

Sevier County Tourism Advisory Board
June 2nd, 2026

Agenda

May Commission Meeting Update
Promotion Update

Action Items

May Minutes
Policy
Co-Op Grant
Don Lay Invitational - Backyard Baseball
Jason Gay Clinic
Clear Creek Half Marathon, 10K & 5K
Salina UCHA Spring Show
Beehive Roundup PRCA Rodeo

In Attendance:

Amy Myers - Tourism Director
Ralph Brown - County Commissioner
Randy Baumgardner - Motel 8 Salina
Kevin Arrington - SVC
Jake Van - Blackhawk Arena
Michele Jolley - Richfield City
Jordan Shumway - Quality Inn
Shawn & Raelynn Bradford - High Desert Inn
Kenzie Draper - Richfield Area Chamber
Landon Larson - Larsen Ace
Liz Stevens - Fremont Indian State Park

Note: Kevin Arrington conducted this meeting at the chairman.

May Commission Meeting Update

Everything was approved. Commissioners asked that we look at line 7 in the Policy.

Minutes: Amy Myers gave the board an update on the May Commission meeting

Promotion Report

Minutes: Amy Myers shared with the board the update on marking efforts. The state is bringing in mountain bikers to write about mountain biking in Utah. We are working with Garfield County and Iron County on a co-op of mountain biking. The county is hosting a FAM tour during June to highlight the area. This is a family fun FAM tour with Utah Fun With Kids. This is a social media family coming to explore the county. They will be attending the Balloon Festival while they are in town this weekend.

May Minute Approval

Motion made by: Jordan Shumway

Second by: Raelynn Bradford

All in favor: Yes

TAB Policy

Look at wording on line 7. They want to make sure the board knows they can recommend more than the \$3,500 per day. They don't want to limit the board.

No appeal policy. (The County Attorney removed this.)

Recommended: Take no action until the language is updated and then come back to board for final approval.

Motion made by:

Second by:

All in favor:

Minutes: Landon Larsen suggested that we hold off on approval until the board can see the new language. This will be coming back to the board in the July meeting.

Co-Op Grant for 2027 Budget

Ask amount \$215,000. This grant is a 50% match for marketing. Looking at the 2027 Marketing Budget.

Recommended: To move forward with applying for the grant in the amount of \$215,000.

Motion made by: Landon Larsen

Second by: Kenzie Draper

All in favor: Yes

Minutes: Amy Myers requested the board's approval in moving forward with applying for the Co-op grant for the amount of \$215,000. Myers shared an overview of next year's marketing campaign. (The Middle of Everywhere)

Don Lay Invitational

The Don Lay Invitational was a youth travel baseball tournament hosted by Backyard Baseball Tournaments in Monroe, Utah. The event brought together competitive youth baseball teams from across Utah for a weekend of organized tournament play, sportsmanship, and family engagement.

Hotel Request: No

Rooms:

Location: Monroe Baseball Fields

Dates: May 1-2, 2026

Tickets: No

Participants: 180 - Registration of 12 teams

Spectators: 600 - Estimate of family and coaches

Requesting: \$2,000

Funded: First Year

2025:

Qualifies: 180 par x 2 days = \$700 400 avg. x 2 days = \$1,600

Recommended: \$1,300

Motion made by: Liz Stevens

Second by: Raelynn Bradford

All in favor: Yes

Minutes: The board discussed the difference between the last 2 baseball tournaments. The participants are a little lower than the last 2 tournaments. The board had a discussion on how to track and use the numbers of the spectators at events. Youth events bring in more spectators in general, probably 3 per participant.

Jason Gay Clinic

Jason Gay Working Cowhorse Clinic/Show.

Hotel Request: Yes

Rooms: We had 30 hotel rooms reserved between the High Desert Inn, Super 8 Hotel, and the Quality Inn. (Per Participants in the show on Sunday and the Clinic on Saturday. We had 10 RV Spots and we reserved 50 stalls.

Location: Blackhawk Arena

Dates: May 25-26, 2026

Tickets: Yes - \$25

Participants: 50

Spectators: 150 Saturday, 165 Sunday

2025: \$1,500

Requesting: \$2,000

Qualifies:

Recommended: \$1,500

Motion made by: Landon Larsen

Second by: Michele Jolley

All in favor: Yes

Minutes: The application and the uploaded documents were off in the numbers. Jake Van was able to provide some clarification on how the event was run and the difference in numbers. The board used these numbers in the formula to make the recommendation of \$1,500.

Clear Creek Half

We put on a beautiful run down clear creek canyon, running through Fremont Indian State Park. We have 3 different races, half marathon, 10K and 5K.

Hotel Request: No

Location: Clear Creek

Dates: May 15-16, 2026

Tickets: Yes - Half Marathon- range from \$65-\$90 SOLD 90 tickets 10K- range from \$45-\$55 SOLD 29 tickets 5k-range from \$30-\$40 SOLD 39 tickets.

Rooms: No

Participants: 158 - Registration

Spectators: 150

Requesting: \$1,500

Funded: 9 Years

2025: \$1,200

Qualifies: 158 par, 150 spec x 2 days = \$1,200

Recommended: \$1,200

Motion made by: Michele Jolley

Second by: Jordan Shumway

All in favor: Yes

Minutes: Both Kenzie and Liz helped at the event and talked about how well attended it was. Liz had people staying in the park for this event. This event had participants come from Texas.

Salina UCHA Spring Show

The Utah Cutting Horse Show is a premier western performance horse event that showcases the athleticism, intelligence, and precision of cutting horses and riders from across the region. highly skilled competition where horse and rider work together to separate a single cow from the herd and prevent it from returning for a set amount of time. Once the rider drops their hand, the horse takes over — displaying instinct, agility, focus, and heart as it mirrors the cow's every move.

Hotel Request: Yes

Location: Blackhawk Arena

Dates: May 13-16, 2026

Tickets:

Rooms:

Participants: 130 - Registration - We had 92 Entries the First Day. 110 on the 2nd day. 107 on the 3rd day. And 87 on the 4th day.

Spectators: 75-100

Requesting: \$2,500

Funded: 15 Years

2025: \$2,500

Qualifies: 130 Par + 100 spec. = 165 avg x 3 Days = \$1,000

Recommended: \$2,500

Motion made by: Michele Jolley

Second by: Jake Van

All in favor: Yes

Minutes: The board took a better look at the numbers. Jake Van shared the number from his perspective as the event manager. He stated that the event would have had at least 260 participants. The board took those numbers to come up with the recommendation for \$2,500.

Beehive Roundup PRCA Rodeo

Two performances of Professional Rodeo sanctioned with the PRCA and WPRA. May 15-16, 2026. 166 contestants from 10 different states competed in bareback riding, steer wrestling, team roping, saddle bronc riding, tie down roping, breakaway roping, barrel racing and bull riding. and 5K.

Hotel Request: Yes - Quality Inn

Location: Sevier County Fairgrounds

Dates: May 15-16, 2026

Tickets: Yes - \$20 adults and \$15 kids at the event. \$17 adults and \$13 kids advanced. \$27,603 in total ticket revenue.

Participants: 214 - Registration

Spectators: 1,689

Requesting: \$7,000

Funded: 1 Years

2025: \$3,000

Qualifies: 214 par + 1689 Spec = 1,903 915 avg X 2 days = \$4,000

Recommended: \$4,000

Motion made by: Liz Stevens

Second by: Jake Van

All in favor: Yes

Minutes: The board felt that this event was a great event for the area.

Other Business: Kevin Arrington shared that next year at the SVC they will be having, 1 day of 1 A state wrestling tournament, 4 days of 2A 3A state wrestling tournament, 3 days of 3A state Basketball. Landon Larsen shared that Ace has been remodeling Munchies and will be updating the menu to have Crispy Crunchy Chicken. This will be fresh chicken.

Adjourn Meeting:

Motion made by: Jordan Shumway

Second by: Liz Stevens

All in favor: Yes

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.

Minutes: