



Utah County Tourism and Tax Advisory Board Meeting
Monday, October 3 @ 11:30am
Hyatt House, Pleasant Grove

Board Members Present:

John Garfield, Provo Marriott
Danny Wheeler, Utah Valley Convention Center
Rita Wright, Springville Museum of Art
Kurt Christensen, Hyatt House PG/Provo
Chad Linebaugh, Sundance
Kevin Santiago, Communal

County Representatives Present:

Laurel Price, Utah County Commission Liaison
Lisa Shepherd, Utah County Commission
Bill Lee, Utah County Commission
Amelia Powers Gardner, Utah County Commissioner
Tom Sakievich, Utah County Commissioner
Adam Beck, Utah County Civil Division

Others Present:

Kathi Lewis, Orem City

11:45 am Welcome & Working Lunch

John welcomed everyone briefly and then turned the time over to Danny for a funding update.

11:50 pm Funding Review update – Danny Wheeler

Danny: Highlights: TRCC is up 15.6% above last year. TRT is up 34% from last year. We're seeing very strong growth in both funds.

There was a discussion about various projects that have come before the board for approval. We currently have \$28.7 in obligations with about another \$3 million that have been approved by the board and are waiting for the commissioners to sponsor. Those two projects are Saratoga Springs North Marina and SkyNav.

With all the obligations, including the \$2.8 million not approved by the commission yet, the balance left in TRCC and TRT is \$16.1 million. This is about \$500,000 more than our fund balance reserve.

John Garfield talked about the restaurant industry is lobbying to try to get rid of the restaurant tax at the Legislature. There was discussion about the use of the funds and what would happen if the restaurant tax were to go away.

12:20 pm Discussion on strategy for the committee

There was a long discussion that preceded this about the strategy of the board in approving projects in the future. John asked the board to think about ways that the board can be more strategic in use of funds for the county and asked board members to come back in December to discuss this further.

One suggestion that Kurt Christensen talked about was the need to focus on natural resources that draw people to the county. This discussion will be continued in December.

12:30 pm Lakeside Park Project

Project Funding Request: \$1,743,750

Project Reviewer: John Garfield

Project Presenter: Bryce Merrill, Mayor Dave Young, Jamie Davidson, Brent Ivy

Bryce Merrill started off the presentation with information about Lakeside Park. It is 55 acres with eight full size soccer fields and five current softball diamonds. The park is close to the freeway, with some lighting for evening events. Orem City wants to increase capacity in the park through increasing the number of hours that the park can be used by switching some of the fields to artificial turf. This allows the fields to be used later into the seasons. They want to also increase lighting to allow for later evening use as well. This would include five fields being upgraded to synthetic infield turf.

The artificial turf can be safer for athletes to compete on, and the city is working with vendors to ensure athlete safety in the planned upgrades. Orem city is hoping to attract club leagues and larger baseball events to the park with the upgrades.

The timeline for installing the infield turf would be the summer of 2023. Orem City is also planning to use other funding to increase the parking lot of the park to accommodate the higher use. Total use of the project is 6 million. The cost to install the infield turf would be \$1,743,750. This is the amount requested by Orem City for this project.

Orem projects that they would be adding 10 weekends for the softball and baseball diamonds and 14 events across the soccer fields which would provide 1000 hours for use at the park for Orem residents and tournaments. Orem believes this project will grow tourism in Utah County and have a positive economic impact for the county with a major tourism draw.

Kurt Christensen asked Orem how the operating budget changes with artificial turf fields? Orem City said that it does cut operational costs and will cost less for the city overall. They projected it will save tens of thousands of dollars for the city.

Danny Wheeler asked how the fields are currently being programmed and what changes these improvements would make? Orem said that currently they run two adult softball seasons, M-F.

Adult leagues will now be M-Thur. allowing tournaments to have access to the full weekend F-Sun. The turf changes will also allow Orem to go from two season to three season calendar.

Bill Lee wanted to make sure that the county is the last money into the project and asked if that could be structured into the project. Orem is willing to work on this for the project and said that provided that the city knows that the county is a partner, they would be fine with a reimbursement at the end of the project.

There was a discussion about whether the five fields would be enough space for larger tournaments and wanting to see the economic impact. Orem is planning to work with Explore Utah Valley in booking tournaments and Orem is happy to provide economic impact numbers.

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

Lakeside Park Project

John Garfield opened the discussion on Lakeside Park Project. He mentioned that he had Orem remove the economic impact numbers from the presentation because it tends to cause contention in the meeting. John mentioned that his email has changed and some of the emails for Orem City bounced back.

Danny mentioned that the county pays money for the Explore Utah Valley economic indicator calculator, and we should take advantage of using that. Amelia mentioned that she wants to see the impact for hotel and restaurants. Economic numbers would be important to see if this project is considered a regional project for the whole county and not just for Orem residents.

John Garfield mentioned that none of the economic impact numbers were requested for Provo City's regional park when that was voted on by the board. Amelia mentioned that the Provo regional park had more fields and Provo City could cite economic impact for the project.

Danny stated that Explore Utah Valley should perhaps be attending these meetings to provide input on various projects that are discussed with the TTAB. Amelia mentioned that perhaps they should become part of the board.

Danny Wheeler mentioned running each of the projects through the economic indicator calculator through Explore Utah Valley. A discussion ensued on whether this made sense and having the applicant include this information with their application. John mentioned that we change the application to include economic projections as a requirement.

John Garfield stated that he would entertain a motion. There was a question about whether it would work to continue the item until the December meeting. Several members stated that Orem wants to get going on the project. John asked if the board would entertain an electronic vote after looking at the economic impact numbers.

Motion—Chad Linebaugh made a motion to get the economic impact numbers and then to revisit the project.

Second: Danny Wheeler

Vote: Aye, Unanimous Nay, Zero

John Garfield sent the economic impact numbers for the Lakeside Park Project to the TTAB Board on 10/27/2022.

Motion – A motion was made electronically on 10/27/22 by Danny Wheeler to approve the Lakeside Park Project for the full funding request of \$1,743,750 with the additional requirement to have Orem partially fund a portion of a Sales Manager at Explore Utah Valley who would actively recruit tournaments and sell this and other sports complexes throughout the county. (This was also a requirement of Provo City with their regional park)

Second: Chad Linebaugh

Vote: Yea, John Garfield, Chad Linebaugh, Graydon Pearson, Rita Wilson, Danny Wheeler, Kurt Christensen, Kevin Santiago. Nay, zero

John Garfield mentioned that a new board member is joining the TTAB Board. John Lenahan with Enterprise Rental will join our meeting in December.

John Garfield brought up the 2023 meeting schedule. He will assign locations and add to the agenda for next meeting. Danny Wheeler mentioned that we need to move the April date from April 3 to April 10 to avoid spring break for Alpine School District.

Next Meeting:

Monday, December 5

11:30am – 2:00pm

Host – Rita Wilson, Springville Museum of Art

2:00 pm Adjourn