



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

**Convention and Tourism Board
September 1, 2020, 7:15 P.M.**

ROLL CALL

MEETING CALLED TO ORDER

APPROVAL OF AGENDA

APPROVAL OF THE MINUTES FOR JULY 7, 2020

PUBLIC FORUM

NEW BUSINESS

- 1. DISCUSS AND CONSIDER WICHITA TOY RUN – TERISA OLSON - \$2,888**
- 2. DISCUSS AND CONSIDER 81 SPEEDWAY – KATI SARTAIN - \$10,000**
- 3. KCAC UPDATE – SCOTT CRAWFORD**
- 4. DISCUSS AND CONSIDER MISSION STATEMENT**
 - a. "To market Park City, Ks. and to advocate for the city as a destination, increasing travel and tourism as a key economic driver of the Hotels, Restaurants, Attractions, Shopping Areas and all Park City, Ks. businesses."
- 5. DISCUSS AND CONSIDER PUROSE OF C & T**
 - a. To be an economic driver to Park City, Ks. aiding special events, entertainment venues, and sporting events with supplemental funds and support.
- 6. DISCUSS AND CONSIDER C & T MESSAGE**
 - a. We are here to listen and entertain proposals from events that would have an economic impact on Park City, Ks

7. BUDGET

ADJOURN

Next regular meeting date: Tuesday, November 3, 2020, 7:15 p.m., Park City Administration Center chamber. (Regular meetings are held every other month, first Tuesday, 7:15 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
July 7, 2020**

ROLL CALL

The following were present: Hank Blasé, Karen Haughawout, Warren Hardy, Carol Jones, Kimberly Madison, Ben Bolander, and Jack Whitson. Board Members Jennifer Wells, Neil Bhula, and Scott Crawford were absent.

Also present: Board Secretary Marlo Rugg.

VISITORS

Dana Walden
Sean Fox
Jamie Johnson
Tom Jones

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 Kim Madison moved to approve the agenda. Board Member Karen Haughawout seconded the motion. Motion carried 7-0.

APPROVAL OF MINUTES

Board Member Hank Blase moved to approve the minutes of March 3, 2020. Board Member Jack Whitson seconded the motion. Motion carried 7-0.

PUBLIC FORUM

None.

BOARD MEMBER REPORTS

Board Member Warren Hardy stated the 4th of July Car Show had over 400 cars, and 81 Speedway's Event was well attended that weekend as well. He stated the 4th of July fireworks display was spectacular.

NEW BUSINESS

1. DISCUSS AND CONSIDER REQUEST FOR FUND FOR PARK CITY BMX

Jamie Johnson with the Park City BMX stated her initial request was for \$5,000 for an extension of asphalt out of two turns on the track. She stated she was encouraged to get an estimate on what the cost to seal the track because it is deteriorating. Ms. Johnson stated the cost to seal the track is not something she is requesting for at this time. She stated when it rains, it causes problems on the track where the two turns

are located. Board Member Jack Whitson stated he was not opposed to the repairs and he thinks it needs to be a City project that is bid by the City. Mr. Whitson recommended having the City Engineer get bids to have the repairs done properly. Mr. Whitson stated the track was completely asphalted three years ago. He recommended having the track sealed annually. A discussion ensued.

Board Member Jack Whitson moved to have the City Administrator contact the City Engineer and put together a bid package for the work that needs done at the Park City BMX track.

Board Member Kimberly Madison seconded the motion. Motion carried 7-0.

2. DISCUSS AND CONSIDER SHARED SOCIAL MEDIA AND COMMUNICATIONS COORDINATOR POSITION

City Administrator Sean Fox stated he proposes the City share with the Convention and Tourism a Social Media and Communications Coordinator position. Mr. Fox stated the position would work between twenty-five and thirty hours a week. He stated that would be an annual cost of \$42,000. Mr. Fox stated the City has \$27,000 in the City's budget, and he requested Convention and Tourism partner with the City 50/50 to help pay for this position. He stated the benefits of the partnership. Mr. Fox stated the job description has been created for the position and the City has received several resumes.

Board Member Kimberly Madison stated she likes the idea and sees the need. Ms. Madison stated she would like to see the job duties clearly defined and how the person's time is managed. Mr. Fox stated there is a long list of tasks that need to be done. He stated there is no priority as to what needs to be done for the City or Convention and Tourism. Mr. Fox stated the person selected to take the position will be given certain expectations. Ms. Houghawout asked if the contract was a yearly contract. Ms. Walden stated the contract could be done on a yearly basis. She stated the Social Media and Communications Coordinator that is chosen will focus to getting the Convention and Tourism page on the City website complete. A discussion ensued.

Board Member Kimberly Madison moved to approve \$21,000 for the Social Media and Communications Coordinator Position with a preference that the position be on a contractual basis.

Board Member Ben Bolander seconded the motion. Motion carried 7-0.

3. DISCUSS AND CONSIDER \$50,000 FOR BALLFIELD IMPROVEMENTS

City Administrator Sean Fox stated during the recent budget workshop, the Finance Director informed Council that there are some unencumbered cash reserves that have been under utilized over the past couple of years. He stated Council recommended updating the ballfields. He stated the intent is to attract more ballgames to the City. Board Member Jack Whitson stated the City's ballfields are in a floodplain which causes issues. Mr. Fox stated that 67% of ballfields in the U.S. are in a floodplain, however the Council wishes to budget for improvements in the 2021 Budget. Mr. Fox stated staff contacted Scott Martin, the youth baseball director, and Mr. Martin is willing to match up to \$100,000 for ballfield improvements. He stated the City has budgeted \$50,000 in the General Fund Parks Department and is requesting Convention and Tourism to budget \$50,000 for ballfield improvements.

Board Member Hank Blasé moved to approve \$50,000 to be budgeted in the 2021 Convention and Tourism Fund budget to add to the City’s \$50,000 budgeted contribution with a matching \$100,000 from Scott Martin’s organization for ballfield improvements.

Board Member Kimberly Madison seconded the motion. Motion carried 7-0.

4. DISCUSS AND CONSIDER HARTMAN ARENA’S SUMMER PARKING LOT CONCERT SERIES

Ben Bolander with Hartman Arena stated Hartman Arena is wanting to host parking lot concerts. He stated they are looking at holding three concerts in August. Mr. Bolander stated the plan is to have local bands play with food trucks as well. Mr. Bolander requested \$2,000 per show.

Board Member Jack Whitson moved to sponsor the Hartman Arena Summer Concert Series at \$2,000 per concert, not to exceed \$8,000.

Board Member Karen Haughawout seconded the motion. Motion carried 6-0-1 (Ben Bolander abstained).

5. DISCUSS AND CONSIDER CLEAR BAGS

A discussion ensued about clear tote bags. No action was taken.

6. BUDGET

Board Secretary Marlo Rugg briefly went through the budget spreadsheet.

ADJOURN

Board Member Jack Whitson moved to adjourn. Board Member Hank Blase seconded the motion. Motion carried 7-0.

Attest:

Marlo Rugg, Recording Secretary

The foregoing minutes were considered at the September 1, 2020 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: 316-744-3866

Convention & Tourism Funding Application

Applicant Name _____
 Organization/Group Wichita Toy Run Association
 Address _____
 Contact Person Terisa Olson
 Mailing Address PO Box 782493
Wichita, KS 67278
 Phone(s) 1st 316-619-56267 2nd 3rd

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).

Request funding for Park City police escort for the Wichita Toy Run being held on November 1, 2020
The event will travel through Park City on Broadway Street from 53rd street to Hartman Arena.
The anticipated cost for the 2020 police escort is \$2888.00

2. *Purpose of Project* (attach extra sheet(s) if necessary):
The purpose of the Wichita Toy Run Event is to collect toys and cash donations for
The Salvation Army and United States Marine Corps Christmas programs for
underprivileged children in our community as well as a donation to the Kansas Food Bank.

3. *Why Project should be funded from Park City Transient Guest Tax Revenue:*
The Wichita Toy Run Association respectfully requests financial assistance to aid in
the cost of expenses incurred to promote a safe environment during the event for
spectators and participants. Financial support from the Park City Tourism Board will
increase the funding provided to the recipients of the toy run event

An estimated 3,000 - 3,500 participant and spectators support the Wichita Toy Run event. The destination location at Hartman Arena is ideal for an increase in commerce to Park City before and after the conclusion of this event due to the convenience of many local businesses along the processional route

5. Amount Requested: \$2888.00

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

All funding provided by the Park City Tourism Board will be used for the police escort in Park City

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

Source	Amount
The Wichita Toy Run Association receives funding from various sponsors, sales of commemorative buttons and shirts, and generous personal donations	

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.

Terisa R. Olson

Terisa R. Olson

Authorized Signature of Applicant

Typed or printed name of authorized signer

Date Signed: 8/17/2020

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	F.O.E Enterprises, LLC dba 81 Speedway		
Organization/Group	_____		
Address	John Allen or Kati Sartain		
Contact Person	7700 N Broadway - Park City, KS 67219		
Mailing Address	620-431-8073 316-288-6711		
Phone(s)	1 st	2 nd	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). See Attached

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

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

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

See Attached

5. Amount Requested: \$10,000

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

See Attached

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.

Kati Sartain

Authorized Signature of Applicant

Kati Sartain

Typed or printed name of authorized signer

Date Signed: August 24, 2020

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

For Official Use Only

Considered by Convention & Tourism Committee on _____: Approved Disapproved

Amount approved: \$ _____ Vote: _____ Comments: _____

Considered by the City Council on _____: Approved Disapproved

F.O.E Enterprises, LLC dba 81 Speedway
7700 N Broadway
Park City, KS 67219
Contact: Kati Sartain 316-288-6711 or John Allen 620-431-8073

Question 1:

The United States Racing Association (USRA) Modified Spooktacular race scheduled for Saturday October 31, 2020 is a national touring event that will bring not only our local competitors and spectators but competitors and spectators from all across the United States and Canada. We will be promoting this event by offering a large purse, including \$10,031 to win, for the competitors and directly recruiting drivers. We will be advertising on the radio with 107.9 KWLS and 93.9/1040 KGSO. We also have a weekly radio show that broadcasts Thursday evenings on 93.9/1040 KGSO and Facebook Live to promote our facility, events, and the community. We will spend over \$1000 in radio promotions prior to this event.

Publicization of this event is already being done through our website (www.race81speedway.com), Facebook, Twitter, and Instagram.

Since purchasing the speedway in December, we have replaced the grandstands with all ADA compliant aluminum bleachers, completed major plumbing upgrades, and made many aesthetic improvements to the facility. We have had significant positive feedback regarding the improvements of 81 Speedway.

Question 2:

The purpose of this project (event) is to yield positive economical and entertainment impact for 81 Speedway and Park City. 81 Speedway employs 50 people on race nights, all of which are paid through payroll, therefore have taxable wages. Most are local and circulate their earnings in Park City. Another value to hosting this national event is it will be covered by pay-per-view racing news, gaining national attention. Motels, restaurants, convenience, grocery, and auto parts stores will be significantly affected by the influx of these visitors to Park City, but all retailers could benefit from the increase of people attending the event. Covid-19 has made a significant impact on all local businesses. Although we were forced to cancel the first 2 months of our racing season, we have been able to adapt to health guidelines and safely reopen. We believe other area businesses have been positively impacted our ability to host events. Along with the racing event on October 31, we also plan to have various other sponsor promotions and Halloween activities for the entire family to enjoy. This will be a great community event for the area.

This event is in conjunction with 3 other races in the region with a combined 1st place purse of over \$35,000. Our event alone will have a total purse in excess of \$40,000. Sunday's event takes place in Humboldt, Kansas so we expect many participants and spectators to stay overnight in Park City.

Question 3:

We are expecting over 100 competitors from all over the United States and Canada for this event. This will have a significant economic impact. Many of these visitors will contribute to the

transient guest tax fund with stays in local hotels. We have partnered with many of the local hotels to promote their amenities and encourage our visitors to support these establishments

Question 4:

We have spent a great amount of money on facility improvements to attract a wider array of people to Park City. We have supported local businesses by patronizing them for supplies and merchandise as much as possible. Park City also benefits from the sales tax generated from pit pass sales, grandstand admission, concessions, and merchandise sales. We value the partnership with city of Park City and the Convention & Tourism Board.

Question 5:

\$10,000.00

Question 6: These funds will help fund the large prize purse, which is the major attraction for drivers, especially those that face travel expenses.

Question 7:

All other funding for this event will be provided by 81 Speedway. USRA provides some track officials, promotion of the event, and other in-kind contributions, but no additional funding.
