

Sevier County Tourism Advisory Board
February 3rd, 2026

Agenda

January Minutes
January Commission Meeting Update
2025 TRT & TRCCA
Funding for Blackhawk
Chairman for Board
Richfield Area Chamber Magazine
Beehive Brawl
1A-4A Junior High State Tournaments (Boys and Girls) Wrestling
Utah Winter Classic
New Years Eve Rodeo

In Attendance:

Ralph Brown - Commissioner
Amy Myers - Tourism Director
Randy Baumgardner - Motel 8 Salina
Shawn and Raelynn Bradford - High Desert Inn
Kevin Arrington - SVC
Jake Van - Blackhawk Arena
Kenzie Draper - Richfield Chamber
Michele Jolly - Richfield City

Public:

Jessica Hutchings - Sevier County Events
Levi Maxfield - Sevier County Events
JT Serage - Blackhawk

January Minutes

Motion made by: Michele Jolly

Second by: Kenzie Draper

All in favor: Yes

January Meeting Update

The commissioners approved the funding chart being added to the website as well as the funding for the Richfield Wildcats Duels.

2025 TRT & TRCCA

TRT - \$910,597.25

TRCCA - \$434,998.72

Event Funding for the year

Minutes: Amy Myers spoke on the goal set when applying for the Co-Op grant from the state and over the last couple years for TRT. Myers presented pie charts displaying the amount of money disrupted to the major event facilities, SVC, Blackhawk, Fairgrounds in 2025. Myers also shared the total contributions from cities to the TRT fund in 2025. Myers showed the group where the public can find the TRT and our Restaurant funds on the state website. Myers shared the growth of the marketing efforts to the TRT fund.

Funding at Blackhawk

Jake Van presenting on funding complications with the new application for the Blackhawk.

Recommended: Jake Van asks for the board to make the same funding as last year \$10,000 to the Dog and Pony show, \$25,000 for Calgary, next year we reevaluate on the new standards with the ask for the numbers.

Motion made by: Raelynn Bradford

Second by: Randy Baumgardner

All in favor: Yes

Minutes: Jake Van shared with the board that some events were wanting preapproval for the Blackhawk. He asked for clarity on how funding on events were being funded moving forward. Jake asked the board for a special consideration in preapproval for "Dog and Pony and Western Regional Finals (Calgary)". He asked that they received the same amount as last year. Myers reminded the board that in the past the board has approved an additional \$10,000 for the Western

Regional Finals to help with advertising because it was on the Cowboy Channel totaling \$25,000. And that preapproval has been causing problems for events when they don't have the numbers that originally were hoping to have. This made it so the events were getting less than they anticipated. Jake Van stated that moving forward these 2 events will be funded off 2026 numbers. Commissioner Brown stated the need for a formal request from Jake Van to the board for funding of these events. The board can then bring recommendations to the commissioners for approval. The commissioners don't want to look at funding events without it coming to the board first. Jake Van asked the board to approve \$10,000 for the Dog and Pony Show and \$25,000 for the Western Regional Finals. Jake Van stated that moving forward these 2 events will be funded off 2026 numbers.

Chairman for Board

Add new wording to the bylaws and vote in a Chairman and Vice Chairman.

Recommended: Jordan Shumway to be the Chairman and the approval of the new wording in the bylaws, removal of the vice chairman.

Motion made by: Kevin Arrington

Second by: Raelynn Bradford

All in favor: Yes

Minutes: Amy Myers requested an amendment to the bylaws. She is requesting a chairman be added to the board. Myers shared how she would like to have support in commission meetings. The Chairman would be able to take the board's recommendations to the county commissioners. The Chairman would also run the meetings while the tourism director took minutes. Kevin Arrington shared that in the past the board has had a chairman.

Magazine for Richfield Area Chamber

Kenzie Draper presenting for Richfield Area Chamber on a Chamber magazine.

Requesting: \$5,000

Recommended: Approve funding for the \$5,000, funding coming out of the TRCCA.

Motion made by: Randy Baumgardner

Second by: Jake Van

All in favor: Yes

Minutes: Kenzie Draper, in partnership with the North Sevier Chamber, presented the board with her proposal of a business magazine for the county. She is asking for help to cover printing costs. They are looking at printing 5,000 copies this year. The Chamber will be selling spots in

the magazine. It will be free to chamber members. Kevin Arrington asked what would be in the magazine to prompt tourism? Kenzie shared that the request for a magazine like this has been coming for a while now from locals and visitors to our area. The board approved funding the magazine out of the TRCCA funds.

Beehive Brawl

Youth Wrestling Tournament sponsored by Western States Wrestling Events

Location: SVC

Dates: January 8-10, 2026

Tickets: \$10 for adults and \$5 for students

Participants: 1,950 - Registration over the 3 days

Spectators: 1,000 per day - 3,185 total - Ticket sales

Requesting: \$10,500

Funded: 3 years

2024: \$7,500

Qualifies: 2,000 par + 1,000 avg. spec = 3,000 1,700 avg. X 3 days = \$10,400

Recommended: \$10,500

Motion made by: Raelynn Bradford

Second by: Kenzie Draper

All in favor: Yes

Minutes: The board used the average number of individuals attending this event over the 3 days to figure out funding for it.

1A-4A Junior High State Tournaments (Boys and Girls) Wrestling

Youth Wrestling Tournament sponsored by Total Domination

Location: SVC

Dates: January 16-17, 2026

Tickets: GA student/senior price \$5.00 Qty 592, GA Adult \$10.00 Quantity 1221 GA Student 2 Day \$10.00 Quantity 309: GA Adult Two Day \$20.00 558 Single - Subtotal tickets 2680

Participants: 813 - Registration over the 2 days

Spectators: 1,881 on 16th, 799 on 17th - 2,680 - Ticket sales

Requesting: \$7,000

Funded: 10 years

2024: \$7,000

Qualifies: 2,000 X 2 days = \$8,000 1,400 avg X 2 day = \$5,700

Recommended: \$7,000

Motion made by: Jake Van

Second by: Michele Jolly

All in favor: Yes

Minutes: The board used the average number of individuals attending this event over the 2 days to figure out funding for it.

Utah Winter Classic

Wrestling tournament hosting teams from around the state and surrounding states sponsored by Gunnison Valley High School.

Location: SVC

Dates: January 2-3, 2026

Tickets: \$10 for 1 day, \$15 for 2 days.

Participants: 692 - Registration over the 2 days

Spectators: 1,385 - Ticket sales

Requesting: \$8,240

Funded: 4 years

2024: \$6,000

Qualifies: 692 par, 1385 spec X 2 days = \$8,000

Recommended: \$6,000

Motion made by: Michele Jolly

Second by: Kenzie Draper

All in favor: Yes

Minutes: The board used the average number of individuals attending this event over the 2 days to figure out funding for it.

New Years Eve Rodeo

Benefit rodeo with rodeo events. Dance afterwards. And team branding on new years day.

Location: Blackhawk

Dates: December 31-January 1, 2026

Tickets: \$7 for adults \$5 for children

TRT Increase: 15 Rooms 6 RV spots

Hotel Request: Super 8

Participants: 192 - Registration over the 2 days

Spectators: 1,550 - Ticket sales

Requesting: \$2,000

Funded: 1 years

2024: \$2,000

Qualifies: 900 x 2 days = \$3,000

Recommended: \$2,000

Motion made by: Kenzie Draper

Second by: Jake Van

All in favor: Yes

Minutes: The board used the average number of individuals attending this event over the 2 days to figure out funding for it. Team branding was the event added to make it a 2 day event.

Other Business:

Minutes: House Bill 231 - tourism is against it. Amy Myers will forward out the information to the board via email. Amy Myers announced she is closing out a grant and will be sending out a message to the hoteliers requesting room night stays.

Adjourn Meeting:

Motion made by: Ralph Brown

Second by: Jake Van

All in favor: Yes