




The Winter Dew Tour will make its second stop in Utah at Ogden's Snowbasin in February 2011. The Tour, which held its inaugural event at Snowbasin this year, showcases freeskiiing and snowboarding, both the slopestyle and superpipe versions of each sport.

Buzz in the Beehive State

The "State of Sport" may be a slogan, but sports-event organizers in Utah back up their talk with action—plenty of sports action. From youth events to college arenas, from professional athletes to extreme daredevils, the sports scene is buzzing in the Beehive State. Combine the first-rate facilities with pristine natural beauty ideal for outdoors sports, and Utah is stepping up and making its case for why sports planners should come to play.

SALT LAKE COUNTY/TOOELE

The variety of sports represented in Salt Lake County continues to broaden the portfolio of Utah's hosting experience. Lately the sports lineup has spanned the gamut: speed-driven motor sports, running and cycling events, action sports, team

sports, Olympic-related events and even combat sports.

"Not only are these sporting events bringing economic impact to Utah, but events with television assets allow us to showcase Utah as a sports and travel destination," said Jeff Robbins, president and CEO of the Utah Sports Commission. "Utah's landscape, infrastructure and young demographic have made the state a perfect match for these events."

The Dew Tour returned for its fourth year, thrilling its fans as the world's best action-sport athletes participated in the Toyota Challenge. The event took place at the 20,000-seat EnergySolutions Arena, home of the Utah Jazz and venue for the 2010 NCAA men's basketball tournament West Regional, 2002 Olympic figure skating, Western Indoor Motocross Nationals, Arenacross and rodeo.

On the University of Utah campus, Rice-Eccles Stadium hosts the AMA Monster Energy Supercross and also has hosted qualifying matches for World Cup soccer. Rio Tinto Stadium, home of the Real Salt Lake soccer club, has played host venue to the MLS All-Star game and the AMSOIL Western Nationals Snocross & Freestyle event.

The world-class Utah Olympic Oval serves as the U.S. Speedskating training facility and hosts World Cup short-track and long-track speedskating events each year. The facility has also hosted hockey, figure skating and indoor track-and-field events. Spring Mobile Ballpark, home of Minor League Baseball's Bees organization, will be the host venue for the AAA All-Star Game in 2011.

The ABA Great Salt Lake Nationals are held at Rad Canyon BMX



racetrack, which the American Bicycle Association recently announced was the No. 1 track in the nation in terms of rider participation.

Two convention centers in Salt Lake County, the Salt Palace Convention Center and South Towne Exposition Center, have hosted major volleyball, basketball, roller derby, boxing and martial arts events. Other Salt Lake County venues that have hosted and continue to host events include the Maverik Center, Momentum Climbing Gym, Valley and Cottonwood regional softball parks and Liberty Park Tennis Center. Utah also has an abundance of diverse and affordable golf courses, many of which are in Salt Lake County, including Willow Creek Country Club, the host venue to the Nationwide Tour Utah Championship. Utah's home to destination golf is found at PlayUtahGolf.com.

Tooele is home to the Miller Motorsports Park, a state-of-the-art road racing facility for automobiles, motorcycles and karts located just 35 minutes from downtown Salt Lake City. It is considered the finest facility of its type in North America, hosting many of the world's most significant racing series, including the HANNspree FIM Superbike World Championship, the American Le Mans Series, the Grand-Am Rolex Sports Car Series, the NASCAR K&N Pro Series West and, new in 2010, the Lucas Oil Off-Road Racing Series.

Another facility in the Salt Lake County/Tooele area is the Rocky Mountain Raceway, providing a one-quarter-mile drag strip and AHA-sanctioned oval track, which is host venue for the Nitro Jam.

"The state of Utah is continuing to pursue major events by working with its Team Utah partners in Salt Lake County and around the state," Robbins said.

SUMMIT/WASATCH COUNTY

Although the fresh powder is the most famous draw for winter sports

enthusiasts, locals are keen to show that there's much more to this part of the state than snow, especially when it comes to the outdoor sports scene.

"Winter tends to come to mind when thinking of Park City—home of 'the greatest snow on earth,' the Sundance Film Festival and the 2011 Freestyle World Championship. However, it is the summer special event season that has seen the most growth in the past five years," said Bob Kollar, director of special events for the Park City Chamber/Convention & Visitors Bureau. "Summer event organizers have discovered Park City's world-class facilities."



The popular Monster Energy Supercross, an FIM World Championship and an annual event, will take place next in April 2011 at Rice-Eccles Stadium in Salt Lake City.

The mountainous landscape means that cyclists naturally flock to the area. Each August, the Tour of Utah attracts professional teams of international cyclists for what is considered to be the "toughest stage race in North America." For the past four years, Park City has hosted the start of the Tour's most grueling stage, which climbs 15,000 feet during the 100-mile ride. In addition, Park City's historic Main Street served as the site of the 2010 Tour of Utah's Criterium, attracting more than 10,000 specta-

tors to the race and festivities.

In September, the Mid Mountain Marathon challenges runners with a 26.2-mile course along the mountain trails of three ski resorts. Those premier resorts—Deer Valley, Park City Mountain and The Canyons—make up the Summit County skiing hub.

Adding more winter fun to the area's resorts, many of the 2002 Olympic facilities have been transformed into recreational spaces for amateur athletes. Utah Olympic Park is an official Olympic training site for the sliding sports of bobsled, skeleton and luge, as well as for the Olympic alpine sports of freestyle

skiing and Nordic ski jumping. In addition to competitions and training, the UOP also offers tours, how-to clinics and guided bobsled rides for visitors to the facility.

More professional athletes are coming to town than ever before as they combine their workouts with altitude training. Elite athletes can get the most out of their training and then unwind with fine dining and four-star hotels.

"We have so much to offer an event organizer looking to host an

TEAMS '10



Michael Weiss was the winner of May's Ford Ironman St. George Triathlon.

event," said Kollar. "Resorts, restaurants and world-class sports facilities are joined by terrific four- and five-star lodging. Add a major international airport that's only 35 minutes away, and visitors, participants and spectators get a great experience at affordable prices in Park City."

ST. GEORGE

Red rock cliffs, mountain peaks and beautiful natural scenery mix with a moderate climate to make up an athlete's paradise in St. George. Plenty of action—both outdoors and indoors—takes place around the calendar for youth, amateurs, seniors and even extreme athletes, who take advantage of the climate.

"As a sports destination, St. George is a total adventure," said Kevin Lewis, director of sports and adventure marketing for the St. George Convention & Tourism Office. "The scenery seems torn from the pages of a *National Geographic* magazine. Everything is pieced together to create an incredible setting."

Each May, the community plays host to the Ford Ironman St. George

Triathlon, one of the premier endurance competitions in the world. About 2,500 athletes from around the world swim 2.4 miles, bike 112 miles and run a full 26.2 marathon—all in one day—with the best of the best advancing to the World Championships in Kona, Hawaii. Following this year's inaugural event, 98 percent of participants gave the event and community their highest rating.

Runner's World magazine always ranks the St. George Marathon, which serves as a qualifier for the Boston Marathon, as one of the nation's most scenic. About 7,000 runners turn out each October. Other endurance events include the Red Rock Relay, a 187-mile running event held each September, and each November the Frog Hollow Mountain Bike Race is a 24-hour endurance ride through the breathtaking scenery above Zion National Park. Then there is the Huntsman World Senior Games for athletes over 50 years old. For two weeks each October, it attracts more than 15,000 participants.

The Red Bull Rampage took place in early October near Zion National Park. For four days, the world's best mountain bikers descended on some of the most challenging and hostile natural terrain in the world.

St. George is home to The Canyons Softball Complex, rated the No. 1 softball complex in the nation six consecutive years by the National Softball Association. The 38-acre, seven-diamond complex hosts more than 40 amateur softball tournaments each year, including the National Junior College Women's Fastpitch Softball Championships. In July 2011, The Canyons will host the Adidas Futures National Tournament.

Golf also is in the area, as there are now 12 courses within a 20-mile radius, which make up the Red Rock Golf Trail. These courses, set among beautiful landscapes, offer up the chance to get in some exercise while getting away and unwinding.

With the diverse landscapes, open space and famous scenery, outdoor activities are always popular for ATV, hiking, biking, canyoneering, rock

climbing and water sports that take place on surrounding lakes and reservoirs.

"Photographers who work the events here say you can point a camera in any direction and get a good shot," said Lewis. "And athletes are eager to take in the outdoor adventure that is so easily accessible."

OGDEN/WEBER

The Ogden/Weber area is making a name for itself by playing host to athletes of all sports and from all countries. For example, this past August, the area hosted the first Archery World Cup ever held in North America, bringing together more than 30 countries and 200 athletes—and will host it again in 2011 and 2012. Other locations for the World Cup have included Croatia, Singapore, Turkey and Scotland.

"The Ogden area has become, and continues to evolve as, a high-adventure recreation mecca," said Sara Toliver, president and CEO of the Ogden/Weber Convention & Visitors Bureau. "We have a community that embraces these activities as well as the events that encompass them."

Action sports are always a big draw in Ogden, with the XTERRA USA Championship and the Winter Dew Tour providing plenty of thrills. The XTERRA event saw athletes competing in its off-road triathlon, and the Winter Dew Tour is scheduled to come back for its second year, making Ogden its final stop. To be held at Snowbasin February 11–13, 2011, the Tour will showcase freeskiing (slopestyle and superpipe) and snowboarding (slopestyle and superpipe) with the pipe increasing from 18 feet to 22 feet last year. More than 30,000 people will attend this event.

Even more outdoor action is set to take place at the annual Ogden Marathon, next scheduled for May 21, 2011. In addition to the 26.2-mile race, there will also be a half-marathon and a relay race. The course, recognized by *Runner's World* magazine as one of the top 10 in the county, is known for its scenic loop around the reservoir, down Ogden

Canyon, along the Ogden River and finishing downtown.

All of these events take plenty of planning, and the Ogden/Weber area has an army of volunteers to ensure everything runs smoothly. Known as GOAL (Get Out and Live), the group is made up of volunteers, business owners and community leaders.

There are more than 700 volunteers, and many of them received training for the 2002 Winter Olympics. So they've earned a professional education in how to work a sporting event—it's just another benefit that the area can offer.

"We enjoy a mountain-to-metro environment," said Toliver. "Historic 25th Street is a beautiful revitalized district with independently-owned shops, restaurants and galleries. A couple of blocks away is the Salomon Center, which includes indoor skydiving and indoor surfing among other activities. You can access the mountain trails in five minutes or be to the ski resorts in 20. It's all here."

DAVIS COUNTY

Teamwork is crucial in athletics, but also in planning for the games to take place, said John Wilson, sales manager for the Davis Area Convention & Visitors Bureau.

Although geographically it is the smallest county in the state, Davis County has a population of nearly 300,000 with cities that communicate, coordinate and lend help to make sure sports events are a success.

"Event planners choose Davis County because we offer a great place for families to come and participate," Wilson said. "We offer a safe and accessible hospitality zone, and we work together with the various cities. If an event is too large for one city to host, three or four cities will team up to take it on."

A 20-minute drive from the Salt Lake City International Airport, the area has a downtown center that is a "kid-friendly, safe, entertaining hospitality zone" with hotels, restaurants, a mall and theaters.

The recently built South Davis Recreation Center, located in Bounti-

ful, was completed in 2007. The center includes an indoor ice skating rink, a swimming facility with 15 25-yard lanes and stadium seating (capacity 550), indoor water park, outdoor water park, two indoor basketball courts and a universal court that can be used for various indoor sports. There is also a climbing area, indoor track and cardio equipment.

Across the county, there are 45 basketball courts and 28 soccer fields. Other sports facilities or family activity centers include two Classic Fun Centers, the Clearfield Aquatic Center, the Speed Street Indoor Raceway and two skate parks. More family fun is available at the newly completed Boondocks, a multimillion-dollar venue for bowling, go-kart racing, miniature golf, meetings and more.

Also for kids of all ages is a popular regional attraction and destination for families—the nearby Lagoon amusement park, which is located in the middle of the county.

"It's the largest amusement park between Chicago and the West Coast, and it gives teams and families some time to enjoy together after the games have ended. Here everyone is a winner!" Wilson said.

Golfers have some terrific choices with many highly ranked courses in the area, such as Bountiful Ridge, Davis Park, Valley View and Schneider's Bluff. For those who want to hit the slopes, Snowbasin and Powder Mountain resorts are always popular with winter sports lovers. During the 2002 Winter Olympic Games, the county played host to downhill skiing.

"Davis County is a great place for organizers needing to provide a family-friendly place for their events," Wilson said. "Not only do we have great facilities, but we also want to emphasize the safety of the area."

LOGAN/CACHE

Located in northern Utah with about 20 small communities scattered along the way, the Cache Valley stretches for 50 miles of natural beauty, providing the backdrop for some serious sports. The Valley offers the striking scenery planners seek.



Utah Sports Commission

The Dew Tour returned to downtown Salt Lake City for a fourth year, thrilling fans of the action-sports athletes involved.

"Cache Valley is nestled between two mountain ranges that are jaw-droppingly beautiful any time of year," said Julie Hollist, tourism director for Cache Valley Visitors Bureau, "and the amazing thing is you can go from downtown to the forest in five minutes."

Runners team up each summer for the Ragnar Relay Wasatch Back. This 170-mile, 24-hour relay race starts in downtown Logan and climbs up the Wasatch Mountains. The teams of 12 follow the trail until hitting the finish line in Park City.

Runners also come out each September for the Top of Utah Marathon. The race kicks off at Hardware Ranch Elk Refuge, follows the Blacksmith Fork River and descends into the canyon among Cache Valley's small farming communities.

The area also is becoming a destination for cyclists, with several events now on the calendar. This past June, there were two rides for fundraising causes with another trek set for the coming fall.

In early June, 3,000 bicyclists descended on Cache Valley for Little Red Riding Hood, one of the largest



Mitch Diamond

The 2010 Western Nationals Snocross & Freestyle, held in January at the Rio Tinto Stadium, was the first ISOC Racing Snocross Series event held west of the Mississippi River.

women-only bicycle events in the nation. The weekend raises money for cancer research and showcases the area's agricultural landscape. At the end of each June, cyclists get together for the MS 150 Bike Tour, a fundraiser for the National Multiple Sclerosis Society. More than 1,500 cyclists and 300 volunteers take part in the annual tradition.

Each fall, the LOTOJA (short for Logan to Jackson, pronounced loe-tuh-juh) bicycle race is the longest single-rider single-day bicycle event in the nation. Stretching from Logan to Jackson, Wyoming, the 206-mile race winds through Utah, Idaho and Wyoming. Climbing over a 7,000-foot mountain pass, the trek is a grueling event for the more than 1,300 racers who compete each year.

College sports are also available since Logan is the home of the Utah State University Aggies. Campus facilities include Romney Stadium, Jim & Carol Laub Athletics-Academics Complex, Stan Laub Indoor Facility, LaRee and LeGrand Johnson Field, Ralph Maughan Track Stadium and the George Nelson Fieldhouse.

"This is a great location for a variety of sporting events from triathlons to cross-country ski marathons," Holist said. "Great restaurants, historic districts and arts offerings make this a fun spot for spectators, too."

UTAH VALLEY

Utah Valley has a population of around 560,000 and is home to 28 cities, including Provo, Orem, Lehi, Spanish Fork and Springville. South of Salt Lake City, the Valley has plenty of college sports with Brigham Young University and Utah Valley University. Between BYU and UVU, there are 55,000 full-time college students in the area. With such a young crowd and such excellent athletics on the calendar, Utah Valley is one of the power hubs in the State of Sport.

"The Utah Valley CVB is always ready to assist organizers in finding the ideal venue for their event. Our relationship with community partners allows for quick processing of event requests, and our team will do the leg work," said Joel Racker, president and CEO of the Utah Valley Convention & Visitors Bureau.

On the BYU campus, athletic facilities include the LaVell Edwards Stadium for football (capacity 64,045), the Marriott Center for basketball (capacity 22,700), Miller Park for baseball and softball (capacity 2,000), the George Albert Smith Fieldhouse for volleyball and gymnastics (capacity 5,000) and the Clarence F. Robison Track facility (capacity 2,000). Also on campus are facilities for tennis, swimming and

diving and a multipurpose indoor practice facility.

On the UVU campus, the Orem-based multi-purpose UCCU Center, which seats 8,500, is home to both the college basketball team and the NBA D-League's Utah Flash. The center hosts collegiate wrestling, volleyball and other sports. Located on campus is the Brent Brown Ballpark, home to both the Pioneer League's Orem Owlz and UVU baseball teams. Currently under construction is the Hal Wing Track & Field venue.

For recreational athletes, 11 highly ranked golf courses dot the Valley, including a Johnny Miller-designed public course at Thanksgiving Point in Lehi. The Utah Valley ParPass launched in 2010 gives golfers everything they need to experience these challenging courses.

"Purchase the ParPass online at UtahValleyParPass.com," Racker said. "It's affordable and you'll get one 18-hole round per pass at a participating golf course. It's a value you'll not want to pass up when visiting in the area."

Ideally located to host sporting events, Utah Valley is close to Salt Lake City International Airport (about 35 miles to the north), easily accessible by road and centrally located in the middle of the state.

"Utah Valley is a great gathering place for families, friends and events," Racker said. "This is no doubt due to the central location, affordability, variety of activities and overall friendly atmosphere that exists here, not to mention the incredible scenic mountain backdrop."

DIVERSE ATHLETICS ALL YEAR LONG

All year round, Utah puts on a sports schedule that has something for everyone. The diversity of venues, landscapes and sports events has turned Utah into a destination for competitors and spectators alike. Athletes of all kinds have found a place to play in Utah.

For more information on hosting a sports event in Utah, contact the Utah Sports Commission at (801) 328-2372 or visit UtahSportsCommission.com. ■



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