

SUMMIT COUNTY RESTAURANT TAX ADVISORY COMMITTEE
2018 Grant Request Recommendations
Rationale and Restrictions

The 2018 grant cycle is the 27th year of Restaurant Tax Grant awards in Summit County. There were 50 qualifying applications requesting a total of over \$4.6M in grant funds for 2018. 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.

Following are the Committee's recommendations for 2018.

No.	Applicant	Request	Recommended Amount
1801	Adopt-A-Native Elder	\$15,000	\$5,000

2018 RATIONALE: This will be the 29th 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.

2018 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 (PAST 5 YEARS): 2013: \$3,000; 2014: \$3,000; 2015: \$5,000; 2016: No Request 2017: \$11250 (10% reduction for reporting late)

No.	Applicant	Request	Recommended Amount
1802	Alf Engen Ski Museum Foundation	\$45,000	\$20,000

2018 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 undertake Phase II of the website renovation begun with Restaurant Tax funding last year. Funding will also be used to continue digital marketing and promotion of the two new/upgraded exhibits: Greatest Snow on Earth and Olympic Home Town Heroes.

2018 RECIPIENT RESPONSIBILITIES:

- a. Funding will be used for the Project Expenses detailed in the budget submitted with the 2018 Restaurant tax 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 (PAST 5 YEARS): 2013: \$20,000; 2014: \$22,000; 2015: \$20,500; 2016: \$25,000; 2017: \$35,000

No.	Applicant	Request	Recommended Amount
1803	Coalville City Celebration	\$50,000	\$20,000

2018 RATIONALE: Coalville City Celebration has changed its event and is requesting Marketing and Entertainment funds for their 2018 celebration which includes a Car Show this year. The Coalville City BBQ is a family-oriented event. Tickets will be sold for the event at a family friendly cost point. A Concert featuring a well-known artist, Kid's Activity Area and culminate the evening with Fireworks. 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.

2018 RECIPIENT RESPONSIBILITIES:

- Funding will be used for the Project Expenses detailed in the budget submitted with the 2018 Restaurant tax application.
- 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.
- 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 (PAST 5 YEARS): 2013: \$20,000; 2014: \$22,000; 2015: \$20,500; 2016: \$25,000; 2017: \$35,000

No.	Applicant	Request	Recommended Amount
1804	Francis City Soccer	\$150,900	\$78,300

2018 RATIONALE: Francis City would like to create a full-size soccer field that will help bring both non-county and county residents to Francis to play in competitive soccer leagues (and recreation leagues) which are increasing in number of teams and spectators. The teams currently face a shortage of field space due to increased demand and limited availability of fields.

2018 RECIPIENT RESPONSIBILITIES:

- a. Funding shall be used for partial construction of the soccer field, recommended for irrigation and sod.
- 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 (PAST 5 YEARS): This is a new request.

No.	Applicant	Request	Recommended Amount
1805	Friends of Ski Mtn. Mining History, Committee of the Park City Museum	\$85,000	\$0.00

2018 RATIONALE: The Friends of Ski Mountain Mining History's goal is the stabilization of mining structures throughout Park City. They have asked for funds this year to stabilize the most threatened of all the structures, the Thaynes Conveyor.

2018 RECOMMENDATION: The Committee feels that this a very worthwhile project; however, due to the limited funds that are available this year, and the fact that this project appears to be an all-in commitment, we are unable to fund this request this year. We do urge the applicant to apply again in 2019.

PREVIOUS FUNDING (PAST 5 YEARS): 2017: \$50,000

No.	Applicant	Request	Recommended Amount
1806	Historic Park City Alliance Autumn Aloft	\$40,250	\$30,000

2018 RATIONALE: Autumn Aloft is a hot air balloon festival held in mid-September in Park City/Summit County. The 2018 Event is scheduled for Friday through Sunday, September 14-16, 2018. In 2018, 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. This event was designed to bring back a successful and unusual festival to Summit County in a currently slow fall tourist season.

2018 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. 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 grant.

PREVIOUS FUNDING (PAST 5 YEARS): 2014: \$34,958; 2015: \$35,530; 2016: \$35,753
2017: \$30,240

No.	Applicant	Request	Recommended Amount
1807	Historic Park City Alliance Marketing and Communications	\$53,100	\$35,000

2018 RATIONALE: The Historic Park City Alliance represents all of the businesses in the Main Street Historic District of Park City. The HPCA plans to promote the three identified campaigns of fall, holiday and spring create demand and drive additional people to visit the area. With regards to the holiday marketing, there are no organizations in town that are currently promoting to the regional marketplace to educate and create demand during November until the holiday booking period begins HPCA will highlight promotions centered around these activities during those seasons.

2018 RECIPIENT RESPONSIBILITIES:

- a. Grant funds shall be used for advertising and marketing the 2019 Spring and 2018 Fall Holiday promotions and should follow the application budget proposed spending on out of county advertising.
- b. Please note that we do not pay for financial reporting.
- 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 (PAST 5 YEARS): 2013: \$38,000; 2014: \$46,490; 2015: \$41,500;
2016: \$40,350 2017: \$40,500

No.	Applicant	Request	Recommended Amount
1808	Intermountain Lacrosse of Utah	\$25,000	\$10,000

2018 RATIONALE: Park City Ski Town Lacrosse Shoot Out, in its eleventh year, is requesting funds for expenses related to printed brochures, SLTrib advertising and player gift purchase. Estimates show 4,000 out of county visitors half of which stay overnight generating an estimated \$726,000 in total revenue (including 620 room nights and \$112,000 in room revenue).

2018 RECIPIENT RESPONSIBILITIES:

- a. To actively promote Summit County hotels/motels for teams needing overnight accommodation.
- 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 (PAST 5 YEARS): 2016: \$10,000 2017: \$15,000

No.	Applicant	Request	Recommended Amount
1809	Kimball Arts Center	\$65,000	\$55,000

2018 RATIONALE: The application is for marketing and promotion outside of Summit County of the 49th Annual Park City Kimball Arts Festival. Kimball Art Center continues to be one of the anchor summer events for Park City and Summit County. This application requests funding for marketing support outside of Summit County.

2018 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 continues to urge 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 (PAST 5 YEARS): 2013 \$50,000; 2014: \$50,000; 2015: \$55,000; 2016: \$55,000; 2017: \$60,000

No.	Applicant	Request	Recommended Amount
1811	Mountain Town Music	\$52,720	\$30,000

2018 RATIONALE: Mountain Town Music's request is for promotion: 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.

2018 RECIPIENT RESPONSIBILITIES:

- 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 (PAST 5 YEARS): 2013: \$19,000; 2014: \$40,000; 2015: \$32,300 (after 5% deduction); 2016: \$18,000; 2017: \$36,000

No.	Applicant	Request	Recommended Amount
1812	Mountain Trails	\$97,305	\$35,305

2018 RATIONALE: This application is for funds to help maintain the existing trails in Summit County. A portion of this request is for the purchase of a trail building machine – a Kubota Excavator and trailer. Owning specialized machinery and tools is a necessity to maintain the trails.

2018 RECIPIENT RESPONSIBILITIES:

- a. Funding shall be used for the purchase of the Kubota Excavator and trailer.
- 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 (PAST 5 YEARS): 2013 \$10,000; 2014: \$12,000; 2015: \$12,000; 2016: \$10,000; 2017: No Request

No.	Applicant	Request	Recommended Amount
1813	National Ability Center	\$20,000	\$8,000

2018 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.

2018 RECIPIENT RESPONSIBILITIES:

- a. Funds may 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
- b. Funds may be used for nationwide and international partnership referrals for out of county markets.
- c. Granted funding shall not be used for salaries, attendance at conferences, or to offset or reimburse NAC staff time.
- d. The Committee requests that credit card or other lodging and food collected statistics on participant's lodging and catering/restaurant purchases that generate Restaurant Tax revenue be included in future applications.
- e. Please ensure that the Summit County Restaurant Tax Fund is credited as a sponsor and the logo is used on the organization’s website and printed materials to include but not limited to posters, brochures, and programs. The Restaurant Tax logo 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 (PAST 5 YEARS): 2013: \$10,900; 2014: \$12,000; 2015: \$10,000; 2016: \$8,000 2017: \$8,000

No.	Applicant	Request	Recommended Amount
1814	Oakley City Car Show	\$5,000	\$5,000

2018 RATIONALE: This year will be the 13th year of the OOFCC and Oakley City Car Show. The show is held at the Oakley Recreation Facility on Saturday and on Friday night the cars cruise around Park City and Main Street. Many of the car show participants come to the show early on Friday and return home on Sunday – making it a mini-vacation. This event draws over 300 participants and the Park City Peaks Hotel

offers a special rate as the Host Hotel for the show. The participants will also eat at the local restaurants and fill up their cars at local gas stations. The Peace House and Summit County Children's Justice receive a portion of the proceeds from the show.

2018 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 (PAST 5 YEARS): 2013: \$2,000; 2014: \$2,000; 2015: \$3,000; 2016: \$3,000; 2017: \$5000

No.	Applicant	Request	Recommended Amount
1815	Oakley City Rodeo	\$19,000	\$17,000

2018 RATIONALE: This request is to help fund the marketing of the Oakley 4th of July Rodeo. 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. The Rodeo attracted 21,000 spectators last year and is one of the better attended rodeos in the state. It further serves to highlight Summit County's rich cultural ranching history. Income from the rodeo is used to retire debt on the Rodeo complex which is used for multiple attractions.

2018 RECIPIENT RESPONSIBILITIES:

- a. Funding will be used for the Project Expenses detailed in the budget submitted with the 2018 Restaurant tax application.
- b. Please ensure that the Summit County Restaurant Tax Fund is credited as a sponsor and the logo is used on the organization's website and printed materials to include but not limited to posters, brochures, and programs. The Restaurant Tax logo available on www.summitcounty.org.
- 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 (PAST 5 YEARS): 2013: \$12,000; 2014: \$12,000; 2015: \$13,500; 2016: No Request; 2017: \$11,700 (10% deduction)

No.	Applicant	Request	Recommended Amount
1816	Park City – 4th of July	\$185,000	\$0.00

2018 RATIONALE: Over the past few years, Fourth of July has shown tremendous growth in attendance, attracting over 40,000 people to Park City to enjoy our nation’s birthday. While the popularity of the event grows so do the resources needed to plan and manage the event. This request is for two years.

2018 RECOMMENDATION: Due to the limited funds that are available and taking into consideration the Governing Ordinance the committee recommends a decline of funds for this application. We urge the applicant to reapply in the next cycle.

PREVIOUS FUNDING (PAST 5 YEARS): 2016: \$50,000

No.	Applicant	Request	Recommended Amount
1817	Park City Area Lodging Association Delta Fly Free Promotion	\$500,000	\$325,000

2018 RATIONALE: This is a third-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.

2018 RECIPIENT RESPONSIBILITIES:

- a. 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).
- b. Full and detailed reporting is to be provided to the County (how much spent, how many visitors generated, how many flights, zip codes of travelers, dates etc.) post promotion.
- c. Please ensure that the Summit County Restaurant Tax Fund is credited as a sponsor and the logo is used on the organization’s website and printed

materials to include but not limited to posters, brochures, and programs. The Restaurant Tax logo available on www.summitcounty.org.

- 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 (PAST 5 YEARS): 2016: \$275,000; 2017: \$325,000

No.	Applicant	Request	Recommended Amount
1818	Park City Area Lodging Association Mountain Bike PC	\$233,655	\$150,000

2018 RATIONALE: The goal of this application is to promote lodging stays in Summit County by showcasing the mountain biking in Park City and Summit County. This is done through marketing in traditional means and online mainly at www.mountainbikingparkcity.com. 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.

2018 RECIPIENT RESPONSIBILITIES:

- a. 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.
- 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 (PAST 5 YEARS): 2013: \$169,000; 2014: \$175,000; 2015: \$200,000; 2016: \$200,000; 2017: \$218,000

No.	Applicant	Request	Recommended Amount
1819	Park City Restaurant Association	\$397,272	\$355,000

2018 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. **The prestigious James Beard House Events will once again be funded through this grant.** The PR value will directly target the Foodie Culture (a large audience with high discretionary income) to entice them to visit Summit County.

2018 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 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.
- 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 (PAST 5 YEARS): 2013: \$200,000; 2014: \$225,572; 2015: \$225,572; 2016: \$288,793; 2017: \$315,249

No.	Applicant	Request	Recommended Amount
1820	Park City Chamber Music Society Beethoven Festival	\$10,000	\$0

2018 RATIONALE: The Park City Chamber Music presents the Park City Beethoven Festival both in Summit County and beyond. The festival, in its 35th season, is a long standing cultural tourism amenity.

2018 RECOMMENDATION: Because of limited funds, we are not able to grant any money. The Summit County Restaurant Tax Advisory Committee would like to see this organization become self-sustaining.

PREVIOUS FUNDING (PAST 5 YEARS): 2013: \$16,000; 2014: \$8,000; 2015: \$5,000; 2016: \$2,000 2017: \$2,370

No.	Applicant	Request	Recommended Amount
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1821 Park City Chamber Bureau Connect Marketplace \$70,000 \$60,000

2018 RATIONALE: The application is for marketing and promotion to an audience of event planners who will be attending a conference in Salt Lake City in August 2018. This is an investment being made to attract future conferences to Summit County.

2018 RECIPIENT RESPONSIBILITIES:

- a. Funding may only be used to support marketing to this event planner group. It is the intention of the Committee that \$30,000 be used to support the sponsorship requirement that permits the marketing to occur and the additional \$30,000 be used to support the transportation to and attendance of the event planners at the events in Summit County.
- b. 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.

PREVIOUS FUNDING (PAST 5 YEARS): New Request

No.	Applicant	Request	Recommended Amount
1822	Park City Chamber / Tour of Utah	\$30,000	\$30,000

2018 RATIONALE: Tour of Utah is a seven-day professional biking stage race held at the beginning of August. Events are scheduled for several locations in the state, with Summit County being showcased. The request is that the Restaurant Tax support Stage 5 on August 11 at Canyons Village and Stage 6 on Main Street Park City on August 12. This event includes internationally renowned cycling teams, team support crews, media and spectators. This grant will support The Chamber/Bureau is proposing a marketing campaign that will target cycling fans outside of Summit County via 30 second television commercial spots on NBC Sports Network's telecasts of the 2018 Tour de France.

2018 RECIPIENT RESPONSIBILITIES:

- a. Funding shall be spent only to support the marketing efforts set forth in the detailed budget submitted.
- b. 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.

PREVIOUS FUNDING (PAST 5 YEARS): 2013: \$25,000; 2014: \$25,000; 2015: \$22,900; 2016: \$25,000; 2017: No Request

No.	Applicant	Request	Recommended Amount
1823	Park City Chamber / Spring Marketing	\$300,000	\$280,000

2018 RATIONALE: The Park City Chamber/Bureau will use the allocated monies to repeat their Spring Marketing Campaign that is designed to increase overnight guest visitation during one of our primary need periods (March/April).

2018 RECIPIENT RESPONSIBILITIES:

- a. Marketing campaign targets out of state audiences.
- b. The goal of this campaign is to increase occupancy by 4%.
- 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 (PAST 5 YEARS): 2013: \$250,000; 2014: \$250,000; 2015: \$237,500 (reflects 5% deduction); 2016: \$252,000; 2017: \$300,000

No.	Applicant	Request	Recommended Amount
1824	Park City Chamber / Bible of Bikes	\$60,000	\$35,000

2018 RATIONALE: The PCCB is requesting monies to sponsor the 2019 Sept./Oct. issue “BIBLE OF BIKES” in BIKE MAGAZINE. Park City will be the featured destination for the magazines’ annual testing issue. This will provide valuable editorial, marketing and PR benefits highlighting Park City. PCCB will be required to provide the additional 25K to complete this sponsorship.

2018 RECIPIENT RESPONSIBILITIES:

- a. Funds shall be used for the sponsorship of the 2019 Bible of Bikes issue.
- b. PCCB will obtain the additional 25K to complete sponsorship.
- 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 (PAST 5 YEARS): This is a new request.

No.	Applicant	Request	Recommended Amount
1825	Park City Film Council dba Park City Film Series	\$15,000	\$10,000

2018 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 new closed caption and audio description technology.

2018 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. 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 (PAST 5 YEARS): 2013: \$20,000; 2014: \$5,000; 2015: \$16,000; 2016: \$3,000 2017: \$15,371

No.	Applicant	Request	Recommended Amount
1826	Park City Gallery Association	\$7,000	\$5,000

2018 RATIONALE: The Park City Gallery Association includes 26 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 12 monthly gallery strolls.

2018 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 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 (PAST 5 YEARS): 2016: \$6,750; 2017: \$7,500

No.	Applicant	Request	Recommended Amount
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1827 Park City Municipal – Wayfinding \$198,050 \$0

2018 RATIONALE: Park City Municipal Corporation (PCMC) in partnership with Snyderville Basin Special Recreation District (SBSRD) desire that the existing community pathway network be welcoming and navigable to visitors and residents alike. The partnership is proposing a project that will implement a system of well-designed, strategically placed signs, kiosks, maps and pavement marking to enhance the community pathway experience.

2018 RECOMMENDATION: Although the committee felt this was a worthy project and request, due to high demands on the available funds, the committee did not feel that adequate amounts could be recommended for this project. All agreed to encourage requests in the future.

PREVIOUS FUNDING (PAST 5 YEARS): This is a new request.

No.	Applicant	Request	Recommended Amount
1828	Park City Museum	\$71,635	\$60,000

2018 RATIONALE: The Museum proposes to use funds for: UTA and TRAX train wrap campaign now in year two, SLC baggage claim advertising, “Two for One” print brochure and website redesign. These campaigns are designed to build awareness amongst visitors, drive off season traffic and leverage Park City Chamber Bureau year round marketing efforts.

2018 RECIPIENT RESPONSIBILITIES:

- a. Funding shall be used for programs stated about
- 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 (PAST 5 YEARS): 2013: \$32,000; 2014: \$32,000; 2015: \$38,000 (reflects a 5% deduction); 2016: \$40,000 2017: \$64,690

No.	Applicant	Request	Recommended Amount
1829	Park City Performances dba Egyptian Theatre	\$200,000	\$120,000

2018 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. The Egyptian continues to increase ticket sales and grow the number of events and performances on stage, maintaining vibrancy on Main Street.

2018 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.
- b. Funds shall not be used marketing within Summit County or for 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 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 (PAST 5 YEARS): 2013 \$90,000; 2014: \$100,000; 2015:\$125,000; 2016: \$125,000; 2017: \$150,000

No.	Applicant	Request	Recommended Amount
1830	Park City Performing Arts Foundation dba Park City Institute	\$150,000	\$50,000

2018 RATIONALE: The Park City Institute is requesting funds to market and advertise the upcoming year of concerts and events. The concert programs add variety to the Park City event calendar and enhances the desirability of Park City as a tourist destination. The 2018 summer series marketing has the added challenge this year regarding the new venue location(s).

2018 RECIPIENT RESPONSIBILITIES:

- a. Funds may only be used for marketing and advertising outside Summit County.
- b. The committee requests that you provide specific zip code analysis from your ticket sales in your reporting.
- 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 (PAST 5 YEARS): 2013: \$65,000; 2014: \$80,000; 2015: \$90,000; 2016: \$95,000; 2017: \$75,000

No.	Applicant	Request	Recommended Amount
1831	Park City Ski & Snowboard	\$15,000	\$10,000

2018 RATIONALE: The Park City Ski & Snowboard club would like to host the 2019 Freestyle/Freeskiing Junior Nationals which consists of moguls, dual moguls, aerials, halfpipe, slopestyle and big air. The Junior Nationals brings together the top junior competitors from each division. Results determine who is the best overall junior competitor in each discipline and the best competitor in each age class. The events will be held mid-March 2019. Events will be hosted at Park City Mountain and the Utah Olympic Park.

2018 RECIPIENT RESPONSIBILITIES:

- a. Funds may be used only for marketing to out-of-county teams along with families.
- 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 (PAST 5 YEARS): First Time Request

No.	Applicant	Request	Recommended Amount
1832	Park City Soccer Club	\$10,000	\$8,000

2018 RATIONALE: The 15th Annual Park City Extreme Cup Youth Soccer Tournament will be held Thursday, July 26 - Saturday, July 28, 2018. It is anticipated the tournament will host approximately 480 teams. Games will be held on 42 fields at 13 venues in and around Park City. Games are held at 8 venues in Park City or Snyderville Basin.

2018 RECIPIENT RESPONSIBILITIES:

- a. Funds shall be used to market the 2018 Park City Extreme Cup to teams from outside Summit County and out of state. The Committee requests that the applicant provide event reservation data with next year's application to include zip code analysis of registered teams and data on participant's use of Summit County overnight lodging.
- 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 (PAST 5 YEARS): 2013: \$10,000; 2014: \$8,000; 2015: \$9,500 (reflects a 5% reduction); 2017: No Request

No.	Applicant	Request	Recommended Amount
1833	Park City Summit County Arts Council	\$175,000	\$50,000

2018 RATIONALE: This application is for Paid Advertising campaign to promote Summit County as a cultural tourist. paid searches in geo-targeted markets and social media ads. The Arts Council co-op with PC Chamber and UOT advertising programs specifically targeted to an arts and culture audience.

2018 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.
- 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 (PAST 5 YEARS): 2013: 16,000; 2014: \$18,000; 2015: \$25,000; 2016: \$40,350 2017: \$65,000

No.	Applicant	Request	Recommended Amount
1834	Park City Summit County Arts Council	\$90,000	\$0

2018 RATIONALE: The ask is for a piece of art to be commissioned and placed on the Rail Trail in the East side of the County.

2018 RECOMMENDATION: The Committee feels that this is a very worthwhile project; however, due to the limited funds that are available this year, and the fact that this project appears to be an all-in commitment, we are unable to fund this request this year. We do urge the applicant to apply again in 2019.

PREVIOUS FUNDING (PAST 5 YEARS): First time request.

No.	Applicant	Request	Recommended Amount
1835	Park Silly Sunday Market	\$28,540	\$0

2018 RATIONALE: The Park Silly Sunday Market will be celebrating its 12th year anniversary this summer. The funds requested will assist with the cost of marketing the event to out-of-county visitors as well as contributing to the overall experience with the guests arrive. Park Sill is also requesting funds for free kids activities when attending the market; i.e., rock climbing wall and bounce houses. Funds have also been requested for EMTs within the market. Families stay longer knowing they have a fun and safe environment.

2018 RECOMMENDATION: The committee felt that this event has received its fair share of grant dollars over the last 11 years. Due to the increase in requests this year, we encourage funding for projects that can adequately track ROI.

PREVIOUS FUNDING (PAST 5 YEARS): 2013: \$6,800; 2014: \$5,000; 2015: \$4,000; 2016: \$4,000; 2017: \$6,000

No.	Applicant	Request	Recommended Amount
1836	Peoa Recreation	\$3,700	\$3,700

2018 RATIONALE: This application is to fund two projects of the Peoa Recreation Special Service District. Memorial Day “Dirty Rotten Buckers” bucking horse futurity which brings around 500 attendees including competitors and multiple stock contractors from Arizona, Nevada, and Wyoming. The Peoa Stampede every June includes a Ranch Rodeo, Kids Rodeo and last year a cowboy mounted shooting competition was. The Stampede has also drawn out of state competitors and their families from Arizona and Wyoming.

2018 RECIPIENT RESPONSIBILITIES:

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

PREVIOUS FUNDING (PAST 5 YEARS): 2013: \$2,000; 2014: \$2,000; 2015: No Request; 2016: \$3,000; 2017: No Request

No.	Applicant	Request	Recommended Amount
1837	Relief	\$125,000	\$0

2018 RATIONALE: Trees increase tourism. With the “More Than a Feeling” project we will quantify the many benefits that trees provide that create the refreshing atmosphere that makes

Summit County a destination location. This is phase one of a multiphase marketing campaign to share this refreshing and beautiful place that we call home with those outside of Summit County.

2018 RECOMMENDATION: This year we were not able to fund this project due to the many requests for funding and the limited funds that we had to distribute. This project is new and evolving. We look forward to hearing more about this project in coming years.

PREVIOUS FUNDING (PAST 5 YEARS): First time request.

No.	Applicant	Request	Recommended Amount
1838	Snyderville Basin Special Recreation District – Trail Building	\$26,076	\$26,076

2018 RATIONALE: Snyderville Basin Special Recreation District (“Basin Recreation” or the “District”) is requesting a John Deere 17G mini excavator and attachments/accessories to be used to build new mountain biking and hiking trails with the Basin Recreation trail system. This equipment is needed to build the over \$354,750 worth of approved future trails.

2018 RECIPIENT RESPONSIBILITIES:

- a. Funding shall be used only for the purchase and installation of mini excavator and stated attachments.
- 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 (PAST 5 YEARS): First time request.

No.	Applicant	Request	Recommended Amount
1839	South Summit Rodeo Club	\$10,000	\$8,000

2018 RATIONALE: South Summit Rodeo Club will host two rodeos in Oakley on August 16-18, 2018. 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 400 High School rodeo athletes from around the state and region will come to Oakley, bringing along with them their family and friends for the 3 days of rodeo competition. Putting on a High School Rodeo costs approximately \$20,000.00 each day.

2018 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.

PREVIOUS FUNDING (PAST 5 YEARS): 2013: \$5,500; 2014: \$7,000; 2015: \$8,500; 2016: \$5,000, 2017: \$5,000

No.	Applicant	Request	Recommended Amount
1840	South Summit Trails Foundation	\$32,000	\$25,000

2018 RATIONALE: South Summit Trails Foundation is requesting monies to complete the Water Tower Trail extension and assist with the 2nd Annual October Festival 5k. The Foundation is working with local communities to maintain, connect, build, and promote trails within the South Summit area and eventually to adjacent communities. The Foundation promotes non-motorized trails.

2018 RECIPIENT RESPONSIBILITIES:

- Funding shall only be used as described per the application.
- 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.
- 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 (PAST 5 YEARS): 2016: \$10,000; 2017: \$11,200

No.	Applicant	Request	Recommended Amount
1841	Summit County Fair Demolition Derby Prize Money	\$10,000	\$6,000

2018 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 2017, the coordinators have increased participation again.

2018 RECIPIENT RESPONSIBILITIES:

- Funding shall be used only towards Summit County Fair Demo Derby prize money.
- Please continue to provide ticket zip code sales analysis for your event with the application.
- 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 (PAST 5 YEARS): 2013: \$2,000; 2014: \$4,000; 2015: \$5,000; 2016: \$4,000 2017: \$6,000

No.	Applicant	Request	Recommended Amount
1842	Summit County Fair PRCA Rodeo Visual	\$30,000	\$15,000

2018 RATIONALE: The Summit County Fair Board is requesting funds again to rent a big screen for use during the PRCA Rodeo in August. 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 five years.

2018 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. The committee urges the Rodeo to look at leveraging the application ask for the future. As application numbers increase and funds stay stable it becomes harder to support everyone equally and consistently.
- 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 and shown on the big screen during the rodeo. 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 (PAST 5 YEARS): 2013: \$10,000; 2014: \$10,000; 2015: \$10,000; 2016: \$10,000 2017: \$10,000

No.	Applicant	Request	Recommended Amount
1843	Summit County History	\$30,000	\$0

2018 RATIONALE: The ask for funds this year is for help with the creation of a 100 page book titled “Memories Beneath Rockport Lake.” The purpose of the book is to highlight the rich history Rockport has to offer, disseminated in the form of a history book and history tour pamphlet.

2018 RECOMMENDATION: Due to the limitation of funds that we have to disperse this year, the Committee has determined not to give funds this year. The Committee urges the applicant to request funds in 2019.

PREVIOUS FUNDING (PAST 5 YEARS): 2013: \$16,000; 2014: \$5,000; 2015: \$53,280; 2016: No funding; 2017: No request

No.	Applicant	Request	Recommended Amount
1844	Sundance Institute	\$225,000	\$180,000

2018 RATIONALE: This is the 19th year of funding for this applicant. The festival celebrated its 34th year on **January 24 – February 3, 2018**. 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.

2018 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 (PAST 5 YEARS): 2013: \$160,000; 2014: \$175,000; 2015: \$200,000; 2016: \$200,000; 2017: \$200,000

No.	Applicant	Request	Recommended Amount
1845	Swaner Preserve and Eco Center	\$35,777	\$15,000

2018 RATIONALE: Increasing Visitation to the Swaner Preserve and EcoCenter through Traveling Exhibits, Visitor Experience, and Targeted Marketing, is the purpose of this request. The Swaner Preserve and EcoCenter would like to continue to increase the number of visitors and the surrounding area.

2018 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 (PAST 5 YEARS): 2016: \$5,000; 2017: \$15,000

No.	Applicant	Request	Recommended Amount
1846	US Ski & Snowboard Association (USSA) Freestyle Ski World Cup	\$225,000	\$200,000

2018 RATIONALE: The 2019 FIS Snowboard, Freeski and Freestyle World Championships are an incredible opportunity to reinforce the exceptional Olympic Legacy of Summit County, Park City as the preeminent snow sports destination worldwide. Local, national and international audiences under 30 years of age, one of, if not the, hardest demographic to reach in today's highly competitive marketing world and they are the primary target. This grant would enable the marketing and communications team to specifically engage that audience which will bring new visitors into Summit County, and ensure TV and social media audiences for the events in 2019 will exceed all previously set expectations.

2018 RECIPIENT RESPONSIBILITIES:

- a. Funding will not be used for employee salaries, but can be used to pay a contract worker.
- b. Approval of 2018 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 (PAST 5 YEARS): This is a first-time ask.

No.	Applicant	Request	Recommended Amount
1847	US Ski & Snowboard Association (USSA) EIS Snowboard 2019	\$121,500	\$121,500

2018 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 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.

2018 RECIPIENT RESPONSIBILITIES:

- a. Funding will be set aside in escrow or special account by USSA until the event in 2019.
- b. Approval of 2018 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 (PAST 5 YEARS): 2015: \$121,500, 2016: \$121,500 2017: \$121,500

No.	Applicant	Request	Recommended Amount
1848	USA Nordic	\$78,000	\$70,000

2018 RATIONALE: USA Nordic seek funding for Nordic Combined Continental Cup (COC) and Ski Jumping FIS Cup to be hosted at the UOP. Events to include upwards of 100 athletes (men and women) from approximately 15 countries. Coverage includes 10 hours of livestream, social media marketing, local print media and TV both local and Salt Lake affiliates. If this event is funded significantly below ask it is likely these events will not occur.

2018 RECIPIENT RESPONSIBILITIES:

- a. Funding shall be used for programs stated about
- 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 (PAST 5 YEARS): This is a first time ask.

No.	Applicant	Request	Recommended Amount
1849	Utah Humanities	\$15,000	\$0

2018 RATIONALE: Utah Humanities requested funds to support its plan to bring authors to local libraries in Summit County. At these events authors would discuss their books.

2018 RECOMMENDATIONS: The Committee wishes to express its support for humanities-related programming in the County, but in this budget cycle did not believe that this request could be supported at this time.

PREVIOUS FUNDING (PAST 5 YEARS): This is a first time ask.

No.	Applicant	Request	Recommended Amount
1850	Utah Olympic Park	\$90,000	\$40,000

2018 RATIONALE: Utah Olympic Park monies will be used for their summer marketing campaign, May thru September.

2018 RECIPIENT RESPONSIBILITIES:

- a. Funds shall be spent on the marketing efforts as outlined in the application for summer slower months.
- b. Marketing shall target summer months excluding July and August.
- c. 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.
- 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 (PAST 5 YEARS): 2013: \$84,200; 2014: \$75,000; \$17,250 (reflected a 5% deduction); 2016: \$65,000; 2017: \$75,000

No.	Applicant	Request	Recommended Amount
1851	Utah Symphony & Opera – Deer Valley	\$140,000	\$90,000

2018 RATIONALE: This funding request is for marketing using print media, direct mail, email blasts, digital billboards along the Wasatch Front as well as web banner and wallpaper advertising using “Escape into the Music” and other messaging. Data shows a year over year increase in out of country visitors (78%) and the generation of 122 room nights and \$34,583 in room revenue.

2018 RECIPIENT RESPONSIBILITIES:

- a. Digital advertising will focus on: social media, KSL.com, DeseretNews.com and SLTrib.com.
- 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 message to its patrons that ride share, public transit or other non-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 (PAST 5 YEARS): 2013: \$80,000; 2014: \$80,000; 2015: \$85,500 reflects a 5% Deduction; 2016: \$85,000; 2017: \$105,000