

SEVIER COUNTY, UTAH



From the Spanish words, "rio severo" or turbulent river

Sevier County Incentives

- Selected as 11th best location in the U.S. for recreation by *Outdoor Life*, March 2008
- All the business amenities you need to succeed
- Central location for access to major US markets
- Nearby national parks & monuments
- Over 200 miles of ATV trails
- Active chambers of commerce
- Regional shopping hub for central Utah
- Interstate 70 with 8-hr access to L.A. or Denver
- Utah Sure Sites Certified properties—Salina/Richfield
- Richfield Municipal Airport
- Snow College--Richfield Campus
- Applied Technology College
- Custom Fit Training & Small Bus. Development Center
- Sevier Valley Hospital
- Freemont Indian State Park
- Sevier Valley Center with 5,000 seat arena and 800 seat performing arts theater

Population

- Utah Population Estimate Committee (Jan '08)
- Sevier County 2009 20,773

City Population Estimations 2006

City/Town Mayor	
Richfield, Brad Ramsey, (36%)	7,217
Salina, Conrad Miller, (12%)	2,414
Monroe, Kirt Nilsson, (9%)	1,853
Aurora, Scott Gurney, (5%)	952
Redmond, Paul Christensen, (4%)	813
Elsinore, John Baxter, (4%)	741
Annabella, Dale Albrecht (3%)	647
Unincorporated Areas and smaller towns:	
Balance of County, (20%)	6,949

Sevier County Population Increase

Governor's Office of Planning & Budget	
2009	20,773
2008	20,619
2007	20,442
2006	19,984
2005	19,649

Weather

	APR-SEP	OCT-MAR
Average High Temp. (F)	79.2	51.0
Average Low Temp. (F)	43.5	22.3
Average Rainfall (in/month)	pt.76	pt.66
Average Snowfall (in/month)	1.38	12.22
Average Humidity (%)	37.8%	58.5%
Days of Sunshine	167	168

Annual Weather

Precipitation	14.7 inches
Snowfall	81.6 inches
Wind Speed	8.48 mph
Humidity	48.2%
Visibility	15+ miles
Clear Days	255 per year

Elevations

Monroe Peak	11,226 ft
Richfield City	5,298 ft
Salina	5,160 ft
Monroe	5,382 ft
Richfield City Regional Airport.....	5,301 ft

SEVIER COUNTY, UTAH

Elected Officials

State Legislators

Senator Ralph Okerlund (District 24)
Representative..... Kay McKiff (District 70)
.....Mike Noel (District 73)

City Elected Officials

Richfield Mayor Brad Ramsey
Salina Mayor Konrad Miller
Monroe Mayor Kirt Nilsson

Sevier County Commission

.....Gordon Topham, Gary Mason, Ivan Cowley
County Planner Larry Hanson
Building Official John Hicks

Economic Development Board

Tim Jones, Jones & DeMille Engineering; Gary Beck, Sevier Valley Hospital; Kinley Peterson, Denny's & Silver Eagle; Brad Staples, Century 21; Lorraine Gregerson, Richfield Area Chamber of Commerce

Business Resources

(Note: Local Area Code is 435 unless noted otherwise)

Sevier County Economic Development

Director Malcolm Nash 893-0454
Assistant Paula Martin 893-0458

Small Business Development Center—Snow College & Custom Fit Training Program

Richfield Director Keith Church 893-2252
Area Director Alan Christensen 283-7372

Sevier County Travel, Tourism and Special Events

Kevin Arrington 893-0457

Richfield Area Chamber of Commerce

Director Lorraine Gregerson 896-4241

Central Utah Home Builders Association

President..... Steve F. 893-1661

Department of Workforce Services

Business Consultant Lela King 863-0016

Salina Area Chamber of Commerce

Director Carol Lowman 893-0000

Regional Airport

Manager..... Rowena Hulet 896-9413

City Services

Richfield City Manager..... Michael Langston 896-6439
Salina Commercial Center..... Malcolm Nash 893-0454
Richfield Commercial Center Kimball Poulson 896-6408

Utilities

Rocky Mountain Power

Regional Contact: Mark Cox 865-3301

Questar Natural Gas

Local Office: Gary Stevens 896-4107
..... Or 979-1278

Commercial Waste Collection

Whites Sanitation 896-9212
Daisy Dumpster 896-0100

Telecommunication Services

Qwest Communications Richard Fry 801-661-1834
Cable TV CentraComm 800-427-8449
Altazip Wireless 896-8554

Media Outlets

Newspapers: The Richfield Reaper (Weekly)
..... The Salina Sun (Weekly)
..... Salt Lake Tribune (Daily Local Edition)
..... Deseret News (Daily Local Edition)

Radio Stations:

..... KSVC 980 AM News/Talk

Cost of Living

ACCRA Index (% of U.S. Average as of 2008 Q1):

Overall Cost of Living **92.7%**
Grocery Items 111.9%
Housing 87.3%
Utilities 77.6%
Transportation 101%
Healthcare 90.5%
Misc. Goods & Services 92.3%

Business Licenses (End of 2010)

Richfield 455
County 117
Salina 241
All Other Communities 111

City Offices

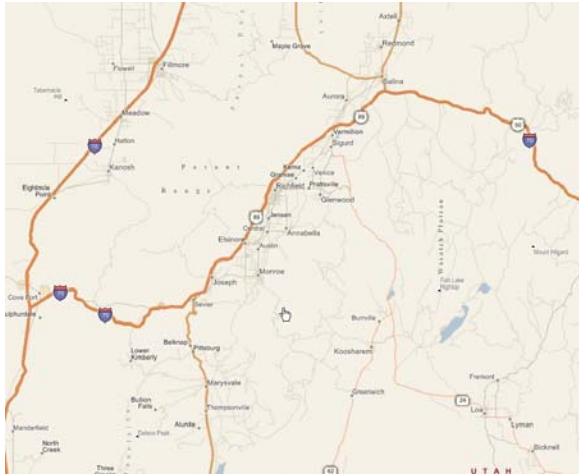
Richfield..... 75 East Center, 896-6439
Salina 90 West Main, 529-7304
Monroe 10 North Main, 527-4621

Real Estate Brokers

Castle Gate Realty 896-4283
Century 21 America West 896-8444
Coldwell Banker Preferred Properties 896-5550
Encore Realty..... 529-2272
ERA Brokers Consolidated..... 896-9609
Hometown Realty 527-3733
Curits Realty..... 896-8261

SEVIER COUNTY, UTAH

Transportation



Richfield City Regional Airport

Runway: 6,675 by 75 ft.
 Rating IFR
 Approach R-NAV

Rail System

Union Pacific Railroad 63 miles to nearest siding—Levan, UT

Sevier County Trucking Companies

- Robinson Transport
 850 West Main Street, Salina 529-7472
- Barney Trucking
 195 S 800 West, Salina 529-3701
- Gurney Trucking
 2250 N Hwy 260, Aurora 529-3831
- DP Curtis Trucking
 1450 S Hwy 118, Richfield 800-257-9151
- Mason Trucking
 1420 S 400 W, Aurora, 529-3734
- Bastian Trucking
 440 S Main St, Aurora 529-7453
- Mcrae Trucking
 175 N 100 W, Monroe 527-4192

Proximity to Interstate Transportation

North-South

From Richfield to Interstate 15 ...Northward is 40 miles--Scipio
 Southward is 35 miles—Cove Fort

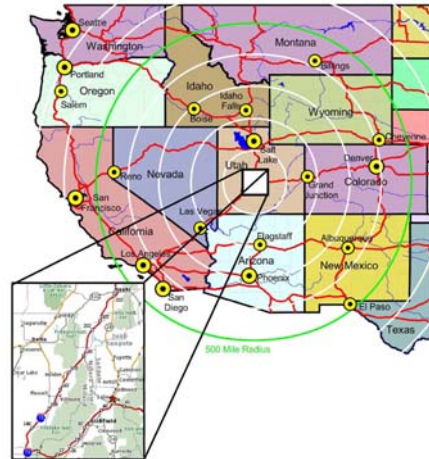
East-West

Interstate-70 Runs through County
 Next to Salina and Richfield

Distances to Major Cities

Source: Mapquest.com

Destination	Miles	Drive Time
Salt Lake City	165	2.5 hrs
Denver	453	8.0 hrs
Phoenix	500	9.5 hrs
Las Vegas	250	4.5 hrs
Los Angeles.....	534	8.0 hrs



Distance to Nearest Sea Port

Source: Mapquest

Port of Los Angeles	531
Port of Long Beach.....	530

SEVIER COUNTY, UTAH

Tourism

State of Utah

Tourism Employees in Sevier County (2008) 658

Regional Tourist Visitation Counts—2009 Annual Avg

ATV Riders on the Paiute Trail System 75,000 riders
 Fishlake National Forest 425,000 people
 Capital Reef National Park 513,702 people
 Freemont Indian State Park 64,116 people
 Bryce Canyon National Park 1,023,383 people
 I-70 Traffic 10,245 vehicles daily

Distances to Major Attractions

Mapquest.com	Miles	Drive Time
Freemont Indian State Park	30	30 minutes
Fish Lake	45	45 minutes
Zions National Park	173	2 hrs 36 minutes
Brian Head Resort	110	1 hr 44 minutes
Capital Reef N.P.	56	1 hr 9 minutes
Bryce Canyon N.P.	110	2 hrs 15 minutes
Grand Canyon-North Rim	200	4 hours
Lake Powell (Page, AZ)	221	3 hrs 47 minutes

Spending by Travelers in Sevier Co. (current dollars in millions)

State of Utah Office of Travel and Tourism

2006 33.9
 2007 40.8
 2008 40.8

Lodging Rooms 896
 Richfield 684
 Salina 201
 Other 11

RV/Campground Units 330
 Cities and Towns 236
 Fish Lake Sites 94

Transient Room Tax Collections

Utah State Tax Commission

2009 \$ 253,560
 2008 \$ 246,181
 2007 \$ 260,109
 2006 \$ 225,626
 2005 \$ 217,798
 2004 \$ 204,112



Things to See and Do Locally

- Sevier Valley Sportsmans Expo (March)
- Non-denominational Easter Convenio
- Cove View Golf Course—18 Holes
- Sevier Valley Home and Garden Show (April)
- Rockin & Ridin' at the Blackhawk Arena
- Independence Day Celebrations
- Pioneer Day (State holiday)
- Lions Club Demolition Derby (August)
- Sevier County Fair (August)
- Candy Mountain Express Bike Trail
- Christmas Lights Parade
- State Fiddlers Contest
- Rocky Mountain ATV Jamboree (September)
- Rodeo events galore at the Blackhawk Arena
- Blast from the Past Car Show (July)

SEVIER COUNTY, UTAH

Area's Largest Employers

Utah Dept. of Workforce Services

500 to 1,000+ Employees

Sevier County School District Public Education

250 to 499 Employees

Barney Trucking..... Transportation

Canyon Fuels Company (Sufco)..... Coal Mining

100 to 249 Employees

Wal-Mart Retail

Sevier Valley Hospital..... Health Care

Federal Agencies..... Government

State Agencies..... Government

Sevier County..... Government

Robinson Transport..... Transportation

Richfield City..... Government

Sorenson's Ranch School..... Private Education

US Gypsum Company..... Manufacturing

Georgia Pacific..... Manufacturing

Snow College Richfield..... Higher Education

50 to 99 Employees

Staker Parsons..... Paving Products

Richfield Care Center..... Residential Nursing

Lins's Supermarket..... Grocery Retail

Moroni Feed..... Poultry Processing

The Home Depot..... Retail

Gurney Trucking..... Transportation

Jorgensen's Ford..... Auto and Recreation

Redmond Minerals..... Mineral Mining

DP Curtis Trucking..... Transportation

Twelve Timbers..... Design and Manufacturing

K-Mart..... Retail

Larsen's Ace Hardware..... Retail

Other Significant Businesses

Wolverine Gas & Oil..... Mineral Extraction

Western Land Services..... Energy & Environmental

Sevier County Unemployment Rates (Annual)

Utah Dept. of Workforce Services

2008..... 3.8%

2007..... 2.9%

2006..... 3.2%

2005..... 4.5%

2004..... 5.3%

2003..... 5.8%

2002..... 5.7%

Major Industries by Labor Force Size

Utah Dept of Workforce Services, February 2010

Trade/Transportation/Utilities 2,629 (32%)

Government (all levels) 1,628 (21%)

Leisure / Hospitality..... 906 (11%)

Education/Health/Social Services 745 (9%)

Mining..... 547 (6%)

Manufacturing..... 467 (6%)

Construction 414 (5%)

Professional/Business Services 445 (4%)

Financial Activities..... 204 (2%)

Other Services..... 151 (2%)

Information 75 (1%)

Trade, Transportation & Utilities

Breakdown of largest sector

Transportation/Warehousing 36%

General Merch. Stores 12%

Wholesale Trade 11%

Food/Beverage stores..... 10%

Motor Vehicle Parts/Dealers..... 8%

Other retail..... 8%

Gasoline Stations..... 7%

Building/Garden stores..... 6%

Utilities..... 2%

Employment by Firm Size

Utah Dept of Workforce Services, July 2009

Between 1 & 4 employees 8%

Between 5 & 9 employees 13%

Between 10 & 19 employees 15%

Between 20 & 49 employees 29%

Between 50 & 99 employees 14%

Over 100 employees..... 20%

Real Estate Activity

Central Utah Board of Realtors

Average Price by Year

2003 \$87,400

2004 \$96,100

2005 \$100,900

2006 \$122,100

2007 \$133,000

Average Days on Market

2003 158

2004 173

2005 147

2006 114

2007 144

SEVIER COUNTY, UTAH

Economic Milestones by Year

2008

- Marriott Fairfield Inn opens in southern Richfield
- Wolverine Oil and Gas discovers oil in an adjacent county
- Richfield City opens a new industrial park

2007

- The Home Depot opens a full-size retail store in southern Richfield
- Staker Parson, a major construction firm, buys Hales Sand and Gravel
- Richfield City sells the last of city-owned parcels in the industrial park
- Mountainland Plumbing purchases ground in Richfield for new outlet
- FEDEX opens a new distribution facility in Salina's Commercial Center
- The Rocky Mountain ATV Jamboree celebrates its 17th year
- Canyon Truck Wash & Chrome Shop open in Salina's Comm. Center

2006

- Winkle Distributing opens a new distribution facility in Richfield
- Ken Bettridge Distribution opens in the Salina Commercial Center
- The Candy Mountain Express bike trail opens in Marysvale Canyon

2005

- Richfield City gained approval to expand its municipal airport
- Wells Fargo Bank opens a new branch in Richfield
- Centennial Plaza completes initial phases of development

2004

- Wolverine Gas & Oil makes what some claim is the largest on-shore discovery of crude oil in the past 30 years in the United States.
- Wal-mart opens a 157,000 sqft super center in southern Richfield City.
- State of Utah approves a permit for a 270-MW power plant.
- Taurus Salt opens a new building in the Salina Commercial Center

2003

- The Sevier Valley Center opened with its 5,000 seat arena, 800 seat theater, and new educational wing
- Paiute Trailer Manufacturing is first tenant in the Salina Commercial Ctr.
- Richfield's Cove View Golf Course becomes an 18-hole course
- The Hampton Inn opens in southern Richfield

2002

- Salina City opens the Commercial Center with 400 + acres
- Albertson's relocates to its new store on Richfield's Main Street
- Sevier Valley Hospital offers additional health care services

2001

- Snow College incorporates the applied technology campus in Richfield
- Restoring rail service begins with preliminary studies and funding
- Monroe opens its new community center

Area's Largest Retail Stores

Wal-Mart Super Center	South Richfield
The Home Depot	South Richfield
Larsen's Ace Hardware	South Richfield
Christensen's Department Store	Downtown Richfield

Grocery Stores

Albertson's.....	South Richfield
Lins Market.....	North Richfield
Wal-Mart.....	South Richfield
Crisp Grocery	Monroe
Barrett's Food town	Salina

New Businesses Opened Recently

The Home Depot.....	Home Improvement
Mountain States Plumbing	Major Pipe Supplier

Industrial Parks

Salina Commercial Center	400 + Acres
Richfield Business Park.....	150 Acres

New Office Parks

Centennial Plaza	North Richfield
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Major Projects Proposed

Sevier Power	500 MW Generating Plant
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SEVIER COUNTY, UTAH

Demographics

U.S. Census Data 2000

Median Age.....	29.9
Average Household Size	2.93
Under 18	30.8%
Over 65	13.3%
Female to Male	50 / 50
Households (2007 EST.)	6,670

Individual Income (2008)

Utah Dept. of Workforce Services

Average Non-Farm Monthly Wage	\$2,411
Average Non-Farm Annual Wage.....	\$28,932
Average Hourly Wage.....	\$13.91
County Labor Force (2006p)	9,769
Median Household Income (2007).....	\$45,415
Avg Family Income IRS Returns.....	\$45,032
Per Capita Personal Income (2005)	\$23,081
Income as percentage of State.....	77%

Households

2000 Census	
Total Housing Units	7,016
2007 Estimate.....	7,778

Building Permits (BEBR @ the Univ. of Utah)

(County Wide for Total Dwelling Units)

2009	
2008	
2007.....	126 (down 17%)
2006.....	152 (up 21%)
2005.....	120 (up .04%)
2004.....	115 (up 18.6%)

Home Average Sales Price

Central Utah Board of Realtors

2007 Q1 & 2.....	\$133,000	(9%)
2006.....	\$122,000	(10%)
2005.....	\$110,900	(15%)
2004.....	\$96,100	(10%)
2003.....	\$87,400	

(Percentage Compared to Previous Year)

Health Care

Sevier Valley Hospital	Intermountain Health Care
1000 N. Main Street.....	896-8271
Administrator.....	Gary Beck
Hospital	24 beds, ER, Surgical Center, MRI, CT scan,
Dialysis Center	
Doctors on Staff	11
Physicians Assists	3

Central Utah Public Health

70 Westview Drive, Richfield	896-5451
Director	Bruce Costa

Local Medical & Counseling Care

Dental Offices:	8
Optometrists:	4
Orthodontics	2
Counseling Offices	7

Assisted Living & Care Centers

Richfield Rehabilitation & Care	Skilled Nursing, 50 beds
Beehive Homes (2).....	Senior Care Facility, 20 Rooms
Curtis Assisted Living	Senior Care Facility, 12 Rooms

Interstate 70 Daily Traffic Counts (2006)

Ramp	
Salina Exit 56	10,990
Richfield North Exit 40.....	7,947
Richfield South Exit 37	6,555

Richfield City Daily Traffic Counts (2006)

Main Street / Downtown	12,370
1300 South Btwn Hwy 89 and I-70.....	3,350
North Interchange.....	3,505
From South on Hwy 89 into Richfield	5,595
From Glenwood Rd into Richfield.....	6,790

Salina City Daily Traffic Counts (2006)

Between I-70 and Main Street.....	5,590
From Hwy 118 North into Salina	9,765
From Hwy 118 South into Salina.....	3,195
From Hwy 50 West into Salina	3,215

Ethnicity

Demographics Now/EDCU; 2008.

White	92.4%
Black.....	0.3%
American Indian	1.9%
Asian	0.3%
Other	1.0%
Hispanic.....	4.0%

SEVIER COUNTY, UTAH

Taxes

Property Tax Rates 2009

Sevier County Assessor

School District001
State Assess000142
Local Assess000300
Sevier County002637
Richfield City (All inclusive)011285
Salina City (All inclusive)011299

Sales Tax Collected

Utah Tax Commission – <http://tax.utah.gov/esu/sales/index.html>

Gross Taxable Sales w/ % change from previous year	
2006	\$365,054,447 (+21.08%)
2005	\$288,088,853 (+12.41%)
2004	\$252,351,206 (+10.49%)
2003	\$225,887,000 (-1.52%)
2002	\$229,937,800

Utah Tax Rates

Utah Tax Commission

Corporate Tax	5.00%
Individual Income Tax (Max)	5.35%
Sales Tax--all cities / towns	6.20%

Regional Retail Market Area

Population Circle	
Sevier County	20,773
Piute County	1,479
Wayne County	2,692
South Sanpete	4,552
Total	29,469

Greatest Retail Leakage Categories

- Retail Study Completed 2005
- Motor Vehicles
 - Furniture
 - Miscellaneous Retail
 - General Merchandise
 - Entertainment
 - Business Services
 - Apparel & Accessories
 - Dining Out

Public Education

Sevier County School District (www.sevier.k12.ut.us)

Student Population	4,350
Elementary Schools	4
Middle Schools	3
High Schools	4
High School Graduates (% of Population)	85.8%
College Graduates	15.2%

Higher Education

Snow College Richfield Campus &
Central Utah Applied Technology

Technical Programs / Course Offered

- Nursing Assistant & Nursing
- Automotive Technology
- Building Construction Trades
- Business Management and Business Education
- Culinary Arts
- Diesel and Heavy Duty Mechanics
- Drafting Technology & Computer Aided Drafting
- Machine Tool Technology
- Pharmacy
- Cosmetology
- Welding Technology
- Computer Information Systems

General Education & Courses

- Accounting
- Visual Arts
- Biology
- Chemistry
- Communications
- Criminal Justice
- English
- General Studies
- Geology
- Home and Family Studies
- Math
- Music
- Political Science
- Psychology



SEVIER COUNTY, UTAH

Community Facilities

Restaurants	37
Museums	1
Libraries	3
Professional/Amateur Theaters	1
Movie Theaters	Reel Theater, 1 screen
Parks	Richfield 4, Salina 1
Ball Fields	(Softball and Baseball) 4
Soccer Complex (Fields)	1
Rodeo Grounds	Blackhawk Arena, Salina
Drinking Establishments	2
Hotel & Motel Rooms	896
18-hole course	1 Public
ATV Rentals	3
Tennis Courts	Richfield, 1
Sevier County Fair Grounds	Richfield

Sevier Valley Center

Opened in 2003, the SVC is a modern venue capable of hosting any type of event, conference, or activity.

Arena

- Seats up to 5,000
- Open concourse inside
- In-house pipe and drape available
- Large open floor for trade-shows
- Semi-truck access to arena floor

Eccles Theater

- State of the art sound and lighting
- Loading dock access to stage
- Greenroom and dressing rooms
- Full orchestra pit
- 800 seating capacity

Atrium Wing

- Five breakout rooms for conferences
- Kitchenette

Other Features

- In-house custom ticketing system with phone, Internet, or walk-ups
- Main lobby for receptions and hosting

Churches

St. Elizabeth Catholic	Central Valley
Assembly of God Church	Richfield
New Hope Baptist Church	Richfield
Faith Baptist Church	Salina
First Baptist Church	Richfield
Richfield Bible Church	Central Valley
Jehovah's Witnesses	Richfield
Good Shepherd Lutheran Church	Richfield
Valley Community Church (Presb.)	Richfield
Church of Jesus Christ of Latter-day Saints	All cities/towns

Service Organizations

Lion's Club	Richfield, Salina, Monroe
Rotary Club	Richfield



Contact Information

800 West 200 South
 Richfield UT 84701
 Jason Beal..... General Manager
 Main Office 435-893-2281
 Ticket Office 435-893-2223

