



CITY OF PARK CITY, KANSAS
COUNCIL CHAMBERS
1941 E. 61ST STREET NORTH

**Convention and Tourism Board
January 4, 2022, 5:30 P.M.**

ROLL CALL

MEETING CALLED TO ORDER

APPROVAL OF AGENDA

APPROVAL OF THE MINUTES FOR NOVEMBER 8, 2021

PUBLIC FORUM

NEW BUSINESS

- 1. DISCUSS AND CONSIDER NCRA RACING SERIES REQUEST FOR \$4,500 - C RAY HALL**
- 2. DISCUSS AND CONSIDER 2022 NAIA WRESTLING CHAMPIONSHIP FOR \$15,000 – BEN BOLANDER**
- 3. DISCUSS AND CONSIDER HARTMAN ARENA (ANNUAL ARENA PARTNERSHIP, \$25,000) – BEN BOLANDER**
- 4. BUDGET**

ADJOURN

Next regular meeting date: Tuesday, March 1, 2022, 5:30 p.m., Park City Administration Center chamber. (Regular meetings are held every other month, first Tuesday, 5:30 p.m. Administration Center.) Warren's phone # 316-250-3617, or email @ hardyncra@gmail.com

**MINUTES OF THE CONVENTION AND TOURISM BOARD OF
THE CITY OF PARK CITY, KANSAS
COUNCIL CHAMBERS – 1941 E. 61ST STREET NORTH
November 8, 2021**

ROLL CALL

The following were present: Warren Hardy, Ben Bolander, Scott Crawford, Kimberly Madison, Jack Whitson, Jennifer Wells, and Glen Lang. Neil Bhula and Karen Haughawout were absent.

Also present: Board Secretary Marlo Rugg.

VISITORS

None.

MEETING CALLED TO ORDER

The meeting was called to order by Board Chair Warren Hardy at 7:15 pm.

APPROVAL OF THE AGENDA

Board Member Scott Crawford moved to approve the agenda. Board Member Kimberly Madison seconded the motion. Motion carried 6-0.

AWARDS AND PRESENTATIONS

None

APPROVAL OF MINUTES

Board Member Ben Bolander moved to approve the minutes of the September 7, 2021 meeting. Board Member Glen Lang seconded the motion. Motion carried 5-0-1.

PUBLIC FORUM

None.

NEW BUSINESS

1. DISCUSS AND CONSIDER UPGRADE/IMPROVEMENTS TO ELECTRONIC MARQUEE SIGNS LOCATED ON 61ST AND 53RD

City Administrator Sean Fox stated in March, 2010, Council approved the construction of two electronic marquee located on 61st and 53rd streets for a cost of \$145,343, utilizing MTBE funds.

Mr. Fox stated over the years, the signs have been invaluable conveying information and community events information to our residents. He stated the signs are displaying effects of weathering and dated technology. Mr. Fox stated a quote from Miracle Signs to upgrade/refresh both signs with the

latest technology was included in the agenda packet. He stated the first quote is simply a refresh the lower graphics of each sign (both sides). Mr. Fox stated the cost for this option is \$2,095.15 per sign (\$4,190.30 for both).

Mr. Fox stated the second quote is the more expensive option to upgrade the technology by removing the existing 23mm LED display and replacing it with 10mm pixel pitch LEDs. 10mm pixel pitch more than doubles the current resolution of the signs. The second quote also includes replacing all internal lighting with new LED modules, power supplies and comes complete with all software, set-up, connections, and training, as well as refreshing the lower graphics. The cost of this option is \$50,560.09 per sign (\$101,120.18 for both). Both quotes are good for 30 days.

A discussion ensued. It was discussed whether the City could find a cheaper quote through another vendor.

Board Member Jack Whitson moved to approve \$50,000 for electronic marquee signs. Board Member Kimberly Madison seconded the motion. Motion carried 6-0.

2. DISCUSS AND CONSIDER TRIUMPH WRESTLING CLUB REQUEST FOR FUNDING - \$10,000

Nate Blevins stated his request for funding support in the amount of \$10,000. Mr. Blevins stated Triumph Wrestling was formed in 2017. He stated that they will be hosting a National level wrestling event at Hartman Arena on December 11, 2021. Mr. Blevins stated the request for funding was to help offset a portion of the expected facility costs.

A discussion ensued.

Board Member Jack Whitson moved to approve \$10,000 contingent the name of the event is changed to the Park City Warrior Clash, the Park City hotels are listed on the website, and the check is made out to Hartman Arena. Board Member Jennifer Wells seconded the motion. Motion carried 6-0.

3. DISCUSS AND CONSIDER HARTMAN ARENA REQUEST FOR FUNDS FOR THE PRCA RODEO- \$10,000

Ben Bolander stated this would be the fifth year for the rodeo to be in Park City. He stated the event fills hotels and generate revenue for local business.

Board Member Jennifer Wells moved to approve \$10,000 for Hartman Arena. Board Member Kimberly Madison seconded the motion. Motion carried 5-0-1 (Ben Bolander abstained.)

I.

4. DISCUSS AND CONSIDER KCAC REQUEST FOR FUNDS FOR THE KCAC MEN'S AND WOMEN'S BASKETBALL CHAMPIONSHIPS - \$13,500

Scott Crawford stated this is year three of a three-year agreement for the KCAC Men's and Women's basketball championships. He stated the event will be broadcasted on ESPN3. He stated the event will be promoted through Facebook, Twitter, and Instagram. Mr. Crawford stated the event draws in great crowds for business.

Board Member Jack Whitson moved to approved Item #4 and #5. Board Member Ben Bolander seconded the motion. Motion carried 6-0.

5. DISCUSS AND CONSIDER KCAC REQUEST FOR FUNDS FOR THE NAIA’S OPENING ROUND BASKETBALL TOURNAMENTS - \$25,000

Scott Crawford stated four teams will be represented in each of the Men’s and Women’s tournaments. He stated this will benefit Park City’s hotels, restaurants, and shops with fans coming to support their teams. He stated the referees will be staying at the Sleep Inn.

BUDGET

Board Secretary Marlo Rugg went through the budget.

ADJOURN

Board Member Jennifer Wells moved to adjourn. Board Member Kimberly Madison seconded the motion. Motion carried 6-0.

Attest:

Marlo Rugg, Recording Secretary

The foregoing minutes were considered at the January 4, 2022 meeting and approved with the following amendment _____.

The vote to approve the minutes _____.



Administration Center - 1941 E 61st Street North - Park City, Kansas 67219
Office: 316-744-2026 Fax: 316-744-3865

Convention & Tourism Funding Application

Applicant Name
 Organization/Group
 Address
 Contact Person
 Mailing Address
 Phone(s)

National Championship Racing Association (NCRA)
C. Ray Hall
email - mglisa44@gmail.com
444 No. Oliver, Lechi, Ks. 67067
316-364-3093

Submitting an application does not ensure funding. Funding is awarded on a competitive basis. Please address each section of this application fully.

1. Description of Project (attach extra sheet(s) if necessary):
 This description must include all relevant details (i.e. requested funding for print advertising must include name of newspaper or magazine, size of ad, number of ads, times run, sample copy, current advertising rates and projected rates. Just stating "funding for ads in Wichita Eagle" will not be sufficient. Similar detail must be provided for other types of projects).

The NCRA Racing Series again in 2022 will recognize Park City, Ks. as the official Home of the 51 year old racing series through each event in 2022 -

2. Purpose of Project (attach extra sheet(s) if necessary):

To attract race fans & teams to make Park City, Ks a destination during travel to & from events in 2022 -

3. Why Project should be funded from Park City Transient Guest Tax Revenue:

The NCRA Racing Series has exposure to thousands of fans/race teams/sponsors who could make Park City a destination for over-night travel, fuel, food, etc -

5. Amount Requested: 4,500.00 (Same since 2011)

6. Specific breakdown of how and when funds will be used:

See Hand Out

7. Other funding being sought or anticipated for this Project (include source, amount and use):

Source	Amount

I acknowledge that acceptance of this Project for funding by the Park City Convention & Tourism Committee is subject to the availability of funds for such projects in its budget and the authorization of such expenditure by the City Council of Park City, Kansas.

NEITHER THE CITY OF PARK CITY, NOR THE CONVENTION & TOURISM COMMITTEE IS RESPONSIBLE FOR SECURITY AT YOUR PROJECT.

C. Ray Hall

Authorized Signature of Applicant

C. Ray Hall

Typed or printed name of authorized signer

Date Signed: 12-16-21

Return to the City of Park City, 1941 E. 61st Street North, Park City, KS 67219



Convention & Tourism Funding Application

Applicant Name	
Organization/Group	Hartman Arena / NAIA Wrestling Championship
Address	8151 N. Hartman Arena Dr. Park City, KS 67147
Contact Person	Ben Bolander
Mailing Address	8151 N. Hartman Arena Dr. Park City, KS 67147
Phone(s)	1 st 316-744-8880 2 nd 316-633-3900 3 rd

Submitting an application does not ensure funding. Funding is awarded on a competitive basis. Please address each section of this application fully.

1. Description of Project (attach extra sheet(s) if necessary):
 This description must include all relevant details (i.e., requested funding for print advertising must include name of newspaper or magazine, size of ad, number of ads, times run, sample copy, current advertising rates and projected rates. Just stating "funding for ads in Wichita Eagle" will not be sufficient. Similar detail must be provided for other types of projects).

The 2022 NAIA National Wrestling Championships will take place March 4th – 5th, 2022 at Hartman Arena. This event will feature 236 wrestling athletes who will compete for the National Championship. The requested funding will be for a full-page ad in the event programs, a spot for a business display booth on the concourse, and staffing expenses and chance to work with local Park City businesses to put up welcome banners for the athletes and working members of NAIA.

2. Purpose of Project (attach extra sheet(s) if necessary):
 The purpose of this project is to provide the athletes, their guests, and the client with a positive and welcoming experience to strengthen our continuing relationship, meanwhile showcasing the offerings and hospitality of Park City and its community.

3. Why Project should be funded from Park City Transient Guest Tax Revenue:
 The event, which will be held at Hartman Arena, would help drive traffic to local businesses in Park City. With athletes and their families having to travel to Park City, this will bring revenue to the hotels, restaurants, and other amenities Park City has to offer. Park City can expect visitors throughout the first week of March.

4. How Project will benefit Park City and add tourism:
Park City and its local businesses will benefit from the event, by the incoming participants and their families looking for places to eat, sleep, and shop.

5. Amount Requested: \$15,000

6. Specific breakdown of how and when funds will be used:
These funds will be used for advertisement of the event and creating signage to welcome visitors and showcase local Park City businesses.

7. Other funding being sought or anticipated for this Project (include source, amount and use):

Source	Amount

I acknowledge that acceptance of this Project for funding by the Park City Convention & Tourism Committee is subject to the availability of funds for such projects in its budget and the authorization of such expenditure by the City Council of Park City, Kansas.

NEITHER THE CITY OF PARK CITY, NOR THE CONVENTION & TOURISM COMMITTEE IS RESPONSIBLE FOR SECURITY AT YOUR PROJECT.

 Authorized Signature of Applicant

 Typed or printed name of authorized signer

Date Signed: _____

Return to the City of Park City, 1941 E. 61st Street North, Park City, KS 67219

Considered by Convention & Tourism Committee on _____: Approved Disapproved

Amount approved: \$ Vote: Comments: _____

Considered by the City Council on _____: Approved Disapproved



Administration Center -1941 E 61st Street North - Park City, Kansas 67219
Office: 316-744-2026 Fax: 316-744-3865

Convention & Tourism Funding Application

Applicant Name _____

Organization/Group Hartman Arena / Annual Partnership

Address 8151 N. Hartman Arena Dr. Park City, KS 67147

Contact Person Ben Bolander

Mailing Address 8151 N. Hartman Arena Dr. Park City, KS 67147

Phone(s) 1st 316-744-8880 2nd 316-633-3900 3rd 316-708-4575

Submitting an application does not ensure funding. Funding is awarded on a competitive basis. Please address each section of this application fully.

1. Description of Project (attach extra sheet(s) if necessary):

This description must include all relevant details (i.e., requested funding for print advertising must include name of newspaper or magazine, size of ad, number of ads, times run, sample copy, current advertising rates and projected rates. Just stating "funding for ads in Wichita Eagle" will not be sufficient. Similar detail must be provided for other types of projects).

Funds will go towards the continued partnership between Hartman Arena and Park City Convention and Tourism. This assistance allows Arena Management to offset expenses for events and building improvements to
continue creating and hosting events that drive traffic to the Park City area. The sponsorship pays for annual signage (digital & static) inside and outside Hartman Arena.

2. Purpose of Project (attach extra sheet(s) if necessary):

To continue the strong relationship/partnership with Park City and Park City Convention & Tourism.
An annual partnership allows the arena to create traffic-driven events which provide incoming travel to Park City's community.

3. Why Project should be funded from Park City Transient Guest Tax Revenue:

The events held at Hartman Arena drive traffic to local businesses. The signage in the building is a reminder to guests we are residents of Park City and to explore all of Park City's offerings.

4. How Project will benefit Park City and add tourism:

Previously mentioned in section 3.

5. Amount Requested: \$25,000

6. Specific breakdown of how and when funds will be used:

These funds will be used throughout the year for various event signage and promotions, along

with as needed building improvements. One payment for March 2022.

7. Other funding being sought or anticipated for this Project (include source, amount and use):

Source	Amount

I acknowledge that acceptance of this Project for funding by the Park City Convention & Tourism Committee is subject to the availability of funds for such projects in its budget and the authorization of such expenditure by the City Council of Park City, Kansas.

NEITHER THE CITY OF PARK CITY, NOR THE CONVENTION & TOURISM COMMITTEE IS RESPONSIBLE FOR SECURITY AT YOUR PROJECT.

Authorized Signature of Applicant

Typed or printed name of authorized signer

Date Signed: _____

Considered by Convention & Tourism Committee on _____: Approved Disapproved

Amount approved: \$ Vote: Comments: _____

Considered by the City Council on _____: Approved Disapproved
