

Sevier County Tourism Advisory Board
April 7th, 2026

Agenda

March Minutes
March Commission Meeting Update
Promotion Update
State Tournaments Update
UTAH LITTLE LEAGUE STATE 2026
March Diamond Derby
Cornerman Luke Memorial Duals and Open
SMB Horse Sale
Mayhem Music Festival
UHSAA Wrestling State Championships

In Attendance:

Amy Myers - Tourism Director
Randy Baumgardner - Motel 8 Salina
Kevin Arrington - SVC
Jake Van - Blackhawk Arena
Michele Jolley - Richfield City
Nicole Mancinas - Holiday Inn Express
Ashley Steck - Ramda
Jordan Shumway - Quality Inn
Shawn & Raelynn Bradford - High Desert Inn

Public:

Jessica Hutchings - Sevier County Events
Levi Maxfield - Sevier County Events
Liz Crandell - Butch Cassidy RV Park Salina, UT

Notes: Kevin Arrington conducted this meeting at the chairman.

March Minute Approval

Motion made by: Jordan Shumway

Second by: Raelynn Bradford

All in favor: Yes

March Commission Meeting Update

The commissioners approved the addition of a Chairman to the board.

Promotion Report

TRT - March - \$59,989.46

TRCCA - March - \$27,422.65

Notes: Amy Myers notes where the funding came from for the month of February. Big Rock Candy Mountain made a large payment that month. Myers presents on the tracking of tourism for 2025 vs 2024 in our area, noting things like number of visitors, nights stayed, day visits, etc. As well as how we compare with other areas in the State. Kevin Arrington gives an explanation of what defines “leakage” and how it affects the overall tourism in our area. Amy Myers notes the great effects of our email marketing and SEOs and people are choosing to stay on our mailing list and we are towards the top of the SEO page. Events are currently the highest search amongst our sites that people are seeking. Jordan Shumway asked for a breakdown of which engines are people finding us on. Myers presented the SEO report prepared by Soren.

Ad Agency Contract

Soren

Recommended: A continuation with Soren Marketing for another 2 year contract with the outlined cost of the retainer.

Motion made by: Jake Van

Second by: Michelle Jolley

All in favor: Yes

Notes: Amy Myers presents the overview of Soren and what services they provide. She notes that we have had the agency for the past 2 years and pay them monthly retainers. Myers notes on the contract and RFP and explains the 2 year breakdown. Ashley Steck notes that he would like to see only a 1 year contract to further examine the numbers and spread of our funds. Kevin Arrington and Amy Myers example the trend in funds and show when the agency was

implemented. Jake Van notes that data has become more accessible, which is nice. He notes that the continuation of the agency is justifiable based on their previous/current work. Michelle Jolley notes that we should extend another 2 years to further see the benefit of the agency. Jordan Shumway agrees to keep the agency another 2 years to further see the growth.

State Tournament Update

Kevin Arrington - Visit with UHSAA.

Notes: Kevin Arrington informs the board of his and Amy Myers visit with the High School Association and how things are moving forward. Arrington notes the issues with the state rate for staying at our hotels. State Volleyball will miss us in 2026 but return in 2027. A concern that the association has is the closing times of our restaurants.

Utah Little League State

Wrestlers from all over the state of Utah and Page, AZ come to Richfield to compete in a state tournament for Little League Wrestlers from 3 years old to 8th grade.

Hotel Request: Ramada

Location: SVC

Dates: March 27-28, 2026

Tickets: \$5 per person. Approximately 2400 tickets were sold.

Participants: 866 - Registration List

Spectators: 2,400 Ticket sales

Requesting: \$6,000

Funded: 7 years

2024: \$4,000

Qualifies: $866 \text{ par} + 2,400 \text{ spec} = 3,266$ 1,633 avg. x 2 days = \$6,000

Recommended: \$6,000

Motion made by: Jordan Shumway

Second by: Ashley Steck

All in favor: Yes

Notes: This event was approved with no real comments.

March Diamond Derby

The March Diamond Derby was a large-scale baseball tournament that brought together 28 teams and their families, creating a vibrant and engaging atmosphere within the community. The event not only provided competitive play for athletes but also drew significant attendance, contributing to local activity and fostering a sense of community involvement and support for youth sports.

Hotel Request: No

Location: Snow College Fields, Monroe, Central, Lions Park

Dates: March 27-28, 2026

Tickets: No

Participants: 336 - 28 teams, 12 players per team

Spectators: 1,000

Requesting: \$1,100

Funded:

2024:

Qualifies: 336 par + 1,000 spec = 1,336 336 par x 2 days = \$1,300

Recommended: \$1,100 as requested

Motion made by: Ashley Steck

Second by: Shawn Bradford

All in favor: Yes

Notes: No true data was provided for the number of spectators. The board chose to look at participants only.

Cornerman Luke Memorial Duals

Wrestlers from all over the state of Utah and Page, AZ come to Richfield to compete in a state tournament for Little League Wrestlers from 3 years old to 8th grade.

Hotel Request: Quality Inn This event is past the 30 day application time.

Location: SVC

Dates: November 15-16, 2026

Tickets: \$5 per person.

Participants: 122 - Registration List

Spectators: 465 Ticket sales

Requesting: \$2,000

Funded:

2024:

Qualifies: 122 par + 465 spec = 587 250 avg. x 2 days = \$1,000

Recommended: Decline funding based on not receiving the request within the 30 days outline.

Motion made by: Jordan Shumway

Second by: Raelynn Bradford

All in favor: Yes

Notes: This event was held back in November, much past the outlined 30 day window. Jordan Shumway notes that the 2025 funds have been spent. The board declined funding due to the time the event was held and the application was received.

SMB Horse Sales

The SMB Horse Sale & Expo is a premier equine event designed to attract horse owners, buyers, vendors, and western lifestyle enthusiasts from across Utah and surrounding states.

Hotel Request: No

Location: Blackhawk

Dates: March 13-14, 2026

Tickets: No

Participants: 132 - Vendors, Consignors, Staff

Spectators: 400 Friday, 650 Saturday - Estimated

Requesting: \$3,500

Funded: \$3,500

2023:

Qualifies: 132 par + 1,050 spec = 1,182

Both day numbers plus participants - 591 avg. x 2 days = \$2,400

Recommended: \$2,400 per funding equation

Motion made by: Jake Van

Second by: Randy Baumgardner

All in favor: Yes

Notes: Jake Van comments on the success of the event and the better outlining of data. Van asks for clarification from Amy Myers on the amount of applications submitted from this event.

Myers outlined her correspondence between her and the event originator explaining funding requirements. Kevin Arrington notes the outline of the formula and how it is to be used to help identify the amount the event puts back into the TRT tax and the importance of following it.

Mayhem Music Festival Sponsorship

This event is a 2 day music festival . with food trucks , free movie night, vendors, bounce houses . games . car/truck show. and hopefully more to come. This is our first year moving it to the fair grounds . We have outgrown the city park and want it to keep growing.

Hotel Request: Quality Inn

Location: Fairgrounds

Dates: May 1-2, 2026

Tickets: No

Participants: 200 - Band Members, Vendors, Staff

Spectators: 2,800 - Estimated

Requesting: \$1,000

Funded: No

2025:

Qualifies:

Recommended: \$1,000 sponsorship out of the local events fund.

Motion made by: Raelynn Bradford

Second by: Michelle Jolley

All in favor: Yes

Notes: Randy Baumgardner asked if this event will truly bring in tourism. Jordan Shumway makes note of the following of the bands and how it could bring in an outside audience.

UHSAA Wrestling State Championships

Wrestling state championships for high schools in 1A - 3A classifications.

Hotel Request: No

Location: SVC

Dates: February 5-14, 2026

Tickets: \$13 Adults \$8 Students - 8008 sold \$71,040.85

Participants: 896 - 16 person brackets are used for 3A boys and girls with 14 weight classes. 8 person brackets are used for 1A boys and 2A girls with 14 weight classes.

Spectators: 8,500 Ticket sales

Requesting: \$17,500

Funded: 5 years

2024: \$9,000

Qualifies: $896 \text{ par} + 8,008 \text{ spec} = 8,904$ 1,780 avg. x 5 days = \$18,000

Recommended: \$17,500

Motion made by: Jordan Shumway

Second by: Nicolle Mancinas

All in favor: Yes

Notes: Jordan Shumway notes that this event also was not submitted within the current 30 day window. Comments are made to make an adjustment to the submission window. Nicholle Mancinas notes that the 30 day window should not be changed, but do a one time expectation to fund it this time only with the mention to the organizers to be on time. The board discussed creating a policy around when the application needs to be in order to look at funding them.

Event Funding Application Timeline:

Notes: Kevin Arrington asked the board how they would like to proceed with the policy of only accepting applications 30 days after the event is over. The board discussed creating a breakdown window of 30 days 100% full funding, 60 days 50% funding, after 60 days after 0% funding.

Recommended: 30 days 100% full funding, 60 days 50%, after 60 days after 0%.

Motion made by: Ashley Steck

Second by: Shawn Bradford

All in favor: Yes

Other Business:

Adjourn Meeting:

Motion made by: Nicolle Mancinas

Second by: Raelynn Bradford

All in favor: Yes