



Utah County Tourism and Tax Advisory Board Meeting
Monday, December 5, 2022 @ 11:30am
Springville Art Museum

Board Members Present:

John Garfield, Marriott
Rita Wright, Springville Museum of Art
Kurt Christensen, Hyatt House PG/Provo
Chad Linebaugh, Sundance
Graydon Pearson, Hyatt Place Provo
Danny Wheeler, Utah Valley Convention Center
John Lenahan, Enterprise

County Representatives Present:

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

Others Present:

Kathy Lewis, Orem City
Lee Adamson, Explore Utah Valley

11:35 a.m. Welcome and working lunch

11:40 a.m. John Garfield welcomed everyone and announced new board member, John Lenahan, Area General Manager with Enterprise Rental Car.

John then recommended that we elect a new Board Chair to the TTAB since he had been serving for several years as Chair. John mentioned that Danny has been serving as Vice-Chair of the TTAB. John also asked the board if anyone else would like to run for Chair? There was motion made by Rita Wright for Danny Wheeler to be Chair and Kurt Christensen, Vice Chair. The motion was seconded by Chad Linebaugh.

Rita Wright announced that she is retiring from Springville Art Museum. Rita will be living in Salt Lake County and so she will likely not be able to serve on the TTAB Board any longer. There was a short discussion about requirements to serve on the TTAB Board.

11:45 a.m. Funding Review Update- Danny Wheeler

Danny gave an update of the tourism tax collection. Danny had numbers reflecting three months of up update. TRCC is 13.3% ahead of what we were last year. Projecting \$15 million by the end of 2022. TRT is 27.6% ahead of last year.

2022 is up from what we would project. Commissioner Powers Gardner mentioned that this is the same for all sales tax. Updates on recommendations from the commission. Three were discussed. The following three projects are being worked on by the commission. Saratoga Springs North Marina, SkyNav and Lakeside Park.

11:50 a.m. Utah County Fair Report- Craig Conover

Tickets sales for the fair was \$253,200. Sponsorships raised was almost \$41,000 for total revenue of \$294,097. Expenses for the fair was \$391,000. There was some money returned from prizes. The expected use of funds from TRCC is \$85,000.

Monster Truck sold out this year and the derby sold out as well. There were 55 vendors that participated in the fair this year. Food vendors did very well and sold a lot of food. Craig estimated that there were 40,000-50,000 attendees. Craig is here to ask for support for next year. John asked where the attendees were coming from. The tickets sales go through Spanish Fork and they do collect address data on tickets sales so Craig said he can get that information.

Craig mentioned that the entertainment went very well. They had a new group called GeezerFest that provided a full three days of entertainment which was very well received. Tried to keep the event very family friendly.

Commissioner Powers Gardner mentioned that she wouldn't mind spending \$50,000 to provide a focus on the Open Class. The Open Class was very small this year and the whole purpose of the county fair is to qualify for the State Fair. There was a discussion about what the Open Class is and the importance of promoting the Open Class which in turn supports the Agriculture community in the county and how to target the communities that would enter the Open Class competitions.

There was a question asked about the unused cash and prizes fund. Craig said that the funds returned were likely from Open Class, the Derby funds for prizes were not all used. The money not used is returned to the county.

12:15 p.m. Timpanogos Symphony Orchestra

Project Funding Request: \$65,000

Project Reviewer: John Garfield

Project Presenter: John Pew, Sarah McCann, Carolyn Lundberg, Black Tie Agency

John mentioned that the Orchestra musicians are not paid. They are members of the community that are talented musically but are not professional musicians but are looking for an opportunity to share their talents. There are between 65-85 musicians that perform with the orchestra.

John started the orchestra in 2011. They do 5-6 concerts per year. They have also done free community events. They have a facility in Alpine where they have been performing. TSO is trying to move their concerts to Orem in an effort to be more

centered in the county and pull in more patrons to attend the concerts. A big change for the TSO is trying to expose more people to the Orchestra. At the beginning of 2022, they did a free family concert at the Orem library facility that they are hoping to start using.

The Orchestra is asking for \$65,000 for marketing throughout the county to raise their profile and get the word out to the Orem/Provo population and raise awareness about TSO and their move to the Orem/Provo area.

There was a discussion about the branding and marketing for the TSO and how that can benefit from this. There was also a discussion about the impact that the Orchestra has in terms of tourism dollars in the county.

Commissioner Lee asked about how many of their musicians volunteer teaching time throughout the county. TSO has taught master classes throughout the county. They also host an aspiring musicians contest. Each year the Utah Symphony invites youth symphonies to perform and this is all volunteer.

Commissioner Powers Gardner pointed out that it is important to make sure that if this request is funded, that the funds are spent on permissible expenses which are advertising and marketing. It can not be spent on operations costs. There was also a recommendation to do a concert for the autism/special needs community.

Danny Wheeler asked why all the new locations are in Orem and not spread throughout the county. John mentioned that they saw Orem as the population center for their musicians and patrons. Orem also does not have a symphony and this made a fit. John Garfield asked if TSO had approached the arts council to help fund them. John Pew said they are just beginning to work with the Orem Arts Council and hopes they will qualify for a chunk of money. Carolyn Lundberg pointed out the symphony has performed in at least six cities in the county this year.

12:50 p.m. American Legion Utah Convention

Project Funding Request: \$15,000

Project Reviewer: John Garfield

Project Presenter: Randy Edwards

Randy Edwards is part of American Legion which is the largest veterans organization in the world with four million members. Randy came to ask for a grant to help the American Legion hold their convention in Provo. The costs will cover various parts of the convention for the convention center rooms, AV, printing and some food costs.

Randy wants to be able to bring youth members who have won awards through the Utah County Veterans organizations this week. There would be some cost to inviting these youth and their parents to attend. Randy mentioned that he collects scrap metal from four salvage yards in Utah County to help fund the Utah County Veterans programs and the Veterans treatment court. They don't have money to fund the convention but this grant could be very helpful.

Attendees for the convention are coming from all over but most of them are coming from Utah. There is not a registration fee but there is a delegation fee to vote and so posts would pay a fee. Attendees will pay for the meals. Some meals would be covered by the convention though.

1:15 p.m. Utah County Parks- Additional Parks Staff
Project Funding Request: \$233,190
Project Reviewer: John Garfield
Project Presenter: Richard Nielson

Richard Nielson reported on some budget requests for extra staffing that would be covered out of TRCC dollars. The idea is to split out and have a trails team and parks team. This would add two extra positions and this request would cover the first year costs. The county currently has 50 miles of trail that it oversees and numerous parks.

1:20 p.m. Approval of Minutes

John Garfield asked for a motion to approve minutes from the August 1 and October 3 meetings. Chad Linebaugh made a motion to approve the August 1, 2022 minutes. Seconded by Graydon Pearson. Vote was unanimous.

Rita Wright made a motion to approve the minutes for the October 3, 2022 meeting. Chad Linebaugh seconded. Vote was unanimous.

1:20 p.m. TTAB Priority Listing & Additional Discussion

Danny Wheeler pointed out that there are seven symphonies in Utah County and he expressed concern that we may be asked to fund every symphony. Commissioner Powers Gardner mentioned that this is why community outreach should be considered before granting funding.

Rita Wright mentioned that she would like to see artistic groups and musical groups band together to provide a better service. There was a discussion about local city arts boards that should provide some funding for these kinds of groups and that some cities have RAP tax funding. Danny Wheeler mentioned that in Lehi City, they didn't have enough small art organizations to ask for funding so they ended up giving some funding to larger entities like Thanksgiving Point.

Graydon Pearson expressed concern that the same marketing company is bringing arts clients to the board for money and worries that the marketing asks may be inflated a bit. Digital advertising is not really expensive. Rita expressed concern about the same issue.

Kurt Christensen pointed out that TSO made the effort to come and present to the board and believes that it's very important to promote the arts and the TSO specifically has a very well organized team to help execute their plans.

Kurt Christensen made a motion to recommend the full funding ask of \$65,000 in one time funding to the Timpanogos Symphony Orchestra and recommended that the Utah County Commission set some parameters around how often to fund these kinds of requests given the amount of arts groups that are out there. Rita Wright seconded the motion with commissioner review language. Yea- Linebaugh, Garfield, Wright, Christiansen, Pearson, Lenahan No- Wheeler

Adam Beck expressed concern about this request and doesn't see this as tourism promotion which would be required under TRT.

Commissioner Lee said that we could give the money to Explore Utah Valley to promote the convention. We have done that before. Commissioner Powers Gardner asked Lee Adamson with EUV what he thought of this idea. Using the funding to draw the convention to Utah County.

Danny Wheeler made a motion to recommend up to \$15,429 to Explore Utah Valley to use for a potential sponsorship for the American Legion State Conference. Chad Linebaugh seconded. Vote was unanimous.

John Garfield invited discussion on the Utah County Parks additional ask. There was a discussion about the amount of trails in the county and it does make sense to have a separate trails crew to provide maintenance.

Danny Wheeler also pointed out that the increase in the Public Works budget from TRCC is lower than the percentage of increase of what is being collected in TRCC.

Chad Linebaugh made a motion to approve \$233,190 for Utah County Parks. Danny Wheeler seconded. The vote was unanimous.

2023 Meeting Dates

February 6 – UCCU Event Center

April 10 – Provo Marriott Hotel & Conference Center

June 5 – Utah Valley Convention Center

August 7 – Heirloom Group

October 2 – Sundance Mountain Resort

December 4 – Hyatt Place Provo

Meeting adjourned at 2:00 p.m.

