

SUMMIT COUNTY RESTAURANT TAX ADVISORY COMMITTEE

2019 Grant Request Recommendations

Rationale and Restrictions

The 2019 grant cycle is the 28th year of Restaurant Tax Grant Awards in Summit County. There were 45 qualifying applications requesting a total of over \$3.6M of grant funds for 2019.

After extensive review of the applications, including presentation and questions and answers with each applicant, the Committee ranked the applications based on a five criteria:

1. Tourism Components
2. Cultural Tourism
3. Leverage – the ability to leverage
4. One Percent (1% restaurant tax) – the potential to increase the restaurant tax
5. New and Developing
6. Asset

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 Summit County. Some of the applications are for marketing promotion with the sole purpose of bring 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.

This report contains the Summit County Restaurant Tax Advisory Committee's recommendations for 2019.

No.	Applicant	Request	Recommended Amount
1901	Adopt-A-Native Elder	\$11,000	\$7,000

2019 RATIONALE: This event makes a good contribution in terms of visitor nights (200 volunteers and 3,500 out of county attendees) and restaurant spend. The event occurs at a slow time in town in November. Grant ask is five percent (5%) of total program cost to aid with promotion. The committee suggests funding \$7,000 of the \$11,000 ask.

2019 RECIPIENT RESPONSIBILITIES: Grant funds must be spent on the Adopt-A-Native Elder Annual Rug show as outlined in the grant. Please make sure the SCRTAC Logo is utilized as much as possible. 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 FIVE YEARS): 2014 = \$3,000; 2015 = \$5,000; 2016 = No Request; 2017: \$11,250 (10% penalty for late reporting); 2018 = \$5,000

No.	Applicant	Request	Recommended Amount
1902	Alf Engen Ski Museum Foundation	\$55,000	\$25,000

2019 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 partner with Park City Museum to advertise on the UTA and TRAX train wrap campaign and in the Salt Lake City airport baggage claims advertising.

2019 RECIPIENT RESPONSIBILITIES: Funding must be used for programs stated in the Rationale. Please make sure the SCRTAC Logo is utilized as much as possible. 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 FIVE YEARS): 2014 = \$22,000; 2015 = \$20,500; 2016 = \$25,000; 2017 = \$35,000; 2018 = \$20,000

No.	Applicant	Request	Recommended Amount
1903	Coalville City – Celebration	\$50,000	\$30,000

2019 RATIONALE: The Coalville City Summer Celebration is an "ALL DAY" event this year. Events will include 5-K Run, Lion's Club Breakfast, Car Show, Co-ed Softball Tournament and Motorcycle Poker Run. The event will close with a concert, fireworks and street dance. Venue is on historic Main Street which helps showcase restaurants and local businesses. Event will be advertised though internet, radio, newspaper and a mailer outside of Summit County. With this event starting early and ending late, patrons are encouraged to stay the night and support local lodging properties.

2019 RECIPIENT RESPONSIBILITIES: Funding will be used to help with project expenses outlined in the budget submitted in the 2019 Restaurant tax application. Please make sure the SCRTAC Logo is utilized as much as possible. 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 FIVE YEARS): 2014 = \$22,000; 2015 = \$20,500; 2016 = \$25,000; 2017 = \$35,000; 2018 = \$20,000

No.	Applicant	Request	Recommended Amount
1904	Francis City Soccer Field	\$140,000	\$90,000

2019 RATIONALE: Francis City is requesting funds to complete the soccer field in the City Park. Budget requires funding for soccer nets, irrigation system, topsoil, sod, road base for parking lot, trees, engineering, and protective netting. Francis City would also like some of the funding to go towards improvements in the City Park.

2019 RECIPIENT RESPONSIBILITIES: Funding will be used to finish the soccer field in the City Park as outlined in the budget submitted with the application. Please make sure the SCRTAC Logo is utilized as much as possible. 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 FIVE YEARS): 2018 = \$78,300

No.	Applicant	Request	Recommended Amount
1905	Friends of Ski Mtn. Mining History – Park City Museum	\$85,000	\$40,000

2019 RATIONALE: Applicant requested funds toward the stabilization of several historic mining sites located within Summit County which are in danger of collapse. There is an urgent need to act as this winter's snow load destroyed one historic site and imperils others. Cultural tourism in the United States is recognized as one of the largest growing segments of tourist visits and these sites are targeted by various for profit and non-profit entities within the county as target entities for various hiking and biking tours. 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.

2019 RECIPIENT RESPONSIBILITIES: 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. Please make sure the SCRTAC Logo is utilized as much as possible. 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 FIVE YEARS): 2017 = \$50,000; 2018 = \$0.00

No.	Applicant	Request	Recommended Amount
1906	Historic Park City Alliance – Autumn Aloft	\$34,775	\$30,000

2019 RATIONALE: The Autumn Aloft is a hot air balloon festival held in mid-September in Park City/Summit County. The event is expected to draw visitors overnight in addition to significant day users to the Park City area. The event is after Labor Day and is designed to extend the summer tourism season an additional weekend. The event brings in tourists to Summit County during a slow fall tourist season.

2019 RECIPIENT RESPONSIBILITIES: Grant funds shall be used for equipment rentals, pilot expenses, insurance, Balloonmeister fees, marketing and PR, pilot participation expenses as detailed in the application. Please make sure the SCRTAC Logo is utilized as much as possible. 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 FIVE YEARS): 2014 = \$34,958; 2015 = \$35,530; 2016 = \$35,753; 2017 = \$30,240; 2018 = \$30,000

No.	Applicant	Request	Recommended Amount
1907	Historic Park City Alliance – Digital Marketing	\$51,600	\$40,000

2019 RATIONALE: The Historic Park City Alliance (HPCA) represents all of the businesses in the Main Street Historic District of Park City. The HPCA has identified mid-April to mid-June and late October to mid-December as slow times for the District. In partnership with Park City Municipal, the organization promotes free parking on Main Street along with messaging that the area is open for business during these shoulder seasons. This year the HPCA will incorporate digital interactive, engaging experiences into shoulder season campaigns to encourage additional visits to the district.

2019 RECIPIENT RESPONSIBILITIES: Grant funds shall be used for advertising and marketing the 2019 Fall and Holiday promotions and the 2020 Spring promotion as outlined in the grant application. Funding for digital assets is approved except for installation of the web camera. The Committee believed this would be a duplication of Main Street web cameras currently provided on other organization web sites. The Committee recommends that the HPCA

provide a link on their website to the cameras already installed. Please make sure the SCRTAC Logo is utilized as much as possible. 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 FIVE YEARS): 2014 = \$46,490; 2015 = \$41,500; 2016 = \$40,350; 2017 = \$40,500; 2018 = \$35,000

No.	Applicant	Request	Recommended Amount
1908	Intermountain Lacrosse of Utah (IMLAX)	\$25,000	\$10,000

2019 RATIONALE: International Lacrosse is requesting funds for awards, team gifts and marketing to support two tournaments: The Park City Shootout (12th year) and The Park City Adrenaline Showdown (new). The tournaments are held over 2 weekends in June. Each tournament brings in about 5,000 people which includes 80 teams. Sixty percent of the participants are from out of state and stay an average of 3 nights. About 26% of in state participants stay an average of 3 nights. The tournament promotes Summit County lodging and restaurants.

2019 RECIPIENT RESPONSIBILITIES: Actively promote Summit County lodging and restaurants. Please make sure the SCRTAC Logo is utilized as much as possible. 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 FIVE YEARS): 2016 = \$10,000; 2017 = \$15,000; 2018 = \$10,000

No.	Applicant	Request	Recommended Amount
1909	Kimball Arts Center	\$65,000	\$55,000

2019 RATIONALE: Application is for the 50th Anniversary of the Kimball Festival. The 50th Annual Park City Kimball Arts Festival (PCKAF) [hours and ticketing] is August 2–4, 2019, Main Street, Park City PCKAF attracts nearly 50,000 visitors over the three-day event and provides a multi-sensory experience for all festival attendees. The festival includes 220+ artists representing 12 mediums. Kimball Arts Center works closely with its partners to round out the weekend that is focused on providing high-quality art, cuisine and music experiences to its guests.

2019 RECIPIENT RESPONSIBILITIES: Will market the event by using the following means: Hype/Promotional Video for Pre-roll Ads and Design, Promotional Video and Voiceover, Banner Ads and Social Media, Paid Promotion-YouTube, Google Ad Words and Custom Intent Audience YouTube and Pre-Roll Video Ads, Audience Personal Display, Paid Facebook/Instagram Ads. Please make sure the SCRTAC Logo is utilized as much as possible.

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 FIVE YEARS): 2014 = \$50,000; 2015 = \$55,000; 2016 = \$55,000; 2017 = \$60,000; 2018 = \$55,000

No.	Applicant	Request	Recommended Amount
1910	KPCW	\$45,000	\$7,000

2019 RATIONALE: Due to the increasing popularity of streaming and smart speaker patronage, KPCW is now reaching a national audience. As a result their promotion of the Park City destination, its events and activities, they are effectively influencing overnight visitation and spend. While not clear in the original application, the ask is specific to The Main Street Music Crawl which attracts audiences outside of Summit County. The committee recommends funding \$7,000 to assist with the promotion of this event.

2019 RECIPIENT RESPONSIBILITIES: Grant funds to be spent on promotion of The Main Street Music Crawl. Please make sure the SCRTAC Logo is utilized as much as possible. 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 FIVE YEARS): First-Time Request

No.	Applicant	Request	Recommended Amount
1911	Mountain Town Music	\$52,720	\$28,000

2019 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.

2019 RECIPIENT RESPONSIBILITIES: 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. 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. Please make sure the SCRTAC Logo is utilized as much as possible. 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 FIVE YEARS): 2014 = \$40,000; 2015 = \$32,300 (5% penalty for late reporting); 2016 = \$18,000; 2017 = \$36,000; 2018 = \$30,000

No.	Applicant	Request	Recommended Amount
1912	Mountain Trails	\$15,000	\$15,000

2019 RATIONALE: This application is to help fund the purchase of a work truck to help transport heavy equipment to the necessary areas in need of repair. The Mountain Trails foundation is responsible for trail work spanning from Bonanza Flat to Round Valley and everything in between. Truck will be used to tow a 20' trailer and heavy machinery to the rugged terrain.

2019 RECIPIENT RESPONSIBILITIES: Funding will be used to help with project expenses outlined on the budget submitted in the 2019 Restaurant tax application to pay for one-half of the work truck. Please make sure the SCRTAC Logo is utilized as much as possible. 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 FIVE YEARS): 2014 = \$12,000; 2015 = \$12,000; 2016 = \$10,000; 2017 = No Request; 2018 = \$35,305

No.	Applicant	Request	Recommended Amount
1913	National Ability Center	\$20,000	\$8,000

2019 RATIONALE: This application is to continue targeted promotional campaigns to draw a greater number of out-of-county participants and their families to Summit County. The National Ability Center (NAC) seeks funds to support marketing and outreach campaigns targeting families living with disabilities and organizations that support overall health and wellness.

2019 RECIPIENT RESPONSIBILITIES: Funding will be used to help with the promotion of new conference facilities for group training and education and promotional videos and print media. These promotions should be outside Summit County and no local publications. Please make sure the SCRTAC Logo is utilized as much as possible. 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 FIVE YEARS): 2014 = \$12,000; 2015 = \$10,000; 2016 = \$8,000; 2017 = \$8,000; 2018 = \$8,000

No.	Applicant	Request	Recommended Amount
1914	Oakley City – Car Show	\$5,000	\$5,000

2019 RATIONALE: This will be the 14th 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 will be 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. The car show registers approximately 300 participants and attracts 1,000 visitors to Oakley and Summit County on a shoulder-season weekend.

2019 RECIPIENT RESPONSIBILITIES: 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. Please make sure the SCRTAC Logo is utilized as much as possible. 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 FIVE YEARS): 2014 = \$2,000; 2015 = \$3,000; 2016 = \$3,000; 2017 = \$5,000; 2018 = \$5,000

No.	Applicant	Request	Recommended Amount
1915	Oakley City – Rodeo	\$18,000	\$15,000

2019 RATIONALE: This request is to help fund the marketing of the Oakley Rodeo. This is a four-day event that continues to draw in people from the Wasatch Front and out of state visitors. The grant funding is for advertising and the RFD TV program. The rodeo highlights Summit County's rich cultural and ranching history. The income from the rodeo is used to maintain the rodeo grounds which have multiple events and attractions.

2019 RECIPIENT RESPONSIBILITIES: Funding will be used for the project advertising expenses detailed in the budget submitted in the 2019 Restaurant Tax application. Please make sure the SCRTAC Logo is utilized as much as possible. 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 FIVE YEARS): 2014 = \$12,000; 2015 = \$13,500; 2016 = No Request; 2017 = \$11,700 (reflects 10% deduction for late reporting); 2018 = \$17,000

No.	Applicant	Request	Recommended Amount
1916	Park City 4 th of July	\$22,500	\$12,500

2019 RATIONALE: Over the past few years the Fourth of July celebration in Park City has shown tremendous growth in participation, attracting over 40,000 people to Park City and Summit County. While the popularity of the event continues to grow, so do the resources needed

to plan and manage the event. This will be the fourth year the event has been organized by Park City Municipal who involves many community partners and organizations.

2019 RECIPIENT RESPONSIBILITIES: The Committee requires that \$2,500 of the funds be used to market outside of Summit County. The balance of the grant may be used to fund assistance for event organizing. The Committee encourages a joint marketing effort with the Oakley Rodeo. Please make sure the SCRTAC Logo is utilized as much as possible. 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 FIVE YEARS): 2016 = \$50,000; 2017 = No Request; 2018 = \$5,000 (recommendation was \$0.00; however, due to funds returned \$5,000 was granted.)

No.	Applicant	Request	Recommended Amount
1917	Park City Lodging Association – Delta Fly Free Promotion	\$400,000	\$400,000

2019 RATIONALE: The Park City Lodging Association (PCLA) intends to further expand upon the three year success of the Delta Flight Credit Program. The program's primary goal is to drive out of State visitation to Park City during timeframes that have historically lower occupancy than peak timeframes. To continue to grow the program and bring even more visitors in during the early season and spring time, the PCLA strongly believes that additional funding to acquire more flight credits is needed.

2019 RECIPIENT RESPONSIBILITIES: Delta will provide 3% to the funds in this 4th year of the program. The "Fly Free" campaign is designed to increase overnight guest visitation during our community's primary slow periods throughout the ski season (mainly early December and March/April). 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 committee would like to recommend that if applying next year, data in the application should show new versus return redemption. Please ensure the SCRTAC Logo is utilized as much as possible. 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 FIVE YEARS): 2016 = \$275,000; 2017 = \$325,000; 2018 = \$325,000

No.	Applicant	Request	Recommended Amount
1918	Park City Lodging Association	\$227,863	\$180,000

2019 RATIONALE: Park City Lodging Association (PCLA) is continuing their Mountain Biking Park City Campaign. Park City is a premier destination for biking enthusiasts. Fam tours

and the www.mountainbikingparkcity branding will encourage first time out of state visitors. PCLA works with the Chamber and other organizations to elevate this brand.

2019 RECIPIENT RESPONSIBILITIES: Continue to collaborate with other Summit County Associations for cohesive branding and added value. Please ensure the SCRTAC Logo is utilized as much as possible. 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 FIVE YEARS): 2014 = \$175,000; 2015 = \$200,000; 2016 = \$200,000; 2017 = \$218,000; 2018 = \$150,000

No.	Applicant	Request	Recommended Amount
1919	Park City Restaurant Association	\$345,764	\$345,764

2019 RATIONALE: The Park City Restaurant Association (PCRA) grant for the Park City Culinary scores right at the top of all grants and generates direct restaurant tax dollars like no other program. The marketing plan is very well conceived, delivered and tracked; and, as a result is very effective. The committee recommends full funding of this grant.

RECIPIENT RESPONSIBILITIES: Grant funds must be spent on advertising and promotion of the Park City Culinary program as outlined in the grant. Please ensure the SCRTAC Logo is utilized as much as possible. 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 FIVE YEARS): 2014 = \$225,572; 2015 = \$225,572; 2016 = \$288,793; 2017: \$315,249; 2018 = \$355,000

No.	Applicant	Request	Recommended Amount
1920	Park City Municipal – Roadside Trailhead Signage	\$10,000	\$8,000

2019 RATIONALE: Many of Park City's most visited trailheads are located beside our main thoroughfares, such as the following trailheads: McPolin Barn, Ontario Mine, Mid-Mountain, Quinn's and Empire Pass. Currently none of our 15 trailheads have roadside signage. The project will be to install permanent, attractive roadside signage to indicate to drivers and other passersby trailhead entrances and names. It's estimated that these trails receive nearly 3 million annual visits.

2019 RECIPIENT RESPONSIBILITIES: Funds are to be used for installation of the four trailhead signs specified in the grant application. Please ensure the SCRTAC Logo is utilized as much as possible. 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 FIVE YEARS): First time request.

No.	Applicant	Request	Recommended Amount
1921	Park City Chamber Bureau – Tour of Utah	\$40,000	\$40,000

2019 RATIONALE: Tour of Utah is a marque event, central to the overall visibility to the destination. This was one of the most impressive presentations that the committee saw, speaking to every area of the grant committee criteria. The visibility and economic impact are substantial and undeniable. Funding the entire \$40,000 ask of the \$220,000 project is the recommendation of the Committee.

2019 RECIPIENT RESPONSIBILITIES: Grant funds must be spent on promoting Tour of Utah Stages 5 and 6. Please ensure the SCRTAC Logo is utilized as much as possible. 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 FIVE YEARS): 2014 = \$25,000; 2015 = \$22,000; 2016 = \$25,000; 2017 = No Request; 2018 = \$30,000

No.	Applicant	Request	Recommended Amount
1922	Park City Chamber Bureau – Spring Marketing	\$325,000	\$325,000

2019 RATIONALE: This is the fourth year of the Park City's Chamber Bureau's Spring Marketing Campaign to encourage overnight guest visitation in March and early April. The reasoning behind this marketing effort is that we are under-performing compared to our primary competition. The Chamber will use the monies to continue their Spring Marketing Campaign (Spring It On).

2019 RECIPIENT RESPONSIBILITIES: Funding will be to support the media budget for the campaign that will include network plus digital television, digital, social, and print advertising and will focus on New York, Los Angeles, San Francisco Chicago, Dallas, Houston, Washington DC, Atlanta and Boston. Please ensure the SCRTAC Logo is utilized as much as possible. 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 FIVE YEARS): 2014 = \$250,000; 2015 = \$237,500 (reflects 5% deduction for late reporting); 2016 = \$252,000; 2017 = \$300,000; 2018 = \$280,000

No.	Applicant	Request	Recommended Amount
1923	Park City Chamber Bureau – Bible of Bikes	\$10,000	\$8,000

2019 RATIONALE: This is the second year for the request for this event. Last year's request was to help secure the event and obtain advertising. This year the three week event will be held in Park City during late September and early October timeframe. The Bible of Bikes is part gear guide, part destination guide and entirely unique. We will be the featured destination of the 2019 tests showcasing our trails, businesses and culture.

2019 RECIPIENT RESPONSIBILITIES: Funding will be used to help with project expenses outlined on the budget submitted in the 2019 Restaurant Tax Application to secure lodging for the event. Please ensure the SCRTAC Logo is utilized as much as possible. 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 FIVE YEARS): 2018 = \$35,000

No.	Applicant	Request	Recommended Amount
1924	Park City Film Council dba Park City Film Series	\$15,000	\$10,000

2019 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 is 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. The Committee commends the applicant for its efforts to broaden its reach to serve the traditionally underserved members of the community by providing free screenings and panel discussions to all comers in addition to its tourism-related efforts.

2019 RECIPIENT RESPONSIBILITIES: Funds may be used only for marketing to out-of-county patrons, specifically to any of the following: Salt Lake City Weekly, Salt Lake Tribune/Deseret News, and KRCL. Please ensure the SCRTAC Logo is utilized as much as possible. 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 FIVE YEARS): 2014 = \$5,000; 2015 = \$16,000; 2016 = \$3,000; 2017 = \$15,371; 2018 = \$10,000

No.	Applicant	Request	Recommended Amount
1925	Park City Gallery Association	\$14,220	\$7,000

2019 RATIONALE: The Park City Gallery Association consists of 19 galleries within Summit County. The primary focus is the promotion of the monthly gallery strolls.

2019 RECIPIENT RESPONSIBILITIES: Funding shall be used in the marketing of the gallery strolls. Please ensure the SCRTAC Logo is utilized as much as possible. 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 FIVE YEARS): 2016 = \$6,750; 2017 = \$7,500; 2018 = \$5,000

No.	Applicant	Request	Recommended Amount
1926	Park City Municipal – Round Valley Trail	\$30,000	\$10,000

2019 RATIONALE: In partnership with Mountain Trails Foundation, Park City Municipal hopes to make simple improvements to the Round Valley Trail system. Through these improvements they hope to accomplish long standing goals for the area and provide future planning for the trail.

2019 RECIPIENT RESPONSIBILITIES: Funding will be used to help with project expenses outlined on the budget submitted in the 2019 Restaurant Tax Application. Please ensure the SCRTAC Logo is utilized as much as possible. 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 FIVE YEARS): First time request.

No.	Applicant	Request	Recommended Amount
1927	Park City Museum	\$72,950	\$61,000

2019 RATIONALE: The Museum proposes to use funds for: the UTA and TRAX train wrap campaign and for Salt Lake City Airport baggage claim advertising.

2019 RECIPIENT RESPONSIBILITIES: Funding will be used for programs stated in the rationale. Please ensure the SCRTAC Logo is utilized as much as possible. 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 FIVE YEARS): 2014 = \$32,000; 2015 = \$38,000 (5% penalty for late reporting); 2016 = \$40,000; 2017 = \$64,690; 2018 = \$60,000

No.	Applicant	Request	Recommended Amount
1928	Park City Performances dba Egyptian Theatre	\$200,000	\$125,000

2019 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. The Egyptian continues to increase ticket sales and performances on stage, maintaining vibrancy on Main Street encouraging Non-Summit County residents to come to Park City, get a room, and dine in a restaurant.

2019 RECIPIENT RESPONSIBILITIES: Funding shall be used for marketing outside of Summit County. Please suggest to your patrons that they carpool or otherwise take mass transit when traveling to the Egyptian. Please ensure the SCRTAC Logo is utilized as much as possible. 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 FIVE YEARS): 2014 = \$100,000; 2015 = \$125,000; 2016 = \$125,000; 2017: \$150,000; 2018 = \$120,000

No.	Applicant	Request	Recommended Amount
1929	Park City Performing Arts Foundation dba Park City Institute	\$120,000	\$35,000

2019 RATIONALE: The Park City Performing Arts dba Park City Institute has requested funds for marketing their summer concert series. The venue to house the events is anticipated to be the Eccles Center. Project time frame is May-June.

2019 RECIPIENT RESPONSIBILITIES: Funding will be used to help with project marketing expenses outlined in the budget submitted in the 2019 Restaurant Tax Application for advertising outside of Summit County. Can be used for their Social Media Buy; Desktop/Mobile Banners and or advertising in Salt Lake Tribune. Please ensure the SCRTAC Logo is utilized as much as possible. 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 FIVE YEARS): 2014: \$80,000; 2015: \$90,000; 2016: \$95,000; 2017: \$75,000; 2018: \$50,000

No.	Applicant	Request	Recommended Amount
1930	The Canyon Resort	\$20,000	\$10,000

2019 RATIONALE: Canyons RVMA is a new applicant and will be conducting an Oktoberfest celebration for the first time at the Canyons Village in late August 2019. The funds granted will be used for out of county marketing to support this new event.

2019 RECIPIENT RESPONSIBILITIES: Funds may be used only for marketing to out-of-county patrons and may not be spent on advertising outlets which serve the Summit County market as their primary focus. Please ensure the SCRTAC Logo is utilized as much as possible. 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 FIVE YEARS): First time request.

No.	Applicant	Request	Recommended Amount
1931	Park City Soccer Club	\$12,500	\$10,000

2019 RATIONALE: The 16th Annual Park City Extreme Cup Tournament will be held the last week in July. This youth soccer tournament continues to be the most highly regarded and most sought-after tournament in Utah. Games will be held on 42 fields at 13 venues in Summit County.

2019 RECIPIENT RESPONSIBILITIES: Funding shall be used to market the 2019 Park City Extreme Cup to teams from outside Summit County and out of state. Please continue to provide event reservation data and data on participants' use of Summit County overnight lodging. Please ensure the SCRTAC Logo is utilized as much as possible. 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 FIVE YEARS): 2014 = \$8,000; 2015 = \$9,500 (5% penalty for late reporting); 2016 = \$6,000; 2017 = No Request; 2018 = \$8,000

No.	Applicant	Request	Recommended Amount
1932	Park City Summit County Arts Council	\$145,000	\$61,450

2019 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 Park City Lodging and Park City Restaurant Associations to create packages that can be traced back to the on-line advertising. The applicant proposes using the

funding for digital marketing, creative content development, website efficiency upgrades and social media management which will all promote Summit County as a cultural tourism destination.

2019 RECIPIENT RESPONSIBILITIES: 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 Park City Summit County Arts Council staff salaries. 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. 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. Please ensure the SCRTAC Logo is utilized as much as possible. 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 FIVE YEARS): 2014 = \$18,000; 2015 = \$25,000; 2016 = \$40,350; 2017 = \$65,000; 2018 = \$50,000

No.	Applicant	Request	Recommended Amount
1933	Park City Municipal – Square Rail Trail Connections	\$31,000	\$31,000

2019 RATIONALE: The proposed project, Prospector Square/Rail Trail Connections, is to improve the accessibility and vitality, via pathways and stairs, from the Historic Union Pacific State Park to the Prospector Square Commercial area. The area currently has only one connection, of which State Parks does not have a recognized easement. The purpose of this is two-fold; to improve safety and walkability and to capitalize on the State Park facility and recreation tourism it promotes, and improve the commercial vibrancy of the Prospector Square businesses (examples: Freshies, Good Karma, Marriott Hotel). The Historic Union Pacific Rail Trail may be one of the most underutilized and unappreciated recreational facilities in Summit County. The proposed project, Prospector Square/Rail Trail Connections, is to improve the accessibility and vitality, via pathways and stairs, from the Historic Union Pacific State Park to the Prospector Square Commercial area.

2019 RECIPIENT RESPONSIBILITIES: Together with Park City Municipal and Prospector Square, they are funding design costs for each of the locations. Private lot owners in Lot G is funding improvements on private property and dedicating public access as part of the project. This money should be used for the following at the discretion of the grantees: Demolition, Earthwork, Concrete, Landscaping and Irrigation. Please provide 3-way contract to the County Council/Anita Lewis. Please ensure the SCRTAC Logo is utilized as much as possible. 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 FIVE YEARS): First time request.

No.	Applicant	Request	Recommended Amount
1934	Park Silly Sunday Market	\$31,040	\$10,000

2019 RATIONALE:

The Park Silly Sunday Market (PSSM) will be celebrating its 13th year this summer. PSSM attracts out of county residents to Park City. The funds requested will assist with the cost of marketing the event to out-of-county visitors.

2019 RECIPIENT RESPONSIBILITIES: The funds are to be used for advertising outside of Summit County. We encourage Park Silly Sunday Market to continue to track out of county visitors. Please ensure the SCRTAC Logo is utilized as much as possible. 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 FIVE YEARS): 2014 = \$5,000; 2015 = \$4,000; 2016 = \$4,000; 2017 = \$6,000; 2018 = \$0

No.	Applicant	Request	Recommended Amount
1935	Peoa Recreation	\$5,100	\$5,100

2019 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 held. The Stampede has also drawn out of state competitors and their families from Arizona and Wyoming.

2019 RECIPIENT RESPONSIBILITIES: 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. It is requested that organizers continue to refine the tracking system to document statistics including home zip codes, number in party, lodging and restaurant patronage from all event attendees to include in future applications. Please ensure the SCRTAC Logo is utilized as much as possible. 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 FIVE YEARS): 2014 = \$2,000; 2015 = No Request; 2016 = \$3,000; 2017 = No Request; 2018 = \$3,700

No.	Applicant	Request	Recommended Amount
1936	Peoples' Health Clinic	\$10,000	\$0

2019 RATIONALE: Peoples' Health Clinic (PHC) requested funds to promote the Park City Wine Festival – PHC is their non-profit partner. The Park City Wine Festival draws visitors from out of county; however, the event is owned and operated by a for profit entity. Per the Summit County Restaurant Tax, statute the grant request does not qualify for funding.

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

No.	Applicant	Request	Recommended Amount
1937	Snyderville Basin Special Recreation District	\$172,800	\$80,000

2019 RATIONALE: The proposed project will enhance the soon-to-be facilities of Discovery Ridge Trailhead. This will include new restrooms and allow hikers and bikers to enjoy our award winning trail system. There is a hope to spread out the park and amenities to allow more visitors to experience our beauty.

2019 RECIPIENT RESPONSIBILITIES: Monies shall be used to design and build restrooms. Please ensure the SCRTAC Logo is utilized as much as possible. 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 FIVE YEARS): First time request.

No.	Applicant	Request	Recommended Amount
1938	South Summit Rodeo Club	\$10,000	\$8,000

2019 RATIONALE: While this program does not generate much in the way of transient room visitation or restaurant tax, the Committee feels it embodies the culture of the East Side of the County. The grant specifically asks for prizes and stock for the rodeo. The organization is very well run and a cornerstone event of the Kamas Valley. The ask is for a small dollar amount and the Committee suggests funding it at 80%.

2019 RECIPIENT RESPONSIBILITIES: Grant funds must be spent on prizes and stock for the South Summit Rodeo. Please ensure the SCRTAC Logo is utilized as much as possible. 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 FIVE YEARS): 2014 = \$7,000; 2015 = \$8,500; 2016 = \$5,000; 2017: \$5,000; 2018 = \$8,000

No.	Applicant	Request	Recommended Amount
1940	Summit County Fair	\$30,000	\$25,000

2019 RATIONALE: The Summit County Fair Board is requesting funds for prize payouts for their two main events. The Demolition Derby and the PRCA Rodeo for the Summit County Fair in August.

2019 RECIPIENT RESPONSIBILITIES: Funds shall be used for prize payouts for their two main events. The Demolition Derby and the PRCA Rodeo in August. Please continue to provide ticket zip code sales analysis for your event with the application. Please ensure the SCRTAC Logo is utilized as much as possible. 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 FIVE YEARS) INCLUDES THREE REQUESTS – FAIR BARREL RACING, FAIR DEMOLITION DERBY, PRCA RODEO – JUST ONE REQUEST THIS YEAR FOR THE ENTIRE FAIR: 2014 = \$19,000; 2015 = \$25,000; 2016 = \$24,000; 2017 = \$26,000; 2018 = \$21,000 (No Request for Barrel Racing in 2018)

No.	Applicant	Request	Recommended Amount
1943	Sundance Institute	\$225,000	\$225,000

2019 RATIONALE: This will be the 20th year of funding requested from the Restaurant Tax Grant fund from this organization. The Committee ranked this application second. The event will be celebrating 35 years and will be held on January 23rd to February 20th, 2020. The money will be used to help drive tourism and overnight visitation.

2019 RECIPIENT RESPONSIBILITIES: Funding will be used to help with project marketing expenses outlined in the budget submitted in the 2019 Restaurant Tax Application for advertising outside the state to drive tourism and overnight visitation. Please ensure the SCRTAC Logo is utilized as much as possible. 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 FIVE YEARS): 2014 = \$175,000; 2015 = \$200,000; 2016 = \$200,000; 2017 = \$200,000; 2018 = \$180,000

No.	Applicant	Request	Recommended Amount
1944	Swaner Preserve and EcoCenter	\$35,829	\$15,000

2019 RATIONALE: This request is to support the lease of the *In the Dark* traveling exhibit and for marketing of this exhibit and other opportunities available year-round at the EcoCenter.

2019 RECIPIENT RESPONSIBILITIES: Funding will be used to support the lease of the *In the Dark* traveling exhibit as requested. Please ensure the SCRTAC Logo is utilized as much as possible. 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 FIVE YEARS): 2016 = \$5,000; 2017 = \$15,000; 2018 = \$15,000

No.	Applicant	Request	Recommended Amount
1945	US Ski & Snowboard	\$115,500	\$105,000

2019 RATIONALE: The US Ski and Snowboard Association (USSA) World Cup event will have 15 international stops and Park City is one stop. The event draws 18,000 spectators attending during the four day event. The event is televised on NBC, NBC Sports and online viewing on NBC and Olympic Channel giving exposure to Park City and Summit County.

2019 RECIPIENT RESPONSIBILITIES: Funding will be used to assist with the television production costs. Please ensure the SCRTAC Logo is utilized as much as possible. Grantee is solely responsible for submitting all reports, financial back up information and unused monies to Summit County by stated due date.

PREVIOUS FUNDING (PAST FIVE YEARS): 2018 = \$200,000

No.	Applicant	Request	Recommended Amount
1947	USA Nordic	\$78,000	\$72,000

2019 RATIONALE: USA Nordic Sport has once again been invited to host the annual international Nordic Combined Continental Cup (COC) and the Ski Jumping FIS Cup December 18-20, 2019, at the Utah Olympic Park. Events will include upwards of 100 athletes (men and women) from approximately 15 countries. The event offers a unique opportunity for Summit County to play a leadership role in continuing to provide high quality international events for tourism and a likely Olympic bid, and the opportunity to show that we can host such events. Coverage includes 10 hours of livestream, social media marketing, local print media and TV – both local and Salt Lake affiliates.

2019 RECIPIENT RESPONSIBILITIES: Funding shall be used for the programs stated in the rationale above. Please ensure the SCRTAC Logo is utilized as much as possible. 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 FIVE YEARS): 2018 = \$70,000

No.	Applicant	Request	Recommended Amount
1949	Utah Olympic Park	\$90,000	\$40,000

2019 RATIONALE: Utah Olympic Park requested funds which will be used for their summer marketing campaign – May through September (excluding the already busiest visitor periods in July and August).

2019 RECIPIENT RESPONSIBILITIES: Actively promote Summit County restaurants and encourage visitors to stay and/or return to experience more of Summit County. Please ensure the SCRTAC Logo is utilized as much as possible. 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 FIVE YEARS): 2014 = \$75,000; 2015 = \$17,250 (reflected a 5% deduction for late reporting); 2016 = \$65,000; 2017 = \$75,000; 2018 = \$40,000

No.	Applicant	Request	Recommended Amount
1950	Utah Symphony & Opera – Deer Valley	\$140,000	\$95,000

2019 RATIONALE: The 16th annual Deer Valley® Music Festival (DVMF), which takes place from June 28, 2019 through August 10, 2019, continues the tradition of pairing well-known, popular artists with the Utah Symphony in the beautiful outdoor setting at Park City's Deer Valley® Snow Park Outdoor Amphitheater. Based on enthusiastic public Restaurant Tax Grant Application Page 4 of 9 response to the festival in past years, USUO is increasing this summer's concert events from 12 to 14 at Snow Park Amphitheater, and from 4 to 5 chamber concerts at St. Mary's Church for a total of seven weeks of world-class music in the Wasatch Mountains.

2019 RECIPIENT RESPONSIBILITIES: Funds received should be used as outlined in the application – Direct Mail, Posters, Flyers, Brochures, Print Advertising, Digital Banners, Email, Radio-Pandora, TV, Creative and Graphic Design. All focused outside of Summit County. Please ensure the SCRTAC Logo is utilized as much as possible. 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 FIVE YEARS): 2014 = \$80,000; 2015 = \$85,500 (a 5% deduction for late reporting); 2016 = \$85,000; 2017 = \$105,000; 2018 = \$90,000