

Tourism/Recreation Infrastructure Priorities

Project

Needs

Cost

Benefit

source/Participants

Status

Marketing

Branding	A detailed professional Branding & marketing study needs to be done to help us determine the best direction for growth & expansion	~\$85K	Can be used as a tool to attract more hotels to our area as we expand our season	Brand Iconic; Michael Lee Design; Sorenson Advertising; Struck; Love Communications	completed
Marketing	Develop and Execute new branding strategy	~\$300K/Yr	Love Communicatiions to coordinate all of our advertising and marketing to assure maximum penetration, efficiency, and benefit for the entire county	Love Communications	Implimented
International	Need to establish a presence in the International Travel/Tourism industry by participating in Travel Shows & direct training to high level companies	\$75K/year	Increase the percentage of International tourists, who may be passing over Kanab in favor of our competition. Higher spend rate & longer stays	Utah Office of Tourism, Brand USA, FAM tours	Implimented
Outlying Communities	Establish a marketable identity for communities outside Kanab, to drive business and traffic to those areas as well as Kanab	\$25K/year	Share to successful branding of Southern Utah to benefit smaller communities in Kane County, who struggle with economic development	Duck Creek (test case), East Zion, Valley, and Big Water. With assistance from Love Communicaitons	Brand established: "Scenic Highway 89"; Billboards up; Branded merchandise created
Wayfaring Signage	Community Branding requires a professional touch	10K	Direct our visitors to our attractions	RFP Needed	

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Baseball/ Softball field improvements

Immediate Needs

Phase 1	New Dirt for 3 fields	\$18,000 Hurricane Dirt Company	Attract more teams/ Tournaments to our area. Potential for Revenue.	City is contributing \$3,000 towards improvements	Completed
	Equipment needed to maintain fields	\$5,000	safety of players		
	Engineering to level the fields	\$2,000	making sure fields are properly engineered	City to pay 1/2 cost	

Long Term Needs:

Phase 2	Lighting for Night games	\$35,000	Would allow us to play into the night, thus hold more games	Garkane to contribute poles & do install	Tyler has bids; working with Kanab city & Garkane for power
	Install safety netting		First step for safe tournaments	vendor	In process
	Scoreboards	\$25K - 35K	Better for tournaments--old portable units not working		Completed Completed
Crowned Backstops		increased safety			
Phase 3	Move Field 1 fences back 100 feet & Field #3: Move Centerfield fence back 75 feet & Build right field wall higher	\$10K - 25K	would allow us to host more tournaments	reinvested revenue & Grants from Major League Baseball	
	Add second floor to Snack Station	\$80K - \$120K	Scorekeeping & viewing		
	Cement Seating Area for lower fields- replace retaining wall	\$50-\$75K	increased spectator area, lower maintenance		

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Kanab Community Center	Convention / Conference Center/ Recreation Center/ Indoor Pool/ Auditorium/ Paleo museum / outdoor fields / camping	~\$12 million	Create a location right in the middle of town we can host larger events, conferences, concerts, Tournaments, rallies-- and attract more off-season visitation. Potential for generating revenue.	School District; Kanab City; County; Best Friends?; Symphony; Senior Center; Dino Museum; Dixie State classes, etc etc	Awaiting CIB review; School board to deed land to County; Matt Brown heading up design project					
New Senior Center	Old center not adequate for seniors	TBD	A more attractive & functional center for our senior citizens	Old GSEM/BLM offices by the park or integrated with Community Center	Integrate with Kanab Community Center					
Tennis/Pickleball Courts	Kanab Phase Crack repair & improvements, level court 4 Remove Asphalt/Gravel from Court 2, replace with cement Install fencing between courts, Restripe Courts, new nets	\$30,000	Provide an area for Tennis Classes (they begin June 1), seniors to play pickleball, and eventually hold tournaments. Potential for Revenue.	Kanab city will contribute \$5,000 -- KaneCo construction Build; possible help from Gardner Family. USTA grants up to 20% of project costs. School district ~\$20K?	integrated with Teen Plaza					
						Valley phase Repair & improve tennis courts in the Valley	\$138,700	To support the already thriving Tennis program in the Valley	School district; Orderville pledges \$20K; Glendale \$3; USTA 20% of cost; Tourism \$50K	KCTTAB Board approved \$50K; School Board approved one court; muddled in politics
						Phase 2 Build dedicated Pickleball Courts	TBD	A dedicated area that can attract tournaments	near Jacob Hamblin park	reviewing options

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Skate park/Teen Plaza	Current location behind Old Middle School is dangerous & unkept	60-70K for first phase + 40K	Give the kids a safer place to skateboard & rollerblade	Kanab to donate \$18K land + \$15K cash; Tony Hawk foundation match \$5K; Rec & Trans Board committed	Kids actively raising money; Tony Hawk Grant approved.	
Basketball Courts	Need good lighted outdoor basketball courts--maybe 1/2 courts	TBD	A place for kids to play, eventually attract tournaments	Ranchos Park		
	Multiple Full size indoor Bball courts				integrate with Community Center	
Bocce Ball	Set up 90' x 16' courses	~\$2,000	Another activity for Seniors	Ranchos Park or Community Center or new Senior center	COMPLETED	
KanePlex	Phase 1	Responsibilities for KanePlex transferred from County Recreation & Roads to Travel council	\$0	Better supervision		COMPLETED
	Phase 2	Arrange for Rodeo events to take place during peak tourism season	\$0	Enhance tourism experience, create activities & entertainment, night activities	Tyler Cornell, Tri Valley Rodeo, DT Cattle Roping	working on it
	Phase 3	Improve equestrian & rodeo facilities--construct an enclosure	~\$500 K?	Attract more equestrian events to the area	Rodeo Club to assist	
	R/C airstrip	Old Radio Controlled airstrip needs to be replaced		Location for R/C club for their annual event	R/C club; parks & rec; Lou Pratt doing GIS work	

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Trails Development

Adventure Maps	Create a series of quality maps for local hiking trails, ATV Trails, Scenic Drives, etc	up to \$10K	Give visitors a series of interesting hikes & ATV trails to ride	Jayne Jorgonsen	Full time employee hired to design & produce Adventure Maps
Mountain Biking	Develop trails, create a Pump Track at Jacob Hamblin Park	\$40K for master plan & Flagging trails	Brand ourselves as a runners mecca--High School Mountain Biking Association, MB Tourism	BLM; Intetnational mountain biking; Parks & Rec	Squaw Trail & Mansard Trails have been flagged & Plan created; Kelly Stowell has \$100K grant
Hog Canyon	ATV Trails--Bridge over kanab creek	\$10K for bridge + footings	Establish Kane County's ATV Trails	ATV Club; BLM; State UDOT	Completed by ATV Club
	Develop and Improve Hog Canyon trails for easier accessability	\$40K	More vehicles and hikers able to get to top of ridge	ATV Club; BLM; State UDOT	
	Sign at entrance to Hog Canyon to attract more traffic	\$5K	Bring more off-roaders & ATVers to our area	BLM; private land owners	working with adacent landowners for permissions; Kiosk needs NEPA approval
Bike Paths	Need a series of road bike paths for family bicycling--from Best Friends to reservor		Provide a safe place for families to enjoy bicycling -- access to Hanging Gardens, Hog Springs	Bike club, parks & rec	Need to get private landowners permissions

Motocross/BMX course

Somewhere to ride for dirt bikes & BMX bikes ~\$5,000

Very few established courses in Southern Utah--Very popular in mid utah. Would attract like ATV riders

Mt Carmel Junction or by the Jail.

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Airport Enhancement	Phase 1 Hanger & accomidations for Red Tail Aviation and produce new brocure & marketing materials for So Utah	Hanger, fuel, apt	Begin aerial tours. Increased visitation & longer stays	Red Tail, KCOT	complete; ongoing business unsure	
		Create a Business/Marketing Plan for the Airport	TBD	Will set the course for future airport development	Armstrong Engineering coming May 21	complete
	Phase 2 Rennovate Kanab Airport Terminal	\$150,000	Promote air tours and future business conferences. Potential for Revenue	Kanab / Kane County interlocal agency/ FAA grants?/ Utah CIB?	Kanab city to take lead; FAA Grant funded	
Navajo Lake	Dam	The breech in the dam needs a more permanent fix.	\$3.5 M	One of the most popular fishing destinations in So Utah. A real economic benfit to Cedar Mountain	Dixie National Forest, Kane County, Communities of Cedar Mountain	temperary patch in place;
	Road	The dirt road around Navajo Lake is gravelled & dusty		Paving this road will attract more traffic to the Lake	UDOT & Fedral hwy funds	Navajo Road to be paved this year
Coral Pink Sand Dunes	Road	Both Hancock and Yellow Jacket road are deteriorating quickly--needs to be repaved	\$MM	Safer, easier access to Coral Pink State Park for tourists & group tours	UOT, Federal funds, Kane County Roads Dept	Yellow Jacket road to be repaved this year
Jackson Flats Reservoir	Fishing, boating, recreation	TBD	Attract more outdoor activities	Tribes need to cooperate		
Johnson Canyon "Old Gunsmoke Movie Set"	Restore the old movie set - maybe create a county park in Johnson Canyon	\$50K to \$1M	A magnet for movie buffs interested in our movie history	Trevor Stewart, Jerry Stringham.	not feasible	

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Approved funds for 2015 budget projects

Project	Budget
1. Hog Canyon trail & signage	\$50,000
2. Mountain Biking initiative	\$100,000
3. Lights for Baseball fields	\$35,000
4. Kanab Teen Plaza	\$30,000
5. Community Wayfaring Signage	\$10,000
6. Mansart Trail development	\$20,000
7. Motocross Track	\$5,000
8. Valley Tennis Courts	\$50,000*
Total:	\$300,000