sponsorship for Christmas at Willow Bend

In Attendance:

Ralph Brown - Commissioner
Randy Baumgardner - Motel 8 Salina
Jordan Shumway - Quality Inn
Landon Larson- Larsen Ace
Kevin Arrington - SVC
Jake Van - Blackhawk Arena
Shawn or Raelynn Bradford - High Desert Inn
Michele Jolley - Richfield City

Public:

Jessica Hutchings
Levi Maxfield
Melanie Pulini

July Minutes

Motion made by: Jordan Shumway

Second by: Raelynn Branford

All in favor: Yes

Promotion & Budget Report

Promotion Update -

Rooster Ride - 375

Co-op Grant was submitted for \$146,250 with the state.

Note: Amy Myers gave a report from the forest fire and how it was affecting the Jamboree. Myers also shared the growth of the Rooster Ride. This year grew by 75 people. She also shared that the county received \$146,250.00 from the state Co-Op grant.

Proposed Marketing Budget for 2026

Note: Amy Myers shared the changes to the marketing plan for the budget for 2026. Looking at the data from campaigns ran in 2025.

Spearfishing Championships (JAWS)

We are hosting a Junior Spearfishing Championship event and Adult Regional Championship over two days. They are coming in from all over the country (California, New York, Hawaii, Colorado, Utah, and even Internationally from Ukraine). The event is focused on getting youth into the sport and teach and promote healthy and fun competition. The adult event is a key regional event for our broader organization and acts as an important qualifier for our annual National Championships. Last year we held a similar event at Fish Lake that brought over 60 divers to the competition. We expect to see as many if not more participating in the competition again this year.

Location: Fishlake

Dates: July 30 - August 2, 2025

Uses of Money: The money provided will go a long way to help cover the costs of running such a large event. We will purchase tournament shirts (\$1300), Two awards banquets (Venue and food \$1500), Group Campsite for 4 days (\$500), Trophies (\$500)

Advertised: We are advertising heavily on social media platforms, with local dive shops, spearfishing clubs sites.

Participants: 40 Youth, 60 Adults

Spectators: 50-75

Requesting: \$2,000

Funded:

Qualifies: 100 x 3 days = \$600 200 x 3 days = \$1,200

Recommended: \$1,200

Motion made by: Kevin Arrington

Second by: Jordan Shumway

All in favor: Yes

Note: This event has never received funding in the past. It has been changed from a 1 day event to a 2 day event held up at fish lake.

Ladies 27 Hole Golf Tournament

This event is a 27 hole event for ladies. They will play 9 holes Friday evening, spend the night and play 18 holes Saturday morning.

Location: Cove View Golf Course

Dates: August 1-2, 2025

Uses of Money: Help with paying for advertising and gifts for the tournament.

Advertised: Flyers at golf courses across the state, email and social media and state websites.

Participants: 80

Spectators: 25

Requesting: \$350

Funded: 6

2024: \$350

Follow up Form:

Qualifies: 80 x 2 days = \$350

Recommended: \$350 Out of Local Events Budget

Motion made by: Landon Larsen

Second by: Jake Van

All in favor: Yes

Note: The board feels like this event doesn't bring very many people from out of town. They requested that this event be funded out of the Local Event Budget.

Blackhawk Fall Classic

Blackhawk Barrel Racing

Location: Blackhawk

Dates: September 19, 20, & 21, 2025

Location: Blackhawk

Uses of Money: Arena Rent, Women's Pro Rodeo co-sanctioning, and contestant payout to encourage entries.

Advertised: On our Facebook page, event, website, and saddlebook entry program.

Participants: 60 Last Year, 100 Expected

Spectators: 150-200

Requesting: \$4,500

Funded: 3 Year

2024: \$1,588.00

Follow up Form: 137 par 160 spec x 3 days = \$1,800

Qualifies: 100 x 3 days = \$600.00 200 x 3 days = \$1,200 300 x 3 days = \$1,800

Recommended: \$1,600

Motion made by: Jake Van

Second by: Raelynn Brandford

All in favor: Yes

Note: Jake Van shared more information on this event. He hasn't seen this event growing over the last couple years.

A Decade of Stitches - Quilter's Heritage Festival

This will be our 10th year of the Quilter's Heritage Festival, thus the name for this year is "A Decade of Quilts".

Location: Fairgrounds

Dates: October 9th - 11th

Location: Fairgrounds

Uses of Money: Rent of Fairgrounds

Advertised: On our Facebook page, with over 500 subscribers. We also put up flyers in quilt stores and fabric stores throughout the state of Utah and neighboring states.

Participants: 230 Last Year, 250 Expected

Spectators: 300

Requesting: \$2,000

Funded: 8 Year

2024: \$1,800

Follow up Form: 275 par 750 spec x 3 days = \$6,200

Qualifies: 250 x 3 days = \$1,500 300 x 3 days = \$1,800

Recommended: \$2,000

Motion made by: Landon Larsen

Second by: Randy Baumgardner

All in favor: No - Opposed by Kevin Arrington

Note: Hoteliers from Salina are seeing people staying over there because Richfield is full from the Volleyball tournament. Kevin felt the board should stick to what they qualify for according to the numbers.

1A/2A Clash

It is a two day volleyball tournament. We will have 18 teams attending.

Dates: October 17-18th

Location: SVC

Uses of Money: Rent of SVC

Advertised: Flyers, word of mouth, social media

Participants: 250 Last Year, 250 Expected

Spectators: 600

Requesting: \$2,500

Funded: 5+

2024: \$2,500

Follow up Form: 220 par/ 720 spec x2days = \$3,800

Qualifies: 250 x 2 days = \$1,000 500 x 3 days = \$2,000 800 x 2 days = \$3,000

Recommended: \$2,500

Motion made by: Jordan Shumway

Second by: Landon Larsen

All in favor: Yes

Note: This event is 2 weeks before state volleyball.

Crimson Canyon's Ultra

Trail running event, with three race distances: roughly 60km (37 miles), half-marathon (13 miles), and 10km (6.2 miles). Runners start at the Lion's Park and run several canyons, dry washes, remote sections of the Paiute ATV trail, as well as sections of the mountain bike trails. The 60km will have 15 hours to complete the course, half-marathon 8 hours, and 4 hours for the 10k. Because of the start and end times of the race, many runners either arrive the day before and/or stay overnight after their run and return home the next day. There are a handful of runners who actually arrive earlier in the week to "prep" for the race.

Dates: September 19-20th

Location: Lions Park

Uses of Money: The help compensate the cost of the male and female winner "rocks", made by Richfield Monument.

Advertised: So far we have registered with perhaps a dozen websites and publications with race calendars. We have a website (www.crimsoncanyons.com), a YouTube page (<https://www.youtube.com/channel>) a Facebook Group and a Facebook Page, which are all actively visited, and a Twitter account.

Participants: 150 Last Year, 150 Expected

Spectators: 200

Requesting: \$1,000

Funded: 7

2024: \$1,300

Follow up Form: 152 par 350 spec x 2 days = \$2,000

Qualifies: 150 x 2 days = \$600 300 x 2 days = \$1,200

Recommended: \$1,000

Motion made by: Randy Bumgardner

Second by: Raelynn Bradford

All in favor: Yes

Note: There wasn't much discussion around this event. The board was in full support of this event.

Red Hills BMX Indoor Race Series

Indoor BMX race series that supports local, state, regional, and national race events and participants

Dates: January 16-18, January 23-25 February 21-23, February 27- March 1.

Location: Blackhawk

Uses of Money: Rent the Blackhawk (\$12,000), hire the crews to build the track (two times) (\$7,000). The remaining \$3,000 to assist in awards and a clinic sponsorship to draw more people.
Advertised: Social media, USABMX websites, Pull Magazine, and other specific BMX locations.

Participants: 125-150 different racers participate. We are hoping to see an increase of 10-15% this year.

Spectators: 250

Requesting: \$24,000

Funded: 4-5 Years

2024: \$14,465

Follow up Form 2024: 975 par/sec 9 days = \$18,000

Qualifies: 150 x 9 days = \$3,000 150 par + 250 Spec x 9 days = \$7,500

Recommended: \$15,000

Motion made by: Randy Bumbgardner

Second by: Landon Larsen

All in favor: Yes

Note: This event has provided documentation of the registration from last year. This provided a full account of participants. Jake Van shared that this event has added an additional week. The board requested Amy to put in the new numbers for this event for 12 days X 400 people, making it \$10,000. Putting in just the participants number makes it 250 x 12 days = \$6,000. The board looked at the number of people coming counting participants and spectators.
500 x 12 days = \$12,000

Sponsorship for Christmas at Willow Bend

Gold: \$500+

Silver: \$200-\$499

Bronze: \$50-\$199

Recommended: \$500 Out of Local Event Fund

Motion made by: Jordan Shumway

Second by: Landon Larsen

All in favor: Yes

Note: The request for sponsorship came to the county for Willow Bend Christmas in Aurora. The board felt like this was important and approved it for \$500.