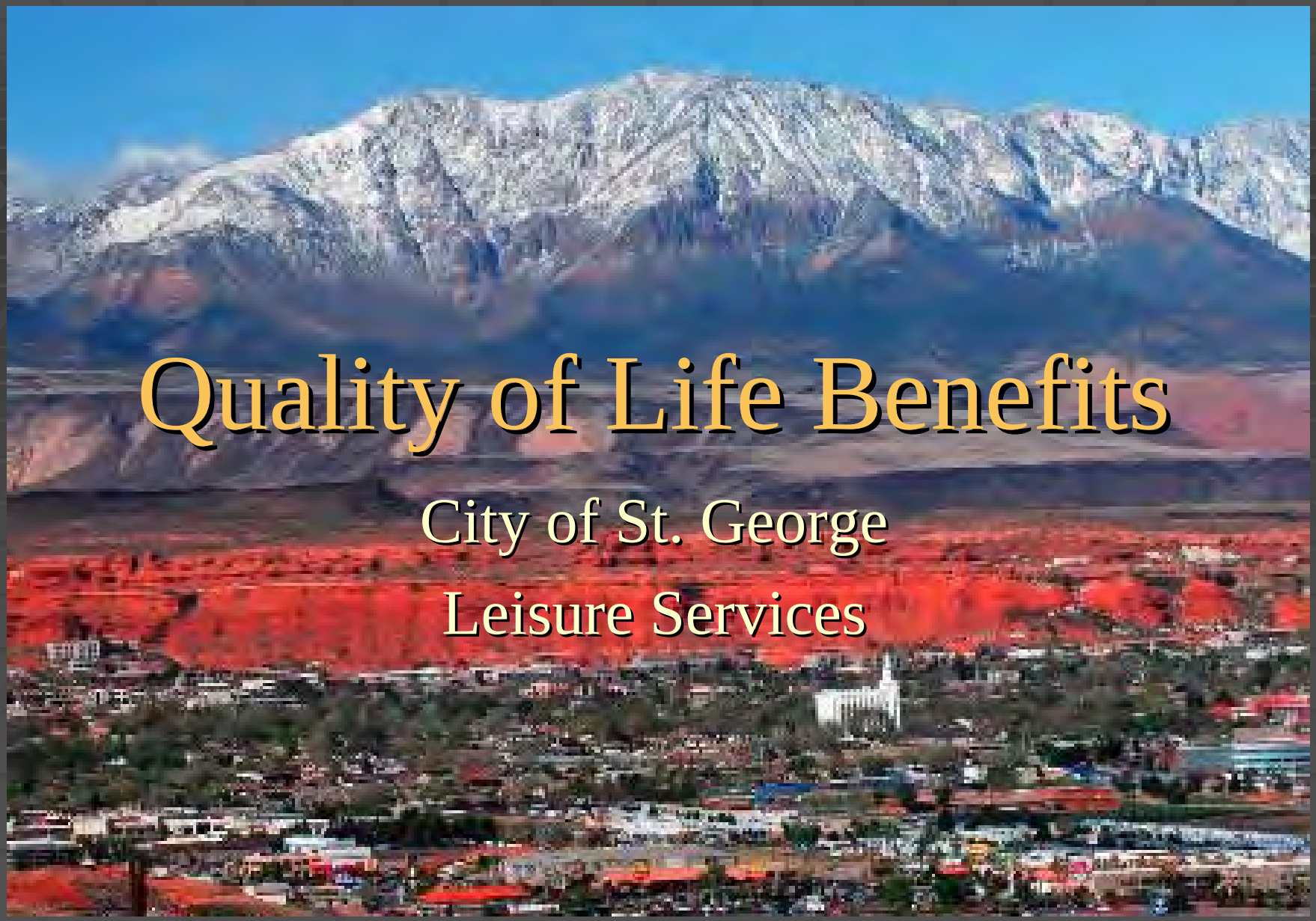


Quality of Life Benefits

City of St. George

Leisure Services

Quality of Life - Indicators

- Education
- Transportation
- Social engagement
- Health
- Commerce
- Economy
- Safety
- Environment

Quality of Life - Indicators

- Arts and Culture
- Open Space
- Leisure
- Volunteerism
- Recreation

Language of Benefits

- Economic Development
- Personal &Community Wellness
- Environmental Stewardship

Language of Benefits

Economic Development

- **Attracting tourists/visitors**
- **Attracting and enhancing businesses**
- **Attracting retirees and new residents**
- **Enhancing real estate values**

Language of Benefits

Personal & Community Wellness

- Enhance social interaction
- Lower healthcare costs
- Create safe places
- Enhance employee productivity
- Exposure to the arts
- Prevent obesity
- Accessibility

- Preventing youth crime
- Create / maintain healthy lifestyles
- Creating environmental stress
- Develop employed producers
- Build community pride
- Build family unity
- Promote cultural diversity

Language of Benefits

Environmental Stewardship

- Historical preservation
- Fostering access to the natural environment
- Embellishing and maintaining community aesthetics
- Creating and maintaining a “unique sense of place”

Lets Talk More About…

- The economic enhancement of attracting tourists and visitors
- How parks and open space enhance real estate values
- The wellness aspects of an active lifestyle
- The value of the arts in a community
- Environmental stewardship

Language of Economic Development

- Economic impact formula
- Multipliers
- Restaurant tax
- Community vitality
- Sales tax
- TRT (transient room tax)
- Occupancy rates

Sales Tax Revenues

- Sales taxes account for approximately 32% of the total General Fund revenues and approximately 49% of all of the City's tax revenues.

Economic Impact Formula

\# of participants
X guest factor
X # of nights
X $ spent per each
= economic impact

GANNETT News Archive

Special events target for stimulus

The Spectrum (St. George, UT)
October 27, 2009
Author: DAVID DEMILLE:

ddemille@thespectrum.com

ST. GEORGE - With sales tax revenue down more than 15 percent and the City of St. George facing a serious budget crunch, the Lesiure Services Department has stepped in as the unlikely author of a possible economic stimulus.

Armed with a slew of popular one-time events to work with, and a local business community anxious to cooperate, the department has organized a campaign to stuff the city's schedule with new events - from bike races to car shows - in an effort to take advantage of the area's good weather and good facilities and attract some much-needed revenue.

"In a well-rounded economy you need to find ways to compensate in some areas when things aren't going well," said Kent Perkins, the department's director.

Laura Woolsey, the city's business license specialist who tracks the special event permits filed with the city, said there were 100 special event permits in the last year.

Shayne Wittwer, manager of the Best Western Abbey Inn, said the events are of huge importance for the lodging industry, which has seen declines during the economic downturn.

Nationwide, one in eight jobs is tourism-related, and Wittwer said he expects that number is much higher in Washington County.

The Washington County Convention and Tourism office estimates that the typical visitor will spend $175 per day on lodging, food, and miscellaneous items during their stay for such events, which can add up to millions for some events. The Senior Games brought in an estimated $10 million this year.

"Special events is not the one answer to all the economic ills of the world, but it's one angle where we may be able to help," Perkins said.

Info Box:Info Box

Follow www.thespectrum.com and the event calendar for updates on local events.

St. George Marathon

6000 participants

X 2.1 guest factor

X 2.1 nights

X $175

$4,630,500 Impact

Ford Ironman St. George

Ironman

- 2150 participants
- X 3.2 guest factor
- X 5 days
- X $175
- + Ironman staff
- + 4000 room nights pre race
- $7,850,000 impact

NJCAA Women's Softball Championships

16 teams 6 days

$402,584 Impact

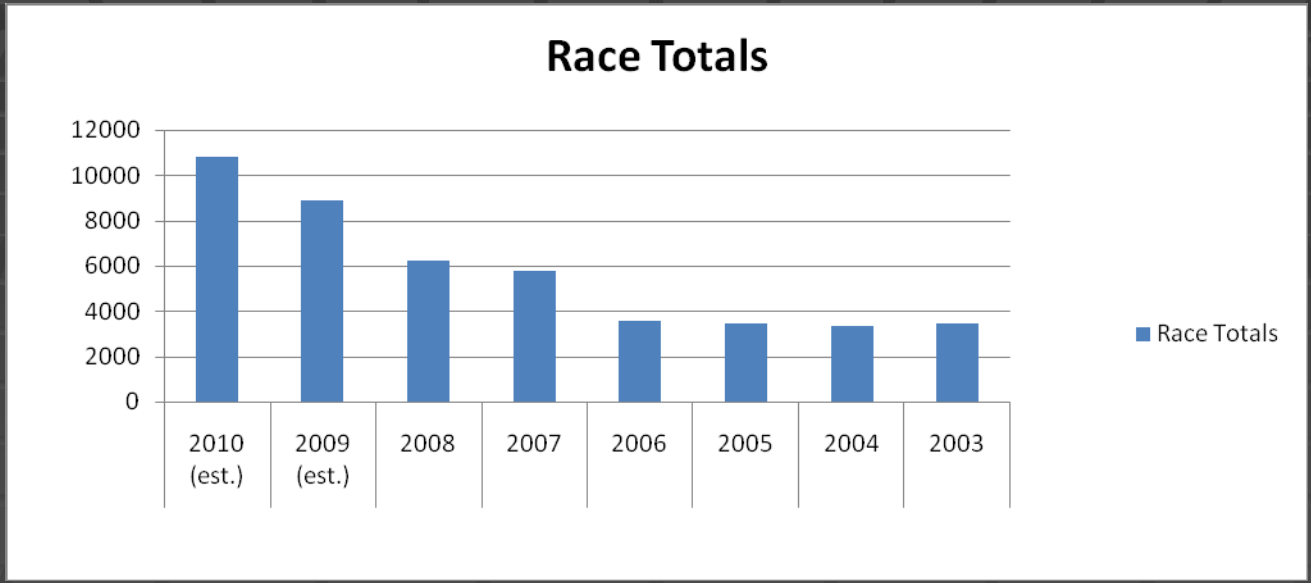
St. George Softball

- 29 Tournaments
- 524 Teams
- 22,246 visitors
- **$7,287,809 impact**

Races Year Round

- Runner Series
- Relays
- Triathlons

Genuine Impact



5745 out of town runners
X 2.1 guest factor
X $175 per day

$3,116,663 impact

Huntsman World Senior Games

Huntsman World Senior Games

- 8971 participants
- X 1.4 guest factor
- X 6.7 days
- X $145 spent per day
- $12,201,457 impact

Summer Volleyball

Summer Volleyball

- Two events (6 days total)
- Ten courts
- 126 teams
- X 1510 participants
- +.6 guest factor
- Four (4) states represented
- $200,000 impact

The Real Impact

- Total economic impact - $35,688,953
- Total Program revenue - $ 1,141,431
- Total sales tax to City - $ 463,956
- Total Innkeeper Tax to City - $ 365,000
- Total TRT to County (est) - $ 507,500

Enhancing Real Estate Values

Enhancement value is the tendency of open space to enhance the property value of adjacent properties.

The Fields at Little Valley

Firehouse Park

Cottonwood Cove

Blake Park

Slick Rock Park

Slick Rock Park

Hidden Valley Park

Personal and Community Wellness

- Encouraging active, healthy lifestyles so citizens can live longer and healthier lives.
- Insure access to multi-purpose trails, parks, open spaces, through pedestrian friendly planning for active healthy lifestyles.

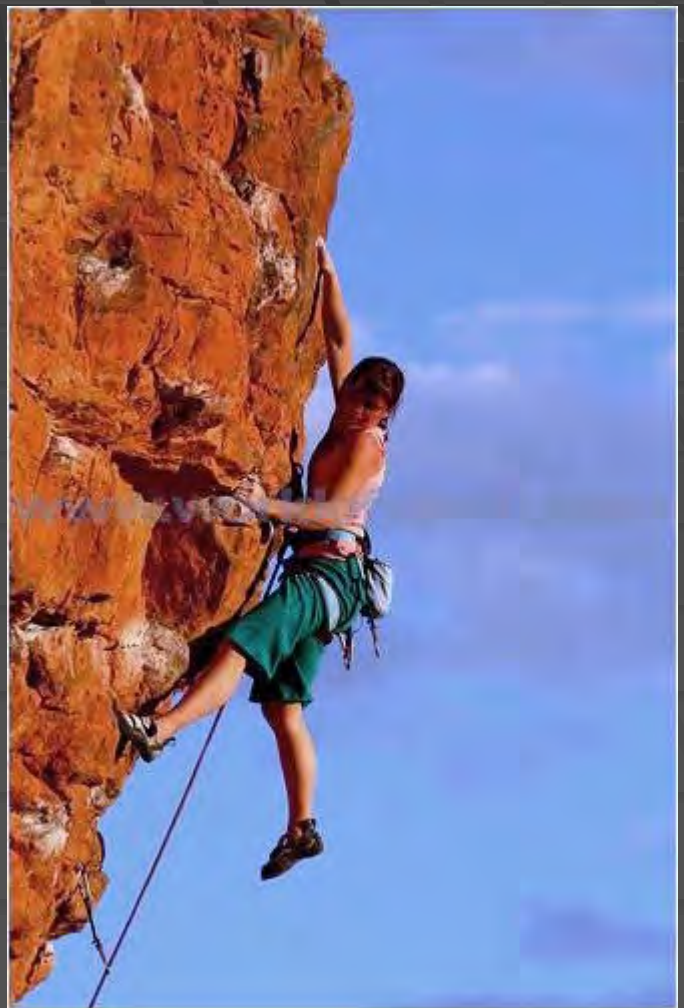
Physical Activity

Few factors contribute so much to successful aging as regular physical activity, and it's never too late to start."

— Tommy G. Thompson, Secretary
U.S. Department of Health and Human Services

Active Lifestyles

Year around golf!



St. George, Utah, has more sport climbing routes per capita than any city in the U.S.

summitpost.org

Active Lifestyles

Adult Sports

Group Fitness

Youth Sports

Skate Parks

The Benefit of Trails

Scientific evidence from the *Guide to Community Preventive Services shows that* providing access to places for physical activity, such as trails, increases the level of physical activity in a community.

Trails Access

The Benefit of Trails

Another reason people don't exercise is lack of time. Here is where trails can benefit tremendously: safe and attractive routes to work, to school, to church, and to shopping are all ways that people can combine exercise with necessary trips. Instead of driving to the gym to use the treadmill, our goal should be to make trails part of everyday life for more people.

KEEP RIGHT

Value of the Arts

In my own philanthropy and business endeavors, I have seen the critical role that the arts play in stimulating creativity and in developing vital communities, ...the arts have a crucial impact on our economy and are an important catalyst for learning, discovery, and achievement in our country.

Paul G. Allen - Co-Founder, Microsoft

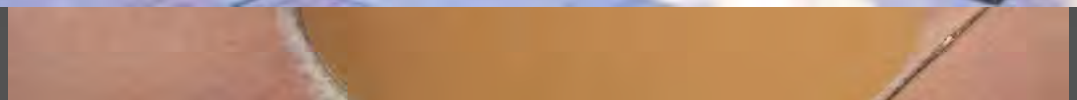
St. George Art Festival

There is no better indicator of the spiritual health of our city, its neighborhoods, and the larger region than the state of the arts. The arts deepen our understanding of the human spirit, extend our capacity to comprehend the lives of others, allow us to imagine a more just and humane world. Through their diversity of feeling, their variety of form, their multiplicity of inspiration, the arts make our culture richer and more reflective.

Jonathan Fanton
President, MacArthur Foundation

Community Arts

Art Around the Corner



Concerts in the Park

We are Stewards of our Environment

- Preserving historical sites
- Preserving and creating access to nature
- Creating and maintaining beautiful places
- Creating and preserving a “unique sense of place”

Historic Preservation

OPERA HOUSE
200 NORTH

Arts
Community
Center

"Across America, cities that once struggled economically are reinventing and rebuilding themselves by investing in art and culture—a proven catalyst for growth and economic prosperity…".

Louise M. Slaughter
U.S. House of Representatives (NY)

Preserving Access to Nature

Community Aesthetics

UTAH'S DIXIE

A Unique Sense of Place

Town Square

Volunteerism

Youth Programs

Hey, Clark,

I can make a real difference in my community and in the lives of my friends and neighbors, every day!

Nothing Like A Great Finish