

Sevier County Tourism Advisory Board
July 7th, 2026

Agenda

June Commission Meeting Update
Promotion Update

Action Items

June Minutes
Placer Contract
New Wording Policy
Sevier Valley Marathon
QK Memorial Team Roping
Blackhawk Wrestling Camp
Cove View Classic
Utah State Cinderella Page
Horsepower Showdown

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
Nicole Mancinas - Holiday Inn Express
Ashley Steck - Ramada
Jordan Shumway - Quality Inn
Kenzie Draper - Richfield Area Chamber
Liz Stevens - Fremont Indian State Park

Note: Kevin Arrington conducted this meeting at the chairman.

June Commission Meeting Update

Everything was approved.

Promotion Report

Utah Fun with Kids

State FAM Tour - Mountain Biking

AI ready

Minute: Amy Myers gave an update for the FAM Tours that were here the last couple of weeks. Myers also gave an update on the Balloon Festival. Myers shared that the ad agency is working on uploading AI with our tourism information for Sevier County.

June Minute Approval

Motion made by: Jordan Shumway

Second by: Jake Van

All in favor: Yes

Minute: No discussion.

Placer Contract

Added to the Co-Op grant

Motion made by: Michele Jolley

Second by: Kenzie Draper

All in favor: Yes

Minute: Myers presented the information on the Placer Contract. Placer is the platform that is used to track visitation to Sevier County. Placer is paid for by the Co-Op grant.

New Wording for Policy

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.

*The Tourism Board will make recommendations to the Sevier County Commission for funding. The Commission will review the recommendations and may choose to approve or alter the funding prior to final approval.

Motion made by: Randy Bumgardner

Second by: Jake Van

All in favor: Yes

Minute: Kevin Arrington explained the request to change the wording from “will not” to something less restrictive wording. He presented the new wording and asked for a vote.

Sevier Valley Marathon

The Sevier Valley Marathon is a road running event with an official certified marathon distance of 26.2 miles. The race starts at the Candy Mountain Bike trail trailhead near Big Rock Candy Mountain resort and follows the Candy Mountain bike trail all the way to Elsinore and then follows the backroads into Richfield. The race included Friday night race packet pickup and a bus to the start for the race to start at 5:30 am on Saturday June 6th.

Location: Marysvale Canyon to Richfield

Dates: June 5-6, 2026

Hotel Request: No

Tickets: No

Participants: 25

Spectators: 90

Requesting: \$400

Funded: 1

2025: \$1,000

Qualifies: 25 par, 90 spec x 2 days = \$400

Recommended: \$400

Motion made by: Jordan Shumway

Second by: Kenzie Draper

All in favor: Yes

Minute: Jordan asked how we can help them to grow their events. Amy suggested that we look at promoting the event through our social media. There was conversation around if this was a qualifier for any other half marathon. Amy stated she would reach out to the race organizers and visit with them about marketing.

OK Memorial Team Roping

The Memorial and Suicide Awareness Team Roping Jackpot was a weekend dedicated to remembering Quinn Kesler, supporting his family, and bringing our rodeo community together. In addition to the team roping jackpot, we held a barrel race and breakaway roping on Sunday, allowing every member of the family to participate in the events they love. The weekend began Saturday morning and continued through late Monday evening.

Location: Blackhawk

Dates: May 24-26, 2026

Hotel Request: No

Tickets: No

Participants: 261

Spectators: 525

Requesting: \$3,600

Funded: 2 Years

2025: \$3,600

Qualifies: 200 par 400 spec x 3 days = \$3,600 - 300 avg = \$1,800

Recommended: \$3,600

Motion made by: Jake Van

Second by: Randy Bumgardner

All in favor: Yes

Minute: Jake Van said they added a youth event this year and that made it larger. He also stated that they used more RV spots. Michele Jolley asked Jake Van about the cost of RV spots at the Blackhawk. Jake shared that they charge the producers \$15 and the producers charge the individuals \$50 or more for a spot. Jake Van shared how he was working with the events to have them come and stay for the full time of the event. Jake Van stated that Salina City will be increasing the cost of RV spots.

Blackhawk Wrestling Camp

The Blackhawk camp is a wrestling camp, which was started in 2008 and is still running strong. We had over 600 participants at the camp this year. We had teams from the states of Utah, Arizona, Nevada, Idaho, Colorado, and California.

Location: Blackhawk

Dates: June 8-11, 2026

Hotel Request: No

Rooms: No

Tickets: No

Participants: 607 - We had 607 wrestlers participate at the camp. There were 39 teams. And there are a few spectators that come and watch the camp, but it is not designed as much for spectators as mat time.

Spectators: 50

Requesting: \$4,000

Funded: 18 Years

2025: \$5,000

Qualifies: 600 par, 50 spec x 4 days = \$5,000

Recommended: \$4,000

Motion made by: Michele Jolley

Second by: Kenzie Draper

All in favor: Yes

Minute: Jake Van shared how big this event ended up being. It brought in more kids than in the past. There are new individuals putting on this event and they are hoping to grow it next year. They had to put out 2 mats in the practice arena.

Cove View Classic

Cove View Classic was a premier baseball tournament hosted by Backyard Baseball Tournaments in Richfield, Utah. Featuring a unique five-game guarantee format, the event provides competitive play, well-organized scheduling, and multiple championship brackets to ensure every team has the opportunity to compete at a high level. The tournament is dedicated to delivering a fun, competitive, and memorable experience for players, coaches, and families.

Location: Snow College Fields

Dates: June 26-27, 2026

Hotel Request: No

Tickets: Yes

Participants: 90 - Seven teams participated in this event with approximately 12-13 players per team.

Spectators: 340

Requesting: \$1,100

Funded: 1st year

Qualifies: 400 x 2 days = \$800

Recommended: \$800

Motion made by: Jordan Shumway

Second by: Michele Jolley

All in favor: Yes

Minute: Jordan Shumway brought his concerns with the event not charging spectators. There was a discussion around the wear and tear for the field. Michele Jolley shared that Richfield City is in charge of the maintenance on the field. Snow College charges for use of the field. This is the 4th baseball tournament in our area.

Utah State Cinderella Pageant

Youth Development Program for girls ages 0-29. Girls compete in interviews, modeling, and talent. Judges are brought in from out of state to judge the competition. Girls can then go on to compete at the International level in Dallas, Texas. Preliminary pageants are held throughout the state where we advertise that the State Pageant is held in Richfield.

Location: SVC

Dates: June 10-13, 2026

Hotel Request: No

Rooms: 69

Tickets: Yes - Ticket package was \$20 for all events for those not competing or their chaperones.

Participants: 84

Spectators: 285 - 170 Tickets sold at the SVC, (chaperones, staff, royalty and parents attending not buying tickets 115 people)

Requesting: \$3,000

Funded: 8 Years

2025: \$2,500

Qualifies: 84 par, 285 spec = 369 x 4 days = \$3,000

Recommended: \$3,000

Motion made by: Randy Bumgardner

Second by: Nichole Mancinas

All in favor: Yes

Minute: No discussion around this event.

Horsepower Showdown

Dirt drag races with trucks from 6 different states in attendance. Racers arrived Thursday night and stayed through Sunday morning. This event took place for spectators from 6 pm to 9:15 pm on Friday and Saturday. Racers checked in at 1:00 pm on Friday.

Location: County Fairgrounds

Dates: June 19-20, 2026

Hotel Request: Yes - Quality Inn, Holiday Inn Express, Hampton Inn, Best Western

Tickets: Yes - \$10 adults \$5 kids

Participants: 369 - 123 from doc - We had 56 entries on Friday and 67 entries on Saturday. Of those entries, only 6 entries on Friday and 7 entries on Saturday were from Sevier County. The rest were out of Sanpete, Juab, Garfield, and Utah County (from Utah). The rest of the entries were out of state. Each participant brings a pit crew of 3 people (plus any family). Sometimes the pit crew is family so we only multiplied the entries (123) by 3 to calculate our total participants.

Spectators: 310 - We had \$1040 in Venmo sales for the weekend and \$2,060 in cash sales for the weekend. We divided each amount by the ticket price of \$10 (we didn't keep record of adults vs kids ticket sales- we will next year!). That gave us a total of 310 spectators. (Colton Conder, Fairgrounds manager said there were about 50 people in the stands)

Requesting: \$2,000

Funded: 1 Year

2025: \$1,000

Qualifies: 123 par, 310 spec x 2 days = \$1,700

Recommended: \$1,700

Motion made by: Michele Jolley

Second by: Kenzie Draper

All in favor: Yes

Minute: No discussion around this event.

Other Business

Kenzie - County Magazine for 2027

Minute: Kenzie shared that the Chamber wants to do the Sevier County magazine again next year. They will be starting to work on a reprint for next year. The board was supportive of the Chamber moving forward with a reprint for next year. Kenzie stated that she will be coming to

the board next month with an official proposal. Kevin Arrington shared that 1A State Basketball will be coming to the SVC in 2027.

Motion to Adjourn

Motion made by: Michele Jolley

Second by: Nichole Mancinas

All in favor: Yes