

# The State of Utah

## Outdoor Recreation Vision



*“The nearly universal appreciation of these preserved landscapes, restored waters, and cleaner air through outdoor recreation is a modern expression of our freedom and leisure to enjoy the wonderful life that generations past have built for us.”*

*–Ronald Reagan*

**January 2013**

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*Cover Photo: Courtesy of Deer Valley Resort*

## Introduction

With its beautiful and unique landscapes and world-class facilities, Utah leads the nation in outdoor recreation. Opportunities for outdoor recreation in Utah are as diverse as the people who enjoy them. To some, outdoor recreation is as simple as walking the neighborhood trail or a bike ride around the block. To a child, it may be playing at the neighborhood park. Sportsmen and Sportswomen enjoy hunting and fishing in Utah's great backcountry. Skiers flock to the "Greatest Snow on Earth." For others, it's backpacking, boating, motorized off-road vehicles, climbing, or rock hunting. The list of outdoor activities in Utah is vast and growing as innovative adventurers create new sports.

While Utah's residents and visitors are having fun in the outdoors, they also feed our economy and improve their health. Utah's outdoor recreation industry is a significant and growing part of the state's economy, contributing well-paying jobs for highly skilled workers and a tax base that funds essential state services. Our close access to outdoor recreation contributes to a quality of life that a recent Gallup survey concluded was the best in the United States.<sup>1</sup> This quality of life



is particularly attractive to companies and their employees looking to relocate. And, as one of the more active states, Utah tops the nation in several health categories.

Pace-setters, however, cannot rest on their laurels. To enhance Utah's leadership in outdoor recreation, Governor Gary R. Herbert charged the Governor's Council on Balanced Resources with preparing a vision that emphasizes outdoor recreation as

a priority in the state and sets a nationwide standard.

The Council undertook this effort fully aware of the challenges. The broad support for outdoor recreation belies many difficult underlying issues. How do we resolve tension among sometimes-conflicting recreational activities? Will increasing participation harm the very resources on which outdoor activities depend? Can we balance access to existing recreational activities with protecting environmentally sensitive landscapes? How will we fund necessary management and maintenance of recreational facilities in a financially constrained world? What is the appropriate balance between necessary resource development and protection of beautiful outdoor places? Could aggressive efforts to promote tourism diminish the opportunities for locals? Can developed recreation and backcountry recreation coexist? With the high cost of equipment, guides and travel, are popular outdoor activities being priced out of the range of average families? And, of course, there are many other issues.

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<sup>1</sup> *Gallup.com*, "Utah Poised to be the Best U.S. State to Live In," August 7, 2012, Retrieved December 11, 2012 from: <http://www.gallup.com/poll/156449/utah-poised-best-state-live.aspx>

While recognizing there are no easy answers to these questions, there are areas of general agreement:

- We want Utah to be prosperous. This requires a diversified and enduring economy. To get there, we need to pursue development *and* the recreational economy, and ensure that our efforts to promote one economic sector do not unduly constrain another.
- We want Utah to remain beautiful. This means we must care for and protect our natural treasures in appropriate balance with needed development.
- We want Utah to be healthy. Physical activity and stress relief—both associated with recreation—are keys to good health. Encouraging active lifestyles can reduce health care costs and increase personal well-being.
- We want Utah to be accessible. A range of outdoor amenities must be physically and financially accessible to people of diverse incomes, abilities, and interests. In addition, we must ensure Utahns’ ability to access and enjoy traditional outdoor recreational areas is not unduly affected by commercial expansion.
- We want all of Utah to share a sense of community. The backpacker and the ATV rider, the rural rancher and the urban cyclist, the energy executive and the environmentalist—all are part of Utah and care about our future. What unites us is greater than what divides us. We can identify and build on our shared values and create a Utah where all can enjoy the elevated quality of life this state offers.



The following report attempts to create a framework to achieve our desired future. It lays out a vision and principles to guide decisions affecting outdoor recreation, identifies the benefits of outdoor recreation in Utah, describes ongoing state efforts to provide outdoor recreation, and recommends actions to advance the state’s leadership in this area.

As outdoor recreation evolves, so must this vision. The State will seek additional and ongoing input from stakeholders and will, as necessary, revise its vision and strategies.

## *Utah's Vision for Outdoor Recreation:*

All great accomplishments begin with a compelling vision, a clear idea of the ultimate goal and the values that will drive our decisions along the way. Utah embraces the following vision and principles relating to outdoor recreation in the state.



### *Vision Statement:*

Utah is the premier place for outdoor recreation.

With its iconic red-rock deserts, mountain peaks capped with world-class snow, productive lands and waters, and active communities, Utah offers all families and individuals unparalleled outdoor recreational experiences—from the backyard to the backcountry—sustaining our prosperity and elevating our quality of life. For generations to come, Utah will continue to be recognized as “the right place” for accessible outdoor adventures.

## *Guiding Principles:*

**Quality of Life**—Utah’s natural beauty and outdoor opportunities enhance our rich quality of life, promoting health, adventure, community connections, and personal well-being.

**Heritage**—Outdoor recreation is a significant part of Utah’s culture and heritage which we want to protect and pass on to future generations. We will sustain and enhance recreational opportunities and heritage sites.

**Healthy Landscapes**—The health and quality of our wildlife, land, air, and water are the foundations of a sound recreational infrastructure.

**Strong and Diversified Economy**—We recognize outdoor recreation, tourism and outdoor-related businesses as key pillars of Utah’s growing and diversified economy, and promote them along with other important economic sectors.

**Long-Term Perspective; Timely Action**—Decisions about outdoor recreation will affect our lands and livelihoods for generations. We make those decisions with a long-term view of impacts to communities, health, the environment, and Utah’s economy. As our population continues to grow, the demand for both development and outdoor recreation will increase. Decisions are best made thoughtfully before pressures and conflicts intensify.

**Diverse Opportunities**—Outdoor recreation takes many forms, from backyard to backcountry. We provide opportunities and appropriate places for the full spectrum of recreational activities, interests, and abilities, including those that involve little or no cost to enjoy. We support responsible access to our recreational amenities.

**Innovation**— Our recreation industries, policy-makers, participants and managers continually innovate to offer quality outdoor experiences, overcome current conflicts, and embrace new outdoor activities.

**Good Information**—We base our decisions on sound data and share good information with the public to promote safe and rewarding recreational experiences.

**Balanced Solutions**— Utah accommodates a spectrum of activities, while recognizing that not all are compatible in the same location. When conflicts arise, we pursue practical, lasting, win-win solutions in an atmosphere of open communication, broad participation, and respect.

**Education**—We recognize the value of outdoor activities in the development of children and youth, and through education and hands-on experience, encourage their active participation.

## Why Outdoor Recreation?

“Leave all the afternoon for exercise and recreation, which are as necessary as reading. I will rather say more necessary because health is worth more than learning.”

—Thomas Jefferson

### Outdoor Recreation Brings Economic Benefits to Utah

Outdoor recreation provides many benefits to Utah’s economy. It has stimulated the growth of an outdoor products and sporting goods industry in Utah, creating jobs and generating public revenue. It is a primary driver of Utah’s large tourism industry. It attracts employees and businesses to Utah. Companies and their highly talented recruits cite our quality of life, natural beauty, and varied outdoor recreational amenities as key factors in their decision to relocate to Utah.

- Outdoor recreation is a primary driver for Utah’s tourism industry. In 2011, spending by tourists reached \$6.87 billion, generating \$890 million in direct tourism-related tax revenue. Additionally, tourism employs 124,059 people in our state.
- The outdoor industry sector contributes \$5.8 billion annually to our economy, including \$4 billion in annual retail sales, representing 5% of the state’s GDP.
- In 2011, businesses associated with outdoor recreation contributed roughly \$60 million in state and local sales tax revenue.
- Outdoor industries and sporting goods firms employ many Utahns. In fact, Utah ranks first nationally in the concentration of outdoor/sporting goods jobs as a percentage of total state jobs and ranks second in the total number of such jobs.
- Wildlife-related activities contributed \$1.87 billion to the Utah economy in 2011.
- The ski industry has grown 67% since 2002 and last year contributed \$1.173 billion to Utah’s economy.
- There were 4.8 million visits to Utah’s State Parks in 2011, which generated \$67 million in revenue from day-use, camping and golf fees. New entrepreneurial strategies—such as equipment rentals, lessons and other activities—brought in an additional \$513,126 of revenue.
- Parks and recreational areas can increase nearby property values, spurring local tax revenues.
- Communities with scenic beauty and outdoor recreational opportunities attract and retain affluent retirees who tend to be mobile and seek such areas.

Outdoor Retailer Winter Market Outdoor  
Demo

(Photo Courtesy of SOAR Communications)



## Outdoor Recreation Provides Health and Social Benefits

Outdoor recreation has a positive impact on physical, mental, and social health. Specifically, outdoor recreation:

- Invites families, youth, seniors, and those with disabilities to embrace physical activity.
- Can increase life expectancy, while reducing obesity and risk of chronic diseases such as diabetes, heart disease, osteoporosis, and cancer. This reduces public and private health-care costs.
- Establishes lifelong healthy habits in youth and enhances their educational performance and behavior.
- Creates opportunities for wholesome and uniting family activities.
- Builds social networks, increasing sense of community.
- Encourages volunteerism and promotes a sense of stewardship.
- Builds confidence and a sense of well-being and self worth.
- Offers respite from the pressures of a hectic world, reducing depression and life stress.<sup>2</sup>



**Tonaquint Nature Center**—part of the City of St. George Recreation Division’s Outdoor Program (Photo courtesy: City of St. George)

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<sup>2</sup> More detail on these benefits and citations to data sources are provided in the section entitled, “Benefits to Utah of Outdoor Recreation” beginning on page 30 of this document.

# Achieving Utah's Outdoor Recreation Vision

Maintaining and enhancing Utah as *the place* for outdoor recreation and the outdoor products industry will require strategic action. The following recommendations seek to support and enhance the state's outdoor recreation economy, experiences, and assets.

**1. Create an Office of Outdoor Recreation to Implement this Vision.** The starting point may be the appointment of a Director of Outdoor Recreation who will assemble a team from state agencies involved in outdoor recreation. The Office would:

- Develop and begin to implement an Outdoor Recreation Plan for Utah within the Office's first year of existence;
- Conduct annual strategic planning and review of this vision;
- Organize an annual Utah Outdoor Recreation Summit convening outdoor industries, recreational businesses, service providers, resource managers, recreational user groups, nonprofit organizations, tourism officials, academics, federal, state and local government officials, and others to coordinate on issues of shared interest;
- Work with the Outdoor Recreation Advisory Group, composed of state officials and key stakeholders, to coordinate implementation efforts;
- Work with our institutions of higher education to identify research gaps and develop the data needed to analyze the impacts of outdoor recreation and support future planning; and
- Work collaboratively with development interests to identify and implement balanced and informed approaches to conduct development activities in ways that minimize impacts to recreation.

**2. Provide State Support for Outdoor Recreation.** The State of Utah recognizes the importance of outdoor recreation and the economic benefits it brings to diverse areas of our state. State and local officials should support outdoor recreation to ensure a rewarding economic future in Utah, which will provide jobs, an attractive outdoor lifestyle, and an appealing destination for tourism.

- **Build statewide recognition of and support for Utah's recreation vision.** Distribute the Utah Outdoor Recreation Vision throughout the state. Coordinate with local governments to share best practices and maximize capacity to develop and promote recreational infrastructure, information, and programs.
- **Establish a Task Force to consider new funding mechanisms to support this vision.** The Task Force would identify new equitable ways to fund outdoor education, promotion, facility development, maintenance, and associated services (e.g., backcountry search and rescue). Because all outdoor recreational activities have a public cost, this process should consider creative and equitable ways for users to share in those costs. For example, those who purchase hunting, fishing, and ATV licenses contribute directly to recreation management. Other users, who also impact resources, currently may not. Is there a way to allow all who benefit to contribute?
- **Promote public/private partnerships to fund recreational assets:** Explore public-private partnerships or corporate matching programs to fund recreational assets. As an example, this approach was successful in developing a trail system in Dead Horse

Point State Park. The Intrepid Potash Corporation donated \$20,000 to build the trail system which was then named the Intrepid Trail System. In the three years since the trails were built, the revenues for the park have doubled.

- **Utah's State Parks:** Explore options for increased funding and support for Utah's State Parks which host a broad spectrum of four-season recreation, boost state tourism, and drive regional economies across the state. Evaluate whether some activities at State Parks, otherwise provided by the private sector, should be discontinued.
- **Trails and Pathways Program:** Explore options for increased funding and program support for Utah's trails program. This program leverages State funding with a local match, resulting in new and improved recreation assets. Successful examples include Red Rock Canyon in Garfield County, the Mid-Mountain Trail in Summit County, and the Colorado River Corridor Bike Path in Grand County.
- **Restore funding for the LeRay McAllister Fund.** This fund has preserved about 80,000 acres of land in Utah, supporting and preserving recreation, working agriculture, and cultural sites. The fund allows the state to leverage state dollars with other funding to create new recreation assets. Since 2001, the State has allocated \$20 million that was matched with nearly \$110 million from other sources to purchase conservation easements from willing landowners. The land remains private and on the tax rolls.
- **Expand the Walk-In Access Program.** The Walk-In Access program, administered by the Division of Wildlife Resources, compensates willing landowners in exchange for allowing public access to their lands for hunting and fishing, thereby expanding recreational opportunities onto private lands. The Legislature should increase the appropriation for this program.
- **Harness the power of volunteers:** Utah leads the nation in volunteerism. Develop a plan that can effectively channel the strength of volunteers to help maintain our recreational and tourism assets such as our parks and trail systems.

**3. Support National and Regional Initiatives that Enhance Utah's Recreational Assets.** The State should work with its Congressional delegation and regional partners to improve federal land management, build more constructive state-federal partnerships, and enhance stewardship of our natural resources and key recreational assets.

- **Federal Land and Facility Management.** Maintenance backlogs, the spread of invasive species, devastating wildfires, and deteriorating facilities on federal lands degrade our outdoor experiences. All are examples of the need for improved land management. We should explore a more robust state-federal partnership to provide adequate resources for recreation administration on federal lands and a more meaningful state voice in land-management decisions.
- **Western Governors' Association Initiatives.** Work actively within the Western Governors' Association to advance existing and new resolutions promoting improved land health and management.
- **Land and Water Conservation Fund:** The Land and Water Conservation Fund supports access for recreation, hunting and fishing, habitat protection, and close-to-home parks, open spaces, and trails. Encourage Congress to reform the Fund to be

less administratively onerous and to stop diverting royalties authorized for the LWCF to other purposes.

- **Transportation Alternatives Program:** Support continued funding for the Transportation Alternatives Program (TAP). Funding from this program has helped build bike and pedestrian trails in communities around the state such as Park City, Richfield, Moab, and Panguitch.
- **Recreational Trails Program:** Support continuing RTP funding through the TAP to facilitate the full spectrum of trail construction and maintenance.
- **America's Great Outdoors.** Work in partnership with the Department of Interior to sustain the AGO initiatives in Utah.

#### **4. Ensure Balanced and Responsible Use and Development of our Public Lands.**

Utahns value their public lands. These lands support a range of uses, including resource development, recreation, wildlife habitat, grazing, and environmental services. With diverse uses comes some conflict. The state should approach public land issues with a proactive, creative, and collaborative approach to find the right balance among the uses, all of which are important to the state.

- Through public processes, identify the most valued recreational areas in Utah and explore how to optimize the recreational experience in those areas.
- Resolve RS2477 claims in Utah's counties as expeditiously as possible and with consideration for access to popular recreational areas.
- Play a leadership role in convening a stakeholder process to develop specific plans for the Wasatch Canyons over the next 50 years. This process should carefully review and give appropriate weighting to all of the important issues, such as: transportation, the ski industry, backcountry recreation, watershed management, wilderness protection, and land development. Work with the White House Council on Environmental Quality to establish this effort as a pilot project demonstrating a coordinated and efficient NEPA process.
- Encourage county or regional stakeholder processes to resolve many of the long-standing public lands issues in Utah, such as wilderness, infrastructure rights of way, water development, and more. The Washington County Lands Bill, passed by Congress in 2009 following extensive stakeholder input, is an example of such a process. Lessons learned in Washington County can be applied in other regions of Utah.
- Participate actively in revisions to management plans for Forest Service and BLM lands, and other management processes, to seek to implement the State's recreational vision to the greatest extent possible. Seek wide support for the finished plans to minimize subsequent opposition.

**5. Plan for and Promote Utah's Outdoor Recreation.** While participation in outdoor recreation continues to climb, there are ample opportunities to engage more of our residents and visitors in these activities. With an eye to the state's changing demographics and future increased demand, we must think ahead, recognize coming challenges, and make outdoor recreation a part of our strategic thinking.

- **Account for Utah’s changing demographics.** Our long-term planning must consider and reflect the impacts of Utah’s changing demographics on the demand for and location of recreational activities.
- **Promote a healthy and active lifestyle with outdoor recreation.** Strengthen ties between the outdoor recreation community, the Utah Department of Health, Utah’s 12 Local Health Departments, and healthcare providers to promote outdoor activity in schools and communities.
- **Leverage university programs.** Utah’s universities have exceptional outdoor recreation programs that provide opportunities to participate in outdoor activities, receive training, and rent equipment. Collaborate with the universities and colleges to expand the reach of these programs into the broader community, especially secondary schools.
- **Support local recreation planning.** With the Legislature, explore including outdoor recreation as a required element in general plans. Reach out to Utah’s counties through the Utah Association of Counties to support their development of local recreation plans. Marshall local, state, and federal technical resources to assist development of county recreation plans.
- **Include recreation in regional visioning efforts.** Utah is recognized nationally as a leader in preparing for the future through publicly driven regional visioning efforts. The Governor should promote consideration of outdoor recreation—as a cross-cutting issue—in these processes.

**6. Promote Utah’s Outdoor Recreation & Products Cluster.** Utah was the first state to create an economic development cluster specifically dedicated to promoting outdoor industries. Utah’s outdoor industries find the State a particularly attractive place to do business and this sector continues to grow. Utah has attracted such companies to relocate here because of our favorable business environment and the full range of our outdoor recreation amenities. The continued growth of this sector is an important part of Utah’s economy.

- **Improve coordination with the outdoor industry.** Use the Outdoor Recreation and Products Cluster as a vehicle to improve communication between the outdoor industry and state decision-makers.
- **Representation on Economic Development Board.** Appoint a representative of the outdoor recreation industry to the Governor’s Economic Development Board.
- **Expand outdoor industry shows in Utah.** Work with the Outdoor Industry Association and Nielsen Expositions to keep the Outdoor Retailer Show in Utah and bring in new trade and private vendor shows.
- **Expand the Outdoor Recreation and Products Cluster** to include all outdoor product suppliers, manufacturers, retailers and service providers.

**7. Preserve the Natural Infrastructure that Supports Outdoor Recreation.** The foundation of outdoor recreation is great outdoor places—including clean air, water, and healthy and resilient landscapes—whether in our neighborhoods or the backcountry. As Utah strategically plans for its future growth, we should take steps to ensure that our outdoor assets remain healthy and beautiful.

- **Air Quality:** Promote cleaner, healthier air statewide by advancing the efforts of the Utah Clean Air Partnership (UCAIR), including a public education campaign directed at changing personal behaviors that contribute to air pollution and providing resources to small businesses to install emission-control equipment. Expand efforts such as Ozone Advance – which provides regulatory incentives to businesses to reduce emissions before those reductions are required by law – statewide.
- **Water Conservation:** Utah has a goal of reducing per capita water consumption 25% by 2050. We are already well on our way to achieving that goal. The Utah Division of Water Resources should revise that goal to achieve the 25% reduction by 2025 and work with the Governor’s Water Conservation Team to develop a strategy to achieve that revised goal.
- **State Water Plan:** Under the Governor’s leadership, conduct a comprehensive review of Utah’s water resources and long-term needs, including for wildlife and recreation, and develop a specific plan to meet those needs.
- **Instream Flows:** Utah law provides for certain organizations to lease water from water right holders, on a voluntary basis, to enhance stream flows in native trout fisheries. The statute sunsets in 2018. Pursuant to this law, private organizations have entered into agreements with landowners providing additional flows in streams and supplementing the water right holders’ income. The statute should be amended to extend the sunset date and the opportunities to arrange these win-win transactions.
- **Watershed Management:** Since 2005, Utah’s Watershed Restoration Initiative has completed more than 700 watershed treatments on over 1 million acres, improving water yield and quality, sustaining forage and habitat for wildlife, reducing fire risk, and expanding opportunities for users. The initiative treats federal, state, and private land. Continued support for this program is critical.
- **Blue Ribbon Fisheries Program:** Continue to support the state's Blue Ribbon Fisheries program in the Division of Wildlife Resources and its mission to identify, protect, and promote the most high-quality and economically valuable fisheries and angler access.



Bear Lake (Photo: Utah Office of Tourism)

# Utah is the Place for Outdoor Recreation

## Utah's Geography

Utah, the thirteenth largest state in the United States by area, features a diverse and ruggedly beautiful landscape. Its unique geography showcases a large variety of terrain for outdoor enthusiasts including snow-capped peaks, lush mountain valleys, arid deserts, sand dunes, redrock arches, rivers that wind through geologic wonderlands, and a large inland salty sea, the Great Salt Lake. The state's appealing climate and geography make it ideal for a wide range of outdoor recreation activities. In fact, residents of Utah participate in more fitness and recreation activities than residents of any other state. It's no wonder that Utah consistently ranks in the top ten among states for the highest rates of physical activity in the nation.<sup>3</sup>

Utah is in the heart of the Rocky Mountains. Nearly eighty percent of the state's population lives along the Wasatch Front, which stretches from Brigham City in the north to Nephi in the south. The Wasatch Mountains provide the valley-dwelling population a wide variety of easily accessed outdoor recreation. Extending along the length of the Wasatch Mountains are thousands of miles of scenic roads, rivers, and trails for hiking, trail running, and mountain biking. Many of the top ski resorts in the nation are found in the Wasatch. Due to unique meteorological and geologic features, these resorts average over 500 inches of snow each year, while the lower urban areas experience only a handful of major storms during the winter.<sup>4</sup>

The Uinta Mountain Range is the highest in Utah, and is the only major range in the contiguous United States with an east-west orientation. Elevations range from 8,000 feet in the lower canyons to 13,528 feet atop Kings Peak - the highest point in Utah. The pristine, tree-covered range is dotted with over 1,000 natural lakes and small streams, over half of which support populations of game fish. The High Uintas Wilderness area includes 460,000 acres and offers an accessible retreat for those who want to escape city life for a weekend. Many of the trailheads in this beautiful backcountry are within a 90-minute drive from Salt Lake City.

The mostly arid areas of Western Utah feature smaller mountain ranges and rugged terrain. The ancient remnants of Lake Bonneville are clearly visible: the Great Salt Lake; the Bonneville Salt

As we crossed the Colorado-Utah border I saw God in the sky in the form of huge gold sunburning clouds above the desert that seemed to point a finger at me and say, 'Pass here and go on, you're on the road to heaven.'

--Jack Kerouac, *On the Road*

<sup>3</sup>Physical Activity Council, "2012 Participation Report: The Physical Activity Council's Annual Study tracking Sports, Fitness and Recreation Participation in the USA," p. 8, Retrieved November 10, 2012 from:

<http://www.physicalactivitycouncil.com/PDFs/2012PacReport.pdf>.

<http://www.americashealthrankings.org/UT/activity/2012>.

<sup>4</sup>Matson, Mike; "Understanding Why Utah has the Greatest Snow on Earth - Part 1: Orographic Lifting," Examiner.com, November 19, 2009, Retrieved November 10, 2012 from:

<http://www.examiner.com/article/understanding-why-utah-has-the-greatest-snow-on-earth-part-1-orographic-lifting>.

Flats where many world speed records have been set; and three freshwater lakes—Utah Lake, Sevier Lake, and Rush Lake. The most famous attraction in western Utah is Notch Peak. As one of the tallest carbonate rock cliffs in North America, it presents a daunting challenge for rock climbers going up the 3000-foot face, while hikers can take a comparatively easier route to get to a view point “spectacular enough to beggar the imagination”.<sup>5</sup>

Utah’s northeastern region includes high-elevation plateaus and basins, including some of Utah’s geological wonderlands such as the San Rafael Swell, the Tavaputs Plateau, and the Book Cliffs. Hikers and bikers can get a taste of the area’s ancient history as they spot the many pictograph and petroglyph panels left by early Native American cultures such as the Fremont, Paiute, and Utes. The most popular destination in the region is Dinosaur National Monument that features an abundance of ancient geologic formations and dinosaur fossils. It is considered a must-visit place



for any dinosaur enthusiast. The nearby town of Vernal boasts a network of 20 heralded single-track trails for mountain bikers. In fact, Vernal is starting to make a name for itself as a mountain biking attraction, rivaling Fruita, Colorado and Moab, Utah as a destination.<sup>6</sup>

Some of Utah’s most recognized images are found in the spectacular sandstone formations and striking terrain of southern Utah. The region’s wind- and rain-sculpted sandstone canyons, arches, mesas, and pinnacles provide stunning scenery popular for decades with photographers and cinematographers.

Southern Utah is home to the state’s five national parks, as well as national monuments like Cedar Breaks, Grand-Staircase-Escalante, Natural Bridges, and Hovenweep. Boaters flock to the Glen Canyon National Recreation Area, which features Lake Powell and Rainbow Bridge National Monument. State parks in this area are some of the most

popular, including Dead Horse Point, Goblin Valley, and Kodachrome, along with Monument Valley, the Navajo Tribal Park.

Southern Utah is a mecca for outdoor recreationists, who enjoy pursuits ranging from river rafting and boating to rock climbing, backpacking, and BASE jumping. Many areas offer the opportunity to get farther into the region’s backcountry by horseback, bike, or all-terrain vehicle. The remote La Sal, Abajo, and Henry mountain ranges punctuate the landscape of this region. The southwest corner of Utah has long been a destination for those looking for relaxation and

<sup>5</sup> Webb, Golden, “Hiking Notch Peak in Utah’s West Desert,” RedRockAdventure.com, Retrieved: November 13, 2012 from: [http://www.redrockadventure.com/hiking/hiking\\_notch\\_peak.htm](http://www.redrockadventure.com/hiking/hiking_notch_peak.htm).

<sup>6</sup> Liesik, Geoff, “Vernal makes a run at Moab’s mountain biking dominance,” *Deseret News*, May 25, 2012.

recreation “where the summer sun spends the winter.”<sup>7</sup> Here is Zion National Park, Utah’s most-visited national park, and spectacular Snow Canyon State Park, along with Utah’s two new National Conservation Areas, Red Cliffs and Beaver Dam Wash, managed by the BLM. Because southwestern Utah is known for its warm winters, it is surprising to some that it is home to two ski and snowboard resorts, Brian Head and Eagle Point. Such diverse recreational amenities are Nature’s gifts to Utah.

## Utah’s National Parks, National Monuments, and National Forests

*"The parks are the Nation's pleasure grounds and the Nation's restoring places.... The national parks...are an American idea; it is one thing we have that has not been imported."*

--J. Horace McFarland, President, American Civic Assn., 1916



Theodore Roosevelt, inspired by a *National Geographic* article showcasing three magnificent bridges that water had sculpted from stone, established the Natural Bridges National Monument in 1908, thus creating what would become Utah’s first unit in the National Park System. Many other national designations for Utah’s wonderlands have followed. The American writer and frequent park visitor, Edward Abbey, once described Canyonlands National Park as “the most weird,

wonderful, magical place on earth—there is nothing else like it anywhere.”<sup>8</sup> Anyone who has been there would agree.

Throughout Utah’s National Parks, National Forests, and BLM lands, visitors can experience a showcase of millions of years of Mother Nature’s handiwork and some of the most enduring images of the American West. Utah also holds a unique position as the only state where every county includes some national forest. During 2011, Utah’s National Parks, National Monuments and National Recreation Areas attracted nearly 10.5 million visitors.

(Photo of Bryce Canyon N.P. Courtesy Matt Morgan/Utah Office of Tourism)

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<sup>7</sup> *Utah’s Dixie History*, “A Brief Detailed History of Washington County: Birth of Tourism,” Retrieved November 12, 2012 from: [http://www.utahsdixie.com/washington\\_county.html](http://www.utahsdixie.com/washington_county.html).

<sup>8</sup> Abbey, Edward. *Postcards from Ed: Dispatches and Salvos from an American Iconoclast*. (2006) Milkweed Press. p. 175.

Utah boasts **5 National Parks and the Navajo Tribal Park**

- Arches National Park
- Bryce Canyon National Park
- Canyonlands National Park
- Capitol Reef National Park
- Zion National Park
- Monument Valley Navajo Tribal Park

**Utah’s National Monuments, Recreation Areas, Conservation Areas, Wildlife Refuges, Forests, and Historic Site**

- Ashley National Forest
- Beaver Dam Wash National Conservation Area
- Cedar Breaks National Monument
- Dinosaur National Monument
- Dixie National Forest
- Fishlake National Forest
- Flaming Gorge National Rec. Area
- Glen Canyon National Recreation Area / Lake Powell

**Powell**

- Golden Spike National Historic Site
- Grand Staircase-Escalante National Monument
- Hovenweep National Monument
- Manti-La Sal National Forest
- National Wildlife Refuges—Bear River

**Migratory Bird Refuge, Fish Springs, and Ouray**

- Natural Bridges National Monument
- Rainbow Bridge National Monument
- Red Cliffs National Conservation Area
- Timpanogos Cave National Monument
- Uinta-Wasatch-Cache National Forest

*"A weird, lovely, fantastic object out of nature like Delicate Arch has the curious ability to remind us--like rock and sunlight and wind and wilderness--that out there is a different world, older and greater and deeper by far than ours, a world which surrounds and sustains the little world of men as sea and sky surround and sustain a ship...For a few moments we discover that nothing can be taken for granted, for if this ring of stone is marvelous then all which shaped it is marvelous, and our journey here on earth, able to see and touch and hear in the midst of tangible and mysterious things-in-themselves, is the most strange and daring of all adventures."*

*-Edward Abbey, *Deseret Solitaire* (1968)*

Adventurers can also escape to any of Utah’s 33 wilderness areas.



*(Photo: Utah Office of Tourism/Matt Morgen)*

## Utah: Manufacturing the Products for Outdoor Recreation

A growing number of companies that produce outdoor recreation products are locating in Utah. These companies choose Utah because of its strong economic advantages, such as its skilled workforce, low cost of doing business, and business-friendly climate. Also important to these companies is the immediate access to high-quality outdoor recreation experiences. This access provides a research and development proving ground for their products. Hands-on product development can be done where the products are being designed and manufactured. But even more importantly, access to recreation allows these companies to attract and retain the kind of talented people needed to make their companies successful. Potential employees decide where they work based on the availability of an outstanding outdoor lifestyle. As a result, many companies locate in the urban commercial zones of the Wasatch Front where they have access to world-class business infrastructure—including international air travel, research universities, and business resources—as well as world-class winter and summer recreation within minutes, not hours, of their company doorsteps.

## The Crossroads of the West: Utah's Transportation Advantages

Centrally located in the Intermountain West, Utah is often referred to as the "Crossroads of the West." Since the Union and Central Pacific Railroad lines connected at Utah's Promontory Summit close to 150 years ago, Utah has been an important hub for transportation. Utah is one of only two states in the Rocky Mountain region where major interstate highways—I-15 and I-80—intersect in the heart of a population center. Businesses and tourists alike have found that Utah's superb transportation infrastructure makes it easy to get around.

Downtown Salt Lake City is located in close proximity to its International Airport, which often ranks first in the nation for on-time performance. In winter, skiers can enjoy the light, "champagne-dry powder" at eleven different ski resorts located within an hour's drive from the airport. Seven of Utah's ski resorts ranked among the top ten in *Ski* magazine's list of best accessed ski resorts in the country.<sup>9</sup>



Outdoor products businesses such as Specialized, Quality Bicycle Products (QBP), Rossignol, and Amer Sports have located their regional distribution warehouses in Utah to take advantage of Utah's centralized location and transportation infrastructure. The state's transportation infrastructure provides a regional, national, and international gateway to global markets. In particular, Salt Lake City has become the closest inland port to the major West Coast sea ports. Union Pacific Railroad's Intermodal hub in Salt Lake County connects rail transportation to an efficient interstate highway system to move freight to and from the coast. This gives Utah companies an advantage in getting their products to market quicker and with the lowest shipping

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<sup>9</sup> *Ski Magazine* "2013 Resort Guide Top 10s: West, a Top Ten Resort Ranking Based on Everything from Challenge to Family Programs," October 18, 2012.

rates per mile of any other western state.<sup>10</sup> The “Crossroads of the West” not only provides a one-to-two day access to half the nation’s population, but is also a center point for distribution along the Canada-Mexico corridor.<sup>11</sup> “The combination of our location, solid infrastructure, young workforce and business-friendly environment make the State an unparalleled place to do business,” notes Jeff Edwards, president and CEO of the Economic Development Corporation of Utah.<sup>12</sup>

Utah’s public transportation system—the TRAX light rail system, the *FrontRunner* commuter rail line, and public bus service—has garnered national and worldwide recognition. There currently are 125 miles of light rail and commuter rail in operation, and another 10 miles under construction and scheduled to open by the end of 2013. Commuter rail now runs along the entire Wasatch Front, serving 80% of Utah’s population.



Transit service provides easy access to primary business districts and residential areas, which is a major asset for businesses. Visitors will soon be able to get on the TRAX line at the Salt Lake International airport and easily reach various destinations along the Wasatch Front from Ogden to the southern end of Utah County, using TRAX, *FrontRunner*, and the bus services.<sup>13</sup> Tourists already take advantage of direct bus services to Park City, Big Cottonwood Canyon, and Little Cottonwood Canyon to reach their favorite ski resorts.

Situated in downtown Salt Lake City, the Union Pacific Intermodal Hub serves as a transportation nerve center, complete with an Amtrak station, Greyhound bus depot, bus transfer station, light rail station, commuter rail station, taxi cab stands, amenities for bikers, and ample parking space.

Much of the success of this transportation network can be attributed to long-range regional planning started decades ago, beginning with wise land and right-of-way acquisition. Additional planning work is underway now to explore a modern transportation system in the Wasatch Range immediately adjacent to the metropolitan areas of the state and home to some of the best recreation in the world. This system would provide access to these areas while preserving the environment and recreational experience for future generations.

Through its modern, efficient transportation system, Utah ensures that people and services get where they need to go conveniently, quickly, and safely.

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<sup>10</sup> Economic Development Corporation of Utah (EDCUtah), “Utah Distribution and Transportation,” February 18, 2012, Retrieved November 10, 2012 from: [http://www.edcutah.org/documents/Section8\\_DistributionandTransportation\\_001.pdf](http://www.edcutah.org/documents/Section8_DistributionandTransportation_001.pdf) .

<sup>11</sup> Ibid.

<sup>12</sup> Webb, Gaylen “At the Crossroads: Utah is an Important Transportation Hub,” *Utah Business*, March 1, 2011.

<sup>13</sup> The airport line is due to open Apr. 14, 2013.

# Utah's State Outdoor Recreation Programs

The State of Utah has long recognized the value of outdoor recreation and has tremendous facilities and programs in place to help residents and visitors fully enjoy what the state has to offer.

## Utah State Parks and Recreation

Utah's State Park system began in 1957 with four heritage parks: Camp Floyd (near Lehi), Sugar House Park (now no longer a state park), Utah Territorial State house in Fillmore, and This is the Place Monument in Salt Lake City. Today, there are 43 Utah State Parks located throughout the state. The Utah Division of State Parks and Recreation in the Utah Department of Natural Resources manages over 95,000 acres of land and over a million surface acres of water.<sup>14</sup>

The state parks remain popular among Utahns. A Utah State University study showed that the state's residents highly value their state park system, and a large majority of those surveyed reported that they had visited several parks. About 75% said they had visited a park in the past year and, on average, residents made about 4 visits a year to state parks.<sup>15</sup>

Within Utah's scenic and recreational state parks and heritage sites, visitors camp, boat, swim, fish, picnic, ride horses, visit interpretive areas, enjoy nature trails, bike, ride off-road vehicles or



just relax with family and friends. In winter, cross-country skiers, ice fishers, snowmobilers and winter campers enjoy the parks.

(Photo: Utah Office of Tourism)

**“Life is best enjoyed when time periods are evenly divided between labor, sleep and recreation...all people should spend one-third of their time in recreation which is rebuilding, voluntary activity, never idleness.”**

**-Brigham Young**

<sup>14</sup> Utah State Parks, “What We Do,” Retrieved on November 9, 2012 from: <http://stateparks.utah.gov/about/facts/wemanage>.

<sup>15</sup> Burr, Steven, et al., *A Statewide Telephone Survey of Utah Residents Attitudes Toward Utah State*, June 1, 2005, Institute for Outdoor Recreation and Tourism, Utah State University.

## Utah's State Parks:

Anasazi State Park Museum  
Antelope Island State Park  
Bear Lake State Park  
Camp Floyd/Stagecoach Inn State Park  
Coral Pink Sand Dunes State Park  
Dead Horse Point State Park  
Deer Creek State Park  
East Canyon State Park  
Edge of the Cedars State Park  
Escalante Petrified Forest State Park  
Flight Park State Recreation Area  
Fremont Indian State Park  
Frontier Homestead State Park  
Goblin Valley State Park  
Goosenecks State Park  
Great Salt Lake State Marina  
Green River State Park  
Gunlock State Park  
Historic Union Pacific Rail Trail State Park  
Huntington State Park  
Hyrum State Park  
Jordan River OHV Park  
Jordanelle State Park  
Kodachrome State Park  
Millsite State Park  
Otter Creek State Park  
Palisade State Park  
Piute State Park  
Quail Creek State Park  
Red Fleet State Park  
Rockport State Park  
Sand Hollow State Park  
Scofield State Park  
Snow Canyon State Park  
Starvation State Park  
Steinaker State Park  
Territorial Statehouse State Park  
Utah Field House of Natural History  
Utah Lake State Park  
Veterans Memorial State Park  
Wasatch Mountain State Park  
Willard Bay State Park  
Yuba State Park



Jordanelle Reservoir (Photo Courtesy: Utah Office of Tourism)

## Utah's State Park and Recreation Programs

**Rockin' Utah** (Children in Nature Program) –Creates opportunities for kids and families to explore the outdoors and learn skills to build their own connections with nature, while helping them establish healthy lifestyles and a greater appreciation of Utah's natural and cultural resources.

**Trails and Pathways Program**–Provides 50/50 matching grants to any federal, state or local government entity or special improvement district for planning, acquisition and development of non-motorized, recreational trails. The Trails and Pathways Program also offers technical assistance and training to grant recipients. The Bonneville Shoreline Trail is a product of this program.

**State Off-Highway Vehicle Program**– Utah's Off-Highway Vehicle (OHV) Program coordinates OHV-related recreation throughout the state and emphasizes rider safety through its education program and efforts to enforce OHV regulations.

**State Boating Program**– Utah's Boating Program was authorized by the State Legislature to promote and regulate safety and adherence to boating laws on Utah's waterways, and to provide educational programs for boat operators.

**Teacher to Ranger to Teacher (TRT) Program**– This program connects the country's citizens to their natural and cultural heritage. School teachers are selected to work as park rangers for the summer, performing a variety of duties based on their interests and park needs. What the teacher-rangers learn in the parks – conservation, land management, natural resources, interpretation, outdoor recreation – they take back to their classrooms. The TRT program in Utah is a partnership between state and national parks.

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## Division of Wildlife Resources

The Utah Division of Wildlife Resources serves as a trustee and guardian of Utah's wildlife and habitat and manages hunting and fishing opportunities within the state.

A 2011 national survey of hunting, fishing and wildlife-associated recreation showed that hunting and fishing are regaining popularity across the country. Nearly 38% of Americans participated in wildlife-related recreation in 2011, an increase over the past five years of 3.6 million participants.<sup>16</sup>

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<sup>16</sup> U.S. Fish & Wildlife Service 2011 National Survey of Fishing, Hunting, and Wildlife-Associated Recreation National Overview, Issued August 2012 [Accessed at: <http://digitalmedia.fws.gov/cdm/fullbrowser/collection/document/id/859/rv/singleitem>]

## Division of Wildlife Resources Facilities

Utah's Division of Wildlife Resources maintains ten production hatcheries throughout the state, a research facility, and two warm-water hatcheries to stock Utah's streams, rivers, lakes and rivers with sportfish.

- J. Perry Egan Hatchery
- Fisheries Experiment Station
- Fountain Green Hatchery
- Glenwood Hatchery
- Kamas Hatchery
- Lee Kay Hatchery
- Loa Hatchery
- Mammoth Creek Hatchery
- Mantua Hatchery
- Midway Hatchery
- Springville Hatchery
- Wahweap Warmwater Hatchery
- Whiterocks Hatchery



*(Photo Courtesy of St. George Visitor's Bureau)*

It also manages other facilities promoting outdoor conservation education, shooting sports, wildlife watching, and research in support of wildlife and habitat:

- Lee Kay Public Shooting Range in Salt Lake City (a Hunter Safety Center)
- Cache Valley Public Shooting Range in Logan (a Hunter Safety Center)
- Hardware Ranch near Hyrum
- Great Salt Lake Nature Center in Davis County (Farmington Bay Wildlife Management Area)
- Fisheries Experiment Station in Logan
- Great Basin Research Center in Ephraim

## Division of Wildlife Resources Programs

**Blue Ribbon Fisheries**—The Blue Ribbon Fisheries Advisory Council oversees this program to identify the premier fisheries in Utah and enhance those fisheries through habitat and access improvements. These waters are productive and sustain healthy fish populations. Hundreds of thousands of Utah anglers visit Blue Ribbon Fisheries, enjoying a quality experience in exquisite settings. Not only do these waters provide a wonderful fishing experience, but they boost local

economies. A new study shows that a typical angler spent \$84 per fishing trip in Utah in 2011 and \$90 per trip to visit a Blue Ribbon Fishery.<sup>17</sup>

**Community Fisheries/Youth Fishing Clubs**—There are 49 community fisheries throughout the state. These waters are located in local communities, providing easy access to fishing for youth and other citizens and visitors. Six-week youth fishing clubs are offered in spring and fall at 21 community fisheries waters. Youth fishing clubs provide an opportunity for young people to learn to fish, promoting life-long interest in the sport.

**Conservation Camps**—The DWR is exploring the possibility of partnerships to offer youth conservation camps that would range from a few days to a week.

**Cooperative Wildlife Management Units (CWMUs)**—There are 116 active CWMUs in Utah, and they provide limited public access to hunt on private property. The program features more than two million acres of private land where public sportsmen can hunt deer, elk, moose or pronghorn. Thousands of hunters visit CWMUs annually, using permits they obtained in the hunt drawing or purchased directly from landowners.

**Fairs and Expos**—The DWR annually staffs the Wildlife Building at the Utah State Fair. Wildlife-related displays and educational exhibits are provided in an effort to help attendees learn more about hunting, fishing and wildlife watching opportunities. Nearly 300,000 people attend the Utah State Fair each year.

The DWR participates annually in several big statewide hunting and fishing expositions. The Western Hunting and Conservation Expo is held in February at the Salt Palace Convention Center in Salt Lake City, the Utah Boat Show is held in February at the South Towne Expo Center in Sandy, and the International Sportsmen's Expo and Wasatch Fly Tying and Fly Fishing Expo are held in March at the South Towne Expo Center.

**Fishing Clinics**—A variety of special half- and one-day fishing clinics are conducted statewide each year offering participants an opportunity to learn more about catching walleye and bass, fly fishing, and ice fishing.

**Free Fishing Day**— The Utah Legislature has established the opportunity for the Utah Wildlife Board to offer a Free Fishing Day on which no license is needed to fish in Utah. Free Fishing Day occurs on the first Saturday in June. The objective of the one-day license exemption is to build rapport with the public and generate interest in fishing.

**Hunting and Fishing Day**—The Utah Legislature has established the fourth Saturday of September each year as Utah State Hunting and Fishing Day in recognition of the substantial and

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<sup>17</sup> Kim, Man-Keun, *The Economic Contribution and Benefits of Utah's Blue Ribbon Fisheries*, November 5, 2012, Paul M. Jakus, Department of Applied Economics, Utah State University.

continued contribution by hunters and fishermen toward the sound management of wildlife in Utah.

**Hunter, Bowhunter and Furharvester Education**—The DWR graduated 10,217 students from these three courses in FY 2012. A total of 381 volunteer instructors donated 15,124 hours in teaching these courses throughout the state.

**Hunter Education Plus**—This program offers recent Hunter Education graduates an opportunity to participate in a shotgun shooting clinic and to hunt upland game birds with a mentor. This goal of this program is to offer another step on the pathway to becoming an established hunter.

**Advanced Hunter Education Courses**—A variety of specialty courses covering topics such as turkey hunting, shotgun shooting, and exploring bowhunting are provided throughout the year at the DWR's two shooting ranges and other venues.

**Youth Hunter Education Challenge (YHEC)**—103 Hunter Education students participated in the annual Utah YHEC in FY 2012. The YHEC provides an opportunity for students to master and compete in skills learned in Hunter Education courses. Students focus on 8 areas:

- Shotgun – sporting clay format
- Archery – 3D hunting arrangement
- .22 Rifle – 3 shooting positions, metal knockdown /spinner targets
- Muzzleloader - 3 shooting positions, metal knockdown /paper targets
- Orienteering – map and compass skills and applications
- Wildlife ID – learn to identify all types of wildlife from wings, scat, fur, etc.
- Safety Trail – demonstrate safe handling of firearms on a supervised course
- Exam – Info taken from the manual “A Hunters Guide”

**National Archery in the Schools Program (NASP)**—NASP teaches international-style target archery in physical education classes (grades four through twelve). Students learn archery history, safety, technique, equipment, concentration, core strengthening, physical fitness and self-improvement. There are currently 54 schools participating in the program in Utah.

**Shooting-Sports Programs**—Two shooting-sports programs are offered by DWR. The Junior Olympic Archery Development Program provides activities from beginner instruction to championship competition.

The Scholastic Clay Target Program provides the opportunity for boys and girls in the elementary grades through high school to participate in the exciting and challenging sports of trap, skeet, and sporting clays in a supportive environment.

**Shooting Ranges**—The DWR operates two public shooting ranges: The Lee Kay Range in Salt Lake City and the Cache Valley Range in Logan. Shooting ranges offer the opportunity for people to shoot firearms and participate in trap and skeet shooting, cowboy action shooting, and archery equipment shooting. The Lee Kay Range also provides a gun dog training area.

**Shooting Range Development**—The DWR provides small grants and consultation to other entities to construct, operate, and maintain shooting facilities throughout the state.

**Tagged Fish Contests**—The DWR cosponsors a number of tagged fish contests each year providing incentives for people to go fishing. Over the past couple of years, tagged fish contests have occurred in the Uintah Basin (Family Fun Fish), Flaming Gorge (Burbot Bash), Rockport, and Strawberry Reservoirs.

**Utah Outdoor Recreation and Conservation Days**—The DWR, in conjunction with conservation organizations and retailers, will host this event at the Davis County Legacy Events Center for the first time in May 2013. This hands-on event is designed to provide a setting in which attendees can learn the basics of hunting, fishing, and other outdoor recreation pursuits.

**Walk-in Access Program**—Creates access for hunting and fishing on private lands. There are 134 private properties enrolled in this program providing 76,763 acres of land, 38.52 miles of stream, and 562 acres of ponds.

**Watchable Wildlife**—Provides 25-30 annual events and festivals designed to get people outdoors and experience wildlife in its natural setting. The St. George Winter Bird Festival in January, the Snow Goose Festival in Delta in February, and the Great Salt Lake Bird Festival in Davis County in May, along with events such as bighorn sheep, sage-grouse, and tundra swan watches, make up this program.

**Wildlife Recreation Program**—The DWR is in the process of combining all major hunting, fishing, and shooting sports programs under an umbrella program called Wildlife Recreation. The Wildlife Recreation Program will allow for increased emphasis and agency teamwork on recruitment, retention, and outdoor recreation.

**Youth Hunting—Special Opportunities**—Youth hunters are provided with special waterfowl, partridge, pheasant, and quail hunt days before general seasons for these species. Several permits are allocated for youth for many big game species, turkey, swan, and sandhill crane.

**Youth Fishing Events**—Events are held each year for kids at Gigliotti Pond in Price and Green River State Park. Special fishing events for kids with disabilities are held at Salem Pond and Gigliotti Pond.

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## **Utah Office of Tourism Programs**

Utah's Office of Tourism (UOT) has produced impressive results from its marketing and travel trade programs, which highlight Utah's diverse recreational opportunities at national and international levels. Internationally, UOT's recent efforts include more than 90 trade and media familiarization tours conducted in 2011-2012, five international radio and television programs

facilitated in 14 languages and 117 countries, and more than \$26 million generated in international media value last year.<sup>18</sup>

**Tourism Marketing Performance Account (TMPA)**--In 2005, the State Legislature created the TMPA, which increased the Utah Office of Tourism advertising budget from approximately \$900,000 to \$10 million in a single year. Since then, the TMPF has ranged from \$6.95 million to \$11 million. The legislation dictates that TMPF dollars be spent on out-of-state advertising. Furthermore, 10% of the TMPF goes to the Utah Sports Commission to attract sporting events like Primal Quest, Xterra, Tour of Utah, the Dew Tour, and more, all of which demonstrate Utah as an ideal location for outdoor recreation. Additionally, 20% of the TMPF funds go to a Cooperative Marketing Program which has enabled local Destination Marketing Organizations (DMOs) to promote their respective areas to out-of-state visitors. Using a 50/50 match of public and private marketing monies, tourism partners are able to double out-of-state marketing efforts. The program has approved 327 applications for nearly \$15 million. Many of the DMWs use the funds to promote outdoor recreation activities in their region.

**Travel Trade Program**—The Travel Trade Program’s objectives include growing and enhancing domestic and international published Utah travel products and branding Utah to worldwide audiences as an exciting year-round travel destination. Program components include media and trade tours, collateral development, press releases, trade shows, sales missions, and promotional events. Currently, UOT has international contracts with offices in the UK, France, Germany, and Japan.

**International Trade Events**—UOT participates in numerous international trade events and has conducted hundreds of meetings with tour operators from around the world. UOT tradeshow booths and materials feature Utah’s amazing scenery and outdoor recreation, which UOT promotes to tour operators.

**International Travel Guides**—UOT has created international travel guides in Queen’s English, German, French, Japanese, Portuguese, Korean, Chinese, and Spanish. All of these guides feature Utah’s scenic beauty and the recreational opportunities that are found here. Additionally, UOT distributes the Utah Life Elevated® Travel Guide, which is also found electronically on VisitUtah.com. The publication is designed to complement VisitUtah.com, and contains 80 pages of full-color photography; a listing of scenic parks, activities and events; a pull-out map with transportation information; and three “Elevated Experiences” inserts that contain regional travel ideas for Northern, Central, and Southern Utah. Each section directs the traveler to explore the website for more information, including a comprehensive listing of accommodations, guides and outfitters, and campgrounds.

**Scenic Byways**—This program encourages people to drive Utah’s amazing scenic byways and participate in various recreational, heritage, and cultural activities along the way.

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<sup>18</sup> Utah Governor’s Office of Economic Development (GOED), “2012 Annual Report and Business Resource Guide,” 2012, p. 50.

## The School and Institutional Trust Lands Administration (SITLA)

Millions of acres of land allocated to Utah by Congress at the time of statehood are held in trust by SITLA and the dividends are used to support Utah's public schools. All net revenue is saved in the permanent State School Fund, which is now over \$1 billion. Since 1995, when the Legislature created SITLA, net revenue has increased from \$15 million to about \$80 million annually through prudent and profitable management of the lands.<sup>19</sup>



### SITLA Programs

**OHV Video Contest**—In conjunction with the Division of State Parks and the Larry H. Miller Group, SITLA sponsors the annual “RideOn!” video contest. The competition promotes safe and responsible off-highway vehicle use along with stewardship of school trust lands. It is open to all Utah students. The students who enter the contest showcase their talent and creativity by creating short videos emphasizing safe riding and good land

stewardship practices.

**La Sal Mountains OHV**—SITLA has been working to develop and implement an off-highway vehicle (OHV) trail management plan on the 27,500 acres of trust land it administers in southeastern Utah's La Sal Mountains. The plan consists of a designated trail system which provides a variety of OHV opportunities to the public, including four-wheel drive routes, OHV trails, and some of the only designated single-track routes in the state.

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### Other State-Run Programs

**Grazing Improvement Program (GIP)** —GIP is changing livestock management on large areas of rangeland to improve landscape health and water quality, enhancing wildlife habitat and recreation opportunities. This program is producing landscape-scale improvements in plant diversity, nutritious forage for wildlife, invasive species control, and reduced fire hazard—all valued by the recreation community.

**Utah Conservation Commission**—The Conservation Commission in the Department of Agriculture and Food is implementing an Environmental Stewardship Certificate program for farmers and ranchers which will help them meet state and federal clean water standards. The program will be voluntary with incentives for participation. Similar programs in other states have been widely supported by farmers and the environmental community.

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<sup>19</sup> Utah School and Institutional Trust Lands Administration, *Utah's School Trust Lands*, Retrieved on November 9, 2012 from: <http://www.schoollandtrust.org/school-trust/school-lands/> .

***RIDE ON Designated Routes in Utah*** is a new statewide campaign to educate outdoor recreationists who use motorized vehicles on Utah's public lands. The campaign unites the U.S. Forest Service, Bureau of Land Management, Utah Division of Parks and Recreation, Utah Division of Wildlife Resources, and SITLA, in partnership with Tread Lightly!, to spread a consistent message throughout the state. The outreach effort is centered on the slogan *RIDE ON Designated Routes in Utah*, originally created for national application, but now being customized with Utah-specific messaging. Since 1998, the number of OHVs registered in Utah has nearly tripled, putting additional pressure on Utah's public lands, especially in popular riding areas. *RIDE ON* reinforces that responsible recreation is the key to preserving and protecting Utah's many great motorized recreation opportunities.

**Tread Lightly!**—This program is a public/private partnership promoting conservation and sustainable outdoor recreation. Funding and support is provided by the private sector, such as Yamaha's OHV Access Initiative and the National Shooting Sports Foundation. Working in conjunction with *RIDE ON*, this initiative will also expand to address issues like safety and resource damage—today's most pressing recreation issues in Utah. Strategized messaging and outreach efforts will focus on shaping riding behaviors and maintaining the condition of our public lands.

**Permanent Community Impact Fund**—Administered by the Permanent Community Impact Fund Board and funded by mineral royalties, this program provides loans and grants to state agencies and subdivisions of the state that are or could be socially or economically impacted, directly or indirectly, by mineral resource development on federal lands.

**LeRay McAllister Critical Land Conservation Fund**—With an appropriation from the Legislature, the Utah Quality Growth Commission and the Governor's Office of Management and Budget administer this program to protect lands that are critical to recreation, agriculture, scenery, historic preservation, water quality, wildlife habitat, and wetlands. The Fund is an incentive program that provides grants that encourage collaborative conservation efforts between communities and landowners.

**Trails Database**—The Governor's Office of Management and Budget is preparing a database of all trails in Utah. The information will be made available to the public and will be an excellent resource to find nearby trails for a range of uses.

**Recreational Database**—The State of Utah is developing a comprehensive database of popular recreational facilities and areas throughout the state. From a computer, anyone will be able to get timely and accurate information regarding Utah's recreational opportunities.

**Utah's Outdoor Recreation Opportunities Map**—Developed by the Utah Council for Outdoor Recreation, this map highlights a range of recreational opportunities in Utah. A copy is included in Appendix D to this document.

**Utah Bicycle and Pedestrian Master Plan Design Guide**—A collaborative effort led by the Utah Department of Health created a guide to help city and regional planners develop their own bicycle and pedestrian master plans. This guide has been distributed to all city administrators

## *The Benefits to Utah of Outdoor Recreation*

and planners in Utah. The Utah Departments of Transportation and Health are currently working together to assess the health impact of city bicycle and pedestrian master plans.

### **Utah's Outdoor Recreation Economy**

*“There’s a lot of stuff to do out here, especially if you have a family. That’s why I enjoy it here with my kids. Between the skiing, biking, and all that’s out here, if you like the outdoors, you’re going to love living in Utah.”*

-- Deron Williams, Former Utah Jazz player, NBA All-Star, and Olympic Gold Medalist

The heart of the outdoor recreation economy is the outdoor consumer. These customers and their families travel to and around Utah to ski, bike, backpack, snowmobile, raft, fish, or participate in numerous other activities. They buy products such as tents, rock-climbing gear, bicycles, skis, hunting rifles, boats, and fishing gear. Who are “they”? They are a diverse bunch: men and women of all ages, physical abilities, income levels, ethnicities, shapes, and sizes. Many of them seek to live within a short distance of the recreational opportunities that can be found in Utah’s mountains, deserts, forests, rivers, and lakes. They seek adventure, fitness, and a meaningful experience as they enjoy the outdoors with friends, family, or alone. In doing so, they support Utah’s economy.

Outdoor recreation has become a large and critical sector of Utah’s economy. It creates jobs in development, manufacturing, sales, tourism, land and wildlife management, hospitality, and guide and outfitter services. Even during the recession, the national outdoor recreation economy still managed a growth rate of 5% a year, outperforming most other job sectors.<sup>20</sup>

Within the western states, 2.3 million jobs depend on outdoor recreation. According to a 2012 Western Governors’ Association report on the economic impact of outdoor recreation, the salaries, wages, and business income from those jobs brought \$110.3 billion to the Western region. The same report also highlighted that consumer spending on outdoor recreation generates significant tax revenues for local and state governments within the western region, totaling \$15.38 billion.<sup>21</sup>

Utah’s communities are seeing the connection between nearby outdoor recreational amenities and their ability to attract smart investment and new residents, revitalize urban areas, and boost tourism. These amenities draw not only tourists, but Utahns who seek after-work or weekend recreation. The easy access to such quality places is a major asset for recruiting employers and companies to our beautiful state and sustaining our economy and way of life.

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<sup>20</sup> Outdoor Industry Association (OIA), *The Outdoor Recreation Economy*, 2012, p. 10, Retrieved on November 9, 2012 from: [http://www.outdoorindustry.org/pdf/OIA\\_OutdoorRecEconomyReport2012.pdf](http://www.outdoorindustry.org/pdf/OIA_OutdoorRecEconomyReport2012.pdf).

<sup>21</sup> Western Governors’ Association, *A Snapshot of the Economic Impact of Outdoor Recreation*, June 2012., p. 2, Retrieved on November 9, 2012 from: <http://www.westgov.org/reports>.

## Outdoor Recreation Products and Services

Outdoor recreation products and services make up a significant portion of Utah's economy. The sale of outdoor products and sporting goods contributes \$5.8 billion annually to our economy and approximately \$60 million in state and local sales tax revenue. The sectors account for \$4 billion in annual retail sales, a full 5% of the state's GDP.<sup>22</sup> The Outdoor Products and Sporting Goods sectors employ 65,000 Utahns. In fact, Utah ranks first among the states in the concentration of outdoor/sporting goods jobs as a percentage of total state jobs.

Utah's outdoor products sector had an early start with the establishment of Browning as a rifle manufacturer in 1880. Today, Utah has over 1,000 outdoor products companies.<sup>23</sup> This includes product manufacturers as well as retail services. Among those companies which are headquartered in Utah are Amer Sports (whose brands include Atomic, Salomon, Suunto, Arc'teryx, etc.), Backcountry.com, Black Diamond, Easton, ENVE Composites, Fezzari, Flat-Attack, Gregory Mountain Products, Liberty Mountain, Ogio, Petzl, Rossignol, Voile, ATK Motorcycles, EK Accessories, William Joseph, Chums, and Goathead Spikes, just to name a few.

Al's Sporting Goods in Logan opened in 1921. Since then, a number of other sporting goods retailers have emerged. Utah's interest in outdoor recreation has attracted the large specialty sporting goods retail stores Cabela's and Scheels which opened in Lehi and Sandy respectively.

### *A Look at Outdoor Recreation Activities*



We as Americans love the outdoors and outdoor recreation. Over 140 million Americans make outdoor recreation a daily priority and they prove it by spending \$646 billion a year on outdoor recreation. They buy gear, recreational vehicles, clothing and footwear and they also love to travel for more opportunities to hike, climb, ski, bike, camp, do some fishing and more. For every dollar that Americans spend on gear and recreational vehicles, they spend an estimated \$4 dollars on the trips and travel related to outdoor recreation.

A few fun facts gathered from a recent study on outdoor recreation:

- ❖ Americans spend more on **bicycling** gear and trips (\$81 billion) than they do on airline tickets and fees (\$51 billion).
- ❖ Americans spend almost as much on **snow sports** (\$53 billion) as they do on internet access (\$54 Billion).
- ❖ **Camping** is one of the most popular outdoor recreation activities and one on which Americans spent some serious money: a total of \$143 billion for camping-related gear, vehicles and travel.

See Appendix A for more data from this study.

<sup>22</sup> Statistics provided by the Utah Governor's Office of Economic Development, Outdoor Products and Recreation Cluster.

<sup>23</sup> Information provided by the Utah Governor's Office of Economic Development, Outdoor Products and Recreation Cluster

## How Ogden became the Place for Outdoor Business



The City of Ogden has undergone an amazing transformation. Once known more for crime, gangs, and urban decay, the Ogden area is now ranked 19<sup>th</sup>\* in the nation for economic recovery by the Brookings Institute. Long-time residents are proud and pleased as they have watched Ogden's downtown undergo an amazing revitalization. With a focus on its outdoor recreation amenities, Ogden has attracted over two dozen outdoor recreation companies, bringing high-paying jobs to residents who like to work hard and play hard. The City's partnerships with private companies have helped it clean up and redevelop its blighted areas. The City's renovations included the construction of two kayak parks (the Class III-IV Ogden and Weber rivers flow through town); a paved trail network; and the Salomon Recreation Center, complete with climbing wall, vertical wind tunnel, and standing surf wave. No wonder *Sunset* magazine dubbed it a "Disneyland for adrenaline junkies." Ogden has continued to receive rave reviews for livability and its favorable business atmosphere over the last few years from several major publications including *Outside*, *Forbes*, *Wall Street Journal*, *Money*, and *Men's Journal*.

The outdoor product companies are attracted because, as *Forbes* magazine recently noted, Utah has been the best place in the United States for business for three years running.<sup>24</sup> For outdoor product companies, Utah's outdoor opportunities add considerably to the attraction. Not only is Utah a great place for such companies to beta-test their products, but it offers easy access to business, education, and social and political contacts. Utah's workforce is young, highly educated, and growing, and the young workforce finds the outdoor products industry very appealing. To top it off, Utah is one of the few places in the country where one can ski, climb, bike, and meet with clients all in the same day.

The continued success of Utah economic development organizations in recruiting new outdoor products companies and convincing existing companies to expand in Utah is very much tied to the availability of high-quality outdoor recreation in close proximity to business centers in the state. For this reason, protecting the high-value outdoor resources in Utah is critical to job creation and economic diversity

Salt Lake City has hosted the Outdoor Industry Association's summer and winter retail trade shows since 1996. These shows showcase the year's top outdoor products, while Utah showcases its great environment and recreation areas to all the trade show visitors. During 2012, the Outdoor Retailer Summer Market drew 27,000 attendees. The Outdoor Retailer Winter Market 2013 is expected to draw 22,000 attendees.<sup>25</sup> These shows bring an estimated \$40 million into the state annually.<sup>26</sup>

<sup>24</sup> Badenhausen, Kurt "The Best States for Business" *Forbes*, Nov. 22, 2011, Retrieved on November 9, 2012 from: <http://www.forbes.com/sites/kurtbadenhausen/2011/11/22/the-best-states-for-business/>

<sup>25</sup> Information regarding the Outdoor Retail shows in Salt Lake City provided by Scott Beck, President & CEO, Visit Salt Lake Visitors & Convention Bureau

<sup>26</sup> OIA, p. 14.

## Tourism's Connection to Outdoor Recreation in Utah

Utah's lands attract millions of outdoor recreationists and tourists . . . and their wallets. In 2011, 22 million domestic and international visitors traveled to Utah, spending an estimated \$6.87 billion dollars.<sup>27</sup> Tourism supports 124,059 jobs in Utah's travel and tourism-related industries and generates \$890 million in state and local tax revenues.<sup>28</sup> Utah's striking and varied scenery gives it an advantage in the competition for tourists. A poll conducted by the President's Commission on America's Outdoors found that natural beauty was the single most important criterion for tourists in selecting outdoor recreation sites.<sup>29</sup>

Utah's Office of Tourism (UOT) has highlighted Utah's diverse recreational opportunities in a series of successful ads distributed around the country. These ads promote the range of recreational activities tourists are able to enjoy while in the state such as skiing, rafting, golfing, kayaking, hiking, rock-climbing, fishing, and more. UOT reports that in 2011, the economic impact from its marketing programs reached \$132 million in the winter months and \$89.9



million in the non-winter months. Advertising effectiveness studies conducted by an independent firm after each campaign have verified that these campaigns generate thousands of incremental trips that result in millions of dollars in traveler spending and tax revenue. Each ad campaign has generated a Return on Investment (ROI) of at least \$2.50 in state tax revenue for each \$1 spent on the ad campaign. For most ad campaigns, the ROI in state tax revenue was significantly higher than \$2.50.<sup>30</sup>

Journalists experience Utah on familiarization tours. They hike, bike, ride horses, raft, ski, and more, and then write about their experiences. Advertising value for the 130 domestic news stories generated from September 2011 through August 2011 was over \$10.7 million. PR efforts generated over 335 million impressions. Outdoor recreation is consistently one of the major topics in the news stories.

UOT's Travel Trade Program introduces the Utah brand and tourism products to relevant travel trade and media representatives in domestic and foreign markets. Currently, UOT has international contracts with offices in the UK, France, Germany, and Japan, and Memoranda of

<sup>27</sup> Utah State Data Center, "Utah Data Guide: A Newsletter for Data Users." Governor's Office of Management and Budget, Fall 2012, p. 3, Retrieved on December 11, 2012 from: <http://www.governor.utah.gov/dea/DataGuide/12udg11.pdf>

<sup>28</sup> Ibid.

<sup>29</sup> *Scenic America*, November/December, 1987. "Fact Sheet: Sign Control and Economic Development." *Sign Control News*.

<sup>30</sup> GOED, 2012, p. 48.

Understanding with firms in Australia and Brazil. From July 2011 to May 2012, UOT conducted 93 familiarization tours with 263 participants, generating 507 articles for a total media value of \$20.8 million.

Truly, Utah is a global leader in tourism and enjoys many accolades from tourism-related magazines and organizations, including:

- Utah was ranked the hottest new luxury destination in the U.S. for 2011 by *Luxury Travel Magazine* for properties such as the St. Regis and Waldorf Astoria in Park City, Montage Deer Valley, as well as Amangiri (Aman Resorts) near Lake Powell.
- Southern Utah was chosen as the #1 destination in *Lonely Planet's* "Top 10 Places to Go in the US in 2011" by the publication's writers.
- Last year, Deer Valley Resort in Park City was named the #1 ski resort in North America for the unprecedented fifth year in a row.
- Salt Lake City is tied with Israel as the most attractive destination for faith-based travel, according to a survey of 1,600 tour operators conducted by the National Tour Association's monthly trade publication "Courier."<sup>31</sup>

### Utah's State and National Parks



Utah's spectacular state and national parks, monuments, and recreation areas attract millions of visitors every year, benefitting state and local economies. During 2011, a total of 11.3 million visitors came to Utah's National Parks, National Monuments, and National Recreation Areas.<sup>32</sup> According to the National Park Service (NPS), Utah is among the top five states in economic benefits received from NPS visitor and payroll spending, with 904 park-related jobs and an additional 9,267 jobs created from non-local visitor spending related to NPS units.<sup>33</sup>

Visitors to Utah's state parks make a notable contribution to the state's economic growth. There were 4.8 million visits to Utah's state parks in 2011 which brought in \$67 million in revenue from day-use, camping, and golf. The parks generated an additional \$513,126 of revenue through entrepreneurial strategies, such as equipment rentals and training.<sup>34</sup>

Edge of Cedars State Park (Photo: Allison Yamamoto Sparks/Utah Office of Tourism)

<sup>31</sup> The ranking was in the January 2012 edition of the magazine.

<sup>32</sup> Statistics provided by the Utah Governor's Office of Economic Development, Office of Tourism

<sup>33</sup> Stynes, D. J. 2011. *Economic benefits to local communities from national park visitation and payroll, 2010*. Natural Resource Report NPS/NRSS/EQD/NRR—2011/481. National Park Service, Fort Collins, Colorado., p. 9, 39.

<sup>34</sup> *Utah State Parks*, "About Us," Retrieved December 11, 2012 from: <http://stateparks.utah.gov/about>.

## Utah's Ski Industry

Utah's ski resorts receive an average of about 500 inches of its famous snow a season, with an average base depth of over a hundred inches. The moniker "Greatest Snow on Earth" reflects the quality, not merely the quantity of the dry powder found only in Utah. The water density of the snow at Utah's ski resorts averages about seven percent, compared with 20% at most other resorts outside the state.<sup>35</sup> With conditions like these, it's no wonder that the U.S. Ski and Snowboard Association calls Park City, Utah, home.

During the 2010-2011 ski season, Utah resorts had 3,802,536 skier visits.<sup>36</sup> The previous year, which had better snow conditions, had over 4.2 million skier visits, the second highest year in a decade of growth.

Utah has 14 ski resorts and nine Nordic Ski resorts. A dozen of those resorts are within an hour's drive of the Salt Lake International Airport, and southeastern Utah's Brian Head Ski Area is only 2 ½ hours from Las Vegas. Utah also offers excellent places for cross-country skiers to



race and train. Soldier Hollow Cross-Country Ski Resort will once again play host to the U.S. Utah has a ski heritage well over a century old. The Wasatch Mountain Club formed in 1912 and its members lead regular ski treks into the Wasatch Mountains. Ski jumping tournaments, started by Norwegian immigrants, also began in the early 1900s. Utahns have been skiing on the slopes of Brighton Ski Resort since 1936, making it Utah's oldest ski resort.<sup>37</sup> Since then, Utah's reputation as a ski destination has continued to climb, especially since the 2002 Olympic and Paralympic Winter Games in Salt Lake

City. Today, the ski industry contributes \$1.173 billion to the state's economy, a figure that has increased 67% since 2002. The ski and snowboard industry creates 20,000 jobs in the state.<sup>38</sup> Building on this past success, Utah is preparing a bid to again host the Olympic and Paralympic Winter games.

(Photo above: Skiers at Brighton, 1936. *Courtesy of Brighton Resort/J. Willard Marriott Library, University of Utah*)

<sup>35</sup> Steenburgh, Jim, "Better Snowfall Forecasting: Weather Service Adopts U of Utah Powder Prediction Method," News Center, *U-news*, University of Utah, Retrieved November 9, 2012 from: <http://unews.utah.edu/old/p/012710-4.html>.

<sup>36</sup> Ski Utah, *Utah Skier Days: 1955/56-2010/11*.

<sup>37</sup> Ski Utah, "A Brief History of Skiing in Utah" March 1, 2010, Retrieved November 9, 2012 from: [http://www.skiutah.com/media/story\\_starters/a-brief-history-of-skiing-in-utah](http://www.skiutah.com/media/story_starters/a-brief-history-of-skiing-in-utah).

<sup>38</sup> Statistics provided by Ski Utah.

## Utah's Ski Areas

- ❖ Alta
- ❖ Beaver Mountain
- ❖ Brian Head
- ❖ Brighton
- ❖ Canyons Resort
- ❖ Deer Valley
- ❖ Eagle Point
- ❖ Park City Mountain Resort
- ❖ Powder Mountain
- ❖ Snowbasin
- ❖ Snowbird
- ❖ Solitude
- ❖ Sundance
- ❖ Wolf Mountain

## Utah's Nordic Ski Resorts

- ❖ Alta Ski Area Nordic
- ❖ Homestead Resort
- ❖ Ruby's Inn at Bryce Canyon
- ❖ Snowbasin Nordic
- ❖ Soldier Hollow
- ❖ Solitude Resort Nordic
- ❖ Sundance Resort Nordic
- ❖ White Pine Touring



*Photo: Will Wissman/Ski Utah*



Nordic Skiers at Soldier Hollow *(Photo courtesy of Utah Office of Tourism)*

## Wildlife-Related Activities:

Wildlife-associated recreation within Utah is popular, attracting many who enjoy fishing, hunting, bird watching, wildlife photography, and travel just to observe wildlife. According to a U.S. Fish and Wildlife Service survey, 91.1 million Americans 16 years and older, or nearly four out of ten people, participated in wildlife-related recreation in 2011 and spent \$145 billion dollars.<sup>39</sup> In Utah, expenditures on wildlife-related recreation totaled \$1.87 billion, with \$1.17 billion spent on fishing and hunting and \$701 million spent on wildlife watching. Not only do these activities support thousands of jobs in industries and businesses connected to fishing, hunting, and wildlife-watching, they also generate significant financial support to sustain wildlife and their habitat.



Of the 71.8 million Americans who enjoy wildlife watching, a third of them participated by taking trips away from home for that very purpose in 2011, spending a total of \$55 billion dollars. They seek to visit parks, wildlife refuges and other natural areas to observe or photograph wildlife. Wildlife watchers have many favorite spots in Utah including Cutler Marsh and the Great Salt Lake in northern Utah; the Jordan River and Jordanelle State Park/Provo River corridor in central Utah; Hole-in-the-Rock and Ptarmigan Loop in northeastern Utah; Dead Horse Point State Park and La Sal Loop in southeastern Utah; and Boulder Mountain and Lytle Ranch Preserve in Southern Utah. In addition, the U.S. Fish & Wildlife Service manages three wildlife refuges in Utah: Bear River Migratory Bird Refuge, Fish Springs National Wildlife Refuge, and Ouray National Wildlife Refuge.

Fishing opportunities are available year round in Utah, from excellent trout fishing in our high mountain lakes and streams, to productive warm-water fisheries. Utah's excellent fly fishing waters have recently begun to receive the notice they deserve. Many of these waters are designated as Blue Ribbon fisheries and provide Utah's over 400,000 anglers with quality angling experiences in exquisite settings. Every year, the average angler enjoys about 17 days fishing, spending about \$1,262 on equipment, licenses, travel-expenses, and other items.<sup>40</sup>

In Utah, hunting is allowed in most public areas of the state with the exception of National Parks, Monuments, and most State Parks. Species commonly hunted in Utah are mule deer, elk, antelope, pheasant, ducks, geese, rabbits, sage grouse, forest grouse, chukar partridge, mourning dove, and wild turkeys. Avid hunters make up about 6% of the U.S. population and spend an average of 21 days pursuing wild game, spending on average about \$2,484 annually.<sup>41</sup>

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<sup>39</sup> U.S. Fish & Wildlife Service, *2011 National Survey of Fishing, Hunting, and Wildlife-Associated Recreation: National Overview*, August 2012, p. 4, Retrieved on November 9, 2012 from:

<http://digitalmedia.fws.gov/cdm/fullbrowser/collection/document/id/859/rv/singleitem>.

<sup>40</sup> *Ibid.*, p. 5-6

<sup>41</sup> *Ibid.*, p. 6-7.

## Special Events

Utah's reputation for gorgeous scenic backdrops, renowned snow, and world-class recreational settings and amenities has attracted professional athletes to live, train, and compete here. Since its debut as the host of the 2002 Olympic and Paralympic Winter Games, Utah has been home to a number of national and international winter-sport events, including World Cup competitions and national championship races. A number of other outdoor sporting events have selected Utah as home, among these the Ironman 70.3 St. George, the Tour of Utah, XTERRA Trail Run National Championship, and extreme sport competitions such as the Dew Tour and AMA Supercross, all of which bring millions of dollars into the state each year.

On the theory "if you build it, they will come," communities across the state bolster local economies by developing and hosting a number of competitive recreational events and adventure races. Such popular events as the LOTOJA Classic (Logan to Jackson bicycle race), St. George marathon, Canyonlands Half-Marathon, XTERRA Moab Triathlon, Little Red Riding Hood Century Ride, and others attract participants from across the country and quickly fill to event capacity. Such events stimulate local economies not only for a weekend, but show off the spectacular local scenery, luring visitors back for return trips.

A comprehensive state-wide study has not been conducted to quantify what these recreational events bring to the state as a whole. Yet, anyone who has tried in vain to get a hotel room or seat at a restaurant during one of these events knows that they are an economic generator for many local businesses. The effect of such events is also felt prior to the race as highly competitive athletes often visit the town in advance to train and become familiar with the course.

The Utah Sports Commission has assessed the economic impact of some of the outdoor events it sponsors. These estimates are based solely on out-of-state dollars and represent an average value within the range of estimated economic impact for the event. Not included is the substantial media value Utah receives, as many of these events are nationally televised.

- **Red Bull Rampage** (extreme mountain biking competition in Virgin, Utah) —\$2.5 million;
- **XTERRA USA Championship & Trail Run Championship** (Off-road triathlon), held at Snowbasin Resort —\$2.2 million;

### *The Tour of Utah*



The Tour of Utah, billed as "America's Toughest Stage Race™" is a great example of the beneficial economic impacts that the state gains from hosting major sporting events. The six-day race held in early August features 132 professional world-class cyclists from 17 renowned teams who compete on grueling courses covering well over 500 miles. The race is held in several different communities. The increasingly popular race has gained a following resulting in national television coverage and an increasing number of spectators who come from around the state and country. The 2012 race generated \$14 million for the Utah economy and the local communities that hosted it.

- **Winter Sport Competitions** held at Olympic Park/Olympic Oval (5 events) –\$10 million, including:
  - FIBT Bobsled & Skeleton America’s Cup;
  - FIBT World Cup Bobsled & Skeleton;
  - FIS Men’s Nordic Combined;
  - ISU World Sprint Speed Championship; and
  - National US Short Track Championship;
- **VISA Freestyle World Cup Competition**, held at Deer Valley Resort –\$6 million;
- **Sprint US Grand Prix** (Skicross & Snowboardcross) at Canyons Resort near Park City – \$5 million;
- **AMA Supercross**, (Off-road Motorcycle Racing event) held at Rice-Eccles Stadium in Salt Lake City) –\$9 million;<sup>42</sup>
- **IRONMAN 70.3 St. George**, which will be the site of the IRONMAN 70.3 U.S. Pro Championship in 2013 and 2014<sup>43</sup> –\$8 million; and
- **Tour of Utah** (This 6-day UCI Pro Road Bicycling stage race is held at various locations throughout Utah) –\$14 million (2012 figures).<sup>44</sup>



World Cup Freestyle Event – Deer Valley Resort (*photo courtesy of Deer Valley Resort*)

<sup>42</sup> Information provided by the Utah Sports Commission, with the exception of the Tour of Utah’s figures. These are estimated economic impact ranges.

<sup>43</sup> *Ironman.com*, “IRONMAN 70.3 St. George selected as new U.S. Pro Championship” Retrieved December 11, 2012 from: <http://www.ironman.com/triathlon-news/articles/2012/08/70.3-u.s.-pro-championship.aspx#ixzz2DY8Xv2C0>.

<sup>44</sup> Tour of Utah’s 2012 economic impact study was done by IFM North America, working in association with Dr. Angeline Close of the University of Texas at Austin. *TourofUtah.com*, “Records Set in 2012 for Economic Impact and Media Coverage,” October 10, 2012, Retrieved on December 11, 2012 from: <http://tourofutah.com/blog/records-set-in-2012-for-economic-impact-media-coverage..>

## The Less Obvious Economic Impacts of Outdoor Recreation in Utah

*Recreation: “to create anew, restore, refresh; a refreshment of strength and spirit after work.”*

--Webster’s Dictionary

It isn’t just the tourism and sales dollars that add to the economic benefits of outdoor recreation for the state. The indirect benefits add even more. No matter where one lives in Utah, one is never far from the remarkable recreational areas that surround our cities and towns and make this state an outdoor-lover’s paradise. The same places that bring tourists for weekend trips also appeal to locals. Utahns have a chance to both work and play even on weekdays: spending a morning on the Ogden River casting flies before heading off to work or perhaps using the noontime break for a bike ride up Salt Lake’s City Creek Canyon. At the close of the work day, there’s still time for night skiing on a crisp winter night or an autumn evening hike to photograph fall foliage against the backdrop of a stunning sandstone canyon. Summer opens even more possibilities, such as an evening of sailing on the Great Salt Lake, kayaking the Weber River, or waterskiing on Utah Lake. Newcomers find the full range of water recreation a pleasant surprise in this dry state. But it’s amazing and true: Utah is ranked sixth in the U.S. for the amount of boatable water per capita.<sup>45</sup>



The full range of Utah’s recreational opportunities and awe-inspiring natural vistas certainly add to the quality of life for the state’s residents. Such features also make it easier for Utah to retain recent college graduates and for towns to attract young families and affluent retirees to purchase homes in the community. Companies know that an active outdoor lifestyle is attractive to a talented workforce and it is often a factor that can clinch a deal for companies which are considering expanding in or relocating to the state.



In addition, outdoor manufacturing companies provide a good companion to recreation operations. Because they are not as subject to seasonal fluctuations, they tend to stabilize regional economies and provide more steady employment. Often, they provide generous employee benefits which are important to families, especially in rural communities where many households rely on agricultural businesses that do not provide consistent

<sup>45</sup> Utah Travel Industry, “Boating in Utah,” Retrieved November 9, 2012 from: <http://www.utah.com/boating/>.

wages or benefits.

**Recreation adds to our Quality of Life, making this state a desirable place to live and do**

**business:** Parks, open space, and nearby recreational amenities create a high quality of life that attracts and retains tax-paying businesses and residents. Corporate CEOs report that employee quality of life is the third most important factor in locating a new business.<sup>46</sup> Small company owners say recreation, parks, and open space are the highest priority in choosing a new location for their business. Such quality-of-life issues can even become a make-or-break deal for the state when working with a company considering relocation.<sup>47</sup> In addition, various rankings of “best places to live” are heavily weighed for recreational amenities.<sup>48</sup> Top states for business focus heavily on “quality of life” considerations because they are such an important selling point for state economic development campaigns.<sup>49</sup>

**Nearby Recreational Areas and Amenities help companies attract talent:**

High-technology firms and industries, in particular, state that natural, recreational, and lifestyle amenities are “absolutely vital” in attracting knowledge workers. Such workers are often able to choose among other job opportunities and have a preference for areas that are attractive places to live as well as work. Knowledge workers show a strong preference for places with a diverse range of outdoor recreational opportunities. They prefer cities with a wide range of experiences, but favor

**Destination: St George**



St. George has some attributes that make it a popular destination for both affluent retirees and tourists: natural scenic beauty, plenty of outdoor recreational opportunities, and mild weather. For the first decade of the new century, Washington County was one of the fastest growing regions in the country as retirees from Southern California, Phoenix, and Las Vegas sought the southwest climate in a smaller town. The influx of retirees stimulated the economy and led to a housing boom. Another economic boost for Washington County comes from tourism, the area’s largest private-sector job creator. St. George hosts a number of events, such as the Ironman triathlon, national softball tournaments, marathons and more, which introduce visitors to southwestern Utah’s stunning red rock landscape, outdoor recreation amenities, and the southern sunshine. In surveys, 75% of first-time visitors say they plan to return for vacations. Tourism continues to grow in St. George in spite of the national economy. (Photo: St. George Visitor’s Bureau)

<sup>46</sup> Columbia Parks and Recreation, “Benefits of Parks and Recreation: Economic Benefits of Parks and Open Space,” 1999, City of Columbia, Missouri, Retrieved December 7, 2012, from: [http://www.gocolumbiamo.com/ParksandRec/About\\_Us/benefits.php#Economic Benefits of Parks](http://www.gocolumbiamo.com/ParksandRec/About_Us/benefits.php#Economic%20Benefits%20of%20Parks).

<sup>47</sup> Weil, Marty “Quality of Life Factors into Business Location Decision,” Area Development Site and Facility Planning Online, December/January 2009, Retrieved December 7, 2012 from: <http://www.areadevelopment.com/siteSelection/dec08/quality-of-life-business-location017.shtml>.

<sup>48</sup> Wong, Vanessa and Joel Stonington, “America’s 50 Best Cities” *Bloomberg Business Week*, September 23, 2011, Retrieved December 7, 2012 from: <http://images.businessweek.com/slideshows/20110920/america-s-50-best-cities>.

<sup>49</sup> Incidentally, Utah ranked #10 for Best States to Live. “Top States for Quality Of Life” CNBC.com, July 2012, Retrieved December 7, 2012 from: [http://www.cnbc.com/id/48058146/America\\_s\\_Best\\_States\\_to\\_Live\\_in\\_2012.;](http://www.cnbc.com/id/48058146/America_s_Best_States_to_Live_in_2012.;) Gallup, 2012.

recreational amenities over “big ticket” amenities such as arts and culture or professional sports.<sup>50</sup>

### **Outdoor recreational opportunities attract or help retain affluent retirees as residents.**

Affluent retirees tend to be mobile and are attracted to areas with scenic beauty and recreational opportunities. Americans are living longer and the U.S. Census Bureau estimates that by the year 2050, approximately one in four will be age 65 or older.<sup>51</sup> Many enter their retirement with financial means and they are mobile and in good physical shape, earning them the name, “GRAMPIES”: (Growing number of Retired Active Monied People In Excellent Shape). GRAMPIES want communities that offer scenic beauty, recreational opportunities, and a mild climate. They bring disposable income to the communities and increase the tax base. As a group, they are “positive” taxpayers who use fewer services than they pay for in taxes (e.g. they pay taxes to school districts even though they do not send children there). GRAMPIES also transfer significant assets into local investment and banking institutions.<sup>52</sup>

**Recreational parks and open spaces generally have a positive impact on residential property values** which can lead to proportionally higher property tax revenues for local governments. Studies over the years have shown that larger parks have a greater impact on property values than smaller parks. Another study showed that large natural forested areas had a more significant impact on property values than small urban specialty parks such as playgrounds, skate parks, or even golf courses.<sup>53</sup>

**Public costs for recreational areas are sometimes less than for developed areas:** Parks and public open spaces for recreational use not only add value to the community, but over 60 fiscal studies have shown that the public costs are lower for these recreational areas than for residential developments.<sup>54</sup> People who reside in developments require services. In contrast, natural parks and open space require few public services -- no roads, no schools, no sewage, no solid waste disposal, no water, and minimal fire and police protection.<sup>55</sup>

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<sup>50</sup> Florida, Richard, “Competing in the Age of Talent: Environment, Amenities and the New Economy,” A Report Prepared for the R. K. Mellon Foundation, Heinz Endowments, and Sustainable Pittsburgh, January 2000, p. 6, Retrieved December 7, 2012 from: <http://burgosciudad21.org/adftp/Florida.pdf>.

<sup>51</sup> Vincent, Grayson K. and Victoria A. Velkof, “The Next Four Decades: The Older Population in the United States: 2010 to 2050 Population Estimates and Projections,” Report P25-1138, U.S. Census Bureau, May 2010, p. 1, Retrieved December 7, 2012 from: <http://www.census.gov/prod/2010pubs/p25-1138.pdf>.

<sup>52</sup> American Planning Association, “How Cities Use Parks for Economic Development,” City Parks Forum Briefing Paper 03, 2002, p. 3, Retrieved December 7, 2012 from: <http://www.planning.org/cityparks/briefingpapers/pdf/economicdevelopment.pdf>.

<sup>53</sup> Active Living Research, “The Economic Benefits of Open Space, Recreation Facilities and Walkable Community Design,” May 2010, p. 3-9, Retrieved December 7, 2012 from: <http://atfiles.org/files/pdf/Economic-Benefits-Active.pdf>.

<sup>54</sup> Crompton, John L., “The Impact of Parks And Open Spaces On Property Values,” Department of Recreation, Park and Tourism Sciences, Texas A&M University, Winter 2007. Retrieved December 7, 2012 from: [http://www.cprs.org/membersonly/Winter07\\_PropertyValues.htm](http://www.cprs.org/membersonly/Winter07_PropertyValues.htm).

<sup>55</sup> Crompton cites: “On average, for every \$1 million received in revenues from residential developments, the communities had to expend \$1.15 million to service them. This suggests that if the area of land on which a development generating \$1 million in revenues is located was used as a park instead, then if the park’s operation and maintenance costs did not exceed \$150,000 the community would financially benefit.” Ibid.

**Natural open spaces contribute to lower costs for our drinking water.** Keeping natural open spaces is a cost-effective way to protect water quality for residents. Natural areas protect water quality by reducing runoff from paved surfaces which often contains toxic chemicals, phosphorus, and nitrogen. These areas also filter water from rain and runoff before it reaches drinking water supplies. Protecting the watershed is often less expensive than water treatment.<sup>56</sup>

**Outdoor recreation areas and amenities give rural communities economic balance in their jobs sector and help attract new residents.** A recent study of rural communities in the Rocky Mountain region, including several in Utah, concluded that communities with a balanced public land use approach fared best economically.<sup>57</sup> By managing lands for both recreation and commodity production (e.g. mining, grazing, and logging), the best-performing communities were able to weather the economic cycles associated with extractive industries by sustaining a tourist economy and attracting new residents. In high-amenity rural areas, jobs follow people as new residents bring a variety of skills, investment capital, creativity, and entrepreneurial energy that is the foundation of a thriving economy. Of course, tourists and residents in all communities need the energy and raw materials provided by the commodities sector, which cannot be ignored. The message from the study is that a careful balance of public land uses tends to promote more enduring rural communities.

## Utah Gains Health and Social Benefits from Outdoor Recreation



Utahns participated in more fitness and recreational activities in 2011 than residents in any other state.<sup>58</sup> As a direct result, Utah has one of the lowest obesity rates in the nation.<sup>59</sup> As many research studies have pointed out over the last 40 years, there is a direct relationship between easy access to places to recreate and recreational participation rates. If one lives near a bike trail, he is much more likely to use it. Thus, one of the reasons a majority of state residents are physically active is because they are taking advantage of

the sheer number of recreational opportunities all around them.

*(Photo Courtesy: St. George Visitor's Bureau)*

<sup>56</sup> For a more detailed analysis, see, New England Interstate Water Pollution Control Commission, "The Cost of Clean Water: Sustaining Our Water Infrastructure," May 2006, Retrieved December 7, 2012 from: [http://www.neiwpc.org/neiwpc\\_docs/costofcleanwater.pdf](http://www.neiwpc.org/neiwpc_docs/costofcleanwater.pdf).

<sup>57</sup> Southwick Associates, *Conserving lands and prosperity: Seeking a proper balance between conservation and development in the Rocky Mountains West 2012*, May 22, 2012

<sup>58</sup> Physical Activity Council, "2012 Participation Report: The Physical Activity Council's Annual Study tracking Sports, Fitness and Recreation Participation in the USA," p. 8, Retrieved November 12, 2012 from: <http://www.physicalactivitycouncil.com/PDFs/2012PacReport.pdf>.

<sup>59</sup> Center for Disease Control and Prevention (CDC, 2011), "Adult Obesity Facts: Prevalence of Self-Reported Obesity among U.S. Adults," 2011, Retrieved December 7, 2012 from: <http://www.cdc.gov/obesity/data/adult.html>.

Although Utah's obesity rates look good in comparison to the rest of the country's population, Utah like the rest of the U.S. has seen rates of obesity increase steadily over the past two decades. In 2010, a majority of Utah's adult population was overweight (56.9%), with a Body Mass Index of 25 or greater, and 22.5% of Utah's adults were obese (a Body Mass Index of 30 or greater.)<sup>60</sup> Preserving and increasing opportunities for outdoor physical activity are a key to reversing that trend.

Obesity has many contributing factors, but our modern sedentary life is a large contributor. Physical labor is no longer part of most jobs and lifestyles. Thanks to our modern labor-saving devices, we don't get enough hours of physical labor while doing household chores. Most of those who are getting sufficient physical activity in a day are getting it from some type of physical activity during leisure hours.<sup>61</sup> Just over half of Utah's adults (51.9%) are getting the recommended amount of physical activity.<sup>62</sup>

Our sedentary lifestyle is directly linked to many major chronic diseases and to 23% of all deaths.<sup>63</sup> These medical risks are a huge financial burden for not only individuals and their families, but for society as a whole. In Utah, obesity-related adult health care expenses were estimated at \$485 million in 2008. If obesity prevalence continues to increase, those costs will rise to an estimated \$2.4 billion by 2018.<sup>64</sup> These health issues have additional economic costs which impact individuals, their families, and employers through lost workdays and productivity. Nationally, the lost productivity relating to these chronic diseases totals \$1.1 trillion per year.<sup>65</sup> Regular physical activity can reduce the morbidity and mortality of several common diseases:

- Diabetes
- Coronary Heart Disease
- High Blood Pressure
- Various forms of Cancer
- Osteoporosis and Hip Fractures<sup>66</sup>

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<sup>60</sup> Center for Disease Control (CDC, 2012), "Utah State Nutrition, Physical Activity, and Obesity Profile," September 2012, p. 2, Retrieved November 12, 2012 from: <http://www.cdc.gov/obesity/stateprograms/fundedstates/pdf/Utah-State-Profile.pdf>

<sup>61</sup> Godbey, Geoffrey, "Outdoor Recreation, Health, and Wellness: Understanding and Enhancing the Relationship," Resources for the Future, May 2009, p. 3, Retrieved December 2, 2012 from: <http://www.rff.org/documents/RFF-DP-09-21.pdf>.

<sup>62</sup> CDC, 2012. The recommended amount of physical activity is at least 150 minutes a week of moderate-intensity aerobic physical activity or 75 minutes a week of vigorous intensity aerobic activity, or an equivalent combination of moderate-to-vigorous physical activity, where all physical activity is performed in continuous bouts of at least 10 minutes. *Ibid.*

<sup>63</sup> Note that a "sedentary lifestyle" is defined as engaging in no leisure-time physical activity (exercises, sports, physically active hobbies, etc.) in a 2-week period. U.S. Department of Health and Human Services (USDHHS), Office of the Assistant Secretary for Planning and Evaluation, "Physical Activity Fundamental to Preventing Disease," June 20, 2002, Retrieved December 4, 2012 from: <http://aspe.hhs.gov/health/reports/physicalactivity/physicalactivity.pdf>.

<sup>64</sup> Utah Department of Health, "Utah Health Status Update: The Economic Costs of Obesity", May 2012 [Accessed at: [http://health.utah.gov/oph/publications/hsu/1205\\_EIObesity.pdf](http://health.utah.gov/oph/publications/hsu/1205_EIObesity.pdf)] Retrieved December 4, 2012

<sup>65</sup> DeVol, Ross and Armen Bedroussian, "An Unhealthy America: The Economic Burden of Chronic Disease Charting a New Course to Save Lives and Increase Productivity and Economic Growth," October 2007, The Milken Institute, Retrieved December 4, 2012 from: [http://www.milkeninstitute.org/pdf/chronic\\_disease\\_report.pdf](http://www.milkeninstitute.org/pdf/chronic_disease_report.pdf) ]

<sup>66</sup> USDHHS, June 20, 2002

Another key driver of chronic illness is stress, which puts people at risk for colds, heart attacks, cancer, obesity, high blood pressure, elevated heart rates, reduced blood flow to the heart, migraines, rheumatoid arthritis, chronic fatigue, depression, receptiveness to allergies, suppressed immune system function, and hormonal imbalances that increase production of abnormal cells.<sup>67</sup> Although the physical health benefits of recreation require some activity, not all the mental health benefits do. Many people can experience a reduction in stress just being in a natural environment such as a park, in the mountains, or on the shores of a river or lake.

## **What Part Does Outdoor Recreation Play with Physical Activity?**

There is a modern struggle for most people to get enough physical activity in a week, but studies show that people are more likely to do it if it's fun and convenient.<sup>68</sup> Outdoor recreation and exercise is a pleasurable way to improve public health and 90% of Americans consider it the best way to be physically active.<sup>69</sup> Several other studies document a strong relationship between physical activity and outdoor recreation. One of those studies focused on people who live in or close to a natural setting ("green space") and found they were more likely to be physically active and reported lower levels of stress.<sup>70</sup> Another study by the Centers for Disease Control showed a 25% increase in those who exercise at least three times a week after the creation or improvement of nearby recreational space.<sup>71</sup>

## **Physical Benefits of Outdoor Recreation and a Natural Environment:**

- ❖ "Exercise and increased physical fitness associated with most kinds of nature-based activities also leads to better mental health. Research shows that exercise is a factor in reducing depression and improving some other kinds of mental health. Research also shows that outdoor exercise has a more beneficial effect than indoor exercise (e.g., running on an outdoor track compared to an indoor track)."<sup>72</sup>
- ❖ Participating in outdoor recreation is linked to both an increase in positive mood and an enhanced immune response. Additionally, research shows that moderate exercise can strengthen the immune system and each additional exercise session continues that strengthening, reducing the risk of infection over time.<sup>73</sup>

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<sup>67</sup> American Psychological Association, "Latest APA Survey Reveals Deepening Concerns About Connection Between Chronic Disease and Stress," January 11, 2012, Retrieved December 4, 2012 from: <http://www.apa.org/news/press/releases/2012/01/chronic-disease.aspx>. Godbey, 2009, p. 9.

<sup>68</sup> Godbey, 2009

<sup>69</sup> RSW, 2000, p. 7.

<sup>70</sup> De Vries, Sjerp, Robert A. Verheij, Peter P. Groenewegen and Peter Spreeuwenberg. "Natural environments - healthy environments?: An exploratory analysis of the relationship between green space and health," *Environment and Planning A*. Vol. 35, 2003, nr. 10, p. 1717-1731, Retrieved December 3, 2012 from: <http://nvl002.nivel.nl/postprint/pppp1696.pdf>

<sup>71</sup> Godbey, 2009, p. 19.

<sup>72</sup> Davis, John., "Psychological Benefits of Nature Experiences: Research and Theory, With Special Reference to Transpersonal Psychology and Spirituality," Updated May 2008, Retrieved December 3, 2012 from: [www.johnvdavis.com/ep/benefits.htm](http://www.johnvdavis.com/ep/benefits.htm)

<sup>73</sup> California State Parks, (CSP) "The Health and Social Benefits of Recreation," State of California Resources Agency, 2005, p. 17. Retrieved December 3, 2012 from: <http://www.parks.ca.gov/pages/795/files/benefits%20final%20online%20v6-1-05.pdf>.

- ❖ Therapy in natural settings can heal emotional and psychological conditions and can aid those recovering from substance abuse and violence.<sup>74</sup>
- ❖ People who spend time in natural environments recover faster from stress and are more resistant to subsequent stress, which is likely to boost immunity.<sup>75</sup>
- ❖ Children with ADHD who spend time in a natural outdoor setting each day have a measurable reduction in their ADHD symptoms<sup>76</sup> and improve their ability to concentrate.<sup>77</sup> Some children were able to cut their dosage of medication in half just by spending some time outside. The researchers recommended that children with ADHD spend after-school hours and weekend time outdoors.

## Social Benefits of Outdoor Recreation and Contact with Nature:



City of St. George Recreation Division's Adventure Camp Program  
(Photo courtesy: City of St. George)

The social benefits of the outdoors and recreation are just as important, as nine out of ten who participate in outdoor recreation several times a week report they become satisfied with not only their personal health and fitness, but also with the quality of their lives.<sup>78</sup> There are numerous social benefits from outdoor-recreation participation which can lead to strengthening of family and community bonds, and

improvements in the lives of children, youth, adults, senior citizens, and the disabled in Utah. Outdoor recreation also helps young people form a connection to the natural world, an important consideration as they will become the future stewards of these lands.

<sup>74</sup> Maller, Cecily, Mardie Townsend and Peter Brown, "Healthy Parks Healthy People: The Health Benefits of Contact with Nature in a Park Context, A Review of Current Literature," November 2002, *Social and Mental Health Priority Area*, Volume One, Report to Parks Victoria and the International Park Strategic Partners Group, p. 46-53, Retrieved December 5, 2012 from: <http://atfiles.org/files/pdf/pv1.pdf>.

<sup>75</sup> Ulrich, Robert S., et al., "Stress Recovery During Exposure to Natural and Urban Environments, *Journal of Environmental Psychology* (1991) 11, 201-230. Retrieved December 12, 2012 from: [http://www.uns.ethz.ch/edu/teach/masters/ebcdm/readings/Ulrich\\_R\\_1991.pdf](http://www.uns.ethz.ch/edu/teach/masters/ebcdm/readings/Ulrich_R_1991.pdf)

<sup>76</sup> Kuo, Frances E., and Andrea F. Taylor, "A Potential Natural Treatment for Attention-Deficit/Hyperactivity Disorder: Evidence from a National Study," *American Journal of Public Health*, September 2004, Vol 94, No. 9, Retrieved December 12, 2012 from: [http://www.niu.edu/~carter/courses/526/articles/Kuo\\_and\\_Taylor.pdf](http://www.niu.edu/~carter/courses/526/articles/Kuo_and_Taylor.pdf).

<sup>77</sup> Maller, et. al. 2002, p. 40.

<sup>78</sup> Roper Starch Worldwide, Inc. (RSW), "Outdoor Recreation in America, 2000: Addressing Key Societal Concerns," prepared for the Recreation Roundtable, 2000, p. 15-17, Retrieved December 4, 2012 from: <http://www.funoutdoors.com/files/2000%20Executive%20Report.pdf>.

- ❖ Natural areas provide opportunities for people to gain a fresh perspective on life.<sup>79</sup>
- ❖ Outdoor recreation creates opportunities for wholesome and uniting family activities. Numerous studies have shown that participating in outdoor recreation activities contributes to strong family bonds and strengthens marriages as well, leading to benefits that include “family satisfaction, interaction, and stability.”<sup>80</sup> Another study suggests a strengthening of the parent/child bond while participating together in outdoor recreation.<sup>81</sup>
- ❖ Nature experiences for children are an important and positive part of their development. When asked to identify the most significant environment from their childhood, 96.5% of adults sampled identified an outdoor environment.<sup>82</sup>
- ❖ Nature experiences contribute to social and community bonds. “Natural environments provide enhanced opportunities for social connections, support and group bonding in a new, ‘exotic’ environment. Some shared challenges also increase social support and altruism.”<sup>83</sup>
- ❖ For children, time spent in the outdoors in physical activity improves concentration, motor development, coordination, mental acuity, and mood. For both youth and children, time spent outdoors leads to overall wellness and improved academic performance.<sup>84</sup>
- ❖ Open space, parks, and recreation areas are an ideal medium for fostering appreciation for our natural resources and special places. People who enjoy outdoor recreation become familiar with our natural resources and the environment. Participation in outdoor recreation in these settings also encourages volunteerism and promotes feelings of stewardship for the land.<sup>85</sup>
- ❖ Outdoor activities need not be expensive and are available to all even in tough economic times.<sup>86</sup> To illustrate the point, in 2008, the National Toy Hall of Fame inducted the stick as one of the classic and timeless toys. Curators praised the lowly stick for its “all-purpose, no-cost, recreational qualities, noting its ability to serve either as raw material or an appendage transformed in myriad ways by a child's creativity.”<sup>87</sup>

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<sup>79</sup> Ibid., p. 45.

<sup>80</sup> CSP, 2005, p. 26.

<sup>81</sup> RPW, 2000, p. 3, 10.

<sup>82</sup> Davis, 2004.

<sup>83</sup> Ibid.

<sup>84</sup> Centers for Disease Control and Prevention. *The association between school based physical activity, including physical education, and academic performance*. 2010, Atlanta, GA: U.S. Department of Health and Human Services, p. 29,. Retrieved December 12, 2012 from:

[http://www.cdc.gov/healthyyouth/health\\_and\\_academics/pdf/pa-pe\\_paper.pdf](http://www.cdc.gov/healthyyouth/health_and_academics/pdf/pa-pe_paper.pdf). Cottrell, Stuart and Jana R. Cottrell, “Benefits of Outdoor Skills to Health, Learning and Lifestyle: Literature Review,” 2010, in conjunction with the Association of Fish & Wildlife Agencies, Retrieved December 12, 2012 from:

<http://warnercnr.colostate.edu/docs/hdnr/hdfw/2012/Working%20with%20the%20Public/Stuart%20Cottrell.pdf>.

<sup>85</sup> CSP, 2005, p. 23-25.

<sup>86</sup> Louv, Richard, “Nature’s Own Stimulus Package: 7 Ways to Improve Our Lives in Tough Economic Times,” September 9, 2011, Retrieved December 3, 2012 from: <http://richardlouv.com/blog/natures-own-stimulus-package/>.

<sup>87</sup> Associated Press, “Stick Inducted into Toy Hall of Fame,” Syracuse.com, November 6, 2008, Retrieved

December 3, 2012 from: [http://www.syracuse.com/news/index.ssf/2008/11/stick\\_inducted\\_into\\_toy\\_hall\\_o.html](http://www.syracuse.com/news/index.ssf/2008/11/stick_inducted_into_toy_hall_o.html).

- ❖ For senior citizens, recreation can enhance active living, helping to limit the onset of disease and impairment normally related to the aging process. Recreation activities that include physical activity help the aging population lead independent and satisfying lives, maintaining their mobility, flexibility, and cognitive abilities. Additionally, it can add to opportunities for socializing and friendships.<sup>88</sup>
- ❖ Disabled individuals who participate in recreational therapy programs receive physical and psychological benefits and are more likely to become independent.<sup>89</sup> Many of them continue with a sport that they have become introduced to through adaptive recreation centers such as the National Ability Center in Park City. Such recreational experiences lead many to say, “If I can do this, I can do anything!”<sup>90</sup>
- ❖ Even in the case of tough social problems such as juvenile crime, underage drinking and illegal drug use, outdoor recreation can play a positive role in rehabilitation.<sup>91</sup> Youth that enjoy full and active lives are much less likely to turn to self-destructive behaviors.

## *National Ability Center in Park City, Utah*



About one in five Americans has a disability of some type. Growing disabled groups include wounded warriors, those with autism spectrum disorder, and an aging population of baby boomers who have health issues which can lead to a number of disabilities. Utahns living with disabilities are turning to outdoor sports and recreation to help them live healthy, full and productive lives. The National Ability Center’s (NAC) programs, which blend occupational therapy with sports instruction and achievement, are transforming lives for the better. These programs offer disabled individuals a chance to find a sense of their own strength, power, and capacity to adapt. The NAC’s recreational programs not only empower individuals as they gain new skills, but their families are strengthened as well. In 2012, the NAC taught well over 18,000 lessons for individuals and groups. (Photo courtesy: NAB)

<sup>88</sup> CSP, 2005, p. 29.

<sup>89</sup> Ibid, p. 27-28.

<sup>90</sup> *National Ability Center*, “Mission Statement,” Retrieved December 5, 2012 from: [http://www.discovernac.org/mission\\_statement.htm](http://www.discovernac.org/mission_statement.htm).

<sup>91</sup> RSW, 2000, p. 3.

## Conclusion

Utahns value the state's outdoor recreation amenities. Many have chosen Utah as their home because it affords easy access to world-class lands and facilities. We want those who follow to have similar opportunities to enjoy the natural diversity in the state and the economic, health, and social benefits attendant to outdoor recreation. Such opportunities cannot be taken for granted. They have to be nurtured through public policy and individual stewardship.

Managing outdoor recreation is not easy. Our lands serve a number of purposes, some incompatible. We need to develop our natural resources. All of us use the products of mining, agriculture, logging, and oil and gas development. Some of these development activities occur near and affect favored recreational sites.

We want visitors to feel welcome here without sacrificing the experience of the locals. Promoting tourism increases pressure on our special places and for more "developed" recreation. Tourism brings money into our state, reducing our taxes and funding essential infrastructure and services. But without careful planning, we may price traditional activities beyond the means of Utah's families or make it difficult for Utahns to access the state's popular outdoor sites.

Outdoor industries and manufacturers are important pillars of Utah's economy. To develop that sector, we need to maintain a favorable business climate with low taxes and reasonable regulation, while also maintaining the air, water, and healthy landscapes upon which their businesses depend.

Promoting outdoor recreation requires coordination among different levels of government, from local communities that provide neighborhood parks and trails, to the State, which oversees state lands and parks, to the federal government, which manages the vast majority of land within Utah. Relationships among these governments are complex and, to be constructive, require authentic communication and mutual respect.

Our culture is changing. Young people are less connected with the outdoors than previous generations. We need to provide outdoor opportunities for our youth, whether in our backyards, communities, or wild lands.

These and other issues are challenging. Yet, we will address them successfully and proactively. We'll find the right balance and pass on to succeeding generations the stunning natural beauty and vibrant economic opportunities Utah uniquely can provide. Utahns have a history of working together to solve tough problems. It's part of our character. With goodwill, respect, creativity, and simple hard work, we will sustain Utah as the premier location – *the right place* – for outdoor recreation.

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***Other Information was provided by the following:***

Utah Governor’s Office of Economic Development, Outdoor Products and Recreation Cluster

Information regarding the Outdoor Retail shows in Salt Lake City provided by Scott Beck, President and CEO, Visit Salt Lake Visitors & Convention Bureau 2011.

Statistics provided by the Utah Governor’s Office of Economic Development, Office of Tourism

Statistics on skiing in Utah provided by Ski Utah

Information regarding public transportation in the Wasatch Front provided by Gerry Carpenter of Utah Transit Authority

Information for visitation at the Grand-Staircase Escalante National Monument was given from Utah’s BLM office and the figures for Flaming Gorge NRA are from Utah’s National Forest office.

Information regarding tourism in St. George provided by Kevin Lewis, St. George Area Convention & Visitors Bureau

## *Process and Participants*

### **Governor's Council on Balanced Resources**

Established by Governor Gary R. Herbert, the Governor's Council on Balanced Resources is charged with finding practical, balanced solutions to Utah's difficult environmental and natural resource challenges. The Council members, representing diverse viewpoints, bring great experience and expertise to their discussions. At Governor Herbert's request, the Council oversaw development of the Utah Outdoor Recreation Vision. Members include:

Brad Barber  
Tom Berggren  
Leonard Blackham  
Kathleen Clarke  
Bill Fenimore  
John Harja  
Julie Mack  
Mike McKee

Laura Nelson  
Mike Noel  
Amanda Smith  
Lynn Stevens  
Mike Styler  
Shelly Teuscher  
Ted Wilson, Chair

### **Outdoor Recreation Advisory Group**

The Outdoor Recreation Advisory Group provided information and advice to the Governor's Council on Balanced Resources in support of the Utah Outdoor Recreation Vision. The Advisory Group includes representatives of outdoor industries, recreational user groups, recreational managers, tourism officials, and elected officials. Members include:

Joe Atkin-Goal Zero  
Brad Barber- Balanced Resource Council  
Byron Bateman-Sportsmen for Fish & Wildlife  
Aaron Curtis-BLM  
Riley Cutler-GOED  
Mike Dowse-AmerSports  
Bill Fenimore-Wild Bird Center  
Fred Hayes-Utah State Parks  
Jim Holland-Backcountry.com  
Craig Mackey-Outdoor Industry Association

Will McCarvill-Wasatch Mountain Club  
Wayne Niederhauser-President, State Senate  
Nathan Rafferty-Ski Utah  
Roody Rasmussen-Petzl  
George Sommer-Blue Ribbon Fisheries  
Lowrey Snow-State Representative  
Lynn Stevens-Balanced Resource Council  
Mike Styler-Dept. of Natural Resources  
Mike Swenson-USA-All  
Gordon Topham-Sevier Co. Commission  
Leigh von der Esch-Utah Office of Tourism  
Ted Wilson-Talisker

Alan Matheson, Senior Environmental Advisor to the Governor, facilitated the vision-development process. Tara McKee and Smith Monson provided extensive and indispensable assistance in creating the Outdoor Recreation Vision.

# Appendices

## Appendix A

### Outdoor Recreation Participants Annually Spend (national figures-2012):



Activity Category	Gear, Accessories & Vehicles*	Trip Related Sales**	Total:
Bicycling (on paved roads or off-road)	\$10,538,970,178	\$70,781,975,693	\$81,320,945,871
Camping (Camping in an RV at a campsite, in a tent, or rustic lodge)	\$18,613,995,403	\$124,769,735,895	\$143,383,731,298
Fishing (all types)	\$9,742,089,046	\$25,725,732,919	\$35,467,821,965
Hunting (all types)	\$8,525,723,987	\$14,636,912,252	\$23,162,636,239
Motorcycling (off-road)	\$10,024,945,513	\$32,501,773,446	\$42,526,718,959
Off-Roading (riding ATVs, ROVs, dune buggies, four-wheel-drive vehicles & snowmobiles)	\$13,160,580,559	\$53,334,247,815	\$66,494,828,375
Snow Sports (cross country/Nordic skiing, downhill skiing, Telemark skiing, snowboarding and snowshoeing)	\$7,718,490,380	\$45,328,719,522	\$53,047,209,901
Trail Sports (trail running, day hiking on an unpaved trail, backpacking and climbing ice or natural rock)	\$12,251,578,246	\$68,376,967,617	\$80,628,545,863
Water Sports (kayaking [recreational/sea/whitewater], rafting, and canoeing)	\$19,420,893,225	\$66,776,605,002	\$86,197,498,227
Wildlife Viewing (wildlife watching and birding)	\$10,736,692,517	\$22,585,482,854	\$33,322,175,371
All Activities:	\$120,733,959,053	\$524,818,153,015	\$645,552,112,068

This graph, used with permission, is from the Outdoor Recreation Economy Report, 2012

\*Gear purchases include anything for outdoor recreation, such as outdoor apparel and footwear, bicycles, skis, fishing waders, tents, rifles or backpacks. Vehicle purchases include vehicles and accessories used only for outdoor recreation, such as boats, motorcycles, RVs, snowmobiles and all-terrain vehicles.

\*\*Travel-related expenses include airfares, rental cars, lodging, campgrounds, restaurants, groceries, gasoline and souvenirs. Travel expenses also include such expense as river guides and outfitters, lift tickets and ski lessons, entrance fees, licenses and the like.

## Appendix B

### Utah's National Parks, National Monuments & National Recreation Areas

Visitation in 2011

#### Utah's National Parks



Arches National Park	1,040,758
Bryce Canyon National Park	1,296,000
Canyonlands National Park	473,773
Capitol Reef National Park	668,834
Zion National Park	2,825,505

Utah's National Monuments & National Recreation Areas	2011 Visits
Cedar Breaks National Monument	493,147
Dinosaur National Monument	213,559
Flaming Gorge National Recreation Area	113,548
Glen Canyon National Recreation Area/Lake Powell	2,270,817
Golden Spike National Historic Site	43,933
Grand-Staircase Escalante National Monument	739,248
Hovenweep National Monument	25,858
Natural Bridges National Monument	91,184
Rainbow Bridge National Monument	92,311
Timpanogos Cave National Monument	96,965

There were 10,485,440 visitors to Utah's National Parks, Monuments and National Recreation Areas in 2011--6,304,870 visited National Parks and 4,180,570 visited National Monuments and National Recreation Areas.

BLM estimates that in 2011, 5,701,904 people visited lands it manages in Utah.

*Photo Above of Virgin River & Court of the Patriarchs in Zion NP. Courtesy: Tom Till/Utah Office of Tourism*

## Appendix C

### Recreation Activity Participation in Previous 12 Months Statewide

Activity	Percent Zero Times	Percent One or More Times	Average Including Zero Times	Average Excluding Zero Times
Camping	44.4	55.6	2.88	<b>5.19</b>
Hiking or backpacking	51.1	48.9	5.75	<b>11.75</b>
Mountain biking	77.7	22.3	3.52	<b>15.76</b>
Bicycling, not including mountain biking	58.6	41.4	18.13	<b>43.85</b>
OHV riding	66.4	33.6	7.05	<b>21.01</b>
Rock climbing	89.9	10.1	0.89	<b>8.86</b>
Horseback riding	82.7	17.3	3.20	<b>18.46</b>
Swimming	37.5	<b>62.5</b>	17.01	<b>27.20</b>
Motorized water sports including jet skiing, water skiing, and wake boarding	73.6	26.4	2.14	<b>8.09</b>
Fishing	54.6	45.4	5.25	<b>11.55</b>
Hunting	78.4	21.6	2.41	<b>11.18</b>
Rodeos	73.1	26.9	0.68	<b>2.53</b>
Running	65.5	34.5	<b>29.02</b>	<b>84.15</b>
Picnicking	27.7	<b>72.3</b>	7.46	<b>10.32</b>
Wildlife or bird watching	59.1	40.9	18.69	<b>45.74</b>
Playground activities	51.60	48.4	<b>18.99</b>	<b>39.21</b>
Court based sports such as basketball, tennis, volleyball, and racquetball	61.0	39.0	12.16	<b>31.21</b>
Field based sports such as outdoor soccer, baseball, softball, and football	63.4	36.6	12.92	<b>35.33</b>
Golf	69.9	30.1	6.10	<b>20.27</b>
Walking for pleasure or exercise	<b>13.0</b>	87.0	85.55	<b>39.21</b>

Source: Utah State Comprehensive Outdoor Recreation Plan 2009

