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To: Summit County Council Members

From: Teri Whitney and Dirk Beal, Co-Chairs of the Summit County Restaurant Tax Committee

Date: Friday, May 8, 2020

Re: 2020 Restaurant Tax Grant applications

Background:

As you know, in 1991, after meetings with various restaurant owners, the Summit County Commission implemented a 1% tax to be charged in all restaurants within Summit County. The 2020 grant cycle is the 29th year of Restaurant Tax Grant awards in Summit County.

This year there are 47 qualifying applications requesting a total of over \$4.9M in grant funds. The grant total of money available this year is approximately \$ 2.9M.

Process:

Each committee member receives a copy of all the applications through "Box". The use of copying to paper was discontinued several years ago to save paper and assist in saving the environment. We are aware that sustaining the environment is a high priority of the County Council and the committee is trying to do our part. The applications are then divided and assigned to each committee member. This totals approximately six (6) applications per committee member. The committee member then becomes the spokesperson of that grant application. A committee member does extensive review of the application and contacts the applicant to ask questions and better understand the grant. The committee then schedules two to three (2-3) meetings to be briefed on the summary of each application. This year, due to the Summit County Health Restrictions due to the Covid-19 crisis, all committee meetings were held by virtual meetings using Zoom.

The committee scheduled two (2) full days of interviews with all applicants. The applicants are given ten (10) minutes to present their grant proposal and five (5) minutes for committee questions.

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Restaurant Tax Presentation

Committee Ranking Based on Criteria:

The Committee ranks the applications based on five criteria:

- 1) Tourism based,
- 2) Cultural tourism
- 3) Leverage
- 4) Increase the 1% tax
- 5) Whether the application is a new or developing program
- 6) Asset

Tourism Based 20 pt	Cultural Tourism 10 pt	Leverage 15 pt	Increase 1% tax 20 pt	New & Developing 10 pt	Asset 25 pt
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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.

2020 Timeframe:

Applications were made available on County website: March 1st and the deadline was 5:00 pm on March 31, 2020.

We had an Open Forum meeting on February 27, 2020 at 5:00p.m. at the Quinn's Health Building. This was an opportunity for potential applicants to ask questions about the grant process, committee ranking, etc. Approximately 35 people attended the forum.

Committee Virtual meetings were held in April

Committee Interviews were held on April 27 & 28, 2020 with a committee recommendation meeting on April 30, 2020.

Recommendation to County Council: May 20th

Restaurant Tax Presentation

Due to the current Summit County Health Restrictions regarding the Covid-19 virus, the committee struggled with recommendations on events that may not be able to be completed. However, since there are so many unknowns with this situation, we carried on our recommendations as though the events and programs would occur. In our restrictions we outlined that any unused funds must be returned to the county.

We do believe that some funds will be returned and likely be used in 2020. We anticipate 2020 funds will be reduced due to the current Covid-19 crisis and lower restaurant funds being generated.

In general, we avoided recommending funding capital expenditures if they were upgrades and/or repairs. We felt the need to support the struggling non-profits that are in desperate need of surviving.

SUMMIT COUNTY RESTAURANT TAX ADVISORY COMMITTEE
2020 Grant Request Recommendations
Rationale and Restrictions

The 2020 grant cycle is the 29th year of Restaurant Tax Grant Awards in Summit County. There were 47 qualifying applications requesting a total of over \$4.9 Million of grant funds for 2020.

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 2020.

No.	Applicant	Request	Recommended Amount
01-20	Adopt-A-Native Elder	\$12,000	\$10,000

2020 RATIONALE: This request is for the Adopt-A-Native Rug Show, a three day event in Park City, to help with rug show expenses. A successful 30 year event, that brings in over 4,400 visitors to Summit County to support Navajo Elders in demonstrating their weaving, culture and honor. All proceeds are returned to the weavers.

2020 RECIPIENT RESPONSIBILITIES: If the event is cancelled due to COVID-19 restrictions, funds are to be returned to the County. 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): 2015 = \$5,000; 2016 = No Request; 2017: \$11,250 (10% penalty for late reporting); 2018 = \$5,000; 2019 = \$7,000

No.	Applicant	Request	Recommended Amount
02-20	Alf Engen Ski Museum Foundation	\$35,000	\$25,000

2020 RATIONALE: The Alf Engen Ski Museum, located at the Utah Olympic Park, is a unique attraction and tourist draw for Summit County.

2020 RECIPIENT RESPONSIBILITIES: The funds from the Restaurant Tax will be used for digital marketing, website, co-operative marketing, video and photography, in-house productions, and advertising. Funds should be used prudently to get the best return for the expenditures; and, any funds left over, should be returned to Summit County. 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): 2015 = \$20,500; 2016 = \$25,000; 2017 = \$35,000; 2018 = \$20,000; 2019 = \$25,000

No.	Applicant	Request	Recommended Amount
03-20	Alf Engen Ski Museum & Park City Museum	\$41,245	\$30,000

2020 RATIONALE: The Alf Engen Ski and Park City Museum are great attractions for day trips to Park City. Restaurant Tax funding will be used in congruency with both entities to advertise on the UTA and TRAX train wrap campaign and in the Salt Lake City airport baggage claims advertising.

2020 RECIPIENT RESPONSIBILITIES: Funding can only be used for the programs stated in the rationale. Funds should be used prudently to get the best return for the expenditures; and, any funds left over, should be returned to Summit County. 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. 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): 2015 = \$20,500; 2016 = \$25,000; 2017 = \$35,000; 2018 = \$20,000; 2019 = \$25,000

No.	Applicant	Request	Recommended Amount
04-20	Canyon Village Management Association	\$20,000	\$10,000

2020 RATIONALE: The CVMA is asking for funds to help execute a paid and organic marketing campaign targeting out of county visitors for the culture celebration Oktoberfest on Labor Day weekend. This is the second year for this celebration and in the first year Oktoberfest delivered the strong economic impact and excitement that was intended.

2020 RECIPIENT RESPONSIBILITIES: The grant funds should be used strictly for the marketing campaign. If the event is cancelled due to COVID-19 restrictions, funds are to be returned to the County. 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): 2019 = \$10,000

No.	Applicant	Request	Recommended Amount
05-20	Coalville City	\$50,000	\$30,000

2020 RATIONALE: The committee agreed that this is an important event for Summit County and that the contributions of Summit County helps the City of Coalville attract out of county visitation. Because this event continues to grow and develop new approaches both in activation and marketing, we felt the applicant deserved funding. This is the first year the event is planned to be held over two days.

2020 RECIPIENT RESPONSIBILITIES: The City of Coalville plans to execute the event as planned, but understands that due to the restrictions placed by Summit County surrounding the ongoing health pandemic it will return the funds if the event is cancelled for 2020. 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): 2015 = \$20,500; 2016 = \$25,000; 2017 = \$35,000; 2018 = \$20,000; 2019 = \$30,000

No.	Applicant	Request	Recommended Amount
06-20	Francis City	\$60,000	\$50,000

2020 RATIONALE: Francis City has held their annual Francis Frontier Festival for 27 years over labor day weekend. Great for all ages. Attendees are increasing every year. Events include live music, rodeo, horse games, kid races, vendors, parade, bounce houses and concessions. Many of the 3,000 attendees are from outside county and in recent years, outside the state of Utah. To help solidify the event, this grant is requested to add a covered stage, spectator tent and electrical work with the city contributing approximately \$10,000.

While the committee was reluctant to recommend any new capital projects, we all agreed that this would add a long term asset to Francis to allow additional events and visitors to the area for the long term.

2020 RECIPIENT RESPONSIBILITIES: The \$50,000 grant funds should be used strictly for the stage and stage cover (the spectator tent and electrical can come later). 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; 2019 = \$90,000

No.	Applicant	Request	Recommended Amount
07-20	Friends of Ski Mtn. Mining History	\$85,000	\$20,000

2020 RATIONALE: Ask is for partial funding of Thayne's Conveyer (\$125K) and Silver King Water Tank Roofs (\$45K). Other funding committed funding sources comprise the balance of the project (Vail Epic Promise, PC Mtn Resort, PC Muni, donations). Project to begin after Spring snow melt and be completed by Sept 15th.

2020 RECIPIENT RESPONSIBILITIES: Suggest that the recommended amount be applied to unfunded portion of the Water Tank Roofs project. 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; 2019 = \$40,000

No.	Applicant	Request	Recommended Amount
08-20	Historic Park City Alliance – Autumn Aloft	\$46,275	\$46,275

2020 RATIONALE: The Balloon Festival is scheduled for Sept 18-20, 2020. The festival is scheduled at this time with the intent being to extend the summer tourist season. This year it may serve to announce that Park City is Open. The festival is well attended and focuses on attracting the regional drive market while partnering with the Lodging Association.

2020 RECIPIENT RESPONSIBILITIES: Funds should be used prudently to get the best return for the expenditures; and, any funds left over, should be returned to Summit County. 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): 2015 = \$35,530; 2016 = \$35,753; 2017 = \$30,240; 2018 = \$30,000; 2019 = \$30,000

No.	Applicant	Request	Recommended Amount
09-20	Historic Park City Alliance – Marketing	\$106,100	\$106,100

2020 RATIONALE: This request is for marketing to drive visitors to Historic Main Street in Park City to promote small businesses. This year-round effort will include interactive tools. The overall opinion of the Committee was to fully fund these marketing efforts.

2020 RECIPIENT RESPONSIBILITIES: Funds should be used prudently to get the best return for the expenditures; and, any funds left over, should be returned to Summit County. 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): 2015 = \$41,500; 2016 = \$40,350; 2017 = \$40,500; 2018 = \$35,000; 2019 = \$40,000

No.	Applicant	Request	Recommended Amount
10-20	Historic Park City Alliance – Snow Globes	\$155,973	\$155,973

2020 RATIONALE: This request is for an interactive winter wonderland experience. There will be 10-12 customized snow globes placed throughout historic Park City.

2020 RECIPIENT RESPONSIBILITIES: We encourage the alliance to keep the snowglobes in place for a longer period of time if it meets the Summit County Health Restrictions. 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): This is a first-time ask for this particular purpose.

No.	Applicant	Request	Recommended Amount
11-20	Intermountain Lacrosse of Utah (IMLAX)	\$25,000	\$7,500

2020 RATIONALE: This is a large event which typically draws 5,000 people to Summit County – 40% of which are from out of state. Given the Intermountain Lacrosse of Utah’s budgetary ability to host the event without additional monies and the increased need of funds for other Summit County non-profits and projects, the committee decided to award some but not all of the funds requested.

2020 RECIPIENT RESPONSIBILITIES: Should Intermountain Lacrosse of Utah be unable to host the event in 2020 it will return the funds to Summit County. 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; 2019 = \$10,000

No.	Applicant	Request	Recommended Amount
12-20	KCPW – Main Street Music Crawl	\$15,000	\$12,000

2020 RATIONALE: The request is to support out of Summit County marketing for the event. This event has evolved to out-of-town attractions, with visitors staying the night and dining on Main Street. It will be one of the first big events to show Park City is open, safe and ready to go!

2020 RECIPIENT RESPONSIBILITIES: If the event is cancelled due to COVID-19 restrictions, any unused funds are to be returned to the County. 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): 2019 = \$7,000

No.	Applicant	Request	Recommended Amount
13-20	Kimball Arts Center - Arts Festival	\$65,000	\$55,000

2020 RATIONALE: Application is for the 51st Annual Kimball Festival. The 50th Annual Park City Kimball Arts Festival (PCKAF) [hours and ticketing] July 31st – August 2nd 2019, Main Street, Park City PCKAF attracted 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.

2020 RECIPIENT RESPONSIBILITIES: The funds will be used for social media marketing, Google Search ads, YouTube ads, influencer networks, and personal suite software. If the event is cancelled due to COVID-19 restrictions, any unused funds are to be returned to the County. 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): 2015 = \$55,000; 2016 = \$55,000; 2017 = \$60,000; 2018 = \$55,000; 2019 = \$55,000

No.	Applicant	Request	Recommended Amount
14-20	Mountain Town Music	\$32,000	\$25,000

2020 RATIONALE: Mountain Town Music (MTM) is requesting funds for a robust and proven marketing campaign directed at music lovers residing in the populous areas of Utah. Also, because of the current situation we now have, MTM would like to develop a social media plan to promote potential new programming. Please note that the recommended amount reflects a ten percent (10%) reduction due to late financial reporting to the County.

2020 RECIPIENT RESPONSIBILITIES: Funds should be used prudently to get the best return for the expenditures; and, any funds left over, should be returned to Summit County. 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): 2015 = \$32,300 (5% penalty for late reporting); 2016 = \$18,000; 2017 = \$36,000; 2018 = \$30,000; 2019 = \$28,000

No.	Applicant	Request	Recommended Amount
15-20	National Ability Center	\$15,000	\$8,000

2020 RATIONALE: Ask is for the promotion of adaptive programming of the NAC. Past participants: 3.5% /30 room nights overnight lodging, 14% ate out, total out of county participants for day events = 4,549 single day 3,049 multi day. Other historic funding sources include Vail Epic Promise, Deer Valley Resort, Montage DV, St. Regis DV and donors. Some funds may be used to promote small on site conference facility which also generates expenditures from non-Summit County visitors. Suggest partial funding.

2020 RECIPIENT RESPONSIBILITIES: Funds should be used prudently to get the best return for the expenditures; and, any funds left over, should be returned to Summit County. 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): 2015 = \$12,000; 2016 = \$10,000; 2017 = No Request; 2018 = \$35,305; 2019 = \$23,000 (two requests in 2019)

No.	Applicant	Request	Recommended Amount
16-20	Oakley City – Car Show	\$5,000	\$5,000

2020 RATIONALE: This year the show is scheduled to be held at the Oakley Recreation Facility on Saturday, September 12, 2020. The focus of the Car Show is to show off the beauty of the Oakley area and Summit County. Car show participants come from all over Utah and the surrounding states. Extra revenue from the show is donated to the Peace House and Summit County Children’s Justice Center.

2020 RECIPIENT RESPONSIBILITIES: Funds should be used prudently to get the best return for the expenditures; and, any funds left over, should be returned to Summit County. 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): 2015 = \$3,000; 2016 = \$3,000; 2017 = \$5,000; 2018 = \$5,000; 2019 = \$5,000

No.	Applicant	Request	Recommended Amount
17-20	Oakley City – Rodeo	\$63,000	\$25,000

2020 RATIONALE: The Rodeo is a five day event scheduled over the 4th of July weekend this year. Last year the rodeo attracted 22,000 spectators and 55% were from outside Summit County. Many of these people spend a night here. Extra income from the event is used to retire the debt on the rodeo grounds.

2020 RECIPIENT RESPONSIBILITIES: If the event is cancelled due to COVID-19 restrictions, funds are to be returned to the County. Funds should be used prudently to get the best return for the expenditures; and, any funds left over, should be returned to Summit County. Grant funding is to be used for advertising outside of Summit County. 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): 2015 = \$13,500; 2016 = No Request; 2017 = \$11,700 (reflects 10% deduction for late reporting); 2018 = \$17,000; 2019 = \$15,000

No.	Applicant	Request	Recommended Amount
18-20	Park City Lodging Association – Delta Fly Free Promotion	\$400,000	\$400,000

2020 RATIONALE: The Park City Lodging Association’s Delta Fly Free Promotion is a great program that brings people to Summit County. The return on investment for this program is very high. Many that utilize this program are from out of state and coming to Summit County for recreation for the first time.

2020 RECIPIENT RESPONSIBILITIES: We encourage the organization to consider expanding the marketing dates of this program because the winter season is going to be unknown this year. Funds should be used prudently to get the best return for the expenditures; and, any funds left over, should be returned to Summit County. 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 = \$275,000; 2017 = \$325,000; 2018 = \$325,000; 2019 = \$400,000

No.	Applicant	Request	Recommended Amount
19-20	Park City Lodging Association – Mountain Biking	\$194,404	\$125,000

2020 RATIONALE: PCALA would like to request funds to produce a series of short video clips featuring MTB and fat bikes on Summit County trails as well as host FAM tours for journalists. PCALA can’t provide figures on visitor stays or spend, but provided marketing

values and views. The Committee feels that this largely drive market visitor segment is worth investing in to aid in our tourism sector recovery. Please note that the recommended amount reflects a ten percent (10%) reduction due to late financial reporting to the County.

2020 RECIPIENT RESPONSIBILITIES: Funds should be used prudently to get the best return for the expenditures; and, any funds left over, should be returned to Summit County. 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): 2015 = \$200,000; 2016 = \$200,000; 2017 = \$218,000; 2018 = \$150,000; 2019 = \$180,000

No.	Applicant	Request	Recommended Amount
20-20	Park City Area Restaurant Association	\$419,560	\$419,560

2020 RATIONALE: The Park City Area Restaurant Association is asking for funds to promote restaurants in Park City and Summit County. The majority of the promotions will be digital with some television and print. The majority of their consumers received the information online (65%). These promotions reach many people outside Summit County and has a very high return on investment.

RECIPIENT RESPONSIBILITIES: Funds should be used prudently to get the best return for the expenditures; and, any funds left over, should be returned to Summit County. 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): 2015 = \$225,572; 2016 = \$288,793; 2017 = \$315,249; 2018 = \$355,000; 2019 = \$345,764

No.	Applicant	Request	Recommended Amount
21-20	Park City Chamber Bureau – Spring Marketing	\$325,000	\$325,000

2020 RATIONALE: Park City Chamber & Visitors Bureau (PCCVB) creates a dedicated Spring Marketing Campaign to help increase out-of-state, overnight guest visitation in March and early April. The PCCVB accomplishes this through a combination of network television, connected television, digital display, social media and print advertising. This campaign runs mid-January to March 21. Target audiences include New York City, Chicago, Boston, Washington DC, Philadelphia, Atlanta, Miami, Houston, Dallas/Fort Worth, Los Angeles, San Francisco and San Diego. Total budget is \$844,850.

2020 RECIPIENT RESPONSIBILITIES: Please adjust spending as research outlines coming out of the Covid-19 crisis so you can get the best results. This may be a dollar adjustment and/or target market adjustments. Funds should be used prudently to get the best return for the expenditures; and, any funds left over, should be returned to Summit County. 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): 2015 = \$237,500 (reflects 5% deduction for late reporting); 2016 = \$252,000; 2017 = \$300,000; 2018 = \$280,000; 2019 = \$325,000

No.	Applicant	Request	Recommended Amount
22-20	Park City Chamber Bureau – Tour of Utah	\$40,000	\$20,000

2020 RATIONALE: Despite the proactive cancellation of the 2020 Tour of Utah, the Park City Chamber representative presented a thorough plan to execute much of the digital advertising campaign promoting the cycling opportunities in the drive market outside of Summit County and Utah. The committee felt that the investment would be wisely spent and additionally would help attract visitors to Summit County within the current and predicted health guidelines over the upcoming year.

2020 RECIPIENT RESPONSIBILITIES: The Park City Chamber should understand and agree that any unused funds due to the cancellation of the tour should be returned to Summit County. 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): 2015 = \$22,000; 2016 = \$25,000; 2017 = No Request; 2018 = \$30,000; 2019 = \$40,000

No.	Applicant	Request	Recommended Amount
23-20	Park City Film Council – Seats for Auditorium	\$80,000	\$0

2020 RATIONALE: Due to current circumstances, the Committee is recommending that capital expenditure requests are not funded this year. The Committee fully recognizes the value of the Park City Film Series to Summit County and suggests they apply for this grant next year.

PREVIOUS FUNDING (PAST FIVE YEARS): First-time request for this item.

No.	Applicant	Request	Recommended Amount
24-20	Park City Film Council – Out of County Advertising	\$15,000	\$12,000

2020 RATIONALE: This request is to cover print, digital and radio advertisements for films and film-based events outside of Summit County. Looking to promote the re-opening of the community and engaging the art and film lover to visit Park City.

2020 RECIPIENT RESPONSIBILITIES: The grant funds should be used strictly for the marketing campaign. If the programming is cancelled in its entirety due to COVID-19 restrictions, unused funds are to be returned to the County. 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): 2015 = \$16,000; 2016 = \$3,000; 2017 = \$15,371; 2018 = \$10,000; 2019 = \$10,000

No.	Applicant	Request	Recommended Amount
25-20	Park City Gallery Association	\$16,080	\$7,000

2020 RATIONALE: The Park City Gallery Association consists of 19 galleries within Summit County. The primary focus is the promotion of the monthly gallery strolls.

2020 RECIPIENT RESPONSIBILITIES: Funding from the restaurant tax will be used to market the Park City Gallery Association Strolls. Funds should be used prudently to get the best return for the expenditures; and, any funds left over, should be returned to Summit County. 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 = \$6,750; 2017 = \$7,500; 2018 = \$5,000; 2019 = \$7,000

No.	Applicant	Request	Recommended Amount
26-20	Park City Ice Arena	\$178,350	\$0

2020 RATIONALE: The Park City Ice Arena is asking for funds to replace the ice skating boards around the ice. The Park City Ice Arena would like to use the old boards to create an outdoor rink to be used in the summer and possibly the winter. This is a large capital expense and the Committee feels that we cannot fund this capital expense this year.

PREVIOUS FUNDING (PAST FIVE YEARS): 2017 = \$10,400 (audio equipment); 2018 = No Request; 2019 = No Request;

No.	Applicant	Request	Recommended Amount
27-20	Park City Institute	\$109,500	\$32,000

2020 RATIONALE: Park City Institute is requesting funds to extend the reach of the programming of their performances outside of Summit County and bring patrons from outside our local market to see a show and spend a night or two. Please note that the recommended amount reflects a ten percent (10%) reduction due to late financial reporting to the County.

2020 RECIPIENT RESPONSIBILITIES: The grant funds should be used strictly for the marketing campaign. If the programming is reduced or cancelled due to COVID-19 restrictions, unused funds are to be returned to the County. 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): 2015: \$90,000; 2016: \$95,000; 2017: \$75,000; 2018: \$50,000; 2019: \$35,000

No.	Applicant	Request	Recommended Amount
28-20	Park City Municipal Corp. – 4th of July	\$22,500	\$10,000

2020 RATIONALE: This request is to support the operation of the event program and tourism promotion.

2020 RECIPIENT RESPONSIBILITIES: Request responsible spending; and, if the event does not occur due to the covid-19 health restrictions, we ask that any unused funds be returned to Summit County and not carried over to next year. 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.); 2019 = \$12,500

No.	Applicant	Request	Recommended Amount
29-20	Park City Municipal Corp. – Round Valley Trail Equipment	\$265,000	\$0

2020 RATIONALE: Human powered winter sports is experiencing huge growth resulting in 1.2M winter trail use days in Park City in 18-19. PC Muni would like to replace a Piston Bully groomer that is at the end of life (10 years old with typical life 5-8 years). This would allow them

to keep up on current grooming and add 5K of new trails. Groomer would be purchased in fall 2020. The Committee feels this is a needed piece of equipment to maintain a high value asset; however, we are recommending not funding this type of capital improvement this year.

PREVIOUS FUNDING (PAST FIVE YEARS): 2019 = \$10,000

No.	Applicant	Request	Recommended Amount
30-20	Park City Museum & PC Municipal Corp.	\$65,400	\$55,000

2020 RATIONALE: The Park City Museum presented a very compelling case for its needs to offset operational and maintenance expenses that had historically been funded by the Park City Chamber. The committee felt that the Museum is an important center of gravity for main street businesses in Park City; and, as such felt that meeting some of its forecasted shortfall was necessary to ensure that the Museum could continue to operate during these challenging times. The committee also felt that the Museum could attract out of county visitors during the upcoming summer season within forecasted health guidelines and that its cooperative marketing campaign would be successful in driving needed restaurant tax dollars.

2020 RECIPIENT RESPONSIBILITIES: 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 = \$32,000; 2015 = \$38,000 (5% penalty for late reporting); 2016 = \$40,000; 2017 = \$64,690; 2018 = \$60,000

No.	Applicant	Request	Recommended Amount
31-20	Park City Performances – Egyptian Theatre	\$175,000	\$125,000

2020 RATIONALE: Funds requested are for out of county marketing to notify patrons and potential patrons of upcoming shows at the Egyptian Theatre, one of the main draws on Main Street. The Egyptian does a great job tracking ticket holders which shows that 55% of their patrons come from out of town and 95% dine in Park City with 11% utilizing lodging in the area.

2020 RECIPIENT RESPONSIBILITIES: Funds should be used prudently to get the best return for the expenditures; and, any funds left over, should be returned to Summit County. 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): 2015 = \$125,000; 2016 = \$125,000; 2017: \$150,000; 2018 = \$120,000; 2019 = \$125,000

No.	Applicant	Request	Recommended Amount
32-20	Park City Soccer Club	\$15,000	\$10,000

2020 RATIONALE: The 17th annual Park City Extreme Cup Soccer Tournament is scheduled to be held the last week of July, 2020. In 2019, the tournament attracted 467 teams with 24,000 participants, spectators and families. It is the most highly regarded and sought-after soccer tournament in Utah. The games are held on 42 fields at 13 venues in Summit County. Extra proceeds from the tournament fund scholarships for student athletes many whom are Latino. In 2019, \$72,000 in scholarships were awarded to 85 players.

2020 RECIPIENT RESPONSIBILITIES: If the event is cancelled due to COVID-19 restrictions, unused funds are to be returned to the County. 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): 2015 = \$9,500 (5% penalty for late reporting); 2016 = \$6,000; 2017 = No Request; 2018 = \$8,000; 2019 = \$10,000

No.	Applicant	Request	Recommended Amount
33-20	Park City Summit County Arts Council	\$135,000	\$50,000

2020 RATIONALE: The Park City Summit County Arts Council is requesting funds to promote arts within Summit County. They requested funds for digital advertising and website improvements. Please note that the recommended amount reflects a ten percent (10%) reduction due to late financial reporting to the County.

2020 RECIPIENT RESPONSIBILITIES: The Committee recommends that the funds be used for digital advertising. Funds should be used prudently to get the best return for the expenditures; and, any funds left over, should be returned to Summit County. 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): 2015 = \$25,000; 2016 = \$40,350; 2017 = \$65,000; 2018 = \$50,000; 2019 = \$61,450

No.	Applicant	Request	Recommended Amount
34-20	Snyderville Basin SRD – BagToss/Cornhole Sets	\$3,651	\$0

2020 RATIONALE: This request is for the purchase and installation of permanent concrete cornhole/bag toss games at Willow Creek, Trailside Park and Matt Knoop Memorial Park. Due to current circumstances, the Committee is recommending that this type of capital expenditure request is not funded this year.

PREVIOUS FUNDING (PAST FIVE YEARS): First time request for this project – received \$80,000 in 2019 for Discovery Ridge Trailhead.

No.	Applicant	Request	Recommended Amount
35-20	Snyderville Basin SRD – Fieldhouse Enhanced Wi-Fi	\$20,000	\$20,000

2020 RATIONALE: The Snyderville Basin Recreation Field House proposed enhancement of the Wi-Fi will help greatly for bringing future events into the space. Technology access will be available throughout the building which will make it an ideal space for larger events in the future.

2020 RECIPIENT RESPONSIBILITIES: Funds from the Restaurant grant will be used to increase Wi-Fi technology in the space. 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 for this project – received \$80,000 in 2019 for Discovery Ridge Trailhead.

No.	Applicant	Request	Recommended Amount
36-20	Snyderville Basin SRD – Gymnasium Sound Panels	\$288,288	\$0

2020 RATIONALE: The proposed gymnasium sound paneling in the Snyderville Basin Field House would allow for improved acoustics, making it better suited as an event and sporting space. Due to the current economic climate and the large amount of the ask, the Restaurant Tax Committee has chosen not to fund this capital project.

PREVIOUS FUNDING (PAST FIVE YEARS): First time request for this project – received \$80,000 in 2019 for Discovery Ridge Trailhead.

No.	Applicant	Request	Recommended Amount
37-20	Snyderville Basin SRD – Trail Counters	\$75,350	\$31,500

2020 RATIONALE: Snyderville Basin (SBSRD) is requesting funding to help research and acquire data on how the local trails are being used. The \$75,350 request includes 14 multi-use Echo-counters, one year data plan for remote access, shipping, three portable counters and labor.

While the committee was reluctant to recommend any new capital projects, we all agreed that this would add substantial data on trails' use to help guide future programs and improvements.

2020 RECIPIENT RESPONSIBILITIES: The committee recommends \$31,500 to pay for six Echo-counters and one year data plan. 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 for this project – received \$80,000 in 2019 for Discovery Ridge Trailhead.

No.	Applicant	Request	Recommended Amount
38-20	Snyderville Basin SRD – Trailside Bike Park	\$150,000	\$50,000

2020 RATIONALE: Snyderville Basin SRD requested funds for improvement of the Trailside Bike Park. The improvements are: (i) improve jumpline features; (ii) create new slalom course; and (iii) re-design the pump track.

2020 RECIPIENT RESPONSIBILITIES: The grant funds should be used strictly for the pump track (\$25,000) and the dual slalom track (\$25,000), as outlined in the budget from the Grant 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): First time request for this project – received \$80,000 in 2019 for Discovery Ridge Trailhead.

No.	Applicant	Request	Recommended Amount
39-20	Snyderville Basin SRD – Trailside Parking Lot Expansion	\$344,300	\$0

2020 RATIONALE: Expansion of Trailside parking lot by 45-70 spaces due to increased use at trail head and recreation facilities. Spaces would reduce congestion and increase safety on Trailside Drive. Trailside is also used for soccer and LAX tournaments. Ask is comprised of \$313,000 construction costs and 10% anticipated increase (debatable in today's economy). The committee feels that we need to defer funding this type of capital expenditure this year.

PREVIOUS FUNDING (PAST FIVE YEARS): First time request for this project – received \$80,000 in 2019 for Discovery Ridge Trailhead.

No.	Applicant	Request	Recommended Amount
40-20	South Summit Trails Foundation	\$27,875	\$27,000

2020 RATIONALE: The South Summit Trails Foundation presented a very well thought out and leveraged case based on its historic success and forecasted need for more recreational trails. The committee was very impressed with the presentation and rationale for the additional trails as well as the South Summit Trails Foundation's exhaustive approach to the efficient use of monies as well as its ability to attract funding from a variety of sources including RAP recreational grants used in other related projects.

2020 RECIPIENT RESPONSIBILITIES: 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 = \$11,200; 2018 = \$25,000; 2019 = No Request

No.	Applicant	Request	Recommended Amount
41-20	Summit County Fair - Derby	\$20,000	\$20,000

2020 RATIONALE: This request is to support the operation of the Derby, which has become the anchor event for the Summit County Fair. The funds requested will attract competitive participants resulting in increased prize money, spectators and enhancing spectators' experience at the Summit County Fair.

2020 RECIPIENT RESPONSIBILITIES: If the event is cancelled due to COVID-19 restrictions, funds are to be returned to the County. 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) INCLUDES THREE REQUESTS – FAIR BARREL RACING, FAIR DEMOLITION DERBY, PRCA RODEO: 2015 = \$25,000; 2016 = \$24,000; 2017 = \$26,000; 2018 = \$21,000 (No Request for Barrel Racing in 2018); 2019 = (One Request for Entire Fair) \$25,000

No.	Applicant	Request	Recommended Amount
42-20	Summit County Fair - Rodeo	\$20,000	\$12,000

2020 RATIONALE: This request is support the operation and out of county marketing for the Rodeo to remain competitive, attract quality contestants, increase prize money and enhance the spectators' experience.

2020 RECIPIENT RESPONSIBILITIES: Funds should be used prudently to get the best return for the expenditures; and, any funds left over, should be returned to Summit County. 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) INCLUDES THREE REQUESTS – FAIR BARREL RACING, FAIR DEMOLITION DERBY, PRCA RODEO: 2015 = \$25,000; 2016 = \$24,000; 2017 = \$26,000; 2018 = \$21,000 (No Request for Barrel Racing in 2018); 2019 = (One Request for Entire Fair) \$25,000

No.	Applicant	Request	Recommended Amount
43-20	Sundance Institute	\$225,000	\$225,000

2020 RATIONALE: Funding is for the 2021 Sundance Film Festival scheduled for January 21–31, 2021. The most recent attendance figures available were 122,000 attendees in 2019 with 43,550 from out of state. The economic impact is estimated to be \$182 million, most of which is generated from out of state visitors. The brand recognition generated for Park City and Utah tourism is a major benefit of the Festival.

2020 RECIPIENT RESPONSIBILITIES: Funds should be used prudently to get the best return for the expenditures; and, any funds left over, should be returned to Summit County. 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): 2015 = \$200,000; 2016 = \$200,000; 2017 = \$200,000; 2018 = \$180,000; 2019 = \$225,000

No.	Applicant	Request	Recommended Amount
44-20	US Ski & Snowboard	\$125,225	\$115,000

2020 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 the four day event. The event is televised on NBC, NBC Sports and online viewing on NBC and the Olympic Channel giving exposure to Park City and Summit County. The funds requested will be used to help fund the television broadcast.

2020 RECIPIENT RESPONSIBILITIES: If the event is cancelled due to COVID-19 restrictions, funds are to be returned to the County. 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 = \$200,000; 2019 = \$105,000

No.	Applicant	Request	Recommended Amount
45-20	USA Nordic Sport	\$80,000	\$72,000

2020 RATIONALE: The USA Nordic Sport will be hosting the Nordic Combined Continental Cup and the Ski Jumping FIS Cup in 2020. This request is for funds to help cover a portion of the cost required to host an event of this magnitude.

2020 RECIPIENT RESPONSIBILITIES: If the event is cancelled due to COVID-19 restrictions, funds are to be returned to the County. 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 = \$70,000; 2019 = \$72,000

No.	Applicant	Request	Recommended Amount
46-20	Utah Olympic Park	\$90,000	\$40,000

2020 RATIONALE: The Utah Olympic Park is requesting funds for marketing the activities at the Park when it is able to open to the public (hopefully June). Due to the COVID-19 climate, the summer marketing campaign will focus its efforts heavily on Utah resident audiences outside Summit County with significant "locals" deals and incentives. The campaigns will focus heavily on digital advertising.

2020 RECIPIENT RESPONSIBILITIES: If the Park is unable to open due to COVID-19 restrictions, unused funds are to be returned to the County. 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): 2015 = \$17,250 (reflected a 5% deduction for late reporting); 2016 = \$65,000; 2017 = \$75,000; 2018 = \$40,000; 2019 = \$40,000

No.	Applicant	Request	Recommended Amount
47-20	Utah Symphony & Opera	\$140,000	\$75,000

2020 RATIONALE: The Deer Valley Music Festival brings audiences together to share the joy of first-rate live musical performances under mountain skies. In 2019, 44,261 tickets distributed – 54% to Utah residents from outside Summit County and 22% from out of state. This event includes 11 outdoor concerts July-August.

2020 RECIPIENT RESPONSIBILITIES: We request that if the organization feels the concerts cannot be completed due to the current Covid-19 health restrictions, that any unused funds be refunded to the county. 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): 2015 = \$85,500 (a 5% deduction for late reporting); 2016 = \$85,000; 2017 = \$105,000; 2018 = \$90,000; 2019 = \$95,000