



CITYSCAPES

Construction Underway on St. George Boulevard

After several years of planning, public input sessions, business correlation meetings, and government agency coordination efforts, St. George Boulevard is finally under construction. In May, the Utah Department of Transportation (UDOT) awarded the bid for the reconstruction project to Western Quality Concrete, which has experience with substantial road reconstruction projects such as Redwood Road and Richfield's Main Street. Even though the name suggests concrete, St. George Boulevard will be constructed of specialized asphalt materials.



In late June, utility construction began on the installation of a new natural gas line and water line in preparation for road reconstruction scheduled to start in July. As outlined by UDOT and the city, the project will be done in four-block phases to limit construction delays and provide for better traffic circulation during construction. Each block section is expected to take approximately 10 weeks to complete. Throughout the duration of the project, two lanes of traffic will remain open on St. George Boulevard from Bluff Street to 1000 East between the hours of 6:00 am to 9:00 pm. In order to shorten the time required for the project, the mayor and city council are encouraging the contractor to also work at night to minimize the impact on business on the boulevard. Construction on the project is expected to take approximately 15 months to complete.

In order to disseminate information related to the St. George Boulevard reconstruction project more effectively, UDOT hired Front Line, a public relations firm, to coordinate communication efforts between UDOT, St. George City, Western Quality Concrete, St. George Boulevard businesses, and the general public. Last summer, Front Line and UDOT created a Community Coordination Team (CCT) with representatives from boulevard businesses and other stakeholders. Meetings will be held weekly to address concerns and suggest solutions during construction. In addition, the CCT will grade the contractor on various aspects of the project and determine the amount of a cash bonus incentive.

Both UDOT and St. George City agree that communication is paramount to the success of any project and St. George Boulevard



The two photos on this page are digital renderings of the new median and landscaping on St. George Boulevard.

St. George Blvd. Construction Schedule

- Phase 1** July 11, 2005 - October 12, 2005
300 West to 100 West
- Phase 2** August 22, 2005 - November 18, 2005
300 East to 500 East
- Phase 3** October 10, 2005 - December 27, 2005
300 West to Bluff St.
- Phase 4** December 5, 2005 - February 6, 2006
100 West to 100 East
- Phase 5** January 2, 2006 - March 21, 2006
500 East to 700 East
- Phase 6** February 6, 2006 - May 1, 2006
100 East to 300 East
- Phase 7** March 20, 2006 - June 20, 2006
700 East to 900 East
- Phase 8** May 1, 2006 - July 18, 2006
900 East to 1000 East

is no exception. *For this reason, a website with information specific to this project has been created in order to give businesses and their patrons updates on an almost daily basis. The website contains information about construction activity, road closures, detour route information, the contractor, and a list of names and numbers to call for specific needs. The website address is www.stgeorgeboulevard.com or it can be found on St. George City's website at www.sgcity.org by clicking on the St. George Boulevard icon.*



PRESENTED BY:



Sunsational Days of SUMMER

"Celebrating our Healthy Community"

GET YOUR SUNSATONAL DAYS OF SUMMER CARD STAMPED AT THESE EVENTS!

1. 5/20	Hershey Track & Field Championships	Pineview H.S.	6:00-8:00pm
2. 5/26	Park Dedication	Slickrock Park	4:00-5:00pm
3. 5/28	Summer Opening	Outdoor City Pool	1:00-4:00pm
4. 5/28	Kids Triathlon	SHAC	9:00-11:00am
5. 5/31	Safety Town	Community Art Center	10:00-1:00pm
6. 6/6	Concert in the Park-Simple People	Vernon Worthen Park	7:00-8:00pm
7. 6/7	Hatha Yoga Class FREE!	Community Art Center	3:30-5:00pm
8. 6/11	Running & Walking- Confluence Trail	Dixie Cntr. Parking Lot	9:00-11:00am
9. 6/16	Locals Only-Coed Softball Tourney	Canyons Complex	6:30-8:00pm
10. 6/20	Dive-In Movie-"Sharks Tale"	Outdoor Swimming Pool	8:00-10:00pm
11. 6/23	Silver Anniversary-St. George Softball	Canyons Complex	6:30-9:00pm
12. 6/25	Swing Dancing	Opera House	7:00-8:30pm
13. 6/25	Super Saturday-Tennis Tournament	Tonaquint Park	9:00-11:00am
14. 6/30	Parent/Junior JAG Tournament	Dixie Red Hills	5:00-7:00pm
15. 6/30	Park Dedication	Bloomington Park	4:00-5:00pm
16. 7/4	July 4th Celebration	Vernon Worthen Park	10:00-2:00pm
17. 7/7	Grand Opening-Dinosaur Discovery Site	2180 E. Riverside	4:00-6:00pm
18. 7/11	Dive-in movie-"Finding Nemo"	Outdoor Swimming Pool	8:00-10:00pm
19. 7/11	Concert in the Park-Red Rock Hot Club	Vernon Worthen Park	7:00-8:00pm
20. 7/11-16	Recreation Center 10th Anniversary	285 S. 400 E.	12:00-1:30pm
21. 7/18	NSA Girls Western World Series	Canyons Complex	10:00-1:00pm
22. 7/18	Nature Hike/Bird Watching	Tonaquint Nature Center	7:00-8:30pm
23. 7/20	Penny Carnival	Outdoor Swimming Pool	1:00-3:00pm
24. 7/21	Conversation with the Artist	Art Museum	7:00-8:30pm
25. 7/25-30	Car Rally/Treasure Hunt at City Parks	Start at Dixie Center	TBA
26. 8/1	Concert in the Park-Mica Lucarelli	Vernon Worthen Park	7:00-8:00pm
27. 8/1-6	View Art Exhibits	St. George Art Museum	10:00-5:00pm
28. 8/10	Back to School- Penny Carnival	SHAC	2:00-5:00pm
29. 8/10	Marathon Runners Clinic	DRMC	6:00-7:30pm
30. 8/20	Healthy Dixie Family Fitness Festival	Vernon Worthen Park	10:00-2:00pm

• THIRTY FEATURED EVENTS • FREE FOOD • FREE PRIZES • SPECIAL CONTESTS
• EARN CITYCACHE ALLOWING ENTRY INTO CITY FACILITIES & PROGRAMS

RULES & REGULATIONS

1. Pick up a Sunsational Days of Summer Card at any St. George City recreation facility or at the 30 featured events.
2. Sunsational Days of Summer Cards are stamped each time a card holder attends one of 30 featured events. Each person must have their own card. One card won't be stamped multiple times for multiple people.
3. Card holders turn in their cards at the Family Fitness Festival on Saturday, August 20 (or anytime thereafter thru August 31, 2005, at the Leisure Services Office at 86 S. Main) to receive a CityCache Card loaded with \$2 for each stamp. Any cardholder with ten (10) or more stamps will receive \$10 bonus bucks on their CityCache Card.
4. Any cardholder with ten (10) or more stamps will be entered into a drawing to be held at the Family Fitness Festival on Saturday, August 20. Grand prize will be a CityCache Card filled with \$300, second prize \$200, third prize \$100.
5. CityCache Cards may be used instead of cash to obtain admission into eleven (11) St. George City facilities and a variety of Leisure Service programs.

VISIT WWW.SGCITY.ORG FOR EVENT DETAILS



COMING FALL 2005

The Convenient Way to Receive Discount Admission into St. George City Facilities

Replaces Paper Punch Cards For More Info Call Dave Terry at 634-5850





St. George City Announces the Sunsational Days of Summer

The City of St. George announces a summer-long celebration of recreational and cultural activities in our community. The inaugural Sunsational Days of Summer celebration will provide St. George residents the opportunity to participate in a broad range of activities from May 20 through August 20, 2005. More than 100 events will be held at St. George City facilities during these three months.

From this extensive schedule, 30 events will become featured Sunsational Days of Summer events. Go to www.sgcity.org to learn more about the special contests and giveaways available at these 30 featured events. Also at this web address, you can obtain more information about all the summer events to be conducted by the City of St. George.

The public may pick up a Sunsational Days of Summer Card at these 30 featured events and all City of St. George Leisure Services facilities. Get your card stamped each time you attend one of the 30 events. Then, at the Family Fitness Festival to be held at Vernon Worthen Park from 10:00 a.m. to 2:00 p.m. on Saturday, August 20, 2005, (or anytime thereafter through August 31, 2005, at the Leisure Services office at 86 South Main) exchange your stamps for a CityCache Card loaded with \$2 per stamp. Plus, if you have 10 or more stamps (meaning you attended 10 or more featured events), you will receive \$10 bonus bucks on your CityCache Card. Finally, everyone with at least 10 stamps on their Sunsational Days of Summer Card will be entered into a drawing to be held at 2:00 p.m. at the Family Fitness Festival where the following prizes will be given away:

Grand Prize: CityCache Card loaded with \$300

Second Prize: CityCache Card loaded with \$200

Third Prize: CityCache Card loaded with \$100

For more information on the CityCache Card, contact David Terry, St. George City Marketing Manager, at 435/634-5850.



CITYCACHE CARD

The CityCache Card is a stored-value card that will be implemented this fall and will take the place of the numerous punch cards offered by St. George City recreational facilities. There will be one CityCache Card for Leisure Services facilities and one card for the city's four golf courses. The CityCache Card may be reloaded at any time at each of the participating facilities or on-line at www.sgcity.org.

Leisure Services CityCache Card

- Recreation/Fitness Center
 - City Swimming Pool
 - Art Museum
 - Sand Hollow Aquatics Center
 - Dinosaur Discovery Site at Johnson Farm
- The CityCache Card also may be used to enter recreation programs at the Recreation/Fitness Center, to enter special events at the Leisure Services office, or to reserve parks at the Parks Division office.

Golf CityCache Card

- Dixie Red Hills Golf Course
- Southgate Golf Club
- Southgate Game Improvement Center
- St. George Golf Club
- Sunbrook Golf Club



FREE! — Family Fitness Festival
Saturday, August 20 • 10 a.m. to 2 p.m. • Vernon Worthen Park
For more information or to reserve booth space, call John Bradley
634-5850



Links Between Economic Growth and Golf Industry

Over the past year, "St. George, Utah...breathtaking, affordable golf 'fore' seasons a year" has become the advertising catchphrase used to promote the City of St. George's four golf courses; Sunbrook, Dixie Red Hills, Southgate, and St. George Golf Club.

Obviously, our mild winter climate has served as the engine driving the growth of the golf industry in the St. George area. But, how does the golf industry impact our local economy, and what does the future hold for the golf industry in our community?

When St. George's first golf course, Dixie Red Hills, was build in the mid-1960s, some local residents scoffed at the idea of golf in Dixie. Who would want to play golf in 100 degree

"St. George...where the summer sun spends the winter"

was the slogan of the St. George Area Chamber of Commerce for many years.

temperatures, and why would people travel en masse during the winter months to play golf in St. George? But, thanks to the efforts of committed volunteers, local civic organizations, and municipal government officials, a new industry was born.

Some four decades later, the question of how to fill our courses during the summer heat is still valid. But, the development of 10 additional courses in the county has proven that thousands upon thousands of people will drive and fly to St. George during our mild-temperature months in the pursuit of great golf and incredible red-rock scenery.

The pertinent questions relative to the St. George golf industry in 2005 are as follows: (1) How does the golf industry impact our local economy? And, (2) what are golf course operators doing to stimulate additional demand for golf in the St. George area given the development of additional golf facilities?

Based on figures used by the National Golf Foundation, our county of 115,000 residents could sustain three 18-hole golf courses. So, obviously, the high ratio of golf courses to residents



Red Hills - (435) 634-5852

is a result of the significant role golf plays in attracting golf tourists to our area.

Currently, there are a number of new courses in the development stage in our area. Each of these facilities will be surrounded by significant new residential developments. While the new residents in these communities will play a key role in generating the necessary rounds to make these facilities financially feasible, generating non-resident, golf tourism rounds will be of critical importance.

The St. George Area Convention & Visitors Bureau estimates golf to be the number two tourism draw in the county behind Zion National Park. St. George City's four golf courses have averaged approximately 300,000 9-hole rounds over the past seven years. Assuming similar play at the other six courses in the area (Bloomington Country Club, Coral Canyon, Entrada, Green Spring, Sky Mountain, and Sun River), the total number of 9-hole rounds in Washington County is estimated at 750,000 annually.

Approximately half of these rounds at the four St. George City golf courses are played by non-county residents. Assuming a similar percentage at the other six golf courses in the county, the total number of nonresident 9-hole rounds annually is estimated at 375,000. Converted to the more commonly played 18-hole round, the total number of nonresident rounds is estimated at 187,500.

If each of those 187,500 nonresident golf rounds represents 1.5 travelers, if the average daily cash spent in our area per traveler is \$100 (golf, lodging, food, shopping, additional services, etc.), if the average stay for each traveler is 1.5 days, and if the commonly-used economic multiplier of five is used, then the total direct economic impact to our area by golf tourists is estimated to be more than \$200,000,000 annually.



When both bicyclists and motorists are safe and considerate, it's easy to **Share the Road!**





ST. GEORGE UTAH RED ROCK GOLF TRAIL

Admittedly, the above calculation includes a number of assumptions. But, an argument could be made as easily for increasing the variables as for decreasing them. Also, the above calculation does not account for the sizable economic impact through the real estate and construction industries from people who move here because of our year-round golf opportunities.



Southgate - (435) 628-0000

The point is this...golf plays a central role in the St. George area economy.

The golf course operators in Washington County in cooperation with the St. George Area Convention & Visitors Bureau have recently organized a golf marketing cooperative that is working to build our golf industry's reputation as a year-round golf destination on a national scale. This golf course marketing consortium is known as St. George's Red Rock Golf Trail. The annual marketing plan for this group features national advertising, regional golf expo attendance, direct mailings, a golf vacation planner, a website (redrockgolftrail.com) where golfers can plan their itinerary, a live reservation call center (1-888-345-2550) located at the CVB's offices at the Dixie Center, and other marketing and promotional initiatives.

The highlight of the Red Rock Golf Trail's first year of operations was a half-hour feature program shown multiple times on The Golf Channel's "Golf In Style" program.

Over 2,000 golf tee times and 1,000 hotel reservations have been received from 25 states in the U.S. plus five provinces in Canada.

Along with continuing to provide quality golf facilities and services, available water resources, the popularity of golf as a recreational pursuit, the demographics of our area, the development of a regional airport, and the overall state of the economy will greatly influence the future expansion of golf in the St. George area. But, there is no doubt that the link between golf and our economic vitality is sure to continue given St. George's ability to provide breathtaking, affordable golf "fore" seasons a year.



Sunbrook - (435) 634-5866



St. George Golf Club - (435) 634-5854

Open Swim:
Mon-Thurs
1-5 pm & 6:30-9 pm
Fri. 1-9 pm
Sat. 12-6 pm

Bring a Friend and Make Waves!!!



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Water Slides • Fountains • Geysers • Diving boards • Lilly pads • Whirlpool

2 For 1
Coupon

Located at - 1144 North Lava Flow Drive, St. George • Call for information 634-5938



Quail Creek Water Treatment Plant



In January 2005 construction began to expand the Quail Creek Water Treatment Plant (QCWTP). The estimated cost of the project is \$23,876,468.00. Currently the project is coming in under budget. The plant expansion will not only serve the needs of the citizens and businesses within the City of St. George but also provide water for the regional pipeline that will serve surrounding communities as well.

The plant is being expanded from a production capacity of 20 million gallons a day (MGD) to 40 MGD. As well as doubling the production capacity, a new type of filtration system is being installed. The Dissolved Air Flootation (DAF) system will be more efficient at removing the taste and odor associated with algae layer in the reservoir. Because this system produces cleaner water, the filters will not need to be cleaned as often as those used in the traditional sedimentation treatment process currently in use. This will increase the efficiency of the production process.

Another way the plant is improving the efficiency of the treatment process is to reuse some of the water that would normally go to waste. This water will now be treated and recycled into the production process, saving approximately two million gallons a day.



Another component of the project is the construction of a nine million gallon water storage tank. This tank will help to balance the flow in the regional pipeline as demand rises to meet the needs not only of St. George but also Ivins, Washington and Santa Clara.

Although the project will not be completed in its entirety until January 2006, it is expected that the plant will be able to produce 40 MGD by August 2005. Currently the plant is on line at a capacity of 20 MGD.

While construction has been going on staff at the plant has been working on major maintenance jobs. The floor of the existing 5.5 MG tank has been repaired by the city crews. The plant operators have done an excellent job of maintaining production while coping with construction interruptions and demands.

The plant expansion should meet the demand for the City of St. George for approximately the next seven to ten years.



Do your roots run

deep?

Quite frankly, we hope so.

Encouraging deep root growth by watering deeply and infrequently is a great way to lower your water bill.

For more water saving tips visit www.dixiegardener.org.

Reduce Your Use!



City to Reconstruct Roads Damaged During Floods

Although we survived the Flood of 2005, many of our roads did not fair so well. The constant rain weakened road subgrades and heavy truck traffic during the recovery effort pounded pavements into rubble in numerous locations.

The City of St. George is moving ahead with a program to repair several major roads that were damaged. Efforts will be focused on three roads: Snow Canyon Parkway, Dixie Drive and Tonaquint Drive.

In May, the city signed a contract with Quality Development to improve Snow Canyon Parkway from 1400 West Street to 2000 North Street. That portion of Snow Canyon Parkway will be reconstructed and widened this summer. Later, in a separate project, the city will extend improvements to Tuweep Drive on the west and Bluff Street on the east. Landscaped medians will also be added.

Efforts will then be shifted to Dixie Drive from the Olive Grove development to the Tonaquint Cemetery. This section of roadway was built about 15 years ago with a chip seal surface to provide a second access into Green Valley after a flood on the Santa Clara River washed out the Valley View Crossing. The City Engineering Division is designing a project to upgrade Dixie Drive to a 32 ft. minimum width asphalt pavement that meets city standards. This project is expected to be complete this fall.

The final project will be reconstruction of Tonaquint Drive. This road suffered not only from the flood, but also from the installation of the city's water reuse line. The Public Works Department is cooperating with the Water Services Department and landowners in the area to reconstruct and widen Tonaquint Drive from Southgate Golf Course to the Tonaquint Terrace project near the Bloomington ridgeline. Then, in a subsequent project, the city will complete the widening effort south into



Bloomington.

The city is also assembling a bid package to reopen the old Tonaquint Bridge at Southgate Golf Course. The bridge has been left closed for some time with the hope that funds could be identified with which it could be widened and lengthened. However, that did not

materialize, so the city will have to live with the old bridge for a while longer. To make the road safer, the city has decided to designate Tonaquint Drive one way northbound from 2025 South to Dixie Drive. This will provide room to add a pedestrian



walkway while preserving vehicular circulation in the neighborhood. The road and golf course will also be re-contoured to prevent flood water from flowing out of the Santa Clara River and inundating Dixie Drive. This work is expected to be completed by this winter.

Working together we can

beat the peak

by reducing our use of electricity during peak demand hours of 11 a.m. - 8 p.m.





Message from Mayor Dan McArthur



This is a very exciting time in history for the City of St. George. As you browse through this edition of "CityScapes," you will find many projects happening at the same time which will make our city more attractive, with more to do and explore than ever before. I know that we are going to have to be patient and hold our judgment until all of these projects have been completed because they are all interconnected.

The Waterwalk on Main Street starting at Brooks Pond and culminating at the Town Square will be a work in progress for many years to come, with new additions of statuary and art work telling the story of St. George. I know that this will be a focal point for generations to come. Please do not hesitate to ask questions of any of the city council or city staff about any of these projects.

While there is much going on in the City of St. George, there is always the ever-present need to conserve, both with power and water. I hope that all our residents are using the city web page at sgcity.org to get current information on water and power issues, as well as all other things going on in the city.

We just completed seven neighborhood meetings that were very informative and helpful in providing direction and ideas on how we can better serve the neighborhoods. We are in the process of restructuring our police department to better expose our police officers to the neighborhoods to be able to address specific concerns. We know that some of the issues are the same in all areas of the city, but some are unique to just that neighborhood. It is my desire, as well as the desire of the city council and city manager, to address these concerns in a way that will continue to result in positive solutions. Beginning in July, police officers will be assigned to work in one of ten areas of the city as divided by the police department for a period of one year, in rotating shifts, so that they will become very familiar with the neighborhood at all times of the day and night. We will appoint representatives of the neighborhood to work with these officers in solving problems within the neighborhood. Watch for more on this subject. In the meantime, please be patient as we work to improve our great city.

Mayor Daniel McArthur

Contact Information

Mayor and City Council

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City Manager

Gary S. Esplin	gesplin@sgcity.org
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City Services

Administration	634-5800
Airport	634-5822
Animal Shelter	634-5829
Building	674-4223
Business Licenses	674-4240
Conservation	986-4432
Community Arts	634-5942
Economic Development	674-4418
Engineering	674-4287
Fire	634-5844
Leisure Services	634-5850
Parks	634-5869
Planning	674-4206
Police	634-5001
Public Information	674-4267
Public Works	674-4287
Recorder	674-4203
Recreation Center/Programs	634-5860
Sand Hollow Aquatic Center	634-5938
Streets	634-5825
Suntran	673-8726
Utilities	674-4270
Water/Energy Emergencies	634-5835
Water/Energy Conservation	986-4432

For emergencies please call 911

City Meetings

City Council

Regularly scheduled city council meetings are held on the first and third Thursdays each month starting at 4:00 pm at the City Office Building (175 East 200 North) unless otherwise noticed. Work meeting sessions are held on the second, fourth, and fifth Thursdays at the same location.

Planning Commission

Regularly scheduled planning commission meetings are held on the second and fourth Tuesdays each month starting at 5:00 pm at the St. George City Office Building unless otherwise noticed.

For more information on city services, contact information, and events please visit the city website at

www.sgcity.org