

Sevier County Tourism Advisory Board
September 1st, 2026

Agenda

August Commission Meeting Update
Promotion Update

Action Items

July Minutes
August Minutes
Spectator Tracking Discussion
Sponsorship at Christmas at Willow Bend
Sponsorship for Veterans Dinner
Stronger Together Suicide Prevention
American Legion Convention
NFSA - Juniors at World Spearfishing/Rocky Mountain Regional
Monroe Art Mural
One Hot Reining
Levi Wright Memorial Barrel Race
UVRHA Summer Showdown

Approved on October 6, 2026

In Attendance:

Amy Myers - Tourism Director
Ralph Brown - County Commissioner
Randy Baumgardner - Motel 8 Salina
Kevin Arrington - SVC
Kathy Maxwell - Blackhawk Arena
Michele Jolley - Richfield City
Nicole Mancinas - Holiday Inn Express
Ashley Steck - Ramda
Jordan Shumway - Quality Inn
Shawn & Raelynn Bradford - High Desert Inn
Landon Larson - Larsen Ace

Kim Robinson - Public

Note: Kevin Arrington conducted this meeting at the chairman.

August Commission Meeting Update

Minutes: Kevin Arrington shared the change in funding from what the board recommended.

Promotion Report

Monthly report.

Co-Op Grant

Budget for 2027

Minutes: Amy Myers shared with the board the monthly report. She also informed the board that the county received \$160,800 from the Co-op grant. Myers also informed the board that she would be bringing the budget to them in October for an approval of the draft budget. Myers will be presenting the budget to the Commissioners in October and bringing it back to the board for final approval in November.

July Minute Approval

Motion made by: Jordan Shumway

Second by: Randy Baumgardner

All in favor: Yes

August Minute Approval

Motion made by: Jordan Shumway

Second by: Randy Baumgardner

All in favor: Yes

Spectator Tracking Discussion

How do they count spectators at events with no documentation?

Motion made by: No action taken

Second by:

All in favor:

Minutes: Kevin Arrington asked the board how they wanted to look at spectators to events when the event doesn't have proof. He asked the board if they wanted to add to their procedures a count of 2.5 people per event. The board decided that every event was so different they wanted to continue to look at every event alone.

Sponsorship at Christmas at Willow Bend

Held at Aurora City park.

Requesting: \$500

2025: \$500

Recommended: \$500

Motion made by: Michelle Jolley

Second by: Raelynn Bradford

All in favor: Yes

Minutes: Kevin reminded the board of the TRCCA funding. This funding has been used to fund events that are more for locals and not necessarily tourism related. The board decided to fund this event out of the Local Event fund.

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: Local Event Fund \$1,000

Motion made by: Ashley

Second by: Michele

All in favor: Yes

Minutes: The board felt like this was a great event and chose to sponsor it out of the TRCCA local event fund.

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: Local Event Fund \$1,000

Motion made by: Randy Baumgardner

Second by: Shawn Bradford

All in favor: Yes

Minutes: The board felt like this was a great event and chose to sponsor it out of the TRCCA local event fund.

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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 - They just counted. There is no registration.

Spectators: 65

Requesting: \$7,500

2025: No

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

Recommended: \$1,600

Motion made by: Michele Jolley

Second by: Raelynn Bradford

All in favor: Yes

Minutes: Amy Myers shared the conversation she had with Jeff Stithem. This is the first time this event was in our area. They did not have any documents to show how many people came to this event. Jordan shared that they did have spouses that were at the Quality Center.

NFSA - Juniors at World Spearfishing/Rocky Mountain Regional

Fish Lake is a beautiful alpine lake located three hours from Salt Lake City. This picturesque venue is known for its clear waters and abundant fish species, including perch, sucker, carp, various trout species, and tiger Muskie. The lake has produced world record catches of Muskie, lake trout, splake, and brown trout. We had individuals coming from as far a way as Ukraine and all parts of the US including Hawaii, Texas, Colorado, South Dakota, Utah, Oregon, Idaho and more.

Location: Fish Lake

Dates: July 30 -August 1, 2026

Hotel Request: No

Rooms:

Tickets: Yes - JAWS event tickets were \$25 each participant and for the Regional we charged \$50 per participant. Spectators and volunteers were free.

Participants: 97 on excel sheet submitted.

Spectators: 100 - We observed how many total individuals attended the awards banquets.

Requesting: \$2,000

Funded: 3 Years

2025: \$1,200

Qualifies: 200 x 3 days = \$1,800

Recommended: \$1,800

Motion made by: Jordan Shumway

Second by: Nichole Mancinas

All in favor: Yes

Minutes: The board talked about this event growing over the last couple years. Ashley Steck asked what the money was being used for. That isn't a question that is asked on the application.

Art Mural in Monroe

Magnify Monroe, our beautification/preservation organization was successful in raising some funds to help cover the cost of it, but we aren't quite "there" yet. While our artist, Elle Woolsey, is completing the work for just pennies on the dollar of what it is worth, we seek a few more donations. We would love to feature "Sevier County" on our wall of contributors, adjacent to this new mural, which is part of the "wayfinding" effort we have going on. Monroe City contributed \$1500 toward the total cost. Our mural has a price tag of about \$5,300. Magnify Monroe and our community has raised/contributed somewhere around \$3,000.

Location: Wall by Bullies

Requesting: \$800

Recommended: \$500

Motion made by: Jordan Shumway

Second by: Michele Jolley

All in favor: Yes

Minutes: Amy Myers shared that this group was planning on doing several more murals in Monroe. The board decided to cap it at \$500 per mural. Myers reminded the board that this was different than that mural Prescott McCarthy wanted to do. Ashley mentioned that every community would want to have a mural. Jordan Shumway made the motion to fund them at \$500 if they would put the county logo on it. He felt that was important to have in place for future murals (\$500 and add our logo). The board decided that the bill could not be paid until the logo was painted on the mural to insure it was added. They also want to make sure the logo was at least 18 x 18 on this mural.

One Hot Reining

This is the 3rd club show. We purchased a saddle to give away to riders that haven't won a saddle before. We also purchased 5 buckles to be given away at this show. We advertised it as our Non Pro appreciation show. Advertising was on our national webpage NRHA.com, our local webpage irha.com, and on our Facebook page book page.

Location: Blackhawk

Dates: July 30 - Aug 2, 2026

Hotel Request: No

Rooms: We had 123 RV nights. I know of a couple groups that did local Air b and b's, a lot of people in hotels- probably about half- 180?

Tickets: No

Participants: 157 - We had 157 entries (horses).

Spectators: 390 - Our national organization figures each entry brings 2.5 people. I think that number is low for our state.

Requesting: \$5,000

Funded: 15 years

2025: \$5,250

Qualifies: 390 x 4 days = \$3,000 490 x 4 days = \$4,000

Recommended: \$4,000

Motion made by: Randy Baumgardner

Second by: Nichole Mancinas

All in favor: Yes

Minutes: Michele Jolley asked how the TRT tax was paid. Kathy Maxwell spoke on behalf of the Blackhawk. Kathy shared that the City charges the event \$25 dollars per RV spot to the producer. Then the producer then ups the price and charges the individuals. The City remits the taxes for TRT for the \$25 dollars they charge. She shared with the board that Jake Van is no longer employed by the Blackhawk. Kathy informed the board that Kim Robinson will be attending on behalf of the Blackhawk moving forward. Kim is the chairman board for the Blackhawk. Kathy told the board that this event would like to have the board fund her before the events. She has asked to have the board go off the previous year numbers in the future. Kathy shared that the events at the Blackhawk make a huge difference to the restaurants and the businesses in Salina. The board discussed this event and how to fund it. They looked up last year's numbers to see the difference. This event didn't upload documentation. The board asked that the event look at having a better county of people attending events.

Levi Wright Memorial Barrel Race

Friday was an open arena and exhibitions followed by an evening jackpot. Saturday began with some exhibitions and the main day of competition. After competition finished for the day we had some more exhibitions followed by Levi's Little Dinos, which was a pee wee race for ages 5-10, in honor of Levi Wright. Sunday was another day of main competition followed by event awards.

Location: Blackhawk

Dates: August 14-16, 2026

Hotel Request: No - 3 hotel rooms utilized by event staff 2 RVs on Thursday, 23 on Friday and 24 on Saturday.

Tickets: No

Participants: 173

Spectators: 175 - Each participant had someone with them

Requesting: \$1,500

Funded: 1 Year

2025: \$5,000

Qualifies: 173 x 3 days = \$1,100

Recommended: \$1,500

Motion made by: Jordan Shumway

Second by: Michele Jolley

All in favor: Yes

Minutes: Not much discussion around this event.

UVRHA Summer Showdown

Versatility Ranch Horse Show featuring reining, ranch riding, cutting, cowhorse, trail and rail work.

Location: Blackhawk

Dates: August 7-9, 2026

Hotel Request: No

Tickets: No

Participants: 150

Spectators: 200 - No proof of spectators

Requesting: \$3,500 - Funded \$2,500 last month

Funded: 5 years

2025: \$2,500

Qualifies: 150 par 200 spec x 3 days = \$1,800

Recommended: \$1,800

Motion made by: Raelynn Bradford

Second by: Nichole Mancinas

All in favor: Yes

Minutes: This is the second show that this event has done this year. We looked at the other event last month. The board looked at last year's number to fund this event. Randy made a motion for \$2,100. It was never second. Raelynn made a motion for \$1,800 it was seconded by Nichole Mancinas.

Other Business

Outdoor Recreation Mitigation Grant Letter

Minutes: Amy Myers informed the board of the grant the county is seeking to help offset the cost of tourism. This is a grant from the state. The county opted into raising the TRT taxes to 4.5 so they would qualify for this grant.

Motion to Adjourn

Motion made by: Michele

Second by: Raylynn

All in favor: Yes