

Sevier County Tourism Advisory Board
October 7th, 2025

Agenda

September Minutes
Promotion Report
Budget 2026
Witches and Pitches
Beehive Brawl
Cornerman Luke Memorial Duals and Open
Blackhawk Little Britches Winter Series
Hospitality Room for State Events
Art Mural
New Application

In Attendance:

Ralph Brown - Commissioner
Amy Myers - Tourism Director
Randy Baumgardner - Motel 8 Salina
Landon Larson- Larsen Ace
Kevin Arrington - SVC
Jake Van - Blackhawk Arena
Michele Jolley - Richfield City
Ashley Steck - Ramada

Public:

Jessica Hutchings
Levi Maxfield

Notes: Amy Myers shared Jordan Mills will not no longer be able to attend meetings and has asked to be removed from the board. Myers has asked the board to put thoughts into names for the board.

Promotion & Budget Report

Promotion Update -

Restaurant Tax for September \$44,458.75

Total for Year \$333,031.74

TRT for September \$172,608.28

Total for Year \$648,449.32

Notes: Amy Myers presented to the board the monthly tax revenues. She also updated the board on the 2 different FAM Tours she hosted over the last couple weeks.

Marketing Budget for 2026

Recommended: Approved

Motion made by: Jake Van

Second by: Kevin Arrington

All in favor: Yes

Notes: Myers went over the proposed budget for 2026 line by line. Myers also broke down the grants that she is anticipating getting in 2026. Myers requested that the board approve her for a raise. The board approved paying Amy Myers for \$75,667.20.

Witches and Pitches

Youth Fastpitch Softball Event

Location: Richfield City Softball Complex

Dates: October 3-5th.

Uses of Money: Fields, Lodging, Umpires, Prizes.

Advertised: Professional Flyer will be advertised through our website and social media. In 2024 our social media received 786k views, 2M reaches, 80k interactions, 125k visits.

Participants: 320

Spectators: 960

Requesting: \$3500

Funded: First Year

2024:

Follow up Form:

Qualifies: 320 x 3 days = \$2,000

Recommended:

Motion made by:

Second by:

All in favor:

Notes: This event was cancelled.

Beehive Brawl

Youth Wrestling Tournament with kids ages 4-14.

Location: SVC

Dates: January 8-10th, 2026

Uses of Money: Help pay for the venue and awards.

Advertised: Website and email blasts. We are open to doing additional items as well.

Participants: 1,670 - Last Year, 1,800 - Expecting this year

Spectators: 5,400 - two parents and 1 sibling per wrestler on average

Requesting: \$12,000

Funded: Over 10 years

2024: \$7,500

Follow up Form: 1,262 Par, 4,417 Spec x 2 day = \$20,000

Qualifies: 1670 x 3 days = \$10,000

Recommended: \$10,000

Motion made by: Landon Larsen

Second by: Jake Van

All in favor: Yes

Notes: There was very little conversation around this event. This event is well attended and felt by all the hotels and restaurants.

Cornerman Luke Memorial Duals and Open

This is the inaugural year for the event but we currently have 5 teams committed to attending the event. Western Wyoming, Barton College, Bryant & Stratton College, Colorado Northwestern CC, and Iowa Western CC. For the Open tournament we will have various other individuals participating.

Location: SVC

Dates: November 14-15th.

Uses of Money: We would use the funding for paying officials, ordering awards, and covering the cost of the tournament director and tournament staff.

Advertised: We have already advertised the event to the NJCAA and other schools. We will be putting advertising out to the six county schools.

Participants: 5 Teams

Spectators: 500 to over 1000 individuals

Requesting: \$8,000

Funded: First Year

2024:

Follow up Form:

Qualifies: 500 x 2 days = \$2,000

Recommended: \$2,000

Motion made by: Michelle Jolley

Second by: Randy Baumgardner

All in favor: Yes

Notes: Kevin Arrington shared that the local team has 40 individuals. They aren't expecting very little spectators. The board was all in favor of sponsoring this event.

Blackhawk Little Britches Winter Series

Blackhawk Little Britches is an open youth Rodeo that is for 5-18 yr olds to earn points and qualify for National Little Britches Finals held in OK each July. Along with the youth Rodeo we will be holding a pee wee rodeo for 5 and under, then on Sunday will be a cornhole tournament held for the community.

Location: Blackhawk

Dates: 6 weekend's 18 days total

Oct 31- Nov 2; Nov 28-30; Jan 2-4; Jan 30-Feb 1; Feb 13-15; March 6-8

Uses of Money: This funding is to pay the arena fee of \$1000 each day

Advertised: This event is advertised on the National Little Britches Website, Blackhawk Little Britches Facebook page, National Little Britches Magazine. Flyers at other youth rodeos.

Participants: 100 per day, 300 for the weekend - Hoping to have 450 a weekend

Spectators: 2 per participant

Requesting: \$18,000

Funded: 10 years

2024: \$9,000

Follow up Form: oct 18-20, 326 par 900 spec = \$7,500 / Jan 31 323 par 600 Spec = \$5,000 / Feb 300 Par, 600 spec 3 Days = \$5,000

Qualifies:

Recommended: \$18,000

Motion made by: Kevin Arrington

Second by: Jake Van

All in favor: Yes

Notes: This event has gone from 3 weekends to 6 weekends. The board is willing to pay rent of \$1,000 a day looking at the follow up from last year.

Hospitality Room for State Events

Kevin Arrington Presenting

Recommended: No action at this time

Motion made by: Kevin Arrington

Second by:

All in favor:

Notes: This has traditionally been run by the Chamber of Commerce. They are no longer willing to do the hospitality room. Kevin Arrington shared some ideas on how to run it with his staff. This year there will be 5 days. This will be above and beyond what the High School Association get's for events. Kevin is going to get more information on this and bring it back to the board next month.

Art Mural

Recommended: \$3,000

Motion made by: Landon Larsen

Second by: Ashley Steck

All in favor: Yes

****Motion of \$2,000 was made by Kevin Arrington did not pass due to lack of 2nd.**

Notes: The board thought the wild cat was too big. Landon Larson wanted to have an ATV on there also. Kevin made the motion for \$2,000 to match the same as the city. The motion wasn't seconded and didn't pass. Landon Larsen made the motion for \$3,000. It was second by Ashley Steck. The motion passed.

New Application

Notes: Amy told the board she was working on a new application process. She has been reviewing other counties' applications for funding and would bring it to them to vote on in November.

Other Business

Notes: Amy shared with the board that the County was being recognized by the NFR for their support of the Calgary Qualifier.

Motion made by: Michelle Jolley to end the meeting

Second by: Ashley Steck

All in favor: Yes