SUMMIT COUNTY RESTAURANT TAX GRANT ADVISORY COMMITTEE

2011 Recommended - Grant Request Rankings With Rationale & Restrictions

The Committee, in its 20th year, continued to use the state recognized format of reviewing applications and ranking them based on tourism components, the ability to leverage, the chance of completion, and the ability to increase the restaurant tax, whether the request was for a facility or promotion and whether the application was for a new or developing program.

There are varying degrees of tourism components included in these applications. The Committee, in reviewing the applications, continued to concentrate this year on the applicant's ability to bring in guests from outside of Summit County. Further, the Committee looked at whether the applicant was providing an amenity to guests that are already in the county or are providing a service or facility that will encourage visitation, preferably overnight and restaurant visitation. The Committee recognizes and agrees that a number of local events, when looked at together, provide opportunities for guests to enjoy their stay in Summit County, and enhance the visitor's experience. The committee has endeavored to weigh and take into consideration all relevant information at its deposal in the formation of these recommendations.

Again, the Committee has tried to make very specific recommendations and restrictions. Those are noted after each application's rationale. The County Manager's office continues to be very helpful in their follow-up of grants from previous years. In an effort to encourage better compliance with the requirement for applicants to submit receipts and documentation to the Manager's office for past grants, new language has been added to the application outlining possible ramifications for non-compliance.

The following are the Committee's detailed recommendations in order of their rankings.

Committee Application #	Original Request	Recommended Amount
38-11 PC Chamber/Bureau – 2012 Summer TV	**$50,000**	**$ 50,000**

RATIONALE: This is the Chamber's first application for summer television marketing. The goal is to target the Utah consumer with a June to August 2012 network television promotional campaign. The campaign will feature 15 and 30 second TV spots, plus value added such as weather tags and website promotion, on one selected Salt Lake network. The campaign will be supported with Chamber and co-op funding of $100,000 for newspaper, radio and online marketing in the Wasatch Front. The ads will target all the products offered in Summit County including events, lodging, restaurants, shopping, etc.
RESTRICTIONS: These funds may only be used for television marketing in the Wasatch Front. Selection of network provider will be at the Chamber's discretion, based upon their negotiations.
PREVIOUS FUNDING: This is the Chamber's first application for a summer television campaign**.**

Committee Application #	Original Request	Recommended Amount

37-11 PC Chamber/Bureau – National Winter TV **$250,000** **$250,000**

RATIONALE: This is the eighth year for the funding of this promotion. The goal of this program is to heighten awareness of Park City and to develop more incremental, first-time overnight visitations. Last year the Chamber was able to have 3 TV marketing campaigns in LA, New York, and San Diego—getting a 4 to 1 return on the overall contribution. The Chamber saw increased registrations in the call to action of the Quick Start program. Visitor nights saw a 6% increase and skier days were up 4% over last season.
Again this year, the Chamber is planning to run commercials in as many markets as their funding will allow. They also apply for funding from the Utah Office of Tourism and the SLC Airport Authority to go along with the Summit County Restaurant Tax funding.
RESTRICTIONS: These funds may only be used for television marketing in conjunction with other funding sources to promote overnight destination visitors to Summit County. Final market selection will be left to the Chamber, based on their in-market negotiations and market research.
PREVIOUS FUNDING: 2007: $230,000; 2008: $250,000; 2009: $250,000; .2010: $250,000

39-11 PC Chamber/Bureau – Triple Crown **$ 37,500** **$ 37,500**

RATIONALE: This is the tenth year for this event that is held throughout Summit County. The Triple Crown tournaments include a Girl's Fast Pitch World Series which is a two- week girl's fast pitch softball tournament and a new one week tournament for 10-12 year old boys. Over the three weeks of play, Triple Crown anticipates 180 teams resulting in 8,640 incremental visitors from across the United States who will travel to Summit County. The tournament games are played on 15 fields throughout Summit County. The Park City Chamber/Bureau has tracked this event and reports that during this time period, Park City experiences the highest summer lodging tallies. The Chamber estimates a $4.5 million return on this investment to Summit County businesses for 2011. The positive economic impact of this event is felt throughout all of Summit County.
RESTRICTIONS: May only be used for marketing and expenses related to targeting teams from outside of Summit County. Granted funds cannot be used to reimburse travel expenses.
PREVIOUS FUNDING: 2007: $49,375; 2008: $50,626; 2009: $37,500; 2010: $37,500

31-11 USSA – TV Promotion **$102,500** **$100,000**

RATIONALE: This application is for the Freestyle World Cup competition at Deer Valley in 2012. This request is to help secure funding for television coverage on NBC and international networks. This plan includes integrating sport with entertainment at the World Cup competitions to maximize the value of the time buy. Research has proven that sport/entertainment events not only attract large spectator groups, but also provide more dynamic TV programming, which increases viewership. They will also plan to include more lifestyle footage with Park City vignettes and information.
RESTRICTIONS: Granted Funds may only be used for funding the television coverage as outlined in the application: That is 50% of one hour buy time on NBC. The committee would like to see vignettes of Park City during the television network coverage.
PREVIOUS FUNDING: 2008: $110,000; 2009: $150,000. 2010: $100,000

45-11 HPCA/Historic Park City Alliance **$37,000** **$35,000**

RATIONALE: This application provides funding to market and advertise the Historic Main Street area of Park City. Historic Park City is promoted as a destination for visitors interested in the unique offerings of Main Street from its shopping and dining to its galleries. This organization represents all of the businesses in the Historic district. This marketing project includes continued PR funding, a radio campaign targeting the Wasatch Front which includes a gift card promotion, and website enhancements which include web cams on Main Street.
RESTRICTIONS:
The funds are to be used to continue to develop and enhance the web site by adding webcams, website content, and to fund the Clear Channel Advertising as detailed in the marketing campaign. Please submit details regarding redemption of the gift card advertising campaign when you report your funding.
PREVIOUS FUNDING: 2008 - $20,000; 2009 - $10,000, 2010- $10,000.

Committee Application #	Original Request	Recommended Amount

30-11 Sundance Film Fest – Promotion **$200,000** **$100,000**

RATIONALE: This is the eleventh year of funding for this applicant. In January 2011, Sundance celebrated the 27th anniversary of this event in Park City. While this is a reoccurring application, the Sundance Film Festival continues to be one of the largest and most economically significant events of the year. The 2010 festival generated $62 million in economic impact to the State of Utah. The national and international media generated by this event produces an estimated $40 million dollars in media value to Summit County. This media exposure has enhanced Park City's name recognition and reputation as a desirable destination over the years.

RESTRICTIONS: The granted funds may only be used for National/International print and/or electronic advertising and for press programs. The committee would like to see additional exposure of Park City as a tourism destination in collateral materials and trailers.

PREVIOUS FUNDING: 2007:$110,000; 2008: $120,000; 2009: $120,000; 2010: $120,000.

16-11 Park City Lodging Assoc- International FAM **$42,085** **$40,000**

RATIONALE: This is the fifth year of funding for this application. In conjunction with the PC Chamber, the Lodging Association will bring international wholesalers to Park City to showcase the winter product and to demonstrate the accessibility from the Salt Lake City Airport to Park City. International business and overseas visitation to Park City is a growing segment of our overall tourism market. This program will give top international wholesalers the opportunity to experience Park City and offer them first-hand knowledge that they can share with their clients, which will then translate into increased international business. International visits to Park City have continued to increase this year by 20%, as does the visitor length of stay.

RESTRICTIONS: Funding can only be used for entertainment expenses, welcome gifts and ground transportation for the FAM attendees. Please provide some additional detailed information to the County with your financial documentation that helps demonstrate the ROI for the grant monies you have been given. Year over year, or previous year information are both acceptable.

PREVIOUS FUNDING: 2008: $39,000 (they only used $13,000 of the $39,000 granted in 2008); 2009: The $26,000 balance of the 2008 grant was re-granted in 2009: 2010: $33,960.

40-11 PC Chamber/Bureau – Tour of Utah **$ 40,500** **$25,000**

RATIONALE: Tour of Utah is a 6 day professional biking event the first week of August. The event consists of different events held each day of the week in different locations, which Park City will host 2 of the 6 days. This year Park City will be hosting the Pro-log, an individual timed event through a course. This event will have international professional teams along with international participants, media and spectators. Organizers are anticipating 15,000-18,000 spectators for this event. The start is near the Kimball Art Center, and the finish line will be on Main Street. This funding will be used to promote and market this event.

RESTRICTIONS: The granted funds may be allocated to the following expenses: $10,000 will go towards the Host City Sponsorship required for the event to be held, and the remainder should be used as outlined in the grant application; PCCB Marketing/Advertising and Production Creative Expenses, including Print (media one co-op ads in July/Aug, SL Tribune ads in July/Aug, Radio (on air VIP ticket give-away; production spots in July/Aug), Online (Social media and banner ads in July/Aug), and television (coordination with existing PCCB TV campaign). The granted funds cannot be used to reimburse travel expenses.

PREVIOUS FUNDING: First application.

Committee Application #	Original Request	Recommended Amount
08-11 Kimball Art Center - Promotion	**$ 40,000**	**$38,500**

RATIONALE: The Park City Art Festival is one of the largest events of the summer, celebrating its 42nd year. This important event in 2010 brought an estimated 40 thousand visitors to Park City; eighty-five percent from outside of Summit County. They aspire to be one of the top 3 art festivals in the country. They are really stepping up the culinary portion of the Festival, working with the restaurants to be more of a well rounded event and draw in more tourism. They are more involved with restaurants to offer sit down dining as well as grab and go menu's to get more people into the dining establishments. They continue to work with the Utah Symphony & Opera, Sundance Institute, Park City Performing Arts Foundation, and lodging partners to help keep visitors in Park City for evening events throughout the weekend.
RESTRICTIONS: Funds may be used for all out of area/Utah media campaigns using out of area TV, Radio, newspapers, and online media placements.
PREVIOUS FUNDING: 2007: $20,000; 2008: $20,000; 2009: $30,000; 2010: $30,000

42-11 Egyptian Theater - Promotion	**$ 75,000**	**$60,000**

RATIONALE: This is the 30th anniversary of The Egyptian Theatre. Besides their large productions, the Egyptian Theatre has committed to programming a wide variety of entertainment every weekend throughout the year. They have instituted successful Restaurant and Hotel promotions. They recently completed a survey that shows 55% of all patrons dine out before coming to the theatre; 42% sometimes dine out before coming to the theatre. 55% of the audiences are from outside of Summit County. 67% of the audience received their information via the internet; 21% via the newspaper.
RESTRICTIONS: Granted funds may only be used for marketing in Print Media, Broadcast advertising, Internet/Web, and Magazine advertising outside of Summit County and for their Website updates. These funds cannot be used for the Park City Magazine or Summit County advertising.
PREVIOUS FUNDING: 2007: $20,000; 2008: $25,000; 2009: $40,000; 2010: $50,000

43-11 Park City/Summit County Arts Council - Promotion	**$ 15,000**	**$12,000**

RATIONALE: This application is for promotion of Summit County as a cultural tourism destination. The plan includes placement of internet ads/on line media and paid search ads. They work with lodging and restaurants to create packages that can be traced back to the online advertising. They will be piggybacking on the Chamber and UOT advertising specifically targeting the arts/culture message. Funding is being used for regional advertising in the Western United States and the drive market.
RESTRICTIONS: Funding can only be used for Go-Travel, Google Network and Paid Search, Adfusion, Assets Production, and /or UOT Co-op Campaign. All marketing must target out of Summit County.
PREVIOUS FUNDING: 2009: $29,450; 2010: $10,000

32-11 Utah Athletic Foundation - Promotion	**$ 82,150**	**$60,000**

RATIONALE: 2012 marks the 10th anniversary of the Utah Olympic Games held in Utah. The Committee feels that the Utah Olympic Park (UOP) and Alf Engen Ski Museum are a great asset to Park City and a great tourist draw to the County. There are only two facilities like this in the United States. Research shows that 300,000 attendees visited the park last year. This facility continues to be a draw for people to visit Park City. We would like to see the grant monies to go toward billboards, e-marketing and meeting group affinity and convention sales to take advantage of the 10 year anniversary of the 2002 Olympic Games, targeting past Olympic sponsors and corporations tied to the Olympics soliciting their business meetings.
RESTRICTIONS: Funding cannot be used toward travel expenses or trade shows. Funding may be used for advertising campaigns in meetings magazines, E-Marketing, Sales Collateral, direct mail programs, web improvements, billboards, and airport advertising. The Committee applauds UOP's efforts to leverage the Olympic anniversary and participate with the Chamber in its marketing programs.
PREVIOUS FUNDING: $2007: $50,000 –2008: $50,000; 2009: $50,000; 2010: $ 50,000

Committee Application #		Original Request	Recommended Amount
17-11	**Park City Area Restaurant Association (PCARA)**	**$ 237,000**	**$180,000**

RATIONALE: This is the 13th year of funding for the Restaurant Association. They continue to have a very successful program to generate additional restaurant business. Their goal is to create broader marketing efforts, selling both Park City as a destination and the events in Park City. They will be focusing on Social Media and e-mail for their advertising campaigns. They are requesting the funding for PR, update website, social media, TV, print, etc.

RESTRICTIONS: May be used only for marketing and advertising outside Summit County, including print media, public relations and social media management, website updates and enhancements, and TV creative and production. Granted funds cannot be used for on-line marketing that is geo-specific targeted to Summit County.
PREVIOUS FUNDING: 2007: $120,000; 2008: $180,000; 2009: $180,000; 2010: $180,000

33-11	**Utah Symphony-DV Music Festival - Promotion**	**$120,000**	**$ 70,000**

RATIONALE: This year will be the 8th annual festival. The Symphony has had funding for their Deer Valley Summer Series for a number of years. Last year they saw a 5% increase in attendance and a16% jump in visitors from outside of Utah. They are already ahead in revenue for this year compared to the same time last year. They continue to do an outstanding job in all of their collateral materials talking about the overall Park City experience. This is one of the premier events of the summer. They promote Park City as a place to visit and stay, not just come for the performance.
RESTRICTIONS. The Granted funds may be used for outside of Summit County marketing, including: radio, print, mail brochures, email, e-blasts, and outdoor advertising. Collateral materials should say Park City as well as Deer Valley. The Committee particularly liked the busboard advertising shown from last season.
PREVIOUS FUNDING: 2007: $50,000; 2008: $50,000; 2009: $60,000; 2010: $70,000

29-11	**Summit County Historical Society-Brochures**	**$4,000**	**$ 4,000**

RATIONALE: This request is to reprint brochures for historic driving tours throughout Summit County. The brochures are very well done and professional. They provide information on county history that is not widely available through any other sources and could foster longer visits to the county, thereby increasing stays in hotels and patrons in restaurants. They are an important part of the support materials available for people seeking historic tourism in Summit County.
RESTRICTIONS: The funding can only be used for the reprint of the brochures**.** The committee recommends increasing the number of brochures to be printed to ensure that distribution at Park City museums and Chamber tourist centers is possible. Consideration should be given to staffing support for the County Historian to ensure that brochure distribution throughout the County is possible.
PREVIOUS FUNDING: No funding requested last year. 2008: $10,000. The previous funding included design and printing brochures, postcards and roadway signs. 2009: $6,000.

23-11	**Park City Area Restaurant Association (PCARA)**	**$ 20,000**	**$18,000**

RATIONALE: This is the 4th year for Savor the Summit. This event will again be utilizing a partnership with Mountain Town Stages to provide entertainment during a one night celebration of the restaurants of Park City. Last year, 23 restaurants, serving 2,500 people, participated in this event. This one day Grand Table event has been expanded to over 31 restaurants. The PCARA will work with lodging partners, promoting packages to make a weekend in Park City. They will be advertising in Salt Lake Magazine, Radio Stations, City Weekly, etc. They are requesting funding for advertising the event, targeting out of Summit County visitors.
RESTRICTIONS: Granted funds may be used for out of county marketing and public relations activities, including postcards and mailing, City weekly, SL Tribune, Salt Lake Magazine, Citadel Radio, KRCL radio, event website, and media expenses. Monies cannot be used for KPCW radio or Park Record print advertising.
PREVIOUS FUNDING: 2009: $25,000; 2010: $20,000

Committee Application #	Original Request	Recommended Amount

15-11 Park City Lodging Association - Promotion **$250,000** **$110,000**

RATIONALE: The Park City Lodging Association is asking for funding to continue with "banner ads" that will be on travel sites. These online ads are created so that when the web user clicks on it, they will be taken to a map of Park City and lodging partners that will allow the visitor to book directly on this web site. They will again be targeting the Quick Start message during the ski season. During the summer, they will be marketing the Stay and Play package that includes a $50.00 credit card that they will then hopefully be spending in Park City. Lodging partners would be donating discounts to be part of the promotion.

RESTRICTIONS: May be used to support online interactive marketing programs targeting visitors and stay and play gift cards. The Restaurant Tax Committee feels that the funding should be spent on only one of the two seasonal programs in order to get the most return on investment; rather than splitting up the grant funding to support both programs. Additionally, the Committee strongly supports and suggests PCLA focus on the summer media program as the winter funding for tourism and marketing for the Park City region is already well funded.

PREVIOUS FUNDING: 2007: $100,000; 2008: $109,000; 2009: $ 75,000; 2010: $100,000

24-11 Park City Soccer Club - Promotion **$15,000** **$ 10,000**

RATIONALE: This is the 8th year for this event. This year they expect 263 teams from Utah and the Intermountain area that come to the Park City area and stay three to four nights the 1st weekend in August. This is the largest soccer tournament in the state of Utah. They estimate this tournament brings in about 5,000 people that come and stay three to four nights. Their emphasis is on growing the destination teams and enhancing the program that they offer. They work with lodging partners in Park City and estimate about 400-500 room nights being generated by this program. The Event is looking to expand the reach to out-of-state teams.

RESTRICTIONS: Granted funds may only be used for marketing and promotion to teams outside of Summit County via direct mail, tournament brochures, promo packets and social media.

PREVIOUS FUNDING: 2007 No request. 2008: $ 8,000; 2009: $7,000; 2010: $10,000

28-11 Summit County Historical Society-Promotions **$3,400** **$3,400**

RATIONALE: This application is for the development, design, fabrication and installation of panels along the road at Rockport Reservoir and the Three Mile Canyon Trail. These panels help provide an opportunity for tourists to stop and be educated about the very diverse and rich Summit County History.

RESTRICTIONS: Funding can only be used for the development, design, fabrication and installation of panels along the road at Rockport Reservoir and the Three Mile Canyon Trail.

PREVIOUS FUNDING: None for this specific application.

13-11 Oakley City- 4th of July Rodeo - Advertising **$ 5,000** **$ 4,000**

RATIONALE: This request is to help with funding for advertising of the Oakley 4th of July celebration. This three day event continues to draw people from all over the Wasatch Front as well as out of state visitors. This application is for radio advertising on the Eagle station, Comcast, and advertising on Coke trucks.

RESTRICTIONS: The funding can only be used for radio or print advertising outside of Summit County. Funds cannot be used for Fireworks. The committee suggests a more detailed budget on any future grants.

PREVIOUS FUNDING: 2008 granted $2,500. 2009 granted $5000; 2010: $4000

Committee Application #	Original Request	Recommended Amount

18-11 Park City Performing Arts Foundation **$148,306** **$50,000**

RATIONALE: This application is for out-of-county marketing and advertising for the upcoming season. The Eccles Performing Arts Center has received capital and marketing funding from this tax since the Center's inception. The Center is excellent at including students and residents from all over the county in its programs. The summer events have greatly added to the Park City summer event calendar, enhancing the visitor experience. Ticket sales are up 54% when compared to the previous year. One marketing program places marketing materials inside the check cover when presented to guests at participating restaurants. Also included, are bounce back offers and special programs to restaurant patrons. The Performing Arts Foundation's shows appeal to a wide demographic audience. They develop unique marketing strategies to match the audience of each particular show

RESTRICTIONS:

Grant funding may be used to continue marketing to out-of-county residents. This may include print, radio, TV, and Web marketing efforts. The committee prohibits the use of funds for National Magazines (for example: Cowboys & Indians) as the committee had concerns with the return on investment for this type of ad.

PREVIOUS FUNDING: 2007: $50,000; 2008: $50,000; 2009: $ 60,000; 2010: $50,000

04-11 Chalk Creek Wild Woolie Sheep Dog Trial – Promotion **$10,000** **$10,000**

RATIONALE: This is the second year for this application. This applicant plans to hold a sheep dog trial on August 5-7, 2011 in conjunction with the County Fair in Coalville. They plan to bring in approximately 100 dog teams to the event. The organizers already have 70 teams signed up from all over the Western United States. There was great feedback from last year's event! The intent of the Dog Trial is to draw people from all over the Western United States to watch the dogs and handlers compete. The growth of the Sheep Dog Trials at Soldier Hollow attests to the public interest in this sport. This funding request is for $10,000 for advertising and $5000 for prize money. This event can attract more spectators if larger prize amounts are offered. The organizers plan to advertise for handlers via its web-site. The biggest advertisement for handlers is word of mouth after a good trial. The potential to grow this event is huge and the organizers are aware and excited to expand this event beyond a Meeker, Colorado Style Event, which draws large numbers of destination visitors. Advertisement funding would be used for newspapers and website production.

RESTRICTIONS: Funding needs to be used for print or radio advertising outside of Summit County and for prize money to attract top sheep dog handlers.

PREVIOUS FUNDING: 2010: $7,000.00

41-11 National Ability Center – Promotion **$11,500** **$ 8,000**

RATIONALE: This is the 26th anniversary for the NAC this year. They are trying to bring people from out of state who can utilize this facility. Last year they had around 5,000 participants come in from out of state specifically for their programs. The Wounded Warrior program is growing, and they are working with the Department of Defense for these programs. This application is asking for funding to bring out of state participants and their families who stay an average of 3.5 days to Park City. They target more main stream publications, participating with the Chamber in co-op advertising opportunities. 16% of the US population has some type of disability that NAC is targeting. 20% of NAC visitors are from out of state, and 80% are from outside of Summit County.

RESTRICTIONS: Funds may only be used for advertising that targets out of state visitors. Funds may be applied to webcasts and brochures, print media, email and web marketing efforts. Granted funding cannot be used for the Red, White & Snow or for conferences.

PREVIOUS FUNDING: 2007: $10,000; 2008: $10,000; 2009: $7,000; 2010 $10,000

06-11 City of Coalville – Super cruise **$15,500** **$ 6,000**

RATIONALE: The Coalville Super cruise will celebrate its 23rd year. This application is for advertising in SLC, Wyoming & Ogden which includes newspaper and radio. It is also for unique show awards that feature the event location and fireworks. In past years they had 308 cars which brought in a lot of visitors and vendors from out of the area.

RESTRICTIONS: Funding can be used for advertising outside of Summit County including print/internet ads attracting destination visitors and alternative marketing and support of the event through a band, awards, and sponsor tee-shirts. As part of the financial documentation we would like to see a copy of an ad (or ads) that were run.

PREVIOUS FUNDING: Did not apply in 2009; 2010: $10,000

Committee Application #	Original Request	Recommended Amount

03-11 Barrel Bash-Advertising **$5,000** **$ 2,000**

RATIONALE: This event is to reintroduce barrel racing to the Summit County Fair in 2011. This funding would be used to advertise throughout the Western United States as well as for awards and door prizes. This event will be held Aug. 6-13 in conjunction with the Summit County Fair. This is an event that has significant growth potential in the future. The adaptive horse event portion of this application was withdrawn.

RESTRICTIONS: The Granted funds are to be used for Newspaper, radio advertising outside of Summit County, and awards.

PREVIOUS FUNDING: First time application.

09-11 Mountain Town Stages **$46,000** **$25,000**

RATIONALE: This is the 11th year of funding for this organization. Mountain Town Stages programs music in Park City, Deer Valley and Canyons. Music is a key compliment to the other offerings in the county. This program has continued to expand and while its destination guest draw is limited, it provides a significant amenity to visitors offering over 286 free shows throughout the year.

RESTRICTIONS:

Granted funds may be used for the out-of-county marketing efforts of the Sun, Scenery & Sound - Live Outdoor Concerts and Canyons Summer Concerts. The funding cannot be used for The Corner Store Apres Ski Jam, Zoom Music Series, Main Street Music Crawl, and Savor the Summit programs.

PREVIOUS FUNDING: 2007: $15,000; 2008: $20,000; 2009: $20,000; 2010: $25,000

44-11 Park City Historical Society Museum **$77,966** **$ 20,000**

RATIONALE: This application is for co-op marketing with the Chamber in SLC Tribune, UTA bus wraps, SL Magazine Eblasts & Utah Museum E-blasts, update media kits and work with Main Street merchants/restaurants for promotions. The funding would also help with the strategy & creative development of these programs.

RESTRICTIONS: The committee especially likes the use of bus wraps. Funding should be used for Media advertising, specifically: UTA Bus Wraps, Salt Lake Tribune co-op ads with PC Chamber, Salt Lake Magazine Eblasts, and Utah Museum Eblasts. The committee appreciates the detailed records of out-of-county/state attendance provided by the Museum.

10-11 Mountain Trails - Promotion **$20,000** **$10,000**

RATIONALE: This application is for the support of four specific special events that take place on the trails system. The quality of our Summit County trails system has garnered international press. Use and popularity of the trails are increasing every year. They are asking for funding for advertising and tee shirt production for events.

RESTRICTIONS: This funding can only be used for website updates and enhancements, calendar listings and social media advertising. Funding can also be used towards creating and printing tee-shirts that will be given to attendees at these events.

PREVIOUS FUNDING: 2007 granted $ 18,000, 2008 granted $ 15,000, 2009 $3,000; 2010: $15,000

19-11 Park City Film Music Festival- Promo **$15,000** **$ 7,500**

RATIONALE: This year this event will be take place in three venues for 11 days. The Music Film festival has moved dates from Sundance to new dates in May; showing over 200 films this year. Film makers are expected to attend from all over the world. They distributed complimentary tickets for this event during the Sundance Film Festival hoping film goers will want to return to Park City for this event. The committee feels that this is a great time of year and there is a lot of opportunity for this event.

RESTRICTIONS: The committee feels that this event potentially could provide a lot of opportunity to become a large event during a slow time of year. The Committee strongly recommends that the applicant use an agency or consultant to help coordinate the marketing and PR of the Film Music Festival. Funding can only be used for advertising outside of Summit County: Printing & design of complimentary screening tickets, Website promotion, Face book ads, and Postcards/flyers to be distributed to other film festivals.

PREVIOUS FUNDING: 2007 grant $ 6,000 for four separate applications. 2008: They did not apply. 2009: $5000; 2010: $15,000

Committee Application #	Original Request	Recommended Amount
01-11 Adopt a Native Elder--Promotions	**$ 5,000**	**$3,000**

RATIONALE: This is truly a unique event that the Restaurant Tax committee has funded for several years. This will be the 22nd year for this event. This request is for funding advertising outside of Summit County. This event takes place the first part of November when there typically are not a lot of activities going on. Last year, over 3,000 people attended this show, 75% were estimated to be from outside of Summit County. This is considered the premier rug show in the west. They do multi-marketing to promote this show. They are currently in five national publications.
RESTRICTIONS: This funding may only be used for Wasatch Front TV spots or for SLC/Wasatch Front Newspaper advertising. Materials and information shall continue to have "Park City" labeled prominently on them.
PREVIOUS FUNDING: 2007: $ 3,000; 2008: $3,000: 2009; $3,000; 2010 $3,000

27-11 Summit County Fair Marketing	**$9,587.23**	**$7,000**

RATIONALE: This proposal is for promoting the Summit County fair. They will be purchasing advertising in the Wasatch Wave, Uinta Herald, and Morgan newspapers. Plans also include the purchase of key chains depicting the fair dates, logo, and web site that will be given out at other events to promote the fair.
RESTRICTIONS:
These funds may be used to advertise outside of Summit County in the Unita County Herald, Morgan County News and the Wasatch Wave as outlined in your proposal. The Committee would also like to support the parade marketing efforts but is restricting the use of restaurant tax funding to parades that are located outside of Summit County.
PREVIOUS FUNDING This is the first time for this application

14-11 PC Ambassadors - Promotion	**$10,000**	**$6,000**

RATIONALE: This applicant is asking for funding for entertainment for the 4th of July parade in Park City. Additional entertainment would enhance the parades appeal to visitors. The Park City Ambassadors incur all the cost of the parade except for a master festival license that the city of Park City waives. The 4th of July parade brings in thousands of out of town visitors to Park City. It is a great asset to the community. The Ambassadors are asking for funding for entertainment during and after the parade.
RESTRICTIONS: Can only be used for the marching bands in the parade and for live entertainment after the parade. Funding cannot be used for miscellaneous supplies or expenses.
PREVIOUS FUNDING: 2007: $3,620; 2008: $5,500; 2009: $6,000; 2010: $7,000

22-11 PC Gallery Association	**$ 10,000**	**$ 5000**

RATIONALE: This application requests funding to promote the Friday night gallery stroll on Park City Main Street which is held on the last Friday of each month. The attendance at this event has been 75% from outside Summit County. Funding will be used for marketing outside of Summit County in South West Magazine as well as the SLC Tribune. They are also requesting funding in conjunction with Savor the Summit, Park City Silly Market, FOH, Arts Kids, and other non-profit organizations outside of Summit County. The committee feels that the Ad in South West should compliment the standards already set by Savour the Summit and Park Silly Market Advertising Materials.
RESTRICTIONS: Funding can only be used for advertising outside Summit County in South West Magazine, SLC Tribune, and Brochures.
PREVIOUS FUNDING: 2009: $5,000; 2010: $5,000

Committee Application #	Original Request	Recommended Amount

35-11 Oakley City – Car Show **$ 8,885** **$2,500**

RATIONALE: Last year was the sixth year of the show and they had over 300 cars. This show is in September, during the shoulder season. The money raised from this show is donated to various non-for profits. Last year, they gave $8000 to both the Justice Center and the Peace House. They are asking for funding for more advertising outside of Summit County. They are working with lodging properties for special offers for attendees. More funding will be used for specific marketing such as newspapers both in SLC and in Wyoming and mailers to car clubs from outside the area. Posters and sample trophy's are used as marketing advertising at other Car Shows that they attend. The applicants provided the committee with a detailed marketing report. This should be included in their report to the county.
RESTRICTIONS: This funding can only can be used for marketing outside of Summit County, specifically: Media One, Wasatch Wave, Green River Star, Wendover Times, Uinta County Herald, Daily Herald, Daily Spectrum, and Rocky Mountain Street News. Funding may also be used for awards (Rock Trophies). The committee requests that the detailed marketing report be included in their report to the county.
PREVIOUS FUNDING: 2009: $2,000; 2010: $2,500.

07-11 Francis Town - Facility **$40,000** **$20,000**

RATIONALE: This application is for the installation of restrooms in Francis Town Park to provide additional services for bicycle riders and visitors. The park master plan includes amenities for cyclists and visitors such as public restrooms, shaded seating areas, ample parking, water, improved playing fields, etc. The restrooms will be open to the public and will help in increasing special events and tourism to the area. The restrooms will be the first phase of needed improvements for the park.
RESTRICTIONS: The funds must only be used for the purchase and installation of the restrooms. The $20,000 is contingent on Francis Town getting matching funds (for example through RAP Tax or other funding). The Bathrooms must be open to the public during standard park hours (at minimum8:00am-10:00pm) including Sundays, holidays, and special events.
PREVIOUS FUNDING: $5000 in 2001 and 2002

26-11 Summit County Fair Grounds – Facilities **$ 108,730** **$3,730**

RATIONALE: Requesting funding to repaint the grandstands to make the facilities more appealing for events. Also, requesting funding for a retaining wall and to level off a parking area to make it safer for the public. It is important to maintain this facility for the Summit County Fair and for special events that are held in the area. Triple Crown uses this facility as does bike races, family reunions, horse events, and ball games. The portion of the application for a retaining wall and grading was withdrawn.
RESTRICTIONS: Funding may be used to clean and paint the wooden grandstands**.**
PREVIOUS FUNDING: First time for this application.

02-11 Axis Freeride - Promotion **$5,090** **$1,500**

RATIONALE: This funding request is for a brochure to promote the ski jumping summer camps and daily training programs held at the Utah Olympic Park. The brochure is distributed to mailing lists from the USSA and US Snowboard Association, as well as at local hotels and the PC Visitor Center. The camps are attended by a combination of out of state destination jumpers whose families vacation in Park City, as well as Wasatch Front kids who travel to the UOP for daily or weekly camps.
RESTRICTIONS: The funding can only be used for the production & mailing of a brochure to promote Axis Freeride summer camps targeting out of County visitors. The brochure must continue to include Park City as the location of the camp.
PREVIOUS FUNDING: 2008: $2000.

Committee Application #	Original Request	Recommended Amount

20-11 Park City Film Series - Promotion **$34,800.18** **$12,000**

RATIONALE: The Restaurant Tax Committee has funded this series for several years. Event organizers reported that last winter attendees from out of Summit County increased from 20% to 28%. The applicant attributed the increase to additional advertising in Wasatch Front newspapers. The Committee feels that the series is a great community amenity and does bring additional restaurant revenue from visitors who dine out before or after the movie. Event organizers are taking a lot of initiative to develop movie & dinner packages with local restaurants and advertise the package in print and social media. They are adding a hotel component this year, and coupons are used to track out of county guests.
RESTRICTIONS: Funds may only be used for advertising outside of Summit County. Expenses may include SL Tribune & Deseret News, City Weekly, Wasatch Wave, Facebook advertising, and web design, and postcards.
PREVIOUS FUNDING: 2007: $2,000; 2008: $3,000; 2009: $7,000; 2010: $10,500.

34-11 Utah Paint Horse-Promotions **$15,000** **$2,000**

RATIONALE: This application is for a two day show in Oakley over the 24th of July. This funding request is for marketing, prizes and helping with this event. This event will attract more people to summit County that will return for other events. This event brings in about 300 people
RESTRICTIONS: This funding can only be used for advertising this event outside of Summit County and towards the judges' fees.
PREVIOUS FUNDING: First time we have seen this application.

46-11 Park City Silly Market **$20,000** **$4,500**

RATIONALE: This is the fifth year of funding this event. The event takes place every Sunday-during the summer-on Main Street in Park City. They extended their hours from 10am-4pm to get visitors into restaurants after the market. Estimated 60,000 visitors attended this event throughout the summer last year. Park City Municipal extended a $40,000 grant for marketing this event. The committee feels that this event is a great amenity for the community and offers something different for visitors to do. The committee did ask for more specifics in the marketing plan and the applicant failed to give the committee the specific information that was requested.
RESTRICTIONS: This funding can only be used to market and advertise this event outside of Summit County. The funding is to be used for Wasatch Front print media, website enhancements, or on line ads. Funding cannot be used for in-kind marketing or for staff salaries. PCSM needs to give preference to in-County food vendors to insure that Summit County Restaurant tax can increase.
PREVIOUS FUNDING: 2007: $4,000. Documentation received. 2008 $5,000; 2009: $5,000; 2010: $5000

21-11 Park City Recreation- Facilities **$10,000** **$4,000**

RATIONALE: This application is for the Park City Dirt Jump Park for new fencing, addition of sifts drains, and increasing square footage. This would make the riding surface more user- friendly to draw more people to use this facility. This is one of only 2 of these facilities of this kind in the State. They do offer summer recreation programs and camps that bring some destination visitors. The uniqueness of this facility has the potential to attract incremental destination visitors to Park City.
RESTRICTIONS: To be used for new fencing, additional sift drains, and additional square footage improvements to the park.
PREVIOUS FUNDING: This is the first time for this application.

36-11 Kamas Valley Lions Club Facilities **$14,000** **$5,000**

RATIONALE: This proposal requests funding for the improvement and upgrading of the facility with a covered pavilion, shooting tables, and new target holders for the rifle range. This will give a better experience and will increase visitation. This gun club facility has been in operation since 1989. They have been improving it every year. They host events for out-of-state visitors and have been working with concierges from Park City.
RESTRICTIONS: Funds may be used for the site preparation, concrete, and building materials for shooting range improvements.
PREVIOUS FUNDING: 2008: $5,000, 2010: $7,000

Committee Application #	Original Request	Recommended Amount
47-11 Snyderville Basin Recreation District	**$133,654**	**$20,000**

RATIONALE: This application is for partial funding to replace the four batting/golf cages located at the Field house. These are the only indoor batting cages located in Summit County. They are used for out of town sports groups including Triple Crown, as well as leagues from inside and outside of County. The cages are open to the public on Sunday morning and by reservation other days. The application indicated that the project will be phased and include funding from their capital budget, if not fully funded this year.
RESTRICTIONS: The cages must be included in promotional materials that the Chamber may distribute to out of county sport groups and be available for use by visitors to Summit County. The Committee is encouraged by the Recreation District's willingness to work as a community partner to increase tourism by providing this amenity.
PREVIOUS FUNDING: First application for this purpose.

25-11 Peoa Special Services District – Facility	**$11,600**	**$7,800**

RATIONALE: The Peoa Special Service District requested funding to help complete arena lighting and enhance opportunities for special events. Funding would help with the back hoe and back fill of the instillation of the lights as well as the cost to help put on the Peoa Stampede and Rodeo.
RESTRICTIONS: This funding can be used for advertising the Peoa Stampede outside of Summit County, Rodeo awards, and the backhoe cost to complete the lighting installation.
PREVIOUS FUNDING: 2008 granted $1000. 2009 granted $ 1000; 2010: $3,000

THE FOLLOWING APPLICATIONS ARE NOT RECOMMENDED FOR FUNDING
Due to the committee's scoring, the following applications are not recommended for funding this year. The committee did not feel that, due to their overall ranking, these projects adequately fit the criteria for Restaurant Tax Grant funding this year. This criterion includes bringing tourism into Summit County, providing restaurants with patrons, and expanding our market to destination visitors. Applications that fall within this category may be better suited for the RAP program or could need additional refinement.

12-11 Oakley City- Asphalt - Facilities	**$ 25,000**	**0**

RATIONALE: This request is for funding to asphalt the area around the concession stand that is currently a gravel surface at the baseball park that is part of the Oakley City Recreation Complex. Each year, they try to improve the area. The asphalt would help with clean up purposes and make it more attractive around the bleachers and building. This facility is used for Triple Crown, Little League, and for ball tournaments that attract participants from outside of Summit County.
RESTRICTIONS: The Oakley City Recreation Center is an outstanding complex and the committee recognizes the importance and the need to continually upgrade and maintain this facility. However due to the committee's scoring, and the ranking of this application, it is not recommended for Restaurant Tax funding this year. This criterion includes bringing tourism into Summit County, providing restaurants with patrons reenergizing the fund, and expanding our market to destination visitors.
PREVIOUS FUNDING: First application for this purpose. Oakley City Recreation Complex has received $518,000 since 2001.

11-11 Oakley City- Camp Site - Facilities	**$ 25,000**	**0**

RATIONALE: This request is to help with funding for the new camping area that Oakley is trying to develop. These sites would enhance the facility and add to opportunities for more special events such as family reunions, etc. They propose 12 new sites, with eventually full hook ups. This funding would be for building the roads, water and electricity for these sites.
RESTRICTIONS: The committee recognizes the importance and the need for publicly operated facilities like this in the area. However, due to the committee's scoring, and the ranking of this application, it is not recommended for Restaurant Tax funding this year. This criterion includes bringing tourism into Summit County, providing restaurants with patrons reenergizing the fund, and expanding our market to destination visitors.
PREVIOUS FUNDING: 2010: Application funding was not recommended for funding.

Committee Application #	Original Request	Recommended Amount
48-11 Basin Recreation District - Facilities	**$25,000**	**0**

RATIONALE: This is application is for a second phase expanding the skate park located at the Trailside park. They would also like to add shade to the venue. They may have the opportunity to work on special events and corporate partners in the area. There are very few of these facilities in the area.

RESTRICTIONS:

The committee recognizes the importance and the need for publicly operated facilities like this in the area. However due to the committee's scoring, and the ranking of this application, it is not recommended for Restaurant Tax funding this year. This criterion includes bringing tourism into Summit County, providing restaurants with patrons reenergizing the fund, and expanding our market to destination visitors.

PREVIOUS FUNDING: First time for this application.

05-11 City of Coalville – Pig Roast Festival	**$15,000**	**0**

RATIONALE: This application was previously under the Mountain Spirit Heritage Festival. Last year, Coalville City took over this event and renamed it. Activities included a wagon train, dinner, rodeo, artisans, crafts people and many other activities. This was a free event. Last year, they had over 800 people attend the event. The plan, this year, is to change this event from a freebee to a competitive BBQ cook off event. They will charge a nominal fee for the food. They are hoping to change this event from a community free event to a tourism driver. They are requesting seed money to help get this "new" event off the ground. They are saying that they would spend a portion of the money they were given last year and give the rest back. This year they are asking for funding for next year for the competitive BBQ event. They would target the Utah BBQ Association to become a sanctioned event

RESTRICTIONS: The event changed from the application that was originally proposed. The Committee felt that this application did not adequately fit the criteria of bringing in tourism and increasing restaurant sales within the county. During the interview process the applicant stated that the funds granted last year have not been fully exhausted, and requested the ability to redirect the remaining funds to this year's reconfigured event. The Committee recommended that the applicant would need to make that request to the County Manager.

PREVIOUS FUNDING: 2007: $2,000; 2008: $3,000 as the Mountain Spirit Festival; 2009: $4,000; 2010: $8,000