

SUMMIT COUNTY RESTAURANT TAX ADVISORY COMMITTEE

2017 Grant Request Recommendations Rationale & Restrictions

The 2017 grant cycle is the 26th year of Restaurant Tax Grant awards in Summit County. There were 44 qualifying applications requesting a total of over \$3.08M in grant funds for 2017 (slightly less than the 48 asking for over \$4.1M in requests we saw last year and still 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 100% of the available total \$2,715,985 in 2017. 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 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 five (5) applicants did not provide documentation for their 2015 grants by the contracted due date in December 2016. A 10% reduction in funding was applied to these applications after the committee determined funding based on criteria rankings. One applicant was disqualified for funding as they did not get any reporting in by the deadline nor after repeated requests prior to interview scheduling. The reduction for late reporting was approximately \$23,200 for the six grant requests.

The following are the Committee's detailed recommendations for 2017.

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1701	Adopt a Native Elder	\$12,500	\$11,250 (10% Deduction for Late Reporting)

2017 RATIONALE: This will be the 28th year for the Adopt A Native Elder - Deer Valley Rug Show and Sale. The funding request will be used for print and radio advertising outside of Summit County. The sales at this show help 80 weaving families earn income to sustain themselves in remote areas of the Navajo reservation in Utah and Arizona. The funds also provide educational workshops for 500 local school children. This event takes place the first part of November when, typically, there are few competing events in the County. More than 3,500 people attend this show, and 3200 are estimated to be from outside of Summit County. This is considered the premier rug show in the west.

2017 RECIPIENT RESPONSIBILITIES:

- a. Funding shall only be used for advertising in print, radio or other media whose audiences are outside of Summit County as proposed 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 is available on www.summitcounty.org.
- c. The Committee urges the Festival Organizers to continue to suggest to its patrons that they ride share, use public transit or other means designed to minimize single vehicle travel to the event.
- d. Grantee is solely responsible for submitting all reports, financial back up information and unused monies to Summit County by stated due date. Failure to do so will result in disqualification for future grants.

PREVIOUS FUNDING: 2007: \$3,000; 2008: \$3,000; 2009: \$3,000; 2010: \$3,000; 2011: \$3,000; 2012: \$3,000; 2013: \$3,000; 2014: \$3,000; 2015: \$5,000; 2016: No Request

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1702	Alf Engen Ski Museum Foundation	\$35,000	\$35,000

2017 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. The first marketing strategy proposed this year is to revamp www.engenmuseum.org. The museum views the website as the primary introductory portal to the museum. For that very important reason, the museum endeavors to keep it updated, exciting and compelling. Museum staff, board and volunteers will work with a local marketing company to develop templates, ensure existing content is accurate, and add new content incorporating videos, photos and text. The website “reboot” will incorporate easy to use functionality –i.e. online donations, field trip sign ups, contact forms, online gift store and downloadable PDFs, like the museum’s newsletter. Also, this year, the museum’s marketing strategy will include an enhanced use of social media campaigns.

2017 RECIPIENT RESPONSIBILITIES:

- a. Funding shall be used for 1) website upgrades and proposed changes, 2) consultants to project manage and deliver the website and marketing, 3) brochures to market outside Summit County, 4) digital Marketing and Video Production/editing 5) print ads outside of the county, 6) photography, and 7) co-op marketing as listed in the application.
- b. Funding for the bi-annual newsletter is not recommended due to the limited tourism benefit of promoting to membership.
- 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 is available on www.summitcounty.org.
- d. Grantee is solely responsible for submitting all reports, financial back up information and unused monies to Summit County by stated due date. Failure to do so will result in disqualification for future grants.

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; 2016: \$25,000

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1703	Coalville City – Barbeque	\$50,000	\$25,000

2017 RATIONALE: Coalville City is requesting Marketing and Entertainment funds for their 2018 BBQ Festival in June. The Coalville City BBQ is a family oriented event. Award Winning Local BBQ Chefs will be highlighted. Tickets will be sold for the event at a family friendly cost point. Coalville’s small town flavored event will include the Coalville’s Famous BBQ meal, a Concert featuring a well-known artist, Kid’s Activity Area and culminate the evening with Fireworks. The funding is needed for Coalville to contract a nationally recognized artist and to advertise said artist to target audiences. The concert will entice new visitors to this lesser known recreational and historical part of Summit County. Coalville’s goal is to encourage attendees to stay and/or return with family and friends to support local lodging properties, restaurants and businesses. Coalville’s BBQ Festival’s vision for the future is to expand the festival to a multi-day event.

2017 RECIPIENT RESPONSIBILITIES:

- a. Grant funds are to be used for out-of-county advertising, marketing, and concert artist as specified in the application.
- b. Grantee is required to provide a tangible report on origin of attendees, i.e. # of locals, # of out of Summit County, and out of state. Please submit above information along with grantee’s Financial report and back up to County by stated due date. Also, please attach this data to your next Grant application.
- c. Grantee will ask local lodging properties to report on the Festival’s impact on occupancy.
- d. Future applications must include a detailed budget of how marketing funds will be allocated.
- e. 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.
- f. Grantee is solely responsible for submitting all reports, financial back up information and unused monies to Summit County by stated due date. Failure to do so will result in disqualification for future grants.

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; 2016: \$10,000

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1705	Friends of Ski Mountain Mining History	\$85,000	\$50,000

2017 RATIONALE: The PC History Mine Site requested funds toward the stabilization of the historic California Comstock Mill, located at Park City (ski resort), in Summit County. 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. Cultural tourism in the United States is recognized as one of the largest growing segments of tourist visits. The map provided by Vail Resorts the Park City Museum locating the historic mining structures at the Resort allows tourists to chart their course visiting structures throughout our community and adding cultural tourism to the experience.

2017 RECIPIENT RESPONSIBILITIES:

- a. The Summit County Attorney has advised the Committee the “Friends of Ski Mountain Mining History” have supplied the appropriate documentation to move forward with the stabilization of the King Kong Counterweight project scheduled to being in June 2017.
- b. The Committee would like to express gratitude to the group for taking care of the iconic structures that make Park City unique. The committee would also recommend the group to continue to seek matching donations for 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 is available on www.summitcounty.org.
- d. Grantee is solely responsible for submitting all reports, financial back up information and unused monies to Summit County by stated due date. Failure to do so will result in disqualification for future grants.

PREVIOUS FUNDING: 2016: \$0.00 (Applicant did not have required contracts per Summit County Atty).

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1706	Historic Park City Alliance – Autumn Aloft	\$33,600	\$30,240

2017 RATIONALE: Autumn Aloft is a hot air balloon festival held in mid-September in Park City/Summit County. The 2017 Event is scheduled for Friday through Sunday, September 15-17, 2017. In 2017, Autumn Aloft is expected to draw overnight visitors in addition to significant day visitors to the Park City area. The goal of the event is to drive destination traffic to Park City, extending the summer tourism season an additional weekend. Autumn Aloft was specifically designed to bring back a successful and unusual festival to Summit County in a currently slow fall tourist season.

2017 RECIPIENT RESPONSIBILITIES:

- a. Grant funds shall be used for equipment rental, event insurance, pilot expenses, Balloonmeister fees, marketing and PR, and swag for balloonists as detailed in the application.
- b. The recommended amount reflects a 10% penalty for late submission of 2015 expense data.

- 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 is available on www.summitcounty.org.
- d. Grantee is solely responsible for submitting all reports, financial back up information and unused monies to Summit County by stated due date. Failure to do so will result in disqualification for future grants.

PREVIOUS FUNDING: 2014: \$34,958; 2015: \$35,530; 2016: \$35,753

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1707	Historic Park City Alliance – Marketing & Communication	\$48,690	\$40,500

2017 RATIONALE: The Historic Park City Alliance represents all of the businesses in the Main Street Historic District of Park City. For 2017 – 2018, the HPCA plans to conduct an integrated marketing campaign targeting the Wasatch Front, regional and drive markets during the typically slow Spring and Fall holiday seasons. The marketing effort will focus on shopping and dining in the area and will highlight promotions centered around these activities during those seasons. The HPCA would like to partner with the Utah Office of Tourism in the “Explore Your Backyard Campaign” designed to encourage Utah residents to explore Utah.

2017 RECIPIENT RESPONSIBILITIES:

- a. Grant funds shall be used for advertising and marketing the 2018 Spring and 2017 Fall Holiday promotions and should follow the application budget proposed spending on out of county advertising.
- b. The recommended amount reflects a 10% penalty for late submission of 2015 expense data.
- 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 is available on www.summitcounty.org.
- d. Grantee is solely responsible for submitting all reports, financial back up information and unused monies to Summit County by stated due date. Failure to do so will result in disqualification for future grants.

PREVIOUS FUNDING: 2009: \$5,000; 2010: \$20,500; 2011: \$35,000; 2012: \$35,000; 2013: \$38,000; 2014: \$46,490; 2015: \$41,500; 2016: \$40,350

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1708	Intermountain Lacrosse of Utah (IMLAX)	\$20,000	\$15,000

2017 RATIONALE: This is the First Annual Park City Showdown Lacrosse Tournament. IMLax (formerly ULA) for 2017 is partnering with Adrenaline Lacrosse to bring to Park City a bigger and better lacrosse tournament featuring more out of state teams. This year’s tournament will feature five age groups on the boy’s side (4/5, 6/7, 8, HS, HS Elite) and three age groups on the girl’s side (6-8, HS, HS Elite). This tournament will be the biggest and best Lacrosse Tournament in Park City in the very near future.

2017 RECIPIENT RESPONSIBILITIES:

- a. Restaurant Tax Dollars shall only be spent on Website Hosting and Development with Servint and IPSO, out of state marketing Hawke Media, in-state Marketing (to out of county teams using out of county sources) and email blasts, printing, and banners, merchandise and prizes, must have Park City Logo. No staff time or internal operations can use funding.
- 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 is available on www.summitcounty.org.
- c. Grantee is solely responsible for submitting all reports, financial back up information and unused monies to Summit County by stated due date. Failure to do so will result in disqualification for future grants.

PREVIOUS FUNDING: 2016: \$10,000

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1709	Kimball Art Center	\$65,000	\$60,000

2017 RATIONALE: The application is for marketing and promotion outside of Summit County of the 48th 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 four areas for 2017: Scottsdale, AZ, Austin, TX, Boulder, CO, and Los Angeles/Orange County, California.

2017 RECIPIENT RESPONSIBILITIES:

- a. Funding may only be used for marketing and promotion to gain new visitors from outside of Summit County as described in the application. No in-county marketing can utilize funds.
- b. Please continue to monitor the event and show that the marketing efforts are resulting in new attendees.
- c. The Committee urges the organization to continue to suggest to its patrons that they ride share, use public transit or other means designed to minimize single vehicle travel to their event.
- 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 is available on www.summitcounty.org.
- e. Grantee is solely responsible for submitting all reports, financial back up information and unused monies to Summit County by stated due date. Failure to do so will result in disqualification for future grants.

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; 2016: \$55,000

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1710	Mountain Town Music	\$47,720	\$36,000

2017 RATIONALE: This is the 18th 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 promotion at

headline Snowbasin’s Brews, Blues & BBQ Concert Series, radio ads on KRCL and print ads in the City Weekly all of which are intended to increase the out of town visitors to Mountain Town Music’s free concerts in Summit County.

- a. Funds shall be used for sponsorship of the Snowbasin Brews, Blues and BBQ and for advertising to out of county visitors as outlined in the grant. No staff time or internal operational costs can utilize funding.
- b. The Committee urges the organization to continue to suggest to its patrons that they ride share, use public transit or other means designed to minimize single vehicle travel to their events.
- 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 is available on www.summitcounty.org.
- d. Grantee is solely responsible for submitting all reports, financial back up information and unused monies to Summit County by stated due date. Failure to do so will result in disqualification for future grants.

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); 2016: \$18,000

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1711	National Ability Center	\$15,000	\$8,000

2017 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.

2017 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. Marketing programs costs and explanations must be DETAILED for any future applications.

- e. 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.
- f. 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 is available on www.summitcounty.org.
- g. Grantee is solely responsible for submitting all reports, financial back up information and unused monies to Summit County by stated due date. Failure to do so will result in disqualification for future grants.

PREVIOUS FUNDING: 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; 2016: \$8,000

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1712	Oakley City - Car Show	\$5,000	\$5,000

2017 RATIONALE: This will be the 12th 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 2016, the car show registered 325 participants and attracted over 1,000 visitors to Oakley and Summit County on a shoulder-season weekend.

2017 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. 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 is available on www.summitcounty.org.
- c. Grantee is solely responsible for submitting all reports, financial back up information and unused monies to Summit County by stated due date. Failure to do so will result in disqualification for future grants.

PREVIOUS FUNDING: 2010: \$2,000; 2011: \$2,500; 2012: \$2,000; 2013: \$2,000; 2014: \$2,000; 2015: \$3,000; 2016: \$3,000

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1713	Oakley City - Rodeo	\$13,000	\$11,700 (10% deduction for late reporting)

2017 RATIONALE: This request is to help fund the marketing of the Oakley 4th of July celebration. This is a four-day event and continues to draw people from all over the Wasatch Front as well as out of state

visitors. This application is for Comcast Spotlight through Xfinity Cable Television and their Xfinity web page, and is intended to increase public awareness about ticket availability and to drive sales to the slower mid-week nights. Both the TV spots and the online advertisements will direct viewers to OakleyCity.com where they can learn more about the event and purchase/print tickets from home. In 2016, the rodeo portion of the festival drew 20,000 spectators and 450 contestants to the 4-day event. 45% of attendees are from Salt Lake County. 75% of out of county visitors are estimated to stay 1 or more nights in the county. Oakley City also has a 7-year relationship with Swire Coca Cola to promote the festival through truck side wraps and bottle hang tags.

2017 RECIPIENT RESPONSIBILITIES:

- a. Funding shall only be used for a Comcast TV buy and other marketing efforts outside of Summit County.
- 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.
- c. Grantee is solely responsible for submitting all reports, financial back up information and unused monies to Summit County by stated due date. Failure to do so will result in disqualification for future grants.

PREVIOUS FUNDING: 2008: \$2,500; 2009: \$5,000; 2010: \$4,000; 2011: \$4,000; 2012: \$10,000; 2013: \$12,000; 2014: \$12,000; 2015: \$13,500; 2016: No Request

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1714	Park City Area Lodging Assoc. – Bike	\$237,850	\$218,000

2017 RATIONALE: The goal of this application is to promote lodging stays in Summit County by showcasing the amazing mountain biking in Park City and Summit County. This is done through marketing in traditional means and online mainly at www.mountainbikingparkcity.com and hosting FAM tours. The program includes e-mail marketing and brochure production that will be mailed out to participants and also put in the visitor’s centers. The FAM tours are centered around events in Park City. FAM tours for media will be offered and are supported by this grant. The 2016 results of the promotion were 12 national media hosted with over \$1M in value of representation.

2017 RECIPIENT RESPONSIBILITIES:

- a. Grant monies shall be used for the budgeted items per your submitted 2018 budget for marketing and three FAM tours.
- b. Please include articles written by the hosted writers from the FAM with your 2018 grant application. Please also provide sample photography obtained through the FAM’s and Outside magazine article with next year’s application.
- c. The Committee strongly recommends that the PCALA show demonstration of a relationship between their marketing efforts and the following: Park City Municipal Sustainability, Mountain Trails Foundation, Snyderville Basin Recreation, and other trails and bike supporting entities. A “relationship” can be in the form of links and information on the PCALA website, PCALA logo and contribution to the mapping and trails system, a letter from the entities demonstrating the relationship, etc. This information shall be submitted with the next grant 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 is available on www.summitcounty.org.
- e. Grantee is solely responsible for submitting all reports, financial back up information and unused monies to Summit County by stated due date. Failure to do so will result in disqualification for future grants.

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>
1715	Park City Area Lodging Assoc. – Delta	\$325,000	\$325,000

2017 RATIONALE: This is a second-year program for PCALA in a 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 ski season (mainly early December and March/April). Park City Chamber and PCALA analysis show that Summit County is 3-10% below our competitors in the western ski market for visitation during those periods. 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. The 2016/17 program had 100% redemption with 730 reservations and \$1.5 lodging revenues generated. \$2.5 m back went back into the County. ROI 7x. 35% were first time visitors to Park City. Delta has committed 18% up to 60,000 in free flights.

2017 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. The Committee recommends that close analysis of the dates prior to offering occur to ensure the weakest periods of visitation are bolstered, rather than just the slightly lower periods of business are increased. (For example, early December and April, not March).
- c. 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.
- d. The Committee urges the organization to suggest that getting to Park City is easy and they could ride share, use free public transit or other means designed to minimize single vehicle travel to get to and around Summit County.
- 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.
- f. Grantee is solely responsible for submitting all reports, financial back up information and unused monies to Summit County by stated due date. Failure to do so will result in disqualification for future grants.

PREVIOUS FUNDING: (First Year Requested) 2016: \$275,000

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1716	Park City Area Restaurant Association	\$318,039	\$315,249

2017 RATIONALE: PCARA is requesting funding for their Marketing and Public Relations program. The PCARA’s Strategic PR/Marketing Budget is detailed, transparent, results driven, and adheres to the Utah Restaurant Tax Grant Statute. The PCARA Plan is a strategic mix of paid media including online/social and PR efforts to drive targeted audiences to visit Summit County to dine, play and stay overnight. As stated in the URTG, it is important to replenish and generate Utah’s Restaurant Tax income. Marketing for the Restaurants in Summit County provides the most direct spend to grow this fund.

New Marketing for 2017 includes: \$50,000.00 allocated for participation in two “JAMES BEARD HOUSE” Invitational Events. These prestigious events are considered among the most elite of culinary arts events internationally. The PR value will directly target the Foodie Culture (a large audience with high discretionary income) to entice them to visit Summit County. Also, \$11,200.00 is allocated for an analytical report by “Cision”. The committee feels this professional measure will be valuable to Summit County Restaurant Tax Granters; this tangible information will assist the SCRT Advisory Committee in future grant recommendations.

2017 RECIPIENT RESPONSIBILITIES:

- a. Funding shall be used as described in the application and the budget provided.
- b. A detailed PR/Marketing Value report, due to participation in the two “James Beard House” events must be submitted with Grantee’s back up financial information to the county by stated due date. A copy of said report must be attached to Grantee’s next grant application.
- c. The funded Analytical Report by Cision must be submitted with Grantee’s financial back up to the county by stated due date. A copy of report must be included in Grantee’s next application.
- d. The Committee urges the organization to suggest that getting to Park City is easy and patrons could ride share, use free public transit or other means designed to minimize single vehicle travel to get to and around Summit County.
- 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 is available on www.summitcounty.org.
- f. Grantee is solely responsible for submitting all reports, financial back up information and unused monies to Summit County by stated due date. Failure to do so will result in disqualification for future grants.

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; 2016: \$288,793

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1717	Park City Chamber Music Society - Beethoven Festival	\$10,000	\$2,370

2017 RATIONALE: The Park City Chamber Music Society will be presenting over 30 concerts and additional outreach presentations for its 34th Season as the Park City Beethoven Festival. The concerts feature outstanding classical solo artists performing together in chamber music concerts that feature three to forty players at each concert. The events this season will be presented in Summit County, Salt Lake County, Provo/Orem area, in the Heber/Midway area and beyond Utah. The concerts are all presented under the name Park City Beethoven Festival and are presented in seasonal festivals: Park

City Beethoven Festival Summer Concerts from July 2 -31, 2017, Park City Beethoven Festival Autumn Classics Festival, the Park City Beethoven Festival Spring Chamber Music Concerts and the Park City Beethoven Festival Winter Classics Concerts. In addition to the seasonal festivals, the Beethoven Festival of Park City will also present extra outreach performances at libraries and senior living facilities in Summit and Salt Lake Counties.

2017 RECIPIENT RESPONSIBILITIES:

- a. Funding may be may be used for printing Out of County Programs, Posters, fliers, and Banners.
- b. The Committee urges the organization to suggest that getting to Park City is easy and patrons could ride share, use free public transit or other means designed to minimize single vehicle travel to get to and around Summit County.
- 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 is available on www.summitcounty.org.
- d. Grantee is solely responsible for submitting all reports, financial back up information and unused monies to Summit County by stated due date. Failure to do so will result in disqualification for future grants.

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; 2016: \$2,000

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1718	Park City Chamber/Bureau - International FAM Trips	\$30,000	\$30,000

2017 RATIONALE: The Park City Chamber/Bureau (PCCCV) is proposing to increase overnight visitation from their target international and emerging markets. While this is a new request from the Chamber, it is a similar program that the Park City Area Lodging Association completed in the past. The PCCCV will invite wholesale and travel agent partners to visit Park City and educate them on what the town offers to their clients and promote the Two Resort International Pass (TRIP).

2017 RECIPIENT RESPONSIBILITIES:

- a. Grant funds can be used as specified in the application to support tourism, except funding cannot be used for staffing (\$2,750 in budget).
- b. Invitees should be first time visitors to the area or not have visited within the past 5 years.
- 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 is available on www.summitcounty.org.
- d. Grantee is solely responsible for submitting all reports, financial back up information and unused monies to Summit County by stated due date. Failure to do so will result in disqualification for future grants.

PREVIOUS FUNDING: First Time Application

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1720	Park City Chamber/Bureau – Thin Air	\$50,000	\$45,000

Innovation Festival

2017 RATIONALE: The Park City Chamber/Bureau (PCCCV) is seeking help with marketing the third year of the Thin Air Festival. The overall goal is to increase overnight visitation to Park City and Summit County through creating an event which we invite proven leaders from diverse industry backgrounds. They plan to share their knowledge and experience with small groups from organizations throughout the West in an innovative format in an unusual setting. With use of the recently purchased software tool from Destination Marketing, the PCCVB will be able to track the economic impact of this event.

2017 RECIPIENT RESPONSIBILITIES:

- a. Granted funds shall only be used for out of county advertising as described in the application (no staff or operations or locals advertising).
- b. The Committee suggests PCCVB share new software with other Summit County organizations and not for profits to help show economic impact of events.
- 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.
- d. Grantee is solely responsible for submitting all reports, financial back up information and unused monies to Summit County by stated due date. Failure to do so will result in disqualification for future grants.

PREVIOUS FUNDING: First Time Application

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1721	Park City Chamber/Bureau Spring Marketing Campaign	\$300,000	\$300,000

2017 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.

2017 RECIPIENT RESPONSIBILITIES:

- a. Marketing shall be used for out of county advertising as specified in the application – no local media advertising.
- b. The marketing budget was much better detailed this year and detail needs to be included in any future applications in order to be considered.
- 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 is available on www.summitcounty.org.
- d. Grantee is solely responsible for submitting all reports, financial back up information and unused monies to Summit County by stated due date. Failure to do so will result in disqualification for future grants.

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); 2016: \$252,000

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1722	PC Film Council dba Park City Film Series	\$26,524	\$15,371

2017 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. This year’s funding request is for marketing the films to people outside of Summit County, and to increase their ADA capabilities for attendees.

2017 RECIPIENT RESPONSIBILITIES:

- a. Funds may be used only for marketing to out-of-county patrons, specifically to any of the following: Salt Lake City Weekly, SL Trib/Deseret News, and KRCL. Up to \$8,000 of the funds may also be used to purchase the ADA equipment as specified in the three-party agreement also signed by the City and Sundance.
- b. The applicant has supplied the appropriate documentation to the County Attorney that satisfies restrictions outlined in the by-laws for funding for the ADA capital purchase portion of the project.
- 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 is available on www.summitcounty.org.
- d. Grantee is solely responsible for submitting all reports, financial back up information and unused monies to Summit County by stated due date. Failure to do so will result in disqualification for future grants.

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; 2016: \$3,000

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1723	Park City Gallery Association	\$10,000	\$7,500

2017 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. The primary focus is the promotion of the monthly gallery strolls. The year-round monthly strolls serve as a gateway event to bring people to the various galleries in our membership. Tourists enjoy knowing about cultural experiences that they can attend and experience when they plan to visit a potential destination. In particular, the benefit of being able to boast a large gallery district with year-round gallery strolls is a valuable asset in the attraction of tourists to Summit County during off-peak months.

2017 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.

- b. The Committee would like to see to see the Gallery Association have a relationship with the Restaurant Association.
- 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.
- d. Grantee is solely responsible for submitting all reports, financial back up information and unused monies to Summit County by stated due date. Failure to do so will result in disqualification for future grants.

PREVIOUS FUNDING: 2016: \$6,750

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1724	Park City Municipal – Ice Arena	\$10,400	\$10,400

2017 RATIONALE: Park City Municipal is requesting Restaurant Tax Funding to enhance the audio system at the Park City Ice Arena. The arena hosts several hockey tournaments, figure skating competitions and camps that attract participants and families from out of Summit County. The funds are to enhance the audio equipment in the facility being used for announcing and performance accompaniments. This project was proposed in two phases. Phase 1 was funded by a grant from Summit County RAP tax. Phase 2, as funded by a Restaurant Tax grant, would enhance the sound quality in the arena through installation of a new speaker system.

2017 RECIPIENT RESPONSIBILITIES:

- a. Grant funds shall be used to test the existing sound system and to purchase new speakers to be installed in the Ice Arena as described in the application. No staff time or overhead costs can utilize granted funds.
- 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 is available on www.summitcounty.org.
- c. Grantee is solely responsible for submitting all reports, financial back up information and unused monies to Summit County by stated due date. Failure to do so will result in disqualification for future grants.

PREVIOUS FUNDING: New project

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1725	Park City Municipal – Public Arts	\$20,000	\$17,000

2017 RATIONALE: The Economic Development Department of Park City is proposing to work with the Park City Public Art Advisory Board to promote public art with businesses in Park City’s Historic District. Working through the Historic Park City Alliance, the funds would be used to plan and execute temporary art projects including window displays in Main Street storefronts. Another component of the project will be titled “Art in Unexpected Places” that will provide pop up art and non-traditional artwork throughout the Main Street business district. The project is planned for the typically slow spring and fall seasons when visitors to the district will be engaged in interactive experiences with the temporary

displays. The intent of the project is to continue to create interest and beauty in our community attracting and retaining tourists.

2017 RECIPIENT RESPONSIBILITIES:

- a. Grant funds shall be used for social media promotions, marketing, artist stipends and artist materials. Funds are not to be used for permitting fees.
- 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 is available on www.summitcounty.org.
- c. Grantee is solely responsible for submitting all reports, financial back up information and unused monies to Summit County by stated due date. Failure to do so will result in disqualification for future grants.

PREVIOUS FUNDING: New project

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1726	PC Historical & Museum	\$64,690	\$64,690

2017 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 and fixing and upgrading the active Mega Mine exhibit. This year the Society will use the funds towards a Spring 2018 Transit (Salt Lake City & Airport) campaign and capitalize on the previous year’s bus and TRAX wrap “off season” transit campaign with Lamar Transit Advertising and generate additional awareness of the Park City Museum in the Salt Lake Valley with UTA bus wraps and TRAX full-side advertising, 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 on the I-80 and I-15 corridor through distribution with Certified Folder along the Salt Lake front, I-80 and I-15 corridors.

2017 RECIPIENT RESPONSIBILITIES:

- a. Funding shall be used for:
 - a. Spring 2018 campaign with Lamar Transit Advertising using UTA bus wraps and TRAX full-side advertising and a Delta Terminal Baggage Claim fall marketing campaign and printed brochures and 2-for-1 campaign with distribution along the interstates as described in the application.
 - b. Exhibit troubleshooting, fabrication, installation, and required fixes for the inoperable mining display to make it operable long-term.
- 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 is available on www.summitcounty.org.
- c. Grantee is solely responsible for submitting all reports, financial back up information and unused monies to Summit County by stated due date. Failure to do so will result in disqualification for future grants.

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); 2016: \$40,000

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1727	Park City Performances dba Egyptian Theatre	\$150,000	\$135,000

2017 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 seven 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 out of county patrons numbered 21,284 day visitors, 11,615 out of county overnight visitors and a total of 58,200 total patrons which represents a 7% increase over the past 2 years.

2017 RECIPIENT RESPONSIBILITIES:

- a. Funding shall be used for print marketing outside of Summit County including, but not limited to: Salt Lake Tribune, Deseret 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.
- 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 is available on www.summitcounty.org.
- d. Further please consider suggesting to your patrons that they carpool or otherwise take mass transit when traveling to the Egyptian.
- e. Grantee is solely responsible for submitting all reports, financial back up information and unused monies to Summit County by stated due date. Failure to do so will result in disqualification for future grants.

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; 2016: \$125,000

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1728	Park City Performing Arts Foundation dba, Park City Institute	\$175,000	\$75,000

2017 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.

2017 RECIPIENT RESPONSIBILITIES:

- a. Funds may only be used for: the online digital media campaign or the print media portion for the Salt Lake Tribune, Deseret News, Q Salt Lake, and/or Salt Lake City Weekly as outlined in the application budget.
- b. Funds may NOT be used for direct mail, brand placement, other print media not specified above, radio ads, creative services or niche promotion.
- c. Please review next year’s application carefully prior to submittal as it was an inadequate response, and it did not meet the standards established for this grant. Please do not reuse information in your next application from any previous applications as it is not clearly representing the programs you provide in writing or budget.
- d. The committee requests that you provide specific zip code analysis from your ticket sales with your next application that accurately represents the following: total amount of tickets sold to individuals within the state of Utah and the top 5 zip codes (list the zip and the name of the place), total amount of tickets sold to individuals from outside of the state with the top 5 buying zip codes (list the zip and the name of the place), total amount of your tickets sold within Summit County, total tickets sold, and the number of tickets sold to zip codes in WY and NV.
- 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.
- f. Grantee is solely responsible for submitting all reports, financial back up information and unused monies to Summit County by stated due date. Failure to do so will result in disqualification for future grants.

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; 2016: \$95,000

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1730	Park City Summit County Arts Council	\$75,000	\$65,000

2017 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.

2017 RECIPIENT RESPONSIBILITIES:

- a. Funding shall be used for marketing plan as detailed in the attached budget, including but not limited to: Search Engine Optimization, Four Seasonal Campaigns, Content Development, and Art Direction by Blakeslee Advertising, Social Media Management by Facelt. 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. The Committee urges you to continue efforts to reach out to all arts and cultural organizations in the County to ensure 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 is available on www.summitcounty.org.
- e. Grantee is solely responsible for submitting all reports, financial back up information and unused monies to Summit County by stated due date. Failure to do so will result in disqualification for future grants.

PREVIOUS FUNDING: 2009: \$29,450; 2010: \$10,000; 2011: \$12,000; 2012: \$12,000; 2013: 16,000; 2014: \$18,000; 2015: \$25,000; 2016: \$40,350 2017: \$65,000

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1731	Park Silly Sunday Market	\$30,792	\$6,000

2017 RATIONALE: This is the 11th 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 121,520 attendees from outside of Summit County last summer.

2017 RECIPIENT RESPONSIBILITIES:

- a. Funding shall be used only for advertising outside of Summit County as listed in the application, this includes but not limited to: social media, digital billboards, logo water bottles, hats and T-Shirts.
- 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 is available on www.summitcounty.org.
- e. Grantee is solely responsible for submitting all reports, financial back up information and unused monies to Summit County by stated due date. Failure to do so will result in disqualification for future grants.

PREVIOUS FUNDING: 2007: \$4,000; 2008: \$5,000; 2009: \$5,000; 2010: \$5,000; 2011: \$4,500; 2012: \$4,500 2013: \$6,800; 2014: \$5,000; 2015: \$4,000; 2016: \$4,000

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1732	Snyderville Basin Special Recreation District	\$27,015	\$27,015

2017 RATIONALE: This grant request seeks funding for event floor covering for the new 15,000 square foot multi-purpose gymnasium at the Basin Recreation Fieldhouse. The proposed floor covering will allow The Fieldhouse to host multiple events throughout the year while protecting the sports flooring for the community. Utilizing the flooring we place over the existing field and a cover over the new multipurpose court, Basin Recreation would have approximately 42,000 square feet for a convention,

trade show, or tournament. This would allow events that now must go to Salt Lake City for a suitable venue, to take place in Park City promoting tourism within the county.

2017 RECIPIENT RESPONSIBILITIES:

- a. Funding shall be used only for the purchase and installation of floor covering in the new gymnasium as detailed 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 is available on www.summitcounty.org.
- c. Grantee is solely responsible for submitting all reports, financial back up information and unused monies to Summit County by stated due date. Failure to do so will result in disqualification for future grants.

PREVIOUS FUNDING: New project

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1733	South Summit Rodeo Club	\$10,000	\$8,000

2017 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 hometown. 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 from around the state and region 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.

2017 RECIPIENT RESPONSIBILITIES:

- a. Funding shall be used to support two days of the rodeo as outlined in the grant’s budget section, which will bring out of town visitors to the county.
- b. The Committee requests the Rodeo Club continue to track what counties the participants reside in through ticket sales, vending and any methods of registration they may have.
- c. Please ensure that the Summit County Restaurant Tax Fund received credit 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 is available on www.summitcounty.org.
- d. Grantee is solely responsible for submitting all reports, financial back up information and unused monies to Summit County by stated due date. Failure to do so will result in disqualification for future grants.

PREVIOUS FUNDING: 2010: 5,000; 2013: \$5,500; 2014: \$7,000; 2015: \$8,500; 2016: \$5,000

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1734	South Summit Trails Foundation	\$11,200	\$11,200

2017 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 this or similar projects with guaranteed policies in place related to tourism, as outlined permanent signage of existing and new trails, map updating and dissemination, and the creation of a new event to bring visitors to trails in South Summit as our funding mechanism requires.

2017 RECIPIENT RESPONSIBILITIES:

- a. Funding shall only be used for permanent signage, map updating and dissemination and the creation of a new event to bring visitors to Summit County as described per the application.
- b. The Committee requests that SS Trails work together with other nonprofits in Summit County to promote their trails and events, such as Mt. Trails, the PC Area Lodging Association, the PC Chamber of Commerce, PC Municipal, etc. in order to reduce a duplication of efforts.
- c. No funding shall be used for equipment, staff salaries, or trail building.
- 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 the map, posters, brochures, and programs. The Restaurant Tax logo is available on www.summitcounty.org.
- e. Grantee is solely responsible for submitting all reports, financial back up information and unused monies to Summit County by stated due date. Failure to do so will result in disqualification for future grants.

PREVIOUS FUNDING: 2016: \$10,000

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1735	Summit County Fair – Barrels and Broncs Event	\$15,000	\$11,000

2017 RATIONALE: The Summit County Fair Barrel Racing is in its 9th year of production. In 2015, Saddle Bronc Riding was added to the two-day event, "Barrels & Broncs". Last year there were 287 participants. Competitors came from Utah, Wyoming, Idaho and Colorado with estimates 2,000 day visitors and 2,000 overnight.

2017 RECIPIENT RESPONSIBILITIES:

- a. Funding shall be used only for advertising outside of Summit County and awards as specified in the application.
- 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. 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 is available on www.summitcounty.org.
- d. Grantee is solely responsible for submitting all reports, financial back up information and unused monies to Summit County by stated due date. Failure to do so will result in disqualification for future grants.

PREVIOUS FUNDING: 2012: \$5,000; 2013: \$5,000*(due to other funds added to Barrel Racing); 2014: \$5,000; 2015: \$10,000; 2016: \$10,000

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1736	Summit County Fair – Demolition Derby Prize Money	\$10,000	\$6,000

2017 RATIONALE: The demolition derby has historically been the anchor event to start the Summit County Fair. The sellout event promises to provide spectators an edge of your seat thrill watching experience. With the success of 2016, the coordinators have increased participation again.

2017 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.
- d. Grantee is solely responsible for submitting all reports, financial back up information and unused monies to Summit County by stated due date. Failure to do so will result in disqualification for future grants.

PREVIOUS FUNDING: 2013: \$2,000; 2014: \$4,000; 2015: \$5,000; 2016: \$4,000

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1737	Summit County Fair – PRCA Rodeo Audio Visual	\$10,000	\$10,000

2017 RATIONALE: The Summit County Fair Board is requesting funds again to rent a big screen for use during the PRCA Rodeo in August. The rodeo is Friday August 11th and 12th at 8:00 PM and is the final event of the fair. Big screen displays at sporting events keep the crowd more involved in the action by offering instant replays and offer enhanced sponsorship/advertising possibilities. The Committee has sponsored the rental of the big screen for the past four years.

2017 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 is available on www.summitcounty.org.

- d. Grantee is solely responsible for submitting all reports, financial back up information and unused monies to Summit County by stated due date. Failure to do so will result in disqualification for future grants.

PREVIOUS FUNDING: 2012: \$6,500; 2013: \$10,000; 2014: \$10,000; 2015: \$10,000; 2016: \$10,000

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1738	Sundance Institute	\$200,000	\$200,000

2017 RATIONALE: This is the 18th year of funding for this applicant. The festival celebrated its 33rd year on 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. 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.

2017 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. The Committee urges the organization to continue to suggest that getting to Park City is easy and visitors should: ride share, use free public transit or other means designed to minimize single vehicle travel to get to and around Summit County.
- 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 is available on www.summitcounty.org.
- d. Grantee is solely responsible for submitting all reports, financial back up information and unused monies to Summit County by stated due date. Failure to do so will result in disqualification for future grants.

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; 2016: \$200,000

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1739	Swaner Preserve and Eco Center	\$22,502	\$15,000

2017 RATIONALE: This proposal seeks to fund marketing efforts that would drive additional visitation to the Swaner Eco Center/Kimball Junction area to participate 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 Eco Center.

2017 RECIPIENT RESPONSIBILITIES:

- a. Funding may be used as outlined in the detailed application for specific summer and winter.

- b. The committee would like to suggest collaborating with other non-profits to leverage all marketing dollars awarded.
- 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 is available on www.summitcounty.org.
- d. Grantee is solely responsible for submitting all reports, financial back up information and unused monies to Summit County by stated due date. Failure to do so will result in disqualification for future grants.

PREVIOUS FUNDING: 2016: \$5,000

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1740	US Ski & Snowboard Association (USSA) Freestyle Ski World Cup	\$117,000	\$117,000

2017 RATIONALE: USSA and Deer Valley Resort will host the 18th annual FIS Freestyle Ski World Cup competition in February, 2018. 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 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 2017, this event attracted a total amount of 4,475,520 television viewers with the highest rating being .76 (1,889,664 viewers) on February 4, 2017. The two NBC Sports Network shows on February 4, 2017, brought in a viewership of 352,800 viewers for the Aerial and Mogul competitions. The preliminary broadcast report shows 13 international broadcasters televised the event live, or same day delayed. The top International broadcasters in the international markets were: Canada –CBC, China –CCTV, France –France TV, MCS, Japan –Jsports, Italy –RAI, Asia –Eurosport. Further, daily TV and news highlights from the Deer Valley World Cup were distributed to 78 international and domestic news access users. Additionally, at the 2017 FIS Freestyle World Cup, Deer Valley resort accredited 127 local and national journalists’ outlets and 50 photographers. The event attracted a total estimate of 16,000 spectators over three nights and one night of entertainment and attracted a total of 522 corporate VIP sponsors and guests.

2017 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. The Committee urges the organization to suggest that getting to Park City is easy and patrons could ride share, use free public transit or other means designed to minimize single vehicle travel to get to and around Summit County.
- 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 is available on www.summitcounty.org.
- d. Grantee is solely responsible for submitting all reports, financial back up information and unused monies to Summit County by stated due date. Failure to do so will result in disqualification for future grants.

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; 2016: \$111,500

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1741	US Ski & Snowboard Association (USSA) 2019 World Cup (3 Yr.)	\$121,500	\$121,500

2017 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. The next World Championships 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 will be held in escrow or a set aside account by USSA until the expenditure in 2019.

2017 RECIPIENT RESPONSIBILITIES:

- a. Funding will be set aside in escrow or special account by USSA until the event in 2019.
- b. Approval of 2017 funding is no guarantee of funding in future years.
- c. 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.
- d. The Committee urges the organization to suggest that getting to Park City is easy and patrons could ride share, use free public transit or other means designed to minimize single vehicle travel to get to and around Summit County.
- 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 is available on www.summitcounty.org.
- f. Grantee is solely responsible for submitting all reports, financial back up information and unused monies to Summit County by stated due date. Failure to do so will result in disqualification for future grants.

PREVIOUS FUNDING: 2015: \$121,500, 2016: \$121,500

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1742	USSA 2019 Project Jump at UOP	\$50,000	\$50,000

2017 RATIONALE: USSA and Utah Olympic Park teamed up to build a \$600,000 new training facility for snowboarders and freeskiers to safely learn and practice big air jumps while landing on an inclined airbag to be located at Utah Olympic Park. The application is for final funding of two jumps (large & medium) with an artificial turf in run to landing airbag. It can be inflated and deflated when needed and

used year-round. This facility will bring freeski and snowboard programs and athletes to UOP to train as it will be the first in North America and one of very few in the world. This air bag and jump are new technology which is gentler on bodies and athletes. UOP is the partner to give land and they will operate and maintain. The County Attorney reviewed the application and found that the UOP could act as a “government entity” per the state statute in the operations and maintenance of the facility. Unlike other parks, pipes, jumps, this feature can host many types of athletes with 24 Olympic medal sports having the opportunity to train on this one feature.

2017 RECIPIENT RESPONSIBILITIES:

- a. Funding to be used for the airbag, final jump construction, and final grading/infill per budget (not contingency or permits).
- b. Please track the types of users (US Freestyle Team, Australian Snowboard Team, French Aerial Team, X Games Training), how many users/days (10 people for 10 days), and other pertinent information to provide as a summary to the County after one year of use.
- 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 is available on www.summitcounty.org.
- d. Grantee is solely responsible for submitting all reports, financial back up information and unused monies to Summit County by stated due date. Failure to do so will result in disqualification for future grants.

PREVIOUS FUNDING: None. This is a new capital expenditure.

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1743	Utah Olympic Park	\$90,000	\$75,000

2017 RATIONALE: Utah Olympic Park Gold Medal Summer Marketing Campaign is designed to increase UOP and Park City Visitation from May 2017 through October 2017. The campaign will focus on advertisement of increase summer activities during a time frame that is traditionally slower for Hotels and Restaurants. There will also be a push to showcase Park City as a Premier Olympic Destination for summer and winter.

2017 RECIPIENT RESPONSIBILITIES:

- a. Funds shall be spent on the marketing efforts as outlined in the application and budget using a combination of traditional and digital media targeting key markets similar to that of the chamber data and plans.
- b. All vendors who provide food and beverage must pay Summit County Restaurant Tax. Applicant shall provide vendor data and restaurant tax data with future applications.
- c. The Committee encourages leveraging marketing as stated in the application to include Cable TV, channels airing the Winter Olympics, social channels and reaching out to vacation planners.
- 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.
- e. Grantee is solely responsible for submitting all reports, financial back up information and unused monies to Summit County by stated due date. Failure to do so will result in disqualification for future grants.

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); 2016: \$65,000

	<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1744	Utah Symphony & Opera	\$140,000	\$105,000

2017 RATIONALE: 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. The intention of this marketing effort is to drive non-Summit County residents to the Deer Valley Music Festival which the Committee believes to provide significant destination value to the County. Verifiable data from the 2016 festival indicates that 58% of the tickets sold were sold to Utah residents living outside of Summit County. 63% of festival attendees reported that they would not have visited Summit County but for the festival’s programming. 80% of festival attendees reported they would return to Summit County based upon their experience at the festival. 85% of attendees at Summit County restaurants and 59% reported shopping in the Park City core.

2017 RECIPIENT RESPONSIBILITIES:

- a. Funding shall be used for print marketing outside of Summit County including, but not limited to: Salt Lake Tribune, Deseret News, City Weekly, Utah Valley Magazine, broadcast advertising outside of Summit County with KBYU and other outlets; and website updates and web based marketing efforts. Efforts shall also be made to market to large audience targets in Southern California including the Los Angeles and San Diego markets. Bus, frontrunner heavy rail and TRAX light rail wraps marketing the festival will appear on Salt Lake County vehicles.
- 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 is available on www.summitcounty.org.
- c. The Committee urges the Festival Organizers to continue to suggest to its patrons that they ride share, use public transit or other means designed to minimize single vehicle travel to their events.
- d. Grantee is solely responsible for submitting all reports, financial back up information and unused monies to Summit County by stated due date. Failure to do so will result in disqualification for future grants.

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; 2016: \$85,000

2017 Restaurant Tax Grant Application Score Sheet

Number	Assigned To	Applicant Name	Ph#	Contact	Amount Requested	Amount Awarded
1741	Brooke	US Ski & Snowboard Assoc (USSA) 2019 World Championship	435-647-2053	Calum Clark	121,500.00	121,500.00
1738	Lorrie	Sundance Institute	435-658-3156	Kara Cody	200,000.00	200,000.00
1740	Brooke	US Ski & Snowboard Assoc (USSA) Freestyle Ski World Cup	435-647-2053	Calum Clark	117,000.00	117,000.00
1718	Teri	Park City Chamber/Bureau - International FAM trips	435-658-9614	Chad Wassmer	30,000.00	30,000.00
1716	Eileen	Park City Area Restaurant Association	435-640-1168	Ginger Ries	318,039.55	315,249.00
1715	Brooke	Park City Area Lodging Association - Delta Fly Free Promotion	435-731-0810	Greg Gendron	325,000.00	325,000.00
1721	Teri	Park City Chamber/Bureau - Spring Marketikng Campaign	435-658-9601	Jim Powell	300,000.00	300,000.00
1742	Brooke	US Ski & Snowboard Assoc (USSA) Project Jump	435-647-2053	Calum Clark	50,000.00	50,000.00
1727	Alex	Park City Performances dba Egyptian Theatre	435-901-4119	Randy Barton	150,000.00	135,000.00
1709	Lorrie	Kimball Art Center	435-649-8882	Kathy Kennedy	65,000.00	60,000.00
1714	Brooke	Park City Area Lodging Association - Promote Biking Awareness	435-487-0950	Rhonda Sideris	237,850.00	218,000.00
1744	Alex	Utah Symphony & Opera	801-869-9016	Hillary Hahn	140,000.00	105,000.00
1743	Jodie	Utah Olympic Park	435-658-4212	Melanie Welch	90,000.00	75,000.00
1702	Brooke	Alf Engen Ski Museum Foundation	435-658-4240	Connie Nelson	35,000.00	35,000.00
1720	Teri	Park City Chamber/Bureau - Thin Air Innovation Festival	435-658-9617	Bill Malone	50,000.00	45,000.00
1706	Rick	Historic Park City Alliance - Autumn Aloft	435-640-3188	Michael Barille	33,600.00	30,240.00
1728	Brooke	Park City Performing Arts Foundation dba Park City Institute	435-655-8252	Teri Orr	175,000.00	75,000.00
1726	Sally	Park City Museum	435-649-7457	Sandra Morrison	64,690.00	64,690.00
1707	Rick	Historic Park City Alliance - Marketing & Communications	435-640-3188	Michael Barille	48,690.00	40,500.00
1711	Teri	National Ability Center	435-200-0986	Janet Fine	15,000.00	8,000.00
1713	Alex	Oakley City - Rodeo	435-783-5753	Andy Woolstenhulm	13,000.00	11,700.00
1725	Rick	Park City Municipal - Public Arts	435-640-5063	Jenny Diersen	20,000.00	17,000.00
1730	Donnie	Park City Summit County Arts Council	510-333-6659	Hadley Dynak	75,000.00	65,000.00
1701	Alex	Adopt-A-Native-Elder	801-474-0535	Linda Myer	12,500.00	11,250.00
1708	Donnie	Intermountain Lacrosse of Utah (IMLAX)	801-590-9950	Niki Harding	20,000.00	15,000.00
1731	Jodie	Park Silly Sunday Market	435-714-4036	Kate McChesney	30,792.00	6,000.00
1722	Jodie	Park City Film Council dba Park City Film Series	435-615-8291	Katharine Wang	26,524.00	15,371.00
1739	Jodie	Swaner Preserve and Eco Center	435-797-8941	Nell Larson	22,502.00	15,000.00
1712	Alex	Oakley City - Car Show	801-791-8924	Lorrie Hoggan	5,000.00	5,000.00
1732	Lorrie	Snyderville Basin Special Recreation District	435-640-1877	Matt Strader	27,015.00	27,015.00
1705	Jodie	Friends of Ski Mountain Mining History	435-649-7457	Sandra Morrison	85,000.00	50,000.00
1710	Sally	Mountain Town Music	435-901-7664	Brian Richards	47,720.00	36,000.00
1724	Rick	Park City Municipal - Ice Arena	435-615-5706	Amanda Angevine	10,400.00	10,400.00
1733	Sally	South Summit Rodeo Club	435-640-6271	Tamsyn Webster	10,000.00	8,000.00
1737	Donnie	Summit County Fair - PRCA Rodeo Audio Visual	435-336-3249	Travis English	10,000.00	10,000.00
1735	Donnie	Summit County Fair - Barrels and Broncs Event	435-336-3249	Travis English	15,000.00	11,000.00
1717	Donnie	Park City Chamber Music Society - Beethoven Festival	801-671-3461	Russell Harlow	10,000.00	2,370.00
1734	Sally	South Summit Trails Foundation	435-901-3159	Amber Nelson	11,200.00	11,200.00
1723	Lorrie	Park City Gallery Association	435-640-7338	Susan Meyer	10,000.00	7,500.00
1703	Eileen	Coalville City - BBQ	435-336-5981	Nachele Sargent	50,000.00	25,000.00
1736	Donnie	Summit County Fair - Demolition Derby Prize Money	435-336-3249	Travis English	10,000.00	6,000.00

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