

Sevier County Tourism Advisory Board
August 4th, 2026

Agenda

Promotion Update

Action Items

Sponsorship at Christmas at Willow Bend
Chamber Magazine
Blackhawk Classic
UVRHA Celebrate Summer Show #2
Donny Somers Memorial Tournament
Sponsorship for Veterans Dinner
Stronger Together Suicide Prevention
Fishlake Team Football Camp
American Legion Convention
July Minutes

Note: Kevin Arrington conducted this meeting at the chairman.

Promotion Report

Presentation By Ad Agency

Minutes: Randy Rhodes from Soren Digital came and presented the quarterly report. Soren Digital is the County's Marketing Agency for Tourism. Jordan Shumway asked about letting businesses advertise on the email that is being sent out.

Sponsorship at Christmas at Willow Bend

Held at Aurora City park.

Requesting: \$500

2025: \$500

Recommended: Moved to September meeting

Motion made by:

Second by:

All in favor:

Minutes:

Motion made by: Landon Larsen made a motion to move the 3 sponsorships to the next meeting.

Seconded by: Michele Jolley

All in favor: Yes

Chamber Magazine

Chamber Board requesting funding to help with the reprint for the Sevier County Magazine.

Requesting: \$5,000

2025: \$5,000

Recommended: \$10,000 - Funding out of TRT

Motion made by: Landon Larson

Second by: Jordan Shumway

All in favor: Yes

Minutes: Kevin Arrington asked if there were any other big investors in the magazine. Kenzie shared how they would be charging for advertisement in the magazine but that is all there was. Kevin asked if the board would commit \$10,000 what would we get? This would require the

Chamber to put a map of the area in the center of the magazine and dedicated pages to highlight the tourism opportunities in Sevier County.

Blackhawk Classic

We held a regional reining horse show at your facility last month. We had a great turnout and everyone had a good time. We showed horses but also enjoyed the balloon festival that was going on in town. On Saturday night we had Lotza Motza bring pizza to the facility for an exhibitor pizza party; where we watched the NRHA Derby taking place in OKC. We had 190 Horses at this show.

Location: Blackhawk

Dates: June 17-21, 2026

Hotel Request: Yes - Super 8

Tickets: No

Participants: 180 Horses - 133 people counted from paper work.

Spectators: 450 - Number of horses entered times 2.5 people

Requesting: \$5,000

Funded: 16 Years

2025: \$5,250

Qualifies: 133 people 450 spec 116 avg x 5 days = \$1,350 580 x 5 days = \$3,500

Recommended: \$3,500

Motion made by: Michele Jolley

Second by: Kenzie Draper

All in favor: Yes

Minutes: The board looked at the average number of people at this event assuming that 2.5 people came per horse.

UVRHA Celebrate Summer Show #2

Versatility Ranch Horse Show. 250 horses were registered for this event.

Location: Blackhawk

Dates: June 27-28, 2026

Hotel Request: No

Tickets: No

Participants: 100

Spectators: 200 - People with horses

Requesting: \$3,000

Funded: 6 Years

2025: \$3,000

Qualifies: 100 par 200 spec x 2 days = \$1,200

Recommended: \$2,500

Motion made by: Randy Bumgardner

Second by: Landon Larsen

All in favor: Yes

Minutes: The board discussed the lack of documentation for this event and took an average of 2.5. The board asked Amy Myers to let this event know they need to come up with a way to track the number of individuals attending this event in the future to qualify for funding.

Donny Somers Memorial Tournament

The Donny Somers Memorial Baseball Tournament was a youth baseball event held in Richfield, and Monroe, to honor the legacy of Donny Somers and his commitment to youth sports and the local community. The tournament brought together youth baseball teams from across the state and neighboring states for a weekend of competitive play, sportsmanship, and family-friendly activities.

Location: Snow College Fields

Dates: July 10-11, 2026

Hotel Request: No

Tickets: No

Participants: 360 - The Donny Somers Memorial Baseball Tournament attracted 30 teams with an average roster size of 12 players, resulting in approximately 360 participating athletes.

Spectators: 1,440 - Based on an average of four family members and supporters attending per player, the tournament welcomed an estimated 1,440 spectators throughout the weekend.

Requesting: \$4,500

Funded: First Year

Qualifies: 360 Par x 2 days = \$1,400 - 2.5 x 360 = 900 x 2 days = \$3,600

Recommended: \$3,600

Motion made by: Ashley Steck

Second by: Michele Jolley

All in favor: Yes

Minutes: The board had a discussion about charging for spectators at this event. That would help them have an accurate count. The board used the 2.5 people average to look at this event for spectators.

Sponsorship for Veterans Dinner

Junior Miss will be providing entertainment and dinner for veterans. Last year we served over 130 dinners at the veterans dinner. Richfield chamber used to host this event and is no longer doing it so junior Miss started it back up last year.

Location: Fairgrounds

Dates: Nov 10, 2026

Hotel Request: No this is a one night event

Tickets: No

Participants: 200 - Last year we had 130 dinners. We're hoping to serve 200 this year, including the Redmond veterans.

Requesting: \$1,000

Funded: 2nd year. No funding last year

Recommended: Moved to September meeting

Motion made by:

Second by:

All in favor:

Sponsorship for Stronger Together Suicide Prevention

I would love to have the county's help with our community suicide prevention event. We are hoping to feed 500 people hot dogs and chips. Earlier this year, the Sevier County Prevention Coalition was informed that the American Foundation for Suicide Prevention would not be hosting their annual "Walk Out of Darkness" fundraiser event in Central Utah. This was shocking to us, because our county and certainly our region, is ranked highest in Utah for suicide rates. We decided we would host our event for the community.

Location: Richfield City Park

Dates: September 28th

Request: \$1,000

Recommended: Moved to September meeting

Motion made by:

Second by:

All in favor:

Football Camp - 2026 Fishlake Team Football Camp

The 2026 Fishlake Team Football Camp was held at Richfield High School. In addition to Richfield High's football team, teams from Stansbury High (115 players, 10 Coaches), Bear River (54 players, 8 coaches), Enterprise High (36 players, 6 coaches), San Juan High (60 players, 5 Coaches, Wednesday & Thursday), and Canyon View High (75 players, 7 coaches, Monday only) attended the camp for a total of 376 participants from outside the community.

Location: Richfield High School

Dates: July 13-16, 2026

Hotel Request: No

Rooms: Bear River (20/night), Enterprise (15/night) at the Quality Inn, and Stansbury (approx 30/night) at the Comfort Inn stayed in hotel rooms during the camp, for a total of 195 hotel rooms rented for the camp.

Tickets: No

Participants: 485 - Around 375 participants total from outside the community, and around 110 within the community.

Spectators: 150 - Approximate of patrons in the stands during scrimmages.

Requesting: \$3,600

Funded: Yes

2025: \$3,600

Qualifies: 485 par x 3 days = \$3,000

Recommended: \$3,600

Motion made by: Kenzie Draper

Second by: Michele Jolley

All in favor: Yes

Minutes: Michele Jolley pointed out that this event had put in effort to track where teams stayed. Kenzie agreed.

107th Department of Utah of the American Legion Convention

Every year the Department of Utah of the American Legion conducts a Convention in a City of Utah, to conduct the business of the Department of Utah American Legion. Elect and swear in new officers and finalize the reports of Committees of the Utah American Legion.

Location: Quality Center, Utah National Guard Armory

Dates: June 26-28, 2026

Hotel Request: No

Rooms: 33 hotel rooms, mostly at the Quality Inn, but also some were purchased at other hotels in the area. We also utilized 11 RV spots at local RV parks, and some even came into town and stayed with family and friends.

Tickets: No

Participants: 265

Spectators: 65

Requesting: \$7,500

Funded: 5 years

2025: \$13,000

Qualifies: 265 par x 3 days =\$1,600

Recommended: Moved to September meeting.

Motion made by:

Second by:

All in favor:

Minutes: The board is requesting more information from this event. There is no record of this event having been funded in the past.

July Minute Approval

Motion made by: Take no Action

Second by:

All in favor:

Minutes: The board took no action due time and that there was not a full quorum. Jordan Shumway and Michele Jolley had to step out on calls.

Minutes: Meeting closed without a motion to adjourn. Jordan Shumway and Michele Jolly have to step out on calls.

