BRIAN HEAD AREA
SUSTAINABLE RECREATION + TOURISM PLAN 2018
SPECIAL THANKS to the Steering Committee who helped put this document together. Interagency coordination is essential to a sustainable future. Agencies involved with the project include Brian Head Town, United States Forest Service, Iron County, National Park Service, and the Bureau of Land Management. These groups have reviewed and support Brian Head Town’s use of this document to make decisions. Specific representatives of each agency are as follows:

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DEVELOPED WITH
RURAL COMMUNITY CONSULTANTS
a Jones & DeMille company
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# APPENDIX
OPPORTUNITY

Brian Head Town and the surrounding areas of Iron County are in a unique position to develop recreation opportunities. Tourism is a large part of Iron County’s economy, and its impact is on the rise. Travel-related sales taxes are going up and the amount of recreation related jobs is increasing. With visitation levels in recent years being at record levels, it is time for stakeholders in the area to get on the same page about how to capitalize on these opportunities.

The recent fire event affected over 70,000 acres and impacted important recreation infrastructure. In response to this event, area stakeholders partnered together in order to find ways to overcome the short and long-term negative consequences. In some areas the fire has created a clean slate for recreation opportunities. This past year Brian Head Town and other stakeholders, including the Forest Service and the National Park Service, have been working to rebuild. There is a sense of urgency to recover and work together to come to a common vision of what recreation opportunities are most important to invest in for the continued growth of Iron County’s tourism market. This plan is an important result of that cooperation.

PLAN DEVELOPMENT + PURPOSE

Area stakeholders developed an iterative process to develop this plan. That process included an inventory of existing conditions, an estimation of market trends and environmental requirements for a wide range of recreation uses, an analysis of potential improvements, and recommendations for future master plans.

For this document to achieve its intended goal, stakeholders must reference it when developing recreation master plans in their various areas and jurisdiction.

One of the major purposes of the framework is to prevent conflicts between recreation opportunities by identifying key areas of similar user experience. In the plan we call these “gravity areas”. Some recreatonal activities do not complement each other. A good example is OHV use, which is often loud; and activities such as bird watching, which requires solitude. The two activities can not exist together without competing and causing conflict. If stakeholders reference the identified gravity areas within this framework when making decisions, then future conflicts can be avoided and recreation opportunities can grow.

RECOMMENDATIONS

Overall, the following universal action steps are recommended:

1. Develop a village core that supports more retail and dining opportunities in Brian Head Town.
2. Creating a local Brian Head Tourism Marketing Association as part of a Chamber of Commerce.
3. Develop policy that separates and protects recreation areas from conflicting uses.
4. Work with stakeholders to develop consistent recreation signage throughout the overall area that all agencies can use.
5. Use this framework to secure funding for recreation improvements, and focus improvements on identified gravity areas.

If stakeholders work together to implement these recommendations, the tourism industry in Iron County can continue to thrive. The future of Brian Head Town and the surrounding area is bright.
The study area includes parts of three counties (Iron, Garfield, and Kane). It has a wide diversity of places within a close proximity; from alpine peaks to desert gorges, and pristine wilderness to OHV destinations. Visitation is currently driven by skiing and snowmobiling in the winter, and in the summer it is primarily due to motorized recreation, mountain biking, camping, hiking, and festivals.

Prominent sites in the study area boundary include:

- Brian Head Town + Resort
- Cedar Breaks National Monument
- Ashdown Gorge Wilderness area
- Panguitch Lake area
- Navajo Lake and Duck Creek areas
- Yankee Meadows Reservoir area
- Mammoth Creek area
- Parowan Canyon / Vermillion Castle area
- Dixie National Forest and Markagunt Plateau area
GRAVITY AREA IMPROVEMENT RECOMMENDATIONS

BRIAN HEAD TOWN / RESORT

- Develop the village core concept to provide more event venues, leasable retail space, and restaurants.
- Expand availability of fuel/convenience store services.
- Expand the OHV / snowmobile network to the greater Markagunt system and Iron County System in a way that maintains the integrity of non-motorized activities.
- Develop new MTB trails for all ability types.
- Explore the feasibility of leveraging the Navajo ski areas into summer events (i.e. cyclocross, archery challenge).
- Organize events and competitions for primary uses and develop appropriate event venues.

PANGUITCH LAKE

- Improve non-motorized boating opportunities by investing in rental equipment or encouraging local campsites to provide rental equipment (i.e. kayaking and paddleboarding).
- Consider renting winter equipment as well for the use of local trails in snowshoeing/cross country skiing.
- Invest in camping and lodging infrastructure that does not require an R.V.
- Work with interests groups to develop comprehensive signage that matches other areas and distinguishes between activities.
- Stabilize economic activity in the area.

CEDAR BREAKS

- Establish new trails that can be used for hiking and snowshoeing.
- Look into the possibility of using existing and new trails for cross country skiing.
- Improve existing campsites with better access to trail networks and more amenities for campers (i.e. restrooms, benches, cement pads).
- Work with interest groups to develop comprehensive signage that matches other areas and distinguishes.

YANKEE MEADOWS

- Study the feasibility of improving amenities for fishing.
- Work with the USFS to implement post-fire plans.
- Develop a trailhead for climbing and camping near Benson Creek (in Parowan Canyon).
- Improve hiking trails in the First Left Hand Canyon know as Vermillion Castle.

NAVAJO LAKE

- Differentiate trails for fat bike and cross-country skiing.
- Connect to other nearby gravity areas via MTB trails.

DUCK CREEK

- Focus future investments into improvements that support motorized uses.

DEER HOLLOW

- Connect to other nearby gravity areas via MTB.
The future of recreation in the Brian Head study area is driven by complex issues, and in some cases, opposing perspectives. This study does not attempt to identify every market fact or key uncertainty. Instead, it is an effort to look at different existing and potential uses to better identify opportunities and conflicts. The following narratives are predictions of things that could lead the area to dive, survive, or thrive. These narratives could help stakeholders and land managers find investments and policies that would work under any scenario.

**DIVE**
- Increasing recreation and visitation go unmanaged, which allows conflicts between uses to arise.
- Another economically significant natural disaster comes to the area.
- Investing money and not adequately marketing the improvements.
- Quantity is focused on over quality and user experience suffers.

**SURVIVE**
- Apply for funding to improve existing infrastructure and to develop new recreation opportunities.
- Develop an Investment package of uses that complement each other.
- Investments cover a broad range of activities from every level in the hierarchy of uses.

**THRIVE**
- All stakeholders adopt a unified brand, and work collaboratively to keep it’s promise.
- Prioritize investments in recreation and transportation, especially those that require lodging.
- Advertise improvements through local and state marketing efforts.
- Implement new policies that protect and enhance all forms of recreation in synergistic areas.
- Private development fills in market gaps, particularly in shopping and dining.
UNIVERSAL ACTION STEP RECOMMENDATIONS

BUILD THE BASECAMP
“Developing the village core concept” was the most consistent development opportunity recommendation through the uses evaluated for this report. This allows all uses to support each other and to develop together. The village core is an area where visitors and residents alike can play, shop, and dine. Restaurants and shops are crucial to this concept.

TELL THE STORY
Create a Brian Head Tourism Marketing Association as part of a Chamber of Commerce. Utilize the association to leverage the state’s considerable marketing efforts as well as directly improve information on websites dedicated to the primary and emerging uses. This will help the emerging uses grow and develop. Also find ways to leverage SUU’s brand “University of the Parks”.

TOWN POLICY ALIGNMENT
Research and develop policies regarding elements of this plan. For example, statutorily dedicating space for the use of OHVs and creating a zone that encourages flexibility in the development of the village core.

AREA SIGNAGE + WAYFINDING
Explore agreement options to create consistent signage for the plateau with all of the different land management agencies.

CLOSE THE AMENITY GAPS
This report could be utilized for funding applications for grants, such as the Utah Outdoor Recreation Grant. Specific suggestions include those described in each activity in the activity catalog of this report.

IMPROVE GRAVITY AREAS
Gravity Areas are synergistic locations of user experience. Uses that complement each other are drawn to these areas. Future improvements should be focused on these identified user experiences to minimize conflicts. Some examples would be the development of trails that can be used for hiking for families in the summer and cross country skiing in the winter, or OHV use in the summer and snowmobiles in the winter.
PART I

AREA CONTEXT
The intent of this document is to identify and describe the recreational opportunities and amenities in the area of Brian Head Town in order to support the development of these recreational opportunities in a strategic and sustainable fashion. Though management opinions differ, there is widespread agreement that the goal is to balance visitor demand and the capacity of the landscape.

The area is experiencing rapid increases in visitation and tourism which may not be sustainable in terms of quality of the visitor experience and adequacy of facilities. For example, the area has seen a significant increase in OHV use and skier days for multiple seasons, (65% increase in visitation at Cedar Breaks in past 5 years).

The final product will be a framework that is used for land use decisions as well as public and private investment decisions. Agencies will use this document to avoid user conflict when deciding where uses are located. It will serve as a guiding document for intergovernmental cooperation including grant applications and partnerships in order to provide for the best recreational and tourism experiences possible.
This phase involves research on local issues and the creation of a recreation programming matrix that will address opportunities and constraints for each type of recreation. A preliminary working map is created and the summer recreation system is physically inventoried.

Using information from the steering committee and the USFS ROS data, the programming matrix is completed. This includes information on use, conditions, conflicts, potential for development, and involved agencies. Recommendations are created for conflict mitigation, economic opportunities, environmental considerations, and costs.

The Brian Head Town Planning Commission will hold a public hearing to discuss the first draft, and feedback is incorporated. The winter recreation system is physically inventoried then the second draft is submitted to staff for review. Comments are incorporated and the final draft is delivered for adoption by the Council.

After Brian Head Town council has adopted the plan agencies can get started on planning for the various gravity areas within the overall study area. The master plans should reference and use this plan as a guide for development, seeking to further elaborate on the goals of this plan.
OVERVIEW OF THE REGIONAL RECREATION ECONOMY

TRENDS + OUTLOOK

In recent years, Utah’s national parks and places have continued to see record visitation from both domestic and international visitors. Activity in the study area is expected to follow, if not prove better than national trends.

Economists estimate that outdoor recreation is among the nation’s largest economic sectors. Economic activity related to outdoor recreation includes direct activities such as outfitting, ticketing, and equipment sales, as well as indirect activities such as manufacturing, food service, and travel. These activities generate jobs and income for Utah residents and produces tax revenue for the state.

Consumer spending on outdoor recreation is estimated to be over $887 billion annually. This is more than all the money spent on motor vehicles, parts, and fuel combined. The Bureau of Labor Statistics anticipates that activity in the outdoor industry will continue to increase.

Public lands and waters are the outdoor industry’s basic infrastructure, and the federal government receives just over $65 billion in annual federal tax revenue each year from outdoor activities. Though local leaders support greater local control of many public lands, the broad scope and universal appeal of outdoor recreation activities makes political change a very difficult thing to expect.
2,372 jobs
$110 million
in outdoor tourism spending
Iron County had an 18.4% leisure and hospitality share of total private jobs in 2016, ranking it the 12th statewide. Cedar City’s “festival city” brand is strong, but is not the dominant draw.

925,000 jobs
$104.5 billion
in outdoor rec spending
A significant portion of outdoor recreation activity in the Intermountain West is generated by tourists visiting national parks and other iconic areas.

142,500 jobs
$8.17 billion
in outdoor tourism spending
Utah has a diverse tourism, travel and recreation industry. In fact approximately one in ten Utah jobs can be attributed to the tourism industry.

2,372 jobs
$110 million
in outdoor tourism spending
Iron County had an 18.4% leisure and hospitality share of total private jobs in 2016, ranking it the 12th statewide. Cedar City’s “festival city” brand is strong, but is not the dominant draw.
$5 million

The state’s new tourism campaign “Take the Road to the Mighty” is intended to spread tourist visitation beyond the Mighty 5. Their goal with this investment is to generate almost 2 million trips.

42% increase

Cedar Breaks has seen a 42% increase in annual visitation since 2010, and an 84% increase over the past 10 years (since 2006). Their current five year average for summer visitation (489,560 summer visitors) exceeds the total annual number of visitors served in 2006 (488,376 visitors).

↑ 14.5%

Travel-Related Sales Tax

Iron County saw an increase of tourism-related sales tax from 2015-16 ($2,741,848 in that year).

↑ 21.5%

County Transient Room Tax Revenue

Iron County received a significant increase in TRT revenue (currently almost $1.4 million). Only five counties grew faster.

↑ 9.8%

Leisure + Hospitality Jobs

Tourism jobs increased by 200 in one year. The share of total county employment also increased by almost 3%. This was the third-best rate in the state. Wages for LH jobs also increased by 8%.

↑ 3.8%

Change in Avg Hotel Occupancy Rate

Because of its varied attractions, Iron County hotels saw the 5th best change in occupancy rate statewide.
STUDY AREA FORECAST

The study area is fortunate to be a place of iconic natural beauty and diversity. It currently provides opportunities for a number of different uses and activities that are in close proximity to communities that provide support services and amenities.

Beginning in 2015, domestic and international visitation increased to record levels, both nationally and statewide, due in large part to a healthy economy and relatively low gas prices. The current “Trump Slump” in international visitation is not expected to affect the area over the long term. Activity is expected to increase as more people discover what the study area has to offer.

Overall, Eastern Iron County is considered an “emerging area” in Utah. It is expected to grow in both population and employment over the next several decades. This has important consequences for the recreation network in the area. The implications of this growth can take many forms.
GOVERNING STAKEHOLDER PRIORITIES

The following is a summary of published management priorities related to sustainable recreation in the study area.

1. Establish and promote a wide variety of recreational opportunities that cover a range of interests for all seasons.
   - 1, 2, 3, 4, 6, 7, 8

2. Promote land use decisions that are respectful of the environmental conditions of the area, and that addresses ways to mitigate negative impacts of development.
   - 1, 2, 4, 5, 6, 7, 10

3. Work with partners to coordinate recreation-related development in the area.
   - 1, 2, 3, 4, 6, 7, 8, 9, 10

SOURCES

1. Brian Head General Plan, 2010
2. Brian Head Area Trails Master Plan, 2015
3. Strategic Plan, Brian Head, FY18
4. Iron County RMP, 2017
5. Iron County General Plan, 1995
8. Dixie National Forest Strategic Plan, FY 2015-2020
10. BLM Planning Handbook, H-1601-1
MANAGEMENT ISSUE DRIVERS

ENVIRONMENTAL VULNERABILITY

The environmental health and sustainability of the forest is critical to the area. It provides a wide range of fundamental resources, but its management has generated vulnerabilities and negative consequences — as seen in the recent fire event.

INCREASING VISITORSHIP

The Cedar Breaks NM has been consistently monitoring increasing visitorship in recent years. Proximity to other highly-marketed outdoor attractions (Zion and Bryce Canyon) is likely to be an ongoing influence on the study area.

WORKING FOREST

The Dixie is considered a “working forest”. It isn’t managed exclusively for recreation or habitat. It is also managed for livestock grazing and timber management.
HIERARCHY OF ACTIVITIES

This study examines 23 activities, their individual impact on the local economy and environment, and how the uses relate to each other. These activities are categorized into primary, emerging, secondary, and supportive uses.

PRIMARY USES

Primary uses are those that are the “anchors” of the area. They are the main reason visitors choose this area over others, and generate the majority of the activity on the land and in the local economy.

EMERGING USES

“Emerging” uses are secondary uses that are growing in popularity. They have the potential to become primary uses and/or are opportunities for development because of the uniqueness of the area.

SECONDARY USES

Secondary uses may or may not relate to primary uses. They are important activities in the area, but do not generate the same level of economic activity as primary uses.

SUPPORTING USES

Supporting uses are those that might enhance a visitor’s experience, but isn’t the primary reason for their visit.
Primary uses are those that are the “anchors” of the area. They are the main reason visitors choose this area over others, and generate the majority of the activity on the land and in the local economy.

**SUMMER ACTIVITIES**

- CAMPING - DEVELOPED / RV
- CAMPING - DISPERSED
- CYCLING - MOUNTAIN BIKE
- HIKING
- OHV
- SUMMER FESTIVALS

**WINTER ACTIVITIES**

- SKIING - DOWNHILL
- SNOWMOBILING
CAMPING - DEVELOPED / RV

INTEREST GROUP DESCRIPTION

Developed camping activities typically include amenities such as: drinking water, restrooms, picnic tables, fire rings and usually include a fee.

The inherent flexibility of the activity makes it accessible to virtually everyone. However, because of the various ways to define “camping”, it is a difficult activity to quantify.

A national study found that participation rates in camping have remained steady over the last five years (nearly 14%). This included people backpacking for a primitive location as well as people staying in an RV. Two out of three campers used a tent.

In winter, yurt camping is influenced by the ease of access to the facility; which might conflict with other user’s desire for solitude.

Regardless of the method, the primary motivation of camping is to experience the escape from everyday life and embrace nature. In that same study, campers typically drove 146 miles to their destinations (which were often state campgrounds), and set up camp within one-fourth of a mile from their cars.
ECONOMIC IMPACT

• Direct product and service providers include: camping equipment (related to the type of camping).

• Indirect product and service providers include: grocery stores, gas stations.

• It is estimated that 60% of camping purchases are to replace lost or broken items.

• Campers were most likely to buy camping gear in a store without doing online research (2016 study).

• The NF estimates that non-local participants spent an average of $141/trip (in 2006).

INDUSTRY TRENDS

• More than half of camping participants in the national survey had access to electrical hook-ups, and of those, 78% used the available electricity. Almost 70% used their smartphone during their camp event.

• Yurts are being developed at state parks and used year-round.

• There is a growing interest in yurt-to-yurt experiences.

ENVIRONMENTAL IMPACT

• Low impact if improvements are maintained.

CONFLICTS + VULNERABILITIES

• Aging infrastructure and public budgets for maintenance.

• Developed campers have a lower sensitivity to people. They general prefer the “security” of others.

• Limited number of facilities, and seasonal availability.
CURRENT ACTIVITIES

2. Navajo Lake: 3 campgrounds.
3. Yankee Meadows: limited opportunities.
5. Deer Haven: group sites only.
6. Cedar Canyon: improved campground alongside Crow Creek.
7. White Bridge: several family campsites.
8. Duck Creek: large camping area with 68 sites.

EXISTING ORGANIZATIONS

1. **Good Sam RV Club**. Nation’s largest RV camping club with a number of parks in Utah.

MANAGEMENT ISSUES + DEVELOPMENT STANDARDS

1. Security and monitoring (i.e. length of stay).

SUPPORTING USES

Developed camping activity often serves as the basecamp to other summer activities, particularly OHV and boating.

POTENTIAL IMPROVEMENTS TO EXISTING SITES / RESOURCES

1. Evaluate Bear Flat for developing a campground.

IDEAS FOR DEVELOPMENT

1. Encourage partnerships to develop more yurt facilities at existing improved camping locations (similar to East Canyon State Park).
2. Identify land for a private sector RV park.
3. Gas station and convenience store in Brian Head.
4. Develop a group to maintain Bear Flat area.
CAMPING - DISPERSED

INTEREST GROUP DESCRIPTION

For the purpose of this study, dispersed camping refers to activities such as backpacking and ‘car camping’ outside of a designated campground. The inherent flexibility of the activity makes it accessible to virtually everyone. However, because of the various ways to define “camping”, it is a difficult activity to quantify.

A national study found that participation rates in camping have remained steady over the last five years (nearly 14%). This included people backpacking for a primitive location as well as people staying in an RV. Two out of three campers used a tent.

Regardless of the method, the primary motivation of camping is to experience the escape from everyday life and embrace nature. In that same study, campers typically drove 146 miles to their destinations — which were often state campgrounds — and set up camp within one-fourth of a mile from their cars.

Hiking is an activity that appeals to people of all ages. There tends to be a high contingent of young men that participate in backpacking, particularly because of local scouting programs.

Participants are looking for areas that provide solitude, a variety of views and terrain, and connection with nature. Most trail users prefer areas that have a shade canopy in the summer.

Backpacking users, in particular, are looking for an experience that involves a challenge and achievement such as arriving at a destination (i.e. peak or long distance loop).
ECONOMIC IMPACT

• Direct product and service providers include: camping equipment (related to the type of camping).

• Indirect product and service providers include: grocery stores, gas stations.

• Nationally, it is estimated that 60% of camping purchases are to replace lost or broken items.

• Campers were most likely to buy camping gear in a store without doing online research (2016 study).

• The NF estimates that non-local participants spent an average of $105/trip (in 2006).

INDUSTRY TRENDS

• More than half of camping participants in the national survey had access to electrical hook-ups, and of those, 78% used the available electricity. Almost 70% used their smartphone during their camp event.

• Millennials are showing a strong interest in camping. In a recent survey, 38% of active camping households are millennials (while they comprise only 31% of the total population).

ENVIRONMENTAL IMPACT

• The environmental impact of backcountry camping is generally low. However, there is risk associated with fire.

• Dispersed camping can increase litter and damage to vegetation.

CONFLICTS + VULNERABILITIES

• Loss of solitude in backcountry areas (i.e. OHV noise/presence).

• Particularly sensitive to the conditions of the area (i.e. fire damaged areas).

• Hikers have a number of options. An area that has seen environmental degradation (i.e. fire) will have a much lower participation rate.
CURRENT ACTIVITIES

1. There are a number of advertised and unadvertised camping opportunities in the study area. Dispersed camping is allowed almost anywhere on the Forest. The exceptions are areas near developed campgrounds and where the activity could cause resource damage.

2. Parowan Canyon area: the Bowery (Yankee Meadows), Second Left Hand Canyon.

3. Brian Head area: Bear Flat, Dry Lakes / High Mountain, Sidney Valley.

4. Dixie NF areas: Mammoth Creek, Deer Valley / Navajo Lake, Panguitch Lake, Uinta Flat, Lava Flat, Pass Creek, and other various sites along Hwy 143.

5. Backcountry areas: Ashdown Gorge, Spruce Trail, Bunker Creek, Virgin River Rim.

EXISTING ORGANIZATIONS


MANAGEMENT ISSUES + DEVELOPMENT STANDARDS

1. Though they are not required for the activity, trailhead facilities seem to increase use of area (i.e. restrooms, parking, etc).

2. Waste management in camping sites.

3. Monetizing dispersed camping is difficult.

4. Preventing users from developing unplanned sites.

5. Note: the lack of riversstreams/lakes makes the area relatively less desirable for backcountry camping.

SUPPORTING USES

Dispersed camping activity supports and is supported by a number of summer activities in the study. There is a close connection between camping and OHV and canyoneering in particular.

RECREATION OPPORTUNITY AREAS

POTENTIAL IMPROVEMENTS TO EXISTING SITES / RESOURCES

1. Improve Bear Flat to include water and fire rings.

IDEAS FOR DEVELOPMENT

1. Utilize Town land on Manzanita trail for dispersed or improved camping area.

2. Leave No Trace training / activity.

3. Develop yurt-to-yurt system for hikers, mountain bikers, and possibly equestrian users. (See escapeadventures.com).
CYCLING - MOUNTAIN BIKE

INTEREST GROUP DESCRIPTION

Since a rapid rise in participation throughout the 1980s and 1990s, mountain biking has remained a popular activity in parks and protected areas worldwide. Recent assessments suggest that participant rates peaked in 2001, but have remained relatively constant since.

Mountain bikers want to see the forests and mountains where they ride protected in their natural state. They are looking for high-quality outdoor experiences away from development, noise and pollution.

Mountain Biking is not exclusive to the study area, but the area has unique alpine features that make it a regional destination for the activity.
INDUSTRY TRENDS

• Nationally, the Outdoor Industry Association (OIA) reports that mountain biking has 40 million participants and 7 million enthusiasts (2004).

• Off-road biking continues to evolve (i.e. fatbike, cyclocross).

ENVIRONMENTAL IMPACT

• Mountain bike activity can cause erosion, particularly on social trails.

• Bikers typically have a wider spatial range than hikers, which suggests a broader scale of possible impacts.

CONFLICTS + VULNERABILITIES

• USFS trail maintenance is underfunded.

• Trail conflicts with hikers.

• Horses and illegal motorized uses can be dangerous to bikers.

ECONOMIC IMPACT

• Direct inputs include: equipment and equipment rental.

• Indirect activities can include: lodging, restaurant, travel expenses.

• The NF estimates that local participants spent an average of $20/trip, and non-local participants spent an average of $246/trip (in 2006).

• The OIA estimates that cycling contributes $136 billion annually to the nation’s economy.
CURRENT ACTIVITIES

1. Three Peaks Recreation Complex offers 27 miles of varied MTB routes along with parking and restroom facilities.
2. Brian Head Town and Cedar Breaks areas: Mace’s Dark Hollow, Marathon, Blowhard.
3. Cedar Mountain Biking Complex: southeast of Cedar City.
4. Sidney Valley area: Bunker Creek, Spruces.
5. Deer Hollow area: trails for Nordic activities.

EXISTING ORGANIZATIONS

1. International Mountain Bicycling Association (IMBA). Advocacy group with local chapters:
   • Dixie Mountain Bike Association (trail builders).
   • Southwest Region IMBA
2. Southern Utah Cyclocross. Local interest group with over 2,100 Facebook followers.

MANAGEMENT ISSUES + DEVELOPMENT STANDARDS

1. Ongoing trail maintenance.
2. Complexity of new trail development (NEPA, private easement, etc).
3. The IMBA offers trail development standards and instructions.

SUPPORTING USES

Fat bikers can utilize trail infrastructure year round.

POTENTIAL IMPROVEMENTS TO EXISTING SITES / RESOURCES

1. Most existing trails in the Brian Head area are moderate- to difficult-level, which doesn’t match the local “family-friendly” brand.
2. Improve and promote the Brian-to-Zion route as a long-distance mountain bike/cyclocross route.
3. Evaluate the possibility of a terrain park at Brian Head resort.

IDEAS FOR DEVELOPMENT

1. Work towards becoming a destination that is an IMBA-sanctioned “ride center” designation. Especially a sanctioned race course.
2. Improve the marketing of trails through social media, MTB-oriented projects, trail guides, and mobile apps.
3. Explore the possibility of developing a cyclocross route.
4. Develop the village core concept to provide leasable retail space for bike shops and rentals.
5. Develop a pump track/dirt jumps/skills park.
6. Develop a climbing trial from Brian Head to the peak and from Sidney Valley to the Peak.
7. Develop a partner for trail maintenance.
8. Work toward paved trail loop from Cedar City up Cedar Canyon, through CBNM and Brian Head, and back down Parowan Canyon.
Hiking is an activity that appeals to people of all ages. There tends to be a high contingent of young men that participate in backpacking, particularly because of local scouting programs.

Participants are looking for areas that provide solitude, a variety of views and terrain, and connection with nature. Most trail users prefer areas that have a shade canopy in the summer.

Backpacking users, in particular, are looking for an experience that involves a challenge and achievement such as arriving at a destination (i.e. peak or long distance loop).
**ENVIRONMENTAL IMPACT**

- The environmental impact of hiking is generally low. However, there is risk associated with fire and erosion.
- Hiking can increase litter and damage to vegetation.

**CONFLICTS + VULNERABILITIES**

- Loss of solitude in backcountry areas (i.e. OHV noise/presence).
- Particularly sensitive to the conditions of the area (i.e. fire damaged areas).
- Hikers have a number of options. An area that has seen environmental degradation (i.e. fire) will have a much lower participation rate.

**ECONOMIC IMPACT**

- Direct product and service providers include: hiking equipment (related to the type of hiking).
- Indirect product and service providers include: grocery stores, gas stations.
- Hikers normally participate in other activities at the same time that require

**INDUSTRY TRENDS**

- Hiking as an industry is growing but the activity itself is expected to only see moderate growth in participation rates.
- A study in 2015 found that hiking is the fifth favorite outdoor activity of young adults and the fourth favorite outdoor activity for
CURRENT ACTIVITIES

1. There are a number of advertised and unadvertised hiking opportunities in the study area. Hiking is allowed almost anywhere in the Forest. The exceptions are areas near developed campgrounds and where the activity could cause resource damage.

2. Parowan Canyon area: the Bowery (Yankee Meadows), Second Left Hand Canyon.

3. Brian Head + Cedar Breaks area: Bear Flat, Dry Lakes / High Mountain, Sidney Valley.

4. Dixie NF areas: Mammoth Creek, Deer Valley / Navajo Lake, Panguitch Lake, Uinta Flat, Lava Flat, Pass Creek, and other various sites along Hwy 143.

5. Backcountry areas: Ashdown Gorge, Spruce Trail, Bunker Creek, Virgin River Rim.

EXISTING ORGANIZATIONS


MANAGEMENT ISSUES + DEVELOPMENT STANDARDS

1. Though they are not required for the activity, trailhead facilities seem to increase use of area (i.e. restrooms, parking, etc).

2. Waste management along trails.

3. Monetizing hiking is difficult.

4. Preventing users from developing unplanned trails.

5. Note: the lack of rivers/streams/lakes makes the area relatively less desirable for hiking.

SUPPORTING USES

Hiking supports and is supported by a number of summer activities in the study. There is a close connection between camping and canyoneering in particular.

RECREATION OPPORTUNITY AREAS

POTENTIAL IMPROVEMENTS TO EXISTING SITES / RESOURCES

1. Improve hiking trails in Vermillion Castle.

2. Rebuild and improve trails that were damaged by the fire.

IDEAS FOR DEVELOPMENT

1. Leave No Trace training / activity.

2. Develop yurt-to-yurt system for hikers, mountain bikers, and possibly equestrian users. (See escapeadventures.com).

3. Work to improve public access exiting Ashdown Gorge.
INTEREST GROUP DESCRIPTION

Within the study area, OHV use is one of the most prevalent outdoor activities. There are very few areas in the study area that these vehicles couldn’t access relatively easily. Therefore, OHV management is an ongoing challenge for land managers.

Participants are looking for destination connectivity, varied terrain and scenery. They alsolook for designated trails that are loops and spurs, not dead ends. They also want these trails to access other trails to facilitate long range riding. As an area grows in popularity, OHV users will look for these type of improvements. Riders are respectful and will stay on designated trails, thus trail designation is essential to proper use.

Typical OHV use in the study area consists of local residents, campers, and tourists that are connecting to other recreation activities (i.e. fishing, scenery, caves, etc).

The Brian Head Town and Resort would like to see their use managed by taking advantage of the opportunity to channel the activity to designated trails.
ECONOMIC IMPACT

- The direct economic activity associated with OHVs are significant expenditures on vehicles and trailers as well as ongoing expense with fuel and maintenance. Also, participants often rent OHVs. Rentals and fueling opportunities exist within the study area.

- Indirect activities can include lodging, restaurant, and grocery.

- The NF estimates that local participants spent an average of $38/trip, and non-local participants spent an average of $138/trip (in 2006).

INDUSTRY TRENDS

- During a town meeting in the study area last year the public indicated a strong desire for more OHV use in the study area.

- Utah State Parks and the Division of Motor Vehicles have seen a consistent increase in the number of OHV registrations over the last 10 years.

- Land managers are hearing calls for more trails and more connectivity. The challenge will be to make space for all user groups despite conflicts.

ENVIRONMENTAL IMPACT

- OHV use can have a negative impact on land and water resources through soil erosion and dust pollution. This can be mitigated with proper management and trail placement.

- Noise pollution is also a concern for other users and wildlife.

CONFLICTS + VULNERABILITIES

- Even though their use is highly regulated by the state, OHV use still tends to generate conflict with private property owners.

- OHV users are highly mobile, and they can conflict with those seeking a more “natural” outdoor experience if not managed properly.

- OHVs are vulnerable to being seen as a villain. If they are managed properly and given their own space, OHVs can be a wonderful use and benefit to the community.
**CURRENT ACTIVITIES**
1. Duck Creek/Maragunt Plateau: destination area for OHV.
2. Iron County’s Markagunt and Parowan Gap Trail segments offer more than 600 miles of OHV trails stretching from Duck Creek north to the Paiute Trail in Beaver County and west to include Three Peaks and Parowan Gap areas.

**EXISTING ORGANIZATIONS**
1. There are numerous clubs and organizations for OHV users in the area.
   - ATVUtah. Non-profit interest and advocacy group.
   - Cedar Trail Blazers ATV Club. (Cedar City).
   - Tri State ATV Club. (Hurricane).
   - Tusher Mountain ATV Club. (Beaver City).
2. Utah State Parks. The Division provides education resources and regulates OHV use.

**MANAGEMENT ISSUES + DEVELOPMENT STANDARDS**
1. Cost to permit, build, and maintain trails (NEPA process for public lands and private land easements).
2. Cost of law enforcement for off-trail use.
3. Ongoing trail maintenance costs.
5. The Forest Service has published OHV trail guidance as **Designing Sustainable Off-Highway Vehicle Trails**.

**SUPPORTING USES**
OHV is not negatively impacted by most other uses. It is particularly supportive of camping activities.

**RECREATION OPPORTUNITY AREAS**

**POTENTIAL IMPROVEMENTS TO EXISTING SITES / RESOURCES**
1. There are numerous designated OHV routes in the study area. However, there isn’t a “flagship trail” (like the Paiute Trail, Moab Rim Trail, Burr Trail in Capitol Reef, or the guided tours in the Bryce Canyon area).
2. Support Iron County’s effort to bring all OHV trails together into one system that includes consistent signage and information kiosks in Brian Head.
3. Further promote the Markagunt system.
4. Evaluate routes in the Summit Mt area.
5. Promote Cedar City to Brian Head ride.
6. Evaluate an OHV / snowmobile trail to connect town trails with the Sidney Valley and Rainbow Meadow areas.
7. Evaluate additional parking options.

**IDEAS FOR DEVELOPMENT**
1. Continue to develop new OHV / snowmobile trails and provide consistent signage along routes.
2. Organize a rally / event to promote a new trail (i.e. poker rides).
3. Guided tours and/or stewardship education opportunity.
4. Gas station / convenience store in Brian Head.
5. Develop partnership group for trail maintenance.
INTEREST GROUP DESCRIPTION

Downhill skiing/snowboarding is an established use in the area, but the Town and Resort would like to increase visitation. Currently, Brian Head Resort draws the largest number of visitors in Iron County. The Resort is considering the development of a base village to create a stronger sense of place.

Downhill skiing is the anchor recreational activity for the Brian Head area, drawing visitors from Las Vegas, southern California, Arizona, and increasingly from northern Utah. The nearest downhill ski facility in the region is Eagle Point Resort in Beaver County.

Brian Head receives an average annual snowfall equal to some of the resorts in northern Utah, and their vertical drop (1,320’) and diversity of terrain and runs (71) helps differentiate Brian Head from other resorts as a family-friendly ski product.
ECONOMIC IMPACT

- Direct inputs include: lift tickets, clothing and equipment.
- Indirect activity includes: lodging, restaurant, travel expenses.
- The NF estimates that local participants spent an average of $53/trip, and non-local participants spent an average of $342/trip (in 2006).
- The number of ski visitor days can vary with weather and economic conditions. However, Brian Head has seen a strong increase in visitor days: up 30% from 2007 (a difference of over 41,000). The rate of change in Brian Head’s visitor days was even more dramatic in the last five years (up 50%).

INDUSTRY TRENDS

- Every ski resort in Utah has expanded recently.
- In recent years, Utah resorts have seen successive record number of visitor days (attributed in large part to record snowfall).

ENVIRONMENTAL IMPACT

- Low-to-none for existing trail areas.
- The resort’s night lighting creates an indirect impact on the night sky environment.

CONFLICTS + VULNERABILITIES

- Minor risk of decreased visitation because of fire events.
- Potential conflict with night sky activities.
- Expansion of ski terrain and facilities could limit snowmobile access through Town.
CURRENT ACTIVITIES
1. Brian Head Resort - Navajo ski area and Giant Steps ski area: 10 lifts and 71 runs.
2. The nearest downhill ski facility in the region is the Eagle Point Resort in Beaver County.

SUPPORTING USES
Downhill skiing is the winter anchor activity in the study area. Skiers are especially likely to explore cross-country skiing and snowshoeing activities, as well as winter festivals when available.

EXISTING ORGANIZATIONS
1. Ski Utah. Trade association that promotes the activity and provides comparative data.
2. Brian Head Ski Club. Iron County 4-H ski and snowboard club.

POTENTIAL IMPROVEMENTS TO EXISTING SITES / RESOURCES
1. High speed lift on chair 4.
2. Expanded food/beverage capacity.

MANAGEMENT ISSUES + DEVELOPMENT STANDARDS
1. Weather conditions (i.e. drought).
2. Water resources and infrastructure for snowmaking.
3. Parking.
4. Transit.
5. Snow removal.
6. Public safety.
7. Finding good employees and employee housing.
8. Ski area planning and design is largely limited to the “standards” imposed by the topography of the area.
9. Ski resorts that operate on federal lands are often regulated by a master development plan that follows an EIS. These plans outline environmental standards that can affect resort operations.

IDEAS FOR DEVELOPMENT
1. Support the village core concept to provide a better experience with additional dining, shopping, and entertainment options.
2. There is an opportunity for more lodging, particularly hotel development, perhaps in Parowan.
3. Expansion of ski terrain in Alpine Creek.
SNOWMOBILING

INTEREST GROUP DESCRIPTION
Snowmobiling is a consistently popular outdoor activity. There are very few areas in the study area that these vehicles couldn’t access relatively easily. Therefore, snowmobile (and OHV) regulation is an ongoing challenge for land managers.

Participants are looking for areas with varied terrain. As an area grows in popularity, snowmobile users will look for new experiences that aren’t as crowded. They require parking facilities that can accommodate trailers.

The mobility of the vehicles encourages exploration of new places, and one snowmobile can explore / interact with a lot of different areas in a relatively short amount of time.

The Town and Resort would like to see their use controlled by taking advantage of the opportunity to channel the activity to designated trails.
ECONOMIC IMPACT

- The Institute of Outdoor Recreation and Tourism (IORT, USU) estimates that snowmobiling generates a total economic impact of $1,955,939 in Iron County (direct, indirect, and induced effects).

- The direct economic activity associated with snowmobiles are significant expenditures on vehicles and trailers as well as ongoing expense with fuel and maintenance.

- Indirect activities can include: lodging, restaurant, and other travel expenses.

- The NF estimates that local participants spent an average of $68/trip, and non-local participants spent an average of $322/trip (in 2006).

INDUSTRY TRENDS

- There are 11,000 households with snowmobiles registered in Utah, and only 143 in Iron County. This number is declining relative to population growth.

- Land managers are hearing calls for more trails and snowmobile facilities at the same time that they are receiving complaints from their use.

ENVIRONMENTAL IMPACT

- Unchecked snowmobile use can have a negative impact on waterways as well as wildlife.

CONFLICTS + VULNERABILITIES

- Even though their use is highly regulated by the state, snowmobile use still tends to generate conflict with private property owners.

- Snowmobile users are highly mobile, and they directly conflict with those seeking a more “natural” outdoor experience (i.e. cross-country skiers, snowshoeing).
CURRENT ACTIVITIES

1. This activity is permitted in the Cedar Breaks National Monument.
2. Dispersed locations, not available in Ashdown Gorge Wilderness Area.
3. There are commercial tours through Thunder Mountain Motorsports.

EXISTING ORGANIZATIONS

2. Cedar Mt. Sledders Snowmobile Club.

MANAGEMENT ISSUES + DEVELOPMENT STANDARDS

1. Trails and riding areas need to be defined.
2. Enforcement of regulations.
3. Conflicts between motorized and nonmotorized trail users.
4. Parking for trucks and trailers.

SUPPORTING USES

Snowmobiling is supported by OHV use, ice fishing and, rv camping.

RECREATION OPPORTUNITY AREAS

PRIMITIVE
RURAL
URBAN
ROADED
NATURAL
NON-MOTORIZED
MOTORIZED
SEMI-PRIMITIVE
SEMI-PRIMITIVE

PRIMARY USE

Potentiel improvements to existing sites / resources

1. Create new parking area near Cedar Breaks NM.
2. Need a parking lot in Sidney Valley.

IDEAS FOR DEVELOPMENT

1. Continue to develop new OHV / snowmobile trails and provide consistent signage along routes.
2. Organize a rally / event to promote a new trail.
3. Develop an OHV / snowmobile trail to connect with the Sidney Valley area to the east.
4. If there was a “flagship trail” for OHVs (like the Paiute Trail), it could be used for a snowmobile rally / event.
5. Convenience store and gas station in Brian Head.
SUMMER EVENTS + FESTIVALS

INTEREST GROUP DESCRIPTION

Arts and events are a significant component of the Iron County economy. In 2017, the direct arts expenditures in Iron County were over $76 million, while Logan City (an area with similar population) only saw $31 million.

Events in the Brian Head area generate secondary economic activity because it is not located near other options (i.e. Cedar City).

Event attendees are looking for a unique venue without temperature extremes or safety concerns. Successful events need supporting commercial, such as shopping and dining.
ECONOMIC IMPACT

• A national study conducted by the Americans for the Arts found that 34% of arts events attendees traveled from outside the area, and they spent about twice what local residents did.

• In Iron County, nearly 70% of visitors indicate that they came to the county specifically to attend an arts or cultural event.

INDUSTRY TRENDS

• Summer months are very popular with music and entertainment festivals.

• Brian Head has increased the number of summer events three times over the last five years.

ENVIRONMENTAL IMPACT

• Varies depending on event type. Typical events (i.e. concerts or outdoor vendors) often create very little environmental impact.

CONFLICTS + VULNERABILITIES

• Current lack of shopping and dining options.

• Parking can become constrained without deliberate planning.

• Weather can be a vulnerability in outdoor venues.

• Lack of event space, indoor or outdoor.
CURRENT ACTIVITIES

1. Brian Head Resort:
   - Fourth of July
   - BHR Music Festival / Roctoberfest
   - Annual Car Show
   - Festival of Flavors
   - MTB race
   - Flyin Brian / Annual BBQ, Blues, and Brews
   - Kids Easter Festival / Spring Carnival

2. Cedar Breaks National Monument:
   - Astronomy Festival
   - Geology Talk
   - Wildflower Festival
   - Trail Celebration
   - Concerts

EXISTING ORGANIZATIONS

1. n/a

MANAGEMENT ISSUES + DEVELOPMENT STANDARDS

1. Technical requirements vary by type of event. Most events require significant coordination, security, volunteers, logistics, waste management, and marketing.

2. Events need to support the Town’s brand image of being a “family friendly” destination.

3. It is often difficult to share the risk and responsibility of events, even though the benefit is shared with others. (This disincentivizes one group to lead-out).

SUPPORTING USES

Festivals support other activities indirectly by bringing people into the area. Activities that don’t require a participant to bring equipment are particularly conducive to summer festivals (i.e. zip line).

POTENTIAL IMPROVEMENTS TO EXISTING SITES / RESOURCES

1. Need to build events around the primary activities in the area (i.e. skiing, mountain biking).

2. Consideration should be given to developing events that can be held simultaneously (i.e. day/night). However, there is a potential for scheduling conflicts during the summer in Iron County.

3. Extend the length of events to encourage overnight stays.

4. Host additional events (i.e. “OHV poker ride”).

IDEAS FOR DEVELOPMENT

1. Develop an indoor/outdoor event venue or amphitheater that is enclosed in order to capture admissions revenue.

2. Potential opportunity for events that utilize the ski lift equipment in summer (i.e. archery contest).

3. Create a Brian Head Marketing Association.

4. Support the village core concept to provide additional opportunities for dining, shopping, and entertainment.
EMERGING USES

“Emerging” uses are secondary uses that are growing in popularity. They have the potential to become primary uses and/or are opportunities for development because of the uniqueness of the area.

SUMMER ACTIVITIES

- CLIMBING + CANYONEERING
- CYCLING - ROAD
- NATURE / ECO-TOURISM
- NIGHT SKY

WINTER ACTIVITIES

- CYCLING - FATBIKE
- SKIING - CROSS COUNTRY
CLIMBING + CANYONEERING

INTEREST GROUP DESCRIPTION

Those interested in climbing and bouldering are looking for areas that are relatively easy to access by vehicle. Climbing areas grow in popularity as routes are established.

Canyoneering is the process of exploring canyons, and can involve any or all of the following: hiking, swimming, rappelling, climbing, caving, bushwacking, and fitting into extremely small spaces. Those interested in canyoneering are looking for places with varied terrain and relatively proximate parking.

In both cases, participants need high-quality, specialized gear that is often used multiple times.

Ice climbing is not unique to this study area, but it doesn’t exist in many locations in southern Utah.
ECONOMIC IMPACT

- Though there are no guides and outfitters in town today, climbing and canyoneering is likely a growing economic contributor to Brian Head.

INDUSTRY TRENDS

- Canyoneering, as an industry, is growing in popularity.

- Climbing and canyoneering is very popular in Zions and the StGeorge area, and participants will likely utilize the Brian Head area, particularly because of its cooler temperatures.

ENVIRONMENTAL IMPACT

- Low to none.

- Some climbing routes might be accessed by unplanned / social trails. This type of hiking can cause erosion and make hillsides susceptible.

CONFLICTS + VULNERABILITIES

- Climbing is typically a more solitude activity, potential conflict with noisy activities (motorized).

- Ice climbing activities are very sensitive to environmental conditions (temperature, water levels, etc).
POTENTIAL IMPROVEMENTS TO EXISTING SITES / RESOURCES

1. Participants typically use colloquial descriptions to communicate locations of opportunities. Improved signage on location could be helpful for those not familiar with the area.

2. Descriptive information kiosks.

3. Trailhead for Benson Creek at Dry Lakes Road.

4. Maintained trails to local climbing locations.

IDEAS FOR DEVELOPMENT

1. Encourage local participants to provide more ‘marketing’ of area amenities on social media and sites such as REI’s mountainproject.com.

2. There seems to be a strong potential for more outfitting and permitted guide services in Brian Head.

3. Partner with SUU’s inventory of climbing routes on the Dixie NF.

EXISTING ORGANIZATIONS

1. American Canyoneering Association. An organization that was recently headquartered in Cedar City (now Escalante).

2. SUU Outdoors.

3. Utah Guides and Outfitters.

MANAGEMENT ISSUES + DEVELOPMENT STANDARDS

1. The use is very dependent on specific location attributes.


3. Environmental impact of social trails, defacing rock, user waste.

CURRENT ACTIVITIES

1. Overlook

2. Principality

3. Running Scared Wall (Cougar Cliffs): climbing

4. S-Curve: bouldering and climbing

5. Hollow Point (Parowan Canyon)

6. Cedar Canyon (multiple locations)

7. Second Left Hand: climbing

8. Camp Creek Falls (Cedar Canyon) - ice climbing

9. Hidden Haven (Parowan Canyon) - ice climbing

10. Bunker Creek - bouldering

11. Benson Creek - canyoneering

12. Ashdown Gorge - canyoneering

SUPPORTING USES

There is a sense that many of those attracted to climbing and canyoneering also seem to gravitate to other high-speed activities such as mountain biking.

RECREATION OPPORTUNITY AREAS

POTENTIAL IMPROVEMENTS TO EXISTING SITES / RESOURCES

1. Participants typically use colloquial descriptions to communicate locations of opportunities. Improved signage on location could be helpful for those not familiar with the area.

2. Descriptive information kiosks.

3. Trailhead for Benson Creek at Dry Lakes Road.

4. Maintained trails to local climbing locations.

IDEAS FOR DEVELOPMENT

1. Encourage local participants to provide more ‘marketing’ of area amenities on social media and sites such as REI’s mountainproject.com.

2. There seems to be a strong potential for more outfitting and permitted guide services in Brian Head.

3. Partner with SUU’s inventory of climbing routes on the Dixie NF.
In the USA, sales and use of “fat bikes” have increased dramatically in the past five years. These bikes are designed to open new terrain to cyclists, including snow-covered trails and softer ground surfaces impossible to ride with a standard mountain bike. The wide tires allow these bikes to “float” over and maintain traction in soft surfaces such as snow, sand and mud that is difficult or impossible with standard mountain bikes, which typically have narrower tire widths.

Off-road bikers want to see the forests and mountains where they ride protected in their natural state. They are looking for high-quality outdoor experiences away from development, noise and pollution.

A recent survey found that fat bike respondents were looking for 1) packed snow, 2) moderate climbs, 3) groomed snow and 4) narrow trails. Fat bike owners averaged 76 riding days a year and 64% of respondents would pay to ride on groomed trails. (Singletracks.com, 2015).

Mountain biking is not exclusive to the study area, but the area has unique year-round alpine features that make it a regional destination for the activity.
INDUSTRY TRENDS

• Nationally, the Outdoor Industry Association (OIA) reports that mountain biking has 40 million participants and 7 million enthusiasts (2004).

• Since the 1980s mountain bike development has largely focused on making lighter, faster bikes with better suspension. Over approximately the last 10 years however, the fat bike variant has emerged.

ENVIRONMENTAL IMPACT

• In the winter, fat biking on snow is likely to have limited environmental impacts due to use on typically frozen ground. Early user data indicates that riders typically tend to follow established trails.

• In the shoulder seasons, fat bike activity can cause erosion, particularly on muddy areas of social trails.

• Bikers typically have a wider spatial range than cross-country ski and snowshoe which suggests a broader scale of possible impacts.

CONFLICTS + VULNERABILITIES

• Trail conflicts with cross-country skiers and snowshoe users.

• USFS trail maintenance is underfunded.

ECONOMIC IMPACT

• Direct inputs include: equipment and equipment rental.

• Indirect activities can include: lodging, restaurant, travel expenses.

• The NF estimates that local participants spent an average of $20/trip, and non-local participants spent an average of $246/trip (in 2006).

• The OIA estimates that cycling contributes $136 billion annually to the nation’s economy.
CURRENT ACTIVITIES
1. Brian Head Town and Cedar Breaks areas: Mace’s Dark Hollow, Marathon, Blowhard
2. Cedar Mountain Biking Complex: southeast of Cedar City
3. Sidney Valley area: Bunker Creek, Spruces
4. Deer Hollow area: Nordic activities

EXISTING ORGANIZATIONS
1. International Mountain Bicycling Association (IMBA). Advocacy group with local chapters:
   • Dixie Mountain Bike Association (trail builders).
   • Southwest Region IMBA
2. USA Cycling. National organization that provides event calendars, standards, and rankings.

MANAGEMENT ISSUES + DEVELOPMENT STANDARDS
1. Ongoing trail maintenance.
2. Complexity of new trail development (NEPA, private easement, etc).
3. The IMBA offers trail development standards and instructions.

SUPPORTING USES
People involved in fat biking in the winter and shoulder seasons are often involved in mountain biking during the rest of the year. Fat bikes can utilize snowmobile trails.

POTENTIAL IMPROVEMENTS TO EXISTING SITES / RESOURCES
1. Identify different trails for fat bike and cross-country skiing.
2. Most existing (summer) trails in the Brian Head area are moderate- to difficult-level, which doesn’t match the local “family-friendly” brand.

IDEAS FOR DEVELOPMENT
1. Work towards becoming a destination that is an IMBA-sanctioned “ride center” designation.
2. Improve the marketing of trails through social media, MTB-oriented projects, trail guides, and mobile apps.
3. Explore the possibility of developing a cyclocross route.
4. Develop the village core concept to provide leasable retail space for bike shops and rentals.
5. Host a sanctioned event, such as the National Fat Bike Championship that was recently held in Snowbasin).
6. Develop Fat Bike Trails in the Brian Head area. Promote Fat Bike Races once trails are developed.
INTEREST GROUP DESCRIPTION

Bicycling is one of the fastest growing types of outdoor recreation and tourism nationwide. It’s estimated that 60 - 100 million people bicycle recreationally per year. Bicycle travel is particularly beneficial for rural communities. Touring cyclists tend to seek out low-traffic, scenic rural roads that are off the beaten path.

Cycling is an activity that can prompt day and overnight trips by individuals from both Utah and other states. Cycling-related tourism includes individual and organized trips and active transportation events (e.g., bike races, gran fondos, and centuries). When traveling, cyclists purchase a variety of goods and services including food and drinks, hotel lodging, fuel, and other miscellaneous items.

The economic activity generated by road cycling is difficult to quantify for a specific area. However, a recent study found that the Murdock Canal Trail in Utah County costs $113,000 annually to maintain, but it generates over $3.6 million annually in economic impact. The same study found that Bicyclists who visit Dead Horse Point trails while visiting Moab generate $19 million annually in economic impact (over $11 million from overnight trips).
ECONOMIC IMPACT

- The Outdoor Industry Association released a study in 2017, which found that bicycling participants spend $83 billion on ‘trip-related’ sales (bicycle tourism), and generate $97 billion in retail spending.

- Direct sales in cycling-related businesses are $132 million; and after accounting for indirect and induced effects, the economic impact was $303.9 million, nearly 2,000 jobs, and over $46 million in income in 2015.

- Over $61 million is spent on bike tourism each year in Utah.

INDUSTRY TRENDS

- In 2015, the League of American Bicyclists named Utah the fifth most bike-friendly state for its pro-bike legislation, planning, and education programs.

- It has been said that “what used to happen on the golf course is now happening on a bike”.

ENVIRONMENTAL IMPACT

- None.

CONFLICTS + VULNERABILITIES

- Potential conflicts with vehicle and pedestrian traffic.
CURRENT ACTIVITIES
1. Tour of Utah and other local tours.
2. STRAVA data shows routes just outside the city with 119 recorded rides, which is high for areas in Utah.
3. UT-143: designated as a “State Bike Loop Route” by UDOT (connecting Panguitch and Cedar City).

EXISTING ORGANIZATIONS
1. US Cycling Association
2. Utah Cycling Association
3. Adventure Cycling Association. Organization that promotes a route system from the east to the west coast.

MANAGEMENT ISSUES + DEVELOPMENT STANDARDS
1. Traffic safety.
2. Route designation, signage, and promotion.
3. Facility maintenance (trails, restrooms, etc).
4. USA Cycling Association. Provides standards for races and events.

SUPPORTING USES
Road cyclists don’t typically participate in other area activities (except possibly summer festivals). However, bicycle tourism can require hospitality services.

RECREATION OPPORTUNITY AREAS

POTENTIAL IMPROVEMENTS TO EXISTING SITES / RESOURCES
1. Shoulder widening and lane marking of popular routes.
2. Explore the Utah Department of Health EPICC/Bike Utah Active Transportation Pilot Mini-Grant (supports small-scale (<$1,000) bicycle and pedestrian projects that facilitate greater opportunities to engage the public with new active transportation ideas).

IDEAS FOR DEVELOPMENT
1. UDOT’s Emerging Areas Plan emphasizes the theme of “Promote as a Tourist Destination.” The plan identifies the following project: “Develop a biking loop connecting Parowan, Brian Head, Cedar Breaks National Monument and Cedar City”.
2. Consider creating a dedicated bicycle trail along Parowan or Cedar Canyons (similar to Red Canyon bicycle trail on Hwy 12).
3. Connect to the US bicycle route system (HWY 14, Mammoth Creek Road, to US-89).
4. Develop a shuttle system.
INTEREST GROUP DESCRIPTION

“Nature tourism” refers broadly to activities involving visiting fragile, pristine, and relatively undisturbed natural areas, intended as a low-impact and often small scale alternative to standard commercial / mass tourism.

Participants are looking for rich, accessible, and immersive experiences that are not interrupted by human activity. Common activities include things like picnicking, hiking, photography, bird watching and star gazing.

Cedar Breaks and the Ashdown Gorge wilderness area are a unique amenity that caters to those looking for a natural experience.
INDUSTRY TRENDS

- The two largest generations (Baby Boomers and Millennials) are likely to make nature-focused decisions relative to recreation and tourism.

- The State is promoting Utah’s natural assets very successfully, and will continue to do so.

- It is estimated that “nature travel” consists of about 10% of all out-of-state leisure visitor activities.

ECONOMIC IMPACT

- Direct economic activities vary according to use.

- Indirect activity likely includes: lodging, restaurant, travel expenses.

- The NF estimates that local participants spent an average of $27/trip, and non-local participants spent an average of $223/trip (in 2006).

ENVIRONMENTAL IMPACT

- None.

CONFLICTS + VULNERABILITIES

- Light pollution from urban areas and high traffic corridors.
CURRENT ACTIVITIES
1. Ashdown Gorge Wilderness area.
2. Navajo: Winter Star Party

EXISTING ORGANIZATIONS
1. International Dark Sky Association.
3. SUU Science Department. Ashcroft Observatory.

RECREATION OPPORTUNITY AREAS

SUPPORTING USES
Nature-related tourism is typically not associated with other recreation activities that are mechanized.

MANAGEMENT ISSUES + DEVELOPMENT STANDARDS
1. Managing conflicts with other uses, particularly motorized.
2. Encroaching light pollution from Brian Head, Cedar City, and St George.

POTENTIAL IMPROVEMENTS TO EXISTING SITES / RESOURCES
1. Municipal ordinance to require outdoor lighting to be pointed downward.

IDEAS FOR DEVELOPMENT
1. Become an International Dark Sky Town (i.e. Torrey Utah, designated Jan 2018).
2. Partner with SUU to move the Ashcroft Observatory to Brian Head.
3. Develop Dark Sky programming, marketing, tour operation and guided services.
INTEREST GROUP DESCRIPTION

Cross-country skiing is an activity with low-impact on the environment, but the potential for conflict on snowmobile trails is high.

Utah’s environment typically provides great conditions for cross-country skiing. Users prefer areas that are not prone to icy conditions that are created by winter rain or extremely low temperatures.

There are a number of ski areas in Utah that also provide Nordic ski centers (i.e. Soldier Hollow, Sundance, Solitude). Brian Head and Duck Creek are currently promoted well by visitutah.com, with emphasis on the number of trails and scenery at Cedar Breaks.

The Nordic area near Deer Hollow is only indirectly supported by local business in Duck Creek. It might become a secondary area to a new Nordic Center in Brian Head.
ECONOMIC IMPACT

- Direct inputs for the activity include: clothing, equipment, and lessons.

- Indirect activities can include: lodging, restaurant, and other travel expenses.

- The NF estimates that local participants spent an average of $34/trip, and non-local participants spent an average of $335/trip (in 2006).

INDUSTRY TRENDS

- Varying weather conditions make industry trends difficult to quantify from year-to-year.

- The SIA Physical Activity Council points to increasing participation, but also show trends such as aging population of skiers and increasing costs of participation.

- The same group estimates that almost 2 of 3 cross-country skiers are male.

ENVIRONMENTAL IMPACT

- None.

CONFLICTS + VULNERABILITIES

- Trail use conflicts with snowmobiling.

- Consistency of snowpack.
CURRENT ACTIVITIES
1. Brian Head Town area: ungroomed trails next to Main Street and into surrounding forest (i.e. Burt’s Road to Nowhere).
2. Cedar Breaks NM area: various trails, mostly along the rim.
3. Deer Hollow Winter Recreation area: 23 miles of groomed cross-country trails.
4. Various ungroomed locations (along hiking/biking areas).

EXISTING ORGANIZATIONS
2. The Utah Nordic Alliance (TUNA), Ski club that promotes cross-country skiing in Utah.

MANAGEMENT ISSUES + DEVELOPMENT STANDARDS
1. Trail grooming and maintenance needs to be conducted consistently.
2. The International Ski Federation (FIS) maintains a homologation manual for competitive cross-country course design.
3. Some might not consider cross-country skiing to be a family-friendly activity due to its difficulty.

SUPPORTING USES
Cross-country skiing is complimentary to fat bike and snoshoeing activities, and can be located almost anywhere.

POTENTIAL IMPROVEMENTS TO EXISTING SITES / RESOURCES
1. Reopen Alpine Meadows to cross-country skiing.
2. Expand trails in the town area. (Expansion of the activity supports Brian Head’s brand promise).
3. Groom the Alpine Creek area.

IDEAS FOR DEVELOPMENT
1. Support the development of a Brian Head village core to provide leasable retail space for rental / guide companies.
2. Improve marketing through the local business associations, websites, and maps.
3. Cross-country skiing could improve the utilization of a yurt-to-yurt system through the winter.
4. Develop Alpine Creek into a cross-country ski complex with family friendly terrain. (i.e. beginner’s course).
5. Provide outfitter and guide services into Cedar Breaks.
SECONDARY USES

Secondary uses may or may not relate to primary uses. They are important activities in the area, but do not generate the same level of economic activity as primary uses.

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ARCHERY

INTEREST GROUP DESCRIPTION

Archery is one of the rare sport activities that is considered a “lifetime sport”. People of all ages and abilities participate in it.

Recreational archers are looking for a range that has fixed lanes and basic amenities (parking, restrooms, and possibly lighting).

Advanced archers are looking for variety in conditions, targets, and shooting locations. They are often trying to mimic conditions they would encounter during a hunt.

Tourists in particular associate archery activities with the “western motif” and contributes to Brian Head’s vision of a rustic mountain village.
ECONOMIC IMPACT

• Little economic activity in the study area.

• Equipment might need to be rented for family-level activities and tourists.

• Experienced users bring their own equipment.

• The NF estimates that local hunting participants spent an average of $51/trip, and non-local participants spent an average of $221/trip (in 2006).

INDUSTRY TRENDS

• Archery equipment is becoming more mechanical and the accompanying cost is a perceived barrier to entry for some new participants.

• Bow hunting is increasing in popularity, especially with “fair chase hunting” purists.

ENVIRONMENTAL IMPACT

• Generally very little. Stalking techniques are fundamental to bow hunting.

CONFLICTS + VULNERABILITIES

• Few conflicts with other uses, but some hunters feel like they are opposed by environmentalists and mountain bikers.

• Very little environmental vulnerability (i.e. fire).

• Archery is very location-specific.
POTENTIAL IMPROVEMENTS TO EXISTING SITES / RESOURCES

1. Users of Cedar Canyon ranges are looking for maintenance support and/or lower fees to maintain those facilities.
2. The Resort has a small-scale facility that could be expanded.

IDEAS FOR DEVELOPMENT

1. With a unique facility, summer events could be planned. There are a number of archery-related manufacturers in Utah (i.e. Hoyt).
2. Partner with TotalArcheryChallenge.com and ATS Queo to establish a 3D archery event that utilizes the downhill ski area.
3. Invite Huntsman Games organizers to consider venues in the study area.
4. Develop a winter bowfishing event at Navajo or Panguich Lake.
5. Develop an outdoor “archery tag” area. Possibly partner with the BSA.
BOATING

INTEREST GROUP DESCRIPTION

Both motorized and non-motorized boating activities in the area are largely secondary uses to fishing.

Most boating activity takes place in the area’s lakes and Bristlecone Pond. Paddlesports can be found in limited locations.
ECONOMIC IMPACT
• Direct economic activity of non-motorized boating can include: equipment rentals from the Resort.
• Direct economic activity of motorized boating can include: boat rentals from the resort, secondary rentals for activities that accompany motorized boats, and entry fees.

INDUSTRY TRENDS
• Industry wide private boating registrations in the US has seen a decrease over the past few years. With Utah decreasing from 66,804 in 2014 to 66,497 in 2015.
• Activities that accompany motorized boats, like waterskiing and wakeboarding, have also seen a decrease.
• Non-motorized boating activities like kayaking, stand up paddling, and canoeing have seen large increases in participation rates. For example, stand up paddling is the fastest growing activity at a 38% increase in participation rates.

ENVIRONMENTAL IMPACT
• Many potential environmental impacts exist for recreational boating use. For example, litter, pollution, boating sewage, and invasive species can all be a problem. All, if not almost all, can be mitigated by proper management and regulation.

CONFLICTS + VULNERABILITIES
• Drought conditions and variable water levels can affect the performance of boat ramps and expose underwater hazards.
CURRENT ACTIVITIES
1. Panguich Lake (2 ramps)
2. Navajo Lake - opportunities for both motorized and paddleboarding
3. Yankee Meadows (1 ramp)
4. Paragonah Reservoir: maintains a small ramp.
5. Bristlecone Pond: paddleboard opportunity in Brian Head Resort.

EXISTING ORGANIZATIONS
1. Boating Advisory Council (BAC), the Boating Advisory Council represents various user groups to help review and make recommendations relating to boating laws, rules, education, and programs.

MANAGEMENT ISSUES + DEVELOPMENT STANDARDS
1. Regulating disposal of waste, oil spills, and bilge of boats can be problematic and require patrolling to regulate.
2. Development of these areas is sometimes out of the local municipalities control because the land is owned by a federal agency.
3. Water clarity and quality need to be monitored to keep track of pollution levels.
4. Extensive legislation has been passed at the federal and state level regarding boating areas and regulation. These regulations can be found through groups like the US Forest Service.
5. Development standards normally cover things like ramp location, size, and slope. These standards would require a trained engineer to implement and city staff to draft requirements.

SUPPORTING USES
Boating is often used to facilitate fishing or other sports like wakeboarding. People also use kayaks, paddleboards, and other non-motorized boats for fishing and nature tourism.

IDEAS FOR DEVELOPMENT
1. Create leasable space near Bristlecone Pond for stand-up paddleboard and kayak rentals.
2. Market stand up paddleboarding and other non motorized boating activities through a marketing association or the chamber of commerce.

POTENTIAL IMPROVEMENTS TO EXISTING SITES / RESOURCES
1. Rental shacks can be placed at areas that have ramps to incentivize non-motorized activities.
2. Outdoor eating areas and pedestrian facilities near ramps for those who wish to use them.
DISK GOLF

INTEREST GROUP DESCRIPTION

Disk golf is an activity that attracts almost all ages, but is found mainly in areas convenient to participants (like a city park).

Players expect a challenging course with variety of terrain and views. Courses require maintenance at launch pads, gates, and fairways.
ECONOMIC IMPACT
• Direct economic activity is minimal and is limited to funds from rentals on site and access to the course.
• Indirect economic activity varies based on whether the participant lives locally.

INDUSTRY TRENDS
• Disk golf is a growing sport with a national association that hosts professional and amateur competitions. In recent years, Iron County and the BLM invested in a full, 18 hole “championship-level” course that is still fun for the novice player (Three Peaks Recreation Area).

ENVIRONMENTAL IMPACT
• Low-to-none. Depending on the location of the course litter can become an issue.

CONFLICTS + VULNERABILITIES
• Specifically in Brian head, the course intersects with mountain bike routes, which could potentially cause conflicts.
current activities

1. Brian Head Resort
2. Three Peaks Recreation Area: two disk golf areas, one that can accommodate professional tournaments.
3. Parowan Canyon: city course by Dry Canyon.
4. Enoch City: maintains four courses and hosts tournaments.

Existing Organizations

1. Southern Utah Disk Golf Association. Local group with about 400 followers. Hosts events mostly in Washington County, but some at Three Peaks.
2. Professional Disk Golf Association (PDGA). Set the standards for course targets.

Management Issues + Development Standards

1. Outside of maintenance of the course, there are very few management issues with an existing facility.
2. This could also include the staffing of a rental location
3. Standards for baskets are maintained by the Professional Disc Golf Association (PDGA).
4. Tournaments are sanctioned by the PDGA and resources are available online regarding the running of sanctioned events.

Supporting Uses

Disc golf is normally played in an area with trees and trails in a moderately accessible area. So, disc golf courses often follow or are part of a hiking or biking trail.

Potential Improvements to Existing Sites / Resources

1. Move the existing disc golf course from the Resort to the Town Trail in order to make the activity available at all times (instead of when the Resort is open).
2. Signage along the course to improve the safety of bikers and golfers alike.

Ideas for Development

1. Support the development of a “village core” that provides leasable retail space opportunities for sporting goods, including discs for golfing.
2. Improve marketing for current activities / sites through a marketing association or chamber of commerce.
3. Contact existing organizations to hold a tournament or event.
INTEREST GROUP DESCRIPTION

A national survey was recently conducted relative to fishing. Participants stated that they were motivated to try fishing for the purpose of spending time with their families. They also expected their first trip to be a time to relax and unwind since fishing was seen as a stress-free way to enjoy the great outdoors. Despite these positives, fishing is still seen by many as being a sport for males. Almost 34% of males thought that a fishing participant would look like them, while only 19.3% of females thought the same.

Fly fishing, the least popular of the fishing types, grew even more from 2015 to 2016, adding 400,000 additional participants. That brought the participation rate to 2.2% of the U.S. population, or 6.5 million people. Fly fishing tended to attract older, wealthier Americans and was the most male-dominated of the fishing categories.
ECONOMIC IMPACT

• Direct product and service providers include: fishing guides, and tackle shops.

• Indirect service providers include: restaurants, gas stations and hotels.

• It is estimated that the average American angler spent $1,441 in 2011, with over half going to purchase food, lodging, transportation and other travel items.

• The NF estimates that local hunting participants spent an average of $42/trip, and non-local participants spent an average of $220/trip (in 2006).

INDUSTRY TRENDS

• Nationally, there tend to be more returning participants than those leaving the sport year-over-year.

ENVIRONMENTAL IMPACT

• Participants in the activity may leave waste behind.

• Illegal fishing or over fishing can damage existing ecosystems.

CONFLICTS + VULNERABILITIES

• Fly fishing activities will conflict with those that do not maintain serenity (i.e. OHV).
### POTENTIAL IMPROVEMENTS TO EXISTING SITES / RESOURCES

1. There is currently a lack of Blue Ribbon fisheries in the area.
2. Fishing can benefit from improved boating facilities.
3. A camp site that can approximate to popular fly fishing locations if one does not already exist.

### MANAGEMENT ISSUES + DEVELOPMENT STANDARDS

1. Patrolling and management of fishing licenses can be hard to accomplish due to the remote nature of the activity.
2. Fishing in and of itself does not require any infrastructure.
3. Stocking of fish is done by the state.
4. In order to reproduce, rainbow trout require clear, cold running water most often found in mountain streams and rivers. Irrigation diversions and other demands for water limit such habitat and separate such areas from most reservoirs.

### EXISTING ORGANIZATIONS

1. **Utah Flyfishing Club.** A local chapter of Trout Unlimited with 1,062 members (Facebook).
2. **Southern Utah Anglers Association.** A local chapter of Trout Unlimited with 188 members.
3. **Trout Unlimited.**
4. **Blue Ribbon Society.**
5. **Department of Wildlife Resources.** Regulatory authority over fisheries in Utah.

### CURRENT ACTIVITIES

1. Yankee Meadows
2. Kolob Reservoir
3. Paragonah / Red Creek Reservoir (currently impacted by fire)
4. Duck Creek area
5. Panguich Lake area
6. Minersville Creek

### SUPPORTING USES

Fly fishing is supported by boating, camping, and hiking. Fly fishing, like other types of fishing, can even be done in the winter with winter activities.

### IDEAS FOR DEVELOPMENT

1. Look for a partnership opportunity with Sportsmen for Fish and Wildlife. They could help design and fund a fishery improvement initiative.
3. Host fly fishing clinics in the area.
4. Support the village core development in Brian Head Town and provide leasable space for sporting goods retailers.

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1. Yankee Meadows
2. Kolob Reservoir
3. Paragonah / Red Creek Reservoir (currently impacted by fire)
4. Duck Creek area
5. Panguich Lake area
6. Minersville Creek

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Fly fishing is supported by boating, camping, and hiking. Fly fishing, like other types of fishing, can even be done in the winter with winter activities.

### IDEAS FOR DEVELOPMENT

1. Look for a partnership opportunity with Sportsmen for Fish and Wildlife. They could help design and fund a fishery improvement initiative.
3. Host fly fishing clinics in the area.
4. Support the village core development in Brian Head Town and provide leasable space for sporting goods retailers.
FISHING - LAKE

INTEREST GROUP DESCRIPTION

A national survey was recently conducted relative to fishing. Participants stated that they were motivated to try fishing for the purpose of spending time with their families. They also expected their first trip to be a time to relax and unwind since fishing was seen as a stress-free way to enjoy the outdoors. Despite these positives, fishing is still seen by many as being a sport for males. Almost 34% of males thought that a fishing participant would look like them, while only 19.3% of females thought the same.

Nationally, freshwater fishing is, by far, the most popular form of fishing. The activity attracted 38.1 million participants in 2016, which is more than three times the amount of people that participated in saltwater fishing, the second most popular form of fishing. These freshwater participants also went on the most outings—an average of 16.5 days per person for a total of 630 billion outings. Freshwater fishing had the highest rate of female and youth participants compared to the other types of fishing.
ECONOMIC IMPACT

• Direct product and service providers include: fishing guides, and tackle shops.

• Indirect service providers include: restaurants, gas stations and hotels.

• It is estimated that the average American angler spent $1,441 in 2011, with over half going to purchase food, lodging, transportation and other travel items.

• The NF estimates that local hunting participants spent an average of $42/trip, and non-local participants spent an average of $220/trip (in 2006).

INDUSTRY TRENDS

• Nationally, there tend to be more returning participants than those leaving the sport year-over-year.

ENVIRONMENTAL IMPACT

• Litter and over fishing can become a problem if not regulated correctly.

CONFLICTS + VULNERABILITIES

• Lake fishing activities will conflict with those that do not maintain serenity (i.e. motorboating).
CURRENT ACTIVITIES
1. Bristlecone Pond
2. Navajo Lake
3. Panguich Lake
4. Yankee Meadows
5. Wood’s Ranch
6. Paragonah Reservoir

EXISTING ORGANIZATIONS
2. Trout Unlimited.
3. Department of Wildlife Resources. Regulatory authority over fisheries in Utah.

MANAGEMENT ISSUES + DEVELOPMENT STANDARDS
1. Patrolling and management of fishing licenses can be hard to accomplish due to the remote nature of the activity.
2. Fishing in and of itself does not require any infrastructure.
3. Stocking fish is conducted by the state.
4. Boat ramps help with lake fishing since casting from the shore can limit access to deeper waters.
5. Piers can be another option to help those fishing

SUPPORTING USES
Lake fishing is supported by boating, camping, and hiking. Lake fishing is especially dependent on boating so the anglers can reach deeper waters.

RECREATION OPPORTUNITY AREAS

EXISTING SITES / RESOURCES
1. Improve signage in and around fishing sites.
2. Add camp grounds near to fishing spots to make the activities complimentary.
3. Opening space up for lease to retailers in a village core.

POTENTIAL IMPROVEMENTS TO EXISTING SITES / RESOURCES
1. Look for a partnership opportunity with Sportsmen for Fish and Wildlife. They could help design and fund a fishery improvement initiative.
2. Plant tagged fish in Bristlecone Pond for a kids contest.
3. Host fishing derbys/clinics in the area.
4. Support the village core development in Brian Head Town and provide leasable space for sporting goods retailers.
5. Expand Wood’s Ranch.

IDEAS FOR DEVELOPMENT
1. Look for a partnership opportunity with Sportsmen for Fish and Wildlife. They could help design and fund a fishery improvement initiative.
2. Plant tagged fish in Bristlecone Pond for a kids contest.
3. Host fishing derbys/clinics in the area.
4. Support the village core development in Brian Head Town and provide leasable space for sporting goods retailers.
5. Expand Wood’s Ranch.
ICE FISHING

INTEREST GROUP DESCRIPTION

A national survey was recently conducted relative to fishing. Generally, fishing was seen as a stress-free way to enjoy the great outdoors. However, ice fishing did not register as one of the uses that was statistically significant.

Ice fishing is one of the few hunting sports that is available in the winter. Participants are looking for areas that are well-stocked and easily accessible.
ECONOMIC IMPACT
• Direct product and service providers include: marinas, fishing guides, and tackle shops.
• Indirect service providers include: restaurants, gas stations and hotels.
• It is estimated that the average American angler spent $1,441 in 2011, with over half going to purchase food, lodging, transportation and other travel items.

INDUSTRY TRENDS
• Nationally, there tend to be more returning participants than those leaving the sport year-over-year.

ENVIRONMENTAL IMPACT
• Those regulating waterways occasionally have to manage for equipment that is left

CONFLICTS + VULNERABILITIES
• Ice fishing, like other ice related activities, is vulnerable to seasonal conditions. During warm winters the ice can be thinner and more dangerous to fish on.
CURRENT ACTIVITIES
1. Bristlecone Pond (Brian Head Resort)
2. Panguich Lake
3. Navajo Lake: ice fishing is available, but might need snowmobiles to reach the area.
4. Yankee Meadows: ice fishing is available, but might need snowmobiles to reach the area.

EXISTING ORGANIZATIONS
2. Dept of Natural Resources. Regulatory authority over fisheries in Utah.

MANAGEMENT ISSUES + DEVELOPMENT STANDARDS
1. Access to backcountry fishing locations in the winter.
2. Waste management.
3. Maintenance of parking areas.
4. Ice fishing requires little to no infrastructure.
5. Local retailers with knowledge of the local area and how ice fishing equipment works would be a great resource for those starting the sport.

SUPPORTING USES
Ice fishing is supported by camping, snowshoeing, and snowmobiling. Fishing areas can be difficult to reach in the winter and activities like snowshoeing can help anglers reach their destination.

RECREATION OPPORTUNITY AREAS

POTENTIAL IMPROVEMENTS TO EXISTING SITES / RESOURCES
1. Encourage ice fishing in Bristlecone Pond through marketing and posted signage.

IDEAS FOR DEVELOPMENT
1. User groups (and DNR) identify Panguich Lake as a good location for ice fishing.
2. Market ice fishing activities through the Brian Head Marketing Association.
3. Encourage the village core concept to include retail space for sporting good sales and rentals.
ICE SKATING

INTEREST GROUP DESCRIPTION
Ice skating is a secondary winter activity. There are currently no facilities in the Brian Head recreation study area (the nearest one is “The Glacier” in Cedar City). Ice rinks are not just limited to recreation ice skating but can also be used for hockey and figure skating.
ECONOMIC IMPACT
• Direct economic activity comes from rink admission fees, equipment rental, and equipment sales by retailers.
• Indirect economic activity will come from restaurants, food vendors, and other uses that are approximate to the rink.

INDUSTRY TRENDS
• Ice skating is normally seen as a secondary activity to already expensive winter sports.
• Recently, it has seen a rise in demand with incomes rising. This could be especially true with Brian Head because Southern Utah has so few ice rinks.
• Outdoor ice rinks are seen as being more authentic and many of the popular ice rinks in Utah are outdoor.
• Rinks are normally located in the center of a retail area.

ENVIRONMENTAL IMPACT
• Artificial rinks require large amounts of energy to make, especially in warmer climates/seasons. This large energy expenditure can pollute the air and waste energy.

CONFLICTS + VULNERABILITIES
• Ice skating is vulnerable to warm seasons, which can make the operation of a rink not cost effective.
**CURRENT ACTIVITIES**

1. The facility in Cedar City advertises itself as “the only ice rink located in Southern Utah”.

**SUPPORTING USES**

Ice skating is mostly supported by other winter and family activities around the rink. So, skiing and snowboarding draw most of ice skatings participants.

**EXISTING ORGANIZATIONS**

1. **Youth and Enthusiasts Together for Ice (YETI)**. Local club with 1,200 Facebook members.
2. **Utah Ametuer Hockey Association**. A group of hockey teams that compete in Utah.
3. **International Olympic Commitee (IOC)**. International commitee that discusses and publishes information on winter sports.

**POTENTIAL IMPROVEMENTS TO EXISTING SITES / RESOURCES**

1. A new facility could be developed at Bristlecone Pond or as part of a new Brian Head “village core”.

**MANAGEMENT ISSUES + DEVELOPMENT STANDARDS**

1. The maintenance requirements of outdoor ice skating include surface maintenance, equipment rental, and possibly night lighting.
2. Changes in weather will significantly influence the opportunity for outdoor ice skating.
3. During warm seasons management will need to decide if refrigeration and ice rink maintenance is cost effective or wasteful.
4. The National Park Service maintains skating rink standards for concessionaires.
5. Trained staff with knowledge of technical equipment will be needed to maintain the rink.

**IDEAS FOR DEVELOPMENT**

1. Bristlecone Pond might be able to accommodate outdoor ice skating. Consult with Ruby’s Inn.
2. Brian Head village core could be a prime location for an outdoor rink if the weather supports it.
INTEREST GROUP DESCRIPTION
Snowshoeing is a value-added secondary activity particularly for families those already visiting Brian Head for skiing, etc.

Snowshoeing can also be used to open up new areas with Nordic conditions.
ECONOMIC IMPACT

• Direct economic activity associated with snowshoeing will come from the rental and sale of equipment.

• Participants will often partake in other activities in the nearby area adding indirectly to the economy.

INDUSTRY TRENDS

• The amount of snowshoeing participants were projected in 2015 to decrease by 3.7 percent over a period of three years.

• Snowshoeing is becoming a tool for winter sports enthusiasts, like skiers and snowboarders, to reach backwoods areas.

ENVIRONMENTAL IMPACT

• Snowshoeing itself has little to no environmental impact, any impact would come from the individual people who snowshoe.

• This impact could come in the form of litter or participants leaving maintained trails and venturing into sensitive areas.

CONFLICTS + VULNERABILITIES

• Snowshoe participants seek a more natural experience and conflict with louder more mobile sports like snowmobiles.

• Snowshoeing normally is a supplementary activity to other winter sports and could struggle to support itself.
POTENTIAL IMPROVEMENTS TO EXISTING SITES / RESOURCES

1. Open Alpine Creek to snowshoeing and cross country skiing.
2. Create a beginners trail around Bear Flat Meadow.
3. The Rattlesnake trail is an excellent snowshoe facility. Consider improving marketing.

IDEAS FOR DEVELOPMENT

1. Support the village core development and provide retail space for outfitters, guides, etc.
2. Cooperate with Cedar Breaks on marketing of snowshoe walks and moonlight hikes (similar to the program in Bryce Canyon).
3. Host a snowshoe adventure race.
4. Market opportunities through the Brian Head Marketing Association.

EXISTING ORGANIZATIONS

1. Wasatch Mountain Club. An outdoor recreation club for adults with approximately 1,200 members.

CURRENT ACTIVITIES

1. Cedar Breaks NM: many existing trails are good candidates for snowshoeing (when snow depth is sufficient).
2. Deer Hollow area
3. Brian Head: Town area trails
4. Dispersed areas (where hiking and cross-country skiing occur).

SUPPORTING USES

Snowshoeing is often used as a way to reach secluded areas during the winter. Activities like hiking, cross country skiing, and camping all compliment it. Because of its low impact and low starting costs almost all winter activities support it as well.

MANAGEMENT ISSUES + DEVELOPMENT STANDARDS

1. Trailhead maintenance (plowed parking areas).
2. Trail designation and signage (to avoid conflicts with motorized activities).
3. Trails that are maintained during the warmer months make excellent snowshoe areas in the winter.
4. Some trails would need special grooming equipment.

RECREATION OPPORTUNITY AREAS

PRIMITIVE

SEMI-PRIMITIVE

NON-MOTORIZED

ROADED

NATURAL

RURAL

URBAN

POTENTIAL IMPROVEMENTS TO EXISTING SITES / RESOURCES

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SUPPORTING USES

Supporting uses are those that might enhance a visitor’s experience, but isn’t the primary reason for their visit.

SUMMER ACTIVITIES

- EQUESTRIAN
- FAMILY ACTIVITIES

WINTER ACTIVITIES

- WINTER FESTIVAL
INTEREST GROUP DESCRIPTION

People involved in equestrian activity vary from horse owners that horse pack for multiple days, to first-time riders that require a guide to lead them on an established trail. Most users are drawn to the western tradition associated with equestrian uses.

Equestrian users are looking for variable terrain and soil type. Sandy, soft soils that offer good drainage make an area a desirable destination for this activity almost year round. Equestrian users favor areas with water, restrooms, and large parking lots.
ECONOMIC IMPACT
• Direct economic impact from equestrian activities includes horse riding tours, horse training, and horse care.
• Indirect economic impact would come from retailers that sell horse equipment (i.e. saddles, clothes, brushes).

INDUSTRY TRENDS
• Many tour guides and outfitters offer opportunities to explore scenic areas via horseback. Iron County and the BLM recently invested in equestrian infrastructure at Three Peaks Recreation Complex.

ENVIRONMENTAL IMPACT
• The keeping of horses can have a negative impact on the environment if not managed properly.
• Depending on the area, horses can trample and damage vulnerable habitats.
• Horse waste and methane gas can effect the local air and water quality. Correct management techniques can mitigate these impacts.

CONFLICTS + VULNERABILITIES
• Equestrian activities conflict with other activities that might startle the horses. It is particularly difficult when OHV and even mountain biking activities are sharing the same area.
**CURRENT ACTIVITIES**

1. Three Peaks Recreation Complex: county facility west of Parowan that offers flat terrain as well as steep hill climbs on soils with good drainage.
2. Thunderbird Canyons and Iron Hills Trails: Cedar City area.
3. Panguitch Lake Resort
4. Dixie NF: there are numerous trails available for equestrian use. They typically share locations that hikers and bikers use.
5. Commercial tours: i.e. Winterhawk Tours and Duck Creek Horse Rides.

**EXISTING ORGANIZATIONS**

1. **Winter Hawk Trail Rides**, Local guide that operates in Parowan Canyon.
2. **Panguitch Lake Trail Rides**, Located at Panguitch Lake Resort.

**MANAGEMENT ISSUES + DEVELOPMENT STANDARDS**

1. Trail identification and maintenance.
2. Trail users prefer areas with corrals and staging areas for trucks and trailers.
3. Conflicts with other users (OHV and mountain biking in particular).
4. Organizations like the forest service have published design books for equestrian trails.

**SUPPORTING USES**

Supporting uses include veterinarian services, stables, horse tracks, trail guides, and outfitters that sell horse equipment.

**RECREATION OPPORTUNITY AREAS**

- **PRIMITIVE**
- **RURAL**
- **URBAN**
- **ROADED**
- **NATURAL**
- **SEMIPRIMITIVE**
- **NON-MOTORIZED**
- **MOTORIZED**

**SUPPORTING USE**

Supporting uses include veterinarian services, stables, horse tracks, trail guides, and outfitters that sell horse equipment.

**POTENTIAL IMPROVEMENTS TO EXISTING SITES / RESOURCES**

1. More signage directing riders to existing trails.
2. Better facilities near the trailheads to make access easier.
3. Adding groomed trails using more recent design guidelines.

**IDEAS FOR DEVELOPMENT**

1. Participants need trailheads with parking and consistent signage.
2. Improve marketing of existing trails and outfitters.
FAMILY ACTIVITIES

INTEREST GROUP DESCRIPTION

Many Brian Head visitors come to the resort for a family vacation. Some summer and winter activities require high amounts of skill and precision to enjoy and do well. So, this group is looking for more simple and short activities that can be enjoyed as a family without the investment of hours of practice. Some of these activities already exist in Brian Head. Summer activities would include hiking (new trail opportunities), zip lines, zorbing, or trampoline areas.
INDUSTRY TRENDS

- Overwhelmingly, Utahns participate in hiking more than any other recreational activity (36) over bicycling (14%), running or walking (10%), and golf (10%) combined – the next three most common recreational activities.

- Despite an overall downward trend nationwide, Utah continues to have large families and there will be demand for family activities in the future.

ENVIRONMENTAL IMPACT

- Environmental impact will vary with activity.

- Impact will be dependent on the level of disturbance to the natural environment.

ECONOMIC IMPACT

- Direct product and service providers include: the resort or the city when it comes to trails.

- Most of these activities direct economic impact would come from entrance or participation fees, with the exception of hiking.

- Indirect product and service providers include: restaurants and shops to accompany family activities.

CONFLICTS + VULNERABILITIES

- Family activities may conflict with uses that are specifically for adults or those that attract different crowds, for example bars.
CURRENT ACTIVITIES
1. Ridge Runner Zip Line (300’ - at Resort)
2. Avalanche Tubing
3. Peak Shot Bungee Trampoline
4. Hiking: Family Adventure Trail

EXISTING ORGANIZATIONS
1. n/a

MANAGEMENT ISSUES + DEVELOPMENT STANDARDS
1. Safety considerations.
2. Maintenance of zip lines or slides tends to be labor-intensive (obviously more so than other uses).
3. Certain activities have safety standards that equipment and sites must be built and maintained to.
4. There are often companies that will build and train staff for activities like ziplines and slides.

POTENTIAL IMPROVEMENTS TO EXISTING SITES / RESOURCES
1. Support the expansion of existing facilities in the Resort.

IDEAS FOR DEVELOPMENT
1. Reach out and market already existing family activities.
2. Recruit more supporting uses like places to eat and child friendly shopping.
3. Consider expanding the family hiking trail to new locations or developing a new family hiking trail.
4. Evaluate other family options like zorbing or an alpine slide.

SUPPORTING USES
Supporting uses are, but not limited to, ice skating and hiking. Any activity that is easy to pick up and enjoy can be a great family opportunity.
INTEREST GROUP DESCRIPTION

Winter festivals and events are typically held to give visitors more activities at night (after their primary activity).
ECONOMIC IMPACT
• Direct economic activity depends on the event being held and can come from admission fees or sale of event related merchandise.

• Most of the economic activity from winter festivals will come from indirect sources like hotels, restaurants, and shopping.

INDUSTRY TRENDS
• Winter festivals are designed to generate tourism and have trends similar to the skiing and snowboarding industry.

• Most cities that have a large winter recreation presence have winter festivals.

• Rural festivals have become more popular and niche oriented as a way of branding.

ENVIRONMENTAL IMPACT
• The economic benefits of festivals make negligible any environmental impact from festivals.

• Most environmental impact will come in the form of litter and increased emissions from traffic induced by the festival.

CONFLICTS + VULNERABILITIES
• Lack of lodging and parking during ski season.

• Loud activities at night could be a nuisance to those in the community.
CURRENT ACTIVITIES
1. Live music at Last Chair Saloon
2. ULLR Festival
3. Munchkin Jam
4. Torchlight Parade / New Year’s Fireworks
5. Great White Weekend
6. Astronomy events (Cedar Breaks)

EXISTING ORGANIZATIONS
1. Brian Head Resort
2. Cedar City - Brian Head Tourism Bureau

MANAGEMENT ISSUES + DEVELOPMENT STANDARDS
1. Running and managing a festival can take a lot of time and requires dedicated event planners.
2. Lodging can be hard to find during festivals and traffic could get congested.
3. Crowds can become hard to control and damage property.

SUPPORTING USES
winter festivals are supported by any winter sport, in most places this is skiing and snowboarding.

POTENTIAL IMPROVEMENTS TO EXISTING SITES / RESOURCES
1. Consideration should be given to developing events that can be held simultaneously (i.e. day/night). However, there is a potential for scheduling conflicts during the summer in Iron County.
2. Extend the length of events to encourage overnight stays.
3. Develop events around main uses like skiing and snowboarding.
4. Host additional events (i.e. snowmobile events).

IDEAS FOR DEVELOPMENT
1. Brian Head can seek to develop more festivals around their family friendly vision.
APPENDIX

Comprehensive Maps
Recreation Opportunity Spectrum
Interviews + Document References
There are any number of unique and amazing things in the study area, and there are just as many perspectives and opinions on how these things should be managed. A “recreation opportunity” is defined by the USFS as a “combination of circumstances favorable for a purpose.” The challenge of recreation planning stems from the fact that different users and activities are conducive to different physical, social, and management settings.

The Recreation Opportunity Spectrum (ROS) is a system for classifying and managing recreation opportunities based on activity, setting, and experience considerations. The combination of the three criteria results in six different ROS classes which are described below.

No one classification is more desirable than another. Rather, it is expected that there be a range of opportunities to meet the needs of the range of people who use the lands in the study area for a variety of recreational objectives.

This study intends to utilize the ROS to classify areas that are especially conducive to a mix of complimentary uses. An ROS is conducted as part of a forest planning process as well as when an EIS is developed. The map on the following page is a compilation of ROS studies that were done in the USFS area over the last 20 years.

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**BRIAN HEAD STUDY AREA ROS**

<table>
<thead>
<tr>
<th>PRIMITIVE</th>
<th>SEMI-PRIMITIVE NON-MOTORIZED</th>
<th>SEMI-PRIMITIVE MOTORIZED</th>
<th>ROADED NATURAL</th>
<th>RURAL</th>
<th>URBAN</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACTIVITY</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>viewing scenery</td>
<td>night sky</td>
<td>ATV / OHV</td>
<td>ATV / OHV</td>
<td>walking / parks</td>
<td>car and bus touring</td>
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<tr>
<td>backpacking</td>
<td>hiking</td>
<td>camping</td>
<td>hiking / walking</td>
<td>festivals and events</td>
<td>road biking</td>
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<tr>
<td>camping</td>
<td>camping</td>
<td>hunting</td>
<td>camping (RV)</td>
<td>lodging</td>
<td>resort services</td>
</tr>
<tr>
<td>hunting</td>
<td>MTB / equestrian</td>
<td>climbing</td>
<td>boating (all)</td>
<td>canoeing</td>
<td>events</td>
</tr>
<tr>
<td>equestrian</td>
<td>canoeing</td>
<td>motorboating</td>
<td>fishing</td>
<td>boating (all)</td>
<td>boating (all)</td>
</tr>
<tr>
<td>fishing</td>
<td>fishing</td>
<td>ice fishing</td>
<td>snowmobiling</td>
<td>snowmobiling</td>
<td>ice skating</td>
</tr>
<tr>
<td>cross country skiing</td>
<td>snowshoeing</td>
<td>snowmobiling</td>
<td>snowmobiling</td>
<td>snowmobiling</td>
<td>snowmobiling</td>
</tr>
<tr>
<td>SETTING</td>
<td>predominantly natural or natural-appearing environment</td>
<td>predominantly natural or natural-appearing environment</td>
<td>predominantly natural environment, though social evidences are apparent</td>
<td>substantially modified environment</td>
<td>substantially modified environment</td>
</tr>
<tr>
<td>interaction with other users is low non-motorized environment</td>
<td>minimum site controls and restrictions non-motorized environment 0.5 mile from roads</td>
<td>low concentration of users, but evidence is apparent motorized uses are permitted, strong evidence of roads</td>
<td>interaction with other users is moderate motorized uses are expected, roads are convenient</td>
<td>social interaction opportunity between people is moderate facilities available to a large number of people</td>
<td>social interaction opportunity between people is high facilities available to a large number of people</td>
</tr>
<tr>
<td>~3 miles from roads</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>EXPERIENCE</td>
<td>high probability of isolation (both sight and sound) environment that requires outdoor skills interpretation through self-discovery</td>
<td>moderate probability of isolation some degree of challenge and risk opportunity to use motorized equipment</td>
<td>equal probability to experience social interaction and isolation outdoor skills are not important motorized and non-motorized opportunities</td>
<td>high probability of social interaction social interaction is more important than the natural physical setting</td>
<td>probability of social interaction is assured</td>
</tr>
<tr>
<td>self-reliance</td>
<td>tranquility and closeness to nature small groups high-degree of challenge and risk</td>
<td>high probability of isolation (both sight and sound) environment that requires outdoor skills interpretation through self-discovery</td>
<td>high probability of isolation (both sight and sound) environment that requires outdoor skills interpretation through self-discovery</td>
<td>high degree of challenge and risk opportunity to use motorized equipment</td>
<td>highly modified environment</td>
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<tr>
<td>probability of competitive and spectator events</td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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