

15 February 2016

Dear County Commissioners,

The Tooele County Tourism Tax Advisory Board has met to determine their recommendations of the amounts to grant the organizations that have applied for Tourism Tax Grants.

The process has been conducted with the intension of awarding tax money to organizations that will utilize the funds to increase tourism in Tooele County.

The following is the broad criteria we have used in our evaluations:

1. Will the funds increase the income to hotels and/or restaurants in Tooele County?
2. Will the funds provide infrastructure (facilities, events, or activities) that will attract individuals who will spend money on hotels and/or restaurants in Tooele County?
3. Will the funds provide continuous improvement to the tourism in Tooele County?

This year we received 43 Grant Applications totaling \$1,016,684. Our budget was for \$400,000. We approved 28 grant applications for a total of \$349,850 with 5 applications on hold for more information and recommended rejection of 10 grant applications.

We did our best to prioritize the funds available and recommend the best uses of the funds. Many of the grants are contingent upon their providing additional attendance data and financial information. Some of the grants are matching and some are to be awarded after the event is completed and meets the expected performance stated in the grant.

Upon your approval, letters will be written to each applicant explaining to them our reasoning for the amount funded to them and requesting they provide a written narrative and financial report of their use of the grant money. We are also requesting they set in place a procedure to document the number of "out-of-county" visitors and whether they utilized local restaurants and/or motels. This will assist us in future evaluations of their grants.

	Applicant	Request	Grant	Comments
1	Beanstock Food	\$5,000	\$0	
2	Benson Gristmill (Mill Roof)	\$10,000	\$10,000	
3	Benson Gristmill (Brochures)	\$4,500	\$300	1 Year Supply
4	Benson Mill Performing Arts	\$10,000	Table	Provide better attendance data

Applicant		Request	Grant	Comments
5	Bit & Spur Riding Club	\$40,150	\$12,000	Insure Ads include Tooele County Tourism, \$2,000 post performance
6	Daughters of Utah Pioneers	\$3,000	\$3,000	Provide better attendance data
7	Down 'N' Dirty Barrel Racing	\$3,000	\$2,500	Provide better attendance date, prove out of county advertising, facility rental
8	Elite FC Utah	\$12,000	\$2,500	Up to \$2500 for out of county advertising, detailed use of funds, list of future events
9	Clark Historic Farm	\$62,000	\$31,000	\$25,000 for Electrical
10	Grantsville City Corp.	\$40,000	\$20,000	Donner-Reed, Matching grant
11	Grantsville Performing Arts	\$5,000	\$5,000	Provide better attendance data
12	Grantsville Rodeo Team	\$3,000	\$2,500	Provide better attendance data
13	Grantsville Sociable Committee	\$5,000	\$2,500	Provide better attendance data
14	GWPFHA	\$5,000	\$5,000	Rental fees plus out of county advertising
15	Historic Wendover Airfield	\$13,500	\$10,000	
16	Iosepa Historical Association	\$15,000	\$7,500	Matching grant Provide better attendance data
17	LaForge Encore Theatre Company	\$20,000	\$2,500	Provide better attendance data Provide financial data
18	Little Buckaroo Rodeo Assn.	\$6,000	\$6,000	Provide better attendance data Provide financial data
19	NASA Utah	\$5,000	\$3,750	Reimbursement for out of county entry fees
20	Ophir Historic District	\$5,000	\$5,000	
21	Rockin Northern Utah	\$50,000	\$0	

	Applicant	Request	Grant	Comments
22	Rockin Northern Utah	\$7,000	\$0	
23	Sandbagger Racing LLC	\$30,000	\$15,000	\$1,500 post event with attendance data and financial data.
24	Stansbury High School Drama	\$1,587	\$0	
25	Stansbury Service District	\$100,000	Hold	Need presentation
26	TC Chamber of Commerce	\$56,000	\$56,000	
27	Tooele County Web Site	\$7,200	Hold	Web site discussion pending
28	Deseret Peak (UteLite)	\$8,000	\$0	General Fund
29	Deseret Peak (MX Sand)	\$10,000	\$0	General Fund
30	Deseret Peak (Risiers)	\$3,121	\$0	General Fund
31	Deseret Peak (Tables)	\$2,000	\$0	General Fund
32	Master Gardners	\$1,000	\$1,000	For marketing, show financial data
33	Tooele Applied Technology College	\$1,000	\$1,000	
34	Tooele Arts Festival	\$15,000	Table	Provide better attendance data, better financial data
35	Tooele County Fair	\$200,000	\$0	
36	Tooele County Historical Society	\$3,180	\$0	
37	Tooele County Trails	\$10,000	\$10,000	
38	Tooele Pioneer Museum	\$11,575	\$1,000	
39	Town of Ophir	\$5,000	\$2,500	Raise rental rates
40	Transcript Bulletin Publishing	\$20,000	Hold	Need presentation

	Applicant	Request	Grant	Comments
41	Utah Museum of Fire Services	\$871	\$300	One year's brochures
42	Utah Sports Bike Association	\$2,000	\$2,000	
43	County Fan Fest	\$200,000	\$130,000	\$65,000 up front, and \$65,000 post-performance financial information

We will be meeting with the Benson Gristmill Performing Arts, the Stansbury Service District (Telescope Building), the Tooele Arts Festival to obtain additional information.

We will meet with the Transcript Bulletin Publishing to discuss the Tooele County Magazine they produce every year.

We recommend you have us review any additional grant applications you receive. We have a monthly meeting scheduled in case there is additional business. We are willing to meet at your request.

We thank you for making it a priority to obtain additional technical assistance in developing a comprehensive Tooele County Tourism Plan. The consultant that has been hired is very competent and is already assisting us in the improved use of Tourism Tax Funds. We will be meeting with them in the near future to determine the best way to produce brochures for the county.

We appreciate your timelines is filling the vacancy for an outdoor recreation representative.

We appreciate the opportunity to serve on this recommendation board and have taken the responsibility seriously. Our goal, and we are sure your goal, is to use the funds from this tax to efficiently increase the tourism in Tooele County.

Sincerely,

Tourism Tax Advisory Board
 John K. Cluff - Museums and Historical Sites
 Chairman

Denise McArthur - Hotels & Lodging
 Vice Chairman

Chad Fulmer - Restaurants
 Vickie Griffith - Conventions and Events
 Shawn Milne - Commissioner
 Carrie Cushman - Hotels & Lodging
 Angelo Geovjian - Restaurants
 Vacancy - Outdoor recreation