

# Snow Canyon State Park

Snow Canyon State Park  
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## ECONOMIC TOOLKIT INFO

- In 2009, there were 308,126 visitors to Snow Canyon State Park. 2009 County population was approximately 145,466 according to Governor's Office of Planning and Budget population estimates. So, in 2009, the county, the park, and its staff hosted a number of individuals that is more than twice the size of the county's current population. Visitation in 2010 increased to over 321,000 visitors.
- Snow Canyon State Park is popular with groups of family and friends who typically stay for a day or less. However, while most visitors are from Utah, visitor surveys indicate that approximately 65 percent come from outside of Washington County.
- Division Planners estimate that Snow Canyon visitor spending could be responsible for as much as \$7.6 million in local wages, earnings, rents, and tax revenues earned within Washington County in 2009 (total impact is about 24.67 per visitor). Because the park is one visitor destination among many, it would be inaccurate to attribute all of this spending directly to Snow Canyon State Park. However, these estimates are not unreasonable when compared to other similar studies. It can be safely assumed that the park plays a key role in helping to channel visitor spending within the county's economy.
- In 2008, 9,985 off highway vehicles and 328 snowmobiles were registered within Washington County. These yielded revenues to the county (in the form of payments in lieu of taxes) of about \$274,588 for OHV registrations and \$9,020 for snowmobile registrations for a total of \$283,608. The Division and the park facilitate the provision of other area OHV and snowmobile opportunities that undoubtedly bring even more economic impact to the county.
- Snow Canyon, along with Sand Hollow, Quail Creek, and Gunlock contributed a total of \$13,893 in transient room taxes from park operations in 2009 (the city of Ivins received \$18,264 in sales and use taxes from Snow Canyon).
- The Division's Boating Program collects data

and information on boating-related activities and opportunities in each county. In 2009, Washington County had 9 major boat dealers and 2 boat liveryes (providing boat rentals). Also in 2009, the Division's Boating Program authorized (or listed as current) 4 Captain/Guide licenses and boat crew permits within the county. The park and the division play a key role facilitating economic impacts to the county through the provision of boating opportunities.

- Snow Canyon State Park provides opportunities for private businesses. In 2009, seven private entities were listed as either providing services or proposing to provide services for activities including hiking, climbing, and horseback riding. In 2010 there were 8 such businesses. These businesses are partners who fulfill a critical niche at the park in providing visitors with needed services. They also provide the county and local residents with revenue, income, and employment opportunities.
- Snow Canyon State Park provides a number of essential, community-oriented services and frequently partnerships with the county in providing or sharing resources. A few examples:
  - o Back-up for local law enforcement agencies
  - o In 2010 over 3,600 visitors took part in on-site education programs. This includes 2,500 visits from Washington and Iron County students; 896 participants in ranger guided hikes and presentations; 162 participants in Special Request programs (such as guided hikes for Dixie Regional Medical Center); 79 participants in LEAP into Nature (Learning and Equal Access Programs). In addition, multiple off-site community presentations for the Washington County Public Library and other community groups were provided.
  - o Funding for community partnerships: Between 2008 and 2009 Snow Canyon secured \$9,000 in marketing grants for the Ivins Tourism Council for development of their website and for regional signage.
  - o Snow Canyon is a partner and host to

community events such as the Huntsman World Senior Games, the Spectrum 10K, the Snow Canyon Half Marathon, and Red Rock Relay to name a few.

- o Snow Canyon continues to be the site of commercial shoots for local, national, and international companies for both tourism promotion, movie productions, and marketing of brand names products: St. George Area Convention and Visitor's Bureau continues to use Snow Canyon as a filming location; Merrell shoes chose Snow Canyon for their 2010 line of boots; portions of "Ben Banks the Movie" was filmed in Snow Canyon.

(see Snow Canyon Toolkit for footnotes, and references)