



Utah County Tourism and Tax Advisory Board Meeting
Monday, August 1 @ 11:30am
Hyatt Place, Provo Utah

Board Members Present:

John Garfield, Marriot
Danny Wheeler, Utah Valley Convention Center
Rita Wright, Springville Museum of Art
Kurt Christensen, Hyatt House PG/Provo
Chad Linebaugh, Sundance
Jared Kearns, Utah Valley University
Graydon Pearson, Hyatt Hotel

County Representatives Present:

Laurel Price, Utah County Commission Liaison
Lisa Shepherd, Utah County Commission
Rachel Voeks, Utah County Commission
Amelia Powers Gardner, Utah County Commissioner
Tom Sakievich, Utah County Commissioner

Others Present:

Kathi Lewis, Orem City

11:35 am Welcome & Working Lunch

John welcomed everyone and asked for a motion to approve the minutes from the last meeting. Rita Wright made a motion and Chad Linebaugh seconded. The vote was unanimous. John turned the time over to Danny for a funding update.

11:40 am Funding Review update – Danny Wheeler

Danny: Highlights: TRCC update of April and May numbers. 17.9% ahead of where we were in 2021. Danny mentioned that he flew out of Provo airport and had a phenomenal experience. Lots of parking and a very quick to get through security and the gate. With the increased Breeze flights in November, it will be interesting to see what happens with car rental taxes as more people fly out of and into the Provo airport.

TRT has been a record year to date. Through the end of May, we're up 46.9%. There is a question whether that is sustainable through the end of the year.

Danny mentioned that the Municipal Recreation Grant amounts have stayed at \$300,000 and this may be worth addressing at another point and potentially increasing. Amelia mentioned that she

hadn't heard from cities that they were wanting an increase and the amount for the small cities and townships was sufficient. If the bigger cities were wanting to fund bigger projects, they have come to the TTAB board for funding those.

John Garfield updated on the hotel industry and that 2022 has been a banner year for hoteliers. John Garfield also noted that the Utah Restaurant Association is planning to actively lobby to get rid of the restaurant tax. Graydon Pearson also gave a short update on his perception of the hotel market.

There was a broader discussion about the convention market and the impact that is having on tourism in the county. Danny explained that we are seeing more conventions from local or regional corporate organizations. The national or international corporate market is taking longer to come back. The corporate business with the international reach is taking longer to come back to the convention market.

12:00 pm Utah Metropolitan Ballet
Project Funding Request: \$94,320
Project Reviewer: Danny Wheeler
Project Presenter: Ellen Christensen, Jacob Rogers, Lawrence Christensen

Ellen Christensen, the President of the Board of Directors for the ballet. Jacob Rogers and Lawrence Christensen are with Black Tie who is the marketing agency. The company has been around 40 years. The artistic director is Jacquelyn Colledge. The ballet is a top-notch ballet school and has dancers from all over the world interested in dancing with UMB.

The goal of is to push the marketing out to make people aware of the top-notch ballet in Utah County. The ballet does pull people from out of state to come and watch the ballet. Ticket sells for the October productions is doing very well. When people come to the ballet, they are spending money at hotels and restaurants in Utah County. The requested funds would be used to help market and grow awareness about the productions of the ballet. Utah County is not seeing a strong transition in the arts program. This is very important to promote and build. UMB is a well-known, respected, and professional ballet here in the county.

Performances are in the Covey Center which hold just over 600 seats. There was a question about the Noorda Center at UVU which could hold more people. Ellen said that the Noorda Center is not really designed for ballet, but they are working to get into Noorda and are working through a few issues with UVU. Ellen did mention that there does need to be focus on building a larger theater that can be used for arts.

John Garfield asked about the funds from the last request and Ellen didn't have a break down of the funding amounts with her. Amelia mentioned that she was the auditor of the county and that \$35,000 had to be written off because the ballet couldn't account and provide receipts for the costs. Ellen mentioned that the organization has a solid treasurer in place so that mistakes that were made in the past will not be made again.

There was a discussion about the percentage of the funding request compared to the total marketing budget for the ballet.

Danny Wheeler asked if the organization could provide receipts and seek reimbursements. Ellen mentioned that it would be best if the ballet could have some funding upfront to help with the flexibility of the marketing campaigns. The ballet would prefer a combination of upfront money and then reimbursable expenses.

12:40 pm Springville Museum of Art- 37th Spiritual/Religious Art Exhibit

Project Funding Request: \$28,200

Project Reviewer: John Garfield

Project Presenter: Jacquelynn Sokol

Jacquelynn mentioned the appreciation for the support of the arts in general from this committee. Springville Museum has been doing this exhibit for 36 years. This request is for the fall of 2023. The purpose of this exhibit is to unite the community and bring people together around our shared interests. Last year over 500 art works were submitted for the competition. About 150 pieces were accepted. October -January, the museum has around 14,000 visitors from all over the state.

There is a component of student art competition for K-12 students. Last year they had over 200 pieces submitted for this.

The museum also helps train artists on how to be successful as small business owners. They offer classes and training on various business training for artists to help develop their skills.

Jacquelynn mentioned that these dollars have a very important impact on the county for both the artists and community members who visit the museum. The museum has added billboard marketing for this year as well.

Rita mentioned that the Springville City Council wants to ensure that the museum is kept free for community members to visit, and costs won't inhibit families visiting the museum.

There was a short discussion on the children's exhibit and the impact of that portion of the campaign and the importance of teaching children how to share their art with others.

1:05 pm Holiday Lights

Discussion on holiday lights. This was started in 2021 amid covid shutdowns and requiring of masks and construction. This would draw people to downtown Provo for the holiday lights. The idea is to build traditions for Utah County families to see the lights here in the county rather than go to Temple Square.

John Garfield mentioned expanding the budget with more lights. John also mentioned putting together some performers on evenings. High School choirs, etc. Danny mentioned working to get

Provo City, NuSkin, the LDS Temple and other areas along downtown to put up lights to build the ambience.

1:15 pm TTAB Priority Listing & Additional Discussion
Review current requests
Motions

Utah Metropolitan Ballet

John mentioned that Commissioner Lee also had concerns about the difficulty of getting receipts and proof of how the money was spent. There was a discussion about working to ensure that some of the funds are reimbursable after the fact.

There was a discussion about the value of the ballet on local restaurants and how that draws people to the downtown area. The ballet is very valuable for this reason.

John Garfield mentioned that he wasn't sure that he was supportive of the total requested amount which he said was more than half of the marketing budget. Danny mentioned that he didn't know anything about the issues with reimbursement and there was discussion about adding to the application form information about prior funding requests and whether prior receipts had been submitted.

Motion Kurt Christensen – : Recommend funding the full amount of \$ 94,320 with contractual accountability from the ballet built into the contract.

Second: Rita Wright. Vote: Yes: Wright, Christensen, Pearson, Linebaugh, Wheeler, Kearns. No: Garfield

Springville Museum of Art- 37th Spiritual/Religious Art Exhibit

Kurt Christensen mentioned that the work they do helping students with art is very important and worth noting the value of the Museum for many reasons but also for the work to foster art interest in the K-12 schools.

Motion: Danny Wheeler – Recommend funding the full \$28,200.

Second: Kurt Christensen Vote: Unanimous. Rita Wright abstained from the vote.

Holiday Lights

The board recommends that the county augment the funding for the holiday lights and expand the lighting on the county campus. The board is very supportive of this concept.

Other Meetings:

Monday, October 3 at Hyatt House in Pleasant Grove

Monday, December 5 at Springville Museum of Art

1:40 pm Adjourn