

Request Name: Larry H. Miller Utah Summer Games

Description: Support for Utah's largest amateur sports festival held in rural Cedar City.

Agency: Economic Development

Purpose: This event brings amateur athletes from all over the state to participate in scores of events promoting teamwork, collegiality, and overall health and wellness.

Private Not For Profit

Request \$50,000 ongoing General Fund FY 2020



**The Larry H. Miller Utah Summer Games respectfully requests \$50,000 in ongoing funds to support Utah’s premier amateur sports festival in rural Cedar City.**

The Larry H. Miller Utah Summer Games were founded in 1986 in Cedar City to provide top-quality amateur competition in a wide range of sports while contributing to the rural city’s economic impact. The 34rd annual Summer Games are scheduled as early as March 29<sup>th</sup> through June 23<sup>rd</sup>, 2019. Registration is open to all Utahans of all ages and athletes from neighboring states. Adding upon a 5-year average of 9,200 athletes annually, the goal is to increase participation numbers to 10,000 over the next 3-5 years.

**The Utah Summer Games generates tax revenue, enhances tourism and builds Rural Utah culturally and economically.**

The financial figures bellow are derived from Sales Tax numbers that are reported to the State of Utah from the Businesses in Iron County. As one can observe in the sales tax report. June is one of, if not the highest reported Sales, TRT & RAP tax revenue months in Iron County and has been historically for many years. The Larry H. Miller Utah Summer Games are a significant economic contributor to the Iron County Economy.

**Consistent increasing participation by out-of-state athletes: 735 in 2018, 622 in 2017, and 540 in 2016.**

- Estimated sales tax revenue generated for Cedar City as a result of the games in June 2018 is **\$672,629.00**
- The Recreation Arts and Parks Sales Tax generated **\$66,743.00** in June 2018 These funds are distributed to directly impact other events in Cedar City.
- Transient Room Tax revenues for June in 2018 totaled **\$32,029.00.**
- The Games provide and promote a healthy, family environment in concert with the overall ideology of the population of Cedar City and Utah.

**2018 Participant Information**

Total Number of Athletes.....	9225	% of Athletes in Individual Sports.....	29%
Volunteers.....	1200	% of Athletes in Team Sports.....	71%
Most Senior Athlete.....	87	Youngest Athlete.....	4
Utah Counties Represented in 2018.....	26	Number of Sports .....	38
Opening Ceremonies Tickets sold.....	5492	Block Party.....	8000
Athletes at Opening Ceremonies.....	4000	Party in the Park.....	3500

**\*The numbers above are representative of individuals served. The total number of athletes 9,225 are estimated to bring an additional 3 -5 individuals with them as some form of support increasing the number of people coming to Cedar City for the Games to 40,000 – 50,000. These numbers are not counting the additional special events (i.e. Opening Ceremonies, Party in the Park, Block Party) that bring in an additional several thousand people.**



CEDAR CITY CORPORATION							
SALES TAX REPORT							
	2014	2015	2016	2017		2018	
Month	Sales Tax Revenue	Sales Tax Revenue	Sales Tax Revenue	Sales Tax Revenue	Vs Prior Year	Sales Tax Revenue	Vs Prior Year
Jan	\$ 395,781	\$ 392,872	\$ 419,696	\$ 432,605	3%	\$ 501,673	16%
Feb	385,515	369,343	418,780	507,360	21%	517,974	2%
Mar	493,478	499,872	586,216	565,690	-4%	589,397	4%
Apr	374,817	429,159	411,027	463,929	13%	515,358	11%
May	421,634	432,098	489,748	521,951	7%	635,677	22%
Jun	526,476	554,445	571,513	658,559	15%	672,629	2%
Jul	432,363	472,249	505,603	536,822	6%	629,254	17%
Aug	453,968	481,893	525,404	607,207	16%	622,823	3%
Sep	507,777	562,386	589,640	596,659	1%	-	0%
Oct	419,074	449,709	470,616	533,416	13%	-	0%
Nov	401,078	417,246	480,083	560,578	17%	-	0%
Dec	543,421	610,274	622,379	653,715	5%	-	0%
<b>Total</b>	<b>\$ 5,355,383</b>	<b>\$ 5,671,544</b>	<b>\$ 6,090,704</b>	<b>\$ 6,638,491</b>	<b>9%</b>	<b>\$4,684,785</b>	<b>-23%</b>
RECREATION ARTS & PARKS SALES TAX REPORT							
	2014	2015	2016	2017		2018	
Month	RAP Tax Revenue	RAP Tax Revenue	RAP Tax Revenue	RAP Tax Revenue	Vs Prior Year	RAP Tax Revenue	Vs Prior Year
Jan	\$ 35,140	\$ 33,867	\$ 38,604	\$ 37,306	-3%	\$ 44,640	20%
Feb	34,064	31,174	38,162	47,056	23%	46,488	-1%
Mar	43,863	43,403	54,663	52,840	-3%	53,591	1%
Apr	35,975	41,334	39,087	42,720	9%	47,565	11%
May	38,451	41,613	45,995	50,198	9%	61,497	23%
Jun	49,728	52,450	55,919	62,920	13%	66,743	6%
Jul	38,444	43,440	46,848	52,077	11%	61,011	17%
Aug	40,516	43,775	49,003	56,486	15%	60,324	7%
Sep	46,163	54,289	57,849	56,885	-2%	-	0%
Oct	36,413	41,748	44,097	50,386	14%	-	0%
Nov	35,307	36,532	45,440	53,425	18%	-	0%
Dec	43,645	54,776	55,203	58,257	6%	-	0%
<b>Total</b>	<b>\$ 477,710</b>	<b>\$ 518,401</b>	<b>\$ 570,869</b>	<b>\$ 620,557</b>	<b>9%</b>	<b>\$ 441,858</b>	<b>-23%</b>
TRANSIENT ROOM SALES TAX REPORT							
	2014	2015	2016	2017		2018	
Month	TR Tax Revenue	TR Tax Revenue	TR Tax Revenue	TR Tax Revenue	Vs Prior Year	TR Tax Revenue	Vs Prior Year
Jan	\$ 6,826	\$ 8,200	\$ 7,935	\$ 9,140	15%	\$ 14,902	63%
Feb	10,055	10,821	13,004	11,116	-15%	15,281	37%
Mar	12,924	10,320	23,042	19,400	-16%	21,238	9%
Apr	15,884	20,231	16,820	15,610	-7%	17,626	13%
May	15,740	18,955	18,088	18,513	2%	24,544	33%
Jun	27,091	28,115	36,731	36,148	-2%	32,029	-11%
Jul	19,697	29,156	30,404	33,689	11%	30,703	-9%
Aug	21,506	23,654	25,389	33,335	31%	26,409	-21%
Sep	28,582	24,809	40,920	27,801	-32%	-	0%
Oct	20,332	18,711	20,060	20,448	2%	-	0%
Nov	7,172	5,330	8,937	14,121	58%	-	0%
Dec	10,770	17,831	16,875	9,900	-41%	-	0%
<b>Total</b>	<b>\$ 196,579</b>	<b>\$ 216,134</b>	<b>\$ 258,204</b>	<b>\$ 249,221</b>	<b>-3%</b>	<b>\$ 182,733</b>	<b>-29%</b>

Your investment represents just 8% of our total budget, but allows us to keep registration fees affordable for our athletes. Thank you for your consideration.

Pace Clarke, Executive Director, Larry H. Miller Utah Summer Games  
435-865-8423, paceclarke@suu.edu



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