

SUMMIT COUNTY RESTAURANT TAX ADVISORY COMMITTEE

2016 Grant Request Recommendations Rationale & Restrictions

The 2016 grant cycle is the 25th year of Restaurant Tax Grant awards in Summit County. There were 48 qualifying applications requesting a total of over \$4.1M in grant funds for 2016 (up from 40 applications requesting \$2.6M in 2015). After extensive review of the applications, including a presentation and Q&A with each applicant, the Committee ranked the applications based on five criteria: 1) tourism components, 2) the ability to leverage, 3) potential to increase the 1% restaurant tax, 4) whether the application is promotion or an asset, and, 5) whether the application is a new or developing program.

There are varying degrees of tourism components included in these applications. The Committee's review process concentrates on the applicant's ability to augment the Restaurant Tax Fund by attracting day and overnight visitors, particularly from outside of Summit County. Some of the applications are for marketing promotion with the sole purpose of bringing visitors to the County. In other cases, the application is for an event, service or facility that will enhance the experience of guests visiting the area. The Committee recognizes and agrees that some local events and facilities, while not directly driving overnight visitation, provide opportunities for guests to enjoy their stay in Summit County and enhance the perception of the County as a desirable vacation destination.

The Committee has made specific recommendations and restrictions for use of \$2,277,431 of the available total \$2,277,431 in 2016. Specific restrictions for use of the funding are noted after each application's rationale. The Committee has endeavored to weigh and take into consideration all relevant information at its disposal in the formation of the recommendations. The Committee would like applicants and the Council to recognize that recommended funding is determined based upon the merit of the application pool each year. Funding is not based upon past funding levels and should not be considered guaranteed on-going funding. The Committee recommends that the remaining \$929.80 is kept within the Restaurant Tax Grant Fund.

The County Manager's office provides very helpful follow-up on required documentation for grants from previous years. In an effort to encourage better compliance with the reporting requirement for past grants, language in the contract includes financial penalties for non-compliance with reporting deadlines. Our efforts to provide financial compliance with the reporting through the penalty system has historically worked well to keep an acceptable level of financial documentation.

This year, due to many factors, we have a \$0 recommendation for 8 applications. The Committee finds value and appreciates each and every application; however not all applications meet the State Statute (4 of the applications proposed to receive no funding), or do not meet the tourism litmus test during this cycle of funding (4 applications).

The following are the Committee's detailed recommendations for 2016.

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1601	Alf Engen Ski Museum Foundation	\$30,000	\$25,000

2016 RATIONALE: The Alf Engen Ski Museum, located at the Utah Olympic Park, is a unique attraction and tourist draw for Summit County. Restaurant Tax funding will be used to promote tourism beyond Summit County through a variety of marketing strategies. Surveys conducted at the Utah Olympic Park show that approximately 70% of 350,000 annual visitors reside outside of Summit County. Tax funds will be used to promote our new Entrance to Museum Exhibits installed September 2015 as well as highlight new exhibits slated in the next 12-16 months, in particular, the proposed Weather Exhibit. Their marketing campaigns have increased visitation numbers by 14% in one year alone. Social media campaigns are now the focus, as folks increasingly respond to Facebook, Twitter, Snapchat and Instagram.

2016 RECIPIENT RESPONSIBILITIES:

- Funding shall be used for marketing outside Summit County as listed in the application.
- Funding for the bi-annual newsletter is not recommended due to the limited tourism benefit of promoting to membership.
- Please ensure that the Summit County Restaurant Tax Fund is credited as a sponsor and the logo is used on the organization’s website and printed materials to include but not limited to posters, brochures, and programs. The Restaurant Tax logo available on www.summitcounty.org.

PREVIOUS FUNDING: 2007: \$50,000; 2008: \$50,000; 2009: \$50,000; 2010: \$ 50,000; 2011: \$60,000; 2012: \$73,000 (combined with UOP); 2013: \$20,000; 2014: \$22,000; 2015: \$20,500

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1602	City of Coalville – BBQ Bash	\$110,000	\$10,000

2016 RATIONALE: Coalville City will host a BBQ Festival on Saturday, June 11, 2016. The Coalville City BBQ is a family oriented event. Local cooks will be highlighted who will prepare three meats that will be part of the combination plate that will be served. Tickets will be sold for the event and will include the meal, a concert featuring a well-known artist, kid’s activity area and culminate the evening with fireworks. This year the entertainment will feature Daryle Singletary, a nationally recognized artist, who should bring people from outside Summit County to Coalville. The requested amount of \$110,000 included \$60,000 for this year’s operations and marketing and a request for \$50,000 to fund a nationally recognized performer for the 2017 Festival.

2016 RECIPIENT RESPONSIBILITIES:

- Grant funds of \$10,000 can only be used for out-of-county advertising and marketing.
- The Committee would like to see better evidence of overnight stays attributed to the Festival. This should include visitor stays from local lodging entities.
- Future applications shall include a detailed budget of how marketing and entertainment funds are proposed to be spent (for example: \$2,000 to Media One for 4 one-page color ads in the Salt Lake Tribune, \$5,000 to Performer x to book performance.) in order to receive funding.
- Please ensure that Summit County Restaurant Tax Fund is credited as a sponsor and the new logo is used on the event website and printed materials to include, but not limited to,

posters, brochures and programs. The Restaurant Tax logo is available on www.summitcounty.org.

PREVIOUS FUNDING: 2007: \$2,000; 2008: \$3,000 as the Mountain Spirit Festival; 2009: \$4,000; 2010: \$8,000; 2011: No Funding; 2012: \$50,000; 2013: \$35,000; 2014: \$25,000; 2015: \$35,000

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1603	City of Coalville – Car Show	\$20,000	\$3,000

2016 RATIONALE: Coalville City has hosted a Car Show for the past 25 years. In 2015 the event attracted 3,500 visitors. This year the event will host an evening car show on Main Street. The plan is to have vendors, food vendors, entertainment and a kid’s area. With an evening event this year, the plan is to close Main Street and host a street dance with a live DJ providing music followed by a fireworks display. Organizers anticipate the date and timing of the show can attract more out-of-county overnight participants and guests who dine and stay in Summit County for the event weekend.

2016 RECIPIENT RESPONSIBILITIES:

- a. Grant funds of a total of \$3,000 are allocated to be spent on out-of-county advertising and marketing.
- b. The Committee would like to see better evidence of overnight stays attributed to the Festival. This should include visitor stays from local lodging entities.
- c. Please ensure that the Summit County Restaurant Tax Fund is credited as a sponsor and the logo is used on the organization’s website and printed materials to include but not limited to posters, brochures, and programs. The Restaurant Tax logo available on www.summitcounty.org.

PREVIOUS FUNDING: No application in 2014; 2015: \$16,000

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1604	Egyptian Theatre - Promotion	\$145,000	\$125,000

2016 RATIONALE: The Egyptian Theatre is requesting funding to support Marketing and Promotional Outreach for their major shows, national touring acts, and all performances appealing to destination visitors at the Theatre; encouraging Non-Summit County residents to come to Park City, get a room, dine in a restaurant, and enjoy the offerings of the Theatre – every week of the year. For 6 years in a row, the Egyptian has increased ticket sales and grown the number of events and performances on stage, maintaining vibrancy on Main Street. In 2015 City Weekly named them “The Best Venue for...Everything” in their annual Best of Utah awards; citing the Egyptian’s ability to deliver a quality product – no matter what it is on stage. Their patrons numbered over 56,700 last year; and 56% of our audience is from outside Summit County (31,752 people).

2016 RECIPIENT RESPONSIBILITIES:

- a. Funding shall be used for print marketing outside of Summit County including, but not limited to: Salt Lake Tribune, Desert News, City Weekly; broadcast advertising outside of Summit County with KRCL and other outlets; and website updates and web based marketing efforts such as Now Playing Utah, City Weekly, Santek Online, and Facebook/other social media outlets; and digital media including Yesco and Utah Digital Services for digital advertising and billboards.

- b. Funds shall not be used marketing within Summit County or towards the purchase of an additional building/space.
- c. Please ensure that the Summit County Restaurant Tax Fund is credited as a sponsor and the logo is used on the organization’s website and printed materials to include but not limited to posters, brochures, and programs. The Restaurant Tax logo available on www.summitcounty.org.

PREVIOUS FUNDING: 2007: \$20,000; 2008: \$25,000; 2009: \$40,000; 2010: \$50,000; 2011: \$60,000; 2012: \$65,000; 2013 \$90,000; 2014: \$100,000; 2015: \$125,000

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1605	Francis City	\$198,854	\$0

2016 RATIONALE: There is lack of sufficient justification for the funding request based on state statute. Strong legitimate tie to tourism promotion must be made by applicant for the project in order to obtain Restaurant Tax funding which is solely based on tourism promotion by State Law. The Committee supports future funding to this or similar projects with guaranteed policies in place related to tourism use (in this case link or plan to link to public trails, maintenance plan, operations schedule to show it will be open on weekends Fri/Sat/Sun and holidays and times when users need bathrooms); as our funding mechanism requires.

PREVIOUS FUNDING: 2015: No Application

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1606	Historic PC Alliance/Autumn Aloft	\$35,753	\$35,753

2016 RATIONALE: Autumn Aloft is a hot air balloon festival held in mid-September. The 2016 Event is scheduled for Friday through Sunday, September 16 – September 18, 2016. The 2016 Autumn Aloft is expected to draw overnight visitors in addition to significant day visitors to the Park City area. This event is designed to drive economic activity to Park City area businesses and restaurants, not create an all-day festival atmosphere at the launch site. Autumn Aloft was specifically designed to bring back a successful and unusual festival to Summit County in a currently slow tourist season.

2016 RECIPIENT RESPONSIBILITIES:

- a. Grant funds shall be used for equipment rental, event insurance, pilot dinner, propane for balloons, signage, marketing and PR, and swag for balloonists.
- b. Please ensure that the Summit County Restaurant Tax Fund is credited as a sponsor and the logo is used on the organization’s website and printed materials to include but not limited to posters, brochures, and programs. The Restaurant Tax logo available on www.summitcounty.org.

PREVIOUS FUNDING: 2014: \$34,958; 2015: \$35,530

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1607	Historic PC Alliance/Marketing	\$40,350	\$40,350

2016 RATIONALE: The Historic Park City Alliance represents all of the businesses in the Main Street Historic District of Park City. For 2016-17, the HPCA plans to conduct an integrated marketing campaign targeting the Wasatch Front during the key need periods to include information on shopping, dining in the area and will highlight promotions centered during those seasons encouraging visits to shop and dine. The marketing and strategies of the group evolves annually in order to continue to promote the historic district and address the change in the tourism market.

2016 RECIPIENT RESPONSIBILITIES:

- a. Grant funds shall be used for advertising promotional for Spring/Fall and Holiday promotions.
- b. Please ensure that the Summit County Restaurant Tax Fund is credited as a sponsor and the logo is used on the organization’s website and printed materials to include but not limited to posters, brochures, and programs. The Restaurant Tax logo available on www.summitcounty.org.

PREVIOUS FUNDING: 2009: \$5,000; 2010: \$20,500; 2011: \$35,000; 2012: \$35,000; 2013: \$38,000; 2014: \$46,490; 2015: \$41,500

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1608	Kimball Art Center	\$65,000	\$55,000

2016 RATIONALE: The application is for marketing and promotion outside of Summit County of the 47th Annual Park City Kimball Arts Festival. Kimball Art Center continues to be one of the anchor summer for Park City and Summit County. The Festival runs for three days and draws out-of-state as well as Utah artists and local and out-of-area visitors. In an effort to increase out of state visitors this application requests funding for marketing in five out-of-state municipalities that have been identified as having a high density of art patrons and significant likelihood of attendance to our Festival. The event resulted in 57,500 attendees in 2015 and contributed \$28 million in economic impact to Utah. (a 50% increase over 2014).

2016 RECIPIENT RESPONSIBILITIES:

- a. Funding may only be used for marketing and promotion to gain new visitors from outside of Summit County.
- b. Please continue to monitor the event and show that the marketing efforts are resulting in new attendees.
- c. Please increase awareness via marketing that the dates of the festival have changed this year from historical dates.
- d. Please ensure that the Summit County Restaurant Tax Fund is credited as a sponsor and the logo is used on the organization’s website and printed materials to include but not limited to posters, brochures, and programs. The Restaurant Tax logo available on www.summitcounty.org.

PREVIOUS FUNDING: 2007: \$20,000; 2008: \$20,000; 2009: \$30,000; 2010: \$30,000; 2011: \$38,500; 2012: \$5,000; 2013 \$50,000; 2014: \$50,000; 2015: \$55,000

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1609	Mountain Trails	\$20,000	\$10,000

2016 RATIONALE: This application is to support the Mountain Trails 2016 Summer Events. The quality of the Summit County trails system has garnered international accolades and press. Use and popularity of the trails is increasing every year. The revenue generated by these events is used by the Mountain Trails Foundation for trail building, maintenance, and advocacy. Mountain Trails needs to continue to promote the trail system to bring in more high-end trail users who spend more time here and bring out-of-county dollars.

2016 RECIPIENT RESPONSIBILITIES:

- a. Funding may be used for: Racing supplies and on-line marketing, PR (Photographer) and be used for marketing outside of Summit County.
- b. Funds may be used for in-county newspapers or radio marketing only if used solely for web promotion that is tracked.
- c. Please provide statistics showing out-of-county on-line use (clicks, buys, views,) of local newspaper/radio marketing during the next application cycle.
- d. Please ensure that the Summit County Restaurant Tax Fund is credited as a sponsor and the logo is used on the organization’s website and printed materials to include but not limited to posters, brochures, and programs. The Restaurant Tax logo available on www.summitcounty.org.

PREVIOUS FUNDING: 2007: \$18,000; 2008: \$16,000; 2009: \$3,000; 2010: \$16,000; 2011: \$10,500; 2012: Application Withdrawn; 2013 \$10,000; 2014: \$12,000; 2015: \$12,000

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1610	Mountain Town Music	\$34,200	\$18,000

2016 RATIONALE: This is the 17th year of funding for the organization that provides hundreds of free live music shows throughout Summit County every year. This year the request is for minor upgrades to www.parkcitylivemusic.com and the migration of www.mountaintownmusic.org to mimic the PCLM website’s 2016 Site Marketing and Traffic initiative. This is a 2-part request: 1) site marketing and traffic initiative and, 2) to migrate www.mountaintownmusic.com so that it mimics and communicates with www.parkcitylivemusic.com.

The funding request is to complete the upgrade and launch of the website that was partially funded by this group’s 2014 and 2015 applications. The goal is to make www.ParkCityLiveMusic.com the vehicle for comprehensive distribution of information on all Summit County live music events. The site will become the location for community organizations and businesses to list live music events, making it easier for visitors to research entertainment on-line before or during their visit. Mountain Town intends to link this site to lodging entities and other organization's sites that publish "what to do in Park City" listings. They plan to use social media and networking to market the website outside of Summit County. The site will list events by venue, music type, and performers with the ability to research each category.

2016 RECIPIENT RESPONSIBILITIES:

- a. Funds shall be used for website production and enhancements, plus out of Summit County marketing, as outlined in the application.

- b. Please ensure that the Summit County Restaurant Tax Fund is credited as a sponsor and the logo is used on the organization’s website and printed materials to include but not limited to posters, brochures, and programs. The Restaurant Tax logo available on www.summitcounty.org.

PREVIOUS FUNDING: 2007: \$16,000; 2008: \$20,000; 2009: \$20,000; 2010: \$25,000; 2011: \$25,000; 2012: \$19,000; 2013: \$19,000; 2014: \$40,000; 2015: \$32,300 (after 5% deduction)

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1611	National Ability Center	\$15,000	\$8,000

2016 RATIONALE: As a member of the greater Summit County community for 30 years, the National Ability Center shares the philosophy of County leaders who view the long-term success and growth of our community as directly contingent upon the careful investment in strategic promotion and outreach initiatives that successfully attract more visitors to our local community, particularly during off-peak seasonal periods. Because of the large numbers of people requiring tourism to be barrier-free, proper access to tourism activities will benefit not only people with disabilities, but also many other members of the community, including aging adults. The National Ability Center is requesting funding from the Summit County Restaurant Tax committee for a comprehensive outreach and marketing campaign that directly targets individuals with disabilities and their families from across the country and around the world. This includes the development of partnerships with national and international organizations that provide services for people with disabilities, including state and federal organizations, hospitals, military service organizations and local chapters of disability-specific organizations, schools and universities. This project will promote the wide variety of sport, recreation and educational activities available within Summit County year-round, emphasizing the incredible accessibility and diversity found within our local community.

2016 RECIPIENT RESPONSIBILITIES:

- a. Funds shall only be used for the following: print, web and video advertising to potential visitors from outside Summit County and for promotion for onsite education events, family camps. No local publications such as the Park City Magazine, the Salt Lake Chamber Relocation Guide or the Ski Utah Newsletter can be utilized with this funding.
- b. Funds may be used for nationwide partnership referrals for out of county markets,
- c. Granted funding shall not be used for salaries, attendance at conferences, or to offset or reimburse NAC staff time.
- d. The Committee requests that credit card or other lodging and food collected statistics on participant's lodging and catering/restaurant purchases that generate Restaurant Tax revenue be included in future applications.
- e. Please ensure that the Summit County Restaurant Tax Fund is credited as a sponsor and the logo is used on the organization’s website and printed materials to include but not limited to posters, brochures, and programs. The Restaurant Tax logo available on www.summitcounty.org.

PREVIOUS FUNDING: 2007: \$10,000; 2008: \$10,000; 2009: \$7,000; 2010: \$10,000; 2011: \$8,000; 2012: no application; 2013: \$10,900; 2014: \$12,000; 2015: \$10,000

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1612	North/South Summit Rodeo Club	\$15,000	\$5,000

2016 RATIONALE: South Summit and North Summit High School Rodeo Clubs are working together to put on two days of rodeo competition for all high schools in Utah, parts of Idaho, Wyoming, Colorado and Nevada on August 14th and 16th, 2016. Each high school rodeo club in the State of Utah has the opportunity to sponsor a rodeo in their home town. Most members of the Utah High School rodeo association attend the rodeos which are each Friday and Saturday during the season. Hosting a high school rodeo in Summit County has been a long time tradition for over 40 years and is a great benefit for our youth and economically for the community. An estimated 450 High School rodeo athletes will come to Oakley, bringing along with them their family and friends for the 2 days of rodeo competition. Putting on a High School Rodeo cost approximately \$21,000.00 each day.

2016 RECIPIENT RESPONSIBILITIES:

- a. Funding is to be used for belt buckles or similar awards for prizes for all events.
- b. Suggest that the Rodeo Club continue to track what counties the participants reside in.
- c. Please ensure that the Summit County Restaurant Tax Fund is credited as a sponsor and the logo is used on the organization’s website and printed materials to include but not limited to posters, brochures, and programs. The Restaurant Tax logo available on www.summitcounty.org.

PREVIOUS FUNDING: 2010: 5,000; 2013: \$5,500; 2014: \$7,000; 2015: \$8,500

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1613	Oakley Car Show	\$5,000	\$3,000

2016 RATIONALE: This year will be the 11th year of the OOFCC and Oakley City Car Show. The show has been a huge success and it is held at the Oakley City Recreation Facility in Oakley on Saturday, with a classic car cruise in Park City on Friday night. Some of the proceeds of the show are donated equally between the Peace House and the Summit County Children's Justice Center. The rest of the revenue we will put back into the car show to make it bigger and better each year. Many of the car show participants are from out of the County and they plan on traveling to Oakley and Park City early on Friday and returning home on Sunday – making it a mini-vacation. Park City Peaks Hotel is the host hotel for this annual event and they offer special rates for the car show participants. The participants will also eat at the local restaurants and fill up their cars at the local gas stations. In 2015, the car show registered 325 participants and attracted over 1,000 visitors to Oakley and Summit County on a shoulder-season weekend.

2016 RECIPIENT RESPONSIBILITIES:

- a. Funding shall only be used for advertising outside of Summit County, awards, tee shirts, posters and flyers to be used for promotion at other car shows.
- b. The Committee recommends continuing to get letters from the local restaurants stating the positive impacts of the show on their business.
- c. Please ensure that the Summit County Restaurant Tax Fund is credited as a sponsor and the logo is used on the organization’s website and printed materials to include but not limited to posters, brochures, and programs. The Restaurant Tax logo available on www.summitcounty.org.

PREVIOUS FUNDING: 2010: \$2,000; 2011: \$2,500; 2012: \$2,000; 2013: \$2,000; 2014: \$2,000; 2015: \$3,000

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1614	Oakley Barn	\$50,000	\$20,000

2016 RATIONALE: Oakley City maintains two buildings that advertised and marketed to rent to the public for meetings, receptions, reunions, and other gatherings. Cattleman’s Hall is the older of the two buildings and is in need of improvements to the kitchen area as well as to the restrooms to make it more functional for users. The Red Barn is a newly constructed facility that is part of the Oakley Rodeo Grounds. The Red Barn is in need of some minor improvements such as installation of a ventilation hood in the kitchen, cement work for landscaping, an awning, and completion of the bride’s room in order to make the venue more rental to renters. Both facilities are booked year round for weddings, family reunions, parties, as well as small concerts and production companies. These users bring business to the local gas stations, eating establishments, and convenience stores. On average Cattleman’s Hall is booked on most weekends and the Red Barn is becoming a very popular place to host weddings and other functions.

2016 RECIPIENT RESPONSIBILITIES:

- a. Restaurant Tax funding shall only be released to the Applicant after evidence is provided to the County Attorney that there is matching funds.
- b. Restaurant Tax funding shall only be released to the Applicant after evidence is provided to the County Attorney that the availability of alcohol is allowed at the venues during private rentals and Sunday rental is allowed at the venues via City Ordinance or operating language.
- c. Please use Summit County Vendors for Events held here (as they pay Summit County Restaurant Tax) and reimburse the fund.
- d. Please ensure that the Summit County Restaurant Tax Fund is credited as a sponsor and the logo is used on the organization’s website and printed materials to include but not limited to posters, brochures, and programs. The Restaurant Tax logo available on www.summitcounty.org.

PREVIOUS FUNDING: 2015: No Application

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1615	PC Lodging Assoc./Bike Marketing	\$292,741	\$200,000

2016 RATIONALE: The goal of this application is to promote mountain biking in Park City and Summit County by purchasing on-line advertising to promote the IMBA gold designation received in 2013. The promotions will drive interested parties to the website www.mountainbikingparkcity.com for additional information and lodging packages. The program includes e-mail marketing and brochure production that will be mailed out to participants and also put in the visitor’s center and in southern Utah. The tours are centered around events in Park City. FAM tours for media will be offered and are supported by this grant.

2016 RECIPIENT RESPONSIBILITIES:

- a. Funding to be used for website administration, on-line, e-mail marketing and media FAM trips. Please include articles written by the hosted writers from the FAM with the supporting documentation that is submitted to Summit County at the end of the funding period.
- b. Grant monies shall be used for the budgeted items per your submitted 2016/17 budget.
- c. Please ensure that the Summit County Restaurant Tax Fund is credited as a sponsor and the logo is used on the organization’s website and printed materials to include but not limited to posters, brochures, and programs. The Restaurant Tax logo available on www.summitcounty.org.

PREVIOUS FUNDING: 2012: \$145,000; 2013: \$169,000; 2014: \$175,000; 2015: \$200,000; 2016: \$200,000

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1616	PC Lodging Assoc./Delta	\$300,000	\$275,000

2016 RATIONALE: This is a new PCALA program partnership with Delta Airlines for creation and implementation of the “Fly Free” campaign that is designed to increase overnight guest visitation during our community’s primary slow periods throughout the winter. Funds shall be used to purchase flight coupons and online advertisement. The grant funding will go directly to pay for the offset ticket price of individuals who purchase airfare on Delta via this program.

2016 RECIPIENT RESPONSIBILITIES:

- a. Applicant shall provide evidence to the County Attorney that any required agreements for the program (for example with Delta Airlines) are appropriately executed prior to any spending of funds by PCALA.
- b. Full and detailed reporting is to be provided to the County (how much spent, how many visitors generated, how many flights, zip codes of travelers, dates) etc) post promotion.
- c. Please ensure that the Summit County Restaurant Tax Fund is credited as a sponsor and the logo is used on the organization’s website and printed materials to include but not limited to posters, brochures, and programs. The Restaurant Tax logo available on www.summitcounty.org.

PREVIOUS FUNDING: New Application.

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1617	PC Chamber/Spring	\$300,000	\$252,000

2016 RATIONALE: The Park City Chamber/Bureau is proposing the creation and implementation of a dedicated Spring Marketing Campaign that is designed to increase overnight guest visitation during one of our primary need periods (March/April). This campaign will specifically drive consumer traffic to a marketing platform (website landing page) that will allow membership and the local community to present special spring offers, packages and content. The goal is to increase overnight visitation by 4%. Cooperative funding from PCCVB and UOT will be used to enhance this project.

2016 RECIPIENT RESPONSIBILITIES:

- a. Funding shall be used for out of county advertising – no local media advertising.
- b. Future requests need to detail marketing/advertising placements. For example, the amount of the proposed spend, the entity you are paying and for what exact promotion (web banner, color magazine ad, etc.).
- c. Please ensure that the Summit County Restaurant Tax Fund is credited as a sponsor and the logo is used on the organization’s website and printed materials to include but not limited to posters, brochures, and programs. The Restaurant Tax logo available on www.summitcounty.org.

PREVIOUS FUNDING: 2007: \$230,000; 2008: \$250,000; 2009: \$250,000; 2010: \$250,000; 2011: \$250,000; 2012: \$250,000; 2013: \$250,000; 2014: \$250,000; 2015: \$237,500 (reflects the 5% deduction)

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1618	PC Chamber/Tour of Utah	\$35,000	\$25,000

2016 RATIONALE: Tour of Utah is a seven-day professional biking stage race held at the beginning of August. Events are scheduled for several locations in the state, with Park City showcasing a portion of Saturday’s event and hosting the final event on Sunday. This event includes internationally renowned cycling teams, team support crews, media and spectators. Organizers anticipate 16,000-20,000 spectators based upon previous year’s attendance. Stage 6 on Saturday, August 8th, will showcase Summit County with cyclists racing from Salt Lake through Summit County and Park City to Snowbird Resort. The final stage on Sunday, August 9th, begins on Historic Main Street and travels through eastern Summit County ending on the lower portion of Park City’s Historic Main Street. The Chamber/Bureau is proposing a marketing campaign that will target cycling fans in Utah and in the regional drive markets of Arizona and Colorado via 30 second television commercial spots on NBC Sports Network’s telecasts of the 2016 Tour de France. In addition, PC Chamber/Bureau is proposing to place tow full page print ads in a national cycling magazine and travel magazine to drive overnight visitors to Park City/Summit County for the weekend.

2016 RECIPIENT RESPONSIBILITIES:

- a. Funding shall be spent per the detailed budget submitted with the following restrictions listed below.
- b. No salaries can be paid with the grant money.
- c. No traffic management can be paid with the grant money.

- d. Please ensure that the Summit County Restaurant Tax Fund is credited as a sponsor and the logo is used on the organization’s website and printed materials to include but not limited to posters, brochures, and programs. The Restaurant Tax logo available on www.summitcounty.org.

PREVIOUS FUNDING: 2011: \$25,000; 2012: \$25,000; 2013: \$25,000; 2014: \$25,000; 2015: \$22,900

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1619	PC Film Council	\$31,000	\$3,000

2016 RATIONALE: The primary focus of the Park City Film Council is the screening of independent feature, documentary and foreign films. The Film Council’s screening venue located within Park City’s Library in the Jim Santy Auditorium. The Film Council screen films typically on weekends about half of the year and their motto is “what locals do in the dark”. This year’s funding request is for advertising the films to people outside of Summit County, and to obtain Closed Captioning and Descriptive Narration technology for the Film Council.

2016 RECIPIENT RESPONSIBILITIES:

- a. Funds may be used for marketing to out-of-county patrons, specifically to any of the following: Salt Lake City Weekly, SL Trib/Deseret News, and KRCL. No in-county advertising is allowed.
- b. The Committee regrets is cannot fund any of the ADA equipment purchase, as the State Statute dictates we can only fund capital purchases if the asset will be owned by the City.
- c. Print ads in Summit County/Park City publications or radio stations may not be paid for with Restaurant Tax Funds.
- d. Please ensure that the Summit County Restaurant Tax Fund is credited as a sponsor and the logo is used on the organization’s website and printed materials to include but not limited to posters, brochures, and programs. The Restaurant Tax logo available on www.summitcounty.org.

PREVIOUS FUNDING: 2007: \$2,000; 2008: \$3,000; 2009: \$7,000; 2010: \$10,500; 2011: \$12,000; 2012: \$20,000; 2013: \$20,000; 2014: \$5,000; 2015: \$16,000

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1620	PC Gallery Association	\$6,750	\$6,750

2016 RATIONALE: The Park City Gallery Association includes most of the galleries within Summit County, which is now designated as one of the few walkable arts districts in the USA. Marketing Campaign to include Fibonacci Fine Arts Journal, locally produced, distributed in St. George, Las Vegas, Sun Valley, Jackson Hole and throughout Utah. Fibonacci, a bimonthly publication, has been invited to distribute with Barnes and Noble starting in July of 2016. The campaign would consist of two page spreads in two issues (July-August, Sept-Oct). Search Engine Marketing campaign of new Park City Gallery Association Website.

2016 RECIPIENT RESPONSIBILITIES:

- a. Funding shall be used to supplement the spend on an ad in a national fine arts journal that is distributed throughout the US, and to supplement the funding of the search engine marketing campaign; both as described in the application.

- b. Please ensure that the Summit County Restaurant Tax Fund is credited as a sponsor and the logo is used on the organization’s website and printed materials to include but not limited to posters, brochures, and programs. The Restaurant Tax logo available on www.summitcounty.org.

PREVIOUS FUNDING: No Application in 2015.

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1621	PC History Mine Site	\$50,000	\$0

2016 RATIONALE: The PC History Mine Site requested \$50,000 toward the stabilization of the historic California Comstock Mill, located at Park City (ski resort), in Summit County (not the City), and is owned by Vail Resorts. Because the Mill has been deteriorating since 1917, this historic structure is in the most danger of collapse. Total funds required over the next 5 years will amount to \$710,000 for the seven priority historic mining properties that are slated by this organization to stabilize and/or revitalize.

The Summit County Attorney has advised the Committee that this request does not fit within the guidelines of the granting restrictions related to the ownership of the structures and the public funding requirements. The applicant will be advised via letter from the Attorney with details.

PREVIOUS FUNDING: New Application.

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1622	PC Historical & Museum	\$46,130	\$40,000

2016 RATIONALE: The Museum proposes to use funds for: creating a greater awareness and understanding of the Park City Museum prior to arrival in Park City. This year the Society will use the funds towards a 3-moth fall campaign with Lamar Transit Advertising to continue awareness of the Park City Museum in the Salt Lake Valley with UTA bus wraps, and TRAX full-side advertising. Additionally, the museum will be represented at the Delta Terminal at Baggage Claim number 2 in the fall and the marketing campaign will continue year-round printed brochures and 2-for-1 campaign to SLC residents and drive by traffic. This will be distributed via Certified Folder. They also will be using the money to fund a year-round print and social media campaign with Richter7 Advertising Agency. 102,741 people visited the Museum in 2014.

2016 RECIPIENT RESPONSIBILITIES:

- a. Funding shall be used for a 3-month fall campaign with Lamar Transit Advertising using UTA bus wraps and TRAX full-side advertising and with Richter7 Advertising for print and on-line advertising.
- b. All advertising funds must be spent on promotions reaching outside of Summit County as outlined in the application.
- c. The Committee would like the Museum to consider revising the survey question to those redeeming the free ticket to ask - "What is the primary reason you are in Park City today?" or "What was your deciding factor for coming to Park City today?".
- d. Please ensure that the Summit County Restaurant Tax Fund is credited as a sponsor and the logo is used on the organization’s website and printed materials to include but not limited to posters, brochures, and programs. The Restaurant Tax logo available on www.summitcounty.org.

PREVIOUS FUNDING: 2007: \$216,100; 2008: \$160,000; 2009: \$80,000; 2010: \$25,000; 2011: \$20,000; 2012: \$20,000; 2013: \$32,000; 2014: \$32,000; 2015: \$38,000 (reflects a 5% deduction)

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1623	Park City Institute	\$160,000	\$95,000

2016 RATIONALE: The Park City Institute is requesting funds to market and advertise the upcoming year of concerts and events mainly held at Deer Valley Resort in summer and the winter concert season held at Eccles Auditorium. The concert programs add variety to the Park City event calendar and enhances the desirability of Park City as a tourist destination.

2016 RECIPIENT RESPONSIBILITIES:

- a. Funds may only be used for the online digital media campaign or the Wasatch front print media portion of spending as outlined in the application budget.
- b. Funds may NOT be used for direct mail, brand placement, other print media, radio ads, creative services or niche promotion.
- c. The committee requests that next year's application include detailed results of the 2016/17 online campaign. It is imperative that the committee sees the return on investment of monies spent.
- d. Please ensure that the Summit County Restaurant Tax Fund is credited as a sponsor and the logo is used on the organization's website and printed materials to include but not limited to posters, brochures, and programs. The Restaurant Tax logo available on www.summitcounty.org.

PREVIOUS FUNDING: 2007: \$50,000; 2008: \$50,000; 2009: \$60,000; 2010: \$50,000; 2011: \$50,000; 2012: \$45,000; 2013: \$65,000; 2014: \$80,000; 2015: \$90,000

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1624	PC Municipal McPolin Barn	\$100,000	\$0

2016 RATIONALE: Park City Municipal requested \$100,000 toward the stabilization of the historic McPolin Barn, located on highway 224 and owned by PCMC. The purpose of the structural upgrade project is to stabilize the Barn and Silos, and to allow small scheduled public tours of the interior of the Barn. The public will be able to see the historic re-use of mining structure materials with which the Barn was built. In 2003, the site and buildings were listed on the National Register of Historic Places. Currently the Building is at significant risk due to snow loads, wind, and seismic forces. The only exterior work is to cut and patch the roof in order to make the structural upgrades and to install replicated windows in all the window openings.

The Barn has been approved for these upgrades and funding for the improvements by the City Council. Based on the exiting funding and the limited tourism component, the Committee did not feel it was an appropriate fund recipient this year. There was also discussion that there would need to be written policies in place for any future grant request to guarantee any monies dedicated toward public capital improvements would link directly to increased tourism. The Committee supports future funding to this or similar projects with guaranteed policies in place related to tourism use; as our funding mechanism requires.

PREVIOUS FUNDING: New Application

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1625	PC Municipal 4 th of July	\$100,000	\$50,000

2016 RATIONALE: Park City Municipal requested \$100,000 toward the City’s annual 4th of July festivities to be spent on both 2016 and 2017 celebrations. Over the past few years, Fourth of July has shown tremendous growth in attendance, bringing over 19,000 visitors to Park City to enjoy our nation’s birthday. For years, the Park City Ambassadors took on the role of organizing the parade and the various activities that occur at City Park. This volunteer group diminished in size to the point that they could no longer get the support needed to run a successful event. The Chamber of Commerce graciously stepped in and worked with Park City Municipal to pick up the pieces and run the event in 2015. While both groups are supportive of the event and would like to continue to participate, the event has become one that demands the expertise of an event professional to ensure that it continues to be a safe celebration that not only displays the unique Park City community but provides positive economic impacts to local businesses and nonprofit organizations. The City intends to use the funds to accomplish several objectives. The first objective is to hire an event organizer to coordinate and bring the many groups and activities together as one big event. The second objective is to develop additional weekend programming to encourage visitors from outside of Summit County to stay in Park City Fourth of July weekend and to extend their weekend to include Monday night. Additionally, the organizer will be responsible for creating a survey to help gather information on event attendees and help to identify out-of-county visitors during the event weekend and determine their motivation for traveling to Park City. The result will be analyzed to produce a marketing debrief to identify successful methods of promoting the event as well as provide the economic impact that the event brings.

2016 RECIPIENT RESPONSIBILITIES:

- a. Funding shall be used to make the 4th of July event even more appealing to destination visitors through spending on an event manager, advertising, enhanced programming and safety.
- b. All advertising funds must be spent on promotions reaching outside of Summit County as outlined in the application.
- c. No staff salaries can be paid with the grant money.
- d. No traffic management or police protection can be paid with the grant money.
- e. Please ensure that the Summit County Restaurant Tax Fund is credited as a sponsor and the logo is used on the organization’s website and printed materials to include but not limited to posters, brochures, and programs. The Restaurant Tax logo available on www.summitcounty.org.

PREVIOUS FUNDING: New Application.

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1626	PC Soccer Club	\$12,000	\$6,000

2016 RATIONALE: The 13th Annual Park City Extreme Cup Youth Soccer Tournament will be held Thursday, August 4th, through Saturday, August 6, 2016. The event is expected to attract 440 teams with games being held on 41 fields at 14 venues in and around Park City. The Extreme Cup hosts both boys and girls from U9 – high school with games being played every 1 ½ hours from 8 am to 8:30 pm each day.

2016 RECIPIENT RESPONSIBILITIES:

- a. Funds shall be used to market the 2016 Park City Extreme Cup to teams from outside Summit County and out of state, to include marketing the “Stay & Play” lodging package concept.
- b. The Committee requests that the applicant provide event reservation data with next year’s application to include zip code analysis of registered teams and data on participant’s use of Summit County overnight lodging.
- c. Please ensure that the Summit County Restaurant Tax Fund is credited as a sponsor and the logo is used on the organization’s website and printed materials to include but not limited to posters, brochures, and programs. The Restaurant Tax logo available on www.summitcounty.org.

PREVIOUS FUNDING: 2008: \$8,000; 2009: \$7,000; 2010: \$10,000; 2011: \$10,000; 2012: \$7,000; 2013: \$10,000; 2014: \$8,000; 2015: \$9,500 (reflects a 5% reduction)

	<u>Committee Application No.</u>
1627	PC Standup Paddleboard Applicant did not qualify for a grant. Not a not-for-profit.

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1628	PC Summit County Arts/Marketing	\$40,350	\$40,350

2016 RATIONALE: This application is for an online marketing campaign to promote Summit County as a cultural and arts destination during the summer months. Marketing efforts will target the western United States and the surrounding drive markets. The plan will direct visitors to the organization’s landing page with a calendar of summer arts and cultural events using banner ads on travel sites, paid searches in geo-targeted markets and social media ads. The Arts Council works with the PC Lodging and PC Restaurant Associations to create packages that can be traced back to the on-line advertising. They co-op with PC Chamber and UOT advertising programs specifically targeted to an arts and culture audience.

2016 RECIPIENT RESPONSIBILITIES:

- a. Funding shall be used for marketing plan as detailed in the Richter 7 attachment and budget, including: landing page, paid searches, digital media, social media and project management by outside consultants. Restaurant Tax shall not be used for PCSCA staff salaries.
- b. Efforts to provide relevant tracking information on website traffic is encouraged. We appreciate the attention to promoting all cultural and arts events throughout the County as displayed on the current website.
- c. We urge you to continue efforts to reach out to all arts and cultural organizations in the County to insure that all programs are included on the website/calendar.
- d. Please ensure that the Summit County Restaurant Tax Fund is credited as a sponsor and the logo is used on the organization’s website and printed materials to include but not limited to posters, brochures, and programs. The Restaurant Tax logo available on www.summitcounty.org.

PREVIOUS FUNDING: 2009: \$29,450; 2010: \$10,000; 2011: \$12,000; 2012: \$12,000; 2013: 16,000; 2014: \$18,000; 2015: \$25,000; 2016: \$35,000

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1629	Park Silly Market	\$36,576	\$4,000

2016 RATIONALE: This is the tenth year of funding for this weekly summer event. It is held every Sunday during the summer months from June to September on Main Street in Park City. Temporary booths are set up on lower Main Street, shutting down the street to vehicle traffic, and pedestrians can shop the vendor area. This event is now well-established and well attended; with organizers estimating over 116,000 attendees from outside of Summit County last summer.

2016 RECIPIENT RESPONSIBILITIES:

- a. Funding shall be used only for advertising outside of Summit County as listed in the application.
- b. Funding shall not be used for in-kind marketing or for staff salaries (including intern salaries).
- c. The Committee requests that Park Silly Market give preference to in-County food vendors and ensure all vendors pay the appropriate sales taxes.
- d. Please ensure that the Summit County Restaurant Tax Fund is credited as a sponsor and the logo is used on the organization’s website and printed materials to include but not limited to posters, brochures, and programs. The Restaurant Tax logo available on www.summitcounty.org.

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1630	Snyderville Basin Rec. – Floor	\$152,029	\$0

2016 RATIONALE: This application is for new flooring to be installed into the new section of the Snyderville Basin Field House, which begins construction soon under an approved bond. Bids and final types of flooring still need to be procured in order for the SBSRD to make determinations of the selected materials. As the project has approved funding and the final determinations on use, type of floor, costing and other important elements still need to be made, the Committee did not feel it was an appropriate fund recipient this year. There was also discussion that there would need to be written policies in place for any future grant request to guarantee events that would increase tourism; as is mandated in the State Statute. The Committee supports future funding to this or similar projects with guaranteed policies in place related to tourism use; as our funding mechanism requires.

PREVIOUS FUNDING: New Application.

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1631	Snyderville Basin Rec. – Trail	\$170,000	\$0

2016 RATIONALE: This application was for a new two-sided restroom facility located near the trailhead behind the Jeremy Ranch Elementary School on Bluebird Lane. The land designated for the restroom is not owned by the County or SBSRD and a designated off-street trailhead parking area has not been established yet. With limited ties to tourism and some site deficiencies; the committee did not find it appropriate to fund this application this year. The Committee supports future funding to this or similar projects with guaranteed policies in place related to tourism use (in this case contract for land lease or ownership, maintenance plan, trail user numbers for the area); as our funding mechanism requires.

PREVIOUS FUNDING: New Application.

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1632	South Summit Trails Foundation	\$50,000	\$10,000

2016 RATIONALE: It is the intent of the South Summit Trails Foundation to create new trails as well as improve and maintain existing trail systems in the South Summit area. The Foundation is working with local communities to assist with the maintenance of existing trails which may have become overgrown due to the lack of resources as well as connect trails within the South Summit area and eventually to adjacent communities through the creation of new trails. The Foundation promotes non-motorized trails for recreational use including, but not limited to, runners, hikers, bikers, horses, skiers and others. It is the intention of this project to improve those trails, create connecting trails, and create awareness to attract visitors to the community. There are a large number of participants who visit the community to enjoy the mountains, bike the roads and hike the trails. This project is intended to enhance that experience as well as to share the community with new visitors. The Committee supports future funding to this or similar projects with guaranteed policies in place related to tourism use (in this case contract for land lease or ownership, maintenance plan, trail user numbers for the area); as our funding mechanism requires.

2016 RECIPIENT RESPONSIBILITIES:

- a. Funding shall only be used for map development and signage per the application.
- b. No funding shall be used for equipment, staff salaries, or trail building.
- c. Please ensure that the Summit County Restaurant Tax Fund is credited as a sponsor and the logo is used on the organization’s website and printed materials to include but not limited to the map, posters, brochures, and programs. The Restaurant Tax logo available on www.summitcounty.org.

PREVIOUS FUNDING: New Application.

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1633	Summit County Fair/Barrel Racing	\$15,000	\$10,000

2016 RATIONALE: The Summit County Fair Barrel Racing is in its 8th year of production. In 2015, Saddle Bronc Riding was added to the two-day event, "Barrels & Broncs". Last year there were 570 participants, making the 2015 Barrel and Broncs event the largest participated barrel race in the State of Utah. Competitors came from Utah, Wyoming, Idaho and Colorado with estimates of over 1,200 people in attendance just as part of the competitor’s families, etc.

2016 RECIPIENT RESPONSIBILITIES:

- a. Funding shall be used only for advertising outside of Summit County.
- b. The Committee requests that, as part of the event's registration, that the Fair continues to track the home zip code of the event participants.
- c. Funding may also be used for awards as outlined in the application.
- d. Please ensure that the Summit County Restaurant Tax Fund is credited as a sponsor and the logo is used on the organization’s website and printed materials to include but not limited to posters, brochures, and programs. The Restaurant Tax logo available on www.summitcounty.org.

PREVIOUS FUNDING: 2012: \$5,000; 2013: \$5,000*(due to other funds added to Barrel Racing); 2014: \$5,000; 2015: \$10,000

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1634	Summit County Fair/Demo Derby	\$8,000	\$4,000

2016 RATIONALE: The demolition derby has historically been the anchor event to start the Summit County Fair. The sellout event (2,946 attendees with 33% from out of county) promises to provide spectators an edge of your seat thrill watching experience. With the success of 2015, the coordinators have increased participation again.

2016 RECIPIENT RESPONSIBILITIES:

- a. Funding shall be used only towards Summit County Fair Demo Derby prize money.
- b. Please continue to provide ticket zip code sales analysis for your event with the application.
- c. Please ensure that the Summit County Restaurant Tax Fund is credited as a sponsor and the logo is used on the organization’s website and printed materials to include but not limited to posters, brochures, and programs. The Restaurant Tax logo available on www.summitcounty.org.

PREVIOUS FUNDING: 2013: \$2,000; 2014: \$4,000; 2015: \$5,000

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1635	Summit County Fair/Rodeo	\$10,000	\$10,000

2016 RATIONALE: The Summit County Fair Board is requesting funds to rent a big screen for use during the PRCA Rodeo in August. The rodeo is the last two nights of the fair and is the final event. Big screen displays at sporting events keep the crowd more involved in the action by offering instant replays and also offer enhanced sponsorship/advertising possibilities. The Committee has sponsored the rental of the big screen for the past 4 years.

2016 RECIPIENT RESPONSIBILITIES:

- a. Funds shall be used for rental and installation of big screen(s)/display(s) during the rodeo associated with the Summit County Fair.
- b. Please continue to provide ticket zip code sales analysis for your event with the application.
- c. Please ensure that the Summit County Restaurant Tax Fund is credited as a sponsor and the logo is used on the organization’s website and printed materials to include but not limited to posters, brochures, and programs and shown on the big screen during the rodeo. The Restaurant Tax logo available on www.summitcounty.org.

PREVIOUS FUNDING: 2012: \$6,500; 2013: \$10,000; 2014: \$10,000; 2015: \$10,000

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1636	Summit County Historical Society Video Tour	\$43,800	\$0

2016 RATIONALE: A scenic aerial video tour of Summit County, shot via high quality drone cameras, that will take in aerial views of all of the towns in Summit County and scenic vistas in a short video clip.

The goal is to promote Summit County from a never before seen perspective, across the beautiful landscapes throughout the area towns and vistas. The project seeks to create both a summer and winter aerial video tour for promotion on web-based platforms, CD's and digital copy. The Committee supports future funding to this or similar projects with guaranteed policies in place related to tourism use (in this case planned distribution); as our funding mechanism requires.

At this time the committee is advising that this application is not ready to be funded as applied this year. Although the committee views this to benefit the County and the County website we did not feel that funding would draw us visitors from outside of Summit County.

PREVIOUS FUNDING: 2009: \$6,000; 2010: No request; 2011: \$7,400; 2012: \$25,000; 2013: \$16,000; 2014: \$5,000; 2015: \$53,280

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1637	Sundance Institute	\$200,000	\$200,000

2016 RATIONALE: This is the 17th year of funding for this applicant. In 2017 the festival will be celebrating its 33rd year and will be held January 19 – January 29, 2017. The money is to be used for statewide, national, and international marketing efforts and media coverage to continue to drive tourism. In the recent 2016 Sundance Film Festival Economic Impact Report, it states that the Institute brought over \$98 million to Utah during the Festival this year. This year 45,000+ visitors (67% from out of state or the country) attended. The Festival helps create over 1,300 jobs. There was over \$28 million spent on lodging, and \$16 million on Food & Beverage, both numbers are up year-over-year. The media exposure has enhanced Park City's name recognition and reputation as a desirable travel destination. Funds from the grant are being requested for various national and international advertising and marketing programs. The Committee would also like to encourage the continued exposure of Park City as a tourism destination in collateral materials and trailers as has been done in previous years.

2016 RECIPIENT RESPONSIBILITIES:

- a. Funding shall only be used for national/international print advertising, electronic advertising, on-line advertising, radio advertising, billboard advertising, and press programs as described in the application.
- b. Please ensure that the Summit County Restaurant Tax Fund is credited as a sponsor and the logo is used on the organization's website and printed materials to include but not limited to posters, brochures, and programs. The Restaurant Tax logo available on www.summitcounty.org.

PREVIOUS FUNDING: 2008: \$120,000; 2009: \$120,000; 2010: \$120,000; 2011: \$100,000; 2012: \$120,000; 2013: \$160,000; 2014: \$175,000; 2015: \$200,000

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1638	Swaner EcoCenter	\$53,942	\$5,000

2016 RATIONALE: This proposal seeks to fund marketing efforts that would drive additional visitation to the Swaner EcoCenter and participation in the programs offered. These efforts will largely target the Wasatch Front population centers, but also reach further afield. These marketing efforts will focus on

drawing visitors to the ongoing offerings at the EcoCenter and, in addition, two traveling exhibitions that will be brought in during FY17.

2016 RECIPIENT RESPONSIBILITIES:

- a. Funding shall only be used for marketing to out-of-county visitors utilizing methods specified in the grant application as KUER, SL Trib/Deseret News, Outdoor Utah and Utah Travel Guide.
- b. Funding shall not be used for local marketing or staff salaries.
- c. Please track visitation during the year via zip code and report the data with any future applications.
- d. Please ensure that the Summit County Restaurant Tax Fund is credited as a sponsor and the logo is used on the organization’s website and printed materials to include but not limited to posters, brochures, and programs. The Restaurant Tax logo available on www.summitcounty.org.

PREVIOUS FUNDING: New Application.

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1639	USSA DV World Cup 3 Yr.	\$121,500	\$121,500

2016 RATIONALE: The 2019 FIS Freestyle and Snowboard World Championships will be a major global event featuring the largest showcase of winter action sports outside of the Olympics. PARK CITY 2019 will be held February 1-10, 2019, at Deer Valley Resort, Park City Mountain Resort, The Canyons, and on Main Street. The 10-day event will be comprised of 12 elite skiing and snowboarding events. Deer Valley will host Aerials, Moguls, and Dual Moguls. PCMR will host ski and snowboard Big Air, Slopestyle, and Halfpipe. Canyons will be host for Skicross, Snowboardcross, and Team Snowboardcross. The 2016 Alpine World Championships held in Vail/Beaver Creek this year was watched by over 10 million US viewers over hours of live coverage on NBC and NBC Sport network. The USSA's goal is to exceed these numbers in 2019 in Park City. The goal of the Organizing Committee is to exceed the spectator numbers that are achieved annually at the Aspen X Games which report attendance of 116,000 people. They estimate over 50% of event visitors will stay overnight. Funding from the Restaurant Tax Fund is requested for 50% of the total cost of Television production in four annual increments of \$121,500. The money would be held in escrow by Summit County or an entity approved by the County until the expenditure in 2019.

2016 RECIPIENT RESPONSIBILITIES:

- a. Funding will be held in escrow by Summit County until the event in 2019. Approval of 2016 funding is no guarantee of funding in future years. If due to unforeseen circumstances the event is not held the Committee recommends funds held in escrow be used for other projects consistent with the requirements of the restaurant tax fund.
- b. Please ensure that the Summit County Restaurant Tax Fund is credited as a sponsor and the logo is used on the organization’s website and printed materials to include but not limited to posters, brochures, and programs. The Restaurant Tax logo available on www.summitcounty.org.

PREVIOUS FUNDING: 2015: \$121,500

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1640	USSA FIS World Champs – TV	\$111,500	\$111,500

2016 RATIONALE: USSA and Deer Valley Resort will host the 17th annual FIS Freestyle Ski World Cup competition in February, 2017. This event broadcasts the Park City area as a premier winter ski vacation destination via network (NBC) and cable (NBC Sports Network) television exposure. This year the DV World cup will be a selection event for the 2017 World Championships to be held in Spain. This request is for 50% of the cost of the television production to produce high definition broadcasts on NBC, the NBC Sports Network, and international network feeds. In 2016 this event attracted approximately 17,000 spectators attending the four nights of the event.

2016 RECIPIENT RESPONSIBILITIES:

- a. Funding shall be used for the television coverage as outlined in the application. The Committee would like to encourage continued inclusion of vignettes of Park City as a tourism destination during the television network coverage.
- b. Please ensure that the Summit County Restaurant Tax Fund is credited as a sponsor and the logo is used on the organization’s website and printed materials to include but not limited to posters, brochures, and programs. The Restaurant Tax logo available on www.summitcounty.org.

PREVIOUS FUNDING: 2008: \$110,000; 2009: \$150,000; 2010: \$100,000; 2011: \$100,000; 2012: \$95,000 (reduced 5%); 2013: \$105,000; 2014: \$105,000; 2015: \$106,250

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1641	Utah Lacrosse	\$12,000	\$10,000

2016 RATIONALE: Youth Lacrosse – 12th annual ski town shoot out in Park City held in June. The tournament hosts: 97 teams, 1586 players, 147 coaches, 78 officials, and over 2000+ spectators.

2016 RECIPIENT RESPONSIBILITIES:

- a. Restaurant Tax Dollars shall be spent on Advertising: Facebook advertising \$600; Insurance: \$2,500 Bollinger Insurance; and marketing/branding/gifts: up to \$6,500 on The Campus Stop Sunglasses which must be branded in some way to say/mention Park City, Utah on the glasses.
- b. Please ensure that the Summit County Restaurant Tax Fund is credited as a sponsor and the logo is used on the organization’s website and printed materials to include but not limited to posters, brochures, and programs. The Restaurant Tax logo available on www.summitcounty.org.

PREVIOUS FUNDING: New Application.

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1642	Utah Olympic Park	\$126,522	\$65,000

2016 RATIONALE: The Utah Athletic Foundation / Utah Olympic Park is a unique venue and provides opportunities that are only available in one other U.S. destination. Three marketing programs have been designed to increase overall visitation to the UOP and Summit County by attracting visitors from outside Summit County to visit the park for a variety of reasons. All programs include partnerships with

tourism focused entities, facility supporters and media advertising partners in order to leverage grant dollars.

2016 RECIPIENT RESPONSIBILITIES:

- a. Funds shall be spent on the marketing efforts as outlined in the application and budget. Please note the Committee has concerns with the both of the marketing programs that use the Gold Pass as part of the marketing tool and/or advertising for the UOP activities when they are not open or available (e.g. dates the park isn't open, dates the park does not have all or most rides available). The Stay and Play package marketing plan seems beneficial to growing the fund until it is noted that the packages have been sold without blackouts or incentive times – basically not promoting outside of times when the visitors are already coming and therefore getting discounted tickets during a very busy time of year in Summit County and at the UOP. The Gold Pass becomes a negative for the community when it cannot be used reasonably during the time people are at the Park.
- b. All vendors who provide food and beverage must pay Summit County Restaurant Tax. Applicant shall provide vendor data and restaurant tax data with their next application. The Committee may reduce funding for future applications if information is not provided.
- c. The Committee encourages marketing to drive-by traffic in areas that are within a one-day's drive to increase overnight visitation in the slow season, (i.e. May, June, September, October).
- d. Please ensure that the Summit County Restaurant Tax Fund is credited as a sponsor and the logo is used on the organization's website and printed materials to include but not limited to posters, brochures, and programs. The Restaurant Tax logo available on www.summitcounty.org.

PREVIOUS FUNDING: 2008: \$50,000; 2009: \$50,000; 2010: \$50,000; 2011: \$60,000; 2012: \$73,000 (combined with Alf Engen Museum); 2013: \$84,200; 2014: \$75,000; \$17,250 (reflected a 5% deduction)

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1643	Utah Symphony and Opera	\$140,000	\$85,000

2016 RATIONALE: The 2016 Deer Valley® Music Festival (DVMF) offers six weeks of classical and pops concerts performed by Utah Symphony and notable guest artists at Deer Valley's Snow Park Amphitheater; chamber performances at St. Mary's Church; and salon events in Summit County private homes. 44,026 tickets were distributed for the summer 2015 DVMF. This funding request is for marketing using print media, direct mail and brochures, outdoor advertising to include billboards and transit in the Salt Lake Valley, radio/tv, hot deals/lodging packages and online advertising targeting ticket buyers from outside Summit County.

2016 RECIPIENT RESPONSIBILITIES:

- a. Funding shall be used for marketing to out-of-county residents as described in the application.
- b. Please continue to analyze: how many patrons you have attend events, where they are from (zip code) and if they spend the night or eat out in restaurants.
- c. Please ensure that the Summit County Restaurant Tax Fund is credited as a sponsor and the logo is used on the organization's website and printed materials to include but not limited to posters, brochures, and programs. The Restaurant Tax logo available on www.summitcounty.org.

PREVIOUS FUNDING: 2008: \$50,000; 2009: \$60,000; 2010: \$70,000; 2011: \$70,000; 2012: \$70,000; 2013: \$80,000; 2014: \$80,000; 2015: \$85,500 reflects a 5% Deduction

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1644	Park City Chamber Music	\$20,000	\$2,000

2016 RATIONALE: This application is for marketing for: Chamber Music Concerts in summer (5 weeks), autumn (2 weeks), winter (1 week), spring (1 week) and Film Music Festival. (1 week). The Chamber Music Society performs three to four classical music concerts per week as well as conducting master class programs in the schools. The Film Music Festival screens independent films to the public and grants awards to film composers on the merit of their music, as well as presenting educational seminars for filmmakers, composers and musicians who want to learn about the film music field.

2016 RECIPIENT RESPONSIBILITIES:

- a. Funding may be allocated as the applicant chooses based on the outline of the application.
- b. The Summit County Restaurant Tax Advisory Committee would like to see this organization become self-sustaining.
- c. Please ensure that the Summit County Restaurant Tax Fund is credited as a sponsor and the logo is used on the organization’s website and printed materials to include but not limited to posters, brochures, and programs. The Restaurant Tax logo available on www.summitcounty.org.

PREVIOUS FUNDING: 2008: no application; 2009: \$5,000; 2010: \$16,000; 2011: \$7,500; 2012: \$9,500; 2013: \$16,000; 2014: \$8,000; 2015: \$5,000

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1645	PC Restaurant Assoc. - Marketing	\$288,793	\$288,793

2016 RATIONALE: PCARA and its members is requesting funding for the 2016-2017 Marketing effort. Funds would be used to assist with marketing and Public Relations for the Park City Area Restaurant Association (PCARA) and its member restaurants. Through their 2015/2016 marketing efforts they will target Salt Lake City, Ogden, Evanston and Provo area residents with a propensity to dine out; delivering a consistent Park City dining message for the association and its members. Additionally, the marketing plan intendeds to reach travelers visiting Utah to encourage them to make a trip to Park City for dining, etc. The marketing plan will utilize a mix of paid media, radio, online and social media as well as public relations to drive our target audience to dine and stay overnight in Summit County. In theory, Restaurant Tax funds spent on marketing for the Restaurants in Summit County provides the most direct marketing spend to continue to grow the fund it generates.

2016 RECIPIENT RESPONSIBILITIES:

- a. Funding shall be used for the print, digital, airport, TV, electronic, web and non-staff marketing team as described in the application and the budget provided.
- b. Funds may be used for in-county newspapers or radio marketing only if used solely for web promotion that is tracked. Please provide statistics showing out-of-county on-line use (clicks, buys, views, etc.) of local newspaper/radio marketing during the next application cycle. Future funding for those marketing efforts will be terminated if out of county tracking is not provided.

- c. Please ensure that the Summit County Restaurant Tax Fund is credited as a sponsor and the logo is used on the organization’s website and printed materials to include but not limited to posters, brochures, and programs. The Restaurant Tax logo available on www.summitcounty.org.

PREVIOUS FUNDING: 2007: \$120,000; 2008: \$180,000; 2009: \$180,000; 2010: \$180,000; 2011: \$180,000; 2012: \$185,000; 2013: \$200,000; 2014: \$225,572; 2015: \$225,572

Committee Application No.	Original Request	Recommended Amount
1646 Summit County Historical Society Brochures	\$1,785	\$1,785

2016 RATIONALE: An informative pamphlet describing the all Summit County interpretive panels and where they are located. The goal is to promote Summit County’s history and provide tourists (or anyone with an interest in history!) with information guiding them to historic landmarks and sights in Summit County.

2016 RECIPIENT RESPONSIBILITIES:

- a. Funding is to be used as outlined in the application.
- b. Please ensure that the Summit County Restaurant Tax Fund is credited as a sponsor and the logo is used on the organization’s website and printed materials to include but not limited to posters, brochures, and programs. The Restaurant Tax logo available on www.summitcounty.org.

PREVIOUS FUNDING: 2009: \$6,000; 2010: No request; 2011: \$7,400; 2012: \$25,000; 2013: \$16,000; 2014: \$5,000; 2015: \$53,280

Committee Application No.	Original Request	Recommended Amount
1647 North Summit Recreation SSD	\$50,000	\$0

2016 RATIONALE: This application was for a new recreation field or fields located at the current site of the County Fairgrounds in Coalville, which are under study to be renovated and redesigned as the Fair location. The land designated for the fields is not owned by NSRSSD and not designated as a location for recreation fields (yet). With limited ties to tourism and some site deficiencies; the committee did not find it appropriate to fund this application this year. The Committee supports future funding to this or similar projects with guaranteed policies in place related to tourism use (in this case contract for land lease or ownership, maintenance plan, master plan approval from the County); as our funding mechanism requires.

2016 RECIPIENT RESPONSIBILITIES:

- a. No funding is recommended for the following reasons: 1) North Summit does not have a master plan nor approval for use of any land to build or make improvements as proposed with the funding. Tax funding shall not be used to finance improvements that are currently not actionable due to entitlements, ownership or other implementation hurdles. 2) North Summit Recreation SSD has over \$200,000 granted to them from the Restaurant Tax in 2014 for fields and improvements that were not actionable and the money has not been spent yet. 3) In 2016 the granting requests exceeded the available funding by over \$1.5 M. The Committee did not fund any capital requests in 2016.

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1648	Peoa Recreation SSD	\$5,225	\$3,000

2016 RATIONALE: The Peoa Special Service District does not have a taxing mechanism, is unfunded by the County, and is run by a voluntary Board. 2016 funding is proposed to support the Memorial Day “Dirty Rotten Buckers” bucking horse futurity which brings around 500 attendees including competitors and multiple stock contractors from Arizona, Nevada, and Wyoming; and the Peoa Stampede every June includes a Ranch Rodeo, Kids Rodeo, and a cowboy mounted shooting competition. The Stampede can potentially draw out of state competitors and their families from Arizona and Wyoming.

2016 RECIPIENT RESPONSIBILITIES:

- a. Funding shall only be used for advertising outside of Summit County and related expenses and awards and prize money to enhance the competition and potentially draw more out of county participants and attendees.
- b. It is requested that organizers develop a tracking system to document statistics including home zip codes, number in party, lodging and restaurant patronage from all event attendees to include with in future applications.
- c. Please ensure that the Summit County Restaurant Tax Fund is credited as a sponsor and the logo is used on the organization’s website and printed materials to include but not limited to posters, brochures, and programs. The Restaurant Tax logo available on www.summitcounty.org.

PREVIOUS FUNDING: 2008: \$1,000, 2009: \$1,000, 2010: \$3,000, 2011: \$7,800; 2012: \$3,200; 2013: \$2,000; 2014: \$2,000 2015: No Grant Request

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1649	Cluff House	\$225,000	\$0

2016 RATIONALE: The Summit County Attorney advised that funding of this real estate purchase is incompatible with the use of restaurant tax funds as outlined in the governing statute. The applicant will be advised via letter from the Attorney with details.

PREVIOUS FUNDING: First time application. Does not meet State or County Statute.