

**Utah Office of Tourism  
Board Conference Call  
Monday, August 23, 2010 – 9:00 a.m.  
Council Hall/Capitol Hill  
300 North State Street  
Salt Lake City, UT**

---

**Present**

**Board Members (Via Phone)**

Steve Lindburg  
John Holland  
Nathan Rafferty  
Bill Malone

Joel Racker  
Pam Hilton  
Georgianna Knudson  
Steve Burr

**Staff**

Leigh von der Esch  
Tracie Cayford

Dave Williams  
Barbara Bloedorn

**Call to Order**

After the participants identified themselves, Leigh reviewed the details of the Western Legends Roundup request.

**Details of Request**

The Western Legends Roundup is a large festival in Kane County - probably the county's biggest event of the year. It includes cowboy poetry, entertainers, shooters, art exhibits while also honoring Hollywood Heroes with a connection to the area. Western Legends has requested \$10,000 to promote the festival. This is a partnership with Tourism and Film, inasmuch as the Utah Film Commission is involved in the festival.

With board approval, the UOT will promote the festival on its events calendar and will pay 75% up-front and wait to pay the remaining 25% until the event is completed and a report with results and invoices is submitted.

Western Legends promises to do the following:

- place a UOT ad in the festival program
- sponsor acknowledgment in all appropriate collateral materials
- Include the Utah Life Elevated® logo on all marketing materials and websites directed to out-of-state visitors
- UOT signage to be displayed at the event
- Provide a written report of results within 90 days of completion of the event including attendance data, out-of-state visitors, ticket sales, hotel occupancy and/or room nights and TRT and restaurant tax revenues received by the county during the event.

The UOT had heard that a request would be made and it was discussed with the board at the retreat back in April, so it's not a surprise, but we didn't have the formal request at that time. The general consensus at the retreat was that if the request came in, it should be funded from the summer ad budget, but Western Legends should be encouraged to apply for co-op funds in the future.

Some of the board members briefly discussed the Co-op Marketing Program and the importance of providing out-of-state visitor information in all applications.

Steve Burr asked if information on out-of-state visitors from past Western Legends Roundups was available. Leigh reported that she will obtain that information and provide it to the board.

Joel asked why Western Legends did not apply for Co-op funding in the current round. Leigh explained that this is the third year we have given the event funds and the original request had come from the Legislature.

John Holland asked for confirmation that this request is for 2010 and not for 2011. He wondered why the physical request was arriving so late since the event is next week. Leigh reported that the verbal request had come in the spring, but the written request came much later. She also reported that this event was discussed at the retreat in April and was a line item in the budget that the board approved at the meeting in May.

**Motion:** After a brief discussion, Steve Burr made a motion to fund \$10,000 out of the summer ad budget for the 2010 Western Legends Roundup. John Holland seconded the motion. The motion passed unanimously.

Meeting adjourned, the next board meeting will be held September 9<sup>th</sup> in Brian Head.