

Sevier County Tourism Advisory Board
May 5th, 2026

Agenda

April Commission Meeting Update
Promotion Update

Action Items

Marketing Agency
TAB Policy
Mural In Monroe
Utah IAAI Annual Training Conference
Hero Classic
Snow College Rodeo
Utah Ranch Sorting
The Step Up Season Finale
April Minutes

In Attendance:

Amy Myers - Tourism Director
Ralph Brown - County Commissioner
Randy Baumgardner - Motel 8 Salina
Kevin Arrington - SVC
Michele Jolley - Richfield City
Nicole Mancinas - Holiday Inn Express
Ashley Steck - Ramda
Kenzie Draper - Richfield Area Chamber
Landon Larson - Larsen Ace

Note: Kevin Arrington conducted this meeting at the chairman.

April Commission Meeting Update

Commissioners approved all the event funding as recommended by the board. The commissioners tabled the renewal of the contract with the ad agency requisition additional information.

Minutes: Kevin Arrington updated the board on how the commissioners voted in the April Commission meeting.

Promotion Report

2024 - \$831,322

2025 - \$1,024,257

A county that generates \$1 million or more in revenue from a transient room tax imposed under this section in the preceding calendar year:

(a) shall expend, at a minimum, the revenue the county generates from the first 2% of the tax rate of a transient room tax on a purpose described in Subsection (2)(a);

(a) for the purpose of establishing and promoting:

(i) tourism;

(ii) recreation;

(iii) film production; or

(iv) conventions;

Minutes: Kevin reminded the board that with this growth to a million dollars it would put the county in the criteria of having to spend 44% on marketing and promotion as per Utah state code stated above.

Marketing Agency - Soren Digital

Recommended: No action

Motion made by:

Second by:

All in favor:

Minutes: Kevin talked to the board about the overall growth of the TRT taxes since he started as the tourism director. Informing the board that in 2026 the county crossed the \$100,000,000 mark. The board approved \$300,000 to be spent on funding events and \$395,000 on marketing. Kevin reminded the board of the grants the county has received in 2026 with the help of the ad agency. Grant funding from Outdoor Recreation for OHV tourism totalled \$75,000 with a match from the county of \$25,000. Utah Office of Tourism grant (TMPF) \$146,250 with a 50% match. The retainer for the agency is \$7,370 a month totalling \$88,440. In return they are providing a full service marketing for Sevier County. Kevin told the board of the numbers the ad agency

presented to the county commissioners at a presentation on Monday April 27th. Arrington asked the board if they were comfortable with providing a letter to the commissioners in support of staying with the ad agency Soren Digital for the next 18 months. At the end of 2027 at the time of budget discussions the board could then relook at the staying with the ad agency or changing at that time. Commissioner Ralph Brown shared that the commissioners felt the agency was doing a very good job with marketing the county. He stated that the commissioners had asked Steve Wall the Clerk Auditor for a breakdown of the marketing and event budget looking at the balance. Ashley Steck brought up that events are a direct impact to the economy. Kevin asked if the commissioners were looking at opening the budget. Commissioner Brown said that they would be looking at opening the budget just looking at the balance of the budget. Brown stated that they wanted to make sure they wouldn't have to tell any event no. Amy Myers reminded the board that at the end of the year they looked at how much had been paid out to events before approving the budget. Over the last couple years they have stayed under \$300,000. Brown asked if there was a buffer for new events to come into the area. Myers reminded the board that new events are coming into our area, the baseball tournaments being the most recent one. She also reminded them that this event will be coming to the board with tournaments all summer long. Myers also reminded the board as they looked at taking applications after events were over and the events were responsible for providing numbers the board expected the \$300,000 to cover the events for 2026. Myers showed the board the growth in TRT from 2022 to 2026. Myers pulled this information from the state website. Kevin asked if the county was looking at getting the grants again. Myers said yes we were planning on going for the grants again to make the county dollars go farther. She stated the TMPF grant opens up in June for 2027. Commissioner Brown stated that the commissioners needed nothing from the board at this time. Michele Jolly shared a story of a conversation she had with a gentleman at her city management meetings last week. This gentleman told Michele that he and his kids came into the area and stayed 3 days while they traveled to the National Parks. He shared that he got this idea from the tourism website on the itinerary page. Randy Baumgardner said they have lots of individuals stay with them and travel to the parks also. This is a three day itinerary build out on the website and something that is being marketed on social media.

TAB Policy

Recommended: Approve the application procedures process with the modification of adding an appeal process to it.

Motion made by: Michelle Jolley

Second by: Nicole Mancinas

All in favor: Yes

Minutes: Kevin asked the board to turn to the policy page on the agenda. Kevin then read through the policy. Landon Larsen stated that he felt a recommendation always needed to come from the board for event funding including if the board felt an event deserved more money than it qualifies for. Kevin reminded the board of the conversation the board had at the last meeting for a 30 day application process. Kevin asked the board if they still wanted to stay with the 30 day full amount, 60 day 50% of qualified amount after 60 day events get no funding. Ralph said that there needed to be an appeal process in place. Landan asked about the process of reaching out to events. Michele Jolley said she felt like 30 days was long enough. Myers asked for clarification on the appeal process asking what the process was. Ralph stated that they need to appeal to commissioners. Michele Jolley made a motion to approve the board's procedures with the modifications of adding an appeal process. The appeal process will be to go to the county commissioner directly.

Mural In Monroe

Request from Prescott Macarthy for help with funding a mural in Monroe. Ideal budget is \$10k some from the county, AHCRU, the gas station, and other contributors like magnify Monroe. 2-5k from the county would be amazing. This is one of three murals I want to paint on Monroe main st to really make the town pop!

Location: Gas Station in Monroe

Recommended: Pledge for funding as he seeks other funding and other funding is found we will move forward with support out of the restaurant taxes.

Motion made by: Kenzie Draper

Second by: Ashley Steck

All in favor: Yes

Minutes: Myers pulled up the photos of the proposed mural. Kevin reminded the board that the mural wasn't funded a few months back that was located in Richfield. Kevin asked the board how this was directly related to hotels for TRT dollars to be used. Nicole Mancinas made the suggestion of making sure it had our tourism website on it. Ralph Brown made the comment that it would need the Sevier County logo on it. Kevin reminded the board that it would open doors to put money towards future mural projects. Kenzie shared that individuals traveled just for murals. Kevin mentioned that it could be a mural tour to draw tourism. Myers asked the board to identify what stipulations they would have. Stating that this would open the door for more mural funding requests. And reminded them to also look at the funds they would be using, TRT of TRCCA. She shared that they could use TRCCA/restaurant tax for this funding. Ashley Steck asked if Prescott was seeking funding from anyone else. He also stated that on a weekly basis they had individuals going to the Hot Springs. The board decided to make the stipulation that the mural must have the county logo and have a QR code that takes them to the tourism

website. The board requested that at this point it be a pledge for the funding if he can get the additional funding raised to move forward with the project. They also stated that this would come out of restaurant taxes.

Utah IAAI Annual Training Conference

Annual training conference for members of the IAAI Utah Chapter - Training related to fire cause determination. International Association of Arson Investigators - Utah Chapter

Hotel Request: Yes - Quality Inn

Rooms: 51 at Quality Inn

Location: Sevier County Fairgrounds

Dates: March 9-12, 2026

Tickets: Yes - \$350 for attendees and \$500 for vendors

Participants: 116 - Registration List and Vendor applications

Spectators: 20 Spouses

Requesting: \$1,500

Funded: First time

2025:

Qualifies: 120 par x 4 days = \$1,000

Recommended: \$1,000

Motion made by: Landen Larsen

Second by: Randy Baumgardner

All in favor: Yes

Minutes: There was not lots of conversation around this event. This is a first time event in our area.

Hero Classic

The Hero Classic Baseball Tournament was a large-scale, high-energy event that brought together 38 teams and their families for an exciting weekend of competitive play and community engagement. The tournament created a vibrant atmosphere throughout the area, with packed fields, enthusiastic crowds, and a strong showcase of youth talent.

Hotel Request: No

Location: Snow Fields, Lions Park, Monroe Fields

Dates: April 10-11, 2026

Tickets:

Rooms: 180–220 hotel/motel room nights, 40–60 RV park spaces, 25–40 short-term rental units (Airbnb/VRBO)

Participants: 456 - Registration List - Mostly Local Teams

Spectators: 1,824

Requesting: \$4,428.09

Funded: Last Event \$1,100 the end on March

2025:

Qualifies: 456 par + 2 Days = \$1,800

Recommended: \$1,800

Motion made by: Michele Jolley

Second by: Randy Baumgardner

All in favor: Yes

Minutes: Several of the hotel managers saw individuals from this event. Kenzier asked what the event was using the money for. Kevin shared that in the past what the money was used for is something the board has questioned. Ashley Steck said that what the money was for shouldn't matter if they are bringing people to the area and staying. Myers pulled up the registration document provided by the event so the board members could see what teams were at the event. Michele Jolley reminded the board that this event is now coming on a monthly basis moving forward. The board felt that this event had an impact on the community and recommended \$1,800.

Snow College Rodeo

The Snow College Rodeo Team proudly hosted its 12th Annual Snow College Rodeo on March 20–21 at the Blackhawk Arena in Salina, Utah. This two-day event brought together top collegiate rodeo athletes from across the Rocky Mountain Region, including teams from throughout Utah, southern Idaho, and the western slope of Colorado.

Hotel Request: Yes - We got one night of one room comped from the Super 8.

Location: Blackhawk

Dates: March 21-22, 2026

Tickets: Yes - \$8. Snow College students and sponsors were not charged.

Participants: 250 -Entries in the rodeo and the number of coaches/ support staff to put the rodeo on.

Spectators: 3,000 - Both nights, count at gate

Requesting: \$3,500

Funded: \$3,500

2025:

Qualifies: 250 par + 3,000 spec = 1,625

250 par x 2 days = \$1,000 - 1,625 avg. x 2 days = \$6,500

Recommended: \$3,500

Motion made by: Randy Baumgardner

Second by: Kenzie Draper

All in favor: Yes

Minutes: Clarification on the qualified number was asked. Myers told the board she took an average of the participants and spectators over the 2 days to get the number.

Utah Ranch Sorting

We held a 3 day ranch sorting event at the Blackhawk arena back in March. We had 3 pens running at the same time and ran the largest show in the history of our club (dating back to 2011). We ran 1,797 teams throughout the 3 days and had a very successful event.

Hotel Request: Yes - Super 8.

Location: Blackhawk

Dates: March 26-28, 2026

Tickets: No

Participants: 100 - Entries

Spectators: 50 - Counted the grand stands

Requesting: \$5,000

Funded in Past: Last 2 years

2025: \$2,200

Qualifies: 100 par + 50 spec = 150

100 par x 3 days = \$900

Recommended: \$900

Motion made by: Randy Baumgardner

Second by: Michele Jolley

All in favor: Yes

Minutes: Randy Baumgardner shared that this event was significantly smaller than expected. The event itself canceled rooms they had on hold. He stated this event had not grown over the past couple years.

The Step Up Season Finale

Step Up Competitions is a premier dance franchise specifically designed to serve the small and rural dance studio circuit throughout Utah. Unlike larger urban competitions, Step Up creates a curated, fair, and professional environment for studios that share unique regional challenges and strengths. Our event serves as a vital bridge for the dance community, bringing together participants from as far north as Salt Lake City and as far south as St. George to compete in the heart of Sevier County.

Hotel Request: No

Location: Richfield High

Dates: April 30- May 2, 2026

Tickets: No

Participants: 991 - Registration List

Spectators: 1,800

Requesting: \$6,000

Funded: 2 years

2025: \$4,000

Qualifies: $991 \text{ par} + 1,800 \text{ spec} = 2,791$ $1,395 \text{ avg.} \times 2 \text{ days} = \$5,700$

Recommended: \$5,700

Motion made by: Randy Baumgardner

Second by: Kenzie Draper

All in favor: Yes

Note: This applicant is asking, “For the future, would it be best if we reach out to hotels in advance and get a group block/rate?”

Minutes: Amy Myers observed the mistake in the agenda for this event and has fixed it.

Ashley Steck said they had dancers staying at his hotel. Nichole Mancinas stated her hotel was full this weekend also. This event did not ticket spectators. Michele Jolley felt like it was lots of locals.

April Minutes

Recommended: Approved

Motion made by: Kenzie Draper

Second by: Michele Jolley

All in favor: Yes

Adjourn Meeting:

Motion made by: Michele Jolley

Second by: Landon Larsen

All in favor: Yes

Minutes: Ashley Steck asked for clarification with the ad agency and moving forward with the contract. Amy Myers reminded the board that they had already approved the renewal of the contract with Soren Digital last month. When it went before the commissioners they took no action requisitioning a meeting for more information. That meeting was held on April 20th. Soren Digital came and presented to the County Commissioners at that meeting. The commissioners are still looking into the contract and have not approved the renewal at this time. Kevin Arrington as chairman was present at the meeting and wanted to bring the topic of a letter of support to the board for the commissioners.

Original General Procedures as taken to the board. Wording regarding the appeal process not added at this time. May 5, 2026 .

General Procedures for Sevier County Tourism Tax Advisory Board

1. The Tourism Tax Advisory Board will meet to discuss tourism related events and activities on a monthly basis. During the course of the meeting, the Board will consider recommending funding for events and other tourism related purposes.
2. Following the Tourism Board meeting, a list of recommendations will be submitted in writing to the Sevier County Commission for their review.
3. The County Commission will consider the recommendations made by the Tourism Board and has the authority to approve, deny or alter recommendations as they see fit within Utah state statute governing the funds.
4. All applications for tourism event funding shall be submitted following the event and must include uploaded documents showing the number of participants and patrons who were part of the event.
5. Proposed event funding will be based on a formula and will be calculated by the number of individuals attending and participating in an event from outside of Sevier County together with the number of days an event is held.
6. In order to qualify for Tourism funding, an event must be held over two or more consecutive days and have a minimum of 100 attendees and/or patrons.
7. The Tourism Board will not recommend funding for any event to exceed a \$3,500 per day cap. The Sevier County Commission may choose to alter the funding, including allowing funding above \$3,500 per event day.
8. Applications received within 30 days following an event may qualify for up to 100% of the funding allowed by the formula. Applications received after 30 days but prior to 60 days following an event may qualify for up to 50% of the funding allowed by the formula. Applications received after 60 days will not be considered by the Tourism Board.
9. In cases where events either are not held over two or more consecutive days or do not have the required minimum participants and patrons, the Tourism Board may choose to recommend funding for the event for up to \$500 from the Restaurant tax.