

Utah Field House of Natural History State Park Museum

ECONOMIC TOOLKIT INFO

Utah Field House of Natural History
State Park Museum
496 East Main Street
Vernal, UT 84078
435-789-3799

Park Manager: Steve Sroka

- In 2009, 36,464 individuals visited Utah Field House of Natural History State Park Museum. 2009 Uintah County population was approximately 31,291 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 roughly equivalent to the county's current population.
- About 90 percent of visitors responding to a survey conducted in 2009 indicated they lived outside of Uintah County. About 67 percent of these respondents were non-Utah residents, and among in state residents, about 72 percent lived outside of Uintah County.
- Survey results indicate that many visitors appear to be visiting the museum as one stop among many within the area (15 percent indicated that the museum was their primary destination). Average group size among survey respondents was 4.2 individuals.
- Survey respondents living outside of the local areas said they spent an average of about \$330 per group per trip within 50 miles of Vernal. Local residents indicated they spent, on average, about \$36 per group per trip within 50 miles of Vernal.
- Division Planners estimate the 36,464 visitors to Utah Field House of Natural History in 2009 generated approximately \$598,739 in local wages, earnings, rents, and tax revenues within Uintah County. This impact is relatively low, especially considering the survey data showing group expenditures of \$330 per visit among out of area visitors. However, the low estimate accounts for the fact that not all of the stated visitor spending can be attributed to the museum, as most visitors are visiting other points of interest as part of their trip to the area.
- Off highway vehicle (OHV) use is a major recreation activity within the county. In 2008, 4,891 OHVs and 590 snowmobiles were registered within Uintah County. These yield revenues (in the form of payments in lieu of taxes) to the county of about \$134,503 for OHV registrations and \$16,225 for snowmobile registrations for a total of \$150,728. The Division plays a key role in administering programs that provide for safe OHV and snowmobile experiences within the county.
- Through its operations at Utah Field House of Natural History, the division paid Vernal City \$15,086 in sales and use taxes in 2009.
- The Division's Boating Program collects data and information on boating-related activities and opportunities in each county. In 2009, Uintah County had five boat dealers and one boating outfitter. Also in 2009, the Division's Boating Program authorized (or listed as current) 12 Captain/Guide licenses and boat crew permits within the county. The division plays a key role facilitating economic impacts to the county through the provision of boating and other water-based recreation opportunities.
- Utah Field House of Natural History State Park provides a number of essential, community-oriented services. In 2009, The Field House provided the following community activities and events:
 - 63 school programs for 1,917 participants
 - Collection tours, wildflower walks, and "Rockin'-Utah" events for 357 participants
- Onsite programs (non-school) and lectures for 644 participants
- Five temporary art and collections exhibits
- Community events (Easter Egg hunt, 4th of July float, Men-who-Cook, Movie Night, and Holly days) involving 1,273 participants
- Park staff voluntarily contribute time and expertise with the following civic organizations:
- Vernal City Chamber of Commerce, Dinosaur Round-Up Rodeo, 4-H Jr. Livestock Shows, Uintah County Scenic Byway Committee, Utah Friends of Paleontology-Uintah Basin Chapter, Friends of Utah Field House of Natural History State Park