



Utah State Fairpark

June 5-6, 2009

**The Trailhead to Your Next
Outdoor Adventure**

Executive Summary

Venue Description

Centrally located in Salt Lake City, the historic Utah State Fairpark is a 65 acre stage available June 5-6, 2009 to showcase a wide variety of summer recreational activities throughout Utah. As part of the Utah Outdoor Adventure Expo, it will be “Utah’s Biggest Outdoor Toybox” and the trailhead for family summer outdoor adventures



Overview of the Utah State Fairpark

In 1902, the Legislature purchased the Fairpark, originally called the "Agriculture Park." Livestock barns and the Horticulture Building (later renamed Promontory Hall) were built shortly afterward, which still stand today. The Utah Division of Wildlife Resources building will soon be approaching its 100 year celebration of connecting residents with Utah wildlife. Home of the Utah State Fair, this venue is well known statewide for two weeks of family friendly activities, presented annually each September. It is the only facility large enough to also be home of the Utah Outdoor Adventure Expo, with ample facilities to feature this unique event each year. A mix of large established buildings and vast open space makes this the perfect trailhead location for summer adventures. The Utah State Fairpark’s gateway is located on the corner of North Temple and 1000 west.

Event Description

The Utah Outdoor Adventure Expo is scheduled June 5-6, 2009, utilizing the entire Utah State Fairpark. Featuring Utah’s vast outdoor resources and travel destinations, this will become Utah’s premiere event to officially kick start summer fun.

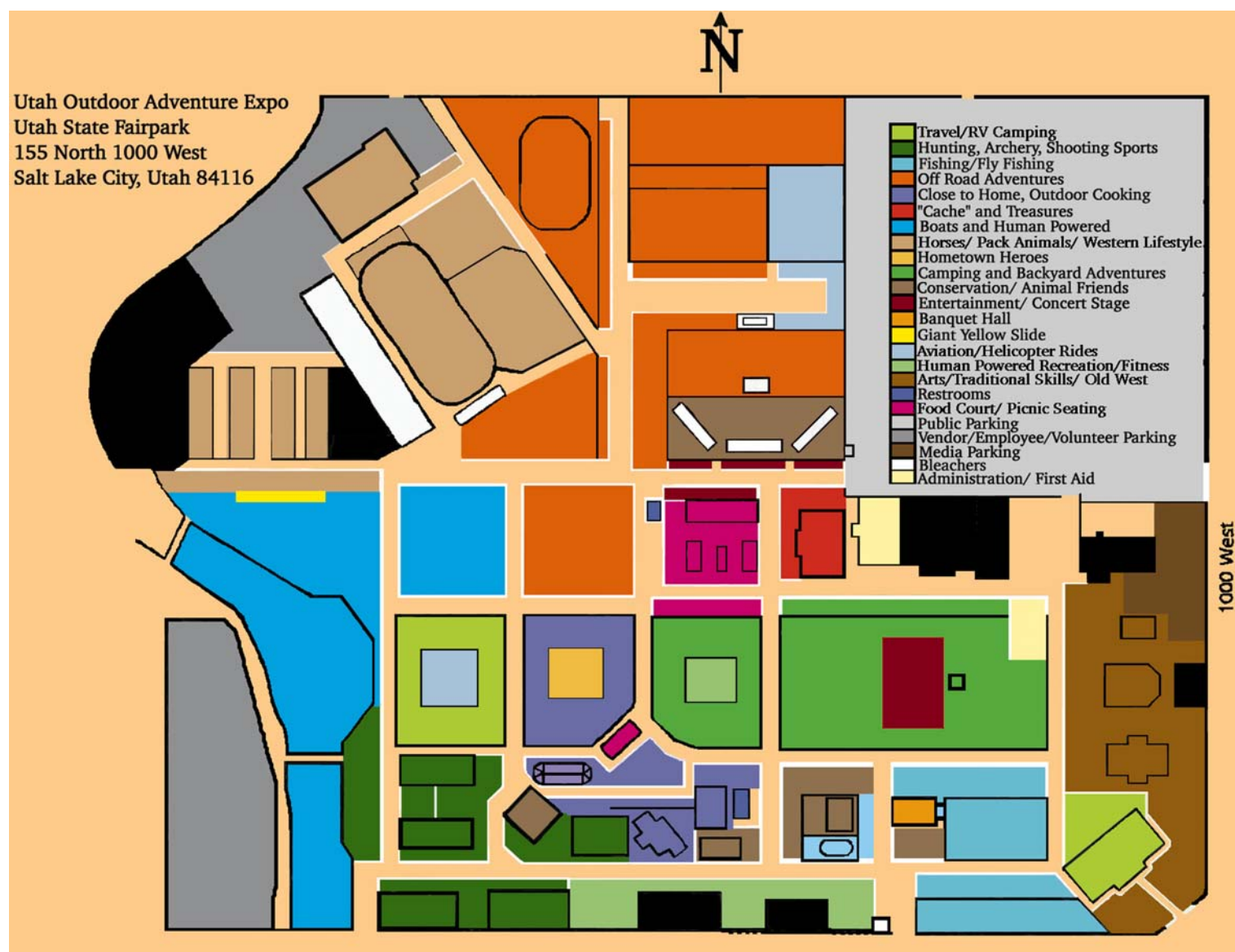
With a mix of traditional outdoor activities such as hunting, fishing, camping and hiking combined with high adventure rock climbing, river rafting and hang gliding, this is the only event that will bring activities and adventure travel to one location, hand in hand as a one stop shop for summer adventures. Highlighted activities range from Utah’s biggest bowhunting gathering and KCBS sanctioned Wild West Barbecue Showdown to outdoor arts, canoe and kayak demonstrations on the Jordan River and off highway vehicle activities. We even included one of Utah’s largest outdoor travel industries—the ski industry, which will offer discount season passes and a refreshing recreational escape from the hot summer months ahead.

The Utah Outdoor Adventure Expo celebrates the rich and exciting outdoor lifestyle that Utah residents enjoy. This event surpasses other events in that it features a hand's-on approach with almost every element of the outdoors. No other event attempts to feature Utah recreation on this scale at one location.

Scheduled on National Trails Day, this event is the trailhead to family outdoor adventures across Utah and embraces the spirit of family outdoor activities, providing most of these interactive opportunities at no additional cost beyond the admission price. With more than 50 different activity centers, we include everything under the sun from motorized vehicle courses and equestrian activities to treasure hunting, travel destinations and a variety of family friendly competitions.

Visitors can easily find something of interest as similar activities are grouped together. For example, several hunting camps will be located on the southwest corner of the Fairpark, while Off-Highway Vehicles and the 4X4 track will be found to the north. Travel destinations will be featured at the Promontory building.

Hosted by Brian Brinkerhoff, of Backcountry Utah, this promises to be "Utah's biggest Outdoor Toy Box," and will help reconnect many families with the outdoors. Located between downtown Salt Lake City and I-215, this venue provides easy access to recreationists without excess travel. It gives families a taste of future outdoor adventures.



Your Map to Adventure at the Utah Outdoor Adventure Expo

Featured Activities

Utah Travel— The Promontory Building will showcase a variety of summer travel opportunities throughout Utah. Whether you are interested in High Uinta camping or Moab jeeping, this will be your first stop to discover the possibilities. A variety of RVs will also be on sale, to get more families camping with all the comforts of home.

Ski Resorts, Lodges, Outfitters and Destination Locations will have representatives on hand to share their information with the public. Maps, brochures and friendly advice will be offered to families as they look for new summer travel opportunities.

Expo Adventure Maps will be distributed from this location, pointing visitors to other Expo activities. Photo opportunities will also help travelers picture themselves at several Utah travel destinations as they make plans for future adventures in various regions throughout the state. Family recreation and adventure travel are just steps away from the front gate.



Hunting, Archery and Shooting Sports—Utah's hunting and shooting sports will be featured at the Expo, just ahead of the big fall hunts. Deer, Elk and Waterfowl camps will each provide unique hands-on activities to reintroduce the family traditions of hunting that used to be passed along from generation to generation.

Utah's biggest bowhunting gathering will include a state of the art competition with computer animated 3-D targets. Game calling demonstrations and competitions will help visitors learn the foreign languages of elk, duck, goose and turkey. In addition, we will showcase a variety of taxidermy from artists around the state.

Hands-on activities will provide youth and adults with target practice, views through the latest optics and opportunities to see the newest gear including game cameras, reloading equipment, camouflage, tree stands and more.



Fishing and Fly Fishing— One week before Utah Free Fishing Day, this event will invite families to get outside and discover the magic that only fishing can provide families as they spend time together on the water.

Summer and fishing go hand in hand, like few other American traditions do. In addition to a variety of unique species, Utah's Lake Powell Stripers are a national treasure. Utah's waters provide something for almost every skill level, whether you seek coldwater cutthroat and tiger trout or warmwater bass and bluegill. Discover the State's Fishing Hotspots or get involved with organizations that protect and develop new opportunities for the future.

Friendly instruction will be provided by the experts to improve your success rate on the water. Fly fishing and fly tying instruction will be offered by local clubs and organizations. Visitors are welcomed to try their hand at several competitions that are scheduled throughout the weekend.



Off Road Adventures—Test drive the newest rides on our youth and adult Expo tracks along with a 4X4 track for some pulse pounding action. Drivers will compare the capabilities of 2009's fleet and determine which vehicles best meet their needs. A focus on tread lightly and off road safety helps ensure trails stay open for future enthusiasts. Rock Crawling demonstrations will connect visitors with the pros at this exciting area of the Utah State Fairpark.

In addition to OHVs and 4X4 vehicles, visitors may also take a look at the newest motorcycles. Whether you want to hit the dusty trail or Utah's open highways this summer, this area has something for you.



Close to Home— Many families are staying closer to home as fuel prices and the economy limit dollars for long distance travel. Highlights in this area will include a Kansas City Barbecue Society sanctioned Cookoff, backyard bird feeding, and native plants to include around your home. In addition, you can look for fire-wise landscaping from local nurseries and a Backyard Grill-Off.

Other featured highlights will include backyard furniture, hot tubs, and accessories to help accent the outdoor flavor in your home, when you aren't able to play in Utah's Great Outdoors.



“Cache” and Treasures— Geocaching, metal detecting or panning for gold will give visitors plenty of hands-on experience to get families excited about legal ways to strike it rich. Whether you hope to find inexpensive trinkets in a spectacular setting or gold dust in the American Fork River, this area will be a worthwhile stop at the Utah Outdoor Adventure Expo.



Traditional Skills and Arts-- Wildlife and outdoor artists will be found in the Bonneville Building, with photography, sculpture, paintings and other art for sale to the public. Participate in the Outdoor Photo Contest or see chainsaw artists carve wooden statues before your eyes. Visitors may even discover the lost arts of blacksmithing, flintknapping or saddle making from the experts. Learn skills of rug weaving from Native American Elders or listen to bluegrass music not far away. Pioneer skill instructors will provide some great educational opportunities.

Boats and Human Powered Recreation— The banks of the Jordan River will showcase several water recreation opportunities. Canoeing and Kayaking with the Utah Rivers Council will help visitors discover an often overlooked resource in the heart of Salt Lake Valley. In addition we are planning several clean up and improvement projects along this stretch of water to improve this pathway for others.

Utah Boat Dealers will bring their newest fleet and several organizations will promote boating safety. Look for the wake park to generate a lot of attention. Human powered activities will celebrate National Trails Day and include hiking and mountain biking along the Jordan River Parkway. A bike rodeo will remind youth to be safe around town. Several Rock Climbing walls will challenge participants to reach beyond their comfort zones to new heights.



The Old West-- Relive the old west as we present Utah's rendezvous and pioneer traditions. Be a part of this heritage by checking out the BLM's wild horse adoption program or learn how to pack mules for your next High Uinta Adventure. A number of equestrian activities and clinics are scheduled in the big arena.

Hear the western legends of cowboys, Native Americans or mountain men along traders row. Learn the traditional skills that pioneers used to build the frontier town of early Salt Lake City. Visitors will have plenty of opportunities to hear stories from colorful characters and consider visiting other rendezvous scheduled throughout the summer. Native American Dancing will draw a crowd as they teach the public about their rich cultures.

Hands-on activities include the atlatl, candy cannons and tomahawk throwing.



Hometown Heroes— Honor today’s heroes including the Utah National Guard, American Red Cross, Search and Rescue teams, Police and Fire Departments, Veterans of Foreign Wars, Sheriffs Departments and others who make it safe for us to recreate in this great country.

Visit with these local heroes and thank them for their sacrifices, which allow us to enjoy these recreational opportunities throughout America.



Camping and Backyard Adventures-- Look for the second annual “Ultimate Campfire Cooking Contests,” sponsored by Camp Chef, in the heart of tent city and among RV camps from several local dealers. From Ultimate S’mores and Campfire Hot Dogs to Ultimate Cooking Iron Recipes, these contests should draw plenty outdoor chefs.

See the latest technology in tents, sleeping bags and other camping gear. Learn how to set up a “bear safe” campsite, sing at our campfire karaoke stage, or purchase the comforts of home in a brand new RV or Travel Trailer. Learn survival skills such as fire building with a bowdrill or creating an emergency shelter in the wilderness.

Campers can roast marshmallows on portable campfire rings or learn Dutch oven cooking secrets from the International Dutch Oven Society and cookbook authors. Learn how to be safe against the West Nile virus and avoid the risks of skin cancer this summer.



Conservation/Animal Friends-- See raptors from the Ogden Nature Center and Hawkwatch International, have your photo taken with Utah's native wildlife or learn about conservation efforts to improve habitat across Utah. Connecting with wildlife in this area attracts youth of all ages.

Utah is home to abundant wildlife populations. Come discover what we have available at this fun stop at the Utah State Fairpark. In addition, dog demonstrations and dog competitions will showcase our best friends at the Expo.



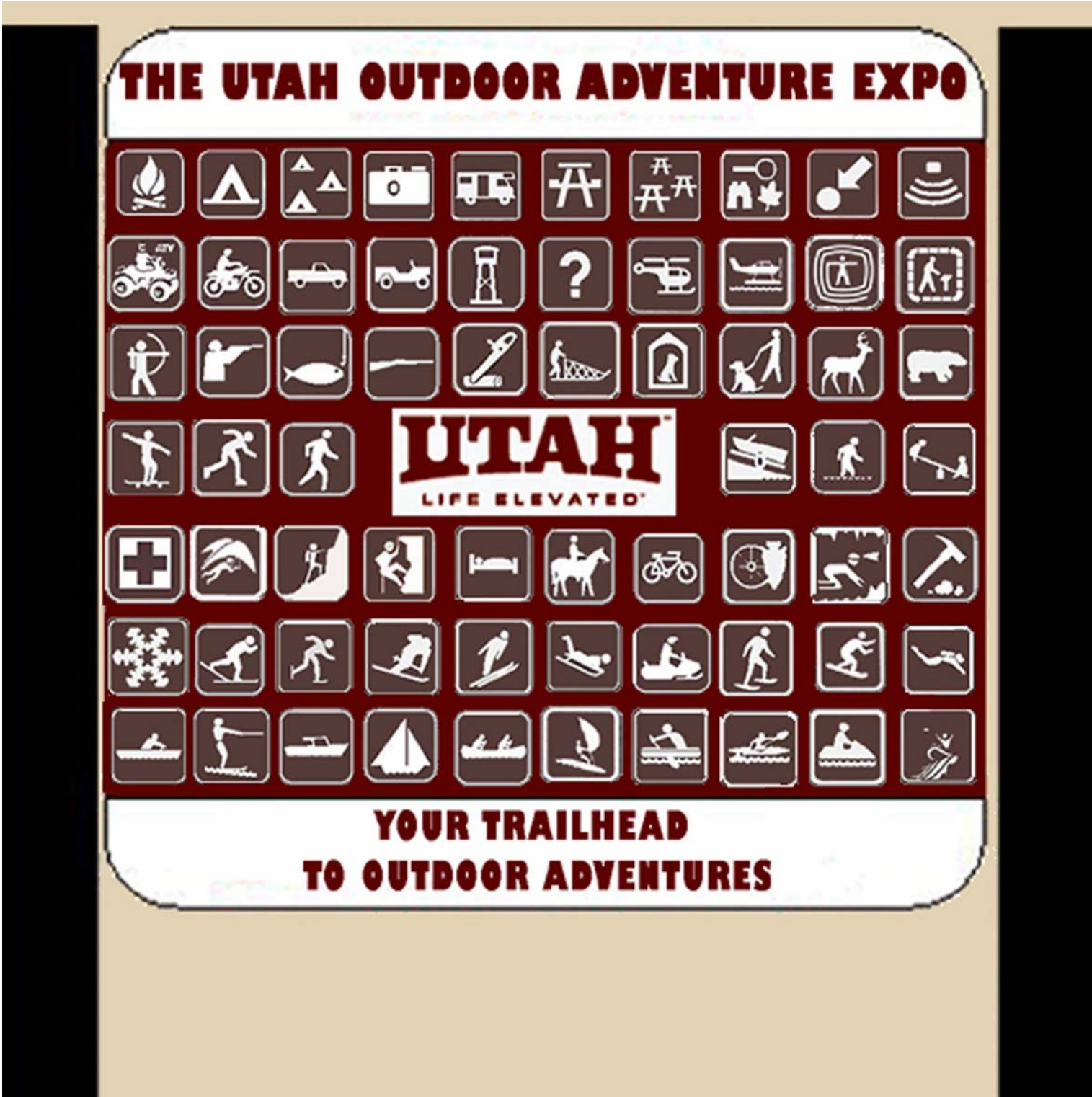
Entertainment/Concert Stages—Enjoy entertainment from a variety of performers throughout the Utah Outdoor Adventure Expo. From bluegrass and cowboy music to modern entertainers, your boots will soon be stomping to the beat of our featured performances.

In addition to musical entertainment, educational seminars will cover hunting, camping, travel, or fishing topics. Cooking demonstrations will help you improve your art on the grill or Dutch oven. Elk, duck, goose and turkey calling presentations always draw a crowd. Experts will be on hand to share their secrets and improve your outdoor experience. Plan some extra time at our travel, entertainment and education stages throughout the weekend.



Banquet Hall— To provide a location for fundraising banquets, this hall has been set aside as organizations raise needed money to preserve the future of Utah’s wildlife or recreational activities.

One of the fundraising efforts will benefit the Wildlife Building at the Utah State Fairpark. We hope to raise much needed money to showcase Utah’s wildlife in a building that will soon be celebrating 100 years.



Demographics and Promotion

Target Markets

- Outdoor enthusiasts - Males and Females between 18-59
- Couples between the ages of 25-65 and families with children
- Average party size to be 3-5 people
- Geographic markets: Wasatch Front Metro (including Salt Lake City, Ogden and Provo), Rural Utah, and surrounding states.

Web Site

We will use <http://www.utahoutdooradventureexpo.com> to provide the latest information for the Utah Outdoor Adventure Expo. This site will provide visitors with the following information:

- Complete schedule of events and activities
- Description, location, and time of each event
- Map of area with directions and travel times to reach the Utah State Fairpark
- Links to participating sponsors
- Links to participating entertainers, presenters, etc.
- List and links to exhibitors
- List and links to lodging, restaurants and businesses in the area
- Media Contact Information, Press Releases, etc.

Marketing and Public Relations Plan

A mix of television, radio, newsprint, billboards and E-mail, supported by a strong public relations program will help recreationists discover the opportunities at the Utah Outdoor Adventure Expo, June 5-6, 2009 at the Utah State Fairpark. Specific activities will be featured on media outlets with similar demographics to maximize promotional dollars for the Expo.



Construction of the Wildlife Building at the Utah State Fairpark

What makes this Event Unique?

The Utah Outdoor Adventure Expo targets outdoor enthusiasts and those making their first steps into the outdoors. Seminars, presentations and hands-on activities will actively involve the public in a variety of outdoor related activities and broaden the horizons of enthusiasts to appreciate all outdoor activities available in our big backyard. It is our goal to build bridges between a variety of outdoor groups, the general public and government agencies.

Fundraising activities will benefit the historic Division of Wildlife Resources Building, which will soon celebrate 100 years. Scheduled on National Trails Day, we will actively utilize the Jordan River Parkway and the Jordan River as a River Path through the heart of the Salt Lake Valley. What sets this event apart from others, is that it features the big package—the best of everything in one location, along with related travel opportunities throughout the State. We bring families together to experience elements of the outdoors, at the beginning of summer, to help them make the best decisions for their summer adventures and holiday destinations.

We are making this event affordable to families so that many families will be able to attend for less than \$20. We do this so that they can get a taste of the outdoors and stretch those precious dollars for future travel opportunities, outdoor gear or food at the venue. A majority of activities will be included with the cost of admission.

This event reaches to anyone who wants to discover the magic of Utah's outdoors, waiting at our doorsteps, with something for almost everyone who attends. Whether your biggest outdoor activity this year gets you onto your backyard patio or into the rugged backcountry wilds of Utah, this is the trailhead to your next outdoor adventure.

